

Dear Club President

### Advertising on clothing and equipment at Swimming Australia events

Swimming Australia's (SAL's) By-Laws for the conduct of Australian Championships that competing clubs and athletes must observe and adhere to the following regarding advertising on clothing and equipment. This By-Law is based on the FINA General Rule 6 and FINA By-Law 7.

#### CBL30.1 Swimwear

Identification in the form of the logo of the **manufacturer not exceeding 20 square centimetres** on swimwear is permitted. In addition to the foregoing, only one logo of a sponsor is permitted on the swimsuit. The **sponsor's logo may not exceed 20 square centimetres**. A two-piece swimsuit shall be regarded as one swimsuit. **The name and the flag/logo of the club/state of the competitor shall not be regarded as advertisements.**

#### CBL30.2 Pool Deck Equipment

Towels, pool deck clothing and bags may carry two logos (one of the manufacturer and one of the sponsor) each with a **maximum size of 20 square centimetres**.

Tracksuit tops and bottoms may carry two logos (one of the manufacturer and one sponsor) each with a **maximum size of 20 square centimetres**.

**The name and the flag/logo of the club/state of the competitor shall not be regarded as advertisements.**

#### CBL30.3 Caps

Club/state caps may carry one **manufacturer's logo of a maximum of 12 square centimetres**. The cap may also carry one **sponsor name/logo not exceeding 20 square centimetres**. The name and the flag/logo of the club/state of the competitor shall not be regarded as advertisements.

#### CBL30.4 Goggles

Two (2) **manufacturer logos of maximum 6 square centimetres** are allowed on goggles but only on the spectacle frame or band.

#### CBL30.5 Body advertisement is not allowed in any way whatsoever.

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Limited

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Affiliated with the  
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Telstra, principal sponsor  
of Swimming Australia  
and the Telstra Dolphins

**CBL30.6** Advertising for tobacco or alcohol is not permitted.

**CBL30.7** This rule does not apply to design advertising and trade marks of SAL or its commercial sponsors, or the design advertising and trademarks of the major sponsor of a State Association so long as this does not conflict with a sponsor of SAL.

This By-Law was introduced by FINA to ensure some level regulation on both clothing and equipment. SAL, like most members of FINA, adopted the same rules to ensure consistency. This By Law applies to all events conducted by Swimming Australia (as stated in By Law 31). Of particular importance are the National Long and Short Course Championships, National Age Championships and any leg of the World Cup SAL may host.

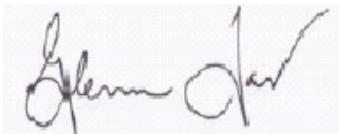
At the 2007 Telstra Australian Short Course Championships, SAL notified Team Leaders that it would be enforcing the Advertising on Clothing and Equipment By-Law. At this event SAL noted that a number of clubs were not adhering to the By-Law.

It would seem that in the last 12 months or so the number of clubs in breach of this By-Law has increased. Most breaches relates to the size and the number of the sponsor and/or manufacturer logos on team clothing (particularly t-shirts and jumpers) and swimwear.

**This letter is to advise that as of 1 March 2008 SAL will no longer tolerate breaches of this By-Law and will be asking any club that is in breach to remove the offending item/s and replace it with apparel which complies with By-Law 30. It is the club's responsibility to ensure that any club apparel supplier is aware of these regulations and adheres to them.**

All SAL sponsors adhere to this By-Law and SAL expects clubs and their sponsors and/or manufacturers to do the same. We would appreciate your support and efforts in this regard.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Glenn Tasker', written over a light blue grid background.

Glenn Tasker  
Chief Executive Officer

16 October 2007

cc. State Executive Directors