

# Australian Golf Apparel Sizing Guide

Australia uses the UK sizing system (AS 1182-1997), not the US or EU standard. An Australian women's size 12 equals a US size 8 and EU size 40. Sourcing from a factory using US grade rules results in garments 2–3 sizes off — the leading cause of returns and chargebacks for Australian apparel brands. This guide provides exact measurements for Australian-market golf apparel.

**Critical:** AU size 12 = US size 8 = EU size 40. Australia runs 2 sizes larger than US in numeric labelling. Always confirm your size chart uses AU numeric grading, not US.

## 1. Measurement Methodology (ISO 8559-1:2017)

Garment laid flat on smooth surface, fully buttoned/zipped, unstretched. All measurements in centimetres (cm).

- Half-chest:** 2 cm below armhole, side seam to side seam, garment laid flat.
- Body length (CB):** Centre back from base of collar seam to bottom hem edge.
- Sleeve length:** Shoulder seam at armhole to sleeve hem. Raglan sleeve: neck seam intersection to hem.
- Tolerance:** ±1.0 cm on half-chest and body length (AS 1182). ±0.5 cm on sleeve length.

## 2. Men's Golf Polo — AU Size Chart (cm)

| Measurement           | XS    | S    | M     | L    | XL    | 2XL   | 3XL  |
|-----------------------|-------|------|-------|------|-------|-------|------|
| Half-chest            | 49    | 52   | 55    | 58   | 61    | 64    | 67   |
| Body length CB        | 69    | 71   | 73    | 75   | 77    | 79    | 81   |
| Sleeve length         | 21.5  | 22.5 | 23.5  | 24.5 | 25.5  | 26.5  | 27.5 |
| Shoulder width        | 42    | 44   | 46    | 48   | 50    | 52    | 54   |
| AU numeric equivalent | 34–36 | 38   | 40–42 | 44   | 46–48 | 50–52 | 54   |

## 3. Women's Golf Polo — AU Size Chart (cm)

| Measurement    | 8    | 10   | 12   | 14   | 16   | 18   | 20   |
|----------------|------|------|------|------|------|------|------|
| Half-chest     | 44   | 47   | 50   | 53   | 56   | 59   | 62   |
| Body length CB | 61   | 63   | 65   | 67   | 69   | 71   | 73   |
| Sleeve length  | 16.5 | 17.5 | 18.5 | 19.5 | 20.5 | 21.5 | 22.5 |

|                |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|
| Waist (half)   | 40 | 43 | 46 | 49 | 52 | 55 | 58 |
| Shoulder width | 36 | 38 | 40 | 42 | 44 | 46 | 48 |

#### 4. Midlayer & Outerwear Size Chart (cm)

Designed with 2–3 cm additional ease over the polo base measurements to accommodate layering. Measure your polo, then add the ease below for midlayer and jacket sizing.

| Measurement         | XS | S  | M  | L  | XL | 2XL | 3XL |
|---------------------|----|----|----|----|----|-----|-----|
| Midlayer half-chest | 52 | 55 | 58 | 61 | 64 | 67  | 70  |
| Midlayer body CB    | 71 | 73 | 75 | 77 | 79 | 81  | 83  |
| Midlayer sleeve     | 23 | 24 | 25 | 26 | 27 | 28  | 29  |
| Jacket half-chest   | 54 | 57 | 60 | 63 | 66 | 69  | 72  |

#### 5. Cross-Market Size Conversion

| AU/UK Men | US Men | EU Men | AU/UK Women | US Women | EU Women |
|-----------|--------|--------|-------------|----------|----------|
| XS        | XS     | 44     | 8           | 4        | 34       |
| S         | S      | 46     | 10          | 6        | 36       |
| M         | M      | 48     | 12          | 8        | 38       |
| L         | L      | 50     | 14          | 10       | 40       |
| XL        | XL     | 52     | 16          | 12       | 42       |
| 2XL       | 2XL    | 54     | 18          | 14       | 44       |
| 3XL       | 3XL    | 56     | 20          | 16       | 46       |

#### 6. Body Measurement Guide — How to Measure Customers

For your e-commerce size guide, provide these instructions to customers:

- **Chest:** Measure around the fullest part, tape horizontal. Breathe normally — do not hold your breath.
- **Waist:** Natural waistline at narrowest point, approximately 2–3 cm above belly button.
- **Hips:** Feet together. Fullest part, approximately 20 cm below natural waist.
- **Sleeve:** Centre back neck, across shoulder, down to wrist bone. Arm relaxed at your side.

#### 7. Return Rate Reduction — Best Practices

- **7.1** Add a "find your size" tool using height and weight on product pages. Australian consumers expect this (standard on The Iconic and ASOS).
- **7.2** Show garment measurements (not body measurements) and state: "Measurements are of the garment laid flat, not body measurements."
- **7.3** List model height, weight and wearing size in product photos. Reduces size-related returns by approximately 18% (based on The Iconic published data).
- **7.4** Offer free size exchange for first-time customers. Increases conversion 12–15% (Baymard Institute, 2024).
- **7.5** Lock your base size for grading across all orders. If base size changes between production runs, customers experience inconsistency and lose trust.

## 8. LeelineWear AU Sizing Quality Control

- **8.1** All Australian orders graded to UK/AU size standards by default. Digital grade rule libraries maintained per client.
- **8.2** QC measurement checks at 4 stages: cutting inspection, in-line sewing (first 50 pieces per size), finishing audit at AQL 2.5, and pre-shipment random sample pull.
- **8.3** QC report includes: half-chest per size per colour, body length tolerance report, sleeve length consistency check, batch-level summary with flagging of measurements outside  $\pm 1$  cm tolerance.
- **8.4** Send us your best-selling garment as a fit reference. Our pattern maker reverse-engineers the measurements and builds your custom grade rule library — saves 2–3 sample rounds for most new brands.

**Pro Tip:** Send us your best-selling fit reference garment. We build your custom grade rule library at no extra charge. No tech pack needed for the first sample — this alone saves most brands 2–3 sample rounds.