



AUSTRALIA

AOC RULE 40.3 AUSTRALIAN ATHLETE GUIDELINES

ISSUE 1_JANUARY 2016

Summary

What is Rule 40.3? Simply put, Rule 40.3 is about how your name and image is used in marketing, sponsorship, communications, social media and promotional activities by you and your personal sponsors during the period of the Rio 2016 Olympic Games.

Who are these Guidelines for?

These Guidelines are intended for Australian athletes (and/or managers or agents) who are or will become members of the 2016 Australian Olympic Team, to help you understand what can and cannot be done by way of marketing, communication and promotional activities during the period of the Rio 2016 Olympic Games.

Any of your personal sponsors that are not sponsors of the Australian Olympic Committee (AOC) will also have an interest in these Guidelines. They are referred to as Non-Olympic Commercial Partners throughout this document.

These guidelines supplement the AOC's Rule 40.3 Policy which is contained in Schedule 7 of the Team Membership Agreement. These Guidelines are not exhaustive and are for illustrative purposes only. In case of any discrepancy, the AOC Rule 40.3 Policy prevails. Any capitalised terms in these Guidelines have the meaning ascribed to them in the definitions of the AOC Rule 40.3 Policy.

WHY DOES RULE 40.3 EXIST?

The financial viability of the Olympic Movement in Australia and the ability to send present and future Australian Olympic Teams to the Olympic Games depends on the AOC being able to effectively manage, optimize and monetize their rights.

Since the AOC is entirely privately funded and does not receive any Federal Government funding, the AOC needs to protect the rights and associated revenues that it generates from the Australian Olympic Foundation, sponsors, licensed merchandise, digital marketing and fundraising.

Without this funding, the dream of over 450 Australian athletes every four years to compete at the Olympics would remain, just that: a dream.

WHY DOES RULE 40.3 MATTER TO ME?

Like other conditions in the AOC Team Membership Agreement, compliance to Rule 40.3 is a rule set by the IOC and AOC as a condition of your participation in the Olympic Games. For decades, Australian Olympians have adhered to Rule 40.3.

Compliance with Rule 40.3 is your responsibility.

When Does Rule 40.3 Apply?

RULE 40.3 IS IN EFFECT FROM



THIS IS KNOWN AS THE
GAMES PERIOD.

(OR MORE COMMONLY AS THE 'BLACKOUT PERIOD')

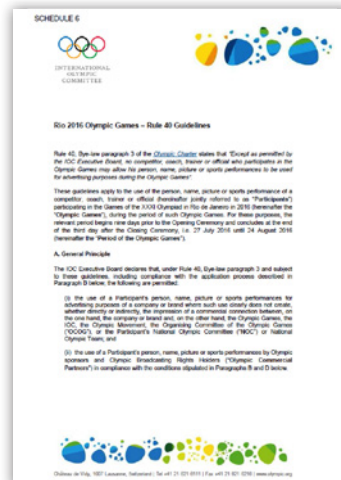
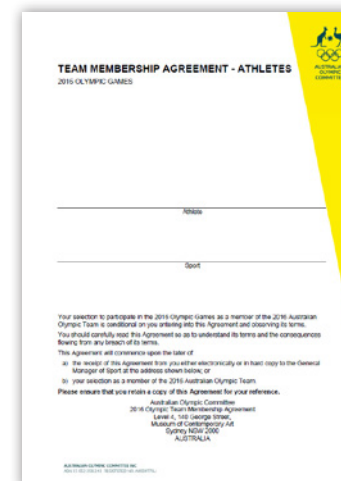
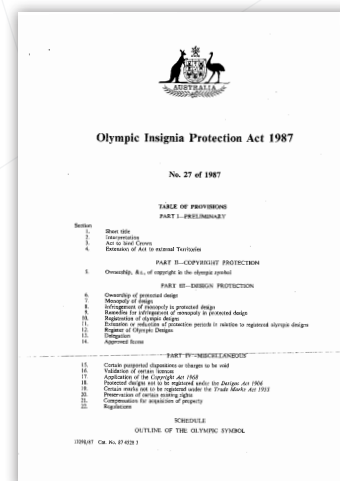
In 2016 there are three other important timings for you and your Non-Olympic Commercial Partners to be aware of:

