



FOOTBALL  
NSW

# 2024 EQUIPMENT, COMMERCIAL AND MEDIA REGULATIONS



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Version 1, issued 9 October 2023

# SECTION 1: ADMINISTRATION

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## 1. Scope and Application

- a) These Regulations apply to Participants in the following competitions (the Competitions) unless stated otherwise:
- i. National Premier Leagues Men's NSW;
  - ii. National Premier Leagues Women's NSW;
  - iii. Football NSW League One Men's;
  - iv. Football NSW League Two Men's;
  - v. Football NSW League One Women's;
  - vi. Football NSW Boys' Youth League (One, Two & Three);
  - vii. Football NSW Girls' Youth League (One & Two);
  - viii. Football NSW Association Youth League;
  - ix. Football NSW Skill Acquisition Program;
  - x. Football NSW Girls' Skill Acquisition Program;
  - xi. Football NSW Cup Competitions;
  - xii. Football NSW Futsal Premier League;
  - xiii. Football NSW Futsal Premier League 2;
  - xiv. Football NSW Futsal Development League;
  - xv. Football NSW Futsal Winter League;
  - xvi. Football NSW AWD Futsal League;
  - xvii. Football NSW AWD Futsal League 2; and
  - xv. Football NSW Futsal Cup Competitions.

## 2. Consequences for Breach

- a) Any breach of these Regulations or failure to comply with any direction therein may result in a fine issued by Football NSW or other sanction pursuant to the Football NSW Grievance and Disciplinary Regulations.

## 3. Reference

- a) Where these Regulations refer to a "Club" that reference is to either the Association, Club or Branch that has been accepted to participate in the Competition.

## SECTION 2: EQUIPMENT REGULATIONS

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### 1. Authority and Scope

- a) The wearing of any clothing or apparel onto the field of play is subject to the approval of the Match Officials regardless of any article of these Regulations stating otherwise.
- b) Any Football NSW appointed Match Official may request the removal from the area inside the pitch perimeter fence, stadium, court or centre of any item that breaches these Regulations.
- c) These Regulations are provided in addition to the Football NSW Player Equipment Policy available on the Football NSW website.
- d) Football boots and footwear in general are excluded from the provisions of these Regulations.
- e) All equipment and clothing used for any Competition Match or Fixture must comply with the FIFA Equipment Regulations and as elaborated in these Regulations.

### 2. Players' Basic Equipment

- a) Players' basic equipment includes shirts, shorts, socks, shin guards and boots.
- b) Goal keepers only are permitted to wear a cap.
- c) Players are required to wear all items of basic equipment for each Match.

### 3. Items Worn Under the Playing Kit

- a) Players may wear an under shirt or under shorts/tights as long as the shirt or shorts/tights are the same tonal colour as the predominant colour of the relevant Item of kit that they are worn under
- b) For the avoidance of doubt, if a Player's shirt or shorts have more than one colour, then the tonal colour of any undergarment worn by the Player must be the same as the dominant colour of the corresponding shirt or shorts
- c) Moreover, if a Player's shirt or shorts have more than one colour, and neither of those colours is dominant, then the tonal colour of any undergarment worn by the Player must be one of those colours and that colour must be used by all Players in the Player's team who wear undergarments

### 4. Jewellery and Glasses

- a) The only jewellery that is permitted to be worn by Players is a medical alert bracelet or necklace. The bracelet or necklace must be taped or bandaged to the body, covered by a wrist band, or otherwise appropriately padded.
- b) Players are permitted to wear sports goggles, sports glasses and sports sun glasses as long as, in the Match Official's opinion, the glasses pose no danger to the player wearing the glasses or to any other Player on the field.
- c) Match Officials are similarly bound by these Regulations with the exception of wearing a watch or similar device for timing the Match.

### 5. Miscellaneous Head Wear

- a) Where head covers are worn, they must:
  - i. Be black or of the same main colour as the jersey (provided that Players of the same team wear the same colour head scarf).
  - ii. Be in keeping with the professional appearance of the Player's equipment.
  - iii. Not be attached to the jersey.
  - iv. Not pose any danger to the Player wearing it or to any other Player (e.g., opening / closing mechanism around the neck).

- v. Not have any part(s) extending out from the surface (protruding elements).
- b) For religious reasons, Match Officials must not check the affixing of the Hijab or headscarf of a Player and under no circumstances touch the garment.

## 6. Miscellaneous Protective Equipment

- a) Modern protective equipment such as headgear, face masks and knee and arm protectors made of soft, lightweight padded material are not considered dangerous and are therefore permitted.

## 7. Other Equipment

- a) Cloth head bands and wrist bands are permitted.
- b) Material and elastic hair ties are permitted.

## 8. Captain's Arm Band

- a) The captain of the team in the 1st Grade of each Competition must wear a distinguishing arm band to indicate his / her status.
- b) There will be no regulations governing the display of a manufacturer's mark or Club logo on the captain's arm band, however Clubs are not permitted to use a captain's arm band that has any form of sponsor advertising.

