

Regulations for Advertising on Uniforms in Australia

Effective from 1 May 2025

1. Introduction

Australian Athletics (AA) has adopted the following Advertising Regulations for competitions held in Australia. Australian Athletics has developed these regulations to provide an opportunity for its Member Associations (MA), affiliated clubs and athletes to source, engage and leverage sponsorship arrangements.

2. Impacted competitions

Competitions within Australia are divided into the following, and the applicable advertising regulations for uniforms are noted here.

Competition	Type of Uniform (if any rules specified)	Applicable Regulations
Club / State Level	Club	
Invitation Meetings (World Athletics Diamond League and Continental Tour)	Not specified	World Athletics C7.4
Label Road Races	Not specified	World Athletics C7.4
Australian Open Championships (including Cross Country)	Personal, club or state	This document
Australian Junior Championships (inc. underage and All Schools etc.)	State Uniforms (club is possible)	This document
Area Championships	National Team Uniforms	World Athletics C7.2
World Athletics Series Events	National Team Uniforms	World Athletics C7.2

3. Timeframe for implementation

The regulations within this document apply from 1 May 2025.

4. Athlete / Club / Team Sponsor

- a) An athlete may display the logo of a sponsor on their kit provided that it complies with the requirements set out in these Regulations. For the avoidance of doubt, if there is a sponsor category conflict between an athlete sponsor and an event sponsor it is for the athlete and event organiser to resolve taking into account the commercial arrangements governing the athlete's participation in the event.
- b) Manufacturers and athlete sponsors can only have each brand name / logo applied once on any single item unless specified below for non-commercial club or MA logos/names ;
- c) The following names / logos may be displayed on the athlete's kit in accordance with the placement options set out below:
 - Manufacturer brand name / logo
 - Sponsor (non-manufacturer) name / logo
 - Athlete / club name / logo
- d) If an athlete wears the kit of their club then it must conform to these Regulations. Where the club name / logo displays the name of a commercial entity on the kit, the number of sponsor logos, where permitted, is reduced by one.
- e) Non-commercial also means any support of any kind (government or non-profit organisation) cannot be included.

5. Athlete Kit – Tops

COMPETITION TOPS (vests, t-shirts, leotard upper body, ceremony kit, track suit, sweatshirts, and rain jackets etc.)				
	Option A with manufacturer		Option B NO manufacturer	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
SPORTS MANUFACTURER - Sponsor / supporter / supplier (on front or back)	One only	5cm height and 10cm length total 40cm ²	No Sports Manufacturer, Sponsor / supporter / supplier	
SPONSOR (non-sports manufacturer) (on either the front or back)	2 different sponsors	10cm height and 20cm length – 80cm ²	3 different sponsors (non-manufacturer) one placement per sponsor	10cm height and 20cm length – 80cm²
MA or CLUB NAME (non commercial/) or ATHLETE NAME (where applicable) on either the front or back	Maximum of 3	10cm height	Maximum of 3	10cm height
MA or Club Emblem (non-commercial) on front and/or back		5cm height and 10cm length total 40cm ²		5cm height and 10cm length total 40cm ²
	Total 6		Total 6	

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6. Athlete Kit – Bottoms

COMPETITION BOTTOMS (shorts, tights, leggings leotard lower body, ceremony kit bottoms, track suits bottoms, sweatpants etc..)				
	Option A with manufacturer		Option B NO manufacturer	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
SPORTS MANUFACTURER - Sponsor / supporter / supplier (on front only)	One only	5cm height and 10cm length total 40cm ²	No Sports Manufacturer, Sponsor / supporter / supplier	
SPONSOR (non-sports manufacturer) (on either the front or back)	2 different sponsors	10cm height and 20cm length – 80cm ²	3 different sponsors (non-manufacturer) one placement per sponsor	10cm height and 20cm length – 80cm ²
MA or CLUB NAME (non-commercial) or ATHLETE NAME (where applicable) on either the front or back	One only	5cm height	One only	5cm height
	Total 4		Total 4	

7. Athlete Kit – One piece

For leotards (one piece) the displays on the upper body (i.e. above the waist) must comply with tops as above and for the lower body (i.e. below the waist) must comply with bottoms as above.

