NATIONAL MERCHANDISE PROGRAM

LOGO POLICY

Effective from: 1 July 2025

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RELATED POLICIES: Nil
RESPONSIBLE OFFICERS:

- Audit, Risk and Policy Committee
- Chief Executive Officer
- General Manager – Promotion & Partnerships
- Licensing & Commercial Manager
- AUTHORITY: Board

APPLICABLE FORMS: Nil
APPROVED: TBC 2025

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NATIONAL MERCHANDISE PROGRAM LOGO POLICY OVERVIEW

0. FOREWORD

This version of the National Merchandise Program (NMP) Logo Policy is effective from 1 July 2025. Apparel that contains the NMP logo that was produced and was compliant with a previous version of the NMP Logo Policy before this date remains compliant indefinitely. Any apparel that is produced from 1 July 2025 needs to comply with the requirements of this publication.

1. PRINCIPLE

Bowls Australia (BA) has developed a National Merchandise Program (NMP) Logo Policy which provides guidance regarding the correct use and purchasing of compliant garments for Pennant, Championship Events and Other Tournaments as specified.

For clarity:

'Pennant' is any form of structured competition between clubs that are affiliated to their state or district authority, where the competition uses the Laws of the Sport of Bowls Australia and requires Accredited National Umpires to adjudicate.

'Championship Events and Other Tournaments' refers to events organised or controlled by BA, State and Territory Association (STA) authorities and/or any division/ subdivision of the STA authority, in addition to:

- Club Championships;
- Region/District Championships; and
- Club Tournaments (except for social competitions) where it is specified in the Conditions of Play.

All competition/tournament rights holders are encouraged to reference attire requirements in the associated competition/tournament Conditions of Play.

Participants and Officials within all Pennant, Championship Events and Other Tournaments, as noted above, are also required to be compliant with this Policy.

2. WHERE DOES THE REVENUE GO

Revenue generated through the National Merchandise Program contributes to the employment of personnel and club support services.

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The Program has two objectives, firstly to provide a revenue source to contribute funds to the delivery of club support services and secondly to maintain a national brand for the sport.

Club Support Services: BA provides comprehensive club support services comprising a combination of both in-the-field staffing and specialist contractor support to provide assistance to clubs.

Maintain a national brand for the sport: BA recognise that a brand represents a promise. As an organisation, BA strive to ensure that our members can be confident in knowing what they're going to get, ensuring all Licensed Manufacturers maintain quality, well-branded products and services.

3. PRODUCTION OF GARMENTS

The NMP Logo Policy provides Licensees an opportunity to offer a comprehensive range of clothing for bowlers to choose from. Licensees are expected to provide high quality, innovative, NMP branded products for bowlers nationwide and at reasonable cost.

The presentation of the NMP Logo (pictured below) on garments is recognition the garment and logo have been manufactured by an approved Licensed Manufacturer. Only NMP Licensed Manufacturers can produce garments that display the NMP Logo. The NMP Logo cannot lawfully be transferred onto a garment by a non-licensee.

A list of approved Licensed Manufacturers is available via the BA website www.bowls.com.au.

4. NMP LOGO AND LICENCED MANUFACTURER'S LOGO APPEARANCE

4.1 NMP LOGO

The NMP Logo is a sub-brand that has been created to represent the National Merchandise Program and is the core visual used to identify and communicate the Program and its approved Licensed Manufacturers.

The NMP Logo artwork is only approved for use by contracted Licensed Manufacturers in the construction and manufacturing of bowls apparel and equipment that forms part of this Policy.

The NMP Logo may appear in its traditional green and gold colouring, in a single colour "tone-on-tone." where the logo is the same colour as the base of the garment or in a single "colour matched" version where the logo is the same colour as a contrasting tone

