



MEMORANDUM

To: **AFL Vic Country Regions – for the information of Leagues and Clubs**

Cc: **AFL Vic Management**

From: **Jack Henty – AFL Victoria Growth Manager**

Date: **12 February 2025**

Re: **AFL Victoria Country Licensees for 2025**

As clarification to all AFL Victoria Country affiliates, only current AFL Victoria Licensees are permitted to use the WorkSafe AFL Victoria Country logo in the production of on field apparel including Guernsey's and Shorts.

Under AFL Victoria Country Regulations, it is a requirement that the WorkSafe AFL Victoria Country logo appears on Guernsey's and Shorts in accordance with guidelines as determined by AFL Victoria and available to Licensees.

The requirement of clubs and umpire groups is to ensure when ordering new on field Team and Umpire Uniforms that they are manufactured by a current licensee in accordance with regulation **21. LICENSING**. Monitoring of on field apparel will continue in 2025 to protect the Licensee Program and the WorkSafe AFL Victoria Country logo.

For season 2025, the 6 AFL Victoria Country Apparel Licensees are **Loco Sportswear, ICS, Sherwood, TGI/Puma, TWP and Belgravia/NB**.



All licensed manufacturers have been provided guidelines for the use and sizes of the WorkSafe AFL Victoria Country logos.

Should you require any further clarity on apparel, please contact your relevant Region Manager in the first instance.

Regards

Jack Henty
AFL Victoria
Community Growth Manager

Australian Football League (Victoria) Limited