

Subject: On Field Apparel (2023-2025)

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Audience: Club Committees, Board Members

<p>Summary:</p> <p>The Perth Football League has entered a partnership with Belgravia Sports Apparel / New Balance to be the exclusive supplier of official playing Jumpers and Shorts for the 2023 – 2025 football seasons effective immediately.</p> <p>Major logistical changes include: -</p> <ul style="list-style-type: none"> - Clubs will be invoiced directly from BSA - Artwork will need to be redrawn by BSA - BSA will have Perth based staff servicing PFL clubs - Clubs will have the option to purchase gear manufactured in either Australia or China - Delivery times are slightly longer than previously - Clubs will have three price points with the elite range offered being ‘New Balance’ garments. <p>Club requiring new playing Jumpers and Shorts for the 2023 season are asked to provide the PFL a sample of their Jumpers and Shorts asap so it can be passed to BSA to make a start on the artwork.</p>	<p>Action:</p> <p>Clubs are asked to contemplate their on field uniform requirements for the 2023 season and start the ordering process earlier than usual to avoid potential delays.</p> <p>Clubs have been asked to provide the PFL with 1x copy of each of their current playing jumpers and shorts so that Belgravia can redraw the artwork.</p>
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Following a thorough Expression of Interest process, the Perth Football League is pleased to announce that [Belgravia Sports Apparel](#) (BSA) will be the exclusive supplier of Jumpers and Shorts to PFL Clubs for the 2023 – 2025 season.

BSA are a highly experience provider of apparel who currently operate AFL community sport licences across all States and territories. They operate their own production factories in both Adelaide and China.

Excitingly, BSA have a licence with New Balance (one of the biggest global apparel companies) to manufacture teamwear out of NB factories in China.

The West Coast Eagles have also recently announced that BSA / New Balance will be doing their uniforms and club gear moving forward. The BSA / New balance collaboration has five AFL Club licenses in total.

Importantly, the partnership will deliver significant new benefits directly to all Clubs through the involvement of the New Balance brand.

The [Belgravia Group](#) are an Australian owned and operated company with more than 7,000 employees throughout Australasia. They also manage a large number of Recreational Centres (300+) nationally i.e., Loftus, Point Walter Golf Course etc. – and have other companies such as BizWear (which produce corporate uniforms) in their portfolio.

Clubs will not have to transition immediately to BSA uniforms but rather when they are due to purchase new jumpers and shorts, they must now do so through BSA. Another change will be that invoicing and payment for club-based purchases will revert to BSA invoicing the Club and the Club making payment directly to BSA. All artwork will still need to be approved by the PFL.

Moving forward, Blackchrome should not be used for any PFL on field apparel as this would be considered a breach of our Registered Trademark.

Hard delivery deadlines as well as other information will be provided at the November 23 President's Workshop so that you know when you will need to order by to receive your gear prior to the season kick off.

In order to assist the onboarding process asap onto the BSA systems, we request all clubs to please drop off a copy of their uniform to the PFL offices in Tuart Hill between 8.30am and 5pm. Once received, BSA will then redraw artwork and commence the process of working individually with each club. To avoid any potential copyright infringements, clubs are asked not to forward Blackchrome uniform artwork files.

To kick start the process, clubs are encouraged to contact Mike Keeley (WA State Manager) and Kate Atthowe (WA Sales & Service Co-Ordinator) from BSA via email pfl.sports@belgraviaapparel.com

PFL staff will continue to be an intermediary for this partnership so for any queries regarding uniforms, clubs are welcome to contact myself or Natalie to discuss.

I look forward to helping bring this fruitful partnership for the PFL to life with you in the coming months.