

A-LEAGUES FRG #6



[KEY MEETING INFORMATION]

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

[ATTENDEE LIST / RESPONSIBILITY]

ATTENDEES REQUESTED	ATTENDANCE	ROLE	REPRESENTATION
Nick Garcia	Attended	Meeting Chair	APL
Hannah Lidster	Attended	APL Representative	APL
Ned Negus	Attended	APL Representative	APL
Maggie Isaac	Attended	APL Representative Minutes	APL
Chris Davis	Attended	APL Representative	APL
Chris Schmizzi	Attended	APL Representative	APL
Joe Aylward	Attended	Club Representative	Adelaide United FRG
David Morgan	Attended	Club Representative	Macarthur Bulls FRG
Susan Baikie	Attended	Club Representative	Wellington Phoenix FRG

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Luke Welsman	Attended ▾	Club Representative ▾	Newcastle Jets FRG
Yousef Hussain	Attended ▾	Club Representative ▾	Sydney FC FRG
Maria Berry	Attended ▾	Club Representative ▾	Melbourne Victory FRG
Kathleen Crawford	Attended ▾	Club Representative ▾	Melbourne City FRG
Harry Inns	Apologies ▾	Club Representative ▾	WSW FRG
Erin Morrow	Attended ▾	Club Representative ▾	Central Coast Mariners FRG
Kim Hawkins	Attended ▾	Club Representative ▾	Perth Glory FRG
Matt May	Attended ▾	Club Representative ▾	Melbourne City FRG
Daniel Hoogstra	Attended ▾	Club Representative ▾	Western United FRG
Chris May	Attended ▾	Club Representative ▾	Brisbane Roar FRG

[AGENDA]

Meeting Chair Introduction

- NG welcomes all to the meeting and shares agenda topics for group discussion

Recap of Action Items from previous meeting

- HL provides an update on the revamp of the APL FRG web-page and welcomes feedback from the FRG, also requesting additional information / contact links from some members to help finalise the page. Link found at: <https://aleagues.com.au/more/a-leagues-fan-representative-group-details/>
- HL shares that the summary article of the first season of the APL FRG is in motion and thanks those who volunteered to be a part of it. It will be shared with FRG to read before publication.
- MI informs the group of OnBoard training on Tuesday 10 September, alerting the group to a calendar invitation they should have received.

FRG Agenda Items

Topic 1: Caceres Clause and the broader transfer system, and communication

- MM notes that there was confusion caused by the comms stating APL was to review the clause, with the quick follow up the Auckland FC announcement. Suggested the communications should have been handled better and it does not help perception of APL's ability to organise and lead.
- NG explains the process APL went through in consultation with all clubs, and the final approval required to be given by FA. Intention of FA was to step out of cycle to complete the review but that was not possible at the last minute. APL and all clubs believe the removal of the clause is the right decision as APL wants to help money flowing into clubs to help in developing players. cognisant of timings but we believed in the decision and pursued it.
- MM Wellington stated the club was not aware shortly after the announcement, however, NG explains all clubs were part of the guardrail feedback process, but given at announcement time it was not formally ratified by FA, APL was not able to publicly release those details in the original release.

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- NG then explains the two guardrails: no multi-club ownership group can loan back any more than two players into the A-League at any one time. The second is in relation to the salary cap in that the amount applied in the cap is the higher of the A-League Club or the overseas club, with ultimate discretion of the APL to add incremental cap treatment given any individual circumstance.
- EM states the news was surprising for CCM. Wanted to know what CCM knew and what other clubs knew to enable easier conversations between clubs and fans
 - HL walked the FRG through the consultation process and that whilst all clubs were supportive of removal, many wanted some guardrails to maintain integrity.
- FRG collectively suggest that if APL had provided more information in advance of the announcement it would have been easier to support those conversations.
- NG then clarifies the final adjustment since the briefing HL provided on this matter in August, in that as part of approval from the FA, all parties including the PFA have now agreed at looking more broadly at reform of our domestic transfer system and our salary cap ahead of the next CBA.
- NG clarifies that this ruling impacts the men's competition only, not the women's

Topic 2: Liberty A-League Fixtures and Improving Announcement Timing

- HL opens by explaining that process on women's draw and by nature of clubs wanting to explore operational efficiencies including DH's or not clashing with the Men's fixtures, means much of the work for the women's fixtures cannot commence until the men's fixtures is complete. We have provided draft draw to key stakeholders and near ready for public release.
- NN adds that the commercial team has been working on the women's competition naming rights partnership, and with this ideally an increase of coverage of the women's competition on FTA. States we are very close to finalising and announcing the naming rights partnership and it is now the intent to tie this announcement in with the release of the women's fixture release.

Topic 3: FRG Meeting Administration

- MM has suggested that the FRG set up a roster of who from FRG does meeting notes and who collates the meeting agenda items on behalf of the FRG, rotating each meeting
- DM asked if club's can start to introduce silent club FRG observers into these meetings for the sake of understanding each Chiar's tenure will be up at the end of season and for ease of continuity.

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- NG preference is to keep the group tight to manage information sharing and continuing to build trust within a smaller group of fan representatives, but agrees over the last few meetings of the season APL should consider a continuity plan for the changeover, including potentially a handover meeting.

Topic 4: Update on Canberra United

- NG informs the FRG that Canberra United and continuity of the women's team is still a matter for Capital Football until a new expansion license is approved for a Canberra A-Leagues Club.
- NG explains that APL is still committed to Canberra as an expansion market and working with a consortium. APL has put them in touch with three different potential funders in recent weeks. Confirms that all interested parties have expressed a firm intention to integrate Canberra United.

APL Agenda Items

Topic 5: Broadcast Production

- NG updates group on the broadcast production tender process for the remaining two seasons of our Paramount Plus contract that has been necessitated by Global Advance issues at the end of last season. Expect to be in a position to announce shortly.
- NN confirms APL's focus is on getting a better deal without compromising quality or fan experience.

Topic 6: 2024 A-Leagues Strategy

- NG and CS share the 2030 A-Leagues Strategy strategic process with the FRG.
- NG walks all FRG members through initial thinking for a 2030 vision, mission and key areas of focus for initial feedback
- FRG shares feedback, thoughts, and builds on the strategy including ensuring that inclusivity is factored into the strategy, particularly indigenous focus across Australia and NZ, as well as accessibility for all.
- APL states that they would like FRG to reflect on initial ideas and there will be an opportunity for them to feedback in more detail over the next week.
- Next steps will be to continue seeking key stakeholder feedback, and finally presenting to the APL Board.

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Any Other Business

- HL shares that the A-Leagues App is soon due for a refresh with the APL working on delivering a more Club-centric and fan focused app, with updates to follow in coming weeks.
- JA shares a question via OnBoard re: Member access to complimentary ticket to Unite Round. MI shares response in OnBoard: all full season club members are entitled to complimentary ticket to Unite Round, and full season members should have received an email from their club with instructions on how to redeem their ticket.

Actions and Next Steps

- FRG members to review landing page and provide APL with missing information where required
- APL to conduct sessions with FRG members that will form part of the APL FRG article piece
- APL to collate feedback from FRG on strategy
- FRG to split workload between members in relation to meeting minute taking, agenda item collation, and share a roster with APL for communication purposes
- OnBoard training for FRG members scheduled 10 September 2024

Meeting Chair closing

- Next meeting will be held on Wednesday 6 November from 6-8 PM AEDT