

A-LEAGUES FRG #13

[KEY MEETING INFORMATION]

DATE	LOCATION	START TIME	END TIME
3 Mar 2026	VIRTUAL (GOOGLE MEET)	6:00 PM	8:00PM

[ATTENDEE LIST / RESPONSIBILITY]

ATTENDEES REQUESTED	ATTENDANCE	ROLE	REPRESENTATION
Steve Rosich	Attended ▾	APL Representative ▾	APL
Hannah Lidster	Attended ▾	APL Representative ▾	APL
Natalie Matthews	Attended ▾	APL Representative ▾ Minutes ▾	APL
Matt Fayle	Attended ▾	APL Representative ▾	APL
Chris Botherway	Absent ▾	APL Representative ▾	APL
Alyssar Narey	Attended ▾	APL Representative ▾	APL
Matthew Ellenby	Attended ▾	APL Representative ▾	
Tim Adams	Attended ▾	Club Representative ▾	Auckland FC FRG
Joe Aylward / Georgie Bouhalis	Attended ▾	Club Representative ▾	Adelaide United FRG

LEAGUES

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

[AGENDA]

Introduction (5 minutes) - Hannah Lidster

- a. Welcome all
- b. Apologies for this meeting
- c. Agenda run-through

APL Agenda Item 1: Introduction & Key Focuses - Steve Rosich - 45min

Opening Weeks Reflections / Opportunities

- SR (APL) has spent the first 7–8 weeks visiting clubs and attending home games to understand operations, pressure points and opportunities. Key opportunities identified include growing engagement, viewership, attendance and community connection, with an emphasis on leveraging the participant base across Australia (~1.93 million) and New Zealand (~180,000). Strong people, culture and values were recognised across clubs, the league and FRG. Areas for improvement include participant engagement, membership products, match-day experience, commercialisation and community engagement. It was noted that while a baseline has been established, fiscal and talent constraints at some clubs mean further work is required.

Big Rocks: Media Rights, CBA

- Media rights negotiations for domestic broadcast rights across Australia and New Zealand are ongoing, with a focus on financial outcomes, reach, distribution and promotion, and are anticipated to conclude in the coming weeks. Collective bargaining agreements (CBA) for both men and women expire at the end of the season, with positive engagement underway with the PFA and a resolution expected between April and May.

Relationship with FA / Season 2026/27 Fixture & Planning

LEAGUES

- Work is underway with FA to create a fan-centric and broadcaster-friendly fixture. The men's draw is targeted for release by 30 June, with the women's draw to follow by 31 July. Consultation with clubs is ongoing to align on priorities, time slots, double-header strategies and broader stakeholder input.

League Strategy

- Planning for the 2026/27 season is focused on long-term growth, sustainable execution and accountability across both the League and Clubs. "Ready for Takeoff" initiatives are centred on prioritising foundational execution before accelerating growth. Within the Women's League, challenges relating to part-time athletes and a limited independent economy are being addressed. Strategic assistance is being provided to Western United across governance, finance and operations.
- FRG members were encouraged to actively participate in league strategy discussions, including considerations for Western United next season, the role and future of FRG, and the continued growth of the Ninja A-League.

APL & FRG Agenda Item 2: Venue / Security - Alyssar Narey & Tony Henderson - 15 min

APL Fan Safety Panel (APL)

- AN (APL) presented an overview of the Fan Safety Panel and its role, noting that the panel will include both club and FRG representatives. The floor was opened to FRG for discussion, with KH (PER) querying the lack of inclusion of active supporter representatives on the panel. APL will consider this further internally and provide clarification.

Disabled Supporters Access (FRG)

- Discussion on improving accessibility for disabled supporters, including those attending as visiting fans. Emphasis was placed on the need for consistent communication and standards across clubs and venues. Ongoing assessment of seating, facilities and wayfinding was noted, alongside a commitment to delivering inclusive match-day experiences for all fans.

Security Issues (FRG)

- An overview was provided of security incidents and challenges from the previous season, including supporter behaviour and venue-related risks. Coordination with police and security personnel for high-risk matches was highlighted, with clubs and the League to continue adopting proactive strategies for crowd management and risk mitigation.

Action Items / Follow-Ups

- FRG will provide ongoing feedback on Fan Safety Panel outputs as a follow-up. Clubs are to review accessibility standards and report updates to APL, while the security team will continue monitoring incidents and provide an update to FRG at the next meeting.

APL Agenda Item 3: Digital Experience Fan Survey - Hannah Lidster & Matt Fayle - 15 min

Digital experience survey results discussion (APL)

- HL (APL) presented key insights from the digital experience survey, highlighting fan engagement with web and app platforms, usage trends, preferences, and overall satisfaction. Opportunities were identified to enhance digital content and functionality, with fans specifically requesting features such as a Match Day Feed, venue finder, and Predict the Score.

Consultation Process & FRG Role Clarification (FRG)

- The consultation process with clubs and stakeholders was outlined, and FRG's role was clarified as providing feedback, validating survey insights, and supporting implementation. FRG also requested additional information on the data collection methodology and sample size.

Action Items / Follow-Ups

- As a follow-up, APL will integrate FRG feedback into upcoming app and website updates, with ongoing collaboration to ensure the fan perspective continues to guide digital enhancements.

•\ LEAGUES

FRG Agenda Item 4: Asian Cup Plan - Hannah Lidster - 15 Min

- HL (APL) provided an update on the upcoming Asian Cup schedule and associated operational considerations. Fan engagement initiatives were highlighted, including digital content, marketing, and match-day experiences, such as the Ninja A-League Women Heroes Cards. Coordination with clubs, venues, and security was discussed to ensure a seamless fan experience.
- FRG contributed to the discussion, raising points on supporter travel, venue access, and match-day logistics, and provided input on fan communication strategies and collaboration with local supporter groups.
- As follow-ups, clubs and venues will coordinate on fixture adjustments and capacity planning and APL will incorporate FRG input into the final fan communication plan.

FRG Agenda Item 5: Operations - 15 min

- Review outstanding issues from previous meetings (FRG)

Any Other Business - All

- No further items raised beyond those discussed in previous agenda points.

Close - Hannah

- Next meeting to be put in calendar in April or May