



WEST AUSTRALIAN FOOTBALL COMMISSION

2024 WAFC Apparel Supply and Licensing Request for Proposal (RFP)

RFP Guidelines

Issue date:	Wednesday, 1 May 2024
Closing date:	17:00 AWST Friday, 31 May 2024



Contents

1.	Introduction	3
2.	Background	3
3.	Health of Western Australian Football	4
4.	Guiding Principles of Appointment (Objectives)	4
5.	Partner Benefits	5
6.	Brand Requirements	5
7.	Condition Precedent	6
8.	Football Segments	6
9.	Scale of the Opportunity	7
10.	Product Supply Outline	8
11.	Minimum Apparel Requirements	8
RFP PART A – CONDITIONS OF REQUEST FOR PROPOSAL		9
1.	Indicative Timetable	9
2.	Process for Submitting Questions	9
3.	RFP Lodgement	10
4.	Presentations and Parallel Negotiations	10
RFP PART B – RFP SPECIFICATION		11



1. Introduction

The West Australian Football Commission (WAFC) is a custodian of tradition, dedicated to preserving the rich history of WAFL and community football leagues while fostering an environment of innovation and relevance for future generations of players and fans.

Anchored in this principle, the WAFC invites respondents on a select basis to help shape the future of football apparel supply and licensing in Western Australia by releasing this Request for Proposal (RFP) document.

At the heart of our objective lies a commitment to supporting highly competitive competitions that not only elevate the sport but also enrich the communities it serves. Our vision extends beyond the confines of the field; we aspire to create unforgettable experiences for players, fans, and communities alike, *a game for all Western Australians*.

In releasing this RFP, the WAFC seeks to identify respondents who not only share our vision but also possess the capability and commitment to bring it to life. We are seeking a partner(s) who can provide quality apparel goods and services in alignment with our specifications, demonstrating a strong commitment to collaboration with the WAFC and its Member Affiliates. Together, we aim to enhance the overall distribution of football-related apparel products, delivering greater value to all stakeholders involved.

The WAFC is committed to transparency and fairness throughout this process. We welcome proposals from respondents capable of providing all required goods and services while fully complying with the conditions outlined in this RFP. We recognise this partnership's significance and its impact on the football landscape in Western Australia. We are committed to thorough evaluation and consultation with stakeholders to ensure a successful outcome.

Join us in this endeavour to shape the future of football apparel supply and licensing in Western Australia. We will work together to uphold tradition, drive innovation, and empower communities through the power of Australian rules football.

2. Background

Below is an overview of the current apparel supplier/licensee relationships across the RFP football categories. These commercial arrangements end on 31 October 2024.

Category	Supplier / Licensee Relationship	No. of Suppliers
WAFL Clubs	Preferred Supplier Rights	2
WAFL State teams	Exclusive Supplier Rights	1
State Talent Academies	Exclusive Supplier Rights	1
WAFC	Exclusive Supplier Rights	1
CFWA	Preferred Supplier Rights	6
Umpiring	Exclusive Supplier Rights	1



3. Health of Western Australian Football

Football in Western Australia is thriving with unprecedented growth, particularly fuelled by the growth and participation of women's football in WA. The focus on inclusivity and opportunity has reshaped the sport, fostering diversity and inclusive communities. With dedicated leagues, grassroots programs and development pathways fostering talent, Australian rules football remains the number one sport in Western Australia. This statement is supported by the following facts.

- In 2022, Western Australia was one of the leading states in total participation numbers, with 361,174 participants taking part in community football competitions, school competitions, and school programs;
- Growth in participation of women's football in WA, with 124,223 female participants now comprising 34% of total participation in WA;
- Expansion of Country Football WA to encompass a Junior Football pathway, currently hosting 14 standalone leagues;
- The growth of community-based football participation is up 308% v 2016;
- 84,245 players participated in club football in 2023;
- Growth in Integrated and All Abilities participation;
- Growth in viewership and fandom.

