



Meeting minutes from Wednesday 19/11/2025 - 6.00pm

Attendees

Fan Representative Group (FRG)

Carissa Matheson (CM), Chris Kelly (CK – **APL FRG Representative**), Christie Skillington (CS), Dan Smareglia (DS **Secretary**), Jeremy Scott (JS), Majella Card (MC), Neil Ballment (NB) Simon Boegheim (SB), Stuart Warren (SW – **Chair**)

Brisbane Roar

Kaz Patafta (KP - **Chairman and CEO**), Zac Anderson (ZA – **Chief Operations Officer**)

Apologies

John Murray (JM)

1.0 Management update

Management stated that the Roar is feeling better as a football club and are heading in the right direction, having started the season in a positive manner. There is a nice energy and buzz around the club both administratively and on the field. Management held meetings with Michael Valkanis this week about the January transfer window and had a review with Alex Smith regarding the most recent game.

2.0 Public transport (Suncorp games)

The club stated that there needs to be consistently more than 7500 fans in attendance to reinstate all the shuttle buses that travel into the stadium. Fans still receive free transport to and from the games. Management are having ongoing conversations with Suncorp Stadium regarding this issue.

FRG appreciate the open communication by the club on the issue and the work of the RSF to gather feedback and advocate. CS wrote to Suncorp Stadium sharing her party's frustrating post-game experience after game one. FRG view the issue as not just a barrier to overall attendance but an accessibility issue. Suncorp Stadium said the bulk of the transport cost on each ticket goes toward extra shuttle buses and to staff who are located at stops to assist fans.

During arrival, game attendees tend to reach the venue over an extended time frame and have access to various public transport options. In contrast, post-event departures occur in a concentrated period when the majority of individuals exit simultaneously.

FRG asked if “full service” isn’t feasible, are more post-game shuttles to the major hubs possible as a compromise to help get the best value for money. The club responded saying post-game shuttles are currently not an option made available from Suncorp although it is an initiative they can take to them.

3.0 Request for one TV camera in the Suncorp eastern grandstand.

The FRG acknowledges and understand the need to close off certain sections of Suncorp Stadium due to cost constraints until attendance numbers increase. Unfortunately, due to the positioning of the television cameras facing the eastern stand it looks as if the stadium is empty during live telecasts.

- Fans have commented that it’s demoralising to see this on television news when the western stand is full of supporters. Contrast this with how impressive the backdrop of a packed Sunshine Coast Stadium looked during the telecast of the Newcastle game.
- APL and Paramount+ have discussed this matter thoroughly. However, because of the stadium's technical configuration, it is not possible to install a camera in the eastern stand but where possible camera angles are changed to show the crowd. SB asked if it’s possible to use a drone to show the western stand particularly after goals are scored but unfortunately due to restrictions this is not possible.
- The club is confident that by continuing its current trajectory this season we will be able to open the Eastern grandstand regularly, beginning with our match against Melbourne Victory.

4.0 ALW Update

Well done to the Women’s team on their positive start to the new season. FRG noted that given the emphasis on re-engaging with the community throughout pre-season and playing as many pre-season games as possible for the Men’s team, there were a relatively low number of pre-season games for the women.

- Club management said that the women’s pre-season fixtures are constrained heavily due to the current contract periods under the Collective Bargaining Agreement.
- With a six-week pre-season, the team did play five matches. Those being against the All Stars, Caboolture, Olympic FC and two matches against internally.
- Roar has however, been engaging regularly in local schools and community programs. Once the local football seasons recommence the team will continue to immerse themselves amongst grassroots.

4.1 Brendale update.

The Women’s team has settled well into the Brendale complex. The facility is completely operational with two professionally maintained training pitches, a breakfast area, gym, video

and educational rooms, four coaches' rooms, a recovery room which includes the likes of ice baths and compression equipment, a boot room, laundry area and two functional changerooms with showers and toilets with lockers to be added in December.

4.2 Women's Asian Cup

A reminder that at the last meeting a pop-up Roar booth with Roary and Rosie was proposed at Robina Town Centre before the game to promote membership and incentives, taking advantage of high match day foot traffic.

The club is still very interested in this idea and were hoping to be introduced to contacts at the centre which we believe were mentioned last time. CS to contact JE.

4.3 Spencer Park

CM needed to leave the meeting early but said she would provide feedback and ideas to club management regarding disability access issues at Spencer Park and how we can improve the game day experience. Overall, the club is very happy with the decision to move to Spencer Park and the relationship with Brisbane City FC. MC commented that Brisbane City are great to deal with and very accommodating with the Roar Corps.