8. Athlete Kit – Graphics

A graphic or figurative design of the manufacturer of the athlete kit (**not** including name or any text) may also be used as a “decorative design mark” once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of Australian Athletics in its discretion, dominate or unduly detract from the appearance of the item of clothing:

- Across the bottom of the sleeves, shorts or leotards;
- On the outer seam of the sleeves, (t-shirts, track suit tops etc.);
- Down the outer seams of the garment (leotards, leggings etc.).

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9. Approval

Member Associations will manage the approval of club uniforms internally but must comply with these guidelines to be worn at Australian Championships.

For approval of state/territory uniforms, Member Associations must provide all uniform graphics for all uniform types well in advance of each Championship (at least 3 months) for approval by Australian Athletics. These approved graphics can then be used in the Call Room at Australian Championships.

10. Other Apparel

For other kit or apparel worn by an athlete during the competition (such as socks (including knee length socks and leg sleeves), headgear, hats, headbands, gloves, glasses, sunglasses, wristbands and arm sleeves) the following displays are permitted:

OTHER APPAREL/ACCESSORIES		
For other kit or apparel (such as socks (including knee length socks and leg sleeves), headgear, hats, headbands, gloves, glasses, sunglasses, wristbands and arm sleeves)		
	Other Apparel/Accessories	
Name / Logo / Emblem	Maximum Number	Maximum Size
SPORTS MANUFACTURER Sponsor / Supporter / Supplier	1 x	4cm height or 4cm length - 10cm ²
SPONSOR (non- sports manufacturer)	Not permitted	
ATHLETE'S NAME	1 x	5cm height
	Total 2	

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11. Personal belongings and accessories

Personal Belongings & Accessories (e.g. beach, bath, hand and face) and blankets and bags				
	TOWELS (e.g. beach, bath, hand and face) and blankets		BAGS (including tags and labels)	
Name / Logo / Emblem	Maximum Number	Maximum Size	Maximum Number	Maximum Size
SPORTS MANUFACTURER Sponsor/ Supporter /Supplier	One	5cm height and 10cm length – 40cm ²	One	5cm height and 10cm length – 40cm ²
SPONSOR (non- sports manufacturer)	2 x		2 x	
ATHLETE'S NAME; or personal social media hashtag	One		One	
	Total 4		Total 4	

12. Nail, body art, hair designs and jewellery

Athlete sponsor names / logos cannot feature in:

- Tattoos (whether permanent or temporary and includes the use of henna or similar products);
- Hair designs;
- Contact lenses; or
- Nail art.

For the avoidance of doubt, athletes may have tattoos, hair designs and contact lenses. Jewellery (including body piercings and watches (including that which includes in its design the name or logo of the jewellery brand) is permitted to be worn

13. General Rules on Uniforms

Regardless of the advertising regulations in this document, all uniforms must still comply with World Athletics Rule TR5.1, specifically:

Clothing

- 5.1 In all events, athletes must wear clothing which is clean, and designed and worn so as not to be objectionable. The clothing must be made of a material which is non-transparent even if wet. Athletes must not wear clothing which could impede the view of the Judges.

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14. Advertising Restrictions

The following restrictions apply to athlete personal sponsor logos and Member Association/Club sponsor logos that are included on any item carried onto the field of play (including competition and non-competition uniform):

Advertising which is, in the opinion of Australian Athletics, tasteless, distracting, offensive, defamatory, or unsuitable (bearing in mind the nature of the competition), is prohibited.

Advertising tobacco, alcohol products is prohibited.

Advertising betting, gambling or lottery products is prohibited.

Both political (i.e. the promotion of any political party, associations, movements, ideas or any other political cause) and religious advertising is prohibited.

Australian Athletics reserves the right to reject any uniform, which in their reasonable opinion breaches any part of the above or otherwise brings the sport into disrepute.

It is strongly recommended that where Member Associations or Clubs require clarification on any of these regulations or have some concern about a sponsor or logo placement, that they contact Australian Athletics prior to having any uniforms produced to avoid any potential issues at an event.

15. Other

World Athletics advertising regulations and C7.4 will apply to any Regulations not outlined in this document.

Australian Athletics reserves the right to amend these regulations periodically on an as needs basis. Such an amendment will only happen after a consultation period.

The Australian Athletics Technical Competitions Manager is the arbitrator of these regulations. If an athlete or club has any questions they should in the first instance be directed to the Member Association. The Member Association may consult Australian Athletics clarification is required.