

# APL F/ MRG GROUPS - A-LEAGUES FRG

## A-LEAGUES FRG #7

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### [KEY MEETING INFORMATION]

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

### [ATTENDEE LIST / RESPONSIBILITY]

ATTENDEES REQUESTED	ATTENDANCE	ROLE	REPRESENTATION
Nick Garcia	Attended	Meeting Chair	APL (Commissioner)
Hannah Lidster	Attended	APL Representative	APL (Director - Clubs & Operations)
Ned Negus	Attended	APL Representative	APL (Chief Commercial Officer)
Maggie Isaac	Attended	APL Representative Minutes	APL (Marketing Manager)
Danielle Lowry	Attended	APL Representative	APL (Head of Digital Product)
Tony Henderson	Attended	APL Representative	APL (Head of Major Events)
Paul Meltz	Attended	APL Representative	APL (Head of Broadcast & Content)
Joe Aylward	Attended	Club Representative	Adelaide United FRG
David Morgan	Apologies	Club Representative	Macarthur Bulls FRG

Darren Cibilic	Attended ▾	Club Representative ▾	Standing in for Macarthur Bulls FRG
Susan Baikie	Attended ▾	Club Representative ▾	Wellington Phoenix FRG
Luke Welsman	Apologies ▾	Club Representative ▾	Newcastle Jets FRG
Emma Beletich	Attended ▾	Club Representative ▾	Standing in for Newcastle Jets FRG
Yousef Hussain	Attended ▾	Club Representative ▾	Sydney FC FRG
Maria Berry	Attended ▾	Club Representative ▾	Melbourne Victory FRG
Kathleen Crawford	Absent ▾	Club Representative ▾	Melbourne City FRG
Harry Inns	Attended ▾	Club Representative ▾	WSW FRG
Erin Morrow	Attended ▾	Club Representative ▾	Central Coast Mariners FRG
Kim Hawkins	Attended ▾	Club Representative ▾	Perth Glory FRG
Matt Mann	Attended ▾	Club Representative ▾	Melbourne City FRG
Daniel Hoogstra	Apologies ▾	Club Representative ▾	Western United FRG
George Seymeou	Attended ▾	Club Representative ▾	Standing In for Western United FRG
Chris May	Absent ▾	Club Representative ▾	Brisbane Roar FRG

**MINUTES**

## Welcome

NG (APL) welcomes everyone and begins the meeting and runs everyone through the agenda.

NG and HL (APL) note that there were no pre-submitted topics from the FRG for this meeting. HL questions how the FRG went in setting up a roster of which FRG members are responsible for submission of agenda items and minute writing. MM (MCY) apologises and says a roster for ongoing meetings will be circulated in the coming weeks, well in advance of the next meeting.

NG starts with an update on the APL, clubs, and comments on the successful start of the A-Leagues in ANZ.

- Broadcast Initiatives: onboarded a new production partner, extended Sky Sport broadcast partnership by three years
- Ninja A-League Women: new naming rights partner, record transfers, growth in FTA games (from minimum one to ten) in season 24/25, and strong growth trajectory going into season 24/25 towards the 2026 AFC Women's Cup
- Isuzu UTE A-League Men: continental success with the Mariners, record minutes for player U23 and record transfers, and we've seen a really strong start to season 24/25 – including a big uptick in FTA numbers on Ten.
- Visibility: leading into season 24/25 we've almost doubled the media coverage across the league – with a clear shift in the narrative and sentiment, and sealed a two-year partnership with News Corp Australia. A-Leagues mentions on Ten News doubled across the country compared to 23/24. The total Audience Reach and Advertising Value of this media coverage also increased. TV and Print coverage grew, while Radio coverage increased. The '20 years' content piece was shared and applauded by prominent players, journalists, commentators, clubs, football podcasts/ influencers and many football voices.

NG opens floor to questions:

- MB (MVC) queries which markets are performing better than others, which NG explains Adelaide, Newcastle, CCM being smaller media markets get cut through, but Sydney, Brisbane, Perth and Melbourne are anticipated to improve with new initiatives mentioned above as they are harder to cut-through.
- MM (MCY) expresses positive sentiment towards the 8-page ALM pull out in the Herald Sun, and asks about a reciprocal women's preview. NG (APL) confirms that there was a digital online preview of the women's competition run by News Corp.
- EM (CCM) queries support in regional areas such as the Central Coast in lieu of metro newspaper reach. HL (APL) explains the A-Leagues marketing mix includes regional and local media channels including radio (Star 104.5 and Gosford HIT), outdoor billboards, shopping center billboards, plus digital advertising (such as Kayo, Optus Sport, Binge, YouTube, META, TikTok).

### Topic 1: A-Leagues Website & App Updates

DL (APL) takes the group through recent APP UI & UX updates.

Key Updates include:

- Matches - Merging of Fixtures and Results <https://aleagues.com.au/matches/a-league-men/>
- Match Card Enhancement - broadcast information including SkySports/SkyOpen for NZ, "Where to Watch" CTA, Match Center/MatchDay Live/Highlights CTA <https://aleagues.com.au/matches/a-league-women/>
- Where to Watch/ TV Guide Page <https://aleagues.com.au/more/where-to-watch-aleagues-mens/>
- MatchDay Live - New Live Commentary feed in the Match Center (24 pre/during/post game) <https://aleagues.com.au/match/a-league-men/western-sydney-wanderers-vs-adelaide-united-02-11-2024/>

Feedback on updates from the FRG is welcome along with what the next priorities of platform updates should be.