## 9. Colours

- a) All Clubs are required to submit their first choice and reserve playing kit colours to Football NSW for approval.
- b) Clubs are required to take their first choice and reserve playing kits for both field Players and goal keepers to every Fixture.
- c) Clubs are required to wear their first choice playing kit colours for all Matches unless there is a clash of colours and the referee has determined one team must change.
- d) During any Fixture, the teams of the same Club must all wear the same colour playing kit unless ordered otherwise by the referee to resolve a clash of kits with the Match Officials.
- e) The colours of goal keepers' kits must be different to both the first choice and reserve playing kit colours for field Players.
- f) No first choice or reserve playing kit may contain more than four colours.
- g) One colour must be clearly predominant in each of the first choice and reserve playing kits.
- h) Any individual piece of first choice playing kit must be different in its predominant colour to the same piece of reserve playing kit (excluding the goal keeper's gloves and cap).

## 10. Clash of Colours

- a) Unless already determined and communicated by Football NSW, the referee will be the sole decision maker where there is a clash of colours between teams.
- b) In the case of a clash of colours of field Players, the visiting team will be required to wear their reserve playing kit.
- c) In the case of a clash of colours, the referee may order the visiting team to wear their reserve kit or a combination of the reserve playing kit and first choice playing kit in order to resolve the clash.
- d) In the case of goal keeper's colours clashing with either the opponent's field Players, the opponent's goal keeper or the Match Officials' kit, the referee will determine which goal keeper must change their playing kit, keeping in mind the principle that the visiting team should be the one to change.

- e) In the case of a combination of first choice and reserve playing kit colours of both teams clashing with the Match Officials' kit, the referee will determine the colours to be worn by all Players and Match Officials.

## 11. Match Officials' Kit

- a) The Match Officials' first choice kit colour is black.
- b) Match Officials must carry with them another two colours, as agreed with Football NSW prior to the commencement of the season, with the exception of Match Officials in Youth League Competitions (Under 13s - Under 18s).
- c) All Match Officials for any one match must wear the same colours.
- d) Where a team has a predominantly dark strip, the Match Officials will change to another colour provided every Match Official present has the same colour reserve shirt.
- e) Should the Match Officials only have black shirts, the team/s with a predominantly dark strip will be required to wear their reserve playing kit regardless of whether they are the home or away Club.
- f) Should the scenario above eventuate and the reserve strip of the team that has changed clashes with the playing kit of the opponent team and that team's other kit is also predominantly dark then the referee must find the best possible solution to the colour clash and commence the Match.
- g) The decision of the referee is final.
- h) Football NSW reserves the right to place sponsorship advertising on the Match Officials' kit in dimensions similar to those stated for Players.
- i) The Match Officials' flags must not have any form of sponsorship or advertising.

## 12. Numbering

- a) All Players must wear unduplicated numbered shirts that correspond to the numbers listed on the team sheet.
- b) Players' numbers must be displayed on the reverse side of the shirt as demonstrated in Diagram 1 below.
- c) Numbers on shirts and shorts must comply with the size maximum and minimums detailed in Diagram 1 below.
- d) The number on the shorts must be 7.5cm from the bottom edge of the shorts.
- e) The numbers must be in contrasting colours to the playing kit.
- f) In the case of a striped or chequered shirt, the number must be displayed on a neutral patch.
- g) The number must be one colour.
- h) The number cannot contain any manufacturer's mark or sponsor advertising but may contain the Club logo or Football NSW logo.

Diagram 1 – Shirt and Short Numbers



### 13. Player's Name on Playing Strips

- Clubs may display the Player's name on the reverse side of the shirt in a position as demonstrated in Diagram 2 below.
- The colour of the lettering must be the same as the colour of the number on the shirt.
- The lettering of the Player's name must conform to the maximum dimensions demonstrated in Diagram 2 below.
- Should Clubs elect not to place Player names on the shirt, they may use this area for sponsor advertising, but the sponsor advertising must not exceed 200cm<sup>2</sup> in area.
- Clubs should note this concession by Football NSW does NOT apply to any Football Australia event. Clubs are advised that the regulations for Australia Cup Kits ([Appendix B](#)) do not allow sponsors on the back of the jersey above the number. Clubs who make the Round of 16 for the Australia Cup whose kits are non-compliant with the Football Australia regulations may need to source a new kit that is compliant

Diagram 2 - Players Name on Shirt



## 14. Sponsor's Mark on Playing Kits

- a) Clubs may only display Club sponsor advertising in accordance with the positioning and dimensions detailed in Diagram 3.
- b) All special exemptions given to Clubs previously have now expired. Clubs are bound by the terms of these Regulations.
- c) Clubs are not permitted to display sponsor advertising that conflicts with major sponsor(s) (as designated by Football NSW) of the league or Competition in which the Club competes. Football NSW will provide reasonable notice of any major sponsor(s) of the league or Competition to Clubs competing in the impacted competitions.
- d) Clubs are not permitted to display the advertising of more than one sponsor per position, unless approved by Football NSW in writing. For example, the advertising of only one sponsor is permitted on the chest.
- e) Clubs must ensure that all Players on the one team have identical sponsor branding on their playing kits. For the avoidance of doubt, the playing kits of the goalkeepers on a given team must have identical sponsor branding to the playing kits of the field Players on that team.
- f) Subject to Section 2, Article 14(e), Clubs are not required to have the same playing kit sponsors across all of their teams. For the avoidance of doubt, a Club's NPL Women's 1st Grade team is permitted to have different sponsor branding on its playing kits to the sponsor branding on the playing kits of its Women's Reserve Grade team.
- g) Clubs must ensure Players moving between teams wear the playing kit of the team for which they are playing. For example, where a Player plays a Match for the Club's NPL Men's Under 20's team and then plays up into the Club's 1st Grade team, that Player must wear the playing kit of the 1st Grade team.
- h) Clubs will be required to remove any sponsor's mark that does not comply with these Regulations, at their own cost.

