



# Code of Conduct

Cheersquad

 **STRONGER TOGETHER.**

**The Carlton Football Club (“Club”) strives to be a united, inclusive and values-led club that achieves on and off-field success and ignites a sense of passion, pride and belonging for our members, supporters, and stakeholders. Our vision is to become the most admired football club in Australia and will do so by ensuring Club directors, staff, players, members, and supporters uphold our values of:**



## **RESPECT**

For our Club, communities, supporters, partners, each other, opposition and our game.



## **UNITED**

We are at our strongest and best when we’re selfless and work together as a team.



## **HUMILITY**

We are humble yet ambitious and inwardly confident.



## **EXCELLENCE**

In everything we do.



## **INTEGRITY**

In our behaviours and actions on and off the field.



## **RELENTLESS**

In our pursuit of overall success.

The Cheersquad is an official supporter group of the Club that brings together our most committed and passionate members. As our biggest and most prominent official supporter group, being in the Cheersquad comes with the responsibility of championing our Club values and abiding by our Cheersquad Code of Conduct. As such, membership into the Cheersquad is subject to specific guidelines and it is important that you are familiar with, understand and accept these guidelines. The Club expects Cheersquad members to play a vital role in maintaining a safe, enjoyable, and family-friendly Club environment in everything they do.

The Cheersquad supports both the Club’s women’s and men’s teams.

# Cheersquad structure

The Carlton Cheersquad is comprised of three tiers with different roles and responsibilities.

## Cheersquad Leadership Group

- Comprised of 12 members covering three key areas: Fundraising, Logistics and Communications.
- Each year, each member of the incumbent leadership group will be re-elected unless said member chooses to vacate position. If any member of the leadership group is found to have breached the Code of Conduct(s), the Club will determine whether member is automatically re-elected or if their position will become available for the selection process detailed below.
- If required, the selection process for the Leadership group will take place in February, allowing each Cheersquad member the opportunity to supply a one-page bio advising why the Club should select them to be part of the Cheersquad Leadership Group.
  - The final decision of successful applicants and their responsibilities is at the Club's discretion and will be decided by the Club's selection panel including the General Manager – Consumer, Head of Consumer Business Operations, Fan Engagement Lead, Membership Sales Manager and Head of Integrity and Risk.
- Each member of the Leadership Group requires a valid Working with Children's Check (WWCC).
- Requirements: must attend 75% of games (home and away) in Victoria for both the AFL and AFLW to be eligible for renomination to the Leadership Group for the following season.
- Leadership Group must attend a minimum of 50% of banner making nights (AFL and AFLW) to be eligible for renomination to the Leadership Group for the following season.
- Must abide by the Cheersquad Code of Conduct and renew membership by 15 November each year for the following season.

## Cheersquad Banner Group

- Required to regularly participate in banner making to be eligible for match-day banner proceedings.
- Each member of the Cheersquad Banner Group requires a valid WWCC.
- Requirements: must attend 66% of games (home and away) in Victoria for both the AFL and AFLW to be eligible to renew their Cheersquad membership for the following season.
- Must abide by the Cheersquad Code of Conduct and renew membership by 15 November each year for the following season.

## Cheersquad general members

- Requirements: must attend 50% of games (home and away) in Victoria for both AFL and AFLW to be eligible to renew their Cheersquad membership for the following season
- Must abide by the Cheersquad Code of Conduct and renew membership by 15 November each year for the following season.



# How the Code applies to you

The Cheersquad Code of Conduct applies to all Carlton members who are part of the Cheersquad. This includes members of the Leadership Group, the Banner Group and all Cheersquad general members. It applies to each of the above groups, whether in person, online, or when you are representing the Club.

## Please Speak Up

The safety and wellbeing of everyone at Carlton is important to us. If, as a member of the Cheersquad, you have any concerns or feel unsafe on match day, you are encouraged to report this to a member of the Cheersquad Leadership Group, or if you feel uncomfortable to do so, please report this to the Club's Fan Engagement Lead on [membership@carltonfc.com.au](mailto:membership@carltonfc.com.au).

## Breach of the Code

Compliance with the Code is taken very seriously as we want all Carlton members to have a safe and enjoyable experience, in an inclusive and respectful environment when representing Carlton. Any suspected breaches of the Code will be reviewed, and if any members are found to have breached the Code, or fail to follow a Carlton directive, the Club has the right to:

- Provide compulsory education sessions to correct any behaviours that are in conflict of the Code of Conduct
- Suspend membership until conflicting behaviours are resolved.
- Revoke membership rights and privileges permanently should the Club deem the offence necessary of such action. If the situation involves a breach of law or other regulation, the Club may be required to refer the matter to an appropriate regulatory body.

