



MEMORANDUM

TO:	BA Board, STA CEOs, BA Staff, NMP Licensees, NOAG
FROM:	Neil Dalrymple, Chief Executive Officer, Bowls Australia (BA)
DATE:	May 6, 2022
RE:	National Merchandise Program compliance

Bowls Australia is concerned with the increasing number of non-compliant garments being worn in events as required under the National Merchandise Program (NMP) policy.

For all matters relating to the NMP, we refer to the NMP Logo Policy that provides guidance regarding the correct use and purchasing of compliant garments for Pennant, Championship Events and Other Tournaments as specified. The full NMP policy can be viewed on the Bowls Australia website [here](#).

Proper monitoring of the NMP is crucially important as it ensures the sport maintains a consistent brand, it supports our licensed manufacturers and it generates a revenue source that is invested back into the sport through national programs such as the employment of Regional Bowls Managers.

A reminder that uniform compliance is to be managed by the events Controlling Body, in accordance with the event Conditions of Play. Please ensure that your event participants are adhering to the policy.

Bowls Australia intends to enforce this policy more vigilantly at upcoming National events including the Australian Open, with officials and host venues to be instructed to conduct spot checks of participants.

There appears to be some confusion when it comes to compliant headwear and socks. For clarity, please note the following relating to socks and headwear as outlined in the NMP policy:

8. SOCKS

8.1.1 TOP AREA OF SOCK - when socks are worn with trousers, the NMP Logo is optional. When socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc. the NMP Logo must appear on the top area of the sock. When ankle socks are worn with pedal pushers, culottes, shorts, skirts, skorts, dresses etc. the NMP Logo placement is optional, socks not displaying the NMP Logo must be blank.

9. HEADWEAR

9.1.1 FRONT OR SIDE OF HEADWEAR - the NMP Logo placement on Headwear is mandatory in Pennant, Championship Events and Other Tournaments. The NMP Logo must appear on the front or side of all Headwear, except on hats with a hat band where no NMP Logo is required.

A number of examples of compliant vs non-compliant headwear can be found below.

We encourage you to contact BA's Business Development Manager Andrew Gommers, your STA office or your local Regional Bowls Manager to address any questions or concerns relating to the National Merchandise Program.

Andrew Gommers

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Finally, a list of all current licenced National Merchandise Program suppliers can be viewed [here](#).

Examples of compliant headwear



Examples of non-compliant headwear