5.0 Active Support

- Congratulations to The Den and The Roar Corps for their outstanding active support during the opening home games of the season. The Den has been particularly influential in getting fans vocal during the first two fixtures, especially during the crucial final stages of the games.
- There was positive recognition of Hinksey's contribution and discussion around the ALW corner routine to try to better coordinate and involve fans via the big screen. MC suggested that for specific plays where the Roar Corps have chants based on songs – that those songs are played over the PA so the crowd become familiar with them.
- CS commented on occasions when in-game entertainment, loud music, and announcements could be better synchronized. CK noted that, at one ALM game, the countdown and Den chant happened at the same time and should be coordinated more effectively. Generally, the balance is right but need to make sure that everything is adding to the atmosphere.
- The FRG would like to acknowledge the positive impact of both engaged supporter groups and remind the Den that they are always welcome to appoint a representative to join the Fan Representative Group.

6.0 FRG new members

At a previous meeting the FRG talked about recruiting three new members to replace the ones who have left. A suggestion for this could be the posting of an article to fans which would

include a questionnaire for potential replacements to fill out. From there a selection can be made. DS to follow up with JE.

7.0 ALM Update

- Congratulations to the Men's team on their positive start to the season. Some media outlets have commented on the Roar's physicality in the opening games, raising concerns among some fans. However, the FRG views this as typical football discussion and believes Michael Valkanis is building important defensive resilience within the team.
- The team's ambition and results so far are very encouraging, and given the substantial changes to the squad, it is reasonable that the development of the attacking style is ongoing as players continue to gel with one another.

8.0 Marketing, PR and Merchandising

- The FRG want to again compliment the club on the uplift on marketing materials and improved merchandise range this season. We also acknowledge recent improvements in local media coverage. However, it has been noted that the A-Leagues in general receives very little coverage on the SMH and ABC national sports pages. FRG asked if the club engages a media monitoring company?
- The club monitor media daily through Stroom, a software that is made available through the APL. Sydney Morning Herald / Brisbane Times coverage can be extremely hard to come by in part due to our partnership with NewsCorp. The ABC has in recent years changed their approach to coverage – focussing more attention on major sporting moments or news across Australia and the world rather than the day-to-day media coverage/match reports seen elsewhere. They do cover more human-interest pieces online which the club is working on to generate via the playing group.
- With more on field and off field success however Roar are confident that the ABC and Fairfax will cover the football club.

8.1 Legends Game

NB asked about reintroducing the Roar Legends of the game and a family photo of all supporters. ZA said there are plans in place for a legends game to happen and an announcement would be made shortly.

8.2 Two for one offer

JC thanked the club for introducing the promotion for the Melbourne Victory game acknowledging that it's not possible to do it often but hopes that for this time of year it will work well. ZA confirmed that there has been a positive uptake in ticket sales in the past week. Additional promotions are being planned to maximise value, and each match day is reviewed to determine what can be offered within Suncorp Stadium's guidelines.

8.3 A-Leagues Live Venues

- It was noted that Cazalys in Cairns is the only live venue location listed on the A-Leagues live venue page for Queensland. Currently, Cazalys is still the only venue who has taken up the broadcast subscription of Paramount+. This is a service that is managed and maintained by the APL. However, they have been shared an extended list of contacts for venues in the Brisbane region and will be reaching out to offer the service.
- As there are no Roar home games scheduled in December it's an ideal opportunity to promote our live venues to keep supporter momentum going before we start playing again in Brisbane during January.

8.4 Marketing to local clubs in SEQ

This is an important market segment, and the club did an excellent job to engage with selected clubs during the preseason. The FQ Roar Junior Holiday Clinics also promote the Roar fixtures where each child receives a Roary & Rosey Membership (2 x A-League Women and 2 x A-League Men). Some of the local clubs have already started pre 2026 season training and most will be doing so from January onwards.

- Can/do we email our promotional ads to every Southeast Queensland club during the week leading up to our games - asking them to post the ads on their social media pages?
- During the weeks leading up to matches, the Roar work with Football Queensland to connect with clubs across SEQ to help promote matches on social media.
- CK commented that as an administrator at a local SE Queensland club he has not seen any communication from FQ regarding Brisbane Roar games and there needs to be more work done to cross promote.

8.5 Connecting with dormant fans update

- Significant efforts in uplifting content, marketing, and media coverage have expanded our fanbase, as supported by recent data.
- Earned/traditional media is up almost 90% year on year for the last three months, socially we have generated 15million views in the last 90 days which has resulted in the Roar outpacing every other sport team in Australia in published content currently. The club also invested more finance into paid marketing spend to place ourselves in front of dormant fans once more.
- However, we still have work to do on field which will significantly help connect the dots and continue to make us not just a club people are seeing, but one who are successful and worth watching.