27 February 2016	Deadline for Non-Olympic Commercial Partners to submit any use of your image, name or likeness they wish to use during the Games Period.
26 July 2016	Cut-off date for Historical Content containing Non-Olympic Commercial Partners to be posted on your personal Digital Platforms.
Within 14 days	Of you being named to the Team, you are required to inform the AOC of your personal sponsors by emailing them to marketing@olympics.com.au

Background

Rule 40.3 is governed by a number of legal documents. These Guidelines are intended to accompany the AOC Rule 40.3 Policy by making it more visual, but you may want read this in conjunction with the following:

- IOC Olympic Charter
- Olympic Insignia Protection Act 1987 (and Amendment Bill 1993; Amendment Act 2001)
- AOC Team Membership Agreement – Athletes (2016 Olympic Games), which includes:
 - o IOC Rule 40.3 Guidelines (Schedule 6)
 - o Reference to IOC Social and Digital Media Guidelines for persons accredited to the Games of the XXXI Olympiad Rio 2016
 - o AOC Rule 40.3 Policy (Schedule 7)
- www.olympics.com.au for a list of AOC sponsors (updated from time to time)



What Can I Do and Not Do?

FAQ #1

HOW CAN I USE MY STATUS AS AN OLYMPIAN?

As an Olympian, you may tell your story as an athlete and your journey as an Olympian. You can make reference to your status as an Olympian as follows, so long as you also respect what isn't permitted.

Remember: unless you've competed at prior Olympic Games or Olympic Winter Games, you only earn the right to call yourself an Olympian once you compete in Rio.

	DO	DON'T
<p>In a biographical manner, as a statement of fact, on your personal stationery:</p> <ul style="list-style-type: none"> • email signature • business cards • collateral 	<p>You may use the following designations:</p> <ul style="list-style-type: none"> - My Name, Olympian - My Name, Olympian, Rio 2016 - My Name, 2016 Australian Olympic Team Athlete - My Name, Olympian, Rio 2016, London 2012 (etc. as applicable) - My Name, Three-time (or 3x) Olympian - My Name, Olympic (Gold/Silver/Bronze) Medallist, 2016 <p>You may list your Olympian status along with other accomplishments, e.g.:</p> <p>My Name Olympian World Champion National Champion</p>	<p>The Olympian status cannot create or imply an association between a Non-Olympic Commercial Partner and the Olympics (AOC, Team, Olympic Games, Rio 2016 or IOC)</p> <p>When using your Olympian status, it cannot be more prominent nor greater in size, location or frequency of use than your other accomplishments.*</p> <p>Despite your status as an Olympian, you cannot make use of any Olympic Properties or video footage from the Olympic Games on your personal stationery.*</p> <p>A Non-Olympic Commercial Partner cannot use your status as an Olympian more prominently nor greater in size, location or frequency of use than your other accomplishments. It may only be used in an ancillary manner as part of a factual statement, not as a headline or marketing statement.</p>


* See examples overleaf

Personal Stationery Examples

✔

John Doe
Olympian Rio 2016

123 Anywhere Street, Any Suburb, State 0000
T: +61 0 0000 0000 **M:** +61 000 000 000

 **JD**

www.johndoe.com.au

✘

John Doe 

Olympian Rio 2016

123 Anywhere Street, Any Suburb, State 0000
T: +61 0 0000 0000 **M:** +61 000 000 000

www.johndoe.com.au  **JD**

What Can I Do and Not Do?

FAQ #2

WHAT CAN I DO ON MY PERSONAL DIGITAL PLATFORMS (WEBSITE, SOCIAL MEDIA, BLOG)?

As an Olympian, you may tell your story as an athlete and your journey as an Olympian. You can make reference to your status as an Olympian as follows, so long as you also respect what isn't permitted.

