



Company Policy Manual

Rayner Brown. Design Advertising & Interactive

Approved by _____
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Date ____/____/____

This manual sets out the policies which determine the quality of Rayner Brown's service and products.

1.0	Table of contents	Page
1.0	Table of contents	1
2.0	Company profile	2
2.1	Quality policy	
3.0	Capability statement	3
3.1	Management responsibility	
	3.1.1 Individual management responsibilities	4
	3.1.2 Management review meeting	5
3.2	Sales	6
	3.2.1 Quoting	
	3.2.2 Internal order /Job bags	
	3.2.3 Order confirmation	
	3.2.4 Customer care	
3.3	Production	7
	3.3.1 Production scheduling	
	3.3.2 Design approval processes	
	3.3.3 Delivery	
3.4	Accounting	8
	3.4.1 Invoicing	
	3.4.2 Debtors control/collections	
	3.4.3 Credit control and payments	
	3.4.4 Wages	
	3.4.5 Taxation	
3.5	Purchasing	9
	3.5.1 Purchase order	
	3.5.2 Approved Suppliers List	
3.6	Inspection and testing of purchased product	10
3.7	Customer supplied product	11
3.8	Corrective and Preventive Action	12
	3.8.1 Corrective action	
	3.8.2 Preventive action	
	3.8.3 Continuous improvement	
3.9	Records	13
	3.9.1 Paper records	
	3.9.2 Electronic records, data storage and backup.	
	3.9.3 Customer access to records	
3.10	Training	14
Appendix 1	Forms and Standard letters	
Appendix 2	Conditions of Sale	

2.0 Company Profile and Quality Policy

The incorporation of Rayner Brown Pty Ltd has combined the experience and knowledge of two successful existing businesses, Stereotype Design and Waigo Pty Ltd. Together we are able to deliver a diverse range of brand, design and media solutions. This expansion assures our customers that we are constantly looking to the future, and enables us to confidently keep up with technological and industry advances.

Rayner Brown Pty Ltd aims to provide design, print and multimedia services to a broad client base, from small retail business, through to corporate, national and international organizations.

2.1 Quality Policy

We believe that it is our responsibility to supply well researched and creative ideas which fully meet our client's needs as well as maintaining an exceptional and proven network of suppliers and subcontractors that enable the fulfilment of all projects undertaken.

Rayner Brown Pty Ltd will always maintain appropriate dialogue with our clients to ensure their satisfaction in relation to products and services supplied, quality and price and to ensure an appropriate response to changing client needs and expectations. Confidentiality of client agreements, work processes and records will be maintained.

3.0 Capability Statement

Design

- Logos
- Stationery packages
- Annual reports
- Street press/magazines
- Posters
- Packaging
- Illustration
- Animation

Interactive

- Websites
- Customised content management systems (CMS)
- DVD Video menus
- CD-ROM presentations
- E-Commerce

Corporate Services

- Brand consolidation
- Style guides
- Print management
- Signage consultation
- Project management
- Procedural documentation

Advertising

- Print
- Outdoor
- Brochures / Catalogue
- Television Commercials
- Jingle writing and production
- Media procurement

Environmental Graphics

- Site marking
- Event displays
- Point of sale displays
- Vehicle graphics
- General signage

Supplier Network

Print Boutique, short run and large quantity
 Large format digital print
 Screen print

Media Film and television producer
 3D animator
 Editors (Audio & Video)
 Audio engineer/mastering
 CD/DVD replication

Trades Interior design
 Shop fitting
 Electrical
 Plumbing
 Signage manufacture
 Acrylic fabrication

3.1 Management Responsibility

This section describes how the company addresses its responsibility for customer satisfaction and quality by the definition and allocation of individual management responsibilities and the operation of a system review by the company.