7.0 Perry Park update

- The FRG wish to reaffirm the strong support among fans for the redevelopment of Perry Park into a Tier 2 stadium to establish it as the principal venue for football in Queensland. Such a facility would serve as a key centre for Roar ALM and ALW home

games while fostering talent and supporting the continued growth of future Matildas and Socceroos.

- Perry Park offers the perfect location for football in South-East Queensland. Situated centrally in Bowen Hills, it is easily accessible via bus routes and the Bowen Hills train station.
- Club discussions with the government are ongoing which reiterated the Roar's commitment to provide ALM, ALW and NPL content for 6 to 7 months of the year but the Roar is also looking at alternative venue options.

8.0 APL National Fan Representative Group meeting 4/11/25

- The group discussed venue policing. CK asked if Fan Marshals are still needed at the Den and about the current relationship with QPS, noting no recent issues. ZA confirmed a good relationship with QPS, stating there is always one Den Marshal, with more added depending on the opposition.
- In response to a question about perceived stagnation of the league KP said there needs to be better connection and cooperation between the FA, PFA, APL and the state bodies. The APL board is aware of the issue but is optimistic that by working on these relationships the ALM and ALW game will be back to where it needs to be. Other influences include national team performance and opportunities like the upcoming Women's Asian Cup.
- CK asked for clarification regarding match postponement and abandonment policy due to weather. In particular as to why the ALW v Victory game was delayed for 90 minutes and then played 3 minutes of extra time. ZA explained that if lightning is detected within five kilometres of a game, play must pause. On this occasion Victory were happy to wait and match officials could see on the radar that the storm was passing so it was decided to wait until the situation was safe so the final minutes of the game could be played.

9.0 Club contact and membership issues

- FRG acknowledge that it's a very busy time of year for the club and operations are still growing, but several members have experienced occasions where the membership hotline rings out, voicemails are not responded to, the voicemail box is full, and / or emails either have a very slow response time or required a follow up several days later.
- It needs to be easy for fans to contact the club. These small issues can make a big difference for new members coming on board and improve fan experience and retention. This could be due to limited resources, and we recognise the effort everyone at the club puts in, as things have clearly improved each year. However, can we use this as a chance to learn and keep improving.
- KP explained that the problem appears to be at scale, affecting many members, and is currently being actively investigated.

10.0 Season memberships (questions and answers)

- How are memberships tracking season on season?
- There is still work to be done to reach the KPI for season 2025/26. Now that we are in season, we are transferring our focus to part-season memberships which come in a better price and driving awareness of these through pre- and post-match emails, promotions and discounts (Black Friday).
- Does the club collect any data on what drives people to select partial season memberships as opposed to full season memberships? We assume the two key factors in fans choosing those options are how many games they can actually attend during the season and costs.
- This is correct. We do also aim to upsell prior to each season.
- Has the club considered (or do they already offer) those who purchase 3 and 6 game packs a free "bonus" game or discounted upgrades to larger partial memberships or full season memberships?
- This is an initiative we will investigate via Ticketek.

11.0 Corporate engagement and sponsorship

- As the FRG speak to people in the corporate sphere, sport remains one of the key "connecting conversations". Listed are a few additional ideas/questions for consideration to use corporate engagement as another inroad to fan engagement.
- Has the club considered reaching out to any corporate social clubs offering tickets or promotions?
- Yes, we do this regularly. We have corporate directed EDMs that go out fortnightly, and our team are regularly in touch with businesses especially around the silly season offering options for early Xmas parties. We have also been able to engage with local clubs and businesses in the Sunshine Coast and Redcliffe regions with the games being played at these venues. If there are any contacts FRG feel would be interested or like to be included in these communications, please send through and the club can cross reference to check if they are already on the list or can add them in pending their authority. CS to follow up with JE.
- Is there a collaboration the club could do with an organisation like Pride in Law for Pride Round? Or something the club could do with a government and corporate backed organisation like Queensland Gives (noting the work the club already does with the Children's Hospital Foundation)
- We are happy to investigate this. We could potentially do a GA ticketing offer for the ALW pride round game if we have a home fixture, or a potential guard of honour.
- Roar in Business – have a new sponsor which will be announced soon to empower Roar in Business events. There will also be a corporate golf day coming up.

13.0 New minority investor update

- During the previous meeting, it was noted that discussions were underway with a potential new minority investor to help secure additional capital for the club. KP

indicated that two parties had shown interest. However, the Roar owners have directed management to pause this for now. Instead, the owners are prepared to supply extra capital as needed.

Meeting closed at 8pm.