Diagram 3 - Sponsors on Playing Kits

### SLEEVE - RIGHT

- 1 x sponsor
- Maximum 100cm<sup>2</sup>
- 3cm from hem

### CHEST

- 1 x sponsor
- Maximum 450cm<sup>2</sup>
- Height 10cm maximum

### SHORT - FRONT RIGHT

- 1 x sponsor
- Position underneath number
- Maximum 100cm<sup>2</sup>



### Back option #1

#### LOWER BACK

- 1 x sponsor
- Positioned 2cm from bottom of number
- Maximum 300cm<sup>2</sup>
- Height 15cm maximum

#### SHORT - LEFT REAR

- 1 x sponsor
- Maximum 105cm<sup>2</sup>



### SLEEVE - RIGHT

- 1 x sponsor
- Maximum 100cm<sup>2</sup>
- 3cm from hem

### Back option #2

#### UPPER BACK

- Replaces Player name
- 1 x sponsor
- Maximum 200cm<sup>2</sup>
- Height 7.5cm maximum

#### LOWER BACK

- 1 x sponsor
- Positioned 2cm from bottom of number
- Maximum 300cm<sup>2</sup>
- Height 15cm maximum

#### SHORT - LEFT REAR

- 1 x sponsor
- Maximum 105cm<sup>2</sup>



### SLEEVE - RIGHT

- 1 x sponsor
- Maximum 100cm<sup>2</sup>
- 3cm from hem

## 15. Manufacturer's Mark on Playing Kits

- a) Manufacturers are companies that design, produce and sell products bearing their own registered trademark.
- b) Manufacturers may place one mark in the form of their name, logo or symbol in accordance with the positioning and dimensions detailed in Diagram 4 below.
- c) In addition to the placement of one logo as per Diagram 4 below, the manufacturer may place one continuous strip containing their mark as follows:
  - i. Shirt – across the bottom of the sleeve or the outer seam of the sleeves or outer seam of the shirt;
  - ii. Shorts – across the bottom edge of the legs or down the outer seam; or
  - iii. Socks – across the top of the socks
- d) The width of the strip must not exceed 8cm on the shirt and shorts, and 5cm on the socks.
- e) The manufacturer may place a technology logo within 15cm of the bottom of the shirt, and either 5cm of the bottom of the shorts or 5cm of the waistband of the shorts, as per Diagram 4 below on either the right or left of the shirt or shorts.
- f) The orientation of the manufacturer's mark may alternate to middle or right in which case:
  - i. The Club logo and manufacturer's mark may swap sides on the shirt; and
  - ii. The manufacturer logo on the shorts must be in a position at the bottom of the left shorts leg and under the Club logo but only in a manner that does not affect the positioning of any other required Football NSW or Competition logo.

Diagram 4 - Manufacturers Marks



## 16. Club Logos on Playing Kits

- a) Clubs may display their official Club logo on the playing shirt and shorts according to the positioning and size detailed in Diagram 5 below.
- b) In deciding on an official Club logo, Clubs are encouraged to have regard to the FA Inclusivity Principles for Club Identity available here or on the FA website.
- c) Any change to an official Club logo (or to a Club name) must be pre-approved in writing by FA. To seek approval, Clubs must submit a completed Form NRR 02B with the Football NSW Competitions Department. Clubs must ensure written pre-approval is received prior to ordering any playing strips (or any other apparel worn by Players or Club Officials) with the proposed Club logo of Club name. Neither FA nor Football NSW will be liable for the costs related to the manufacture etc. of apparel with an unapproved Club Logo or Club name.

Diagram 5 - Club Logos



## 17. National Symbols on Playing Kits

- a) Clubs should have regard to the FA Inclusivity Principles for Club Identity before including national symbols of any country, including Australia, on the Club's playing strips or on any other apparel worn by Players or Club Officials.

## 18. Football NSW Reserved Areas on Playing Kits

- a) Football NSW reserves the right side back of short (as per Diagram 6) of all playing kits for display of the Football NSW logo, Football NSW sponsor, NPL.tv logo or relevant league or Competition sponsor.
- b) Football NSW reserves the left side sleeve of the jersey (as per Diagram 6) of all playing kits for the display of the Football NSW logo, Football NSW sponsor, NPL.tv logo or relevant league or Competition sponsor.
- c) Further, Clubs must display the appropriate Competition logo as and where directed by Football NSW. The Competition logo takes precedence over the manufacturer's mark on the right chest. Should this positioning not be possible, Clubs must request permission in writing from Football NSW to place the logo in a secondary position on the shirt. The preferred secondary placement is above the manufacturer's mark on the right chest.

