



CLUB HANDBOOK – 2018

Kawana Park JAFC

Sportmans Pde, Bokarina Q 4575

www.kawanaparkjuniors.aflq.com.au

<https://www.facebook.com/eaglesnest2017/>



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WELCOME

Welcome Message from Club President – Mark Vagg.

Welcome to what will hopefully be a successful and fun 2018 for all at the Kawana Eagles.

Firstly I would like to welcome all returning and new players to the Kawana Eagle Junior AFL club in what will be an exciting season of footy.

I would also like to take a moment to thank all the volunteers we have involved within our club returning this year. We are part of an organisation where volunteers are the lifeblood to ensure everything running smoothly. So to all our coaches, on field volunteers, canteen operators and committee members I would like to extend a huge thanks.

Kawana Eagles is a family friendly club and our mantra is to ensure the development of our young male and female members to ensure they have every opportunity to play the best footy they can. We are a club not focussed on the score or the results at the end of the season but striving to have all players enjoying themselves and wanting to run out on the field each week and giving 100% at training.

As a new or returning member please take the time to read this handbook and ensure you are familiar with the club. Additionally we have a number of policies and procedures on our website and would ask for all parents and players to read and understand these. These include important policies such as Codes of Conduct for all parents, players, coaches and field volunteers. Remember we are here for the development of the children, youth and young adults and it is extremely important we keep everything positive to both opposition teams, officials and our own members.

A big thanks also needs to go out to our sponsors who without their support would make it difficult to provide the gear you have for players each week.

As mentioned earlier volunteers are the lifeblood of this organisation and there are many ways you can assist. We have a dedicated committee who can chat to you about ways you can be of assistance. Remember many hands make light work. Our players can also volunteer and umpiring is a great way to get a better understanding of the game and earn some extra dollars on the side.

Lastly to the players. Listen to your coaches, train hard and work on the little things to improve your footy each week and most importantly remember to enjoy.

Should you have any questions please don't hesitate to seek out myself or any of the committee. Your coaches will know who they are.

ENJOY YOUR 2018.

See you at the nest.

Mark Vagg - President

IMPORTANT CONTACTS

Club Committee

President

Mark Vagg
0438 768 988
mark@tpq.net.au

Treasurer

Tanya Peters
0410 083 717

Registrar

Katrina McMillan
0410 549 296

Media Manager

Josephine Traill
0423 686 227

Vice President

Jason Lenske
0437 827 724
jasel@hotmail.com

Secretary

Sarah Barr
0407 577 375

Coaching Co-Ordinator

Kris Brown
0413 699 094

Auskick Co-Ordinator

Yet to be filled

COACHING STAFF

Under 8

Coach: TBA

Team Manager: TBA

Under 10

Coach: TBA

Team Manager: TBA

Under 12

Coach: TBA

TBA

Team Manager: TBA

Under 14

Coach: TBA

TBA

Team Manager: TBA

Under 16

Coach: Doug Stuart 0419 907 397

Ben Thompson 0468 484 641

Team Manager: Jason Lenske 0437 827 724

benjos41@hotmail.com

jasel72@hotmail.com

Under 17 Girls

Coach: Chris Norton 0400 037 576

Team Manager: TBA

Under 15 Girls

Coach: TBA

Team Manager: TBA

Under 13 Girls

Coach: TBA

Team Manager: TBA

CLUB HISTORY

The Kawana Park Eagles was founded in 2001 by Peter Phelan and Luke Curran. The club was then known as the Chancellor Park Eagles. The club entered the Sunshine Coast Junior League in 2002.

For the first few seasons, the club was based at the Chancellor Park State School. As the club grew, our home ground was relocated to the University of the Sunshine Coast for Seasons 2004 and 2005 .

In 2006, with the addition of an Under 14 team for the first time, the club again outgrew its' venue and relocated to Kawana State College. This move instigated a name change for the club and was officially renamed in 2009 to the 'Kawana Park Eagles'. We now have the facilities to cater for Under 8's through to Under 16's & Youth Girls, and with a move from a shed to a clubhouse we now have a place to call home (The Nest).

In the club's short history, it has won several club of the year awards and premierships. Most importantly, it is and has been the home club to many players that anyone would be proud to call representatives.

CLUB SONG

We're the mighty Eagles,
And we always battle through,
The mighty flying Eagles,
Wearing gold and navy blue,
Sound the siren,
Turn us loose,
And watch the feathers fly,
And you'll see what we can do.