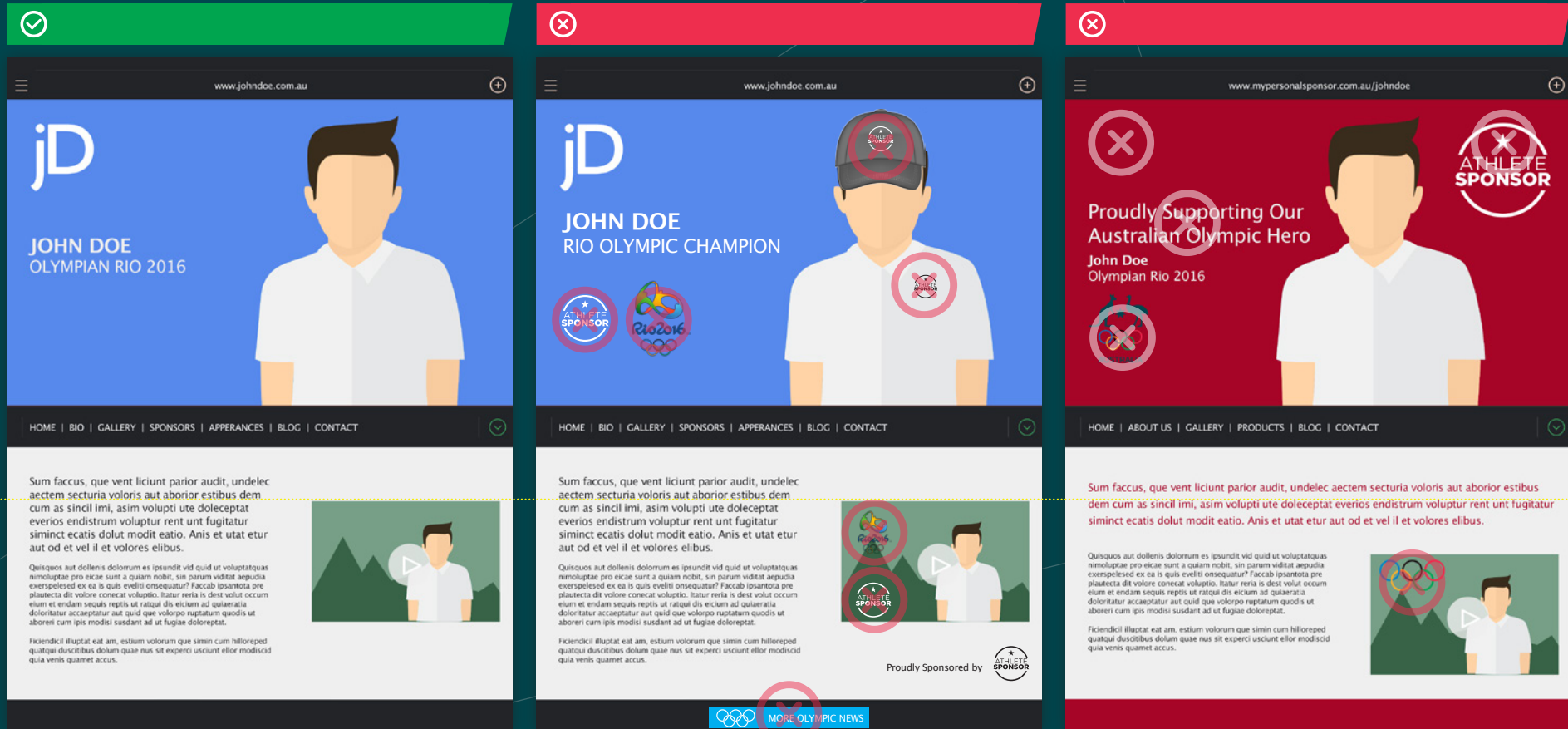
Remember: unless you've competed at prior Olympic Games or Olympic Winter Games, you only earn the right to call yourself an Olympian once you compete in Rio.

	DO	DON'T
On your personal website	<p>You may:</p> <p>Use your designation as an Olympian.</p> <p>List your achievements as an Olympian on a stand-alone page of your personal website</p> <p>Maintain your Historical Content (posted prior to 26 July 2016) that features Non-Olympic Commercial Partners so long as (i) the Non-Olympic Commercial Partner it is not visible when your website first opens, (ii) you've disclosed your Non-Olympic Commercial Partner to the AOC and (iii) the AOC has granted you a limited waiver.</p> <p>Create a textual link to Olympics.com.au, Olympic.org and/or rio2016.com from your personal website, so long as not in the same section of your website as where Non-Olympic Commercial Partners are featured.*</p>	<p>Your Historical Content cannot be hosted by or co-branded with a Non-Olympic Commercial Partner*</p> <p>Your achievements as an Olympian cannot appear on a page of your personal website that contain any third party branding or Non-Olympic Commercial Partners*</p> <p>When you first open your website, a Non-Olympic Commercial Partner ad or logo cannot be visible 'above the fold' #</p> <p>Media ad banners anywhere on your Digital Platforms cannot contain content that features a Non-Olympic Commercial Partner</p> <p>The content cannot contain any Olympic Property, any express or implied written or visual allusion to the Olympic movement, or any video footage of the Olympic Games*</p> <p>You cannot create a link to the AOC, IOC or Olympic Games website using any Olympic Property (e.g., logo)*</p>

* See examples overleaf.

