

2020 MATCH DAY CLUB CHEER SQUAD GUIDELINES



SCOPE

This document has been produced for AFL Clubs and the AFL Cheer Squad League to ensure consistent operations and accountability regarding Club Cheer Squads at an AFL Match. This document is applicable to AFLW and AFL Cheer Squads.

MATCH DAY ROLES

AFL Compliance and Safety Officer	The person appointed by the AFL to manage security and emergency incidents in conjunction with the Stadium Commander and Police Commander at AFL Matches consisting of the Premiership Season, the Finals Series, AFL Women's Competition and Pre-Season Competition
AFL Match Manager	The person appointed by the AFL to manage Match Day requirements in accordance with AFL Rules and Regulations at AFL Matches consisting of the Premiership Season, the Finals Series, AFL Women's Competition and Pre-Season Competition
Club Cheer Squad Liaison	The Club staff member nominated by the Club to be the liaison between the Cheer Squad and AFL/venue/security at AFL Matches consisting of the Premiership Season, the Finals Series, AFL Women's Competition and Pre-Season Competition
Cheer Squad Representative	The person nominated by the Cheer Squad to liaise with the Club Cheer Squad Liaison at AFL Matches consisting of the Premiership Season, the Finals Series, AFL Women's Competition and Pre-Season Competition

1. MATCH DAY OPERATIONS AND LOGISTICS

1.1 VENUE ACCESS

Ten (10) Cheer Squad members of each competing Club will be allowed into the venue before gate opening times to assist with the carrying of banners and equipment into the venue. The same number (10) will be permitted on-field to pack up equipment post match.

This ten can be interchangeable but must enter as a group at the designated locations at the venues.

All other Cheer Squad members are required to enter the venue via the public gates at the gate opening time. AFL Conditions of Entry are applicable and no prohibited items (including oversized flags or instruments) are to be brought in via the public gates.

1.2 SEATING ALLOCATIONS

Seating allocations are prescribed as per arrangements by Venue Management. At the MCG, Cheer Squads are not permitted to sit in Levels N, P or Q of the Southern Stand or the Upper Levels of the Ponsford Stand unless prior permission given by the AFL.

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For a match where there is no specified home side (e.g Pre-Season and AFL endorsed Practice Matches) Cheer Squads must be separated by a minimum of two (2) bays or a position identified by Venue Management.

1.3 ARENA ACCESS

The maximum number of personnel on the arena at any one time will be twenty-six (26) people (including photographer). All personnel must be wearing an AFL issued lanyard at all times.

Cheer Squad members are permitted to enter the arena at times specified on the AFL Match Day Information document distributed weekly.

The minimum age of Cheer Squad members who have arena access is 13 years old.

1.4 WEATHER

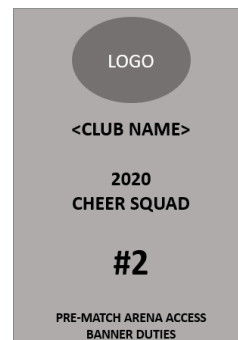
The Cheer Squad Liaison Representative will be advised by the AFL Match Manager and Venue Manager regarding the management and erection of the Cheer Squad banner in the event of inclement weather.

2. ACCREDITATION

Clubs will be provided with two sets of Cheer Squad lanyards – one for AFL and one for AFLW. These will enable the 26 Cheer Squad members access to the arena to perform pre-match banner duties.

Clubs are responsible for producing the swing tags to be attached to these lanyards. An example is included below. They must include the following:

- Wording including Competition (AFL or AFLW), Year, Club Name, Pre-Match Arena Access - Banner Duties
- Be numbered 1 – 26 to assist with management of lanyards on match day
- Be double sided (same content each side)
- Ensure they are waterproof (to an extent)
- Must be no smaller than a credit card.



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3. EQUIPMENT

3.1 BANNER

Minimum of four (4) ropes are to be used to hold the banner in position. Additional ropes may be used in consultation with AFL Match Managers on windy days.

