



NATIONAL MERCHANDISE PROGRAM LOGO POLICY



UPDATED MAY 2018

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RELATED POLICIES: Nil
RESPONSIBLE OFFICERS:
- Audit, Risk and Policy Committee
- Chief Executive Officer
- Licensing, Products & Partnership Coordinator
AUTHORITY: Board
APPLICABLE FORMS: Nil
APPROVED: May 2018

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NATIONAL MERCHANDISE PROGRAM LOGO POLICY OVERVIEW

1. PRINCIPLE

Bowls Australia (BA) has developed a National Merchandise Program (NMP) Logo Policy which provides guidance regarding the correct use and purchasing of compliant garments for Pennant, Championship Events and Other Tournaments as specified.

For clarity:

‘Pennant’ is any form of structured competition between clubs that are affiliated to their state or district authority, where the competition uses the Laws of the Sport of Bowls Australia and requires Accredited National Umpires to adjudicate.

‘Championship Events and Other Tournaments’ refers to events organised or controlled by BA, State and Territory Association (STA) authorities and/or any division/subdivision of the STA authority; in addition to:

- Club Championships;
- Region/District Championships; and
- Club Tournaments (with the exception of social competitions) where it is specified in the Conditions of Play.

All competition/tournament rights holders are encouraged to reference attire requirements in the associated competition/tournament Conditions of Play.

Participants and Officials within all Pennant, Championship Events and Other Tournaments, as noted above, are also required to be compliant with this Policy.

2. WHERE DOES THE REVENUE GO

The Program has two objectives, firstly to provide a revenue source to fund the Regional Bowls Manager (RBM) Program and secondly to maintain a national brand for the sport.

The RBM Program: Bowls Australia currently has 18 RBM’s working in conjunction with STA’s and clubs across the country. Each RBM lives within their region and they are well informed about the issues surrounding each club in their area. Additionally, RBM’s provide invaluable support by assisting with the sports participation growth and development, program delivery (Jr. Jack Attack & Jack Attack), census coordination, club development and development of coaches and officials associated with the sport.

Maintain a national brand for the sport: BA recognise that a brand represents a promise. As an organisation, BA strive to ensure that our members can be confident in knowing what they’re going to get, ensuring all Licensed Manufacturers’ maintain quality, well-branded products and services.

3. PRODUCTION OF GARMENTS

The NMP Logo Policy provides Licensees an opportunity to offer a comprehensive range of clothing for bowlers to choose from. Licensees are expected to provide high quality, innovative, NMP branded products for bowlers nationwide and at reasonable cost.

The presentation of the NMP Logo (pictured below) on garments is recognition the garment and logo have been manufactured by an approved Licensed Manufacturer. Only NMP Licensed Manufacturers are able to produce garments that display the NMP Logo. The NMP Logo cannot lawfully be transferred onto a garment by a non-licensee.

A list of approved Licensed Manufacturers is available via the BA website www.bowls.com.au.

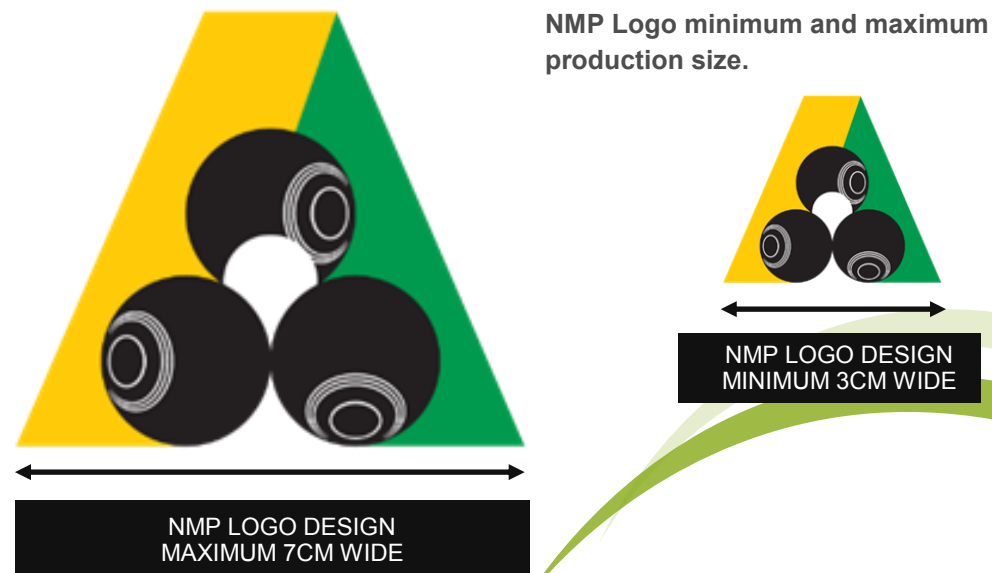
4. NMP LOGO APPEARANCE

The NMP Logo is a sub-brand that has been created to represent the National Merchandise Program and is the core visual used to identify and communicate the Program and its approved Licensed Manufacturers.