3.1.1 Detail of individual responsibilities:

(i) Creative Director

Meet with clients to take briefs and offer creative solutions.
Production scheduling in order to meet client deadlines.
Tracking of production time spent per project and adherence to agreed budgets.
Liaise with clients directly to ensure they are well informed throughout the project.
Procurement of advertising space and costings on client's behalf.
Assignment of work to subcontractors where necessary.
Preparation of concepts, project development and finished art.
Web development specialist.
Participate in quarterly management review meetings.

(ii) Art Director

Meet with clients to take briefs and offer creative solutions.
Production scheduling in order to meet client deadlines.
Tracking of production time spent per project and adherence to agreed budgets.
Liaise with clients directly to ensure they are well informed throughout the project.
Procurement of advertising space and costings on client's behalf.
Inspection and testing of purchased product
Preparation of concepts, project development and finished art.
Print and signage specialist.
Participate in quarterly management review meetings.

(iii) Customer Service Executive

Preparation of quotations are per supplied brief
Ensure current design rates and suppliers costs are effective.
Debt and credit control.
Payroll
Accounting system operation.
Preparation of quality manual – company policy and any necessary procedures
Handling of customer complaints including implementation of correction action
Implementation of preventive action and continuous improvement activities.
Liaise with contractors where necessary
Liaise with business advisors / professionals.
Participate in quarterly management review meetings.

3.1.2 Management Review Meeting

The management team as detailed in 3.1.1 shall review at quarterly intervals the company policy and procedures in place to ensure that they reflect customer expectations as well as company growth and any new technologies.

At this time the management team shall also undertake detailed assessments of

- financial position.
- customer feedback, including customer complaints and corrective actions undertaken
- preventive actions and results of continuous improvement activities.
- staff time management optimisation, including analysis of daily timesheets.
- Approved Supplier List (supplier performance)

3.2 Sales

This section describes Rayner Brown's policies in relation to quoting, generation of internal order and subsequent creation of job bags, confirmation of order details to the customer, and customer care.

Responsibility: Client Services, Art Director, Creative Director

3.2.1 Quoting

All enquiries shall be provided with an estimate upon request. Jobs where the estimated value is less than \$1,000.00 may be quoted via informal email message. Jobs where the estimated value of goods and services exceeds \$1,000.00 shall always be accompanied by a formal written quotation. If to save time and ensure customers requests are met an emailed quotation is provided for such jobs, it shall be followed up with a numbered quotation using the correct pro-forma.

Rayner Brown shall always endeavour to supply a requested quotation to the customer within 48 hours of initial enquiry, or where necessary detailed briefing.

3.2.2 Internal Order / Job Bag creation

All customer approved quotations need to be effectively turned into production ready job bags that fully reflect the client's briefing/specifications/purchase order, including agreed delivery dates and costings as well as the agreed time allocation for design.

All details regarding outsourced work relating to the order shall be documented on the job bag.

3.2.3 Order confirmation

Each order shall be confirmed in writing to the customer. The scope of the order confirmation shall be:

- (i) Price
- (ii) Works
- (iii) Expected date of completion / delivery

3.2.4 Customer Care

Rayner Brown shall endeavour to return all client calls within one hour of a message being left. Emails shall be responded to within two hours.

Client contact shall always be carried out on a professional manner. Any difficulties arising from customer contact shall result in corrective/preventive action. (ref: policy 3.8)

3.3 Production

This section describes Rayner Brown's policies relating to the scheduling of work and control of work flow so as to ensure customer's timeline requirements are met, as well as design approval processes and final packaging and delivery of product.

Responsibility: Art Director, Creative Director

3.3.1 Production scheduling

As soon as a quotation is approved by the customer the job is to be scheduled into production by the representative who prepared the quote, taking into full account suppliers timeframes and customer expectations of project turnarounds.

Responsibility: Art Director, Creative Director.

3.3.2 Design approval processes.

Finished art shall only be sent for publishing when a written approval is received by the customer.

It is the responsibility of the person completing the finished art to ensure written approval is received.

In the case of printers proofs where colour matching is critical, the customer or their representative must sign the proof personally.

Responsibility: Art Director, Creative Director.

