

SALE OF EDUCATIONAL MATERIAL AND PRODUCTS POLICY®

DOCUMENT SUMMARY/KEY POINTS

- The purpose of this policy is to reduce administration costs by centralising the sale of SCHN departmental publications and products, to ensure consistency in marketing and promotion and that there are appropriate controls in place to manage cash handling and thereby reduce the risk of fraud.
- Kids Health Child Health Promotion Unit and Bookshop (Kids Health) is the central point of sale for child health and safety educational material produced by SCHN Departments for parents/carers, other professionals and children.
- Educational material includes books, booklets, e-books, CD's, DVD's, posters and other resources.
- A limited range of therapy products recommended by clinical staff are available for sale.
- Kids Health should be contacted if educational material is to be produced by a department so that it is developed with relevant input on potential viability and marketing to support sale through the Kids Health Bookshop.
- Corporate Branding should be contacted for design and production support.
- Exempt from this policy are:
 - Professional and clinical educational materials and e-Learning modules, including, but not limited to, coursework and materials from;
 - i. CHISM
 - ii. Sydney Child Health Program
 - iii. SCHN Grand Rounds

This document reflects what is currently regarded as safe practice. However, as in any clinical situation, there may be factors which cannot be covered by a single set of guidelines. This document does not replace the need for the application of clinical judgement to each individual presentation.

Approved by:	SCHN Policy, Procedure and Guideline Committee	
Date Effective:	1 st March 2020	Review Period: 3 years
Team Leader:	Department Head	Area/Dept: Kids Health Child health Promotion Unit

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This Policy/Procedure may be varied, withdrawn or replaced at any time. Compliance with this Policy/Procedure is mandatory.

iv. Centre for Trauma Care, Prevention, Education and Research on Paediatric Trauma Management

- Conference notes, presentations, CDs and other educational material distributed or made available to conference attendees, either as part of their registration fees or as an additional purchase (this does not include publications that would normally be sold through Kids Health).
- Items intended for solely for fundraising purposes

CHANGE SUMMARY

- 'Consignment' sales replaced by 'sales agreement with SCHN Departments'
- Reworked formula for calculating RRP
- Updated Terms and Conditions
- Other minor changes to wording

READ ACKNOWLEDGEMENT

- All SCHN staff should be aware of this policy.

This document reflects what is currently regarded as safe practice. However, as in any clinical situation, there may be factors which cannot be covered by a single set of guidelines. This document does not replace the need for the application of clinical judgement to each individual presentation.

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Introduction

This policy is designed to:

- Reduce administration costs by centralising the sale of SCHN departmental educational material or products.
- Relieve SCHN departments of the task of managing and accounting for the sale of educational materials and products.
- Increase the potential audience for departmental educational material and products through a large, public profile online and physical shop.
- Streamline the procedures for the sale of SCHN educational materials and products to the public in a one-stop shop.
- Conform to SCHN [Cash Handling](#) and [Fraud Control](#) policies.

Sale of material

- Kids Health Child Health Promotion Unit and Bookshop (Kids Health) is the central point of sale for educational material on child health and safety produced by SCHN departments for parents/carers, other professionals and children.
- Educational material includes books, booklets, e-books, CD's, DVD's, posters and other resources.

- Exempt from this policy are:
 - Professional and clinical educational materials and e-Learning modules, including but not limited to, coursework and materials from;
 - Coursework and materials from CHISM
 - the Sydney Child Health Program
 - SCHN Grand Rounds
 - Centre for Trauma Care, Prevention, Education and Research on Paediatric Trauma Management
 - Conference notes, presentations, CDs and other educational material distributed or made available to conference attendees, either as part of their registration fees or as an additional purchase (this does not include publications that would normally be sold through Kids Health)
 - Items intended for solely for fundraising purposes
- Sale of SCHN publications and products through the Kids Health Bookshop ensures appropriate controls are in place for consistency in marketing and advertising, correct cash handling and reduces the risk of fraud.
- Staff wishing to recommend publications or products for sale through the Kids Health Bookshop should contact the Kids Health Department Head and complete the [Publications / Products Recommendation](#) form.
- Written approval must be obtained from the Chief Executive or his/her delegate for exceptions to this policy.

Discounts

- SCHN staff members may be eligible for a 10% discount on the retail price of some publications sold through Kids Health. Publications held on behalf of other departments and therapy products are not eligible for a discount.
- Staff ID cards must be shown or SCHN employee number quoted to receive any applicable discount on eligible items.
- Retail display copies that are damaged through use may be discounted up to a maximum of 10%, at the discretion of the Kids Health staff member, depending on their shelf condition.

Returns and Refunds

- Products that are faulty must be returned within 14 days of purchase.
- Proof of purchase (eg a sales receipt) is required when returning a product.

