

IMPORTANT 2026 TOYOTA AFL GRAND FINAL INFORMATION



HOW TO REGISTER FOR THE 2026 TOYOTA AFL GRAND FINAL

To register for a Grand Final ticket, you will need your membership barcode number and any barcode number of member(s) you wish to attend with.

- Members who wish to attend together must register in a group providing all membership barcode numbers in one transaction, using one credit card.
- A limit of eight (8) barcodes per transaction applies. Each member barcode will be charged a \$5.00 non-refundable fee at time of registration to cover administration costs.
- Members will be required to register for Grand Final tickets via the Ticketek website.
- Please ensure you have a My Ticketek Account before registering. If you don't already have an account, we recommend logging onto ticketek.com.au and selecting 'My Ticketek' to create an account at least 24 hours prior to registration.
- To retain priority, members must select the correct priority group, relevant to the priority that their membership entitles them to register for. It is the responsibility of the member to ensure the correct Priority Group is selected when completing registration.
- **Members in different priority groups who wish to attend together must register under the lower priority group.** For example, a Priority 1 Member who wishes to attend with Priority 2 Members must register with them in Priority 2 and will be processed with them as part of Priority 2 (forgoing Priority 1 access). Please be aware that registering in a lower priority group may reduce your chance of securing a ticket.

REMINDER:

All members requiring accessible tickets or wishing to register with another member that requires accessible tickets, please refer to the communication from the Club for alternate registration instructions

PRIORITY ONE PLUS (P1+) – GUARANTEED*

Membership Types – Lethal Club, Legends Club, Tassie Lethal Club

Registration Time – 9am – 6pm AEST on allocated day.

* Any Lethal Club, Legends Club or Tassie Lethal Club member who does not register under the correct priority group or instead elect to register with Priority One or Priority Two members will have waived their right to the Priority One Plus allocation.

At the time of registration, members can elect not to receive Standing Room ticket(s), however if all members in your group are able to stand for the duration of the day, we strongly recommend all members select Option 1 – 'I will accept the best available ticket – including Standing Room' at the time of registering to retain guaranteed (P1+) access to a Grand Final ticket.

PRIORITY ONE – GUARANTEED*

Membership Types – Kennedy Club, Gold Reserved Seat, Tassie Gold, Interstate Gold, Dunstall Club Gold, Ponsford Gold

Registration Time – 9am– 6pm AEST on allocated day.

Any Kennedy Club, Gold Reserved Seat, Tassie Gold, Interstate Gold, Dunstall Club Gold or Ponsford Gold member who does not register under the correct priority group or instead elect to register with Priority Two members will have waived their right to a guaranteed ticket.

At the time of registration, members can elect not to receive Standing Room ticket(s), however if all members in your group are able to stand for the duration of the day, we strongly recommend all members select Option 1 – ‘I will accept the best available ticket – including Standing Room’ at the time of registering to retain guaranteed (P1) access to a Grand Final ticket.

PRIORITY TWO – BALLOT

Membership Types – Silver Reserved Seat, Dunstall Club, Ponsford, MCC Hawk, Interstate Silver, Silver AFL Club Support.

Registration Time – 9am– 6pm AEST on allocated day.

Priority Two members will be allocated Grand Final tickets after the registrations of Priority Group One Plus and Priority Group One have been fulfilled.

At the time of registration, members can elect not to receive Standing Room ticket(s), however if all members in your group are able to stand for the duration of the day, we strongly recommend all members select Option 1 – ‘I will accept the best available ticket – including Standing Room’ at the time of registering.

Choosing not to accept Standing Room will significantly reduce your chances of securing a Grand Final ticket if all reserved seats have already been allocated when your registration is processed.

REGISTRATION OPTIONS

The following ticket options will be provided for members to select when registering:

1. I will accept the best available ticket – including Standing Room

Members can receive reserved seating across any level at the MCG, Restricted View seat or Standing Room ticket. These will be allocated on the next best available basis.

2. I will accept the best available reserved seat – no Standing Room

Members can receive reserved seating across any level at the MCG or a Restricted View seat only. Members will not be allocated a Standing Room ticket.

Tickets will be allocated via ballot on a next best available basis, members can receive reserved seating across any level at the MCG, Restricted View seat or a Standing Room ticket. **If you select option 2 and all reserved seat tickets have been allocated when your registration is next to be processed, you will not be issued a Grand Final Ticket.**

REGISTRATION PROCEDURE

All members requiring accessible tickets or wishing to register with another member that requires accessible tickets, please refer to the communication from the Club for alternate registration instructions. A medical certificate may need to be provided.

- Members will register for a Grand Final ticket online at ticketek.com.au
- Registrations for all priority groups will open at the same time, from 9am on the scheduled day. Select the **correct Priority Group** from the dropdown menu – it is your responsibility to ensure this is done correctly.
- You will be prompted to provide your 12-digit membership barcode number(s) and credit card number. Each barcode entered will be charged a \$5.00 non-refundable fee at time of registration to cover administration costs.
- Adult members may only purchase tickets at adult prices and concession and junior members may only purchase at the concession price. There is no junior price for the 2026 Toyota AFL Grand Final.
- Members wishing to attend together must register their group in one transaction using one credit card. There is a maximum of eight (8) tickets per transaction and members should be aware that registrations with more than one ticket are 'one in all in' or 'one out all out'; group registrations will not be split.
- Ensure to have the barcodes for all members in your group on hand, before commencing your registration.

