

# CLOTHING, UNIFORM, LOGO & BADGE BY-LAWS



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## 1.0 OBJECTIVES

1.(a) The Objectives of these Bylaws are.

To Portray our Club in a professional manner, letting all other clubs and the wider community know we are Sorrento Surf Life Saving Club and proud to represent our Club.

To be seen as united under the same banner, with loyalty amongst our members.

To send a strong message to each other, other clubs and the wider community by the visual identity portrayed when bearing our club colours and logo.

## 2.0 Definitions

2.1(a) **Club Clothing** is clothing that: -

- has the Club logo attached and or,
- uses the Club name in full or part and or,
- uses Club colours in full or part and or,
- uses any designs or anything that identifies the Club; or
- is worn to identify a group or subgroup within the Club in any way.

2.1(b) **Club Uniform Clothing** is Club Clothing that is designed and intended to be worn by the members, in general, as a Club Uniform or as a Club uniform at Competitions and includes Club swimming costumes (bathers) and Competition Cap. It is intended to identify the wearer as a member of Sorrento SLSC.

2.1(c) **Club Apparel** is.

- anything that identifies groups within the Club (e.g., Boaties, runners, ski paddlers, Dolphins Program members, Sorrento Dads, SO Mums etc).
- Clothing for touring groups, special events, fundraising etc.
- Casual or alternate clothing designed for wear by members.
- Club merchandise with or without club logos and may include but not be limited to Bags, Stubby Holders etc.
- excluded from being in the form of club bathers / swim wear.

2.1(d) **Club Leisure Wear** is.

- Clothing/items that may be produced by the Club that are not intended to be worn as a uniform or to represent the Club; or
- Clothing/items that promote Sorrento Beach/ The Club location.

2.1(e) **Club Logo** is the design adopted by the members at an Annual General Meeting as per Para 13(b) to identify its organisation, services and community presence and recorded in these Bylaws.

2.1(f) **Club Badge(s)** is the Badge design(s) adopted by the members at an Annual General Meeting as per Para 13(b) of the Constitution and recorded in these Bylaws.

- 2.1(g) **Club** is the Sorrento SLSC (Inc).
- 2.1(h) **Club Colours** are Light Green (Pantone PMS 802), Dark Green (Pantone PMS 3302) and White (Pantone White) and can only be altered by a vote of the members at an Annual General Meeting.
- 2.1(i) **The Board** is the Club's Board of Directors
- 2.1(j) **SLSA** is Surf Life Saving Australia
- 2.1(k) **SLSWA** is Surf Life Saving Western Australia

## 3.0 GENERAL

- 3.1(a) Para 13(c) of the Club Constitution refers to the design of The Club colours, uniforms, and swimming costumes. Only the Board can change their design. Once changed, the item cannot change for three (3) years. The Business and Marketing Director is responsible for recording their design.
- 3.1(b) Para 13(b) of the Club Constitution refers to the design of The Logo and Badges. Only a vote by the members at an Annual General Meeting can change their design. Once changed, cannot change for three (3) years. The Business and Marketing Director is responsible for recording their design.
- 3.1 (c) No one can order, create, sell, use, display or wear anything using the Club Name (full or part), Club Logo, Club Badge(s), designs or anything else that identifies the Club in any way, without first obtaining approval from the Board.
- 3.1(d) The Business and Marketing Director must ensure all Club clothing (uniform and apparel) complies with these bylaws, and in accordance with the policies set out in the Sorrento SLSC Clothing Protocol. The official club uniform and all other Club clothing / apparel must be of such design that they are in the best interests of the club and the Club Business and Marketing Director may, from time to time, make rulings to this effect. Such rulings shall be binding until the next meeting of the Club Board of Management where it will be discussed.
- 3.1(e) Members failing to comply with these Bylaws may be required to face the Club Disciplinary Committee and will be liable for any costs incurred.
- 3.1(f) The Business and Marketing Director shall appoint a Clothing Officer and support staff as necessary.
- 3.1 (g). Members may make written application to the appropriate Director for an exemption to any section of these Bylaws. The appropriate Director shall make a temporary ruling on the

application. Such ruling shall apply until the next meeting of the Board, where the Board shall accept or reject the temporary ruling.