Above the fold is the portion of a web page that is visible in a browser window when the page first loads. While different screens/devices, viewing orientations and device/browser settings can effect where the 'fold' occurs traditionally the assumption is that the fold occurs at around 600 pixels (px) deep.

Personal Website Examples



ABOVE THE FOLD 600px

BELOW THE FOLD

What Can I Do and Not Do?

FAQ #2 CONTINUED

	DO	DON'T
<p>On your personal social media channels (Facebook, Twitter, Instagram, etc.)</p>	<p>You may:</p> <p>Post, blog, tweet and include photos about your personal experience at the Olympics, so long as it is done in the first person (not acting as a journalist), is dignified and aligned to the Olympic spirit.</p> <p>Share, tag, post, retweet AOC, IOC or Rio 2016 digital content, including using their hashtags</p> <p>If you have personal sponsors who are also Olympic Commercial Partners, you may thank them or refer to them, repost or retweet their content, so long as you don't suggest or imply that (i) their product or service enhanced your performance, or (ii) they are associated with the Olympic Games or the IOC unless they are also partners of the IOC or the Rio 2016 Olympic Games.</p> <p>Maintain your Historical Content (posted prior to 26 July 2016) that features Non-Olympic Commercial Partners so long as (i) the Non-Olympic Commercial Partner ad or logo is not visible when your personal Digital Platforms first opens, (ii) you've disclosed your Non-Olympic Commercial Partner to the AOC and (iii) the AOC has granted you a limited waiver*</p> <p>Take photos in the Olympic athlete village that include other athletes so long as you obtain their permission before you post, share or tweet them</p>	<p>Post, blog, tweet Olympic Properties or video footage of the Olympic Games*</p> <p>Promote, post, tweet, blog about your Non-Olympic Commercial Partners*</p> <p>When you first open your Digital Platforms, have one or more Non-Olympic Commercial Partner/s ad or logo cannot be visible 'above the fold' (as per personal website stipulation; see page 8-9)</p> <p>Create hashtags that link Olympic listed terms or expressions (e.g. Olympics) or Olympic related terms (e.g. Rio, 2016) with yourself or non-Olympic Commercial Partners*</p>

* See examples overleaf.

Social Media Examples



John Doe shared a link.
10 October

Rio Olympic Pool Today, Can't wait now!!!



Rio 2016 Olympic Pool revealed
news.yahoo.com

Sum faccus, que vent liclunt parior audit, undelec aectem secturia valoris aut aborlor estibus dem cum as sincll imi, asim volupli ute dolecepat everlos endistrum voluplur rent unt fugitatur siminct ecatis dolut modit eatio. Anis et utat etur aut od et.

Like · Comment · Share

Write a comment...

John Doe Good Luck John
Like · Reply · 1 · 10 October at 22:18



During Games Period (27 July – 24 Aug) only

GET READY

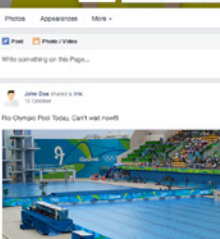
John Doe
Olympian Rio 2016

Like · Follow · Message

People

John Doe shared a link.
10 October


Rio Olympic Pool Today, Can't wait now!!!



Like · Comment · Share

John Doe shared a link.
10 October


AN EVENT AGENT: THE FUTURE OF RESPONSIVE IMAGES



Like · Comment · Share

John Doe shared a link.
10 October

WOW! Rio Athlete Village




Like · Comment · Share



John Doe shared a link.
10 October

Aussies smashing them in the pool today, GO AUSSIE AUSSIE!!!

#johndoeolympics
#thankmysponsor



Aussies dominate in the pool
news.yahoo.com

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Like · Comment · Share


Write a comment...