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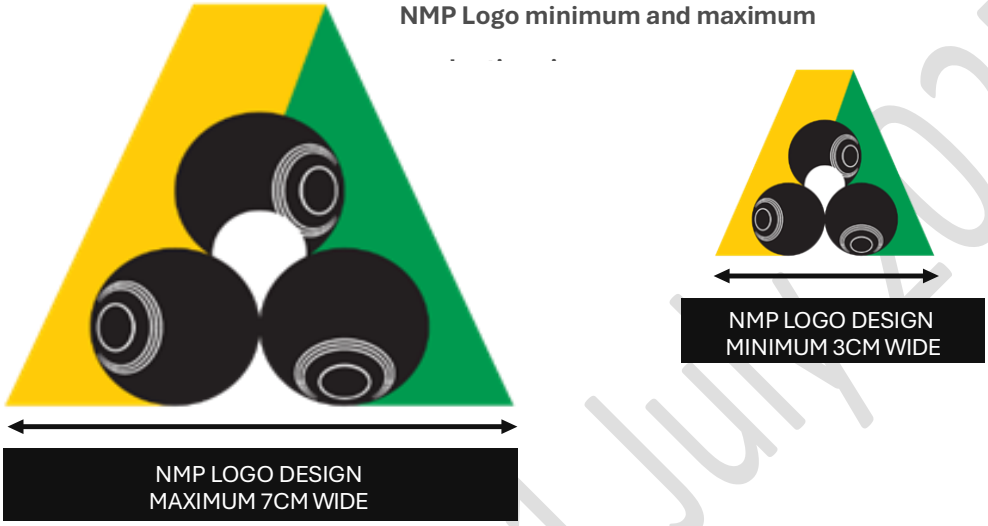
in the garment. In Team Wear, the NMP logo may be applied as embroidered or tonal sublimation. In non-Team Wear, the NMP logo may be applied as embroidered, tonal sublimation or Direct to Film transfer.

Clubs are permitted to include a white key-line of no more than 1mm in width, surrounding the logo to separate colour on monochromatic designs.

NMP Logo minimum and maximum



Please note: The NMP Logo differs from the Bowls Australia Corporate 'teardrop- style' Logo (shown below). The BA Corporate Logo is strictly reserved for BA's corporate use and must not be reproduced on garments unless authorised by BA.

BOWLS AUSTRALIA

BOWLS AUSTRALIA

4.2 LICENCED MANUFACTURER'S LOGO

The Licenced Manufacturer's logo minimum and maximum size reproduction

Minimum size: 4cm^2 (or 2cm x 2cm)

Maximum size apparel: 21cm^2 (or 7cm x 3cm)

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5. LICENSED CATEGORY: TEAM WEAR

5.1 TEAM WEAR ATTIRE

For side competitions (as defined under the Laws of the Sport of Bowls – Rule 1.3) at Pennant, Championship Events and Other Tournaments, as specified, bowlers must be attired in the same club, state or representative, Upper and Lower Body Attire in respect to image and colour. These garments are referred to as Team Wear.

For all other events there is no requirement for teams to be similarly attired and participants can wear a combination of Team Wear and/or Non-Team Wear, unless, as stated previously, it is outlined in the event Conditions of Play.

Team Wear Attire is recognised under two categories, Upper Body and Lower Body Attire

5.1.1 UPPER BODY ATTIRE

Upper Body Attire is classified as:

- all shirts (including sleeve, sleeveless, collar and collarless)
- tops
- blouses
- t-shirts
- jackets
- vests
- knitwear
- rainwear

NMP LOGO PLACEMENT
EXAMPLE: UPPER BODY ATTIRE

5.1.2 LOWER BODY ATTIRE

Lower Body Attire is classified as:

- pants
- trousers (belt, elastic or draw string waist)
- pedal pushers
- culottes
- shorts
- skirts
- skorts
- slack suits
- skirt suits
- dresses

NMP LOGO PLACEMENT
EXAMPLE: LOWER BODY ATTIRE

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- leggings etc.

Participants should refer to their Conditions of Play and STA dress regulations to determine which uniform requirements are required when participating in a state or territory sanctioned event.

5.2 TEAM WEAR ATTIRE LOGO PLACEMENT: UPPER BODY

5.2.1 NMP LOGO

The NMP Logo placement for Upper Body Attire is mandatory on Team Wear worn in Pennant, Championship Events and Other Tournaments.

From 1 July 2025, Clubs must place the NMP Logo on the right chest area or the upper right arm sleeve (above the elbow) of Upper Body Team Wear Attire. If the garment is sleeveless, the NMP logo must appear on either the right chest area or on the back of the garment centered and visible immediately below the collar.

Please refer to 4.1 NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

5.2.2 LICENCED MANUFACTURER'S LOGO

The Licenced Manufacturer's logo must appear on the upper left or right arm sleeve (above the elbow), or on the right chest as a logo lock-up with the NMP Logo (above or below the NMP logo) or on the front of the garment under the placket. If the garment is sleeveless, the Licensed Manufacturer's logo must appear on the right chest as a logo lock-up with the NMP Logo (above or below the NMP logo) or on the front of the garment under the placket or on the back of the garment centred and visible immediately below the collar.

