



Policy Document 17A: Match day player uniforms

- 1** The Australian Football League (AFL, “the League”) has produced this policy as a guide for clubs and club supporters regarding match day player uniforms, and more specifically the use of alternative uniforms in the event of a uniform clash.
- 2** A uniform clash occurs when the primary uniform of the away club coincides in colour and/or design with that of the home club, to an extent where possible confusion and/or misidentification of players could occur on the part of a reasonable spectator with reasonable eyesight.
 - 2.1** A conservative view is taken on the definition of "reasonable eyesight", with all efforts made to accommodate all viewers. No relaxation of the policy will occur as a result of vastly increased quality in broadcast picture quality, or with respect to the traditional use of "clash" uniforms.
 - 2.1.1** It is recognised by the League that the traditional use of clash uniforms, namely the use of white shorts by the away team, is vastly inadequate for the modern game, national game.
 - 2.1.1.1** Wherever possible, the use of white shorts by the away team should be observed and continued, as a means of preserving historical characteristics of the game.
 - 2.1.1.1.1** This excludes matches where the home uniform of the home club includes the colour white. In these cases the home club will wear white shorts, and the away club a contrasting coloured short.
- 3** A club's home or primary uniform is that which the club nominates as its preferred uniform to be worn in senior matches throughout each season.
 - 3.1** All clubs have the right to select and nominate their preferred home uniform for each season.
 - 3.1.1** An exception exists in the case of any club wishing to include black and white stripes. The use of black and white stripes on a sporting uniform was invented by the Collingwood Football Club (established 1892), and may not be used by any other club, in any match whatsoever, except with the express permission of the President, Collingwood FC.
 - 3.1.1.1** This exception is specifically noted to ensure the absolute preservation of the history of Collingwood FC, and to prevent any confusion on the part of spectators viewing any AFL match.

3.1.1.1.1 This includes matches in which Collingwood FC are not taking part

3.1.1.1.1.1 This excludes finals.

3.1.1.2 This exception applies to all clubs including Port Adelaide FC (established 1870), disregarding any historical considerations.

3.1.2 A further exception exists in the case of the Brisbane Lions AFC, which is required by the League to display the traditional "Fitzroy Lion" figure, as a condition of the merger agreement between the Fitzroy and Brisbane Bears football clubs (1996).

3.1.2.1 This exception may be observed, or cease to be observed, at any time at the sole discretion of the Brisbane Lions AFC.

4 The existence of a uniform clash involving two clubs will be at the sole discretion of the League. No discussion will be entered into regarding the reasoning, logic or consistency of any decision made by the League on this subject

4.1 An exception exists in the case of Collingwood FC. The existence of a clash between the uniform of Collingwood FC and any opponent will be at the sole discretion of the President, Collingwood FC. No discussion will be entered into regarding the reasoning, logic or consistency of any decision made by the President on this subject, or the right of the President to make this decision.

5 In each match, the home club may wear the uniform of their choice, with the responsibility of avoiding a clash residing with the away club.

5.1 An exception exists in the case of North Melbourne FC, which may not wear their home uniform in home matches against Collingwood FC, except with the express permission of the President, Collingwood FC.

6 It is the responsibility of the away club to ensure an away uniform which avoids any clash with their home opponents.

6.1 Away uniforms are to be designed by each individual club, with the League having no right of direction regarding uniform colour or suitability for purpose.

6.2 Logically, the away uniform should be in sharp visual contrast to the club's home uniform.

6.2.1 An exception exists in the case of clubs which have relocated from their original homes, or were established as a result of a merger. In these cases, the club will wear the traditional uniform of their club's previous incarnation as their away uniform, as a means of historical recognition.

6.2.1.1 This exception only applies when the away club is playing an away game in the home state of their club's former incarnation. For away games in other states, the club should wear a third, alternate away uniform.

6.2.1.2 This exception does not apply to the Sydney Swans (formally South Melbourne FC).

6.2.2 A further exception exists in the case of West Coast Eagles FC, who will wear their discontinued home uniform for away matches, as distinct from their current home uniform (in design, if not in colour), worn in home matches.

7 The ideal avoidance of uniform clashes will be achieved through the use of contrasting colours, with one uniform displaying a predominantly "dark" colour, and the other displaying a predominantly "light" colour.

7.1 Dark colours include, but are not limited to:

- black;
- teal: when used in conjunction with another dark colour;
- blue: when used by Adelaide, Carlton, Geelong, Melbourne, North Melbourne (home uniform only), West Coast (home uniform only), Western Bulldogs;
- charcoal/grey: when used by Greater Western Sydney;
- red: when used by Essendon, St Kilda;
- purple;
- brown;
- orange: when used in conjunction with another dark colour; and
- maroon.

7.2 Light colours include, but are not limited to:

- gold;
- yellow;
- white;
- orange: used in conjunction with another light colour;
- teal: when used in conjunction with another light colour;
- blue: when used by North Melbourne (away jumper only), Gold Coast, Brisbane, West Coast (away jumper only);
- red: when used by Adelaide, Gold Coast, Sydney, Western Bulldogs; and
- grey / charcoal: when used by Essendon.

8 No combination of the traditional uniforms of the Collingwood, Essendon, Carlton or Richmond football clubs currently results in a uniform clash.

8.1 It is recognised by the League that the traditional use of clash uniforms, namely the use of white shorts by the away team, is adequate for these games.

9 *The "Zebra Ruling"*: the League specifically recognises that "white, with black stripes" is in fundamental contrast to "black, with white stripes".