Chorus

We're the mighty flying Eagles
We're the mighty flying Eagles
We're the mighty flying Eagles
In Gold and Navy Blue.

We mauled the Noosa Tigers
Slew the Demons from the north
The Panthers and the Jets were next
and crushed with might force
We sent the Roos a hopping
and the Breakers in due course
Wearing Gold and Navy Blue

We tamed the Glasshouse Lions
Slashed the Nambour bag of blue
The pussycats let out a meow
and then were conquered too
The greatest name in any game
Within Kawana grew
Wearing Gold and Navy Blue

FEES

Our club determines registration fees at the beginning of every season. Fees are purely set on what it costs to put a player on the field. Registration fees cover the following expenses:

- Insurance
- AFL Queensland Registration Fees
- Umpire Fees
- Ground Maintenance and usage
- First Aid
- Awards and photos

AFL Queensland have determined that all players must have the league portion of their fees paid before they play. If you are experiencing difficulty in paying fees in full, please contact the club.

Registration Costs

U8	\$210
U10	\$230
U12	\$230
U14 Boys	\$240
U16 Boys	\$265
U17 Girls	\$230
U15 Girls	\$230
U13 Girls	\$230

Game wear for players (shorts and socks) are available for purchase on Thursday afternoons from 5.00pm till 5.30. See Josephine, at the clubhouse. 0423 686 227.

Compulsory club gear to take the field are:-

Shorts \$35

Socks \$20

Club wear for players and supporters is also available. New winter hoodies, rain jackets and club polos are coming soon.

Available for purchase every Thursday 5.00 till 5.30 at training.

SPONSORS

<Position>

Contact For: <insert responsiblites here>

<Name>

<Phone>

<Email>

<Position>

Contact For: <insert responsiblites here>

<Name>

<Phone>

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<Position>

Contact For: <insert responsiblites here>

<Name>

<Phone>

<Email>

CALENDAR

The Club will advise via Facebook, Team App and e-mail of upcoming club events and functions throughout the year.

Fixtures will be advised in due course via team managers and coaches and also uploaded to Team App.

AFL Sunshine Coast Juniors key dates are listed below.

2018 KEY DATES				
Day	Date	Event	Time	Venue
Mon	1-Jan	New Years Day		
Fri	26-Jan	Australia Day		
Wed	31-Jan	Registrar's (Footyweb) Meeting	6:30pm	Maroochydore
Thur	1-Feb	Office Bearer's Form Due		
Sat & Sun	3-4 Feb	Club Information Weekend		
Mon	12-Feb	Club Auskick / Roy's Meeting	TBC	Maroochydore
Mon	26-Feb	Team Nominations and Ground Allocation Forms Due		
Sun	4-Mar	U16 Club Day		
Wed	7-Mar	Team Nom / Presidents Meeting	6:30pm	Maroochydore
Sun	11-Mar	Level 1 Youth Coaching Course	8:30am	Maroochydore
Mon	26-Mar	U8/10 Club Umpire Training	6:30pm	North Shore JAFC
Fri	30-Mar	Easter School Holidays Commence		
Sun	15-Apr	Level 1 Junior Coaching Course	8:30am	Maroochydore
Tues	17-Apr	School Resumes		
Wed	18-Apr	Youth Coach's Meeting	6:30pm	Maroochydore
Mon	23-Apr	Junior Coach's Meeting	6:30pm	Maroochydore
Fri & Sun	20-22 Apr	Junior/Youth Round 1		
Wed	25-Apr	ANZAC Day		
Mon	30-Apr	Intra-League Transfers Close (From AFLSCJ Club to AFLSCJ Club)		
Wed	2-May	Roy's Coaching Course	TBC	Maroochydore
Mon	7-May	Labour Day		
Mon	28-May	U8/10 Club Umpire Training	6:30pm	North Shore JAFC
Sat	30-Jun	De-Registrations & ALL Transfers Close (From outside AFLSCJ)		
Fri & Sun	6-8 Jul	School Holiday Break - Junior/Youth		
Fri	13-Jul	Finals Tenders Due		
Fri & Sun	13-15 Jul	School Holiday Break Junior/Youth (Youth Washout Option)		
Sun	15-Jul	U14 Power Selection	TBC	
Fri & Sun	20-22 Jul	Junior/Youth Fixtures Recommence		
Wed	8-Aug	President's Meeting	6:30pm	Maroochydore
Fri & Sun	17-19 Aug	Final Round - Junior/Youth Fixtures		
Wed	22-Aug	Finals Meeting	6:30pm	Maroochydore
Sun	26-Aug	Youth Finals Week 1		
Sun	2-Sep	Youth Finals Week 2		
Mon	3-Sep	Presentation Night	6:30pm	USC
Sun	9-Sep	Youth Grand Finals		
Sat	29-Sep	AFL Grand Final		
Mon	1-Oct	Queen's Birthday		
Sun	18-Nov	2018 AFLSCJ Conference		

UMPIRING

Umpires play a vital role in our game and our club fully supports AFL Queensland's umpires and umpire recruitment programs.