The NMP Logo artwork is only approved for use by contracted Licensed Manufacturers in the construction and manufacturing of bowls apparel and equipment that forms part of this Policy.

The NMP Logo may appear in its traditional green and gold colouring, in a single colour “tone-on-tone” either embroidered or tonal sublimation where the logo is the same colour as the base of the garment or in a single “colour matched” version where the logo is the same colour as a contrasting tone in the garment.

Clubs are permitted to include a white key-line of no more than 1mm in width, surrounding the logo to separate colour on monochromatic designs.



Please note: The NMP Logo differs from the Bowls Australia Corporate 'teardrop-style' Logo (shown below). The BA Corporate Logo is strictly reserved for BA's corporate use and must not be reproduced on garments unless authorised by BA.



5. LICENSED CATEGORY: TEAM WEAR

5.1 TEAM WEAR ATTIRE

For side competitions (as defined under the Laws of the Sport of Bowls – Rule 1.3) at Pennant, Championship Events and Other Tournaments, as specified, bowlers must be attired in the same club, state or representative, upper and Lower Body Attire in respect to image and colour. These garments are referred to as *Team Wear*.

For all other events there is no requirement for teams to be similarly attired and participants can wear a combination of Team Wear and/or Non-Team Wear, unless, as stated previously, it is outlined in the event Conditions of Play.

Team Wear Attire is recognised under two categories, Upper Body and Lower Body Attire.

5.1.1 UPPER BODY ATTIRE

Upper Body Attire is classified as:

- all shirts (including sleeve, sleeveless, collar and collarless)
- tops
- blouses
- t-shirts
- jackets
- vests

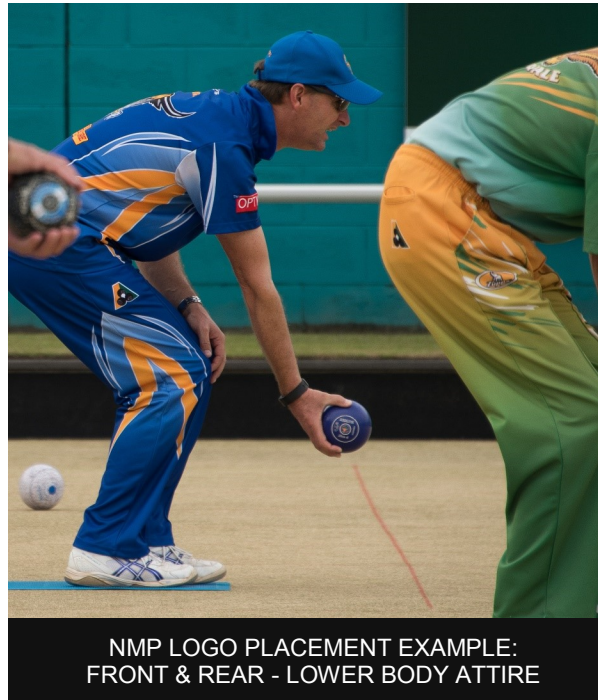


NMP LOGO PLACEMENT EXAMPLE:
UPPER BODY ATTIRE

5.1.2 LOWER BODY ATTIRE

Lower Body Attire is classified as:

- pants
- trousers (belt, elastic or draw string waist)
- pedal pushers
- culottes
- shorts
- skirts
- skorts
- slack suits
- skirt suits
- dresses etc.



Participants should refer to their Conditions of Play and STA dress regulations to determine which uniform requirements are required when participating in a state or territory sanctioned event.

5.2 TEAM WEAR ATTIRE LOGO PLACEMENT: UPPER BODY

5.2.1 RIGHT CHEST AREA/LEFT OR RIGHT ARM SLEEVE

The NMP Logo placement for Upper Body Attire is mandatory on Team Wear worn in Pennant, Championship Events and Other Tournaments.