Messages on banners are not to be of an offensive nature to Clubs, the public or any other organisation or person.

The maximum size of banners is:

- Length 18 metres (60 feet)
- Height 8 metres (25 feet)

Other requirements are as follows;

- Advertising logos on run throughs/banners must be restricted to a maximum of three (3) sponsor logos, each being no bigger than 16 sq. metres (4m x 4m) in size.
- Any commercial branding on banners must be no more than 25% of total branding on banner.
- Banners to be displayed in a manner that will not intrude on the opposition team's warm up area;
- Banners are not to be stored in the players' race due to safety reasons;
- All Cheer Squad members to leave the arena immediately after their team has run through the banner; Any remnants of material from the banner should also be removed;
- There is to be no cut up paper or streamers thrown onto the arena, during play nor is paper permitted to be taken on field at any time;
- Metal objects are NOT permitted on the arena at any time;
- No other sponsor identification other than the Club Protected Sponsor is to be worn or displayed; Participants are not permitted to wear any clothing that conflicts with the AFL's protected sponsors;
- No bags or belongings are to be brought onto the arena and;
- Cheer Squad members must wear appropriate footwear during the time they are on the arena. No thongs are allowed.

3.2 CHEER SQUAD EQUIPMENT

All Clubs must advise the AFL of any requests for musical instruments/other prohibited items no later than one week prior to the commencement of the season. These requests must include description, size and intended use. A list of all approved items will be shared with venues for their awareness and information.

Music sticks, drums, bells, whistles and other musical instruments are not permitted at AFL Matches unless prior approval is received from the AFL. If approved, these items are only permitted to be used in the designated Cheer Squad area and only after a Club goal is scored up to the commencement of play. Any use of these items outside of these times will result in security intervening, the item being confiscated, and approval withdrawn for

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the rest of the season. Instruments are not to be used in a negative manner or to incite derogatory chanting or abuse.

All flag poles must be no longer than four (4) metres in length and 3.2cm in diameter (edge to edge, externally).

Floggers and flags shall be stored behind the fence when not being waved. Flags and floggers must not obscure fence signage. Please be conscious of Flogger and flag handles entering the field of play when not in use.

Offensive or derogatory flags/banners will be removed by security immediately.

4. BEHAVIOUR

While barracking and supporting is both strongly encouraged and a vital part of the game, offensive or aggressive behaviour will not be tolerated. As always, the AFL has a zero-tolerance stance on vilification.

Abusive, insulting and threatening behaviour will not be tolerated in the Cheer Squad area and offenders may be evicted from the venue, Club memberships cancelled and AFL Banning Notices issued.

As per the AFL Conditions of Entry, spectators (including Cheer Squad Members) must not;

- misuse, deface, damage, remove from the Venue or tamper with or attempt to misuse, deface, damage, remove from the Venue or tamper with any building, seat, chair, toilet, sink, table structure, vehicle, craft, truck, pipe, tap, tap fitting, conduit, electrical equipment, wiring, sign or other thing or excavate or cause to be excavated any part of the area used for any of the matches or other activities at the Venue;
- throw or attempt to throw any stone, bottle, projectile or other object;
- engage in any conduct, act towards or speak to any player, umpire or other official or other patron in a manner, or engage in any conduct, which threatens, offends, insults, humiliates, intimidates, disparages or vilifies that other person on any basis including, but not limited to, that other person's race, religion, colour, descent or national or ethnic origin, special ability/disability or sexual orientation, preference or identity;
- disrupt, interrupt or behave in any manner that may disrupt or interrupt any of the matches or other activities at the Venue, distract, hinder or interfere with a player, interfere with the comfort of other patrons or their enjoyment of any of the matches or other activities at the Venue;
- use indecent or obscene language or threatening or insulting words, or otherwise behave in a threatening, abusive, riotous, indecent or insulting manner;
- interfere with, obstruct or hinder the Australian Football League or its employees, agents or contractors in the exercise of their powers, functions or duties;

In addition to the AFL Conditions of Entry that all patrons must observe, Cheer Squads must note the following;

- Cheer Squad members must return match footballs immediately to the AFL Ball Steward. Any Cheer Squad member observed throwing the ball aggressively at the Goal Umpire, Ball Steward or Security will be dealt with by Security and may be evicted from the venue. Other potential sanctions may include

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Club notification of the incident, membership cancellation, the Club being fined over the incident and an AFL Banning Notice.