### 3.1 (h) Appropriate Directors

- |                             |                                 |
|-----------------------------|---------------------------------|
| • Competition rulings       | Competition Director            |
| • Junior Activities rulings | Junior Director                 |
| • Life Saving Rulings       | Life Saving Director            |
| • All other rulings         | Business and Marketing Director |

3.1 (i) Any temporary exemption relating to the substitution of the Swimming Costume can only be granted if the exemption includes the replacement Swimming Costume be totally black, with no pattern, no added wording or include any logo (other than manufacturer).

The proposed amendments allow those who may have some concerns with any part of the Bylaws, not just swimming costumes, to make written application to the Director / Board regarding their concerns. This maintains the member’s right to raise concerns and have them heard, whilst still ensuring the Board maintains control over the process.

## 4.0 CLUB UNIFORM CLOTHING

### 4.1 Design & Use

4.1(a) Para 13(c) of the Constitution empowers the Board to reconsider the design of Club Uniform Clothing and Swimming Costumes at any time. Once changed, no further alteration to that item shall take place for three years. Their design and use shall be recorded in these Bylaws.

4.1(b) The purpose of Club Uniform Clothing and Swimming Costumes is to identify the wearer as a member of Sorrento SLSC., their design should reflect this.

### 4.2 Club Competition Cap

4.2(a) The Official Competition Cap, approved by Surf Life Saving Australia, is a light green cap with a central dark green stripe with a white stripe either side of the dark green stripe. Any other clothing (uniform or apparel) with a stripe must comply with this configuration.

### 4.3 Club Logo and Sponsors’ Logos

4.3(a) The Club Logo must be placed on all Club Uniform Clothing.

4.3(b) The Business and Marketing Director shall recommend to the Board the need for and location of any Sponsor’s Logo for any item of Club Uniform Clothing.

4.3(c) If the company who produces the clothing requires their logo be placed on the clothing, then this logo should be placed in a position acceptable to the Business and Marketing Director

#### **4.4 Competitions**

- 4.4(a) Members can only compete in SLSA or SLSWA events wearing the approved Club Uniform, Club Swimming Costumes and Competition Cap appropriate for that event.

#### **4.5 Approved Club Uniform Clothing and Swimming Costume Items**

- 4.5(a) All Board approved Club Uniform Items and Swimming Costumers are listed in Appendix A, including date of approval.

## 5.0 CLUB APPAREL & CLUB LEISURE WEAR

### 5.1 Approval to Design & Use

- 5.1(a) To ensure minimum standards are maintained, members wishing to create Club Apparel or Club Leisure Wear must comply with these Bylaws and must first gain approval from the Board to create and wear the Club Apparel.
- 5.1(b) Application should be made to the Business and Marketing Director.
- 5.1(c) The Board may approve, modify, or reject the proposal.
- 5.1(d) The Board may, on approval to proceed, impose conditions on the purchase, sale and proceeds associated with the item.
- 5.1(e) The Board reserves the right to withdraw that approval at any time.
- 5.1(f) Club Apparel must include the Club Colours.
- 5.1(g) Club Leisure wear is not to include Club Colours

### 5.2 Club and Sponsors' Logos

- 5.1(a) Club Apparel must include the Club Logo.
- 5.1(b) Club Leisure is not to include the Club Logo
- 5.2(c) The Board must approve any sponsors logos that maybe used, including location. No Sponsors logo to be larger than any existing Official Logo, unless approved by the Board.
- 5.2(d) The design of the Club Apparel should not impede or displace official logos.

### 5.3 Pre-Approval Required Information

- 5.3(a) Before presentation to the Board, The Business and Marketing Director will require.
- Reason why the item is required.
  - Artwork of proposed item showing full design, logo position and all wording
  - Number of items to be produced.
  - Cost of production and delivery
  - Any minimum purchase order requirements
  - Supplier's name, address, and ABN
  - Proposed Sale price
  - Intended Sponsors and their sponsorship agreements.
  - Plan to sell the stock.

- Impact on any existing stock and how to mitigate the impact.
- Where the proceeds of sale are to be directed
- Where the proceeds of any sponsorship are to be directed.

#### **5.4 Conditions of Approval**

- 5.4(a) The Board may, on approval to proceed, impose conditions on the purchase, sale and proceeds associated with the item.
- 5.4(b) The Board may, as a condition of Approval, modify the Design and or wording.
- 5.4(c) The Board may direct that the item be stocked and sold through the Clothing Office under the control of the Clothing Officer. Under these circumstances the Clothing Officer is to:
- Ensure all purchases be made in accordance with any arrangements entered by the Board of Management
  - Ensure all sales are made in accordance with any direction from the Board specific to these items.
  - Monitor sales and stock levels. Make recommendations to the Board regarding these levels.
  - Seek approval from The Business and Marketing Director for the issue of purchase order numbers to maintain agreed stock levels.
  - Ensure Approved purchase order number(s) quoted on any invoice before the Club will pay that invoice.
- 5.4(d) The Board may direct other methods of purchase and sale as it sees fit.
- 5.4(e) The preferred method of purchase and sale would be through pre order and pre-paid.