4. Guiding Principles of Appointment (Objectives)

The WAFC seeks to identify respondents who are:

- a) able to provide quality goods and/or services required by the WAFC in the manner set out in Part B (Specification);
- b) able to demonstrate a commitment and ability to collaborate with the WAFC and its Member Affiliates over the agreed contractual period as set out in Part B (Specification);
- c) able to demonstrate how we can increase the overall distribution for all football parties and deliver more value to the WAFC and its Member Affiliates in the manner set out in Part B (Specification);
- d) able to demonstrate a value-for-money proposition based on various factors including the overall quality of the proposal, the proposed terms and pricing and the ability to meet the WAFC's specific requirements in the manner outlined in Part B (Specification);
- e) able to demonstrate no party is financially worse off or disadvantaged over the other party;
- f) able to devote adequate resources and attention towards leveraging its partnership with the WAFC and its Member Affiliates; and
- g) able to demonstrate a long-term, mutually beneficial commitment that adds value through activation and promotion.

Please note that we only seek proposals from respondents who can provide all the goods and/or services or part thereof, while fully complying with the terms and conditions specified in this RFP.



5. Partner Benefits

Partnering with the WAFC offers extensive brand exposure and visibility, market access, strategic collaboration, enhanced brand credibility and activation opportunities.

Upon becoming a partner of the WAFC, a bespoke partnership package will be created in alignment with the assigned apparel category and level of investment. Partnership benefits could include but not be limited to:

- the right to use partnership designation, upon mutual agreement, for example, “Official Apparel Partner of the WA Football” and the use of relevant trademark logos in advertising and promotional purposes (subject to WAFC licensing approval);
- the logo of the apparel manufacturer will be displayed on all relevant apparel. The size and position of the apparel manufacturers mark to be mutually agreed between the WAFC and partner;
- partner logo and designation acknowledgement on relevant football segment website and annual report;
- branding and apparel-related content opportunities in WA Football digital and print publications such as football budgets, EDMs and football segment league or club manuals;
- hospitality and tickets to attend major events and functions throughout the football calendar;
- access to relevant content, inclusive of photo and video footage, for use in social media, marketing and advertising subject to relevant approval.

6. Brand Requirements

The placement of branding on licensed products is regulated by licensing agreements between the WAFC and Member Affiliates. Like the on-field laws of the game, these guidelines guide and protect the commercial integrity of our agreements and help us compete effectively with growing competition from other sports and third parties.

Given this, the WAFC has established a central product licensing operation to:

- a) grow brand equity;
- b) maintain brand integrity;
- c) enhance brand protection;
- d) provide an effective and efficient licensing program for Member Affiliates;
- e) ensure the proper coordination of a licensing program;
- f) promote its intellectual properties which include relevant marks and emblems used across each football segment;
- g) promote endorsement and sales promotion opportunities; and
- h) through each of the above, ensure the financial integrity of WAFC programs and all competitions.



The value of the WAFC licensing program rests entirely with the placement of intellectual property on playing garments. Without careful management, the brand will suffer irreparable damage and the equity once associated with it will be dissipated.

It is important to take a coordinated approach to avoid damaging conflicts, duplications, ambushes, and pirating of licensed products, particularly those that have specific market appeal.

With this in mind, it is imperative that the relevant brand for each football segment is featured on all apparel without exception. The sizing of these logos should adhere to the commercial guidelines for licensed apparel.

7. Condition Precedent

This RFP aims to identify a suitably qualified respondent to submit a proposal for the WAFC Apparel Supply and Licensing category rights in Western Australia, subject to Conditions Precedent.

This Agreement will have no force or effect until the WAFC and the preferred respondent(s) reach a binding in principle agreement in relation to all essential terms and conditions to the reasonable satisfaction of the WAFC (Conditions Precedent).

Upon satisfying the Condition Precedent, this Agreement shall constitute a binding commitment with the preferred respondent(s).

The respondent(s) acknowledge that this Agreement becomes valid and of full effect as of 1 November 2024.

8. Football Segments

8.1 Inclusions

As stated above, the WAFC's objective is to appoint Apparel Supply and Licensing category rights incorporating the following football segments under its administration governance or for whom it has previously acted.

