

A-Leagues Fan Representative Group

APL

Introductory Meeting

| DATE | LOCATION | START TIME | END TIME |
|--------------|-----------------------|------------|----------|
| 28 Sept 2023 | VIRTUAL (GOOGLE MEET) | 6:00PM | 7:50PM |

MEMBER LIST

| ATTENDEES REQUESTED | ATTENDANCE | CLUB/LEAGUE | RESPONSIBILITY |
|---------------------|--------------------|------------------------|-------------------------|
| Nick Garcia | Attended Virtually | A-Leagues Commissioner | Meeting Chair |
| Joe Aylward | Attended Virtually | Adelaide United FRG | Club FRG Representative |
| Chris May | Attended Virtually | Brisbane Roar FRG | Club FRG Representative |
| Dan Challinor | Attended Virtually | Central Coast Mariners | Club Representative |
| Kathleen Crawford | Attended Virtually | Melbourne City FRG | Club FRG Representative |
| Matt | Attended Virtually | Melbourne City FRG | Club FRG Representative |
| Maria Berry | Attended Virtually | Melbourne Victory FRG | Club FRG Representative |
| David Morgan | Attended Virtually | Macarthur Bulls FRG | Club FRG Representative |

LEAGUES

| | | | |
|----------------|--------------------|------------------------------|-------------------------|
| Amanda Wetzel | Attended Virtually | Newcastle Jets FRG | Club FRG Representative |
| Kim Hawkins | Attended Virtually | Perth Glory FRG | Club FRG Representative |
| Yousef Hassain | Attended Virtually | Sydney FC FRG | Club FRG Representative |
| Susan Baikie | Attended Virtually | Wellington Phoenix FRG | Club FRG Representative |
| James Plozza | Attended Virtually | Western United FRG | Club FRG Representative |
| Harry Inns | Attended Virtually | Western Sydney Wanderers FRG | Club FRG Representative |
| | Did Not Attend | Canberra United | N/A |

ATTENDEE LIST

| | | | |
|------------------|--------------------|-------------------------|--------------------|
| Stephen Conroy | Attended Virtually | APL Chair | APL Representative |
| Jack Mesley | Attended Virtually | A-Leagues Commercial | APL Representative |
| Nick Varney | Attended Virtually | A-Leagues Marketing | APL Representative |
| Hannah Lidster | Attended Virtually | A-Leagues Club Services | APL Representative |
| Damaris Treasure | Attended Virtually | APL Communications | APL Representative |
| Helena Dorczak | Attended Virtually | APL CoS | APL Representative |
| Danielle Lowry | Attended Virtually | Keepup Product | APL Representative |

AGENDA

1. Welcome

Nick Garcia, Commissioner of the A-League welcomed all to the first A-League Fan Representative Group meeting.

2. Introductions

Each attendee introduced themselves including their favourite A-League moment.

3. APL Chair

Newly appointed APL independent Chair, Stephen Conroy joined the meeting and gave a summary of this favourite A-League moment and the Chair role.

Nick Garcia opened for questions from the group.

James Plozza (WUFC) raised the governance process relating to the Chair selection and APL Board composition.

Stephen Conroy noted

- The APL independent chair search was a year long global process run by an independent search firm. The process included preliminary outreach, shortlisting, interviews with the search firm and senior members both of the existing APL Board and executive and references. The preferred candidate was then recommended to the APL Board and APL Unitholders for approval and tabled with Football Australia under their veto right and a successful vote was held.
- The APL Board consists of
 - An independent chair position which is now filled
 - Five (5) Club Unitholder representatives positions of which four (4) are currently filled by Brisbane Roar, Sydney FC, Western Sydney Wanderers and Melbourne City. The vacant position will be elected at the APL Unitholder AGM later this year

- One (1) voting Director position held by our investor, Silver Lake. They also have an observer non-voting position.
- One (1) independent Director must be appointed by Football Australia (FA). FA appointed Ebru Koksal

There is another independent Director position which is currently vacant. The search for this Director position will now begin as it was on hold until APL knew the skills composition of the Board after appointing the Independent Chair.

Joe Aylward (AUFC) raised the relationship and output of Paramount+/Viacom CBS broadcast deal.

Stephen Conroy noted

- Understanding of fans frustration with P+ initially and need for APL to continue to work with P+ to improve the broadcast product
- Introductory meeting with P+ executives was to get to know each other but a follow up will be scheduled to discuss further feedback and roadmaps
- Broadcast is an important medium to engage with current and new fans of the A-Leagues and we all need to work together to make it a successful relationship

Amanda Wetzel (NJFC) raised the A-Leagues plans to capitalise off the FIFA Women's World Cup.

Stephen Conroy noted it was wonderful to see the Federal Government commit funding to women's sport but would like to see a greater share of that money and future funding go to football specifically. Nick Garcia noted there was an agenda item coming up on this topic.

