

Official Clothing Guidelines

Version 2: 21 May 2025

PURPOSE

The Olympic Winter Institute of Australia (**OWIA**) Clothing Guidelines have been developed to ensure that the integrity of the OWIA is maintained and that OWIA sponsors and partners receive appropriate recognition and exposure for the support and significant contribution they provide to OWIA athletes. The relationships OWIA maintain with sponsors and partners are crucial in making the support of all athlete programs possible.

The purpose of the supplied clothing is to:

- Provide quality apparel for training and competition purposes
- Support brand identity and awareness
- Create a sense of pride, achievement, belonging and unity
- Establish a positive identity for the winter sport community

DEFINITIONS

Official Clothing means items branded Karbon (outerwear, layering, clothing and headwear) and XTM (gloves, socks and neckwear) provided to the Athlete by the OWIA. For the avoidance of doubt:

- Karbon 'lifestyle garments' are not classified as Official Clothing and cannot be substituted for and worn for Official OWIA Activity, unless otherwise approved by the CEO or their nominated delegate;
- Karbon 'lifestyle garments' provided to the Athlete on occasion are limited to usage during those times when Karbon items with full branding are not required;
- Karbon 'lifestyle garments' includes all low-branded Karbon apparel that can be worn anytime outside of Official OWIA Activity;
- XTM gloves are included as Official Clothing; and
- XTM clothing is not Official Clothing and must not be worn in replacement of Karbon

Official OWIA Activity (Sport Program): means any OWIA-fully or partly funded training, competition, required media/sponsor activities for the Sport, award and podium presentations.

Official OWIA Activity (Park & Pipe and Individual Athletes): means any OWIA-fully or partly funded activity whereby the OWIA is responsible for coordinating training, competition, required media/sponsor activities, including award and dais presentations. These include but not limited to the Benchmark Event (e.g. OWIA arranged travel, accommodation, event entry fees). For the avoidance of doubt, the use of the Athlete's Funding and Support, does not constitute Official OWIA Activity.

GOLDEN RULES AND GUIDELINES

The relationships OWIA maintains with winter apparel and accessories sponsors provide the essential funding that makes the support of Programs and Athletes possible. In return, and as part of the OWIA's Official Clothing partner and sponsorship agreements, the OWIA has an obligation to maximise the promotional benefits for these suppliers.

Athletes, coaches and staff are expected to respect these partnerships by adhering to requirements regarding the wearing of Official Clothing and use of products.

Through these partnerships, athletes, coaches and staff may be provided with various Official Clothing items, which are required to be worn in accordance with the terms outlined in the Athlete Contract and/or these Guidelines.

In the provision of Official Clothing items, athletes, coaches and staff acknowledge and agree that:

- Whilst wearing OWIA Clothing they will behave in a manner which will maintain the good reputation of the OWIA and uphold the OWIA values (Health, Integrity, Respect, Excellence).
- Official Clothing items remain the property of the OWIA.
- Each item of Official Clothing must be worn for their proper purpose, Karbon as outerwear, layering, clothing and headwear, and XTM as gloves, socks and neckwear. For the avoidance of doubt, XTM branded outerwear must not be worn in place of Karbon outerwear.
- Official Clothing must be worn with visible logos.
- All items supplied by OWIA must remain free of any foreign logos or trademarks.
- Official Clothing items must be kept clean and in good repair, damaged items should not be worn and OWIA notified for replacement.
- If any Official Clothing items are lost or stolen, they must be reported to the OWIA Sport Performance team.
- The most appropriate Official Clothing item must be worn for Official OWIA Activity, as directed by the OWIA.
- The current season Official Clothing is preferable, wherever practically possible.
- Selling, giving away or transferring current season Official Clothing items is not permitted without the written consent of the OWIA CEO (this includes to any athlete, official representative, family or friend).
- Excess Official Clothing items from previous season can be given away provided all OWIA, sponsor, and partner logos are full removed or de-badged. Alternatively, these items can be returned to the OWIA office. Official Clothing items cannot be sold without the written consent of the OWIA CEO.
- Retaining possession of Clothing items is permitted provided that all listed Official Clothing Guidelines requirements are met, and the Official Clothing item is not used for any Commercial purpose, unless approved by the OWIA CEO.
- Upon reasonable request, the athlete will assist OWIA Official Clothing sponsor brands with individual marketing activities and promotion, as directed or requested by the OWIA CEO or OWIA Media and Communications team.
- Bibs that are provided for competition are returned at the completion of competition. Should an athlete wish to keep their bib, they must notify OWIA personnel and the athlete may be required to cover the cost of purchasing the bib.