Please refer to 10.1 MANUFACTURER RECOGNITION: UPPER BODY ATTIRE for further detail.

Please refer to 4.2 LICENCED MANUFACTURER'S LOGO APPEARANCE for minimum and maximum logo production sizing.

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5.2.3 LEFT CHEST AREA

The left chest area of Upper Body Team Wear Attire is strictly reserved for club, state, territory, event or representative names or logos.

Maximum area of representation: 64cm^2 or 8cm (high) x 8cm (wide).

5.2.4 SPONSOR LOGOS

The size, combination and placement of sponsor logos are to be determined by the applicable state or territory association.

5.3 TEAM WEAR ATTIRE LOGO PLACEMENT: LOWER BODY

5.3.1 RIGHT LEG

The NMP Logo placement for Lower Body Attire is mandatory on Team Wear worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA Licensed Manufacturer.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

5.3.2 SPONSOR LOGOS

The size, combination and placement of sponsor logos are to be determined by the relevant state or territory association.

5.3.3 APPROVAL PROCESS

The image and colour of Team Wear Attire including club, state, territory or event attire must be approved by your affiliated State or Territory Association.

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6. LICENSED CATEGORY: NON-TEAM WEAR

6.1 NON-TEAM WEAR ATTIRE

Non-Team Wear Attire refers to all garments worn in Pennant, Championship Events and Other Tournaments whereby participants are not required to be similarly attired in club, state, territory, or event uniforms.

Non-Team Wear Attire is recognised under two categories of Upper Body Attire and Lower Body Attire.

6.1.1 UPPER BODY ATTIRE

- all shirts (including sleeve, sleeveless, collar and collarless)
- tops
- blouses
- t-shirts
- jackets
- vests
- knitwear
- rainwear

6.1.2 LOWER BODY ATTIRE

Lower Body Attire is classified as:

- pants
- pedal pushers
- culottes
- shorts
- skirts
- skorts
- trousers (belt, elastic or draw string waist)
- slack suits
- skirt suits
- dresses
- leggings etc.

Participants should refer to their Conditions of Play and state or territory dress regulations to ascertain uniform requirements when participating in a state or territory sanctioned event.

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6.2 NON-TEAM WEAR ATTIRE LOGO PLACEMENT: UPPER BODY

6.2.1 NMP LOGO

The NMP Logo placement for Upper Body Attire is mandatory on Non-Team Wear Attire worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed on the right chest area or the upper right arm sleeve (above the elbow) of Upper Body Non-Team Wear Attire. If the garment is sleeveless, the NMP logo must appear on either the right chest area or on the back of the garment centered and visible immediately below the collar.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

6.2.2. LICENCED MANUFACTURER'S LOGO

The Licenced Manufacturer's logo must appear on the upper left or right arm sleeve (above the elbow), or on the right chest as a logo lock-up with the NMP Logo (above or below the NMP logo) or on the front of the garment under the placket. If the garment is sleeveless, the Licensed Manufacturer's logo must appear on the right chest as a logo lock-up with the NMP Logo (above or below the NMP logo) or on the front of the garment under the placket or on the back of the garment centred and visible immediately below the collar.

Please refer to 10.1 MANUFACTURER RECOGNITION: UPPER BODY ATTIRE for further detail.

Please refer to 4.2 LICENCED MANUFACTURER'S LOGO APPEARANCE for minimum and maximum logo production sizing.

6.2.3 LEFT CHEST AREA

The left chest area of Upper Body Non-Team Wear Attire has no restrictions on logo usage and can be used for the placement of sponsor and promotional names or logos.

Maximum area of representation: 64cm^2 or 8cm (wide) x 8cm (high).

6.3 NON-TEAM WEAR ATTIRE LOGO PLACEMENT: LOWER BODY

6.3.1 RIGHT LEG

The NMP Logo placement for Lower Body Attire is mandatory on Non-Team Wear worn in Pennant, Championship Events and Other Tournaments.

The NMP Logo must be placed immediately above the back right pocket or front right below pocket as determined by the BA Licensed Manufacturer.

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Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment or there is any question over the quality of its representation.

6.3.2 ALL OTHER AREAS

For Non-Team Wear Attire, aside from the areas designated in this section, all other areas can be used to integrate brand livery in the general design of garments.