Unless stated otherwise, each football segment includes on-field and off-field products.

Category	Football Segments	Quantity
WAFL Clubs	WAFL League, Reserves, Colts, Futures & 14s/15s programs, WAFL Women's, Rogers Cup, development programs and merchandise	9 clubs*
WAFL State teams	Men's and women's	2 teams
State Talent Academies	U16s & U18s boys and girls	4 teams
WAFC	WAFC Community programs, staff and merchandise	



Category	Football Segments	Quantity
CFWA	CFWA Junior & Senior Leagues (on-field only)	25 Senior leagues 10 Combined Leagues 14 Junior leagues
	CFWA State Teams (men's and women's)	2 teams
	CFWA staff	
Umpiring	WAFL Umpires, Community Umpires, CFWA Umpires	1,500**

*As at the time of this RFP, Perth Football Club only has a Rogers Cup team, no WAFL Women's team

** Estimate only, noting that the number of umpire registrations can fluctuate between seasons

8.2 Exclusions

- West Coast Eagles WAFL League team;
- CFWA junior and senior leagues and clubs' off-field apparel;
- Perth Metropolitan junior football clubs, including but not limited to the North, Central and South/Peel Conferences;
- Perth Football League;
- Metropolitan Football League;
- AFL Masters WA;
- AFL Auskick;
- WA All Abilities Football Association (WAAFA);
- Bachar Houli Foundation;
- Any WA AFL club, including but not limited to the West Coast Eagles and Fremantle Football Club.

9. Scale of the Opportunity

Based on average sales data for FY22 and FY23, the potential collective scale of the WAFC Apparel Supply and Licensing category rights is forecast to be between \$1.8M and \$2.2M, excluding GST, in FY25 (1 Nov 2024 to 31 Oct 2025).

These figures are inclusive of contra provisions, and each segment is forecast to contribute the following proportions to the total supply per annum:

Category	Est. % of total supply
WAFL Clubs	58%
WAFL State teams	1%
State Talent Academies	5%
WAFC	5%
CFWA	24%
Umpiring	7%

10. Product Supply Outline

10.1 Inclusions

On/off-field	Product type
On-field	Playing jumper, playing shorts, playing socks, umpire shirt, umpire shorts, umpire socks, runner/trainers' shirt and shorts etc
Off-field	Polo, training shirt, training singlet, training shorts, jacket, hoodie, backpack

10.2 Exclusions

On/off-field	Product type
On-field	Footwear
Off-field	All headwear, compression goods, and streetwear

11. Minimum Apparel Requirements

Category	On-field products	Off-field products
WAFL Clubs	Playing jumper, playing shorts, playing socks	Polo, training shirt, training singlet, training shorts, jacket, hoodie, backpack or kit bag
WAFL State Teams	Playing jumper, playing shorts, playing socks	Polo, training shirt, training singlet, training shorts, jacket, hoodie, backpack or kit bag
State Talent Academies	Playing jumper, playing shorts, playing socks	Polo, training shirt, training singlet, training shorts, jacket, hoodie, backpack or kit bag
WAFC	Playing jumper, playing shorts, playing socks	Polo, jacket, hoodie
CFWA Leagues & Clubs	Playing jumper, playing shorts, playing socks	N/A
CFWA State teams	Playing jumper, playing shorts, playing socks	Polo, training shirt, training singlet, training shorts, jacket, hoodie, backpack
CFWA staff	N/A	Polo, jacket, hoodie
Umpiring	Umpire shirt, umpire shorts, umpire socks	Polo, training shirt, training shorts, jacket, hoodie, backpack

