

GOVERNANCE POLICY

SUBJECT	Retail Stocking		PAGE:	1 of 1	
ISSUING AUTHORITY	TRUST BOARD	ISSUE DATE:	1/12/01	REFERENCE	V1.2

1. Purpose

To be drafted

2. Definitions

Nil

3. Policy

- 3.1 The purpose of the Museum's retail activities is to generate revenue for the Museum in accordance with sales, stockturn, gross and net profit to targets determined by Annual Plans or Budgets.
- 3.2 The Museum Store will also enhance the visitor experience by providing a range of quality products which appeal to a wide range of Museum visitors. The Store and product range will enhance the Museum's reputation.