John Doe That's not in the spirit of the games
Like · Reply · 1 · 10 July at 22:18



John Doe shared a link.
10 October

Love your work Athlete Sponsor!



Athlete Sponsor Product Sell
athletesponsor.com

Sum faccus, que vent liclunt parior audit, undelec aectem secturia valoris aut aborlor estibus dem cum as sincll imi, asim volupli ute dolecepat everlos endistrum voluplur rent unt fugitatur siminct ecatis dolut modit eatio. Anis et utat etur aut od et.

Like · Comment · Share

What Can I Do and Not Do?

FAQ #3

WHAT CAN NON-OLYMPIC COMMERCIAL PARTNERS (I.E., MY PERSONAL SPONSORS WHO ARE NOT AOC SPONSORS) DO ON THEIR WEBSITE, SOCIAL MEDIA PLATFORMS, IN PRESS RELEASES, IN ADVERTISING, DURING THE GAMES PERIOD?

If your Non-Olympic Commercial Partners wish to continue using your name, image and likeness between 27 July and 24 August, they must submit whatever it is they would like to do to the AOC, no later than **27 February 2016**.

The AOC will review their request and plans in their totality and advise whether their activities have or have not been approved. Details of the submission requirements are listed in the AOC Rule 40.3 Policy available in the AOC Team Members Agreement on www.olympics.com.au

If your personal sponsor is also an Olympic Commercial Partner, the AOC will notify them of what is required.

DEADLINE FOR REQUESTS
FROM NON-OLYMPIC COMMERCIAL PARTNERS TO USE ATHLETE'S
NAME, IMAGE AND LIKENESS DURING GAMES PERIOD

FEB



What Can I Do and Not Do?

FAQ #4

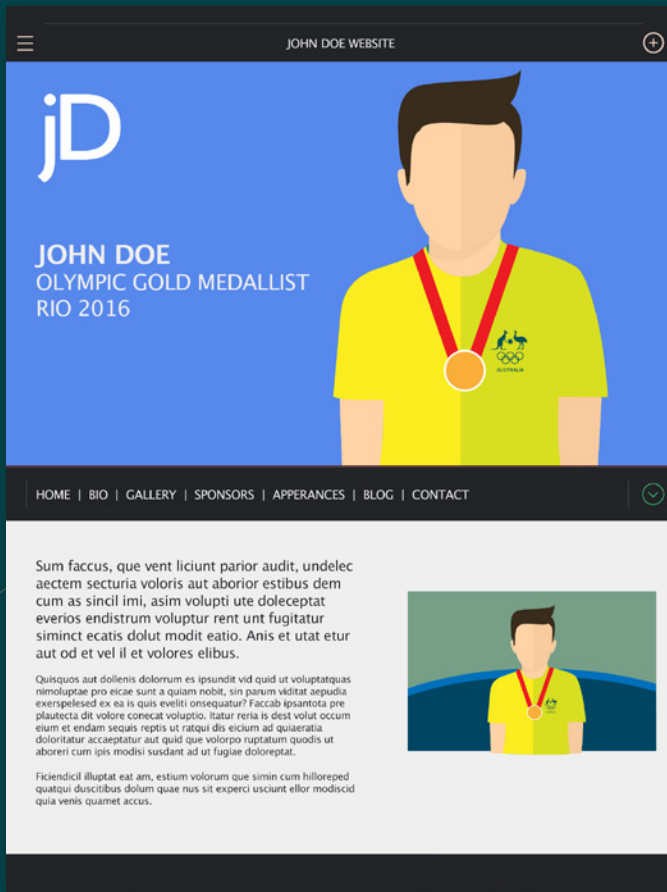
WHAT CAN I DO WITH MY OLYMPIC MEDAL DURING OR OUTSIDE THE GAMES PERIOD?