3.3.3 Packaging and delivery

Completed jobs may only be delivered to the customer when:

- (a) a 14 day trading account has been approved and is in place, and the customer has not exceeded the terms of this account.
- (b) in the case of a cash sale the customer has provided either a company cheque or has deposited funds directly to Rayner Brown's bank account and provided proof thereof in the form of a deposit slip copy, or, internet transfer data.
- (c) externally supplied components have undergone required quality checks.

2.3.3.1 Melbourne metropolitan deliveries are to be made using a same day courier service.

2.3.3.2 Interstate deliveries are to be made using Australia Post or an agreed rate overnight service where requested by the client.

2.3.3.3 All deliveries shall be accompanied by a delivery docket detailing shipping date, customer details, box contents and no. of boxes shipped.

2.3.3.4 Products shipped must be adequately packaged to ensure goods may be shipped without damage.

3.4 Accounts

This section describes Rayner Brown's policies for invoicing, control of debtors and creditors to maintain adequate cashflow as well as the allocation of wages and provision for taxation.

Responsibility: Customer Service Executive

3.4 Accounting policy and procedure

3.4.1 Invoicing

All jobs shall be invoiced on completion according to the original quotation/agreement, additional authors corrections where documented and include any delivery charges and government taxes required. Every invoice issued will have it's own unique invoice number and will fully describe the goods and services provided by Rayner Brown. All invoices shall include relevant taxes.

Invoices shall be emailed to the client as soon as possible on project completion. Where progress payment agreements are in place, all required invoices shall be supplied to the client at deposit stage, and at the beginning of each agreed stage of production.

A hard copy of all invoices shall be mailed additionally.

3.4.2 Debtors control/collections

Where applied for, Rayner Brown may extend 14 days credit to approved clients. A complete credit application must be received and each trade reference provided checked prior to any account being opened.

Credit will only be extended beyond 14 days where agreed in writing between the client and Rayner Brown.

Late payments will be followed up with a telephone enquiry, if no response is made to the follow up within one week, a letter of demand shall be sent. Debts that remain unpaid one month beyond these follow up measures will be pursued by Prushka and attract interest as detailed in our Conditions of Sale document (Appendix 2)

3.4.3 Credit control and payments

Rayner Brown Pty Ltd will maintain trading accounts within the terms indicated by the creditor whenever possible to ensure smooth product ordering and delivery, and preserve long term relationships with suppliers on our Approved Supplier List.

3.4.4 Wages

All wages will be paid pursuant to company/employee agreements.

3.4.5 Taxation

Rayner Brown will ensure that at all times required taxation obligations are met, and that adequate provision is made for tax expenses.

3.5 Purchasing

This section covers the control of incoming purchased material, goods and subcontracted services which are built into Rayner Brown's finished product or service to ensure that the contract requirements are met.

3.5.1 Purchase Order

All purchases shall be made against a purchase order which incorporates a specification fully describing the material, item or service, any relevant standards or drawings, the conditions of purchase, the quantity and the price – whichever is applicable.

Responsibility: Creative Director

3.5.2 Approved Suppliers List

Rayner Brown shall keep an Approved Suppliers List (ASL) which forms the basis for assessment of subcontractors based on:

- (i) Previous performance
- (ii) Recommendation
- (iii) Locality of supplier
- (iv) Cost competitiveness

Responsibility: Customer Service Executive

3.5.3.1 ASL Review

The Approved Suppliers List shall be reviewed quarterly as part of the management review meeting taking into consideration policy 3.5.1 and any customer complaints/corrective actions that may be traced back to the performance of a particular supplier.

3.6 Inspection and testing of purchased product

This section describes the inspection and testing of purchased product undertaken by Rayner Brown to ensure supplied product that is on sold, or forms part of the finished product delivered to the client is fit for purpose.

Responsibility: Art Director

All printed material shall be inspected prior to release to ensure acceptable quality of:

Content
Print
Trim
Binding/collating

Any other contracted work shall be assessed prior to release to customer based on parameters detailed in our purchase documentation/requirements together with any details supplied by the contractor.

