



CHEER SQUAD GUIDELINES



Congratulations on choosing to become a Western Bulldogs Cheer Squad member in 2026. You are no doubt Bold, Loud and Proud of our amazing Club. All Cheer Squad Members have an important job to do and that's to cheer for our Club and players no matter what the game result is. Get used to going home without a voice.

2026 BENEFITS INCLUDE:

- The opportunity to be centre stage at all grounds where the Western Bulldogs play.
- The best seats in the house, behind the goals.
- Access to social functions.
- Access to tickets for interstate games.
- Use of Western Bulldogs equipment on game days (flags, floggers, and banners).
- Finals tickets eligibility should the Western Bulldogs compete.
- An experience you wouldn't get anywhere else.

RULES FOR YOUR SAFETY

At all times, Western Bulldogs Cheer Squad members are representing the Club and must abide by AFL regulations, as well as any regulations enforced by stadium management.

Important Note: The Western Bulldogs Football Club has the right to expel or revoke the Memberships of those Cheer Squad members who do not abide with the regulations outlined, or who are believed to provide poor representation for the Club.

BANNER MAKING

As a member of the 2026 Western Bulldogs Cheer Squad, you can assist with the production of the match day banner, which occurs every Thursday, please contact Rhys Contessa for location details. The banner is an important part of our match day tradition, the more members we have come along each week, the better.

We meet from 5.30pm till 7pm.

All Cheer Squad Members are welcome; it is a fun, family friendly environment.

TICKETING

Entry into the Cheer Squad area is gained by displaying your 2026 Cheer Squad Membership Card.

To develop and grow our Cheer Squad, guests are welcomed after liaising with the Western Bulldogs Cheer Squad Leaders. Guest passes can be purchased on the day for \$40.00 per person, a Guest Pass will give you a seat for that game in the Cheer Squad, this does not give you ground entry. Please purchase this from the ticket booth.

For all interstate games, you will need to contact the Western Bulldogs Membership Services Team.

AFL CHEER SQUAD GUIDELINES

The following guidelines are set by the AFL to make sure everyone is aware of acceptable behaviour.

- Discriminatory, abusive, insulting, racist and threatening language will not be tolerated, offenders will be evicted.
- No anti-social behaviour.
- No alcohol in the designated Cheer Squad area.
- No offensive or derogatory banners or signs.
- No standing on the seat.
- The minimum age of Cheer Squad members who have ground access is 16.
- The minimum age for Cheer Squad members sitting front row is 12.

2026 WESTERN BULLDOGS CHEER SQUAD CODE OF CONDUCT

My commitment to the Club

The Western Bulldogs cheer squad operates under direction of the Western Bulldogs Football Club and I am required to make a positive contribution to all related activities, wherever practicable, as requested by the Western Bulldogs.

I am a representative of the Club. I will be Bold, Loud and Proud, I respect myself and others. I understand that I am an ambassador of the Club and I live the core values like any Staff Member, Player or Director.

I will follow the instructions of all Western Bulldogs staff and ensure I am acting in a professional manner.

MY MATCH DAY ROLE

I am required to be supportive of the Western Bulldogs at all matches. This includes the use of cheer squad flags/floggers, ensuring that my behaviour is always, a positive reflection of the professional standing of the club.

I will follow the instructions of the Group Relationships & Premium Memberships Manager, or other Western Bulldogs staff members, on a match day and will fulfil my role as a cheer squad member by actively cheering and chanting at all Western Bulldogs matches. I will remain supportive and passionate regardless of the match result.

I will take my match day responsibility seriously and complete it with enthusiasm and pride. My job is to engage the crowd and create excitement for people at the game.

The Cheer Squad area is an alcohol and smoke free area. Smoking and drinking are strictly forbidden. If I am found to be smoking, vaping or consuming alcohol in these circumstances, the club reserves the right to cancel my membership.

If I am found to be intoxicated, the club reserves the right to request that I leave the cheer squad bay.

I will stay to support my team until the game has finished, I will not leave early because of the game result. Most importantly, have fun.

MY BEHAVIOR

Discriminatory, abusive, insulting, racist, threatening and/or foul language is NOT permitted. If I notice another member being abusive, insulting, racist or discriminatory, I will advise the Group Relationships Manager, Western Bulldogs staff member or one of the nominated Cheer Squad leaders.