RFP PART A – CONDITIONS OF REQUEST FOR PROPOSAL

1. Indicative Timetable

Item	Date
WAFC Apparel License Supply and Licensing RFP released to market	Wed, 1 May 2024
Respondents to submit any questions regarding the RFP	Fri, 10 May 2024
WAFC to provide answers to respondent questions	Fri, 17 May 2024
Due date for RFP submissions – 17:00 AWST	Fri, 31 May 2024
The WAFC to conduct a thorough evaluation of RFPs	Mon, 3 Jun to Fri, 14 Jun 2024
The WAFC will consult with Member Affiliate stakeholders on the key terms and conditions of proposals.	Mon, 17 Jun to Fri, 28 Jun 2024
The preferred respondent(s) and reserve respondent(s) to be notified by the WAFC	Fri, 5 Jul 2024
The WAFC to enter into exclusive negotiations with the preferred respondent and/or respondents, with the aim of reaching a final agreement on all of the terms and conditions to the reasonable satisfaction of the WAFC	Mon, 8 Jul to Mon, 5 Aug 2024
The WAFC Board to approve all essential terms between the parties, subject to Conditions Precedent	Wed, 21 Aug 2024
The WAFC will enter into a Binding Heads of Agreement with the preferred respondent(s) on all essential terms between the parties, subject to the Conditions Precedent.	Mon, 16 Sep 2024
The WAFC will announce the appointment of preferred apparel partner(s) to Member Affiliate stakeholders prior to making the announcement	Wed, 18 Sep 2024
Expiry of the existing Apparel Supply and License Agreements with incumbents	Thu, 31 Oct 2024
New Apparel Supply and Licensing Agreement commences	Fri, 1 Nov 2024

Please note that the timeline provided is indicative and subject to change at the discretion of WAFC.

2. Process for Submitting Questions

Respondents may submit questions regarding the RFP via email before 12:00 AWST on Friday, 10 May 2024.

Questions should be addressed to the Commercial and Partnerships team at partnerships@wafc.com.au.

Answers to questions will only be provided to the respondent who asked each question and will not be made public unless they are deemed commercially and technically relevant to all parties.

Respondents will receive answers to their questions by 17:00 AWST on Friday, 17 May 2024.



3. RFP Lodgement

Respondents must submit their proposal by email to partnerships@wafc.com.au **strictly by 17:00 AWST on Friday, 31 May 2024.**

Offers are to be submitted in the following formats:

Document type	Format
Proposal Response Form (mandatory)	Word (.docx)
Commercial Response Template (mandatory)	Excel (.xlsx)
Supporting documentation (optional)	PDF (.pdf)

The WAFC will not accept any proposal not submitted in the required formats and/or received after the lodgement date and time.

All information supplied in response to this RFP will be retained by the WAFC for its own use. Such material shall be treated as confidential commercial in confidence by the WAFC and shall not be disclosed to any third party without prior consent of the respondent.

4. Presentations and Parallel Negotiations

All submitted proposals will undergo a thorough evaluation process to assess their suitability for this apparel supply and licensing appointment. The decision will be based on various factors, including the overall quality of the proposal, the proposed commercial terms and pricing, and the ability to meet the WAFC's specific requirements.

During the evaluation process, one or more respondents may be short-listed based on the WAFC's assessment of the evaluation criteria and/or value-for-money proposition. As part of the evaluation process, the WAFC reserves the right to undertake the following:

- Request that a respondent undertake a presentation to demonstrate the claims it has made in relation to its offer; and
- Parallel negotiations (negotiations with more than one respondent simultaneously).

The WAFC guarantees that no information pertaining to any respondent's proposal or individual negotiations will be shared with any other respondent. As part of the negotiation phase, the WAFC may request respondents to provide a best and final offer to establish its preferred respondent.



RFP PART B – RFP SPECIFICATION

The scope of this RFP requires respondents to address the criteria contained in the:

- a) **Proposal Response Form**; and
- b) **Commercial Response Template**.

Supporting documentation should be kept to a minimum.

The proposal should include a value-for-money proposition that considers various forms of consideration, such as cash, product, rebates, incentives, and value-in-kind.

Such proposals that offer additional value in exchange for exclusive supply rights will be viewed favourably in the evaluation process.

The preferred respondent must demonstrate a thorough understanding of the WAFL and community-based football operations, as well as the unique needs and challenges faced by grassroots football communities.