## Cheersquad behaviour guidelines

As a member of the Carlton Football Club Cheersquad, you are required to behave in a manner that is respectful for all, consistent with the Club values and contributes positively to Carlton Football Club match days, events and activities.

### Respectful behaviors, inclusion and safety

At Carlton, we are committed to treating everyone with respect, valuing diversity and providing a safe environment for all. Each member of the Cheersquad contributes to creating and maintaining a safe and inclusive environment at all games, including interstate trips.

We do not tolerate unlawful discrimination, any form of abuse, bullying, harassment or sexual harassment or other unacceptable conduct, including drunk and/or disorderly behaviour, swearing/offensive language or threatening behaviour, disrespectful or inappropriate behaviour towards other patrons, any conduct which humiliates, intimidates, disparages or vilifies any other person on any basis including, but not limited to race, religion, colour, disability, age, gender, ethnic origin, sexual preference, orientation or gender identity, causing violence, or any form of abuse, be it physical or verbal.

As a Cheersquad member, it is an understood responsibility to create a loud, colourful, and passionate group that is also inclusive, respectful, family-friendly and a welcoming environment for anyone that flies the Navy Blue flag. In order to best facilitate this environment, all Cheersquad members are encouraged to wear Club colours at all times and must not deliberately wear the colours, merchandise or clothing of an opposition club.

The cheersquad seats are for Carlton Cheersquad members only, members are not able to bring in anyone into the bay who is not a current Cheersquad member unless approved by the Club in writing.

You acknowledge, that in any forum, including online or in the media, where you are identifiable as a Carlton member, you will not engage in conduct that could damage (or have potential to damage) the reputation of the AFL, the Club, its members, or supporters.

By signing this Code of Conduct, you agree to conduct yourself towards the Club, supporters and players in ways that are respectful, lawful and in the spirit of the game.

## Anti-social behaviour

The Carlton Football Club encourages its members to report any anti-social behaviour through the following channels on game day

### Match-day incidents

To report match-day incidents of inappropriate conduct or anti-social behaviour, please contact the security at the ground using the anti-social numbers listed below and a member of the Cheersquad Leadership Group. From there, the following process will be followed:

1. A member of the Cheersquad Leadership Group will contact the Club's Head of Integrity and Risk, if appropriate.
2. The Clubs Head of Integrity and Risk will then complete an incident report, if appropriate.
3. Incident report will be shared with the relevant party (General Manager of Consumer Business, CEO, and/or People and Culture).
4. Outcome will be shared with relevant parties as the Club finds appropriate.

### Marvel Stadium

SMS the aisle, row and seat(s) along with the behaviour witnessed to **0427 767 768**.

### MCG

SMS the section, row and seat(s) along with the behaviour witnessed to **0409 117 621**.

It is important that when experiencing behaviour(s) contrary to the Carlton Cheersquad Code of Conduct you:

- Do not try to handle the situation alone.
- Do not get into an argument with the offender.
- Do not gossip about the incident.

Taking part in any of the above actions may result in disciplinary actions.

## Banner making

All Cheersquad members who form part of the Banner Making Group are required to participate in banner-making activity, subject to holding a current and valid WWCC.

If you have any questions regarding location and time of Banner Making night, please contact the Cheersquad Leadership Group.

## Interstate ticketing

Cheersquad members will be required to purchase or redeem a ticket via the relevant ticketing agencies if they wish to attend a game played interstate. The Club will communicate the appropriate ticketing information to Cheersquad members in the weeks leading up to an interstate game. The Club entrusts the Cheersquad Leadership group to only purchase tickets for interstate supporter group members and key Carlton personnel, ensuring they create a loud and passionate Cheersquad on game day.

## AFL Premiership Season Grand Final ticketing

All Cheersquad members will have the opportunity to purchase a ticket to the Grand Final, should the Carlton Football Club participate. Grand Final tickets in the Cheersquad area will be allocated with priority to all 250 Cheersquad members. Confirmation of a Grand Final ticket will be provided by the Club and is subject to abiding to the member and Cheersquad Code of Conduct. **Any Cheersquad members who have had their membership suspended or cancelled will not have the opportunity to purchase a ticket.**



Being a Cheersquad member is an active membership, and the Club looks forward to your participation in a range of Cheersquad activities throughout the season. If members have any questions, feedback or concerns about any aspects of the Cheersquad, please contact the Club's Fan Engagement Lead via [membership@carltonfc.com.au](mailto:membership@carltonfc.com.au).

**Code of Conduct Acknowledgement and Acceptance: By signing up to your 2025 Cheersquad Membership you are accepting and acknowledging the Cheersquad Code of Conduct.**