Clubs are able to place the NMP Logo on the right chest area of Upper Body Team Wear Attire, or alternatively on one of either the left or right sleeves of garments.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

5.2.2 LEFT CHEST AREA

The left chest area of Upper Body Team Wear Attire is strictly reserved for club, state, territory, event or representative names or logos.

Maximum area of representation: 64cm² or 8cm (high) x 8cm (wide).

5.2.3 SPONSOR LOGOS

The size, combination and placement of sponsor logos are to be determined by the applicable state or territory association.

5.3 TEAM WEAR ATTIRE LOGO PLACEMENT: LOWER BODY

5.3.1 RIGHT LEG

The NMP Logo placement for Lower Body Attire is mandatory on Team Wear worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA Licensed Manufacturer.

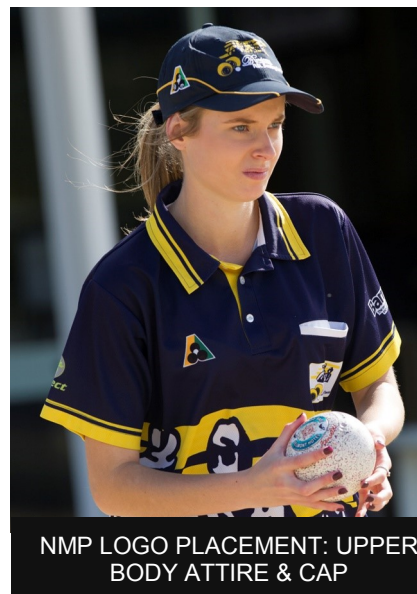
Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

5.3.2 SPONSOR LOGOS

The size, combination and placement of sponsor logos are to be determined by the relevant state or territory association.

5.3.3 APPROVAL PROCESS

The image and colour of Team Wear Attire including club, state, territory or event attire must be approved by your affiliated state or territory association.



6. LICENSED CATEGORY: NON-TEAM WEAR

6.1 NON-TEAM WEAR ATTIRE

Non-Team Wear Attire refers to all garments worn in Pennant, Championship Events and Other Tournaments whereby participants are not required to be similarly attired in club, state, territory, or event uniforms.

Non-Team Wear Attire is recognised under two categories of Upper Body Attire and Lower Body Attire.

6.1.1 UPPER BODY ATTIRE

- all shirts (including sleeve, sleeveless, collar and collarless)
- tops
- blouses
- t-shirts
- jackets
- vests

6.1.2 LOWER BODY ATTIRE

Lower Body Attire is classified as:

- pants
- pedal pushers
- culottes
- shorts
- skirts
- skorts
- trousers (belt, elastic or draw string waist)
- slack suits
- skirt suits
- dresses etc.



NMP LOGO PLACEMENT:
UPPER BODY ATTIRE,
TONE-ON-TONE SUBLIMATED

Participants should refer to their Conditions of Play and state or territory dress regulations to ascertain uniform requirements when participating in a state or territory sanctioned event.

6.2 NON-TEAM WEAR ATTIRE LOGO PLACEMENT: UPPER BODY

6.2.1 RIGHT CHEST AREA/LEFT OR RIGHT ARM SLEEVE

The NMP Logo placement for Upper Body Attire is mandatory on Non-Team Wear Attire worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed on the right chest area of Upper Body Team Wear Attire, or alternatively on one of either the left or right sleeves of garments.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

6.2.2 LEFT CHEST AREA

The left chest area of Upper Body Non-Team Wear Attire has no restrictions on logo usage and can be used for the placement of sponsor and promotional names or logos.

Maximum area of representation: 64cm² or 8cm (wide) x 8cm (high).

6.3 NON-TEAM WEAR ATTIRE LOGO PLACEMENT: LOWER BODY

6.3.1 RIGHT LEG

The NMP Logo placement for Lower Body Attire is mandatory on Non-Team Wear worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA Licensed Manufacturer.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

6.3.2 ALL OTHER AREAS

For Non-Team Wear Attire, aside from the areas designated in this section, all other areas can be used to integrate brand livery in the general design of garments.

6.3.3 APPROVAL PROCESS

The image and colour of Non-Team Wear garments including club, state, territory or event attire must be approved by your affiliated state or territory association.

