

Review of the National Club Identity Policy

Terms of Reference

1. PURPOSE OF THE REVIEW

Following a recommendation by Management of Football Federation Australia (**FFA**), the FFA Board resolved that FFA conduct a review (the **Review**) into the effectiveness of the National Club Identity Policy (**NCIP**).

The NCIP was introduced on 26 June 2014 and amended following a review on 10 August 2015. The NCIP has not been subject to a comprehensive review since that amendment.

FFA has at various times received ad hoc informal feedback regarding the application of the NCIP at competition level, including at the FFA Cup, National Premier Leagues (**NPL**) and at grassroots level. FFA is also aware of public sentiment within the football community regarding the NCIP and the indication of certain clubs' desire to challenge the NCIP through external bodies. These matters, together with the time since the last comprehensive review of the NCIP took place, have prompted FFA to conduct this Review.

The purpose of the Review is to seek feedback on the NCIP from all relevant stakeholders in the football community and for FFA to consider whether it is appropriate to retain in its current form, amend or repeal the NCIP.

2. TERMS OF REFERENCE

The Review will consider:

- (a) the effectiveness of the NCIP in meeting its stated objectives of promoting and strengthening the reputation of football in Australia by making the sport of football inclusive for all participants whilst acknowledging the multicultural nature of Australia and the valuable contribution that various communities have made to the historical development of football in Australia;
- (b) the current football landscape and whether there is a need for a national policy that is intended to actively promote inclusiveness for all participants at football clubs at all levels (including any relevant changes to the football landscape since the inception of the NCIP);
- (c) any data or statistics collected by FFA from the football community regarding support (or lack thereof) for the NCIP;
- (d) the extent to which the NCIP is clearly understood by members of the football community at various levels;
- (e) the experience of administrators in seeking to apply the NCIP, including any lack of clarity or understanding in how the NCIP applies to certain circumstances;
- (f) any perceived inconsistencies resulting from the application of the NCIP;

- (g) whether there should be any further exceptions beyond those set out in clause 2.4 of the NCIP to the requirements relating to a club's name, logo or emblem;
- (h) whether the process for administering the NCIP could be improved;
- (i) any requirements contained in the FIFA Laws of the Game and FIFA Equipment Regulations; and
- (j) any other matter relevant to FFA's consideration of whether it is appropriate to retain in its current form, amend or repeal the NCIP.

3. CONSULTATION

FFA will be engaging directly with key stakeholders in the consultation process, including all Member Federations, the Association of Australian Football Clubs (AAFC), Professional Footballers Australia (PFA) and Hyundai A-League and Westfield W-League clubs.

It is expected that each of these parties will engage with their respective constituents to provide feedback to FFA that reflects the views of the variety of participants in football, including NPL clubs, community associations, districts, zones and clubs, administrators, volunteers, sponsors, officials and players.

However, FFA is also inviting all interested members of the football community who wish to provide their own feedback to FFA to do so via an online questionnaire available at www.ffa.com.au/NCIP-review. The questionnaire will be available to complete until 14 December 2018.

FFA will also liaise with other relevant third parties during the consultation process, including the Fédération Internationale de Football Association (FIFA), the Asian Football Confederation (AFC) and Sport Australia.

All feedback received throughout the consultation process will be reviewed and considered by FFA and FFA may seek further information from stakeholders following its initial review of the feedback.

4. TIMELINE FOR COMPLETION

FFA aims to complete the Review by 28 February 2019.