

# WAIS Staff and Athlete Clothing Policy

**Owner:** Corporate Communications

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**Approved by:** Chief Executive Officer

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WESTERN AUSTRALIAN INSTITUTE *of* SPORT

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## **1. Purpose**

To ensure clear representation of the WAIS brand and identity, through athlete and staff apparel.

## **2. Background**

In order for WAIS to enhance recognition from the corporate, government and community sectors, it is essential that apparel guidelines exist for staff and athletes when representing WAIS to maximise promotion and exposure of the WAIS brand. This policy recognises the required standards with relation to WAIS uniform guidelines for staff and athletes.

## **3. Policy**

WAIS staff and athletes will acknowledge their responsibility to promote and communicate the values and operations of WAIS through wearing appropriate apparel, as determined in the standards set out below.

## **4. Standards**

### **4.1 Athlete Requirements:**

- 4.1.1 Athletes must wear approved WAIS training apparel (where supplied) at all WAIS training sessions and when within the WAIS service environment.
- 4.1.2 Athletes must wear approved WAIS sport specific competition apparel for all events where the athlete competes as and/or represents WAIS. Where the athlete has competed as a WAIS athlete, the WAIS tracksuit or approved presentation clothing must be worn at award presentations (where supplied).
- 4.1.3 Athletes when travelling interstate or overseas to a training camp or competition funded by WAIS must wear clothing that clearly identifies them as a WAIS supported athlete.
- 4.1.4 Scholarship holders are to be branded in WAIS attire and should ensure that WAIS branding is clearly visible for all media interviews, photographs and promotions where State / National uniform is not required, unless prior arrangements have been made with WAIS Corporate Communications staff.
- 4.1.5 Athletes must not compromise the WAIS logo with any other logo on WAIS apparel without the permission of the WAIS Chief Executive Officer or Corporate Communications staff.

## **4.2 Staff Requirements:**

- 4.2.1 Staff must wear WAIS apparel (polo or corporate shirt) when representing WAIS at all internal / external meetings with outside stakeholders including seminars, lectures and appointments to ensure clear representation of the WAIS brand and identity.
- 4.2.2 Staff must wear WAIS apparel when attending or conducting WAIS training or testing sessions to ensure connection with the program and to promote WAIS services to athletes and the community.
- 4.2.3 General office attire as a minimum standard must be consistent with smart office attire at all times. To assist staff in compliance with the smart office attire minimum standard the following guidelines are provided:
  - 4.2.3.1 For men; collared shirts, long trousers (excluding jeans) and smart-casual or business shoes (excluding sport shoes).
  - 4.2.3.2 For women; Blouse/shirt that covers the midriff and is not low cut. Skirt or long pants and suitable footwear (no rubber thongs or sport shoes).
  - 4.2.3.3 For men and women WAIS branded clothing is acceptable but not apparel branded with other logos including national team or other sport institutes.
  - 4.2.3.4 For coaches and service support dress or sport shorts/skirts and sport shoes may be worn if required for field work.
  - 4.2.3.5 In winter and colder months. Smart-casual; coats, jackets and jumpers acceptable. No apparel branded with other logos including national team or other sports institutes.

## **5. Staff Allocation**

- 5.1 Staff will be provided with adequate WAIS clothing in order to comply with the standards outlined in this policy.

### **5.2 Requests for Extra Staff Clothing**

Further clothing can be requested for staff, pending approval of line manager. Requested clothing will be coded to corresponding sport program or department.

## **6. Athlete Clothing:**

Athletes will be provided with adequate WAIS clothing in order to comply with the standards outlined in this policy.

## **7. Intellectual Property**

**7.1** Logos - No part of the WAIS Corporate Identity is to be reproduced in any form on clothing without the express permission of the WAIS Chief Executive Officer or Corporate Communications Coordinator. The process for this is as follows:

**7.1.1** Athletes or staff looking to add the WAIS Corporate Identity to any clothing should discuss and submit proposed designs to the Corporate Communications Coordinator prior to producing and ordering any clothing.

**7.1.2** Submitted designs will be reviewed by the WAIS Corporate Communications department and WAIS Chief Executive Officer with notification of approval or rejection given to athlete or staff.

**7.1.3** Clothing may only be produced following receipt of express written permission through the Corporate Communications department.

## **8. Monitor**

**8.1** Adherence to the WAIS staff & scholarship holder clothing policy is to be monitored as follows:

**8.1.1** In the case of athletes, coaches and staff are to monitor athletes requirements outlined at "1".

**8.1.2** In the case of staff, the Chief Executive Officer and Managers will monitor the adherence to the staff requirements outlined at "2".

## **9. References**

**9.1** The following policy should be referred to in connection with the WAIS staff & athlete clothing policy.

**9.1.1** Brand & Visual Standards Manual

## **10. Review**

The above guidelines will be monitored on a regular basis to ensure they adequately reflect the objectives of WAIS and can be fulfilled readily by WAIS staff and athletes.