



AFLW at Cockburn Arc

Business activation toolkit

Welcome

From 2026, Fremantle Dockers AFLW home games will be played at Cockburn ARC, bringing elite women's football and thousands of visitors to the heart of Cockburn.

With more than 3,500 additional visitors expected on match days, AFLW presents an exciting opportunity for local businesses to attract new customers, boost visibility and benefit from increased activity across the precinct.

From pre-game coffee and dining to post-match shopping and family activities, businesses are well positioned to capture additional trade and showcase what Cockburn has to offer.

Whether you operate a café, restaurant, retail store, health business, professional service or hospitality venue, there are simple and affordable ways to get involved.

You choose what works for your business.

Why AFLW matters for Cockburn Businesses

AFLW home games will bring players, officials, families, supporters and visitors to Cockburn throughout the season.

This creates opportunities to:

- Increase foot traffic and customer spending
- Reach new audiences and build brand awareness
- Generate sales through match-day promotions
- Strengthen community connections
- Support women's sport and local pride
- Encourage visitors to explore Cockburn before and after games
- Contribute to a vibrant match-day atmosphere across the precinct

Supporting AFLW is not about sponsorship. It is about being prepared for the increased visitation and economic activity associated with AFLW matches at Cockburn ARC.

Know your audience

AFLW visitors may include:

- Families
- Young adults
- Local sporting clubs
- Community groups
- Visiting supporters
- Players, officials and volunteers
- Residents discovering local businesses for the first time

Understanding who attends AFLW matches can help businesses tailor promotions, products and services to maximise opportunities.

Think beyond match day

Successful businesses consider ways to engage customers:

- In the week leading up to a game
- Before the match
- During the match
- After the final siren
- Between home games throughout the season

Even simple promotions and social media activity can help attract new customers and encourage repeat visitation.

Three ways to get involved

1. Show your support

Help create a welcoming AFLW atmosphere in Cockburn.

Simple actions include:

- Display a AFLW window poster
- Promote AFLW fixtures in-store
- Share match-day information on social media
- Wear AFLW or team colours on game days
- Create AFLW-themed window displays
- Screen AFLW matches where appropriate

Visible support helps visitors identify businesses participating in the AFLW experience.

2. Activate your business

Food and beverage

- Pre-game coffee specials
- Family meal deals
- Match-day combo offers
- Post-game dining promotions
- Purple themed menu items

Retail

- Wear your colours discounts
- Match-day specials
- Gift-with-purchase promotions
- AFLW-inspired shopfront displays

Health, beauty and services

- Match-day promotions
- Community offers
- Family packages
- AFLW-themed campaigns

Any business easy promotion

- Match-day promotions
- Community offers
- Family packages
- AFLW-themed campaigns

3. Collaborate and promote

Working together can help create a stronger and more memorable experience.

Ideas include:

- Partnering with neighbouring businesses
- Running collaborative promotions
- Creating precinct-wide offers
- Hosting AFLW viewing events
- Developing themed products or experiences
- Running social media competitions
- Participating in City-led campaigns and activations

Business readiness checklist

A little planning can go a long way.

Before the season begins:

- Review AFLW home game dates
- Plan promotions for each match
- Prepare social media content
- Update your Google Business Profile
- Review staffing requirements
- Consider extending trading hours where appropriate
- Organise point-of-sale and promotional materials
- Discuss opportunities with neighbouring businesses
- Prepare customer offers and incentives
- Ensure your business is ready to welcome visitors

Match-day marketing examples

Example 1

AFLW is in Cockburn this weekend!

Heading to Cockburn ARC? Visit us before the game for coffee, lunch or a quick shop.

Example 2

Wear your purple colours on match day and receive 10% off.

Supporting AFLW has never been easier.

Example 3

Game Day at Cockburn ARC

Drop in before or after the match and support local while supporting women's sport.

2026 AFLW home games at Cockburn ARC

Mark these dates in your calendar and consider planning promotions, trading hours and marketing activities around each home game. For the latest AFLW fixtures and updates, visit the [Official AFL Website of the Fremantle Dockers](#).

Round 1	Sunday 16 August	12:35pm AWST	Fremantle v Port Adelaide
Round 3	Sunday 30 August	3:05pm AWST	Fremantle v Carlton
Round 5	Sunday 13 September	3:05pm AWST	Fremantle v Essendon
Round 6	Saturday 19 September	1:05pm AWST	Fremantle v Western Bulldogs
Round 10	Sunday 18 October	2:05pm AWST	Fremantle v St Kilda
Round 12	Sunday 1 November	2:05pm AWST	Fremantle v Sydney Swans

Support available from the City of Cockburn

The City may support participating businesses through:

- AFLW window posters
- Precinct activation opportunities
- Business engagement activities
- Opportunities to participate in City-led campaigns
- Promotion of AFLW-related initiatives where appropriate

Support initiatives will be subject to available resources and program requirements.

Recognition

Participating businesses may receive*:

- An AFLW window posters
- Opportunities to participate in City communications
- Participation in AFLW-themed business campaigns
- Access to promotional materials and resources

*Subject to availability. Not all participating businesses may receive all recognition opportunities, materials or promotional support.

Getting started

Step 1

Identify the activities that best suit your business.

You may choose to:

- Show your support
- Activate your business through promotions
- Collaborate with neighbouring businesses
- Leverage AFLW as a broader marketing opportunity
- Or combine all three approaches

Step 2

Plan your promotions, staffing and marketing activities around home game dates.

Step 3

Welcome visitors, showcase your businesses and make the most of increased activity around Cockburn.

Get Ready for AFLW in Cockburn

Every AFLW home game is an opportunity to welcome new visitors, grow your customer base and showcase your business.

Whether you choose to run a promotion, display a poster, extend your trading hours or simply welcome visitors to the area, your participation will help create an exciting AFLW match-day experience across Cockburn.

Together, we can help make Cockburn ARC a vibrant home of AFLW and a destination for visitors throughout the season.

Contact

Economic Development

E: business@cockburn.wa.gov.au

P: 08 9411 3695

Disclaimer

This toolkit has been developed by the City of Cockburn as general information to assist businesses in preparing for increased visitation associated with AFLW matches at Cockburn ARC.

The City does not guarantee increased patronage, visitation, revenue or business outcomes resulting from participation in AFLW-related activities.

Businesses are responsible for ensuring that any promotions, advertising, events, competitions, products or use of third-party intellectual property comply with all relevant laws, permits, licences, trademark requirements and AFL/Fremantle Football Club brand guidelines where applicable.

Participation in AFLW-related activities does not imply endorsement by AFL, AFLW or the Fremantle Football Club.