



PC PREMIER CLUB



PREMIER CLUB

STRENGTHEN YOUR CLUB CONNECTION

This off-field membership takes your Sydney Swans experience to the next level. Step inside the rooms where decisions are made. Premier Club is your gateway to the training, strategy sessions, recruitment insights, and leadership conversations that shape the Sydney Swans.

KEY BENEFITS



Become a Premier Club member and access a range of unique and exclusive behind-the-scenes experiences, while strengthening your connection with the Club.



Access to a combination of premium events and experiences. Premier Club members will receive an inside look at Club strategy, recruitment, plus on-field insights.



Bring a guest with you to most events, with select member-only experiences reserved for the inner circle.



The events calendar is finalised following the release of the AFL (and AFLW) fixtures.

INVESTMENT

Places are limited, reserved for a select group who want more than a seat in the stands. Secure your membership today.

\$5,000 per person.



PREMIER CLUB

2026 MEMBER INCLUSIONS

- Six curated events held between April and November
- Access to Sydney Swans Talent, including players, coaches, decision makers, and Club leaders.
- Unique access to behind-the-scenes Sydney Swans content.
- Access to a community of likeminded individuals.
- Discount on Swans HQ Venue Hire, Ticketing, and Merchandise.
- Access to purchase Grand Final Packages.

LAUNCH

Kick off the season at Swans HQ with a host of Swans talent and hear about the Club leading into the 2026 Season.

2 x TICKETS

CEO BREAKFAST

Hear directly from the leader of the Club around the boardroom table, on how the club is shaping up for the season ahead.

MEMBER EXCLUSIVE

COACHES BRIEFING

Hear exclusively from an AFL Assistant coach, getting the tactical insights on the match, before the team take the field.

2 x TICKETS

BTS S&C DEPT

Each year we take a look 'Behind the Scenes' of a different area of the Club. In 2026 we're going to explore Strength and Conditioning.

2 x TICKETS

AFLW FAMILY DAY

A match day event to celebrate the AFLW season, members will receive additional tickets, and the ability to host family or friends, and enjoy hospitality.

2 x TICKETS

TRADE & DRAFT

A highlight of the events calendar is the overview of the Trade and Draft periods, hosted by the Sydney Swans Recruitment Team.

MEMBER EXCLUSIVE



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This is one of the main reasons we joined Premier Club, to experience events that are unique and provide incredible access to players and management of the club. It was a great experience and highly recommended if you ever get the chance to attend in the future.

Member since 2022

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“

The session was fantastic—insightful, engaging, and genuinely eye-opening. Hearing directly from [talent] offered a rare and valuable glimpse into the inner workings of professional football. It was an unforgettable experience and a real privilege to be part of it.

Member since 2023

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