Inflammatory remarks about Western Bulldogs players/coaches, match day umpires and the opposition players will NOT be tolerated under any circumstances.

I will not intentionally damage any Western Bulldogs branded equipment, merchandise or paraphernalia including Cheer Squad equipment or membership items.

I will be respectful of not only players, staff members and directors, but to all cheer squad members. I understand that we work as a team and not as individuals. We are all striving towards the same goal.

My commitment to the cheer squad is one where I will be BOLD, LOUD and ALWAYS PROUD.

MY GAME DAY DRESS CODE

- I will dress appropriately in red, white, and blue and be PROUD of it.
- My commitment to the cheer squad is one where I will be BOLD, LOUD and ALWAYS PROUD.

ASSISTING WITH THE BANNER ON GROUND

- The minimum age to assist with the Banner on ground is 16 years of age.
- You must be fit, strong and physically able to lift a minimum of 15 kilograms from the ground safely.
- I will wear appropriate game day football attire and safe, closed toe shoes.

SOCIAL MEDIA

- Discriminatory, abusive, insulting, racist, threatening or hurtful remarks, images or videos posted on ANY social media platform whether it is your personal social media, Bulldogs support pages or the Cheer Squad social media, it is NOT permitted. If a Cheer Squad member is being abusive, insulting, hurtful, racist, or discriminatory, I will advise the Group Relationships & Premium Memberships Manager, Western Bulldogs staff member or one of the nominated Cheer Squad leaders.
- The Club reserves the right to cancel your membership if this is not adhered to.
- The Western Bulldogs Football Club has the right to expel Cheer Squad members who do not abide with the regulations outlined, or who are believed to provide poor representation for the Club.

The Western Bulldogs Football Club reserves the right to expel Cheer Squad members and apply sanctions, including the termination of my membership, if it is considered that I am not observing the commitments that I have agreed to within this Code of Conduct.

The Western Bulldogs Cheer Squad has their own Facebook page, please check this for any last-minute game day or ticketing updates.

YOUR WESTERN BULLDOGS 2026 CHEER SQUAD LEADERS

- Chelsea Heath, Sam Twaddle, Graham Brian, Margaret Patterson, Nathan Falzon, Rhonda Brian, Ange Biviano, Katherine Patterson, Brayden Meacham, Mitch Wingrave.
- Your leaders work very hard to have the Cheer Squad Bay looking as red, white, and blue for all season.

WESTERN BULLDOGS CHEER SQUAD WORKING WITH CHILDREN CHECK

- To ensure compliance with the updated Victorian Child Safety Standards, and more importantly, to ensure that all children and young people associated with the Club and Community Foundation feel safe, happy, and empowered, the Club have established a Child Safety Working Group and created a suite of important documents.
- In Season 2026, All Cheer Squad Leaders MUST hold a valid volunteer Working With Children Check.
- Related documents can be found on the Club's website in a dedicated Child Safety & Wellbeing section and includes the following:
 - Updated Commitment to Child Safety
 - Updated Child Safety & Wellbeing Policy
 - "Play By The Rules" Child Safety & Wellbeing Code of Conduct
 - Child Safety & Wellbeing Reporting Procedure
 - Child Safety & Wellbeing Reporting Procedure (one pager)
- Also, for the first time, the Club now has a Child Safety Incident Reporting platform here, where children, young people, their parents or other adults can report any incidents or behaviour that may be deemed child abuse or that are inconsistent with the Club's Child Safety & Wellbeing Policy.
- We ask that you familiarise yourself with all documents as all are relevant to your role within the Cheer Squad for Season 2026.
- From Season 2026, as part of the Club's commitment to Child Safety, it will be a requirement for all Cheer Squad members over the age of 18+ to hold a current Volunteer Working With Children Check (WWCC). Please note that this can be actioned online here and is free, please include the Western Bulldogs as your nominated organisation. Once you have received a copy of your WWCC, please provide a copy to Rhys Contessa.
- If you have any questions regarding any of the above, please do not hesitate to reach out to Rhys Contessa.

On receipt of my 2026 Western Bulldogs Cheer Squad Membership, I agree to abide by all stated above.

I have read all of the guidelines and agree to adopt the above behaviours.

I agree to adhere to the 2026 Western Bulldogs Cheer Squad guidelines.

Please be advised that these guidelines apply, and must be adhered, to before, during and after attending any Western Bulldogs matches.

Club Contacts

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Membership Services

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