	DO	DON'T
<p>On your personal Digital Platforms (website, Facebook, Twitter, Instagram, etc.)</p> <p>In advertising, public relations, communications and at retail</p>	<p>You may:</p> <p>Post photos of yourself with your Olympic medal.*</p> <p>Allow your personal sponsors who are Olympic Commercial Partners to promote, advertise, communicate, post, share, tweet about your Olympic medal, including issuing congratulatory advertisements</p> <p>Bring your Olympic medal to charity or school appearances (see FAQ #5 for details)</p>	<p>You cannot permit:</p> <p>Non-Olympic Commercial Partners to share, repost, retweet any photo or video of you with your Olympic medal or use media coverage of you with your Olympic medal.*</p> <p>Non-Olympic Commercial Partners to communicate or advertise any photo or video of you with your Olympic medal, any video of you receiving your Olympic medal, use media coverage of you with your Olympic medal or issue congratulatory advertisements on your performance at the Olympic Games.*</p>

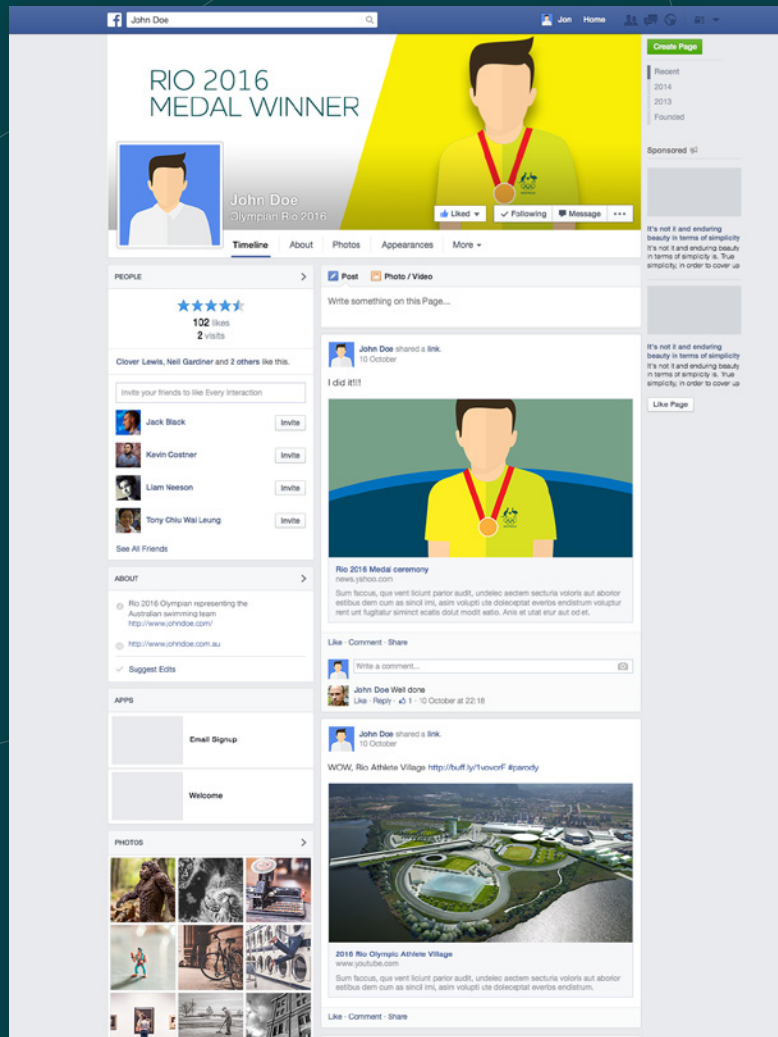
* See examples overleaf

Medal Usage Examples

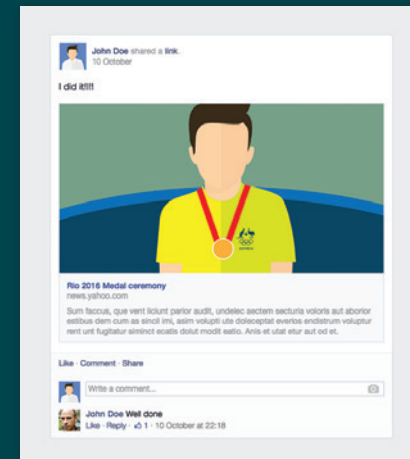
✓ During Games Period (27 July – 24 Aug) only



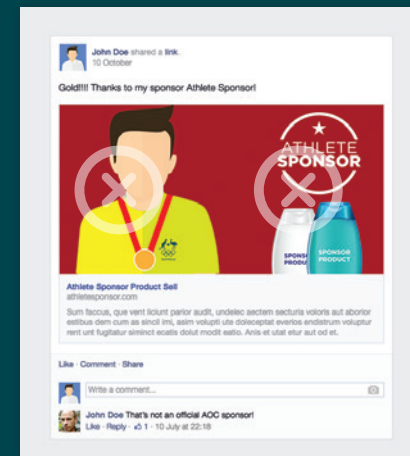
✓ During Games Period (27 July – 24 Aug) only



✓ Outside Games Period, athlete pictured in uniform with medal only allowed in live content feed



✗



What Can I Do and Not Do?

