



Hills Football Incorporated Advertising and Recruitment Policy

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REVISION	DATE	Notes
1.0	22 Mar 2018	New document.
1.1	26 th Sep 2018	Inclusion of revision table and formatting.

All clubs and committees must meet the following requirements and follow the below policy in regards to conduct during any marketing, recruitment or registration processes.

Advertising

- Clubs must not tarnish, belittle, discredit, diminish, disparage or criticize and other club within the Hills Football family in order to encourage players or teams to enter their club.
- Clubs may place advertisements (at their own cost) on any form of media including, but not limited to;
 - Newspapers
 - Radio
 - Social Media
 - Flyers*
 - Banners*
 - Activations*
- Club must seek Hills Footballs approval for any advertising using Hills Footballs Logo, name or identity.

*Clubs must not place any banners, flyers or activations within or close to neighbouring clubs home grounds unless approval from either the neighbouring club or Hills Football is sought. For banners placed on main arterials that could be considered “neutral” territory, Hills Football will have the right to ask clubs to remove these banners for relocation.

Recruitment of teams and players

- Should a club receive an inquiry from a team with more than 60% of players from a fellow Hills Football club, the new club must liaise with the previous club in order to determine the reason for the switch. This not only provides the new club with any information regarding discipline, it also eliminates any perceptions of “poaching”.
- Clubs may not actively encourage full (majority) teams to leave their club and join yours. Should a team wish to switch clubs, the above policy must be adhered to.



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Club Capacity

- Clubs may only take on teams they can comfortably cater for. This includes providing adequate training allocations.
- Should a club receive enquiries from players or teams they cannot cater to, the club should pass the details onto a fellow Hills Football Club, or Hills Football administration in order to help grow our small to medium sized clubs.

Any Person or Club that does not comply with this policy may be subject to sanction under the HFI Disciplinary and Grievances, which is available on the HFI website.