Diagram 6 - FNSW Reserved Areas

#### COMPETITION LOGO

- Right breast position
- Logo dependant on competition
- Instructions for each competition are sent to Clubs via memo



#### SLEEVE - LEFT

- 1 x sponsor
- Maximum 100cm²
- 3cm from hem



#### SHORT - RIGHT REAR

- 1 x sponsor
- Maximum 105cm²

## 19. Club Official's Clothing

- There is no regulation governing the size or number of manufacturer's logos or Club logos on any Club Officials' attire.
- Club Officials may have sponsorship advertising, as follows:
  - To a maximum of 200cm² on the front and back of any shirt or jacket;
  - To a maximum of 50cm² on the sleeve of any shirt or jacket; and
  - To a maximum of 50cm² on the leg of any pants or shorts.

## 20. Miscellaneous Team Equipment

- Miscellaneous team equipment includes, but is not limited to, football bags, eskies, medical bags, training cones, training bibs and clip boards.
- There is no regulation governing the display of the manufacturer's marks on team equipment.
- Clubs are **not** permitted to place any sponsor advertising on any miscellaneous team equipment brought into the stadium, on to the field of play, into the centre or on to the pitch.

## 21. Footballs

- Manufacturers are permitted to place their mark on footballs in accordance with the Laws of the Game.
- No sponsor advertising of any type is permitted on footballs.

## 22. Field Equipment

- Field equipment includes, but is not limited to, the goal posts, goal nets, corner flags and half way line flags.
- No sponsor advertising of any type is permitted on field equipment.

# SECTION 3: COMMERCIAL REGULATIONS

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## 1. Authority and Scope

- a) Football NSW will seek to obtain sponsorships to assist with the funding of the Competitions.
- b) All Clubs participating in the Competitions are bound by all directions issued by Football NSW in relation to Football NSW's obligations under any sponsorship agreement entered into by Football NSW with a third party relating to the display of sponsor advertising on playing kit, equipment and in stadiums (and centres) as described within these Regulations.
- c) All Clubs are required to display any logo on their uniforms in all grades as determined by Football NSW.

## 2. Specific League or Cup Sponsorship

- a) Football NSW may enter into sponsorship agreements with third parties for the sponsorship of any of the Competitions.
- b) All Clubs in the relevant league or Competition will be bound by the conditions of the sponsorship agreement entered into by Football NSW, including but not limited to, sponsor recognition on apparel and activation at stadiums and centres on match days.
- c) All Clubs that have been promoted or relegated to a league or Competition must comply with the conditions of any sponsorship agreement referred to in this article regardless of any current agreements the Clubs may have in place.

## 3. Naming of Competitions and Trophies

- a) Football NSW reserves the right to include the sponsor's name in the relevant Competition name.
- b) Football NSW reserves the right to include the sponsor's name in the title of any trophy, shield or award.

