

TIGER TALK

The Bays Newsletter

FINALS EDITION | AUGUST 2026

BAYS NEWSLETTER



A MESSAGE FROM OUR CEO

You may notice a familiar name at the top of this newsletter. **Tiger Talk is back.**

For many within our Club, Tiger Talk is a name that has been part of Glenelg's history; a way of keeping our people connected to the stories, achievements and happenings of the Bays.

As we continue to improve the way we communicate with our members and supporters, it felt right to reconnect with a little piece of our history.

Because while our Club continues to evolve, we should never lose sight of where we have come from or the people who have built the foundations we stand on today. And there probably couldn't be a better time to bring Tiger Talk back.

Finals footy is here again, and what a journey 2026 has been so far.

This week we launched our **TRUE TIGERS. TRUE COLOURS.** finals campaign, and for us those words mean much more than simply wearing black and gold.

Your true colours are what you show week after week;

- They are shown in the player who puts his body on the line for a teammate.
- The coach who keeps believing, challenging and developing.
- The volunteer who continues to inspire us
- The staff member who quietly does what needs to be done.
- The member who has stood on the sideline, or sat in the grandstand, for decades, and the young supporter attending their very first game at the Bay.
- The players, families, supporters and staff who proudly represent the Bays beyond Stratarama through initiatives like Roar on the Border and our work in the South East

That is what makes a Tiger.

And as our Executive Team and I reflect on 2026 so far, there is an enormous amount to be proud of.

Our League team enters its eighth consecutive finals series; the longest run in Glenelg Football Club history, surpassing our previous seven-year run from 1984 to 1990.

That level of consistency does not happen by accident. It reflects years of strong leadership across our football program, together with the commitment of our coaches, football staff and players who have continued to build the standards, depth and culture we are seeing today.

In his first season as Senior Coach, Matt Clarke has brought a fresh dynamic to the group and, alongside our coaching team, leaders and playing group, has continued to evolve the way we play.

Our Reserves finished the minor round on top of the ladder, and our Under 16s, Under 18s, Reserves and League teams will all play finals football too.



More than 30,000 people came through the gates for our League home games at Stratarama Stadium this season, and our membership has grown to **more than 2,435 people**. A big shout-out to our Commercial and Venue Teams, for helping create an environment that keeps people engaged, connected and coming back to the Bay.

These are fantastic achievements — but the numbers only tell part of the story.

Behind every one of them are people who care deeply about this Club.

Throughout this edition of Tiger Talk, our Executive Team and I want to celebrate some of those people, share what we've achieved, keep you informed about what we're working on and look ahead to what is still to come.

To our Board, staff, coaches, trainers, medical teams and volunteers — thank you for everything you do behind the scenes to enable our Club and our players to perform.

To our sponsors, thank you for backing us every step of the way.

And to our members, supporters and families — thank you for showing up each week.

As I pass six months in the CEO role, I also want to thank you for the support, encouragement and conversations along the way. I feel incredibly privileged to lead this Club and excited about what we can continue to build together.

Now its all of our turn to show our true colours! Let's turn Adelaide Oval into a sea of black and gold and make sure our players know the Tiger Army is right there with them.

Wear the black and gold. Bring your voice. Bring your family. Bring your mates.

Because history isn't something we simply talk about.

It's something we have the opportunity to create together.

TRUE TIGERS. TRUE COLOURS.

Go the Bays!

Brigid Koenig

Chief Executive Officer

On behalf of the Glenelg Football Club Executive Team



2026: A SEASON TO CELEBRATE



30,157

ATTENDANCE TO STRATARAMA STADIUM FOR LEAGUE GAMES



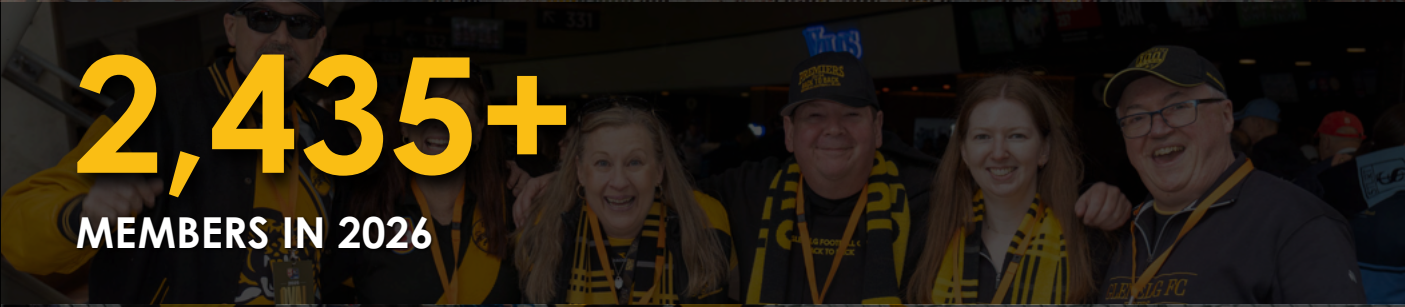
3,016

AVERAGE HOME CROWD



5,125

BIGGEST HOME CROWD: GOOD FRIDAY, GLENELG V NORWOOD



2,435+

MEMBERS IN 2026



8

CONSECUTIVE LEAGUE FINALS APPEARANCES (CLUB RECORD)



4

GFC TEAMS PLAYING FINALS: LEAGUE, RESERVES, U18 & U16

TRUE TIGERS PERFORM

HISTORY MADE

Eight years. Eight consecutive League finals campaigns.