All contracted works shall be assessed for general fitness for purpose prior to being released to the customer, or built into the finished works.

3.6.1 Inspection and test status

Non-conforming product shall be labelled and separated prior to a decision being made about a suitable disposition.

3.7 Customer supplied product

This section details the methods Rayner Brown use to ensure any customer supplied product is cared for and tracked whilst in the possession of Rayner Brown. Such items may include, but shall not be restricted to:

- Digital files supplied on disc
- Printed matter
- Printed photographs
- Product samples

As a rule, Rayner Brown does not accept any responsibility for the quality of customer supplied product.

Responsibility: Art Director, Creative Director

- 3.7.1 All items supplied by the customer shall be made note of on the Job Bag. Items which can be contained within the Job Bag itself shall be stored there at all times. All other items shall be stored on the premises of Rayner Brown in a dry, safe area.
- 3.7.2 Bulky customer supplied items will be returned to the client on project completion. All other items such as photographs, digital files and printed matter shall remain in the job bag until the return is requested by the client.
- 3.7.3 Customer supplied product that is lost or damaged shall be recorded in the job bag and the customer notified in writing.

3.8 Corrective and Preventive Action

This section covers the means adopted by Rayner Brown in ensuring that any persistent errors in Rayner Brown's work, and that of its subcontractors are corrected by modifying the company's practices.

Responsibility: Customer service executive

3.8.1 Corrective action

Corrective action shall be carried out when product and/or services fail to meet the specified parameters of the customer requirements, or the requirements of a purchase order to a subcontractor of Rayner Brown. Records of such events whether generated by a customer complaint or an internal rework shall be kept in the Job Bag.

3.8.2 Preventive action

Preventive action shall apply to potential causes of product or service failure.

3.8.3 Continuous improvement

Continuous improvement activities are seen by Rayner Brown to be of utmost importance to ensure the effective growth of the company, as well as maintaining industry reputation. The projects undertaken as continuous improvement activities shall be ascertained by:

- Measuring results brought to Management Review Meetings.
- Identifying gaps in staff competencies.
- Identifying gaps in technological capabilities by keeping abreast of industry trends.

3.9 Records

This section describes the way in which records used throughout all processes are identified, stored as well as maintained and accessed.

The Customer Service Executive shall ensure that the records required in the company's operation are maintained.

Such records shall comprise (as appropriate):

- Approved Suppliers List
- Purchase Orders
- Job Bags
- Invoices
- Delivery Dockets
- Outgoing Quotes
- Customer Orders
- Taxation and payroll
- General Correspondence
- Incoming Quotes

3.9.1 Paper records

3.9.1.1 Paper records shall be stored according to Alpha Numeric order, and retained for a minimum of 5 years.

3.9.1.2 All records shall be kept in a safe, dry area.

3.9.1.3 Records of a confidential nature, when kept, shall only be allowed to be accessed by key staff if the record is a critical requirement to enable project continuance or completion.

3.9.2 Electronic records, data storage and backup

Electronic records shall be backed up daily to DVD and all data stored kept on a master register to enable access and archival preservation.

3.9.3 Customer access to records

When specified in the contract, records shall be made available to the client for examination. Such records may be copied for the client who may not remove originals.

3.10 Training

Rayner Brown regards the use of appropriately trained staff to be essential in maintaining the quality of its services and products.

Rayner Brown will ensure that all functions that need acquired skills, and could be adversely affected by the lack of such skills, shall be identified when employing new staff.

The Creative Director shall be responsible for review the level of competence within the company and for identifying where additional training may be required. Competence shall be defined as:

- experience
- qualifications and/or
- training and/or
- prior knowledge

3.10.1 Further education and training of existing staff.

Where a gap is identified in required knowledge, relevant staff shall acquire additional training as necessary. This will ensure that Rayner Brown is at all times able to provide expert knowledge and skills to their clients which are at the forefront of their industry.