

CIRCULAR



Subject: PERTH FOOTBALL LEAGUE

Date: 1st November 2018

Document ID: **01, 2018-19**

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Audience: Club Committees, WAAFL Board Members

Summary: The Board has endorsed re-branding the competition to the Perth Football League from 2019.	Action: For information only.
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The Board has endorsed re-branding the competition to the Perth Football League from 2019.

The name change represents the competition's fifth (Mercantile Association -1922, Perth District Association - 1924, WA Amateur Football Association -1929 and WA Amateur Football League -1971)



What does the name change mean?

- Existing WAAFL competitions; Senior Mens, Senior Womens, Colts and Integrated Football will be promoted as the "Perth Football League".
- Sports TG will refer to the "Perth Football League (WAAFL)".
- There is no change to the legal entity, which remains the Western Australian Amateur Football League Inc.
- WAAFL Constitution will remain the same.
- WAAFL By-laws will remain the same with reference to the Perth Football League.
- WAAFL invoicing and ABN will remain the same.

Playing Jumpers and Shorts

The Perth Football League logo will replace the WAAFL logo on playing jumpers and shorts. However, as in previous re-branding of the WAAFL logo in 2013, there is no requirement for clubs to immediately replace WAAFL branded playing jumpers and shorts with branded Perth Football League.

Clubs may continue playing in existing WAAFL branded playing jumpers and shorts. When clubs purchase new or replacement playing jumpers and shorts they will be branded Perth Football League.

Our manufacturer, Blackchrome, will be in contact soon with clubs regarding ordering and artwork processes.

Footballs

New footballs will be branded Perth Football League.

Website

WAAFL website will be branded Perth Football League – www.perthfootball.com.au

APP

The WAAFL APP may be searched on the Apple Store or Google Play – “Perth Football League”

Social Media

Social Media accounts will be rebranded to Perth Football League.