

MEMORANDUM

To:	AFL Victoria Regional Managers		
Cc:	Jack Henty; John O'Donohue; Riley Brettell		
From:	AFL Victoria	Date:	11/09/26
Re:	Community On-Field Apparel Licence RFP Process and Outcome		

Dear Regional Managers,

The purpose of this memorandum is to provide a high-level summary of the AFL Community On-Field Apparel Licence RFP process, the basis on which proposals were evaluated and the principles underpinning the selected licence model.

Summary

The AFL has completed a competitive RFP process to refresh the community on-field apparel licensing model. The selected approach retains club choice through approved licence panels, while strengthening governance, service standards, commercial value and affordability protections for standard on-field apparel products.

Background

For relevant AFL State and Territory community football competitions, use of AFL intellectual property on playing attire is managed through licensed apparel suppliers. This ensures clubs have access to accredited suppliers, approved use of AFL marks and appropriate standards for on-field apparel supplied into community football. The previous licence arrangements had been in place for several years and were extended on short-term terms. The AFL undertook a market review and RFP to assess whether the licensing model, supplier panel, service expectations and commercial structure remained fit for purpose for clubs, leagues and State and Territory bodies. The initiative is separate from community umpire apparel. On-field apparel licences are structured around approved supplier panels that preserve competition and choice for clubs.

Scope of the initiative

The RFP focused on licensed suppliers of community on-field apparel in relevant AFL State and Territory markets. The scope is limited to approved on-field apparel that uses relevant AFL intellectual property and is supplied to community clubs and competitions under the licence framework.

- In scope: approved on-field playing apparel supplied to community clubs and competitions under AFL or relevant State and Territory licensing arrangements.
- Out of scope: off-field apparel purchased directly by clubs where AFL licensing requirements do not apply.
- Out of scope: non-apparel items, equipment and other product categories not covered by the on-field apparel licence framework.

Procurement process undertaken

The AFL followed a structured procurement process designed to assess the appropriate licence model, supplier capability and commercial outcome for community football. The process included:

- Reviewing the current licensing model, supplier base, commercial structure and service requirements across relevant community football markets.
- Engaging the market through an RFP process to consider exclusive licence models, national licence panels and regional licence panel options.
- Evaluating supplier proposals against agreed operational, commercial and strategic criteria.
- Considering the impact of any change on club choice, cost to change, market competition, supply resilience and governance burden.
- Negotiating updated commercial and service terms to support a long-term licence framework.

- Progressing the recommended licence model for internal approval and stakeholder communication.

Evaluation criteria

Proposals were evaluated using a balanced framework that considered supplier capability, club outcomes, market structure and commercial value. The key areas assessed were:

Evaluation area	What was considered
Supplier capability and service	Ability to service community clubs, provide appropriate resourcing, manage orders and maintain reliable delivery standards.
Product quality and range	Quality, durability and suitability of standard on-field apparel, including the ability to offer fit-for-purpose club ranges.
Club affordability	Approach to protecting the cost of standard on-field apparel and ensuring clubs have access to value-for-money options.
Market competition and choice	Ability of the model to preserve supplier choice, encourage competition and avoid unnecessary cost to change for clubs.
Governance and compliance	Ability to comply with AFL and State and Territory apparel guidelines, approved use of AFL intellectual property and relevant policies.
Commercial sustainability	Licence fee structure, value returned to football, reporting obligations and capacity to support reinvestment into community football.

Selection outcome

Following evaluation, the AFL has selected the following licence panel model for community on-field apparel. This model is intended to provide clubs with continued choice of approved suppliers, while improving the consistency of licence terms, governance rights, service expectations and commercial return to football.

Apparel Brand	Contact Name	Contact Email	Contact Number
Belgravia Sports Apparel Pty Ltd	Joe Siciliano	jsiciliano@belgraviports.com.au	0402327454
	Brian Wladron	bwaldron@belgraviaapparel.com	0418368193
TGI Merchandise Pty Ltd	Scott Davison	sdavidson@tgisport.com.au	0418364891
ISC Teamwear Pty Ltd	James Hadenham	jhadenham@iscsport.com	0450940447
Hunting Lady Pty Ltd (Sherwood)	Jack Libeson	jack@ventou.com.au	-
S-Trend Pty Ltd	Douglas Tsoi	douglastsoi@s-trend.com.au	0433893228
Loco Sportswear Pty Ltd	Gary March	gary@locosportswear.com.au	0412359936

The panel approach was preferred to maintain competition in the market, supports different club needs and reduces the transition risk that may arise from moving to a single exclusive supplier. It also provides a clearer framework for managing licensed use of AFL intellectual property and supplier obligations over the term of the agreements.

Commercial principles landed

Specific supplier fees, financial returns, negotiation positions and respondent comparisons remain confidential. At a high level, the licence framework is built around the following principles:

- Multi-year licence arrangements with clear AFL rights to manage and review the framework over the term.
- Approved licence panels for relevant markets, rather than a single national exclusive supplier.
- Maximum price protection for a defined standard range of on-field apparel products
- Recognition that non-standard ranges, including elite-grade products or reversible jerseys, may sit outside the standard price framework.
- Updated governance obligations, including compliance with relevant AFL Entity Apparel Guidelines and approved use of licensed intellectual property.
- Supplier reporting requirements to improve visibility of sales, market trends, service performance and club-facing initiatives.
- Supplier obligations relating to responsible business, modern slavery, privacy and other AFL policies notified during the agreement term.

What this means for clubs and leagues

The intended benefits of the refreshed licence framework include:

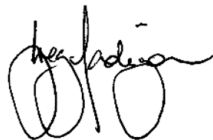
- Continued choice between approved apparel suppliers, rather than mandatory use of one supplier.
- A clearer and more consistent framework for licensed on-field apparel using AFL intellectual property.
- Affordability protection for standard on-field apparel products offered under the licence framework.
- Improved governance and compliance over supplier use of AFL marks and licensed material.
- Improved reporting and visibility for the AFL and State and Territory bodies on market trends, supplier performance and club needs.
- A more sustainable commercial structure that can support future reinvestment into community football.

Next steps

- The AFL will continue working with State and Territory football bodies to prepare stakeholder communications for leagues and clubs.
- Approved licence details, supplier onboarding requirements and any relevant competition guideline updates will be communicated through the appropriate channels.
- Clubs and leagues should continue to follow existing State and Territory advice until formal implementation communications are issued.

The AFL thanks community football stakeholders and participating suppliers for their engagement throughout the process. The refreshed community on-field apparel licence framework is designed to protect club choice, improve governance and support a more sustainable apparel market for community football.

Regards,



Greg Madigan
Head of AFL Victoria