



Mornington Life Saving Club

Uniform & Merchandise Policy

Purpose

To ensure all Mornington Life Saving Club branding, uniforms and merchandise are consistent, compliant and high-quality, and that development, approval, procurement and sales processes support the Club's strategy and reputation. This policy safeguards consistent use of the Mornington Life Saving Club colours and logos and alignment with Surf Life Saving Australia and Life Saving Victoria branding standards and must be applied in conjunction with the approved Mornington Life Saving Club Uniform & Merchandise Development Procedure.

Scope

This policy applies to all Mornington Life Saving Club representatives, including members, volunteers, committee, staff, contractors, and those representing the Club who will be involved in the design, production, purchase, distribution or sale of any item carrying Mornington Life Saving Club branding (including digital assets and collateral). Patrol uniform requirements are governed by SLSA; this policy applies to club-branded uniforms and merchandise.

Definitions

Brand Assets: Mornington Life Saving Club name, crests, logos, typography, colours, and design templates.

Uniform: Any apparel used in competition, training or official club activities.

Merchandise: Apparel or goods produced and sold or issued for identity, fundraising or promotional purposes .

Brand Standards

Colours: must follow Mornington Life Saving Club specifications.

Logo & Crests: integrity must be preserved with no modifications.

Digital collateral: must apply approved colour, crest and logo rules.

Governance & Approvals

All new or amended uniform and merchandise designs must be formally reviewed and approved by the Mornington Life Saving Club Board. This requirement ensures that every item aligns with the Club's brand, values, safety standards, and operational needs. Approval must follow the established Mornington Life Saving Club Uniform & Merchandise Development process, which includes submitting a detailed design proposal, providing samples or mock-ups where required, and ensuring all specifications meet the Club's quality and consistency expectations before any production or ordering can proceed.

Development & Design Process

All designs must have a written brief that outlines objectives, requirements, and expectations. Suppliers are required to provide samples—such as mockups, prototypes, or material examples—for review to ensure quality and alignment with the brief. Only designs that meet these standards will proceed to Board approval, and the Board may request revisions or additional samples before final sign-off.



Ordering & Stock Management

Ordering approved productions requires the formulation of forecasting to anticipate demand, creating and managing purchase orders with suppliers, maintaining effective stock control to ensure adequate inventory levels and cost control, and performing thorough quality checks to confirm that all received goods meet the required standards.

Sales, Pricing & Fundraising Compliance

Pricing must align with Mornington Life Saving Club objectives and budgeting requirements.

Use of Logos by Third Parties

The usage of the Mornington Life Saving Club logo requires written Board approval.

Digital Storefronts & Communications

All digital storefronts and communications content must follow the approved brand rules.

Conflicts of Interest

Members must declare any conflicts related to suppliers.

Non-Compliance & Corrective Actions

The Mornington Life Saving Club Board may reject or recall any non-compliant items.

Review

This policy will be reviewed annually

Appendix A — Mornington Life Saving Club Uniform & Merchandise Development Procedure

Appendix B — Mornington Life Saving Club Brand Standards