



NSWIS UNIFORM GUIDELINES

**Author and
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Next formal review by OEC: Jan 2020

NSWIS Uniform Guidelines

1.0 Purpose

The NSWIS Uniform Guidelines has been developed to ensure that the integrity of the NSWIS is maintained at all times and that the NSWIS receives maximum recognition and exposure for the support that the NSWIS provides to athletes across NSW.

The purpose of the NSWIS uniform is to:

- Support brand identity and awareness
- Provide quality apparel for athlete and coach training and competition purposes
- Differentiate between athletes, coaches and staff
- Create a sense of pride, achievement, belonging and unity (Team NSWIS)

2.0 Scope

NSWIS scholarship and associate scholarship holders, coaches and staff will be provided with access to generic uniform items. The below guidelines will outline the parameters in relation to the provision of the NSWIS generic uniform as well as outlining the process for developing the sport specific uniform items.

The NSWIS Generic Uniform 2017-2020 range includes:

- Track suit
- Hoodie
- All-purpose jacket
- Training tee
- Polo shirt
- Singlet
- Socks
- Cap
- Back pack
- Shorts
- Sports bra
- Bike pants
- Long tights
- Dress shorts
- Business shirts
- Beanie
- Towel

3.0 General Guidelines

3.1 The NSWIS uniform is compulsory attire when representing the NSWIS including;

Athletes

- Training: when training as an NSWIS squad/team
- Competition: whenever competing as an NSWIS athlete/team
- NSWIS Training Facility: athletes are required to wear the NSWIS uniform when utilising the NSWIS Training Facility
- For all media appearances organised by the NSWIS and where possible at all other media opportunities

*NB: the above requirements are subject to the suitability of uniform items for sport specific competition and training purposes as well as the quantity of uniform provided to athletes by the sport program

Coaches

- When coaching NSWIS athletes in an NSWIS coaching capacity
- At all competitions when representing NSWIS
- At all media appearances when representing NSWIS
- When coaching in the NSWIS Training Facility
- At meetings, conferences, events (as appropriate)

High Performance Staff

- When providing services NSWIS athletes and coaches in the DTE
- When representing NSWIS at meetings, conferences, events, media appearances (as appropriate)
- When requested by the CEO, the OEC or direct supervisor

NOTE: All NSWIS staff may be required, at designated times, to wear the NSWIS uniform as advised by their supervisor, manager or CEO. Staff are encouraged to maximise NSWIS brand exposure by wearing the NSWIS uniform.

3.2 When wearing the NSWIS uniform representatives should behave in a manner which will maintain the reputation of the NSWIS and uphold NSWIS values

3.3 The most recent version of the NSWIS uniform is always to be worn in order to support the partnerships that the Institute has formed with apparel suppliers. Older versions of the uniform are not to be worn

3.4 The NSWIS uniform should only be given to third parties with the permission of NSWIS Marketing & Communications

3.5 The NSWIS uniform should only be used as part of memorabilia programs, fundraisers, donations to charities, or for any commercial purpose with written permission from NSWIS Marketing & Communications

3.6 Athletes should recognise their commitments as an NSWIS scholarship holder when negotiating commercial sponsorship arrangements. Should an NSWIS athlete wish to place a sponsor logo on the NSWIS uniform, or wear apparel other than the NSWIS uniform when representing the NSWIS, prior written consent from the NSWIS CEO is required – please refer to the *NSWIS Athlete Agreement*

4.0 Sport specific

4.1 All artwork for sport specific/competition items is to be approved by NSWIS Marketing & Communications prior to purchase

4.2 Logo positioning on competition apparel must meet international/national federation requirements

4.3 Written approval must be sought from NSWIS Marketing & Communications to place program sponsor logos on competition uniform items