Our League team heads into September having achieved something no previous Glenelg side has done: qualifying for the finals in eight consecutive seasons. It is a significant achievement and reflects years of work across our football program. A big thank you to the driving force behind the football department, Paul Sandercock, who contributes an overwhelming amount of time and effort into our program.

In his first season as Senior Coach, Matt Clarke has brought a fresh dynamic to the group and, alongside our coaching team, leaders and playing group, has continued to evolve the way we play.

There has been an enormous commitment from everyone involved and we now head into finals knowing our best football can compete with anyone.

Our Reserves, led by Jared Millington, finished the minor round on top of the ladder, another fantastic reflection of the strength and depth within our football program.

And it doesn't end there.



Our Under 16s and Under 18s have also qualified for finals, meaning all four of our men's and boys' teams will feature in the 2026 finals series. **A big shout-out to Darren Trevena** for the outstanding work he continues to do in developing and fostering our young talent.

That is something worth celebrating. But none of us believe the job is finished. Finals are where the next chapter begins.

MORE THAN 30,000 THROUGH THE GATES. The Tiger Army showed up in 2026.

Across our 10 League home games, **30,157 people came through the gates** at Stratarama Stadium, an average of 3,016 spectators per game.

Our Good Friday clash against Norwood attracted 5,125 people, while we also recorded crowds of more than 4,000 against Adelaide and Port Adelaide.

Our home attendance was amongst the strongest in the SANFL this season and reflects the incredible support of our members and fans, but also the importance of continuing to create great match-day experiences at the Bay.

Thank you for showing up. **Next stop: Adelaide Oval.**



TRUE TIGERS DEVELOP

OUR POSITION ON THE RESERVES

You may have recently seen media commentary around the future direction of the SANFL Reserves competition.

In recent weeks, Glenelg Football Club has advocated strongly for the continuation of a genuine second-tier competition.

We believe the Reserves is an integral part of the development of our players and our football program.

This season alone, we have fielded League teams where more than 90 per cent of players had played SANFL Reserves football.

For us, that speaks volumes.

The Reserves provides players with time to develop, an avenue to return from injury, continuity in selection and an opportunity to understand what it means to play Glenelg football.

Importantly, it also helps build relationships, connection and Club culture.

We acknowledge there may be merit in reforming aspects of the competition, and earlier this week SANFL announced that a second-tier competition will continue in 2027, with changes including a new competition name and the introduction of an age limit.

While the finer details are still being developed, we welcome the commitment to retaining a second-tier competition.

Any alternative to the current Reserves structure must genuinely provide the development, selection, rehabilitation, retention and squad-depth functions our Club and players require.

We will continue to engage constructively with SANFL as the 2027 structure is developed, with the **aim of ensuring it remains a strong and sustainable pathway for future League footballers.**



TRUE TIGERS BUILD FOR THE FUTURE

GFCW — CELEBRATING 2026 & LOOKING AHEAD

While our women's season has now concluded, there is plenty to celebrate and plenty of work already happening as we look towards 2027.

A huge congratulations to Madi Newman, who became our first GFCW player to reach 100 games — an incredible milestone and an important piece of history for our women's program.

We also congratulate **Isla Weincke on being selected in The Advertiser's SANFLW Team of the Year**, wonderful recognition after another strong season in the black and gold.

Our recruitment process for the next GFCW Senior Coach is progressing, and we look forward to sharing more about the future leadership of our women's program soon.

There is also likely to be a change to the timing of the SANFLW season, and we are continuing to work with SANFL on what this may look like for 2027. There are still details to be worked through, so watch this space.

Finally, thank you to everyone who has jumped on board to support our women's program this year — our players, coaches, volunteers, sponsors, members and supporters.

Your support matters and will be an important part of continuing to grow women's football at the Bay.



TRUE TIGERS ARE THEIR PEOPLE

FLASH GETS HIS MOMENT

Usually, he is the person on the other side of the camera.

This time, the spotlight belongs to him.

A huge congratulations to our **much-loved photographer Gordon "Flash" Anderson, recipient of the AFL National Community Football Photography Award.**

For more than two decades, Gordon has been capturing the moments that tell the story of Glenelg Football Club, the premierships, the milestones, the celebrations and all the moments in between.

Thousands of memories that exist because Flash was there to capture them.

We are incredibly fortunate to have Gordon as part of our Club and thrilled to see his contribution recognised nationally. Congratulations, Flash. **Very well deserved.**



WE'RE FINALISTS!

There's also plenty happening off the field.