6.4 BEST PRACTICSE EXAMPLES FOR TEAM AND NON-TEAM WEAR ATTIRE LOGO PLACEMENT: UPPER BODY



NMP LOGO PLACEMENT EXAMPLE:
UPPER BODY ATTIRE - TONE-ON-TONE
SUBLIMATED NMP LOGO



NMP LOGO PLACEMENT EXAMPLE:
UPPER BODY ATTIRE - TONE-ON-TONE
EMBROIDERED NMP LOGO



NMP LOGO PLACEMENT EXAMPLE:
UPPER BODY ATTIRE -
SUBLIMATED NMP LOGOs



NMP LOGO PLACEMENT EXAMPLE:
UPPER BODY ATTIRE -
EMBROIDERED NMP LOGO



NMP LOGO PLACEMENT EXAMPLE:
UPPER BODY ATTIRE - EMBROIDERED



NMP LOGO PLACEMENT: UPPER BODY
APPAREL SUBLIMATED



NMP LOGO PLACEMENT EXAMPLES



NMP LOGO PLACEMENT EXAMPLE: UPPER BODY ATTIRE - RIGHT SLEEVE SUBLIMATED



NMP LOGO PLACEMENT EXAMPLE: UPPER BODY ATTIRE - RIGHT SLEEVE TONE-ON-TONE SUBLIMATED



NMP LOGO PLACEMENT EXAMPLE: UPPER BODY ATTIRE - RIGHT SLEEVE SUBLIMATED



NMP LOGO PLACEMENT EXAMPLE: UPPER BODY ATTIRE - OUTERWEAR TONE-ON-TONE

NMP LOGO PLACEMENT EXAMPLES



NMP LOGO PLACEMENT EXAMPLE: LOWER BODY ATTIRE EMBROIDERED, TONE-ON-TONE & FULL COLOUR SUBLIMATED



NMP LOGO PLACEMENT EXAMPLES: HEADWEAR

7. OUTERWEAR ATTIRE

Outerwear Attire is classified as:

- knitwear
- rainwear

7.1 OUTERWEAR ATTIRE LOGO PLACEMENT

7.1.1 RIGHT CHEST AREA

The NMP Logo placement for Outerwear Attire is mandatory for Team Wear and Non-Team Wear Attire in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed on the right chest area of Outerwear Attire.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner when other logos appear on the garment.

7.2 BEST PRACTISE EXAMPLES FOR OUTERWEAR ATTIRE



8. SOCKS

Includes all socks and ankle socks.

8.1 SOCK LOGO PLACEMENT

8.1.1 TOP AREA OF SOCK

When socks are worn with trousers, the NMP Logo is optional.

When socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc the NMP Logo must appear on the top area of the sock.

When ankle socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc the NMP Logo placement is optional, socks not displaying the NMP Logo must be blank.

Minimum NMP Logo representation: 3cm when measured from the bottom left to the bottom right of the logo.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment.



8.2 BEST PRACTICE EXAMPLES FOR SOCKS



9. HEADWEAR

Headwear is classified as hats without hat bands, caps, bucket hats, visors and knitted hats.

9.1 HEADWEAR LOGO PLACEMENT

9.1.1 FRONT OR SIDE OF HEADWEAR

The NMP Logo placement on Headwear is mandatory in Pennant, Championship Events and Other Tournaments.

The NMP Logo must appear on the front or side of all Headwear, except on hats with a hat band (pictured right), where no NMP Logo is required.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

If the club, state, territory event or sponsor name or logo is placed on the front of the Headwear, the NMP Logo should appear on either side of the Headwear.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner when other logos appear on the item.



10. MANUFACTURER RECOGNITION

10.1 UPPER BODY ATTIRE

Upper Body Attire includes shirts, tops, blouses, t-shirts, jackets and vests.

Manufacturers may place their logo on one sleeve of the garment, or on the back of the garment in the back neck area or on the front of the garment under the placket. The Manufacturer's logo must not exceed an area of 18cm² (or 6cm x 3cm) in any of these positions.

Manufacturers may also place their logo on a pip tag in the side seam of Upper Body Attire, providing that the pip tag is no larger than a total area of 4cm² (or 2cm x 2cm).

10.2 LOWER BODY ATTIRE

Lower Body Attire includes pants, trousers (belt, elastic or draw string waist), pedal pushers, culottes, shorts, skirts, skorts, slack suits, skirt suits, dresses etc.

Manufacturers may place their logo immediately above the back left pocket or front left below pocket in an area no greater than 18cm² (or 6cm x 3cm).