- Faulty products will be replaced with an identical product or a refund to the same value will be issued.
- Items sold on behalf of the staff Social Club may be exchanged but not refunded.
- For hygiene purposes, therapy products cannot be returned, exchanged or refunded.

Departmental purchases

- Departments purchasing goods through the Kids Health Bookshop for internal use must complete a [Purchase – Request for Journal Transfer](#) form.
- The [Purchase - Request for Journal Transfer](#) must be signed by the Department Head/Fund Controller of the Department wishing to purchase the goods, and supplied to Kids Health to initiate the purchase process.
- This form enables the relevant cost centre to be debited with the charge after purchase.
- Kids Health will raise an invoice and make the goods ready for collection once the approved Journal Transfer form has been received.
- A copy of the approved Journal Transfer form and Kids Health invoice will be provided with the goods for Departmental records.
- Goods being collected from Kids Health must be signed for at time of collection.
- The original signed Purchase – Request for Journal Transfer form and Kids Health Invoice will be provided to the Finance Department at the end of each month's trading to enable the journal transfer to be completed.
- SCHN Departmental purchases from the Kids Health Bookshop do not incur GST.

Producing new material

SCHN Departments planning to produce new educational material should contact Kids Health in the first instance to discuss the planned material. This will ensure that there is appropriate input to the proposed material.

Kids Health is responsible for the administration, sale and distribution of publications produced by SCHN departments, except for items that are exempt from this policy.

Corporate Branding is responsible for the production of SCHN resources, ensuring style guidelines and ISBN requirements are met, and that formatting is appropriate for publications to be printed both online and in hard copy.

Sale of departmental publications and products

Educational material and other products produced by SCHN departments are to be sold through the Kids Health Bookshop, which may include physical and online sales.

The Department supplying the goods (the Supplier) and the Kids Health Bookshop will work together to determine an appropriate retail price.

A 25% levy is applied in the calculation of the recommended retail price (RRP). This levy is part of the Network's revenue raising strategy.

A simple guide for determining a retail price is:

Unit cost + x% Department margin (=wholesale subtotal) + 25% levy (=subtotal) + 10% GST = RRP

- *Unit cost is the total cost of production, including freight and any taxes, divided by the quantity*
- *Margin is the mark-up on the unit cost. Kids Health recommends a maximum 50% mark-up.*

The formula shown below is an example of how to calculate a retail price, including GST, from the unit cost:

Example Unit cost calculation:

Production cost	Qty	Freight/ delivery	Taxes	Subtotal	Unit cost to supplier
\$ 1,000.00	100	\$ 25.00	\$ 100.00	\$ 1,125.00	\$ 11.25

Example Retail price calculation:

Unit price	Department Margin @ 25% ¹	Wholesale Subtotal	25% Levy	Subtotal ex GST	GST (10%)	Retail Price
\$ 11.25	\$ 2.81	\$ 14.06	\$ 3.52	\$ 17.58	\$ 1.76	\$ 19.34 ²

1. *The example above is worked on a 25% margin for the Department*
2. *Retail prices should be rounded to the nearest 0.50 or 0.95 cents, so in the example above the retail price would be \$19.50*

Suppliers may choose to offer a bulk price on goods that have potential to be purchased in large quantities, for example over 10 copies in a single transaction. When calculating bulk prices, the pricing formula above, including the 25% levy, still applies. Departments will need to factor this into bulk retail price calculations.

All proceeds of sales through the Kids Health Bookshop form a part of SCHN revenue.

The SCHN Finance Department is responsible for the administration, reporting and payment of applicable GST collected through Kids Health Bookshop sales to the Australian Taxation Office.

Stock control

Kids Health will purchase set quantities of the publications or products from departments, as and when stock is needed. SCHN departments supplying Kids Health must supply stock with an accompanying Purchase – Request for Journal Transfer form. Details for a Departmental contact person must be included on this form.

The Supplier will be responsible for storing any remaining stock unless prior agreement is made with Kids Health. Kids Health capacity to store bulk stock is dependent on available space.

Promotional and Gift copies

Promotional and gift copies for launches or events need to be organised by the supplying Department, and should be factored into the overall unit price where possible.

One free copy of a publication or product must also be supplied to Kids Health for the Kids Health parent library, for parents who are unable to purchase books or for display purposes.

Stolen goods

Goods stolen from the Kids Health Bookshop will be 'written off' in accordance with SCHN [Delegations Manual Policy](#).

Where the goods have been purchased outright by Kids Health, they will be 'written-off' against the Kids Health cost centre.

Where goods are 'owned' by another Department, the loss will be attributed to that Department's cost centre.

Sales Agreement between Kids Health and SCHN Departments

Kids Health Child Health Promotion Unit and Bookshop (Kids Health) is the central point-of-sale within the SCHN for all health and safety related publications and products offered as retail items as governed by this Policy.