FAQ #5

WHAT CAN I DO WITH MY CHARITY? AT MY CLUB? WITH SCHOOLS*?

If you're attending a charity, sport club or school event in a personal capacity, you may:

- wear some of the elements in your Australian Olympic Team uniform
- bring and show your Olympic medal
- conduct motivational talks
- sign autograph
- have photos taken/posted on your personal Digital Platforms wearing your Team uniform and Olympic medal, provided such photos do not include branding or imagery of Non-Olympic Commercial Partners (e.g., of the charity or club)

If you're attending a charity, sports club or school event on behalf of a Non-Olympic Commercial Partner or if that charity or club has companies who are Non-Olympic Commercial Partners, you should wear your regular clothes (not the Team uniform or Olympic medal).

FAQ #6

WHAT CAN I DO WITH MY AUSTRALIAN OLYMPIC TEAM UNIFORM?

The Team uniform is owned by the AOC before, during and after the Olympic Games. It is to be worn during the Games Period in accordance with the instructions of the AOC.

You cannot use the Team uniform:

- In advertisements, photos or other uses by Non-Olympic Commercial Partners
- In any memorabilia program,
- For fundraising,
- As a donation to charity, or
- For sale at auction.

FAQ #7

WHAT ARE SOME OF THE OTHER USES I CAN DO?



An Australian athlete, you may have various commercial opportunities that will arise to market, promote or communicate about your Olympian status. Whether it's writing a book, launching your own business, starring in a movie or simply wanting to put a countdown clock on your website or conduct a crowd-funding campaign, just plan ahead and contact the AOC at marketing@olympics.com.au if you have questions on commercial implications.

What Can I Do and Not Do?

FAQ #8

WHAT OLYMPIC LOGOS, TERMS, IMAGES OR VIDEOS CAN I USE?

During the Games Period, as well as outside the Games Period, you may (or may not) use the following Olympic Properties:

ACCEPTABLE	NOT ACCEPTABLE		
<p>Olympian</p>			
<p>Australian Olympic Team Athlete</p>			
<p>Photographs taken in Olympic venues for use by yourself, on your personal Digital Platforms, but not for use by Non-Olympic Commercial Partners</p>			
<p>Photographs, video and/or audio taken outside Olympic venues</p>		<p>Terms, such as: Olympic Olympics, Olympiad; Olympiads, Olympic Games Other Olympic Property expressions</p>	
<p>Citius, Altius, Fortius Faster, Higher, Stronger</p>	<p>Citius, Altius, Fortius Faster, Higher, Stronger</p>		
<p></p>			<p></p>

What do I do now?

Being Rule 40.3 ready forms a part of your preparation to become a member of the Australian Olympic Team. Be sure to:

1. Read and understand these Guidelines and the AOC Rule 40.3 Policy.
2. Make sure your manager/agent and your personal sponsors who are Non-Olympic Commercial Partners or Institutional Supporters read and understand these Guidelines, the AOC Rule 40.3 Policy and associated documents.
3. Make sure that your personal sponsors Non-Olympic Commercial Partners and Institutional Supporters submit to the AOC, before **27 February 2016**, their plans if they want to use your name, image or likeness during the Games Period.
4. Notify the AOC of your personal sponsors within 14 days of being named to the Team by emailing their names to **marketing@olympics.com.au**





DISCLAIMER

The AOC reserves the right to make revisions to these Guidelines from time to time at its sole discretion and shall not be liable for the consequences of any changes. These Guidelines are provided without prejudice to any rights which the AOC may have in any particular case. The information contained in these Guidelines does not constitute legal or professional advice and, as such, should be relied upon at the user's own risk. Anyone using these Guidelines accepts that the AOC and AOC-authorized personnel will handle requests on a case-by-case basis. Consequently, the information provided in this document is given without liability or restriction on the part of the AOC and AOC-authorized personnel and does not constitute any form of authorization, permission, consent, license or waiver that in any way limits or prejudices the rights of the AOC in any circumstance.