Manufacturers may also place their logo on a pip tag in the side seam of Lower Body Attire, providing that the pip tag is no larger than a total area of 4cm² (or 2cm x 2cm).

10.3 OUTERWEAR ATTIRE

Outerwear Attire includes knitwear, rainwear, wind jackets and windcheaters.

Licensed Manufacturers may place their logo on one sleeve of the garment, or on the back of the garment in the back neck area or on the front of the garment under the placket. The manufacturer's logo must not exceed an area of 18cm² (or 6cm x 3cm) in any of these positions.

Licensed Manufacturers may also place their logo on a pip tag in the side seam of outerwear, providing that the pip tag is no larger than a total area of 4cm² (or 2cm x 2cm).

10.4 HEADWEAR

Headwear includes hats without hat bands, caps, bucket hats, visors and knitted hats.

Licensed Manufacturers may place their logo on one side of the Headwear or on the back centre position or on the front of centre position or on one side of the peak of the Headwear. The manufacturer logo must not exceed an area of 12cm² (or 4cm x 3cm).

10.5 WOVEN AND SCREEN PRINTED LABELS

BA's Licensed Manufacturer's must affix branded Woven or Screen Printed Labels on all new garments and headwear clearly displaying the Licensed Manufacturer's name and/or logo ensuring peace-of-mind to all bowls members.



LICENSED MANUFACTURER:
WOVEN LABEL EXAMPLE



LICENSED MANUFACTURER:
SCREEN PRINT LABEL EXAMPLE

11. BOWLERS ARMS

The Bowlers Arm category also forms part of the NMP Logo Policy and only approved BA Licensed Manufacturers are able to produce Bowlers Arms for use in Pennant, Championship Events and Other Tournaments.

A Bowlers Arm is designed to assist a bowler who cannot continue to bowl without the aid of the artificial device. Typically they are used where a person has hip/knee complaints which restrict their ability to bend down to deliver the bowl correctly.

An affiliated member must gain prior approval to use a Bowlers Arm by contacting their affiliated STA. Once approved, the member can use their Bowlers Arm in any competition within Australia.

There are a number of Bowlers Arm's approved by BA's National Officiating Advisory Group (NOAG) for players to use. Each device is manufactured in several lengths and some include varying release mechanisms.

Each bowlers arm must display the approved BA Licensed Manufacturer hologram foil (displayed right). The stickers are produced by BA and sent to each manufacturer when required.

For more information or to find a list of approved Licensed Manufacturers, go to www.bowls.com.au.



12. COMPLIANCE

Participants who gain entry into BA sanctioned Pennant, Championship Events and Other Tournaments must have the NMP Logo on all garments worn on the green during competition.

Competitor compliance is managed by the Controlling Body in accordance with the event Conditions of Play.

BA event Conditions of Play are available upon entry into an event or via the BA website (www.bowls.com.au) and are also prominently displayed at all events. All competitors are encouraged to refer to the Conditions of Play where further information on compliance can be attained.

12.1 COMPLIANCE TABLE

GARMENT	NMP LOGO
Team Wear: Upper and Lower Body Attire	Compulsory
Non-Team Wear: Upper and Lower Body Attire	Compulsory
Outerwear	Compulsory
Socks (please refer to sock section for interpretation when worn with long pants and anklet socks)	Compulsory
Headwear (except hats with hat bands)	Compulsory

12.2 STATE AND TERRITORY (STA) COMPLIANCE

For all affiliated STA Pennant, Championship Events and Other Tournaments, competitors must comply in accordance with the Controlling Bodies' dress regulations and Conditions of Play.

13. EXCEPTIONAL CIRCUMSTANCES

There may be exceptional circumstances where Pennant, Championship Events and Other Tournaments bowlers are unable to comply with the NMP Logo Policy due to medical or religious grounds.

Those seeking approval under the exceptional circumstances category must submit their request in writing to their applicable STA, including supporting documents for non-compliance. The STA will provide written approval for any exemption. This written approval must be provided by the participant to the Controlling Body on request.

Approval for exceptional circumstances is granted at the discretion of the applicable STA in conjunction with BA. Each STA in conjunction with BA reserves the right to approve or deny an application at their absolute discretion. In exceptional circumstance where factors contribute to non-compliance on the day of an event, bowlers must seek permission to wear non-complaint attire with the Controlling Body.

CONTACT DETAILS



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STATE AND TERRITORY ASSOCIATIONS

