

## **BRISBANE BEARS-FITZROY FOOTBALL CLUB LIMITED**

**Trading as**

### **BRISBANE LIONS AUSTRALIAN FOOTBALL CLUB MEMBERSHIP AND SUPPORTERS' CHARTER**

The Brisbane Bears-Fitzroy Football Club Ltd (Brisbane Lions) recognises and respects the invaluable contribution made by each and every member and supporter to the ongoing success and longevity of the Club. As such, the Brisbane Lions endeavour to be open and accessible to all of its members and supporters, communicating information via the appropriate channels in a clear and effective manner.

The Brisbane Lions are proud of its relationship with members and supporters and constantly strives to improve the match day experience and day to day interaction with the Club. The Brisbane Lions have a unique history (as compared to other AFL clubs) in that it truly represents members and supporters who follow the Club from both our Brisbane and Melbourne origins.

If you do have reason to offer feedback on a match day, please speak to an usher, security staff or member of Brisbane Lions staff. We find that most complaints can be resolved at the time of the initial problem. If your complaint cannot be resolved on the day or is concerning another matter, please contact us at the Club by mail, by email at [club@lions.com.au](mailto:club@lions.com.au) or call us directly on 07 3335 1777.

We will acknowledge receipt of all email correspondence and will respond to any communication in a timely manner, although there may be some delay in responding during peak periods. Should you be dissatisfied with the response you have received or feel your complaint has not been resolved and refers to a Club specific issue, you can escalate your complaint for final resolution to the Club's General Manager – Consumer Business. The Brisbane Lions Charter outlines our principal commitments and policies, including those for ticketing to ensure transparency and accountability.

#### **MEMBERSHIP:**

The Brisbane Lions will offer a range of membership packages to provide options to the wider community. We will distribute plain language brochures and membership application forms for new and renewing members. We have implemented variable payment options for all members.

## **THE MATCH DAY**

We aim to achieve the very best match day experience in every aspect with the enjoyment and health and safety of supporters our utmost priorities.

We will provide a range of ticketing options with multiple distribution outlets for ticket purchase. Tickets are available by phone, internet, at the ground or at any Ticketmaster outlet (including our two at the Lions Shop located at Gabba Gate 2 and our social club LIONS@springwood).

## **SOCIAL FACILITY**

The Brisbane Lions have built a state of the art licensed club facility, LIONS@springwood which is located at Pannikin Street in Rochedale South, QLD - approximately 20kms south of Brisbane along the M1 Motorway. We welcome all members and supporters to the venue.

## **CONSULTATION AND INFORMATION**

The Brisbane Lions will consult members on a regular basis through focus groups and surveys on significant issues affecting the club and/or members. These issues may include, but are not limited to, significant changes to the Club song and guernsey and will be determined by the Board of the Brisbane Lions.

We will endeavour to place as much information as possible on the website – [www.lions.com.au](http://www.lions.com.au) – so that it is readily available to our members.

Please help the club by referring to the website in the first instance as the Club receives a high volume of communications from members.

The Brisbane Lions will communicate its position on major policy issues by way of open letter, website, media outlets and other available media.

The Brisbane Lions will provide opportunities for members, sponsors, supporters and other interested parties to provide the club with feedback on issues of interest.

## **SOCIAL MEDIA**

As a further important enhancement of the communication strategy, the Brisbane Lions has its own Facebook and Twitter social media outlets. These are important outlets for the Club to convey messages about our activities and also for members to communicate their comments and feedback to the Club and to other participants. We welcome and encourage participation in these media, but when making posts on the Brisbane Lions Fan Page, posts should not be:

- 1.** Abusive, insulting, hateful, humiliating, offensive, defamatory of the reputation of others or bully or harass others;
- 2.** Discriminatory of others on the basis of a person's attributes, including age, disability, impairment, sexual activity/orientation, marital status, physical features, political belief or activity, pregnancy, race, religious belief, or gender;

3. Pornographic or sexually explicit. This includes comments on the appearance and/or sexuality of others or messages of a sexual nature intended to humiliate others, including sexist jokes;

4. Threatening or incite violence; or

5. A violation of any other persons' rights or the law.

The Brisbane Lions will remove any posts which we consider do not comply with the above and will remove the offender as a Brisbane Lions Facebook fan if they make any posts which do not comply with the above.

## **OUR CUSTOMER SERVICE COMMITMENT**

The staff at the Brisbane Lions will provide an effective and efficient service to all members and supporters.

Our commitment to you is:

- To be polite and courteous at all times;
- To respond to you within reasonable timescales as detailed above;
- To ensure that our offering is delivered on time and in a professional manner;
- To communicate with our members as effectively and efficiently as possible.

The Lions staff is subject to internal policies, so as to ensure the highest possible service delivery is achieved.

## **OUR STAFF**

The Club is an equal opportunities employer and all applicants for employment will be regarded equally and be given equal opportunities irrespective of their race, colour, nationality, religion, sex, sexual orientation, marital status, age, disability or ethnic origin.

## **THE MEMBER'S COMMITMENT**

In order for our staff to provide you with the best service possible we ask our members and fans to make a commitment to us in that you will:

- support our team with dignity, pride and passion;
- not cause the Club embarrassment with inappropriate comments or behaviour;
- celebrate wins in a united fashion and with dignity;
- commiserate losses with dignity and without blame;
- ensure your dealings with representatives of the Brisbane Lions are professional and non-threatening;
- not react in an abusive or confrontational manner, including verbal, physical and emotional abuse, towards Lions staff, players, officials, media, venue staff, other spectators (home or away) and others;

- help Lions staff by offering solutions to problems that we encounter;
- accept the explanations that you are given by Lions staff and put matters in writing if they are not to your satisfaction; and
- not display banners with obscene or inappropriate messages.

The senior management team will address inappropriate behaviour. The matter will be investigated and any breaches of this Charter could lead to the cancellation of your membership or eviction from the ground.

## **COMMUNITY ACTIVITY**

The vision of the Brisbane Lions' work in communities is to use the power of the Club's reputation and brand to inspire positive change and a strong feeling of community spirit, not just in its local area, but all areas as required.

As part of our LIONS@springwood operation, the Brisbane Lions will partner with Logan City Council to develop a community grants program that will support all areas of the community with two grants programs per year. Details of these programs will be published on the Lions website when available.

The Brisbane Lions is committed to promote Australian Rules Football at the grass roots level through school visits, junior club activities, fan development activities and support.

## **MERCHANDISE**

The Brisbane Lions is committed to providing members and supporters of Australian Rules Football with AFL licensed products in its merchandise outlets at the Gabba, in Melbourne and online at [www.lions.com.au/shop](http://www.lions.com.au/shop).

## **ELIMINATING DISCRIMINATION FROM SPORT**

We do not tolerate discrimination of any sort at the Club, on the field or in the stands.

As such, we participate in a number of initiatives, some in partnership with other organisations, aimed at eliminating discrimination from sport permanently.

## **COMMITMENT TO CLUB HISTORY**

The Brisbane Lions has a long and proud history as a football club (both from its Fitzroy and Bears origins), and takes great pride in being an original competitor in the VFL/AFL since 1897. The Club has and will continue to proudly maintain and protect its history and memorabilia for the benefit of all club supporters – both now and into the future.

Dated 26 September 2011