

GIANTS

GROUND SHARPER

2026 ONBOARDING PACK



THERE'S A GIANT IN ALL OF US /

MESSAGE FROM THE COACHES – ADAM KINGSLEY AND CAM BERNASCONI

At the GIANTS, we talk a lot about connection – connection between teammates, connection with our fans, and connection with the community that supports us.

That connection starts with you.

Our **Ground Shakers** are the link between the GIANTS and the community football clubs where our game truly lives. You're the ones helping us share the excitement, energy, and pride of being part of something bigger.

We're incredibly proud of what this program represents – a commitment to growing the game, building relationships, and inspiring the next generation of GIANTS.

On behalf of our players, coaches, and staff, thank you for taking on this important role. You're helping to shape the future of football in Western Sydney and Canberra – and ensuring that every local oval echoes with that big, big sound from the west of the town.

Adam Kingsley and Cam Bernasconi



WHAT IS THE GROUND SHAKER PROGRAM?

OVERVIEW

The Ground Shaker Program is the foundation of the GIANTS' 2026 Club Engagement Strategy – a network of passionate advocates embedded within community football clubs across Sydney, regional NSW, and the ACT.

Each club nominates one Ground Shaker – a central contact who promotes GIANTS programs, events, and match-day experiences within their club community.

This initiative harnesses the pride, passion, and influence of volunteers to:

- Strengthen the link between community and elite football.
- Increase awareness of GIANTS initiatives.
- Drive engagement and attendance at GIANTS home games.

Together, we're growing the game, connecting communities, and making sure the sound of the GIANTS is heard everywhere.

WHAT IS THE GROUND SHAKER PROGRAM?

BENEFITS

FOR YOU - THE GROUND SHAKER

- Complimentary GIANTS Family Membership (2 Adults + 4 Juniors)
- Invitation to Ground Shaker Onboarding Dinner with players and staff
- Official Recognition Certificate as a GIANTS Ground Shaker
- Access to an online community of other Ground Shakers
- Monthly updates and early access to GIANTS events
- Access to digital toolkits and promotional assets
- Eligibility for monthly prizes and recognition awards

FOR YOUR CLUB

- A Club Pack filled with a signed team football, medals, certificates, posters and more!
- Access to exclusive ticket offers and experiences
- Entry into Ground Shaker Club of the Year Award
- Opportunities for player appearances and activations
- Priority access to community programs and HQ visits
- Recognition based on engagement and attendance outcomes

GROUND SHAKER WELCOME DINNER

Before the season kicks off, you'll be invited to an exclusive Onboarding Dinner at GIANTS HQ or ENGIE Stadium.

This is your chance to:

- Meet GIANTS players and staff.
- Hear from club leaders about the 2026 Community Club Strategy and Ground Shaker Program.
- Network with other Ground Shakers and share ideas.

More information will be distributed to Ground Shakers when event details are finalised!



ONGOING SUPPORT AND COMMUNICATION



As a Ground Shaker, you're never on your own. You'll have:

- **Weekly e-newsletters** with shareable content and key updates.
- **Quarterly online huddles** to collaborate and share success stories.
- A **dedicated GIANTS contact** – Ben Lawrence, Membership and Ticketing Community Coordinator.
- Access to the **Ground Shaker Portal** with assets, templates, and guides.








Together, we'll make sure you have everything you need to make an impact at your club.



2026 AFL FIXTURE

OR		SAT MAR 7 4:15PM ENGIE STADIUM
RD1		SAT MAR 14 1:15PM MARVEL STADIUM
RD2		SAT MAR 21 4:15PM ENGIE STADIUM
RD3		FRI MAR 27 7:40PM MARVEL STADIUM
RD4	BYE	
RD5		SUN APR 12 3:15PM BAROSSA PARK
RD6		FRI APR 17 7:50PM SCG
RD7		SUN APR 26 4:40PM CORROBOREE GROUP OVAL MANUKA
RD8		SUN MAY 3 7:20PM PEOPLE FIRST STADIUM

RD9		SAT MAY 9 4:15PM ENGIE STADIUM
RD10		SUN MAY 17 6:15PM OPTUS STADIUM
RD11		SUN MAY 24 12:30PM ENGIE STADIUM
RD12		SUN MAY 31 3:15PM TIO TRAEGER PARK OVAL
RD13	BYE	
RD14		SUN JUN 14 3:15PM MARVEL STADIUM
RD15		SAT JUN 20 4:15PM ENGIE STADIUM
RD16		DATE & TIME TBC MCG
RD17		DATE & TIME TBC CORROBOREE GROUP OVAL MANUKA

RD18		DATE & TIME TBC ENGIE STADIUM
RD19		DATE & TIME TBC MARVEL STADIUM
RD20		DATE & TIME TBC ENGIE STADIUM
RD21		DATE & TIME TBC ADELAIDE OVAL
RD22		DATE & TIME TBC CORROBOREE GROUP OVAL MANUKA
RD23		DATE & TIME TBC ENGIE STADIUM
RD24		DATE & TIME TBC ADELAIDE OVAL

H HOME **A** AWAY

ALL TIMES ARE IN NSW/ACT LOCAL TIME

The logo features the word "GIANTS" in a bold, white, sans-serif font. To the right of the text is a stylized white "G" icon that resembles a wing or a football. The entire logo is set against an orange background that is shaped like a sticker with a curled bottom-right corner.

GIANTS 

Ben Lawrence

Membership and Ticketing Community Coordinator

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