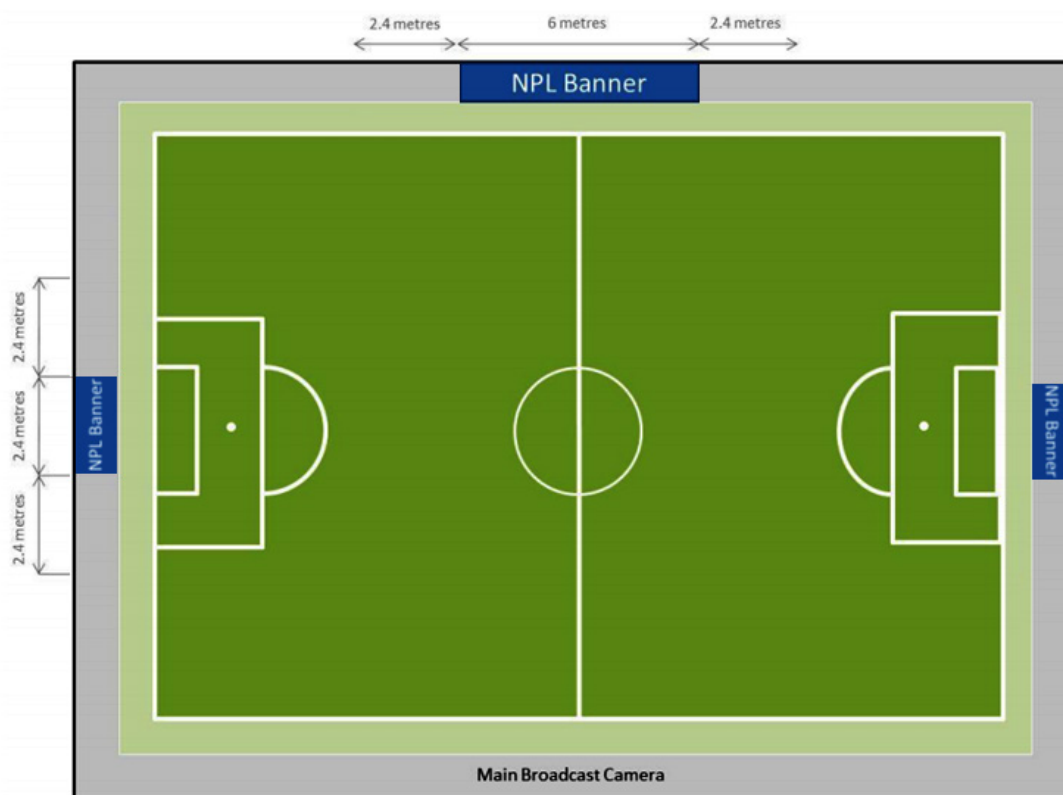
## 4. Club Sponsorships

- a) Clubs are entitled to appoint their own sponsors provided they do not compete with Football NSW sponsors.
- b) Clubs are strongly encouraged to contact Football NSW prior to entering into a sponsorship agreement to ascertain if any conflict will affect the Club's ability to include sponsor advertising on team apparel.
- c) Football NSW will not be held liable for any breach of contract between a Club and its Sponsor, and each Club indemnifies Football NSW should the Club breach that contract in order to adhere to any Football NSW By-Law, regulation, code or directive (including these Regulations).
- d) The onus is on the Club to be aware of its responsibilities to comply with any Football NSW By-Law, regulation, code or directive (including these Regulations) prior to entering a sponsorship agreement with a third party.

## 5. Pitch Perimeter Fence Sponsorship and Football NSW Advertising - Premiership Matches

- a) Football NSW reserves the right to place signage boards on the perimeter fence for every Match held at every stadium in the Competitions. Reserved spaces are identified in Diagram 7 below.
- b) Clubs are required to place signage in the reserved spaces as directed by Football NSW, regardless of any agreements they may have entered into with their sponsors.
- c) Failure to comply with this regulation may result in a fine of up to \$1,000 per breach.
- d) Football NSW will inform Clubs of each relevant league or Competition prior to the commencement of each season should Football NSW not require those reserved spaces, at which point the Club will be permitted to utilise those spaces for that season only.

Diagram 7 - Position of Perimeter Fence Signage for Clubs in the NPL



## 6. Pitch Perimeter Fence Sponsorship and Football NSW Advertising – Televised Matches

- Football NSW reserves the right to require additional signage space at stadiums or centres for any televised Matches.
- Additional signage space will be used for the promotion of Football NSW, the league or Competition and, if applicable, the league or Competition sponsor.
- If Clubs are unable to temporarily move current signage, the Football NSW signage will be placed over the top of the current signage.

## 7. Pitch Perimeter Fence Sponsorship and Football NSW Advertising – Championship and Cup Matches

- Football NSW reserves the right to require additional signage space for any Match in the championship series.
- Football NSW will communicate any additional requirements prior to the commencement of the championship series, and it will be a condition of stadium approval of matches in the championship series that the extra space be made available to Football NSW.
- If Clubs are unable to temporarily move current signage, the Football NSW signage will be placed over the top of the current signage.

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## 8. Stadium Sponsorship Advertising

- a) Clubs will not be permitted any signage, advertising or promotion of a sponsor that conflicts with major sponsor(s) of the league or Competition in which the Club competes at any stadium during which a Match of that league or Competition is conducted, unless otherwise agreed in writing by Football NSW.

## 9. Spectator's Banners

- a) Further to the Football NSW Stadium Technical Requirements, Football NSW may order the removal of any banner or placard bought into a stadium or centre that contains any form of advertising.

## 10. Matchday Programs

- a) Football NSW reserves the right to produce matchday programs for the National Premier Leagues NSW, Football NSW Leagues and Cup competitions.
- b) When matchday programs are created, clubs are required to provide content and team lists to support the development of the programs by the deadline communicated by Football NSW.
- c) In instances where matchday programs are not produced, Clubs are encouraged to produce their own programs, ensuring they contain the following information at a minimum:
  - i. Correct name of the competition as communicated by Football NSW;
  - ii. Football NSW and any league sponsor content and logos as communicated by Football NSW;
  - iii. Team line ups for both the home and away Clubs; and
  - iv. Time, date and venue of the Match.
- d) Matchday programs may also include:
  - i. Additional content such as community announcements, interviews with Players or Club Officials, local identities, sponsors, football administrators, club update, competition tables, leading goal scorer tables etc.; and
  - ii. Any table (i.e., club championship, leading goal scorer etc.) should be either taken directly from the Football NSW website or requested from Football NSW.
- e) Clubs must not include any advertising within the matchday program that conflicts with Football NSW sponsors or league/Competition specific sponsors without the express written approval of Football NSW.
- f) Clubs must comply with the Football NSW Style Guide when reproducing the Football NSW logo in any matchday program (copy available on request).