- Designated Cheer Squad areas are 'dry areas' at every AFL Match.
- Cheer Squad members are not to stand on the seats or use other objects for standing on.

5. COMPLIANCE

5.1 WORKING WITH CHILDREN CHECKS

It is the AFL's strong view that all Cheer Squad members over 18 years should have a current Working With Children Check if children are also involved in the Cheer Squad. It is the sole responsibility of each Club to ensure compliance in this area.

6. SANCTIONS

The below sanctions may be imposed by the AFL following reports from AFL Compliance and Safety Officers, AFL Match Managers and/or Stadium Management.

All individual members of the Cheer Squads are subject to the AFL Conditions of Entry (key points are detailed in section 4 of this document), Venue Conditions of Entry or any applicable state legislation.

The below points from the AFL Regulations are specific to the Cheer Squads.

AFL Regulations

Section 8 of the [AFL Regulations](#) details the following;

8. Banners, Run Throughs and Cheer Squads

8.1 Banners or Run Throughs

A Club may erect a banner or run through for a Team entering the Arena at the commencement of a Match provided that:

*(a) any message displayed on any such banner or run through is not in the absolute opinion of the AFL offensive or prejudicial to the interests or reputation of the AFL or Australian football;
and*

(b) the size of the banner or run through does not exceed 144 square metres, representing a maximum width of 18 metres and a maximum height of 8 metres.

Sanction: Up to 20 Units, payable by the Club

8.2 Cheer Squad on Arena

A maximum of twenty-six members of a Club's cheer squad, including the cheer squad's photographer may enter the Arena for the purpose of erecting and securing any banner or run through.

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8.3 Obligations on Cheer Squad

(a) A member of a cheer squad or other person authorised by a Club to erect or secure any banner or run through shall not:

- (i) assault, threaten or intimidate another person;*
- (ii) use threatening or offensive language towards another person;*
- (iii) engage in conduct which causes or may cause damage to another person's property;*
- (iv) participate in or incite another person to participate in any act of violence; and*
- (v) act in a manner or engage in conduct which, in the opinion of the General Manager - Football Operations, is prejudicial to the interests or reputation of a Club, the AFL or the game of football.*

(b) Where a member of a Club's cheer squad or other person authorised by a Club to erect or secure a banner or run through contravenes Regulation 8.3(a), the Club shall be liable to a sanction.

Sanction: Up to 20 Units for each contravention by each such person

7. CONTACTS

Each Club is required to provide a staff member to act as a Cheer Squad Liaison between the Cheer Squad and the AFL. Please nominate this person via email to aflintegrityandsecurity@afl.com.au prior to the season.

7.1 MATCH DAY

The Club Cheer Squad Liaison contact details will be included in the AFL Match Day Information. This designated person will be the main match day contact for the AFL Match Manager, AFL Compliance and Safety Officer and Venues.

7.2 NON-MATCH DAY

Any queries or concerns raised by a Cheer Squad member must be directed to the nominated Club Cheer Squad Liaison who will then liaise with the relevant AFL Department.

Any communication required from the AFL to the Cheer Squads will be done via the Clubs.

Cheer Squads are asked to not contact venues or the AFL directly. All correspondence is requested to go via Club Liaison.

