

NATIONAL CLUB IDENTITY POLICY

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1. APPLICATION AND SCOPE

- 1.1 This National Club Identity Policy (*Policy*) aims to promote and strengthen the reputation of football in Australia by making the sport of football inclusive for all participants.
- 1.2 FFA acknowledges the multicultural nature of Australia and the valuable contribution that various communities have made to the historical development of football in Australia. FFA also respects Clubs' desires to acknowledge their heritage and contribution to their local communities. FFA has a responsibility to protect and grow the reputation of the sport of football in Australia and to ensure its openness and accessibility to all Australians.
- 1.3 This Policy:
 - (a) forms part of the FFA Statutes and applies to FFA, Member Federations, Competition Administrators, Clubs, Players and Officials (*Members*);
 - (b) supplements and supports the FIFA Laws of the Game (including, in particular the FIFA Equipment Regulations), the FFA National Spectator Code of Behaviour and the FFA National Code of Conduct; and
 - (c) applies to Members that participate in all forms of football under FFA's jurisdiction, including but not limited to eleven-a-side or outdoor, futsal, indoor, beach, school and summer football.
- 1.4 This Policy may be supplemented by Competition Rules provided that such rules are not inconsistent with the terms of this Policy.
- 1.5 All Clubs must comply with this Policy.
- 1.6 This Policy does not apply to references to Australia or the use of the Australian national flag.

2. NAMES AND LOGOS OF NEW CLUBS AND CHANGES OF NAMES AND LOGOS OF EXISTING CLUBS

2.1 A Club Name:

- (a) of a New Club; and
- (b) of an Existing Club upon a change of Club Name by that Club,

may only contain:

- (c) words or letters in English; and/or
- (d) references to the broader geographic area in which the Club is located; and/or
- (e) colours; and/or
- (f) numbers; and/or
- (g) references to flora; and/or
- (h) references to fauna,

provided that these components do not carry any ethnic, national, political, racial or religious connotations either in isolation or combination.

2.2 A logo or emblem:

- (a) of a New Club; and
- (b) of an Existing Club upon a change of logo or emblem by that Club,

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may only contain or display:

- (c) words or letters in English; and/or
- (d) references to the broader geographic area in which the Club is located; and/or
- (e) colours; and/or
- (f) numbers; and/or
- (g) references to flora; and/or
- (h) references to fauna; and/or
- (i) shapes,

provided that these components do not carry any ethnic, national, political, racial or religious connotations either in isolation or combination.

3. APPROVALS

- 3.1 For the purposes of clauses 2.1(a) and 2.2(a), prior to a New Club being registered with FFA, it must obtain the prior written consent of FFA or the relevant Member Federation (as the case may be) in relation to:
 - (a) its proposed Club Name; and
 - (b) its proposed logo or emblem (subject to clause 3.2).
- 3.2 If the written consent referred to in clause 3.1(b) is not obtained prior to a New Club being registered with FFA by virtue of the New Club not having a proposed logo or emblem prior to registration with FFA or otherwise, the New Club must obtain the prior written consent of FFA or the relevant Member Federation (as the case may be) in relation to any proposed logo or emblem of that New Club after registration with FFA.
- 3.3 For the purposes of clauses 2.1(b) and 2.2(b), prior to an Existing Club changing:
 - (a) its Club Name, it must obtain the prior written consent of FFA or the Club's Member Federation (as the case may be) in relation to its proposed new Club Name; and
 - (b) its logo or emblem, it must obtain the prior written consent of FFA or the Club's Member Federation (as the case may be) in relation to its proposed new logo or emblem.
- 3.4 FFA or the relevant Member Federation may, at any time, revoke any approvals granted under this Policy.
- 3.5 A decision of FFA or a Member Federation under this clause 3 is made in FFA's or the relevant Member Federation's (as applicable) sole and absolute discretion and is final and not reviewable.

4. USE, ADVERTISEMENT AND PROMOTION OF IDENTIFIERS

A Club must not use, advertise or promote (or permit any other person or entity to use, advertise or promote) any ethnic, racial, religious or political identifiers in connection or association with the Club. The prohibition in this clause 4 does not apply to the legitimate promotion of a Club Sponsor or the use of a name, logo or emblem that has been approved in accordance with clause 3.

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5. PLAYER EQUIPMENT

In accordance with Law 4 of the FIFA Laws of the Game, the Basic Compulsory Equipment worn by Players must not have any political, religious or personal statements.

6. NOTICE AND DISCIPLINARY MEASURES

- 6.1 Subject to this clause 6, FFA and Member Federations may impose disciplinary sanctions as specified in Part V of the FFA Statutes to enforce the terms of this Policy.
- 6.2 FFA or a Member Federation, as the case requires, may enforce the terms of this Policy and invoke the sanctions only if it has given the Member alleged to have infringed this Policy:
 - (a) reasonable details of the alleged infringement;
 - (b) notice of possible sanctions; and
 - (c) the opportunity to be heard in relation to the issues of infringement and sanction.
- 6.3 The imposition of a sanction is immediate or as otherwise notified by the body imposing the sanction.
- 6.4 If a Member disputes the sanction imposed under this Policy that Member may appeal in accordance with the Grievance Resolution Regulations provided that it does so with 7 (seven) business days of notice of the sanction.

7. DEFINITIONS AND INTERPRETATIONS

- 7.1 Any terms used but not defined in this Policy have the meaning given to them in the FFA Statutes.
- 7.2 In this Policy:

Basic Compulsory Equipment means player jerseys, shorts, socks (stockings), shin guards and footwear.

Club Name means the official name of a Club or name that a Club is commonly known or referred to as (including the naming rights of the Club).

Club Sponsor means an individual or entity that provides financial or in kind support to a Club pursuant to an agreement, arrangement or understanding.

Existing Club means a Club that is registered with FFA prior to the Effective Date.

New Club means a Club that is registered with FFA on or after the Effective Date.

8. ENFORCEMENT

- 8.1 The Policy will be effective immediately upon promulgation by FFA (*Effective Date*) and any amendments made to the Policy come into effect immediately upon promulgation of such amendments by FFA.
- 8.2 Competition Rules may specify that a Club's ongoing compliance with this Policy is a requirement for eligibility to participate in that Competition.

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