6.3.3 APPROVAL PROCESS

The image and colour of Team Wear Attire including club, state, territory or event attire must be approved by your affiliated State or Territory Association.

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7. BEST PRACTICE EXAMPLES OF TEAMWEAR AND NON-TEAMWEAR ATTIRE LOGO PLACEMENT

NMP LOGO EXAMPLE: UPPER BODY TEAMWEAR

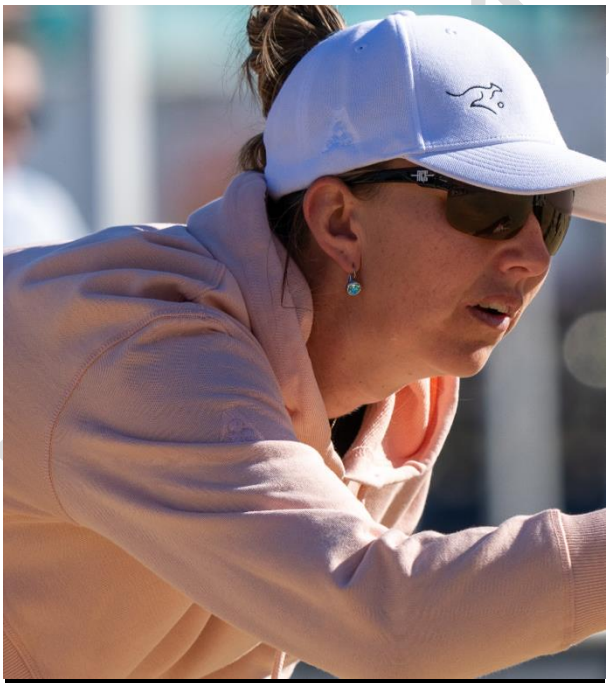
NMP LOGO EXAMPLE: UPPER BODY TEAMWEAR & HAT

NMP LOGO EXAMPLE: UPPER BODY TONE ON TONE EMBROIDED NON-TEAMWEAR AND HAT

NMP LOGO EXAMPLE: UPPER BODY NON-TEAMWEAR & SOCKS

NMP LOGO EXAMPLE: LOWER BODY ATTIRE

NMP LOGO EXAMPLE: TONE ON TONE HAT



NMP LOGO EXAMPLE: UPPER BODY EMBROIDED NON-TEAMWEAR AND HAT

NMP LOGO EXAMPLE: UPPER BODY TONE ON TONE AND HAT

NMP LOGO EXAMPLES: UPPER BODY NON-TEAM WEAR

NMP LOGO EXAMPLE: VEST

NMP LOGO EXAMPLE: TONE ON TONE, SUBLIMATION ON SHIRT, EMBROIDED ON VEST

8. SOCKS

Includes all socks and anklet socks.

8.1 SOCK LOGO PLACEMENT

8.1.1 TOP AREA OF SOCK

When socks are worn with trousers, the NMP Logo is optional.

When socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc the NMP Logo must appear on the top area of the sock.

When anklet socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc the NMP Logo placement is optional, socks not displaying the NMP Logo must be blank.

Socks with the NMP logo can be any colour, as long as the NMP logo is balanced in its appearance.

Minimum NMP Logo representation: 3cm when measured from the bottom left to the bottom right of the logo.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner, especially when other logos appear on the garment.

NMP LOGO DESIGN
MINIMUM 3CM WIDE

8.2 BEST PRACTICE EXAMPLES FOR SOCKS

NMP LOGO PLACEMENT EXAMPLE:
TRADITIONAL LONG SOCK

NMP LOGO PLACEMENT EXAMPLE:
TRADITIONAL MEDIUM SOCK

NMP LOGO PLACEMENT EXAMPLE:
TRADITIONAL SHORT SOCK

NMP LOGO PLACEMENT EXAMPLE: ANKLET SOCK -

NO NMP LOGO REQUIRED

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9. HEADWEAR

Headwear is classified as hats with or without hat bands, caps, bucket hats, visors and knitted hats.

Please note broad brimmed hats with a hat band are excluded and do not require the NMP logo.

9.1 HEADWEAR LOGO PLACEMENT

9.1.1 FRONT OR SIDE OF HEADWEAR

The NMP Logo placement on Headwear is mandatory in Pennant, Championship Events and Other Tournaments.

ON TONE FRONT OF HAT

The NMP Logo must appear on the front or side of Headwear.