#### **5.5 Competitions**

- 5.5(a) Members cannot compete in any of these items.



## 6.0 CLUB AND SPONSOR LOGOS

### 6.1 Club Logo

6.1(a) The Official Club Logo will be in the form of the dolphin, followed by two waves, surrounded by a circular sun, with four lines with the two text lines to the right of the logo; First line “Sorrento” and Second line “Surf Life Saving Club” used to create a horizontal logo design. Visual image below.



6.1 (b) Club Logo adopted by the members circa 1980.

### 6.2 Use of Club Logo

6.2(a) The Club Logo can only be reproduced or displayed in any form whether on clothing, in print or any other form, under approval from the Business and Marketing Director

6.2(b) The inclusion of other words with any display or use of the Club Logo can only be under the Logo and should be restricted to:

- name of team or event at which the wearer is representing the Club (i.e., “2023 Australian Surf Life Saving Championships”); or
- other such words only as approved by the Business and Marketing Director

6.2(c) The Board can at any time determine (and approve) the use or display of the Club Logo, provided it is done so in line with and to further the Objects of the Club and/or for members to promote their membership of the Club.

6.2(d) Any member can at any time make written request to the Board for use of the Club Logo, outlining the reason for and method of use or display and the Board’s decision in this matter is final.

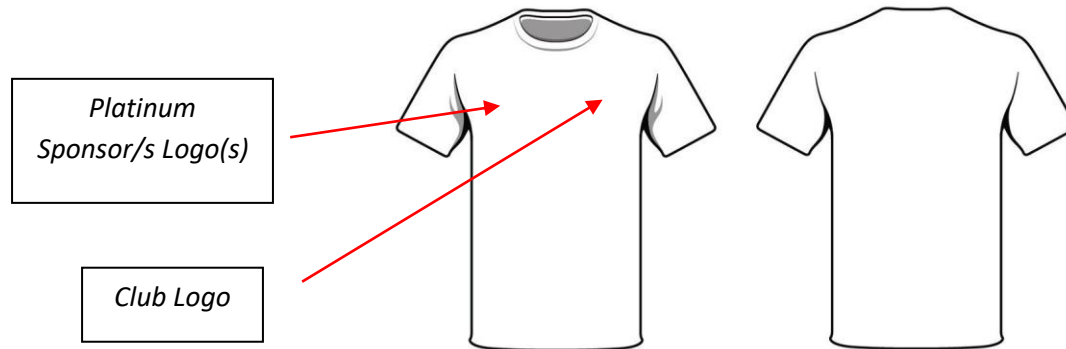
### 6.3 Club Logo and Sponsor Logo Positioning

6.3(a) The Club Logo must be placed on all Club Uniforms. It may also be placed on Club apparel with approval from the Business and Marketing Director.

6.3(b) The Business and Marketing Director may direct a Platinum Sponsors logo (or logos) be placed on Club Uniform / Apparel where appropriate and in line with that sponsor’s sponsorship agreement. No other Sponsors names and logos are to be used unless approved by the Business and Marketing Director.

6.3(c) If the company who produces the clothing requires their logo be placed on the clothing, then this logo should be placed in a position acceptable to the Business and Marketing Director.

6.3(d) Logos will be positioned on all clothing as shown.



## 7.0 CLUB BADGES

### 7.1 Club Life Member Badge

- 7.1(a) The Club Life Member Badge will be circular with a Dolphin at the top and a wreath at the bottom. A surf reel positioned in the middle with Sorrento above and S.L.S.C below. A banner placed at the Bottom with the wording "Life Member". The main circular body and banner will be dark green with all else being Gold. On the back of the Badge The Life Member's Number will be stamped. Visual images below.

Front



Rear



- 7.1(b) Club Life Member Badge adopted by the members circa 2008.

### 7.2 Use of Club Life Member Badge

- 7.2(a) The Club Life Member Badge can only be worn by a Club Life Member.
- 7.2(b) The Club Life Member Badge design cannot be reproduced or displayed in any form whether on clothing, in print or any other form, without approval from the Board, who must first consult the Life Membership Committee before making their decision.

