

Uniform Guidelines

**Guideline Author and
Contact person for more information:**

Manager, Marketing & Communications

Guideline endorsed by Executive: 28 Nov 2022

CEO: _____
(signature)

Next formal review by Executive: 28 Nov 2024

NOTE: Any agreed changes to the Guideline approved by the NSWIS Executive between the date of issue and the date for next review are to be updated and made available to all staff for advice.

REVISION HISTORY

Date	Version	Reviewed by	Changes made
2017	1.1	Marketing and Communications	Policy created
2021	1.2	Manager Marketing & Communications	Policy review
November 2022	1.3	Manager Marketing & Communications	Policy review
July 2023	1.4	Manager, Marketing & Communications	Policy review

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1. PURPOSE

The NSWIS Uniform Guidelines, guide investment in branded apparel, to support the ongoing promotion of the NSWIS brand, and to provide a framework for apparel availability and distribution to athletes and staff.

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 and staff
- Create a sense of pride, achievement, belonging and unity (Team NSWIS).

2. SCOPE

NSWIS scholarship athletes and staff will be provided with access to generic uniform items. These 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.

For clarity, “generic uniform” refers to all apparel items included within the NSWIS apparel supplier partnership agreement. All sport specific and competition apparel is considered equipment for the purposes of these Guidelines and budgeting.

The NSWIS generic uniform range includes the below items. Please note that later within the Guidelines allocation for staff and athletes will be addressed.

T-shirt
Polo
Long Sleeve Polo
Singlet
Hoodie
Shorts
Tracksuit Pants
Cap
Bucket Hat
Beanie
Winter Jacket
Vest
Back Packs

3. GENERAL GUIDELINES

3.1 The NSWIS uniform, produced by Valour, is compulsory attire when representing 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 at Sydney Olympic Park, Jindabyne and Narrabeen Hubs and DTEs where appropriate.
- 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.

Performance Staff (Sport Science, Coaches and Medical)

- When coaching / delivering services to NSWIS athletes in the DTE or Training Facility
- At all competitions when representing NSWIS
- When representing NSWIS at meetings, conferences, events, media appearances (as appropriate)

Other Staff (High Performance and Corporate & Communications)

- When providing services to NSWIS athletes and performance staff in the DTE or Training Facility
- When representing NSWIS at meetings, conferences, events, media appearances (as appropriate)

In all other work-related settings, all staff are required to wear either their NSWIS polo / t-shirt or smart casual business attire, or if you are working in your role with a particular sport then that sport's official polo / t-shirt.

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 is consistent with the NSWIS Code of Conduct.
- 3.3** The most recent version of the NSWIS uniform is always to be worn 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.

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 either the NSWIS Director, Corporate & Communications or Manager, Marketing and Communications is required – please refer to the *NSWIS Athlete Scholarship Agreement*.

4. GENERIC UNIFORM ALLOCATION

NSWIS Athlete / Staff Generic Uniform Allocation		
	Year One of New Uniform Apparel Partnership or Year One of Scholarship /Employment	Subsequent Years
Scholarship Athlete	\$400 minimum comprising: 2x T-Shirts (\$80) 2x Singlets (\$70) 1x Polo (\$45) 1x Hoodie (\$95) 3x Shorts (\$111) OR 1x Short and 1x Tracksuit pant (\$95)	\$200 of generic uniform, comprising: 2x T-Shirts or Singlets (\$80) 2x Shorts (\$70) 1x Tracksuit pant (\$58)
Graduate and Training agreement* Athlete	\$200 minimum comprising: 1x T-Shirt (\$40) 1x Polo (\$45) 1x Hoodie (\$95) 1x Shorts (\$37)	\$138 of generic uniform, comprising: 1x T-Shirt or Singlet (\$40) 1x Short (\$40) 1x Tracksuit pant (\$58)
NSWIS Staff - Performance	\$550 minimum comprising: 4x Polos / T Shirts (approx \$180) 2 x Shorts (\$70) 1x Hoodie (\$95) 1x Trackpants (\$58) \$150 remaining to select uniform items that suit individual needs	\$200 for items of staff members choosing (to be approved by line manager)
NSWIS Staff – other	\$300 minimum which includes: 1x Polo / T-Shirts (approx. \$45) 1x Hoodie (\$95) \$160 remaining to select uniform items that suit individual needs	\$200 for items of staff members choosing (to be approved by line manager)
In year one of the new uniform partnership or year one of their NSWIS scholarship or employment, all athletes and staff will be provided an NSWIS branded backpack		

**Uniform allocation for Training Agreement athletes is at the discretion of the Director, High Performance, the sport's High Performance Manager (HPM) and Head Coach of the program but shall not exceed the above.*

- 4.1 Additional athlete uniform for sport programs is at the discretion of the Director, High Performance.
- 4.2 When determining their discretionary uniform allocation, NSWIS staff must ensure they have the required items, in good condition, for their job role.

4.3 It is expected that every staff member has an adequate amount of NSWIS polos to represent NSWIS as part of their job role.

4.4 For discretionary spending, staff will be able to select from the following items:

Product	Fit	Price (Pre GST)
T-Shirt	Female / Male	\$40.00
Singlet	Female / Male	\$35.00
Polo	Female / Male	\$45.00
Long Sleeve Polo	Female / Male	\$55.00
Hoodie	Unisex	\$95.00
Shorts	Male	\$35.00
Shorts	Female	\$35.00
Tracksuit Pants	Female / Male	\$58.00
Cap	Unisex	\$18.00
Bucket Hat	Unisex	\$22.00
Beanie	Unisex	\$18.00
Winter Jacket	Unisex	\$160.00
Vest / Gillet	Female / Male	\$120.00
Backpack	Unisex	\$45.00

5. SPORT / COMPETITION SPECIFIC

- 5.1 All sport specific/competition items are to be approved by NSWIS Marketing & Communications prior to purchase. These items are to be allocated to sport program equipment line items within the budget and must be budgeted for accordingly.
- 5.2 Logo positioning on sport specific/competition apparel must meet international/national federation requirements.
- 5.3 Written approval must be sought from NSWIS Marketing & Communications to place program sponsor logos on sport specific/competition uniform items.

6. REPORTING

- 6.1 NSWIS Finance will provide quarterly athlete and staff generic uniform expenditure reports to M&C
- 6.2 NSWIS M&C will meet quarterly with HPM's and Sport Coordinators to ensure generic uniform distribution is linked to periodic sport program inductions.
- 6.3 Supplier to provide NSWIS with monthly sales reports.
- 6.4 Supplier and NSWIS to meet quarterly.