Stephen Conroy thanked everyone for their time and left the call at 6.37pm

4. Aims and Objectives of the A-Leagues FRG

Nick Garcia provided an overview of the A-Leagues FRG and noted

- APL understands fans are fans of their Clubs not the League directly but important stakeholders in shaping our League

- The FRG is one opportunity for fans to provide feedback. APL cannot consult on every decision made as some matters are bound by commercial sensitivity however the intent is to share and gather feedback
 - Canberra United are still working to put a Fan Representative Group together and APL will continue to support them and their fans
 - Minutes from these meetings will be circulated post meeting
- 5. Matters for Discussion (raised out of Club FRG meetings in advance)**
- a. Capitalizing on the FIFA Women's World Cup**

Jack Mesley, A-Leagues Chief Commercial Officer, noted the A-Leagues invested in front of the World Cup by extending the season length and adding more Liberty A-League teams to ensure a platform for growth post tournament. Jack noted reducing access barriers for fans has been a strong focus for A-Leagues. Initiatives to break down this barrier included

- Matches being broadcast live and free on Ten Play
- The renewal of the Liberty Pass, free entry to Liberty A-League matches for all children, male & female, under the age of 16. The Liberty Pass has already had 20,000 U16 register for a pass.

The A-Leagues has also assisted Clubs in signing Matildas & Ferns for this upcoming season including

- Kyah Simon
- Cortnee Vine
- Lydia Williams
- Rebekah Stott
- Hannah Wilkinson

Clubs have also seen great growth in Liberty A-League memberships.

The League FRG discussed the League's role in addressing matters which arise out of Club FRGs which aren't unique to one Club.

b. A-Leagues.com.au

Danielle Lowry, Director of Product, provided an overview of A-Leagues.com.au which is a new website and app set to soft launch on Oct 3.

Danielle noted

- A-Leagues.com.au was an evolution of the digital network. This site and app will be the official home of the A-Leagues serving fans with core features such as match centers and ensuring Clubs are more accessible and easier to navigate to.
- Keepup as a website will remain and be Australian and New Zealand football news including Aussies & Kiwis abroad, Socceroos, Matildas, Ferns etc.
- The Keepup app will change to an A-Leagues app and be a true match day companion surfacing fans with match week content which correlates to the day of the week and where that falls in their favourite Clubs match cycle i.e press conferences, injury reports and post-match reports surfacing as required.
- 10 Oct will be the hard launch of a-leagues.com.au and you will see advertising follow from this date
- Code base for Club websites is being upgraded over the next few months to provide Clubs more flexibility to update player profiles etc
- No transition of the database from Keepup is required as single sign on already exists for fans

Matt (MCFC) raised the APL corporate website and making sure it stayed up to date.

c. Broadcast & Fixturing

Jack Mesley provided an update on broadcast and fixturing and noted

- The League has experienced year on year growth in both match attendance and broadcast
- Fixture for the upcoming season has accommodated heat issues in the Summer months by segmenting the season into season start, Summer & run home and adjusted kick off times depending on the period.
- Fixture includes less simultaneous matches, Thursday night games in school holidays and Saturday night men's broadcast fixtures able to be changed based on the ladder and jeopardy matches during that part of the season.

- CH10 relationship progressing well and whilst can't divulge the roadmap, pleasing developments are coming for fans ahead of this season

The League FRG discussed specific fixture questions and the complexity of building a draw.

d. A-Leagues Marketing

Nick Varney, A-Leagues Marketing, provided a summary of the Season Launch campaign and noted the campaign aims to regain attention at scale following the cumulation of the AFL and NRL Grand Finals.

The TVC for the season has launched with the creative direction bringing football back to the centre and our start dates being a prominent feature.

The Isuzu UTE A-League Men's and the Liberty A-League Women's will launch together.

e. Expansion Update

Nick Garcia provided an update on the A-Leagues expansion into Auckland and Canberra and noted

- Selection strategy for the expansion territories was data, infrastructure and stakeholder informed
- Each expansion Club will own a share in APL (same as the 12 Foundation Clubs currently)
- Auckland has attracted international attention and close to finalisation
- Canberra is progressing well
- Discussion around NZ visa player rules going forward

The League FRG discussed their view on another team in New Zealand and the importance of the A-Leagues involvement in creating opportunities and pathways.

6. AOB & Next Steps

The League FRG discussed the format of meetings moving forward and the need for key topic updates but also time to deep dive into key matters.

LEAGUES

APL committed to creating a calendar of meetings which would allow Club FRG meetings to be sequenced before League meetings to ensure adequate information flow and channels for raising questions and matters out of cycle.

Nick Garcia thanked everyone for their time and noted minutes would be circulated post meeting.

The meeting closed at 7.50pm AEST.