

APL F/ MRG GROUPS - A-LEAGUES FRG
A-LEAGUES FRG #12

[KEY MEETING INFORMATION]

DATE	LOCATION	START TIME	END TIME
5 Nov 2025	VIRTUAL (GOOGLE MEET)	6:00 PM	8:00PM

[ATTENDEE LIST / RESPONSIBILITY]

ATTENDEES REQUESTED	ATTENDANCE	ROLE	REPRESENTATION
Stephen Conroy	Attended	APL Representative	APL
Hannah Lidster	Attended	Meeting Chair	APL
Chris Botherway	Attended	APL Representative	APL
Alyssar Narey	Attended	APL Representative	APL
Danielle Lowry	Attended	APL Representative	APL
Nat Matthews	Attended	Minutes APL Representative	APL
Tim Adams	Apologies	Club Representative	Auckland FC FRG
Joe Aylward	Apologies	Club Representative	Adelaide United FRG
Chris Kelly	Absent	Club Representative	Brisbane Roar FRG

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Erin Morrow	Attended ▾	Club Representative ▾	Central Coast Mariners FRG
RJ Bonaccorsi	Attended ▾	Club Representative ▾	Macarthur FC FRG
Kathleen Crawford	Attended ▾	Club Representative ▾	Melbourne City FRG
Charlie Bell	Attended ▾	Club Representative ▾	Melbourne Victory FRG
Emma Beletich	Attended ▾	Club Representative ▾	Newcastle Jets FRG
Kim Hawkins	Apologies ▾	Club Representative ▾	Perth Glory FRG
Yousef Housain	Apologies ▾	Club Representative ▾	Sydney FC FRG
Ethan Fransen	Absent ▾	Club Representative ▾	Wellington Phoenix FRG
Harry Inns	Attended ▾	Club Representative ▾	Western Sydney Wanderers FRG
Daniel Hoogstra	Absent ▾	Club Representative ▾	Western United FRG

[AGENDA]

Welcome

- HL (APL) opens the meeting with introductions and notes apologies from Perth Glory and Adelaide United

Agenda item 1: Executive Chair Update

Western United

- SC (APL) provided an update on Western United, noting recent governance changes following shareholder action, the resolution of outstanding financial and tax matters, the conclusion of liquidation proceedings, leadership changes at board level and the club's successful appeal of its FA licence.

Broadcast Deal

- SC (APL) updates the group on the broadcast rights process, noting the incumbent has undergone a change in ownership and this has delayed their negotiation timeline. Confirms there are active discussions with other parties and a special sub-committee has been created to drive the best possible financial and distribution outcomes for the league going forward.

APL & FRG Agenda Item 2: Policing Strategy & Venue Policies

AN (APL) introduces herself in her role and touches on the recent restructure of the APL executive team

- Provides an overview of off-season engagement with Hatamoto, venues, police, and key clubs with active supporter issues
- Notes the hosting of a security workshop during the off-season
- Outlines plans to establish a future fan safety panel initiative to address key areas of concern
- AN (APL) commits to ensuring the right people are appointed to the panel before any public announcement

APL & FRG Agenda Item 4: App/Web Releases

DL (APL) presents to the group on **web and app updates**, outlining two key themes for the season:

- a. **Web:** Football-first digital experience
- b. **App:** *Your Club, Your App* transition to a true club-focused app

DL (APL) outlines the full website transformation and redesign

- Notes a shift away from being article-heavy
- Highlights new features enabled by the transformation
- Confirms the new experience has launched only on aleagues.com.au
- Feedback will be gathered before rollout to club websites

DL (APL) opens the floor for discussion and outlines app enhancements including:

- Club-focused onboarding
- Match Day Feed update
- Match Week 2.0
- Venue finder
- *Predict the Score* feature
- Improved fan access to personalised club feeds

DL (APL) requests feedback from the group on the app

- Overall feedback is positive
- Georgie (ADL) asks about marketing and media opportunities at games

DL (APL) concludes with an overview of the 2026/2027 playbook

- Outlines how the app will evolve into a core tool for every club member

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- Reiterates the website vision and plans to replicate the experience across club websites

APL & FRG Agenda Item 3: Marketing Strategy & Season Metrics

- CB (APL) provides an update on the performance of the marketing strategy previously presented at the last FRG meeting
Covers key areas including:
 - i. Activity completed across Australia and New Zealand digital platforms
 - ii. Out-of-home activity, News Corp, TVCs and radio
 - iii. Upcoming promotion of *Game Changer* matches
- HL (APL) presents details on the types of metrics the league tracks across matches and digital on a weekly basis.
- HL shares the attendance results to date and shows comparisons to past few seasons for context.

Other Business

- CB (MVFC) asks for comment from APL regarding weather conditions at the Brisbane ALW match
- APL (HL) confirms the weather policies in place for A-Leagues matches but that the league is always reviewing.

Close

HL (APL) closes the FRG meeting, next meeting confirmed for 3 March 2026