

# A-LEAGUES FRG #3



## [KEY MEETING INFORMATION]

DATE	LOCATION	START TIME	END TIME
30 Jan 2024	VIRTUAL (GOOGLE MEET)	6:00 PM	8:00PM

## [ATTENDEE LIST / RESPONSIBILITY]

ATTENDEES REQUESTED	ATTENDANCE	ROLE	REPRESENTATION
Nick Garcia	Attended Virtually	Meeting Chair	APL
Jack Mesley	Attended Virtually	APL Representative	APL
Hannah Lidster	Attended Virtually	APL Representative	APL
Hon. Stephen Conroy	Attended Virtually	APL Representative	APL
Chris Schmizzi	Attended Virtually	APL Representative	APL
Maggie Isaac	Attended Virtually	Minutes	APL
Helena Dorczak	Did Not Attend	APL Representative	APL
Matthew Ellemby	Attended Virtually	APL Representative	APL
Ned Negus	Attended Virtually	APL Representative	APL

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Joe Aylward	Attended Virtually ▾	Club Representative ▾	Adelaide United FRG
David Morgan	Attended Virtually ▾	Club Representative ▾	Macarthur Bulls FRG
Susan Baikie	Attended Virtually ▾	Club Representative ▾	Wellington Phoenix FRG
Luke Welsman	Did Not Attend ▾	Club Representative ▾	Newcastle Jets FRG (apologies)
Linda Drummond	Attended Virtually ▾	Club Representative ▾	Newcastle Jets FRG (filled in for Luke)
Yousef Hussain	Attended Virtually ▾	Club Representative ▾	Sydney FC FRG
Maria Berry	Attended Virtually ▾	Club Representative ▾	Melbourne Victory FRG
Kathleen Crawford	Attended Virtually ▾	Club Representative ▾	Melbourne City FRG
Harry Inns	Attended Virtually ▾	Club Representative ▾	WSW FRG (attended half the session)
Josh Inns	Attended Virtually ▾	Club Representative ▾	WSW FRG (filled in for Harry)
Erin Morrow	Attended Virtually ▾	Club Representative ▾	Central Coast Mariners FRG
Kim Hawkins	Attended Virtually ▾	Club Representative ▾	Perth Glory FRG
Matt May	Attended Virtually ▾	Club Representative ▾	Melbourne City FRG
Daniel Hoogstra	Attended Virtually ▾	Club Representative ▾	Western United FRG
Chris May	Attended Virtually ▾	Club Representative ▾	Brisbane Roar FRG



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## LEAGUE FRG #3 MEETING MINUTES

The meeting opens at 6 PM AEDT

### Introduction

- NG welcomes all to the meeting and introduces the agenda.
- SC is introduced and welcomed to the meeting.
- New FRG members LD and DH join the meeting

### Discussion Topic 1: APL changes

- NG discusses recent APL changes and the continued growth of the leagues
- Open floor discussion with FRG members and NG & SC commences
  - Key topic of concern surrounding APL's lack of open communication and transparency with fans, which FRG members express their disappointment towards
  - FRG were disappointed they were not informed of the APL changes and were unable to manage queries from respective club fans
  - FRG members express strong concerns over media coverage and speculations, including volume of redundancies and future of the League, further voicing concerns about the changes to the APL business
  - FRG question where the redundancies and changes mostly occurred and expressed concerns that the changes could impact the future of the A-Leagues
    - NG acknowledges fan feedback and expresses reported redundancy figures and other information in the media were not all accurate
    - NG explains reason for APL's silence in media - to look after APL's people taking into consideration APL staff who were impacted by the changes (both those who have left and those who remain)

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- NG discusses APL's primary focus during the changes has been to protect football, the commercial and revenue, and to protect Clubs - and with this comes changes to the KeepUp business and a shift of focus to A-Leagues
- NG provides an update on media sessions to be held in the coming week - 1:1 interviews/meetings to be held with key journalists to answer questions and provide transparency
- NG, SC & JM gave assurance of the Leagues' growth over the past few years along with continued expansion plans and APL's focus on continuing to drive revenue and growth
- FRG members express again the importance of keeping the group abreast of APL updates so they can understand how best to support the leagues

## **Discussion Topic 2: APL Club Ownership and Expansion**

- NG outlines the new ownership landscape providing an overview on Auckland, Canberra, and Perth
  - The conversation on Auckland emphasises the importance of expansion in New Zealand and strong investment appetite from investors such as Bill Foley
  - An update on the status the Canberra United expansion is provided
  - NG discusses and answers questions from the FRG surrounding the Perth Glory receivership and potential investors

## **Discussion Topic 3: Unite Round**

- JM provides the FRG members with context and rationale behind Unite Round and timing (including time to market)
- APL requests the FRG to take questions back to fans to support APL to unfold fan insights to ultimately help inform decisions on a potential future Unite Round
- FRG member feedback on Unite Round is welcomed and discussed
  - Common feedback includes timing, short notice and bringing FRG members on the journey earlier to help inform their groups and fans as early as possible

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- Overall sentiment among FRG members is positive towards Unite Round
- Fans are happy with the reversal of the Grand Final decision
- FRG members express their delight to meet other fans and members during Unite Round
- FRG members provide constructive feedback on Unite Round, which were noted by the APL team for consideration
- Key areas the FRG members brought forward on behalf of fans is the need for APL to improve live sites, activations, merchandise, travel & accommodation options, and fixtures
- Questions are shared with the FRG group to take away and share among their groups to feed back to APL
- KC recommends a separate debrief on Unite Round as feedback from fans is extensive
- JM suggests a follow up action on APL to provide the FRG members with a simple mechanic to help capture fan feedback

## **Discussion Topic 4: Broadcast**

- JM leads the discussion on broadcast and welcomes questions and feedback from the FRG members
  - FRG members share feedback on their experience with broadcast and way forward for optimal viewing experience among football fans
    - quality of streaming overall and the presentation standard of the Liberty A-League Women's games do not meet fan expectation
  - JM informs the group that conversations on broadcast improvements continue with partners

## **AOB**

- FRG query the possibility of APL considering onboarding a fan representative on the APL Board
  - SC explains his position and role as Independent Chair; to represent the fan and the voice of the fan to the Board
  - NG further explains that the FRG was set up to provide a fan voice to the APL (and its board) and that we need to let this process run through to see if it makes the desired impacts before this is explored.

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- MB provides feedback on their experience using the A-Leagues App
  - JM assures the group that APL is taking feedback onboard and working with external parties to enhance the app and the fan experience
- NG closes the meeting and reminds the group the next meeting will be held on Tuesday, 26 March 2024.
- APL shares a link on the call chat for FRG members to submit additional questions

The meeting concludes at 8:05 PM AEDT