If you love footy, you'll love being an umpire. Not only do you get the best view of the action, you also get paid for the privilege. It helps keep you fit, you get to be part of a team and you can learn leadership skills that you can take with you when you walk off the ground. They call it a job, but really, it might just be the most fun you can have at work.

There are two ways you can get involved with umpiring at our club, and on the Sunshine Coast:

CLUB APPOINTED UMPIRES

Club Appointed Umpires are used for the U10 matches at our home ground. The features of becoming a club umpire with us are:

- Appointed to matches by here at your home venue
- Registration cost covered by the club
- Uniform provided by the club
- Training provided twice a year by AFL Queensland
- Option to train with AFLSCJ League Umpires if desired
- Minimum age is 12 years old. Male or female.
- Once you have qualified age wise you can progress to the League Appointed Umpire Group

AFLSCJ LEAGUE APPOINTED UMPIRES

AFLSCJ League Appointed Umpires are utilised for U12 - U17 male and female matches on the Sunshine Coast. The features of becoming a league umpire are:

- Appointed to matches by AFL Sunshine Coast Juniors
- Free uniform and registration upon starting
- Earn minimum \$25 per game
- Training provided weekly
- Able to balance football and umpiring commitments
- Access to specialised coaches who can help develop your umpiring
- All brand new umpires have access to one on one mentoring
- Access to the AFL Queensland Talented Umpire Pathway, including the AFLQ State Umpire Academy.
- Minimum age is 13 years old, turning 14 in the same calendar year. Male or female.

For further information please speak to any of the committee members

TRAINING AND MATCH DAY

PLAYER UNIFORM

Our club is defined by the way we present ourselves to the wider football community, and as a result we have established a dress standard for all of our players.

Juniors (U8 – U10)

Our junior players are expected to wear their polo shirt to all matches.

Youth (U12-U17)

Our youth players are expected to arrive on game day dressed in the following:

- Club shirt
- Neat jeans/shorts
- Enclosed shoes (no thongs)

FIXTURE

Fixtures are developed by AFL Queensland after all team nominations have been received. Matches are played over Friday Nights and Sundays throughout the season.

AFL Queensland aims to release a full season fixture as soon as possible, however must take into consideration grading in various age groups, along with team numbers changing as clubs contend with the challenge of fielding teams.

Season fixtures can be found on the Sunshine Coast Juniors website at www.aflsunshinecoast.com.au

You can also stay tuned to changes on their Facebook Page – www.facebook.com/aflsunshinecoastjuniors

Please do not contact AFL Queensland regarding the fixture. If you have any questions, please raise them with the club.

TEAM SELECTION

We aim to provide an environment that nurture and develops players from youngest to oldest. The club will not discriminate on the basis of ability, sex, race or religion.

The club asks that coaches adhere to the following guidelines:

- Ensure that if there are multiple teams in the same age group, they train together on the same night for a minimum of 30 minutes
- Intra-club matches must have even teams
- Under 10s and below – if there are multiple teams in an age group coaches are to consider the following when picking teams:
 - o Schools attended

- Friendship Groups
 - Continued development of the player, no matter their ability
- Under 12s and above – if there are multiple teams in the same age group, coaches are to consider the following when finalising teams:
 - Perception of players abilities relative to the division they are playing in
 - Potential of the player
 - Physical development
 - Players attitude and commitment
 - Player's adherence to the code of conduct
 - Attendance at training
 - The need for team balance.
 - **When two sides are formed in the same division – coaches must form two equally competitive teams**
- In all grades, players must play a minimum of three quarters per match
- During the course of the season players should be rotated through all positions to gain experience

FINALS SELECTION

All eligible players will be considered by their coaches taking into account the following:

- Fees paid on time and preference to those first to register.
- Attendance (training and game day)
- Attitude (training and game day)
- Consistency (training and game day)
- Behaviour (training and game day)
- Communication throughout the season

UNAVAILABILITY

If a player is unable to play the following weekend please inform your team manager or coach no later than seven (7) days.