Please refer to 4. NMP LOGO APPEARANCE for minimum and maximum logo production sizing.

If the club, state, territory event or sponsor name or logo is placed on the front of the Headwear, the NMP Logo should appear on either side of the Headwear.

Licensed Manufacturers must reproduce the NMP Logo in a balanced manner when other logos appear on the item.

10. MANUFACTURER RECOGNITION

10.1 UPPER BODY ATTIRE

Upper Body Attire with sleeves includes shirts, tops, blouses, t-shirts and jackets:

Manufacturers must visibly place their logo on the upper left or right arm sleeve (above the elbow), or on the right chest as a logo lock-up with the NMP Logo (above or below the NMP logo) or on the front of the garment under the placket.

The minimum size allowed for the Manufacturer's logo is 4cm^2 (or 2cm x 2cm), the maximum size allowed for the Manufacturer's Logo is 21cm^2 (or 7cm x 3cm) in any of these positions.

Manufacturers may also place their logo on a pip tag in the side seam of Upper Body Attire, providing that the pip tag is no larger than a total area of 4cm^2 (or 2cm x 2cm).

Upper Body Attire without sleeves includes singlets and vests:

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Manufacturers must place their logo on the right chest as a logo lock-up with the NMP Logo (above or below the NMP logo, or on the front of the garment under the placket

or on the back of the garment centred and visible immediately below the collar. The minimum size allowed for the Manufacturer's logo is 4cm^2 (or 2cm x 2cm), the maximum size allowed for the Manufacturer's Logo is 21cm^2 (or 7cm x 3cm) in any of these positions.

Manufacturers may also place their logo on a pip tag in the side seam of Upper Body Attire, providing that the pip tag is no larger than a total area of 4cm^2 (or 2cm x 2cm).

10.2 LOWER BODY ATTIRE

Lower Body Attire includes pants, trousers (belt, elastic or draw string waist), pedal pushers, culottes, shorts, skirts, skorts, leggings, slack suits, skirt suits, dresses etc. Manufacturers may place their logo immediately above the back left pocket or front left below pocket. The minimum size allowed for the Manufacturer's logo is 4cm^2 (or 2cm x 2cm), the maximum size allowed for the Manufacturer's Logo is 21cm^2 (or 7cm x 3cm) in any of these positions.

Manufacturers may also place their logo on a pip tag in the side seam of Lower Body Attire, providing that the pip tag is no larger than a total area of 4cm^2 (or 2cm x 2cm).

10.3 HEADWEAR

Headwear includes hats without hat bands, caps, bucket hats, visors and knitted hats. Licensed Manufacturers may place their logo on one side of the Headwear or on the back centre position or on the front of centre position or on one side of the peak of the Headwear.

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10.4 WOVEN AND SCREEN PRINTED LABELS

BA's Licensed Manufacturer's must affix branded Woven or Screen Printed Labels on all new garments and headwear clearly displaying the Licensed Manufacturer's name and/or logo ensuring peace-of-mind to all bowls members.

LICENSED MANUFACTURER:
WOVEN LABEL EXAMPLE

LICENSED MANUFACTURER:
SCREEN PRINT LABEL EXAMPLE

11. BOWLERS' ARMS

The Bowlers' Arm category also forms part of the NMP Logo Policy and only approved BA Licensed Manufacturers can produce Bowlers' Arms for use in Pennant, Championship Events and Other Tournaments.

A Bowlers' Arm is designed to assist a bowler who cannot continue to bowl without the aid of the artificial device. Typically, they are used where a person has hip/knee complaints which restrict their ability to bend down to deliver the bowl correctly.

There are several Bowlers' Arms approved by BA's National Officiating Advisory Group (NOAG) for players to use. Each device is manufactured in several lengths, and some include varying release mechanisms.

Each Bowlers' Arm must display the approved BA Licensed Manufacturer hologram foil or BA Licensed Manufacturer Authorised Device sticker. The stickers are produced by BA and sent to each manufacturer when required. For more information or to find a list of approved Licensed Manufacturers, go to www.bowls.com.au.