Glenelg Football Club and The Glenelg Club have been named finalists across four industry award categories:

- Best Football Club
- Outstanding Bar & Entertainment
- Best Function / Event Venue
- Best Gaming

This recognition belongs to the entire team behind our Club — our staff, volunteers and everyone who works hard to create a great experience for our members, supporters and guests.

We are very proud to be recognised across such a broad range of areas. Now we'll see whether we can bring home some silverware off the field too!

PEDAL TO FIGHT PARKINSON'S

Another fantastic example of Tigers showing their true colours came through Pedal to Fight Parkinson's.

More than 25 riders represented Team Glenelg, helping raise an incredible \$12,395 and finishing sixth overall on the team fundraising leaderboard.

Thank you to everyone who rode, donated and supported the team.

We love seeing the black and gold making an impact off the field.

A big thank you to Paul Sherwood for leading our team!



TRUE TIGERS LEAD

OUR TEAM

As our Club continues to evolve, we have made several changes across our leadership team to provide greater clarity, accountability and focus around our priorities.

PAUL SANDERCOCK — GENERAL MANAGER OF FOOTBALL

Paul has moved into the role of General Manager of Football, with all areas of football now reporting through Paul.

This provides clear leadership and accountability across our men's, women's and junior football programs and enables greater alignment across the entire football department.

NATASHA PROUT — CLUB OPERATIONS MANAGER

Natasha has stepped into the role of Club Operations Manager, with responsibility for the day-to-day operations of The Glenelg Club, including our Food & Beverage and Gaming operations.

BRENTON ROONEY — INFRASTRUCTURE LEAD, SEAVIEW & GFC PROPERTY LEAD

Brenton's role has shifted to provide dedicated focus to some of the significant infrastructure work ahead of the Club.

He will spend three days per week leading the Seaview project, alongside one day per week as GFC Property Lead, while continuing to provide support to our gaming operations and mentoring across the team where required.

SAM PROUD — INTERIM FINANCE MANAGER

We also welcome Sam Proud as Interim Finance Manager.

Sam is supporting the Club's finance function while SANFL undertakes recruitment for our permanent Shared Finance Manager.

Together, these changes provide greater clarity across Football, Club Operations, Infrastructure and Finance and ensure we have the right leadership and focus in place as we continue moving forward.



TRUE TIGERS BUILD

OVAL LIGHTS UPDATE

We know our members have been interested in the lighting at Stratarama Stadium, particularly following some intermittent issues throughout the season.

At present, all four light towers are some-what operational, however we know there is still work to do to ensure the lighting is performing consistently and reliably.

We are continuing to work with the City of Holdfast Bay, SANFL and relevant specialists to better understand the current infrastructure, investigate the issues we have experienced and determine what will be required moving forward.

The longer-term lighting upgrade remains an important part of improving the future capability of Stratarama Stadium, particularly our ability to host more football, community activity and events.

There is still some work to be done before we can provide greater certainty around the scope and next steps, and we will continue to keep our members informed as this progresses.

SEAVIEW PROJECT

There is also exciting work continuing on the future of our second oval at Seaview.

Concept plans have now been submitted to the City of Marion, and further stakeholder engagement will occur as the project progresses.

The development of Seaview represents an important piece of the Club's long-term infrastructure planning and our ability to support the future needs of our football programs and community.

There is plenty still to work through, but we're excited about what lies ahead.

WHAT'S NEXT? SAVE THE DATE!

SATURDAY AUGUST 29, X Convenience Oval

SANFL AAMI TALENT LEAGUE FINALS SERIES

U18s v Central District (10am)

U16s v North Adelaide (12:35pm)

SUNDAY AUGUST 30, Adelaide Oval

SANFL HOSTPLUS LEAGUE FINALS SERIES

League v Sturt (3:15pm)

FRIDAY OCTOBER 2, Morphettville Racecourse

BLACK AND GOLD NIGHT OF NIGHTS

Combined men's and women's Best and Fairest awards night! All supporters welcome.

Tickets on sale soon.

FRIDAY OCTOBER 16, Patawalonga Golf Course

GLENELG FOOTBALL CLUB ANNUAL GOLF DAY

Registrations are open for teams of 3, with sponsors encouraged to join this great event!

[Click here to register!](#)

FRIDAY OCTOBER 23, The Glenelg Club

BLEASDALE WINE LUNCHEON

Our new wine luncheons have been such a fantastic success, and we are excited to welcome Bleasdale for an exclusive luncheon.

[Tickets available here.](#)

TUESDAY NOVEMBER 3, The Glenelg Club

MELBOURNE CUP LUNCHEON

Tickets are now on sale for our Melbourne Cup Luncheon - [don't miss out on a fantastic day!](#)





FINALS BOUND

AAMI TALENT LEAGUE U16 & U18 | SANFL HOSTPLUS LEAGUE & RESERVES



www.glenelgfc.com.au



08 8294 5333



Stratarama Stadium,
Brighton Road, Glenelg



GLENELG FOOTBALL CLUB NEWSLETTER: AUGUST 2026

DRIVEN BY PASSION POWERED BY CULTURE *defined by us.*



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