MATCH DAY VOLUNTEERS

As a part of our match day requirements to get our children on the field, the league require us to field the following roles on match day:

Ground Marshall (Home Games)

The Ground Marshall is a pivotal role on match day. They are responsible for overseeing the match, ensuring parents and spectators abide by the code of conduct, whilst being a contact point for visiting teams and umpires. Their duties are as follows:

- a) Inspect the ground on match day to ensure it is prepared to acceptable standards:
 - (i) Ground marking complete
 - (ii) Protection on goal/behind posts
 - (iii) Sprinklers removed/lowered
- b) Ensure that games commence at designated times, in consultation with umpires. If AFL Sunshine Coast Juniors Board Member or League official is present then length of quarters may be adjusted to ensure all games start on time.
- c) Ensure First Aid attendant and stretcher is in place.
- d) Attend to the umpires prior to and after the game and ensure umpires have an escort on and off the ground.
- e) Be the contact point for information for visiting teams and umpires.
- f) Oversee the Codes of Conduct on match day and report breaches of the Code of Conduct to AFL Sunshine Coast Juniors. It is important that Ground Marshalls conduct themselves in a firm and polite manner and are not overly officious when speaking to people regarding breaches of the Code of Conduct.

Timekeeper

The timekeeper is responsible for the official timing of the match. They are required to:

- Collect the time card from their club's Team Manager
- Take their position no later than 15 minutes before start time
- Sound the siren when the umpires enter the ground and hold the ball above their head
- Note the time the umpires enter the field
- Sound the siren twice when there is two (2) minutes to scheduled start time
- Sound the siren once when there is one (1) minute to scheduled start time
- Sound the siren when the field umpire raises the ball above their head to start the game
- Note the start and end time of each quarter
- Ensure time card is returned to the field umpire at the end of the game.

Runner

The role of the runner is to deliver messages from the coach to players on the field. They are required to:

- Run directly to players to deliver messages
- Under no circumstances coach multiple players on the field
- Run directly back to the bench once the message has been delivered

Water Carrier

The role of the water carrier is to deliver water to players. They are required to:

- Deliver water to players when a goal is scored or there is a break in play
- Under no circumstances are they allowed to loiter on the field
- They must return to the area where the 50m arc intersect with the boundary line after delivering water

Boundary Umpire

The boundary umpire is responsible for judging whether the ball is out of bounds, or out of bounds on the full. They are required to:

- Keep up with the play
- Blow their whistle and signal when the ball goes out of bounds, or out of bounds on the full
 - o The ball is out of bounds when the entire football crosses the boundary line
- Throw the ball back over their head back into play if the ball crosses the boundary line and:
 - o The ball bounces before going over the boundary line
 - o The ball is touched by any part of the body except below the knee and goes out on the full
- Indicate where the free kick is to occur when the ball goes out of bounds on the full
 - o The ball is considered to be out of bounds on the full when the ball is kicked with any part of the body below the knee and goes out on the full without touching any opponent
- Return the ball to the field umpire after a goal has been kicked

Goal Umpire

The Goal Umpire is responsible for judging when a score has occurred. They are required to:

- Collect the goal card off their club's team manager before the match
- Position themselves between the goal posts before the start of the match
- When the ball is down their end of the field, ensure they remain in the best position possible to judge whether a score has occurred
- A goal is scored when:
 - o The football is kicked completely over the line between the two goal posts by a player of the attacking team, without being touched by any other player
- A behind is scored when:
 - o The football touches or passes over the goal post, touches the goal post padding or anything attached to the post
 - o The football passes completely over the line between the goal post and the behind post by any part of the body
 - o A player of the attacking team kicks the ball over the line between the two goal posts but is touched by another player before it completely passes over
 - o A player from the defending team knocks the ball over the line between the two goal posts by any part of the body (foot included)
- After a score occurs, wait for the field umpire to give you the all clear (permission to signal a goal or behind) before signalling the score
 - o To signal a goal – raise two index fingers up to waist height
 - o To signal a behind – raise one index finger up to waist height
 - o After signalling the score, communicate to the other goal umpire that a score has occurred by waving either:
 - Two flags for a goal
 - One flag for a behind
 - o Note the score on your scorecard.

CULTURE

CLUB VOLUNTEER ROLES

Volunteers are the life blood of any community football club and without them we simply do not have a place for our children to play sport.