## 11. Ticket Design and Content

- a) Should a Club sell tickets for entry to its matches, the ticket must contain the following information as a minimum:
  - i. Football NSW logo in the required specifications as contained in the Football NSW Style Guide;
  - ii. Correct name and logo of the relevant Football NSW league or Competition;
  - iii. Date of the Match;
  - iv. Time of the Match;
  - v. Venue of the Match;
  - vi. Teams competing;
  - vii. Value of the ticket;

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- viii. Area of validity of the ticket (e.g., general admission, corporate box, seating number);
  - ix. Terms of Admission (if the Terms of Admission do not fit on the ticket, the ticket must include a website link to where the Terms of Admission can be accessed); and
  - x. Any relevant sponsor logo which Football NSW has previously communicated to the Club.
- b) Clubs may position their Club logo and the logo of the away Club on the ticket however this is not compulsory.
  - c) Clubs must apply in writing to Football NSW should they wish to place their sponsor logos on the ticket. Club sponsor recognition on the ticket can only appear when official written approval of Football NSW has been received.
  - d) Football NSW may implement generic ticket designs for any specific league or Competition. Any such ticket design will be communicated to Club's prior to the commencement of the premiership or championship series.
  - e) Football NSW may enter agreements with third parties for ticketing of Competitions. All Clubs competing in Competitions covered by said ticketing agreement would be subject to using the third party to ticket their games. Football NSW will provide reasonable notice of any intention to engage with a third party for any ticketing agreements

## **12. Club Marketing Activities**

- a) Clubs that wish to conduct any form of marketing activity must first provide details of the activity to Football NSW. The types of marketing activities which require notification to Football NSW under this article include, but are not limited to, shopping centre promotions, school visits and TV appearances.
- b) Football NSW may require Clubs to make available space within their stadiums or centres for marketing activities of Football NSW and league/Competition sponsors.
- c) Football NSW may require the cooperation and involvement of Club Officials and Players in marketing events. In such cases, Football NSW will advise Clubs well in advance of the relevant event date.

## **13. Ground Announcements**

- a) Football NSW may, prior to the commencement of any season, communicate ground announcement scripts to Clubs in any league or Competition.
- b) Clubs will be required to ensure that the ground announcer completes all announcements as communicated by Football NSW, including sponsor messaging.

## **14. Intellectual Property**

- a) All information produced by Football NSW in relation to any aspect of the Competitions remains the property of Football NSW and cannot be utilised by any other party unless under the written permission of Football NSW.

# SECTION 4: MEDIA REGULATIONS

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## 1. Media Registration Process

- a) All media representatives seeking to obtain complimentary entry to work at Matches of the Competitions, including access to the field of play (photographers only), mixed zones, press box and press conferences, are required to register via the Football NSW website.
- b) Football NSW will assess all registrations prior to granting approval.
- c) Successful applicants will then be issued with a media accreditation card by Football NSW.
- d) All registered media representatives are bound by all Football NSW By-Laws, regulations, codes and directives (including these Regulations and the Football NSW Grievance and Disciplinary Regulations) and Football NSW reserves the right to cancel any registration at any time at its absolute discretion.

## 2. Media Accreditation Card

- a) Media representatives will not be eligible to participate in any aspect of the Competitions until they have received the official Football NSW media accreditation card.
- b) Media representatives are required to have their media accreditation card clearly displayed in a lanyard on the outside of their clothing for the entire time they are present in a stadium or centre at which Matches of the Competitions are being conducted.
- c) Only the Football NSW media accreditation card for the media representative embossed with the correct year of Competition will be eligible for use in that season.
- d) The Football NSW media accreditation card affords the media representative complimentary access to any premiership, championship or cup Match in the Competitions.

## 3. Media Access to Stadiums

The following information relates to access protocols for each respective area of the stadium:

- a) Only registered media representatives displaying their Football NSW media accreditation card will be permitted access to the designated media areas, including the photographer's zone, press box, mixed zone and press conference.
- b) Field of play:
  - i. Premiership fixtures and cup Matches:
    - a. The Football NSW official photographer is permitted to choose their preferred location inside the pitch perimeter fence so long as that location does not obstruct the Match Officials, coaches or Players in fulfilling their roles on match day;
    - b. The Football NSW official photographer will be permitted in the vicinity of the technical area for team photos prior to kick-off, however, immediately after kick-off, must take a position either next to the 4th official or along the sideline not used by either assistant referee;
    - c. All other photographers, including Club photographers, must remain inside the designated photographers' zone;
    - d. The photographers' zone is the area commencing two metres behind the goal line between the outside edge of the penalty box and the corner flag;
    - e. Photographers must wear a bib (provided by the home Club's officials) that clearly identifies them as a registered photographer and must clearly display their Football NSW media accreditation card at all times.

- ii. Difficult Stadiums:
  - a. Football NSW may, in its absolute discretion, issue alternate policies for access beyond the pitch perimeter fence for registered photographers at stadiums where the pitch perimeter fence is a substantial distance from the actual field of play.
  - b. Any such policy will be communicated to the home Club and to registered photographers prior to implementation.
- iii. Championship fixtures and cup finals:
  - a. Football NSW reserves the right to re-assess access beyond the pitch perimeter fence for all registered photographers for any championship fixture or cup final.
  - b. Football NSW will communicate any policy relating to access for registered photographers to all registered photographers and competing Clubs prior to the scheduled Match/es.
- c) Players' Dressing Room:
  - i. Registered media representatives are only permitted in the team dressing rooms at the express invitation of the team head coach.
- d) Match Officials Dressing Room:
  - i. Registered media representatives are not permitted in the Match Officials' dressing room at any time.