- MM (MCY) points out there are no Women's Champions League updates available on the app
- KH (PER) asks if there is the possibility of a live ladder during the game, as per the EPL.

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- MM (MCY) stresses that squad profiles & headshots on club websites are often in complete and queries roles & responsibility of this between APL and clubs. DL (APL) has reviewed the processes internally and identified there are two locations where player headshot imagery is used. Match Center and Club Website. APL is responsible for updating the Match Center player imagery. Clubs are responsible for updating player imagery on their own websites.
  - MB (MVC) shared queries by email in advance and asks DL to run through these on the call. DL (APL) explains that the App defaults to the men's competition rather than the women's competition and this capability to change the default is in exploration phase. Shot maps are put up in live feeds (before and after match) in the MatchDay Live feed. MB also states that in-stadia app usage is challenging. DL explains that is likely owing to pressure on internet networks as there are too many devices using the network in the same location, it is not product based.
  - MM (MCY) asks whether the App will allow a fan to load membership cards, to which DL (APL) explains that memberships will be available in the App in the coming weeks for clubs that have opted in to deliver memberships that way.

**ACTION:**

- DL (APL) welcomes feedback from the FRG and has taken notes on all queries and will investigate and revert back adding what APL can to the backlog of development on all items raised. She also welcomes more feedback to help inform next priorities that will add value to the fan experience.
- APL to provide mechanism for FRG to provide feedback and thoughts on the App and what the next priorities should be addressed in order to continue to improve the fan experience.
- DL (APL) to update all available player imagery for Match Center.

## Topic 2: A-Leagues Shoulder Content

PM (APL) updates the group with new A-Leagues Content & Programming that is now live in market, including:

- A-Leagues Download on Mondays
- Club by Club Round Review on Mondays
- DubZone Tuesdays
- Match by Match Previews Wednesdays
- Total A-Leagues Wednesdays
- A-Leagues Warm Up Thursdays
- The Tactician Fridays
- Weekend Match Content as extra content of the types of scenes or angles fans don't see during broadcast

PM (APL) opens floor to FRG for feedback and questions:

- General feedback from fans is positive.
- EB (NEW) asks if the Monday podcast covers both the Isuzu UTE A-League Men and the Ninja A-League Women competitions. PM (APL) explains the coverage focuses on the men's competition, however, there plans to include the women's competition are in progress and shows are shot over a one-day period and it's about getting the scheduling right.
- GS (WUN) questions whether the Download program would become a podcast as he feels this is the type of content fans like him would listen to. PM (APL) affirms that Dubzone and Total A-Leagues have gone out this week, and APL is scaling up A-Leagues' podcasting that was discontinued a year ago with the aim for all longform shows to be included.

### **ACTION:**

- APL to share spreadsheet with the FRG to add fan feedback on the programming.

### Topic 3: Unite Round

- TH (APL) takes the FRG through the Unite Round Fan Zone activities, Leichhardt experience, and requests support from the FRG to promote the fan activities among club fan groups.
- JA (ADL) asks if there are plans to have a fan football tournament
- MM (MCY) queries whether APL is planning to have fan teams go head to head on the Top Bin Challenge.
- TH (APL) explains the concept and asks the FRG for support to rally fans to participate in the Top Bin Challenge.
- APL shares that any match ticket for Unite Round includes free public transport tickets. MB (MVC) asks how that works with a club member ticket, to which TH (APL) explains that all members redeem their Unite Round tickets, then show the driver to board for free.
- EM (CCM) positively expresses the shift in CCM fans' views and perceptions of Unite Round.

### ACTIONS:

- APL will send information on how FRG / clubs fans can get involved and the FRG's support to organise 4-6 fans from each club to go head to head in the Top Bin Challenge.
- APL to send FRG Unite Round promotional items to share their network.

### Any Other Business

- HL (APL) raises that APL would like to bring to an end the double handling of fan feedback for club FRGS. Requests each club using APL's feedback form to look at new ways to receive feedback - ie email.
- HL (APL) shares an idea for the FRG to meet face to face at Unite Round.

Open floor to FRG members to ask questions:

- JA (ADL) asks for an update on Auckland FRG presence in these meetings, to which HL (APL) confirms the Club is still developing these plans in the background and should be ready by February at the next APL FRG meeting.
- MB (MVC) queries Canberra United's involvement. HL (APL) explains the resourcing constraints the club is facing and is unable to support at the last stage we check in.
- EM (CCM) asks who owns membership platforms, to which HL (APL) explains the clubs do, and are supported by ticketing vendors such as Ticketek and Ticketmaster, or other.

**ACTION:**

- APL to follow up with Capital Football.
- MM (MCY) shares feedback on behalf of MCY fan group that the article, app, and programming are a step forward in driving positivity among fans about the impact of the FRG. Requests

**ACTIONS:**

- APL to send email to FRG group regarding the FRG gathering at Unite Round.
- APL to follow up Capital Football on FRG involvement.

**Meeting Close**

NG (APL) thanks all for their time. The next meeting will be held on Tuesday 4 February, 2025.