Our club is always on the lookout for new volunteers in the following off-field areas:

- President. •
- Vice president
- Secretary
- Treasurer
- AFL Auskick coordinator
- Registrar
- Fundraising coordinator.
- Volunteer coordinator.
- Social coordinator
- Canteen coordinator
- Canteen workers
- Promotions and Social Media coordinator
- Property steward.

Volunteering is a great way to get further involved with the club and meet new people, whilst contributing to your child's sport.

If you are interested in volunteering for any of the above roles please do not hesitate to speak to a committee member

PLAYER BEHAVIOUR EXPECTATIONS

Our players are ambassadors of our club and are expected to represent our values at all times.

We believe we have an obligation to our young people to teach the values of respect, honour and sportsmanship.

Players are bound by the player code of conduct which is located in the Policies section of this manual.

Our coaches are actively encouraged by the committee to stamp out umpire abuse and poor sportsmanship by imposing a loss of match time on any guilty players.

The club takes breaches of the code of conduct very seriously and will deal with matters on a case by case basis.

PARENT EXPECTATIONS

Similarly to our players, our parents and guardians have the responsibility and privilege to represent our club with pride.

Our parents and guardians, along with the coaching staff, are responsible for setting the culture and tone of our club.

We also have a broader responsibility to the game of Australian Football to ensure our competition is a great place to play, coach and umpire.

Parents and guardians are bound by the AFL's Parent Code of Conduct which can be located in the Policies section of this manual.

Parents and guardians also tick off on this code of conduct when registering their child.

The club takes breaches of this code of conduct very seriously. Breaches can result in financial sanctions, loss of competition points or individual suspensions from AFL Queensland.

If deemed serious enough, the club may elect to de-register a child due to poor parent behaviour.

COMPLAINTS PROCESS

The club committee are committed to dealing with player or parent/guardian complaints as they arise.

Should you have an issue you would like to take up with the committee, please contact them directly.

Should you have an issue with AFL Queensland, you **MUST** take your issue to the club committee at first instance.

AFL Queensland will immediately refer any complaints from players or parents back to the club for endorsement before pursuing any further.

Please ensure that complaints are kept in a discreet manner and are not posted on social media.

AFL POLICIES

Player Code of Conduct

- Play for the “fun of it” and not just to please parents and coaches.
- Play by the rules.
- Never argue with an official. If you disagree, have your captain or coach approach the official during a break or after the match.
- Control your temper. Verbal abuse of officials or other players, deliberately fouling or provoking an opponent and inappropriately throwing equipment is not acceptable or permitted in any sport.
- Work equally hard for yourself and your team. Your team’s performance will benefit and so will you.
- Be a good sport. Cheer all good plays whether by your team or the opposition.
- Treat all players as you would like to be treated. Do not interfere with, bully or take unfair advantage of another player.
- Co-operate with your coach, team mates and opponents at all times.

Parent Code of Conduct

- Remember that children play sport for their enjoyment not yours.
- Encourage children to participate, do not force them.
- Focus on the child’s efforts and performance rather than winning or losing.
- Encourage children to always participate according to the rules.
- Never ridicule or yell at a child for making a mistake or losing a match.
- Remember that children learn best by example. Applaud good plays by all teams.
- Support all efforts to remove verbal and physical abuse for sporting activities.
- Show appreciation of volunteer coaches, officials and administrators. Without them your child could not participate.
- Respect umpires decisions and teach children to do likewise.
- The consumption of alcohol and smoking is inappropriate at all junior matches.

Failure to adhere to the code of conduct may result in the withdrawal or suspension of your child’s registration

COACH CODE OF CONDUCT

- I will respect the rights, dignity and worth of all individuals within the context of my involvement in Australian Football, including refraining from any discriminatory practices on the basis of race, religion, ethnic background or special ability/disability.
- I will abide by and teach the AFL Rules and Regulations of Australian Football and the rules of my club and League/association.

- I will be reasonable in the demands I make in the time commitments of the players in my care, having due consideration for their health and well-being.
- I will be supportive at all times and I will refrain from any form of personal abuse or unnecessary physical contact with the players in my care.
- I will have due consideration for varying maturity and ability levels of my players when designing practice schedules, practice activities and involvement in competition.
- I will avoid overplaying the talented players aiming to maximize participation and enjoyment for all players regardless of ability. Where I am responsible for players in the 5-16 year old age group, I will strive to ensure that all players gain equal playing time (all players must receive a minimum of half of a match)
- I will stress and monitor safety always.
- In recognising the significance of injury and sickness, I will seek and follow the physician's advice concerning the return of injured or ill players to training.
- I will endeavour to keep informed regarding sound principles of coaching and skill development and of factors relating to the welfare of my players.
- I will at all times display and teach appropriate sporting behaviour, ensuring that players understand and practice fair play.
- I will display and foster respect for umpires, opponents, coaches, administrators, other officials, parents and spectators.
- I will ensure that developing players are involved in a positive environment where skill learning and development as priorities are not overshadowed by a desire to win.
- I reject the use of performance enhancing substances in sport and will abide by the guideline set forth in the AFL DRUG POLICY.

