



Gift and Merchandise Policy

Version No.	V3.0 23 March 2015
Endorsement	General Manager Corporate Services, 8 April 2015 Policy Review Panel, 4 May 2015
Authorisation	Council, 26 May 2015
Expiry date	30 March 2017
Responsible officer	Customer Engagement Manager
Policy owner	Communications Coordinator

1. Purpose

To provide a consistent approach to the selection, presentation and distribution of corporate gifts and merchandise.

2. Scope

The policy applies to all Councillors and Council employees, and authorised delegates. This policy does not apply to gifts awarded for staff reward or recognition.

3. Definitions

Word/Term	Definition
Corporate Merchandise	Generic items that are purchased in bulk to promote the image of the City at a range of forums and events.
Corporate Gift	Targeted gift(s) purchased or created to recognise valued partnerships and offered as a symbol of Council's appreciation.

4. Policy

In carrying out their roles as Councillor, staff member or delegate of a local government body, individuals, from time to time, will give gifts to promote Melton City Council, enhance its brand, establish an amicable initial business relationship, display appreciation or demonstrate good faith in an ongoing business relationship.

Melton City Council is committed to:

- Promoting the image, reputation and key values of the City through the distribution of corporate merchandise
- Recognising valued customers, delegations and business partners through the presentation of corporate gifts.

4.1 Policy Principles

- a) Melton City Council encourages the use of good judgement, discretion, and moderation when giving gifts or merchandise in business or event settings

- b) Any gift offered must be moderate in cost, quantity and frequency
- c) Gift giving may vary in different cultures therefore gifts selection is to be consistent with local custom and practice
- d) Offering of any gift, that might be perceived to influence the Councillor, employee, delegate or recipient's good business judgement or that might be perceived to place them under any obligation, must be avoided
- e) Gifts should not be offered if you or the Council are likely to be compromised
- f) For the purposes of this policy it makes no difference if gifts are offered or given directly or indirectly via an intermediate person or entity
- g) Merchandise products sold at the Visitor Information Centre are included in this policy
- h) Gifts distributed to school groups visiting Council's Civic Centres will form part of this policy and shall be ordered in accordance with the corporate gifts and merchandise procedure
- i) When Councillors, managers or staff visit a school for presentations, low cost corporate merchandise to school groups (for example pencils or rulers) is available
- j) Special gifts like framed photos are also considered corporate gifts and need to follow the same procedure of sign offs and costs recorded
- k) Artwork for all merchandise needs to be approved by the Communications unit prior to production.

5. Responsibility /Accountability

5.1	Customer Engagement Manager <ul style="list-style-type: none"> • Responsible for administering the policy
5.2	General Managers and Business Unit Managers <ul style="list-style-type: none"> • Responsible for ensuring the policy is complied with
5.3	Communications Coordinator <ul style="list-style-type: none"> • Responsible for providing professional advice to Councillors, employees and authorised delegates regarding giving and purchasing corporate gifts
5.4	Economic Development and Tourism Coordinator <ul style="list-style-type: none"> • Responsible for purchasing and ordering business, tourism and Visitor Information Centre merchandise stocks

6. References and links to legislation and other documents

Name	Location
Procurement Policy	Policy and Procedures Intranet
Code of Conduct (Councillor)	Policy and Procedures Intranet www.melton.vic.gov.au
Code of Conduct (Staff)	Policy and Procedures Intranet
Resource Support and Expenses of Councillors and Special Committee Members	Policy and Procedures Intranet
Corporate Gifts and Merchandise Procedure	Policy and Procedures Intranet
Reward and Recognition Policy	Policy and Procedures Intranet

Reward and Recognition Procedure	Policy and Procedures Intranet
Corporate Style Guide	Policy and Procedures Intranet