For clarity, further information regarding Official Clothing as they apply to Sport Program, Park & Pipe, and Individual athletes is outlined below.

Sport Program:

Official Clothing items are provided and must be worn for activity including:



- Team travel – upon request by the OWIA.
- On snow training.
- Competition activities (including award and on podium presentations). For the avoidance of doubt, Karbon has the rights to headwear. For podium presentations you can wear supplied Karbon beanie, competition helmet or no headwear.
- When undertaking activities that would reasonably be considered representing your sport, including but not limited to public relations / media activities.
- As advised or reasonably requested by OWIA.

For the avoidance of doubt, during these activities personal or other branded clothing items cannot be worn.

Examples of when athletes are considered representing their sport and must wear Official (Karbon) Clothing outside of Official OWIA Activity, noting this is not an exhaustive list:

- Speaking at a school about your journey in sport.
- Attending a charity event as an invited sport-related guest (required only if it is appropriate attire).
- Presenting an award at a sport related competition.
- Taking personal sponsors skiing/snowboarding (in line with your sport).
- Participating in a media interview not coordinated by the OWIA about your sport or achievements.
- Appearing as a sport related guest speaker at a conference or seminar.
- Being part of a meet-and-greet session.
- Taking part in any promotional photo or video shoots representing winter sports.
- Engaging in a podcast or webcast as a guest to discuss winter sports or athlete experiences.
- Participating in a corporate sponsorship event where you are identified as an athlete.

Park & Pipe:

Official Clothing items are provided and must be worn for Official OWIA Activity including:

- The Benchmark Event (including award and on podium presentations).
- PR and media activities during the Benchmark Event or when representing OWIA.
- As advised or reasonably requested by OWIA.

For the avoidance of doubt, during Official OWIA Activity the athlete cannot wear personal or other branded clothing items.

Individual Athletes:

Official Clothing items are provided. Official Clothing items may be provided to the athlete if the following conditions are met:

- the athlete must be granted approval by the National Federation to wear OWIA Official Clothing.
- the athlete must adhere to the Official Clothing requirements and protocols stipulated by their National Federation.

If Official Clothing items are provided, they must be worn:

- During participation in an athletes sport, training and competition (if applicable).
- Award and on podium presentations.
- PR and media activities during the Benchmark Event or when representing OWIA.
- as advised or reasonably requested by OWIA.

For the avoidance of doubt, when wearing Official Clothing the athlete cannot wear personal or other branded clothing items without approval from the OWIA CEO.

BREACHES

A breach of the Official Clothing Guidelines will be a breach of the applicable OWIA Athlete Contract, Employment or Contractor Agreement. In addition to any disciplinary procedures set out in the applicable Contract, OWIA reserves its right to take any other appropriate measures including requiring the athlete to return all Official Clothing items immediately to the OWIA.

It should also be noted that athletes should recognise their commitments as an OWIA athlete when negotiating personal sponsorship arrangements and obtain the required OWIA approval. Please refer to the [OWIA Media Policy](#) for further information regarding personal sponsorship arrangements.

DOCUMENT HISTORY

Version	Date	Content reviewed / purpose
One	04/08/2021	Official Clothing Guidelines Adopted.
Two	21/05/2025	<ul style="list-style-type: none"> • Updates made to when Official Clothing items must be worn. • Examples provided for Sport Program athletes relating to “representing their sport”. • Clarity provided on headwear for podium presentations. • Removal of the request of Athletes to donate a competition bib to the OWIA. • Update to when Individual Athletes are required to wear Official Clothing.