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8. APPENDICES

8.1 Appendix 1: AFL CONDITIONS OF ENTRY

CONDITIONS OF ENTRY TO AN AFL VENUE NOTICE TO ALL PATRONS



It is a condition of entry to the Venue (which includes all surrounding areas under the control of the owner or hirer) for Australian Football League matches that all patrons ("You") agree (and by entering the Venue You do so agree):

1. not to bring into the Venue:
 - (a) any photographic, video or audio recording equipment for any purpose other than private non-commercial purposes, which includes, without limitation, video and/or audio recorders, camera tripods, monopods or lenses with a total focal strength of greater than 200mm or any other commercial digital video equipment;
 - (b) any animal (other than a companion animal required for medical reasons as documented in a medical certificate provided by a trained medical specialist);
 - (c) any musical instruments or other similar device;
 - (d) any chair or stool; or
 - (e) any alcohol, glass, cans, firearms, weapons, fireworks or any other items deemed to be or which may be considered to be dangerous, without the prior written consent of the Australian Football League;
2. not to:
 - (a) make any recording or take any photograph for any purpose other than private non-commercial purposes;
 - (b) make any recording or take any photograph of any person without the authorisation of that person; or
 - (c) sell, license or otherwise publish, disseminate or reproduce (or permit such), whether in whole or in part, any recordings taken or made inside the Venue (including, without limitation, photographs, video recordings, data recordings or sound recordings),
without the prior written consent of the Australian Football League;
3. not to broadcast or narrowcast by any means whatsoever (including, without limitation, by way of mobile telephone, transmitter or other wireless device of any kind) any images, sounds, data, results or commentary of or concerning any of the matches or other activities at the Venue without the prior written consent of the Australian Football League;
4. not to re-sell or offer to re-sell any tickets to the matches played at the Venue at a premium or to use any of them for advertising, promotional or other commercial purposes (including, without limitation, competitions) without the prior written consent of the Australian Football League. If a ticket is sold or used or suspected to have been sold or used in contravention of this condition the bearer of the ticket may be denied admission to the Venue;
5. not to:
 - (a) wear or otherwise display commercial, political, religious or offensive signage or logos of any kind;
 - (b) engage in ambush marketing of any kind;
 - (c) sell or distribute any goods or services or any other matter or thing;
 - (d) collect money or orders from other patrons for goods or services or any other matter or thing;
 - (e) inflate, or cause to inflate, any balloon, beach ball, receptacle, device or structure;
 - (f) open any umbrella if it has the effect of obstructing the view of any other patron;
 - (g) conduct public surveys or opinion polls, solicit money, donations or subscriptions from members of the public; or
 - (h) distribute commercial, political, religious or offensive advertising or other promotional material of any kind, without the prior written consent of the Australian Football League;
6. that entry to the Venue is only permitted to spectators who agree to be searched (including, without limitation, their bags, clothes or other possessions) on entry, and continued presence in the Venue is only permitted to spectators who agree to be searched (including, without limitation, their bags, clothes or other possessions) while in the Venue. AFL reserves the right to inspect and search Your bags regardless of size. This may include visually or physically inspecting the bag and/or seeking Your assistance to remove items from the bag. AFL also reserves the right to conduct 'pat down', 'wandering' or other reasonably personal checks of You as You enter or exit the Venue;
7. that the playing field at the Venue shall be out of bounds at all times and any persons entering the playing field without prior written consent from the Australian Football League will be prosecuted;
8. that You consent to:
 - (a) the recording of Your likeness and/or voice by any means (including but not limited to audio and visual recordings by television cameras and photographers) (together 'Images'); and