## 4. Media Code of Conduct

- a) Registered media representatives must behave in a professional and respectful manner whilst in attendance at any Match.
- b) Any decision or direction given by a Football NSW Official, Match Official or Club Official is final and non-compliance by a registered media representative with any written or verbal direction may be deemed misconduct and the registered media representative may have their registration revoked as well as any other sanction as per the Football NSW Grievance and Disciplinary Regulations.

## 5. Competitions Season Launch

Football NSW will host a competition launch ahead of the 2024 season, with each club expected to confirm (at a minimum) one player to attend in their full 2024 playing kit, including boots.

Players will be asked to be available for a minimum 60-minute period prior to the official proceedings for official competition photos for the 2024 season.

Details around the 2024 launch will be provided to Clubs as soon as dates, times and venue/s are confirmed. It is imperative that each club RSVP their nominated player to Media Manager, Mark Stavroulakis, ([mark@footballnsw.com.au](mailto:mark@footballnsw.com.au)) three weeks prior to the launch.

## 6. NPL Men's and Women's Headshots

As per 2023, Football NSW will be arranging a photo session with the senior squads of 2024 NPL Men's and Women's NSW Clubs. The session will involve individual head shots, a team photo and additional photos as requested (e.g. of new signings).

Clubs will be expected to confirm dates for the photo session once contacted by the respective photographer operating on Football NSW's behalf (to be confirmed via direct Football NSW correspondence with Clubs). Clubs will also be expected to make any necessary arrangements for the session and provide a full and accurate list of player / coach names being photographed on the day.

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## 7. Press Conferences

- a) Press conferences are not compulsory in any Competition.
- b) Clubs wishing to implement professional match day operations relating to the organisation of media are encouraged to conduct press conferences.
- c) Following are guidelines to assist Clubs in conducting press conferences:
  - i. Media should register their presence at the Match with the designated home Club Official;
  - ii. Within 15 minutes of the final whistle, the away Club should commence their post-match press conference which should last no longer than 10 minutes;
  - iii. At the conclusion of the away Club's post-match press conference, the home Club's post-match press conference will commence and last no longer than 10 minutes;
  - iv. Head coaches of the competing teams should attend the post-match press conference; and
  - v. The media should be permitted to request the attendance of one Player from each team.
- d) Any comments or conduct that brings or, in Football NSW's opinion may bring, an individual, a Club, Football NSW, FA or the game of football into disrepute or adversely affect the image, reputation and goodwill of an individual, a Club, Football NSW, FA or the game of football may result in disciplinary action under the Football NSW Grievance and Disciplinary Regulations.

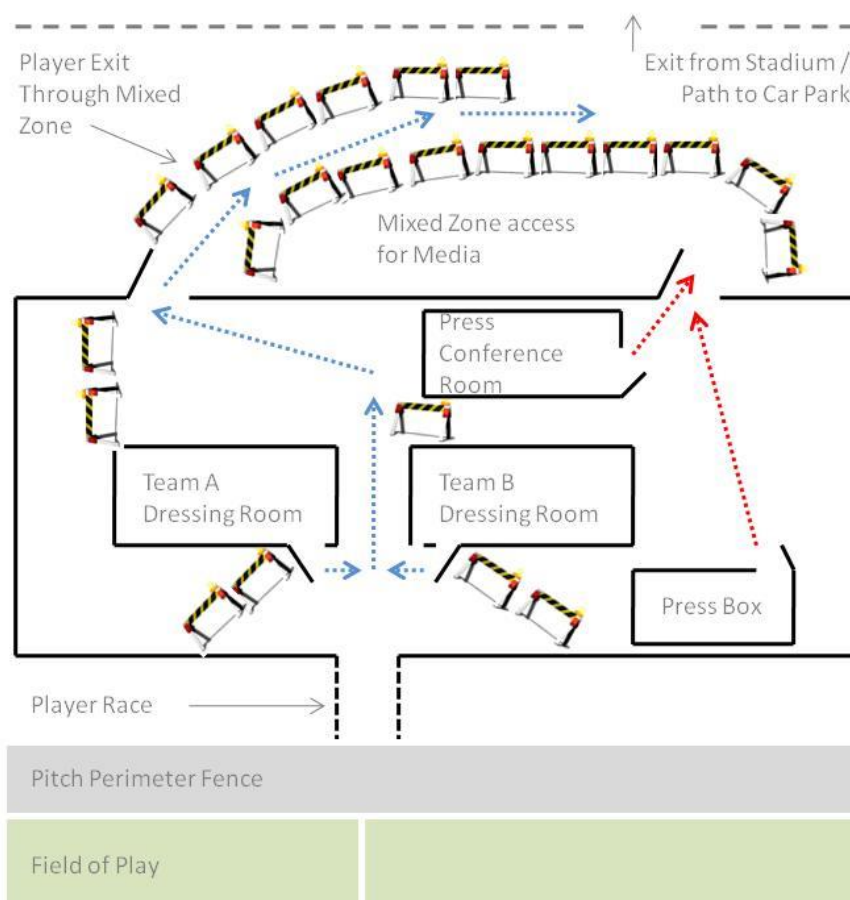
## 8. Flash Interviews

- a) Flash interviews may be conducted at 1st Grade Matches of National Premier League NSW or Football NSW Leagues competitions, should a request for such an interview be made by Football NSW or the broadcaster and the Clubs and Players are able to accommodate the request.
- b) If conducted, flash interviews should be conducted inside the perimeter fence, in the buffer zone between the side line and the perimeter fence.
- c) Flash interviews should be conducted immediately after the final whistle and be conducted in a succinct manner.
- d) It is the responsibility of the home Club media officer in conjunction with the media representatives to coordinate the flash interviews.