If Hawthorn has qualified for the 2026 Toyota AFL Grand Final and members were successful in the ballot, the member who provided the credit card details during the ballot registration period must ensure they have sufficient funds available on their credit card in order to complete payment for the transaction based on the prices below. Any members who register for accessible and/or companion card tickets will receive separate payment instructions directly from Ticketek via email, with further information below.

It is each member's responsibility to ensure they have sufficient funds to cover the range of ticket prices in addition to the \$5.00 non-refundable registration fee per barcode registered.

Tickets will be allocated via ballot on a next best available basis, members can receive reserved seating across any level at the MCG, Restricted View seat or a Standing Room* ticket. (*depending on which ticket option was chosen during the registration process).

Please ensure that you have sufficient funds on your nominated credit card to cover all registered tickets. Any payment issues may result in the cancellation of your Grand Final tickets.

2026 TOYOTA AFL GRAND FINAL TICKET PRICES

Ticket Category	Adult	Concession
Level 2	\$536.00	\$456.00
Level 1	\$536.00	\$456.00
Level 2A	\$536.00	\$456.00
Level 1 Goal	\$510.00	\$434.00
Level 4 Front	\$437.00	\$371.00
Level 4 Middle	\$385.00	\$327.00
Level 4 Back	\$322.00	\$274.00
Level 1 Goal - Behind Cheersquad	\$203.00	\$173.00
Level 4 Back - Goal	\$203.00	\$173.00
Restricted View	\$172.00	\$146.00
Standing Room	\$172.00	\$146.00

BOOKING GUIDE

1. Visit [ticketek.com.au](https://www.ticketek.com.au) and log into your My Ticketek account. As the credit card holder, you will need to ensure that you are a My Ticketek member to continue with the registration process.
2. Click through to the Hawthorn 2026 Toyota AFL Grand Final Registration event via the Ticketek ballot link that we will provide ahead of registration.
3. Select your Priority Group from the drop-down menu on the left-hand side of the page
4. Enter your member barcode(s) in the box provided and click 'Apply Now'. Each barcode registered will be charged a non-refundable \$5.00 fee at the end of the registration process.
5. Ensure you have selected the correct priority group. Click 'continue' to close the alert box
6. The next page will prompt you to select your ticket preference. You will have the choice of the following two options:
 - a. I will accept the next best available ticket – **including Standing Room**
 - b. I will accept the next best available reserved seat – **no Standing Room**

Reminder: if you select 'no standing' and all reserved seat tickets have been allocated when your registration is next to be processed, you will not be issued a Grand Final Ticket.
7. To register each member for a Grand Final ticket, select '1' next to each ballot price type. **Repeat this for each barcode.** Select the listed delivery method and then proceed to the payment screen.
8. Review your registration and select 'Go to checkout'
9. The next page will confirm your registration. Please read these details carefully and review all information ensuring it notes the correct priority group before proceeding. Read the 2026 Toyota AFL Grand Final ballot terms and conditions and check the box stating that you agree. Submit payment.
10. Once the registration is complete and your credit card has been authorised, you will be transferred to the confirmation page and sent an email confirming your registration with your Ticketek Customer ID. Keep this and the membership barcodes supplied as reference of your registration.

Please note: Should you encounter any issues with your barcodes when you are trying to register within your priority period, please do not panic, we recommend you contact the Hawthorn Membership team on (03) 9535 3045 immediately to rectify the issue.

IF HAWTHORN QUALIFIES FOR THE 2026 TOYOTA AFL GRAND FINAL

A random ballot of all registrations in each priority group will be carried out by Ticketek should Hawthorn qualify for the 2026 Toyota AFL Grand Final to determine the order of allocating tickets. For Priority Group Two members, this will decide both the order in which tickets will be allocated and who is successful in obtaining tickets.

Members who are successful in obtaining a 2026 Toyota AFL Grand Final ticket will automatically be charged for tickets once it has been confirmed that Hawthorn will participate in the 2026 Toyota AFL Grand Final. Members who were successful in the ballot will have their credit card charged on either September 19, 20 or 21.

Please ensure that you have enough funds for all tickets on your nominated card. If your credit card fails to process, you will receive an SMS from Ticketek and email from the Club with strict payment instructions. Please ensure you follow these instructions as your ticket(s) will be automatically void should your payment fail to be taken.

If the credit card used for your registration has been cancelled and you have been issued with a new card, please contact the Hawthorn Membership Team on (03) 9535 3045 by 11:00am on Thursday, September 17. We will then arrange for Ticketek to contact you directly to securely collect your updated card details prior to the ballot.

Once the ballot has been finalised, members can log onto the Ticketek website to check the outcome of their ticket registration by checking for their Ticketek Customer ID. Email notification will also be sent to successful and unsuccessful members by the Club once the ticket allocation process is complete. If you were successful in obtaining tickets, this communication will also detail how to access your mobile Grand Final ticket(s) via the Ticketek app.

IF HAWTHORN DOES NOT QUALIFY FOR THE 2026 TOYOTA AFL GRAND FINAL

Members will not be charged for tickets however the \$5.00 registration fee (per member) will be retained to cover administration costs incurred.

ON-SELLING OF 2026 TOYOTA AFL GRAND FINAL TICKETS

Under the Major Events Act 2009 (VIC) it is illegal to on-sell or advertise for resale AFL Grand Final tickets at a premium or as part of a package, unless the seller is authorised in writing by the AFL.