

## **CORPORATE CLIENT CODE OF CONDUCT**

The Melbourne Football Club (MFC) has created this **Code of Conduct** to support a positive and inclusive experience for our Corporate clients, their guests, our supports, and the wider AFL community.

This Code of Conduct reflects the values of our Club, ensuring the experience for Corporate clients are welcoming and respectful for everyone.

All Corporate clients are bound by this Code of Conduct and if found to be in breach, may face disciplinary action (including cancellation of corporate entitlements).

Those Corporate clients who have entitlements that include the provision of a Melbourne Football Club Membership, please note you are also bound by the **Melbourne Football Club Members' Code of Conduct** that can be accessed [here](#).

Corporate clients are subject to the Melbourne Football Club's Hospitality & Events Terms and Conditions of Sale that can be accessed [here](#).

## **MELBOURNE FOOTBALL CLUB CORPORATE CLIENT CODE OF CONDUCT**

Consistent with the values we uphold at the club, all Corporate clients (and their associated attendees at our operated events) are required to:

- Conduct themselves towards the Club, its employees, players, officials, and all others in ways that are respectful, inclusive, lawful, and in the spirit of the game.
- Demonstrate behaviour that supports the Club's commitment to diversity and inclusion, ensuring equitable treatment for all individuals regardless of their background.

## **PROHIBITED CONDUCT**

In relation to matches, social media channels, and events (or when engaging with Club employees, players, or officials), refrain from:

- a. Engaging in, supporting, or endorsing any form of vilification, abuse, or harassment, including but not limited to on the grounds of race, gender, religion, disability, age, or sexuality.
- b. Any acts of violence, disruptive behaviour, or the use of offensive or abusive language or gestures that could harm the dignity or well-being of others.

## **COMPLIANCE WITH VENUES**

All Corporate clients and their guests, supporters and the wider AFL community must abide by the terms of entry at all venues hosting Club matches, events, or activities, including adherence to safety and behavioural protocols.

## **PROTECTING THE REPUTATION AND VALUES OF THE CLUB**

Corporate clients and their guests, supporters and the wider AFL community must conduct themselves in a manner that upholds the reputation and values of the Club, its members, Corporate clients, and supporters; and avoid actions or comments that may damage (or have the potential to damage) this reputation.

The Club encourage Corporate clients, their guests, supporters, and the wider AFL community to take responsibility for their conduct and to help ensure a positive experience by guiding the behaviour of those attending Club events as their guests.

## **ENFORCEMENT AND ACCOUNTABILITY**

The Club reserves the right to:

- a. **Prohibit entry** to any event, or eject individuals from events, based on behaviour deemed inappropriate by Club staff, agents, or authorised representatives working

under its authority.

b. **Cancel entitlements or partnerships** with Corporate clients whose conduct, or that of their associated attendees, breaches this Code of Conduct.

By agreeing to these terms, Corporate clients affirm their commitment to fostering an environment of respect, fairness, and inclusivity that aligns with the Club's core values and principles.

## **INCIDENT REPORTING**

Any Corporate Client or Individual who observes or experiences behaviour that breaches the Code of Conduct is encouraged to report it through the following channels at the Club:

- **MCG** – SMS the Section, Row and Seat along with the behaviour witnessed to 0409 117 621.
- **Casey Fields** – Please text 0436 311 488 to notify venue staff of behaviour witnessed.

Refer to venue signage for contact details or notify Club and venue security staff.

- **IKON Park** – SMS the Section, Row and Seat along with the behaviour witnessed to 0458 033 000.
- **Melbourne Football Club Events and Functions** – Inform Melbourne Football Club staff or security personnel at the event, or email [events@melbournefc.com.au](mailto:events@melbournefc.com.au). The Club will then follow its internal processes as governed by the AFL / Venue.

## **INTERACTION WITH FOOTBALL DEPARTMENT**

At the Club we understand that opportunities to interact with members of the MFC, including players, coaches, and higher performing staff are exciting. To ensure these interactions remain a positive and enjoyable experience for all involved, we kindly ask Corporate clients to respect the boundaries and privacy of these individuals at all times.

For betting and sensitive information, Corporate clients and those as part of the Inner Sanctum must refrain from sharing and using information for the purposes of gambling or competitive advantage.

Any intent to communicate with Football Department members outside of direct access provided at MFC events should be channelled via the **Melbourne Experiences Team** or [Experiences@melbournefc.com.au](mailto:Experiences@melbournefc.com.au).

Clients should not ask nor expect to receive any personal communication details of Football Department members.

## **GENERAL STADIUM RULES**

Corporate clients and their guests must adhere to all rules and restrictions imposed by the venues attended by the Club. All venues are smoke-free. Patrons are not permitted to bring alcohol into any venue and must adhere to strict restrictions placed on alcohol consumption in designated areas at all venues.

## **CLIENT PRIVACY**

All personal information will be used, and may be disclosed, by the Club (including for promotional and marketing purposes) in accordance with the AFL and AFL Club Privacy Policy available at <http://www.melbournefc.com.au/>

By providing your personal information you agree to such use and disclosure by the Club and confirm you have read and agree to be bound by the AFL and AFL Club Privacy Policy.

## **FURTHER INFORMATION**

If you require further information in relation to this code of conduct, please contact our corporate team via [Experiences@melbournefc.com.au](mailto:Experiences@melbournefc.com.au)