## 9. Mixed Zone

- a) Mixed zones are not compulsory in any Competition.
- b) Clubs wishing to implement professional match day operations relating to the organisation of media are encouraged to conduct mixed zones.
- c) Diagram 8 (see page 20) demonstrates the general principles of a mixed zone. The conduct of the mixed zone may vary from this due to the different layouts of rooms and pathways at each stadium.
- d) Following are guidelines to assist Clubs in conducting mixed zones:
  - i. After the post-match press conference or Match (where relevant), the media may attend the mixed zone located on the pathway from the Players' dressing rooms to the main point of exit from the stadium;
  - ii. Access to the mixed zone will be restricted to coaches, Players, Club Officials and registered media representatives;
  - iii. The mixed zone should be in operation from the conclusion of the Match until all of the Players, Club Officials and media have left the stadium; and
  - iv. Players and Club Officials are obliged to exit the stadium via the mixed zone; however, they are not obliged to make any comment to the media present.

Diagram 8 - Example Mixed Zone Configuration



## 10. Broadcast of Matches

- Football NSW owns the exclusive broadcast rights to the Competitions.
- Football NSW may enter into broadcast agreements with third parties for the filming and/or broadcast of any of the Competitions.
- Clubs in the relevant league or Competition are bound by the conditions of any broadcast agreement entered into by Football NSW.
- Clubs are required to facilitate and accommodate any Football NSW accredited broadcast crews at any Match filmed by or on behalf of Football NSW.
- The filming and/or broadcast of any Matches by any Club or individual is strictly prohibited without the prior written consent of Football NSW.**

## 11. Broadcast Camera Platforms

- National Premier League Men's NSW, National Premier League Women's NSW and Football NSW League One Men's and Women's Clubs are required to provide a camera platform of at least 2.4m<sup>2</sup> and in line with the halfway line:
  - The camera platform cannot be any form of mobile scaffolding (i.e., pre-made units on wheels that are commonly purchased from large hardware stores or online).
  - Temporary structures such as scaffolding must be installed by a professional company - ensure that the interests of Football NSW Limited and the Club are noted on the scaffolding company's Public and Product



Liability policy. If that is not possible, the Club must at least sight and retain a copy of the scaffolding company's Public and Product Liability Certificate of Currency.

- All temporary structures require a current compliance certificate and regular maintenance checks - please visit the [Safework website](#) for more information
  - The camera platform is for the exclusive use of Football NSW's broadcast camera.
  - The camera should face away from the sun.
  - The location should have a totally unobstructed view of the field inclusive of all sidelines and corners. The height of the camera platform should be sufficient to clear standing and hand waving patrons in between the camera platform and the field of play.
  - The camera platform should be 2 metres high and set 8 metres back from the near sideline.
  - Access to the camera platform needs to be **via secure steps as ladders are not suitable for the carrying of camera equipment.**
- b) Clubs are to provide exclusive access to one standard Australian 10 Amp power point within 15 metres of the camera platform and the power point must be protected from the elements. The distance from power to the camera platform needs to be secure and public free to allow power cables to be placed.
- c) Clubs are to provide an area close to the camera platform that can accommodate two (2) commentators. The area must be waterproof to protect equipment and must have an unobstructed view of the field.

## 12. Filming of Matches

- a) Clubs are required to facilitate and accommodate Football NSW camera crews at any Match that is being filmed by or on behalf of Football NSW.
- b) Unless consent has been granted by Football NSW in accordance with Section 4, paragraph 8, Clubs may only film matches for the purposes of technical analysis.
- c) Filming by Clubs for the purpose of technical analysis must take place from a position outside the pitch perimeter fence and must not in any way obstruct spectators or the working media from observing the Match or obstruct authorised party's filming of the Match.



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### 13. Media Releases

- a) All Clubs are encouraged to issue media releases throughout the season to help promote their activities and identity.
- b) Clubs are encouraged to seek the assistance of the Football NSW Media Manager when drafting and issuing any media releases.
- c) Clubs are required to correctly refer to the relevant Football NSW league/Competition or cup in all media releases, i.e., the name of the league/Competition communicated to the Clubs by Football NSW, including any sponsor name related to the league/Competition or cup.
- d) Clubs must include Football NSW in the circulation list of all media releases.
- e) Clubs acknowledge that all Club media releases are subject to the relevant Football NSW By-laws, regulations, codes and directives (including these Regulations).

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