Signing a Sales Agreement is an acceptance of the agreement and Kids Health terms and conditions, enabling the sale of your Departmental publication or product through the Kids Health bookshop.

Terms and Conditions

1. Kids Health will arrange for the review of publications or products and seek a recommendation by an independent person experienced in the subject matter, prior to offering material for sale through the Kids Health Bookshop. The independent reviewer will be a suitably qualified SCHN staff member.
2. Kids Health will return all goods to the supplier if they are not favourably reviewed by the independent reviewer(s).

3. Potential conflicts of interest, including those from endorsement of material, must be disclosed as soon as possible and prior to material being recommended for sale.
4. Any conflicts of interests identified after this agreement is signed must be disclosed to the Kids Health Department Head as soon as possible.
5. Kids Health will offer the listed material to potential customers through its retail outlet, online bookshop, external sales opportunities and via existing professional networks.
6. The pricing formula set out in the Sale of Educational Material and Products Policy must be followed by SCHN suppliers OR will be implemented by Kids Health. The unit retail price will be calculated from the following formula:
 - i. Unit cost price to supplier + x% Departmental margin (=wholesale subtotal) + 25% levy (=subtotal) + 10% GST = Recommended Retail Price (RRP).
 - ii. Any bulk purchase prices must also account for the 25% levy.
7. Promotional materials are to be supplied by the author/publisher to Kids Health (Department Heads should contact Corporate Branding and Public Relations for assistance with promotions).
8. Kids Health purchases from Departments will be sent to SCHN Finance for Journal Transfer at the end of each calendar month. These amounts are GST exclusive.
9. Departmental purchases from the Kids Health Bookshop will be forwarded to SCHN Finance for Journal Transfer at the end of each calendar month. These amounts are GST exclusive.
10. Reports will be sent at the end of each financial year on sales performance. These will be sent from the Kids Health generic email.
11. Queries regarding sales and journal transfer figures should initially be directed to the Kids Health Bookshop administration officer.

Ending an agreement:

Kids Health may end a sales agreement if:

1. A publication does not perform commercially in the Bookshop. Less than 5 sales over 12 months is an example of poor commercial performance.
 - i. The supplier will be given notice of the intent to remove the publication or product from sale.
 - ii. Kids Health may reconsider the termination of a sales agreement if the Supplier elects to establish a promotional strategy for the poor performing publication or product.
2. A subsequent review of the publication deems the content to be out of date and the reviewer(s) recommends the publication or product be removed from sale, based on the quality and relevance of the content.
3. Exceptions to the "commercial performance" criteria may include instances in which a "specialised" item that provides a "quality of service" to our customers is retained.

4. In the event of a publication being removed from Kids Health retail stock, notification of the removal, along with a request for the collection of any remaining stock will be forwarded to the relevant Supplier.
5. Following removal of a publication, stock will be held for 30 days only from the date of advice, after which time Kids Health will securely dispose of any remaining stock.

Definitions

- ABN** *Australian Business Number in accordance with Australian Taxation Office*
- ATO** *Australian Tax Office*
- BAS** *Business Activity Statement relating to the financial quarters as described by the Australian Taxation Office. These comprise the following periods:*
- July 1st – September 30th*
- October 1st – December 31st*
- January 1st – March 31st*
- April 1st - June 30th*
- SCHN** *The Sydney Children's Hospitals Network ABN 53 188 579 090*
- Supplier** *a provider of publications or products for sale*

Appendix B: Kids Health Publication / Product

Recommendation Form

Re: PUBLICATIONS/PRODUCTS FOR SALE AND/OR LOAN AT THE KIDS HEALTH BOOKSHOP

Dear

The Kids Health Bookshop, located at CHW on Level 2, stocks a large number of publications addressing different aspects of children's health and safety and a small range of products. Publications and products are available in the physical Bookshop and the online bookshop.

To ensure the credibility and validity of the publications and products we stock, we invite staff members within the Network who possess expertise in the subject area to review a publication or product prior to accepting it into retail stock.

We would very much appreciate it if you, or a member of your staff, could review the enclosed publication/product.

If, however, you believe that another Department is better suited to review this publication /product, please return it to us indicating on the form below which Department is more appropriate.

Thank you,

Department Head - Kids Health

Name of publication:

Author of publication:

Name of person recommending this publication:

Position held (if applicable):

If you are not the appropriate department for this review, please suggest another:

Please indicate your recommendation for the following options:

Add to retail stock:

YES

NO

Add to Kids Health Library ONLY:

YES

NO

(If YES, the publication will be automatically included in the Kids Health library)

If you have answered NO to any of these options, please tell us why:

Review and recommendations made by

Name:

Signature:

Position held at SCHN:

Date:

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