



SALAA CLUB UNIFORM STANDARD

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Document Procedure / Standard Foundation

Purpose The purpose of this document is to state the uniform requirements for clubs and members to ensure the South Australian Little Athletics Association (SALAA) and its partnerships brand and values are reflected and complied with.

Scope **In Scope:** The scope of this standard is Clubs affiliated with Little Athletics during club meets and state competitions.
Out of Scope: Out of scope is club training sessions, SA Athletics Academy and Holiday Clinics.

Intended Users Intended users of the are:

- SALAA Board, Management Team, Employees
- Affiliated Clubs
- Members

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1. Club Uniform Standard Expectations

Principles

The principles of this standard are expected to:

- Maintaining brand consistency
 - Enhancing brand presence
 - Promoting community partnerships
 - Ensuring brand continuity
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Club Expectations

Each affiliated Little Athletics Club is to have a distinct competition uniform. The uniform must comply with the requirements of this document and must be approved by Little Athletics SA.

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Responsibilities and Delegations

The SALAA board is responsible.

- Oversight of SALAA brand recognition and compliance.

Chief Executive Officer (CEO) is responsible for:

- Approving new uniform designs and branding standards.
- Ensuring clubs maintain SALAA standards.

Partnerships Manager is responsible for:

- Coordinate the design of uniform/logo standards.
- Maintain relationships and information flow with partners.
- Promote SALAA standards to clubs.

SALAA Employees, Members and Volunteers are responsible for:

- Promoting SALAA standards to clubs.
- Monitoring SALAA standards of athletes and clubs.

Clubs are responsible for:

- Comply with the requirements of this document and SALAA articulated standards.
- Monitoring members compliance with expected standards.

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2. Club Uniform Standard Details

2.1 Logo Standards and Placement

Currency of Logos	At all times the uniform should display the current approved SALAA logo.
Visibility of Logos	Current logos must be clearly visible and not obstructed in any way.
Little Athletics SA Logo placement	<p>The Little Athletics SA logo must appear on the back of the uniform (Polo/T-shirt) in the middle of the lower back, beneath any club logos.</p> <p>The Little Athletics SA logo must be printed in a single colour which contrasts with the uniform and is consistent with the club colours. The logo must be 130mm x 70mm.</p>
Club Logos	<p>Club logos may be used on:</p> <ul style="list-style-type: none">• Shorts• The back of Polo/T- shirts• Collar of polos
Preferred Supplier Logos	Where an Association preferred supplier manufactures the uniform, their logo may appear on the uniform in a pre-approved location. There should be no other logos featured on shirts.
Under 12's Standards	For athletes in the Under 12 and above age groups, the Little Athletics SA logo and the word 'little' may be omitted from the shirt.

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2.2 Core Club Uniform

Club Polo Shirt

The club polo shirt shall be in the clubs nominated colours. It should have sleeves and a collar. The name of the club should be featured on the back of the shirt and use the words 'Little Athletics' rather than any abbreviation. The club's name and/or logo may also be used on the collar.

The front of the uniform and sleeves are reserved for the state and national sponsors. Club logos are not permitted on the front of the uniform or sleeves.

Shorts

Athletes must wear shorts, sports briefs or two-way stretch above the knee shorts (commonly referred to as bike shorts or skins) in their clubs approved colours.

Uniform shorts must not carry any unapproved branding larger than 30mm x 30mm square.

It is recommended that clubs nominate a single basic colour for their shorts that can be readily purchased by families.

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2.3 Optional Uniform Items

Club Singlet

A club may nominate a club singlet. The singlet should be of essentially the same design as the club polo shirt. The word 'little' may be omitted from the name 'Little Athletics' on the back of the singlet e.g., instead of "Hallett Cove Little Athletics", the singlet may show "Hallett Cove Athletics". The Little Athletics SA logo is not required to appear on the singlet.

Singlets will only be permitted for athletes in the Under 12 and above age groups.

Singlets must be full length; that is there is no gap between the bottom of the singlet and the top of the shorts.

A plain t-shirt in the club colours may be worn under the singlet.

Club T-Shirt

A club may nominate a club t-shirt. The t-shirt should be of essentially the same design as the club polo shirt, however, does not require a collar.

T-shirts will only be permitted for athletes in the Under 9 and above age groups.

T-shirts must be full length; that is there is no gap between the bottom of the t-shirt and the top of the shorts.

T-shirts must comply with the logo requirements as per the club polo shirt.

Tiny Tots Top

Clubs may offer an alternative polo shirt for their registered Tiny Tots. This should be in the same core colours as the club uniform. Typically, this would be an off-the-rack shirt that is readily available in the small sizes required for Tiny Tots.

Alternative Items

In addition to the approved club uniform, the Rules of Competition permit athletes to wear alternative items either in addition to or in place of an approved item. Refer to the current Rules of Competitions for details.

Clubs may offer these alternative items for sale to their members without requiring approval from the Association.

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2.4 Application for Uniform Changes

Application Process

An application for a uniform change is made by sending the proposed design to the Little Athletics SA Chief Executive Officer at ceo@salaa.org.au.

The club will be advised of the outcome within 5 business days of receiving the application. The outcome can be approval, alterations requested, or decline. Once approved, the club will have a two-year changeover period, in which both the new and old uniforms may be worn.

Application Timing

Applications must be made before the start of the competition season (i.e., 1st October). Applications made after this time will be considered but will not come into effect until the following season.

2.5 Non-Compliance with Expectations

Unapproved Uniform in Competition

Unapproved uniform items will not be permitted to be worn in competition and may result in athletes being disqualified.

Deviation from Uniform Standards

If clubs are deviating from the expected standard, SALAA will communicate the expected standard to the club and follow up to ensure it has been implemented.

Continual non-compliance will invoke the Complaints Handling and Disputes Resolution Process.

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3. Addendum – Uniform Examples

3.1 Polo Shirt Layout



Please Note: For athletes wearing a dual uniform (Little Athletics SA and Athletics SA One Clubs), athletes may pin any Athletics SA bibs over the front of their Little Athletics SA bib when required at Athletics SA Interclub or State Competitions.

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3.2 Uniform Example



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4. Definitions and References

4.1 References

Rules of
Competition

The Standard Rules of Competition (South Australia)

Little Athletics
Australia
Standard Rules

Little Athletics Australia Rules of Competition

4.2 Referenced Documents

Complaint
Handling and
Dispute
Resolution
Procedure

The Complaints Handling and Dispute Resolution Procedure provides the steps to be taken to deal with any grievance or complaint referred to SALAA.

Sporting Delivery
Policy

SALAA's policy aimed at a consistent and safe approach to delivery of Little Athletics.