SMOKING, ALCOHOL AND ILLICIT DRUGS

AFL SOCIAL MEDIA POLICY

Our club supports and adheres to the AFL Social Media Policy. In order to educate our players and parents on the dos and don'ts of social media, please find below the relevant points to players, parents and officials around the policy:

1. Purpose and scope

The AFL considers each of the following platforms/internet programs/digital interfaces as social media for the purpose of this policy:

- external and internal social networking sites (eg Facebook, Twitter, Bebo, Linked In, MySite and Yammer);
- video and photo sharing websites (eg Flickr, YouTube);
- micro-blogging sites (eg Twitter);
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (eg. 'comments' or 'your say' feature on theage.com.au);
- forums and discussion boards (eg Whirlpool, Yahoo! Groups or Google Groups);
- online encyclopaedias (eg Wikipedia);
- instant messaging (including SMS);
- Vod and Podcasting; and
- any other website that allows individual users or companies to use simple publishing tools.

2. Application

This policy applies to the following:

- all AFL employees and contractors including probation, permanent, part time, casual, fixed term;
- students, graduates and others on work experience or undertaking voluntary work;
- any other person who is notified that this policy applies to them;
- any officially accredited person not covered above to represent the AFL in social media

3. Background

It is important for Applicable Persons to understand that the content you post on social media can have serious ramifications for the AFL, its people, corporate partners, broadcast partners or other related organisations and individuals. When you speak on social media, it's essentially the same as speaking on a megaphone in the middle of a stadium; everyone can see and hear you. In addition, comments may be mistakenly attributed to the AFL in some circumstances. It is therefore important that you always think twice before posting.

This policy is designed to assist you in using good judgement to post appropriate content on social media that works for us and for you. The policy covers the practical do's and don'ts when you are posting content on social media, including images you choose to accompany any social media content you may publish.

4. Consequences Of Breach

Non-compliance of this policy is a breach of your employment or contractual obligations. It may also constitute sexual harassment, discrimination, or some other contravention of the law.

A breach of this policy may result in disciplinary action by the AFL which could include termination of your employment or contract.

Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law.

5. Quick tips: review this checklist every time you use social media

Before using social media, ask yourself the following questions:

- Would I want my manager, team, family or friends to see this?
- Would I regret my actions?
- Am I revealing any sensitive or confidential information?
- Could this negatively impact the AFL brand or the brand of a related organisation such as an AFL corporate or broadcast partner?

6. Do

When using social media, do:

- respect others' privacy and seek permission before mentioning them in a post (through text or image);
- ensure that content you publish is factually accurate and complies with relevant AFL policies, particularly those relating to confidentiality, privacy and disclosure;
- be polite and respectful to all people you interact with;

7. Do not

When using social media, do not:

- talk negatively about the AFL, its employees, its competitors, corporate partners, broadcast partners, sponsors, or customers/fans or any other related organisation;
- bring the AFL's brand and reputation into disrepute;
- use or disclose any confidential information or personal information obtained in your capacity as an employee/contractor of the AFL;
- misrepresent a personal view as that of the AFL;
- plagiarise or breach copyright of other people when using material;

- post material that is offensive, obscene, disparaging, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful;
- imply that you are authorised to speak as a representative of the AFL, nor give the impression that the views you express are those of the AFL;
- think that linking to, linking, forwarding or referencing posts, articles, blogs, images, videos, views or opinions of other waives or abrogates any of your obligations under this policy;

8. Official AFL Spokesperson

To ensure a consistent and controlled approach, only a limited number of AFL employees are authorised to speak to the media on behalf of the AFL. This also applies to representing the AFL on social media. Before engaging in social media as a representative of the AFL, you must be formally authorised to comment the CEO and Corporate Affairs Manager.

9. Personal use of social media

The AFL recognises that you may use Social Media in your personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities. However, you should recognise the potential for damage to be caused (either directly or indirectly) to the AFL in certain circumstances via your personal use of social media. Accordingly, you should comply with this policy at all times to ensure that the risk of such damage is minimised.