



2021 AFL MEMBERSHIP FAQs

2021 MEMBERSHIP PACKS

What items are included in this year's membership packs?

Our revamped 2021 membership packs will include a top-of-the-range membership scarf, as well as a lanyard, bumper sticker, and membership card (unless you opt for a digital card).

What's more, all members will be receiving both a years-of-service pin AND iron-on patch which you can use to affix to your favourite Magpie merch!

Members on the automatic renewal will also be sent their 2021 membership cap along with the rest of their items – no more game-day collections!

When can I expect my membership packs to be delivered?

We are aiming for our mail-house to start dispatching membership packs as early as late November. Whilst we cannot guarantee pre-Christmas delivery due to the impact of COVID-19 on both our mail-house and Australia Post, we will be prioritizing junior membership packs to ensure that as many as possible arrive before Christmas.

DIGITAL MEMBERSHIP CARDS

I am thinking of switching to a digital membership card – how does this work?

A digital membership card works in much the same way as a physical membership card, i.e. you scan it at the stadium turnstiles to gain match access.

Aside from being an environmentally-friendly alternative, the major benefit is you can't accidentally leave it at home! Opt in for a digital membership card on your renewal notice.

Your digital membership card is stored in the Official Collingwood App, all you need to do is log into your MyMagpies account to access it. For more information, head to the FAQ page on membership.collingwoodfc.com.au.

2021 RESERVED SEATING

When can I explore changes to my reserved seat(s) or add a new member to my existing group?

Please note that because we have held the seats of all members from the 2020 season, the availability of reserved seats remains extremely limited. Seats of unrenewed members will be released and made available to active members ahead of the 2021 season, but due to the COVID-19 situation it's unclear when this seat-change period will be held. We will communicate dates when they are confirmed, but you are welcome to contact our membership team straight away to see if any available seats fit your requirements.

Will I lose my seats if I don't renew by a certain date?

Correspondence will be sent to all unrenewed members a reasonable amount of time prior to any scheduled seat-release date. More information on this front should be available by our next member update in January.

THE IMPACT OF COVID-19

Will the club be offering discounts on 2021 memberships?

Because refunds were available to members within the 2020 season, no discounts will be applied to memberships in 2021 for reasons relating to the impact of COVID-19 on the 2020 season.

Centering our compensation process on refunds rather than discounts and/or credit has helped to contain the financial impact of the COVID-19 situation in 2020. This in turn has allowed us to implement a number of improvements to the membership program, which we know you'll love!

What happens if the 2021 season is impacted by COVID-19?

A number of scenarios are being prepared based on the evolving COVID-19 situation. Whilst we are hopeful that come the first round of the 2021 season stadiums will be back to full capacity, there is a possibility that this will not be the case.

The club will continue to monitor the situation along with the AFL and relevant authorities, with our next member update scheduled for January 2021. If there is an impact on game-access membership entitlements, we will once again offer options for members to claim back funds paid towards entitlements that they have not received.

Why are renewals being received now if we don't know the impact on game attendance in 2021?

Offering your membership renewal now allows you to maximise the option to pay your membership across a number of months on the payment plan and also ensures that you will be sent your 2021 membership pack as soon as possible.

If it does eventuate that game attendance in 2021 is reduced or limited, it may be that access is only granted to Club members and we want to make sure that our members are best-placed to take advantage of their 2021 memberships.

FLEXIBLE MATCH ATTENDANCE WITH FLIPTIX SEAT RETURNS

Even when crowds do return to the MCG and Marvel Stadium, we understand that not all members will be able to head to the footy straight away for health, logistical, or other reasons.

We are currently developing a program with *FlipTix* that will allow members who hold a reserved seat to on-sell their seat for a particular match, exclusively to other Collingwood members and fans. If your seat is on-sold, a percentage of the profits will be credited to your 2022 membership renewal!

This initiative is designed to give members peace of mind knowing that even if they can't personally use their membership in 2021, value is still being created for both them and others from the Magpie Army.

THE HOLDEN CENTRE

When will members be able to enter the Holden Centre again?

We are aiming to have membership staff back at the Holden Centre to help service members as soon as possible, but this remains subject to COVID-19 restrictions.

Communication will be sent to members once the Holden Centre (and the Collingwood Superstore) can open its doors once more.