## 8.0 UNIFORM SHOP

### 8.1 Roles and Responsibilities

8.1(a) The Business and Marketing director:

- appoints a clothing officer and any other support staff.
- must ensure all clothing sold through the uniform shop complies with these bylaws.
- ensure that the Clothing Officer is made aware of any sponsor commitments related to club uniform/apparel.
- Communicate any and all Board of Management decisions regarding uniform/apparel to the Clothing Officer in a timely manner.

8.1(b) The clothing officer:

- is responsible for the purchase, storage and selling of the Club clothing, uniforms, apparel, hats and caps.
- shall stock Club Approved clothing and maintain minimum stock levels so as to meet the demand and to ensure that as little as possible is on hand at the end of each season.
- shall recommend to the board of management sale prices for all the ranges of clothing.
- shall first obtain permission from the Business and Marketing Director when replacing stock prior to any purchase order number being issued.
- shall ensure all purchases of clothing should be in accordance with any arrangements entered into by the Board of Management.
- Shall ensure that any sponsor commitments related to club uniform/apparel and met when ordering uniform/apparel.
- shall ensure all purchases of clothing should be in accordance with any arrangements entered into by the Board of Management.
- shall provide stocktake reports to the Business and Marketing director as agreed/required.

8.1(c) The Clothing Officer and Business and Marketing Director shall work together to:

- continually review the design, style and movement of existing stocks and recommend to the Board of Management any stocks that should be reviewed, discounted, replaced, updated or introduced.
- should constantly monitor sales and trends and make recommendations to the Board to alter, remove and or add any range of Club Uniform Clothing so the Board can prepare a submission to the next appropriate AGM for the members to review.

### 8.2 Stock

8.2(a) All profits from sale of Club clothing, apparel and stock shall be directed to the Club's general revenue.

8.2(b) A stocktake should be undertaken during the first two weeks of December and April each year with additional stocktakes up to the discretion of the Business & Marketing Director in consultation with the clothing officer.

### **8.3 Purchasing**

- 8.3(a) Purchase orders, approved by the Business & Marketing Director are required before purchasing or agreeing to formally purchase any stock of the Club Clothing, and subsidiary clothing, uniform and apparel.
- 8.3(b) Approved purchase order number(s) must be quoted on any invoice for clothing before the Club will pay the invoice.
- 8.3(c) Any member purchasing clothing without a Club approved purchase order will be liable for all costs associated with that purchase.
- 8.3(d) It is preferential that club Uniform, Clothing and Apparel should be ordered pre-season to cover anticipated new and current members' needs, prior to the season commencing, so it is available for registration days. The Minimum levels shall be advised by the uniform committee and approved by board of management. It is preferential that additional clothing and apparel is not reordered after registration day unless there are adequate quotas, pre ordered and pre-paid, to meet an order fill requirement to prevent carrying excess stock between seasons.

### **8.4 Pricing**

- 8.4(a) It is the intention of the Sorrento SLSC Board of Management to sell quality club uniform and apparel at an affordable, competitive price. It is not the intention of the uniform shop to make profit from our uniform and apparel sales. It is the intention of the uniform shop to at least break even and as such a small, administration margin will be added to all uniforms above cost price allowing for stock management, point of sales cost, shipping etc.
- 8.4(b) To ensure both quality and affordability it is preferential that three quotes are required prior to decisions being made to proceed with purchases.

## 9.0 APPENDIX A – APPROVED CLUB UNIFORM CLOTHING

### 9.1 Club Competition Cap

Approved 1980



### 9.2 Club Uniform T Shirt

Approved 2020



**9.3 Club Male Bather**

**Approved November 2021**

Basic Racer



9.3 Club Female Bather

Approved November 2021



Basic One Piece - Muscle Back





**9.5 Club March Past Bather (senior)**

**Approved July 2020**



**9.6 Club March Past Uniform (Under 23)**

**Approved July 2020**



**9.7 Club March Past Uniform (Juniors)**

Due to different sizing the Business and Marketing Director along with the Junior Director shall, from time to time agree a Junior March Past Uniform”.

9.7 Club Jammers (club design and basic design)

Approved November 2021



SHREDSKIN JAMMER: #1



## 10.0 RECORD OF CHANGE/AMENDMENTS

Rev	Prepared By	Reviewed By	Approved By	Date	Reason for Changes
A	K Jenner				Rewrite of Bylaws
B	Unknown				