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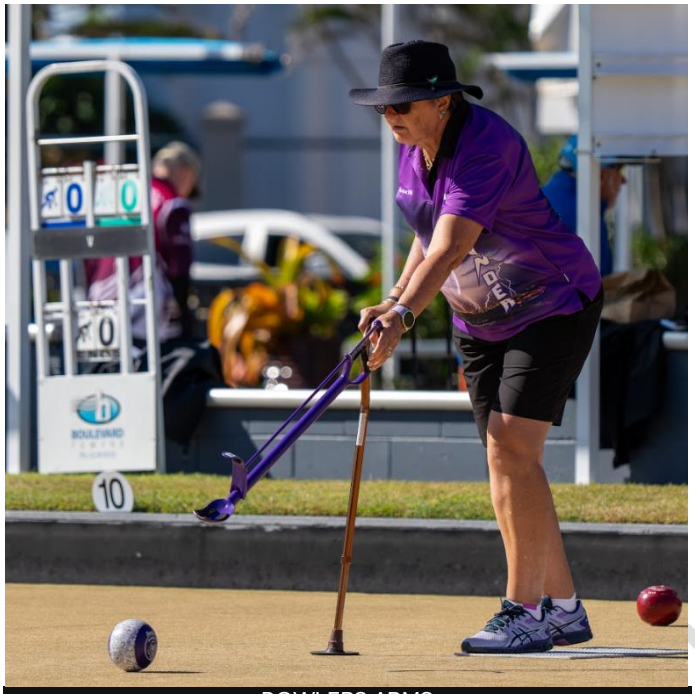
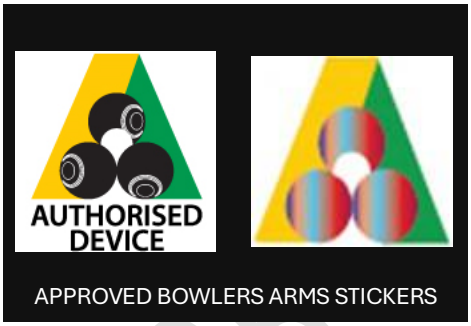


BOWLERS ARMS



APPROVED BOWLERS ARMS STICKERS

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12. COMPLIANCE

Participants who gain entry into BA sanctioned Pennant, Championship Events and Other Tournaments must have the NMP Logo on all garments worn on the green during competition.

Competitor compliance is managed by the Controlling Body in accordance with the event Conditions of Play.

BA event Conditions of Play are available upon entry into an event or via the BA website (www.bowls.com.au) and are also prominently displayed at all events. All competitors are encouraged to refer to the Conditions of Play where further information on compliance can be attained.

12.1 COMPLIANCE TABLE

GARMENT	NMP LOGO
Team Wear: Upper and Lower Body Attire	Compulsory
Non-Team Wear: Upper and Lower Body Attire	Compulsory
Outerwear	Compulsory
Socks (please refer to sock section for interpretation when worn with long pants and anklet socks)	Compulsory
Headwear (except hats with hat bands)	Compulsory

12.2 STATE AND TERRITORY (STA) COMPLIANCE

For all affiliated STA Pennant, Championship Events and Other Tournaments, competitors must comply in accordance with the Controlling Bodies' dress regulations and Conditions of Play.

13. EXCEPTIONAL CIRCUMSTANCES

There may be exceptional circumstances where Pennant, Championship Events and Other Tournaments bowlers are unable to comply with the NMP Logo Policy due to medical or religious grounds.

Those seeking approval under the exceptional circumstances category must submit their request in writing to their applicable STA, including supporting documents for non-compliance. The STA will provide written approval for any exemption. This written approval must be provided by the participant to the Controlling Body on request.

Approval for exceptional circumstances is granted at the discretion of the applicable

STA in conjunction with BA. Each STA in conjunction with BA reserves the right to approve or deny an application at their absolute discretion. In exceptional circumstance where factors contribute to non-compliance on the day of an event, bowlers must seek permission to wear non-complaint attire with the Controlling Body.

CONTACT DETAILS

Effective 1 July 2025

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281 Darebin Road

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NORTHCOTE VIC 3070

Phone: 03 9480 7100 Fax: 03 9495 0194

Email: admin@bowls.com.au Website: www.bowls.com.au

All NMP enquiries should be directed to:

Licensing and Commercial Manager

PO Box 52, Northcote VIC 3070

P: 03 9480 7100 F: 03 9495 0194

E: admin@bowls.com.au

STATE AND TERRITORY ASSOCIATIONS

BOWLS ACT

BOWLS NEW SOUTH WALES

BOWLS NORTHERN TERRITORY

BOWLS QUEENSLAND

BOWLS SOUTH AUSTRALIA

BOWLS TASMANIA

BOWLS VICTORIA

BOWLS WESTERN AUSTRALIA

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