

RULES OF THE GAME

SYDNEY SWANS CHEER SQUAD

2024 CODE OF CONDUCT

The Code of Conduct promotes an inclusive environment for all Cheer Squad members to enjoy the experience of supporting the team together as part of the Club's inner sanctum. By joining the Sydney Swans Cheer Squad, members agree to be bound by this policy.

Members are required to conduct themselves in a respectful manner as representatives of the Club and the Sydney Swans Cheer Squad.

Policies outlined in this Code of Conduct must be adhered to at all times. Should behaviour be deemed inappropriate, penalties will be imposed. The rules are enforced by the AFL, Sydney Swans Football Club, the SCG, MCG, Marvel Stadium and all other AFL venues.

CHEER SQUAD ELIGIBILITY

- Cheer Squad members must hold a valid 2024 Sydney Swans membership.
- Cheer Squad membership is not transferable to other patrons.
- Cheer Squad members will be asked to contribute to Cheer Squad responsibilities including banner-making and training nights. It is expected you will complete a task to the best of your ability as part of the Cheer Squad team.
- Cheer Squad members who do participate will be rewarded with eligibility to purchase Finals tickets, should the Sydney Swans play.

FINALS TICKETS – MAKE SURE YOU'RE THERE IN SEPTEMBER!

- The below refers to Weeks 1-3 Finals Ticketing and Grand Final Ticketing.
- Eligible Cheer Squad members will be able to register to purchase reserved seat tickets within the Cheer Squad bay for any Finals that the Sydney Swans qualify for.
- Should demand exceed capacity, ticketing will resort to a ballot process run by the Club.
- Priority will be given to those who:
 - Actively contribute to the responsibilities of the Cheer Squad; and/or
 - Attend a minimum of 80% of matches at the SCG in 2024 for NSW-based members or attend a minimum of 80% of Sydney Swans matches at the MCG or Marvel Stadium in 2024 for VIC-based members.
- Responsibilities of the Cheer Squad includes but is not limited to: sitting in the Cheer Squad bay on game day, raising the banner on game day, and assisting with banner making.

- Cheer Squad Finals eligibility rules are determined by AFL Ticketing. If you feel that you have been unfairly excluded from being able to purchase Finals or Grand Final tickets within the Cheer Squad area, please contact Sydney Swans Membership.

OUR UNIFORM

Just like the players, the official Sydney Swans Cheer Squad uniform must be worn when representing the Club on field. The uniform is as noted below:

- **Black pants/skirt/knee length shorts** and the **official Nike club wet weather jacket** (supplied by the Club and left in the Cheer Squad storeroom for Sydney and within the Cheer Squad Kit Bag for Melbourne) are to be worn.
- **Under no circumstances should a jacket from 2020 or prior be worn on the field.**
- Cheer Squad members are expected to look **neat and tidy** whether **on field or not.**
- Cheer Squad members must wear appropriate footwear during the time they are on field. No thongs allowed.
- The minimum age for cheer squad members who can go on field is thirteen (13).
- Metal objects are NOT permitted on the field of play at any time.

BEHAVIOURAL STANDARDS

- Members are required to conduct themselves in a respectful manner as representatives of the Club and the Sydney Swans Cheer Squad.
- Abusive, insulting and threatening language will not be tolerated in the Cheer Squad area or during any Cheer Squad-related activity or Club sanctioned event. Offenders will be evicted.
- As per the AFL Conditions of Entry, members may not engage in any conduct, act towards or speak to any player, umpire or other official or other patron in a manner, or engage in any conduct, which threatens, offends, insults, humiliates, intimidates, disparages or vilifies that other person on any basis including, but not limited to, that other person's race, religion, colour, descent or national or ethnic origin, special ability/disability or sexual orientation, preference or identity. Offenders will be evicted.

DELIBERATE OUT OF BOUNDS

- Alcohol is strictly forbidden within the designated Cheer Squad area.
Should you wish to consume alcohol, you may do so away from the Cheer Squad area. However, if you're found to be intoxicated whilst performing Cheer Squad responsibilities, your Cheer Squad membership may be revoked.
- Throwing of articles is strictly forbidden
- No sitting/standing on boundary fence or aisles
- No standing/walking on seats
- Any footballs that land in the Cheer Squad bay must be handed back (not thrown) to the AFL ball steward immediately.
- No one, including Cheer Squad members, are to return the match footballs by throwing it at the Goal Umpire. Anyone observed doing so will be evicted from the ground, their membership card will be cancelled by the AFL and the Club may be fined.

OUR TOOLS OF THE TRADE

- Floggers and flags shall be stored behind the fence when not being waved. Flags and floggers must not obscure fence signage.
- Flag poles must be no longer than 4 metres in length and 3.2cm in diameter. **The size of the flag (material) is not restricted.**
- Music sticks, drums, bells, whistles and other musical instruments are not permitted in AFL Club Cheer Squads unless prior approval is received from the AFL Ground Operations Department.

MEDIA / SOCIAL MEDIA

Members of the Cheer Squad are not to comment or respond to any media enquiries or provide any information or documents to the media without prior expressed permission from the Sydney Swans' Head of Media & Communications.

Members of the Cheer Squad are expected to abide by the below social media guidelines when communicating in the Sydney Swans Cheer Squad Facebook group and on social media more broadly.

One team, one dream

- The Sydney Swans Cheer Squad Facebook page is now a private group. Access to the group is a benefit of Cheer Squad membership.

Play the ball, not the person

- Stay on topic and keep it constructive. Don't post inappropriate, negative or critical comments about Cheer Squad teammates.
- Show respect for each other, opposition clubs and their supporters, the Sydney Swans and all Swans supporters.

Stay focused

- Check your own social media privacy settings and respect other Cheer Squad members' right to privacy.

Play on

- If you feel that a Cheer Squad member is not playing in the spirit of the game, report it and play on. Any concerns should be reported to swansmembership@sydneyswans.com.au.

GRIEVANCE PROCEDURE

Complaints on match-day should be directed to a match-day attendant. Depending on the nature of the issue, complaints will be handled by security or the match-day attendant or directed to ground management.

Anti-social behaviour can be anonymously reported by texting the seat location to **0400 816 205** at the Sydney Cricket Ground. At all other interstate venues, the relevant number will be displayed on static signage in stadium and/or on the big screen before and during matches; a match-day attendant will then come to assess the situation in your area



and deal with it accordingly.

It is expected that members communicate with each other in a calm, honest and ethical manner; abusive, demeaning or threatening behaviour will not be tolerated.

In the event of a complaint being deemed harmful to values of the Club or the team, the Club will be forced to take action and this may result in the offender/s being removed from the stadium and/or forfeit membership privileges at the Club's discretion.

A complaint may come from within the Cheer Squad, other patrons, the AFL, representatives of the Sydney Swans Football Club, the SCG and all other AFL venues.

PENALTIES

Should the Sydney Swans Football Club determine there has been a breach of this Code of Conduct, a verbal and/or written warning will be given. The AFL are also able to hand out fines for match day breaches of the guidelines listed in this document.

All verbal and written warnings will be placed on the Cheer Squad member's permanent file. A warning (1) will be issued before the Club will either have the membership card and/or Cheer Squad membership suspended or cancelled depending on the nature of events.

The Sydney Swans Football Club reserves the right to immediately cancel or suspend memberships at their discretion for any reported or observed breaches of the member code of conduct or for behaviour not in line with the clubs' values.