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- (b) the commercial exploitation, throughout the world, of their Images by any means by the Australian Football League and its commercial partners without compensation;
9. that You are required to take appropriate care for Your safety including but not limited to sun protection and hydration;
10. that if You are deemed to be, or potentially be, affected by the consumption of alcohol or drugs You may, in the Australian Football League's sole discretion, be refused entry to, or ejected from, the Venue by an authorised event official;
11. that:
 - (a) You are admitted to the Venue at Your own risk; and
 - (b) that the Australian Football League shall not be liable for any loss or damage suffered by You or caused by any act or omissions of the Australian Football League;
12. not to do any of the following in or around the Venue:
 - (a) post, stick, place or attempt to post, stick or place any poster, placard, bill, banner, print, paper or any other advertising material on any building structure, fence, tree, cordon or other thing without the prior written consent of the Australian Football League;
 - (b) misuse, deface, damage, remove from the Venue or tamper with or attempt to misuse, deface, damage, remove from the Venue or tamper with any building, seat, chair, toilet, sink, table structure, vehicle, craft, truck, pipe, tap, tap fitting, conduit, electrical equipment, wiring, sign or other thing or excavate or cause to be excavated any part of the area used for any of the matches or other activities at the Venue;
 - (c) deposit litter, except in a receptacle provided for that purpose;
 - (d) throw or attempt to throw any stone, bottle, projectile or other object;
 - (e) engage in any conduct, act towards or speak to any player, umpire or other official or other patron in a manner, or engage in any conduct, which threatens, offends, insults, humiliates, intimidates, disparages or vilifies that other person on any basis including, but not limited to, that other person's race, religion, colour, descent or national or ethnic origin, special ability/disability or sexual orientation, preference or identity;
 - (f) disrupt, interrupt or behave in any manner that may disrupt or interrupt any of the matches or other activities at the Venue, distract, hinder or interfere with a player, interfere with the comfort of other patrons or their enjoyment of any of the matches or other activities at the Venue;
 - (g) use indecent or obscene language or threatening or insulting words, or otherwise behave in a threatening, abusive, riotous, indecent or insulting manner;
 - (h) interfere with, obstruct or hinder the Australian Football League or its employees, agents or contractors in the exercise of their powers, functions or duties;
 - (i) collect, communicate or transmit any form of commentary, data or other material in relation to the conduct, progress, result or any other aspect of a match taking place at the Venue for any improper purpose, illegal purpose, or unauthorised commercial purpose;
 - (j) in any way, or seek to in any way, improperly influence the conduct, progress, result or any other aspect of a match taking place at the Venue, or offer to any third party any bribe or other reward to engage in such activities; or
 - (k) smoke in areas within the Venue;
13. not to hold Yourself out or otherwise promote Yourself or any good or service as being associated with the Australian Football League, club or player where they are not authorised by the Australian Football League to do so;
14. without prejudice to any other rights which the Australian Football League or the Venue owner or hirer may have, that if You contravene any of these conditions of entry You may:
 - (a) be refused entry to the Venue;
 - (b) be required by an authorised event official to provide your name, address, photograph and other relevant personal information (**Personal Information**);
 - (c) be ejected from the Venue by an authorised event official;
 - (d) have Your ticket confiscated and/or cancelled without refund or recompense;
 - (e) be prohibited and disqualified, by means of an Official Banning Notice, from purchasing tickets for and/or entering into any Venue or other function played or conducted under the auspices of the Australian Football League; and/or
 - (f) have legal action taken against You in connection with such matters;
15. That:
 - (a) If you are required to provide your Personal Information as set out in paragraph 14(b), the Australian Football League will at all times deal with your Personal Information in accordance with the Privacy Act 1988 (Cth) and AFL's Privacy Policy, which can be accessed on the AFL's website. You consent to the Australian Football League, the Venue and any relevant third party service providers using Your Personal Information in connection with investigating, documenting and analysing any possible breach of these conditions of entry or the law; and
 - (b) If You receive an Official Banning Notice You are banned from engaging in any of the Prohibited Activities for the

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Banned Period (as set out in the Official Banning Notice), and the Australian Football League may vary or re-issue the Official Banning Notice to You if it is satisfied it is reasonably appropriate to do so in the circumstances.

(c) If You receive an Official Banning Notice you also consent to the Australian Football League disclosing your Personal Information to third parties to take reasonable steps to enforce the Official Banning Notice.

16. that, in the event You are refused entry to the Venue for any reason in accordance with these conditions of entry, no refund will be paid in respect of the relevant ticket; and
17. to abide by any terms of entry into the Venue prescribed by the Venue manager to the extent those terms of entry do not conflict with the conditions set out above.

By order of the Australian Football League