



Meeting minutes from Wednesday 21/5/2025 - 6.30pm

Attendees

Supporters Advisory Council (SAC)

Carissa Matheson (CM), Chris Kelly (CK - **Secretary**), Christie Skillington (CS), Dan Smareglia (DS), Jeremy Scott (JS), John Murray (JM), Majella Card (MC), Simon Boegheim (SB), Stuart Warren (SW – **Chair**)

Brisbane Roar

Kaz Patafta (KP - **Chairman and CEO**), Zac Anderson (ZA - **COO** and Michael Valkanas, (MV – **ALM Head Coach**)

Apologies

Ben van de Beld (BV), Neil Ballment (NB)

Introduction of new ALM Head Coach

Meeting commenced with the introduction of the new ALM Head Coach, Michael Valkanis.

Michael outlined his coaching philosophy and his vision for the season ahead bringing his expertise, experience and contact network to the club after 7.5 years in Europe.

Michael expanded on the three key pillars he believes will bring us success.

- 1) Culture, people and standards. Building a team based on our values.
- 2) Expanded on the identity he wants to create and the football he aims to play. Keen to continue to develop young players, not just for income but to create a very competitive team. To entertain with aggressive attacking football that makes people want to come to watch us play.
- 3) Engaging with the community to bring people back to the Roar.

Preseason preparation

Will be moving on some players and bringing others in to complement our passion and commitment. Big change is a process that will take time. In a few months management will be able to talk more about the people coming in and the changes to the squad. Recruitment is ongoing with a focus on character and competitiveness.

A demanding preseason is planned with layered competitive games (C, B, and A level) to build fitness, identity, and community engagement. Initially the team will be active in playing local Brisbane teams from the early weeks of pre-season starting after June 30.

Aim is to have the players coaching the kids, then do a signing session and then play a match with the emphasis on community. The plan is to do the same for the women when they come back in September. Focus will be on game time initially, then gradually getting more competitive games as time progresses with much harder games leading up to the start of the season.

New Staff Appointments

KP outlined some new appointments to the club which include more senior level staff with high levels of expertise to drive strategy.

- New Head of Marketing
- New Head of PR and Comms
- New Football Director

A new Membership Executive will be appointed to focus on how best to structure memberships based on key aspects such as how we communicate with members and how we deliver the fan journey to our members.

Also looking to appoint new Head of Commercial to drive relationships with stakeholders and commercial partners.

Update on the Women's team

Overall, we are in a very strong position with Roar ALW.

The club is currently conducting a broad review of last season.

Overall, pleased with the progress but believe that the team should have been in finals and weren't satisfied with this, particularly with the drop off at the tail end of the season. Expectations for next season are much higher. Currently negotiating with the Head Coach to establish high targets and will introduce strict KPI's for the new season.

Review of medical is happening because of the significant number of injuries in the second half of the season. Both soft tissue and contact injuries.

- Achieved the third highest average attendance in the league
- Happy with Perry Park as a home base
- Produced two new Matildas.
- Four women coming through the QAS program.

Healthy recruitment in place and have been able to lock in young talent to multi-year deals.

The club has just signed a new Australian goalkeeper who is in the Matildas set up which frees up a visa spot to target a really strong number 9.

Club does not take the support for the Women's team for granted and wants to build on this.

Memberships and attendance

Across the league we achieved the 9th highest attendance for men – down 9% year on year.

Poor results on field exacerbated the numbers. There is a need for better on field results and to do this, the type of football needs to be more entertaining.

- Comms with fan base needs to improve.
- Game is not visible to the dormant fans.
- Need to maximise visibility across as much media as possible.
- Continue to activate school clinics and community programs with FQ joint venture.

There are advanced discussions with a new minority investor into the club to facilitate a capital injection to take the Roar into the future.

In answer to a question about attendance - management would like to see an average of 8000.

Home ground stadium update

Core focus and priority is Perry Park.

In conjunction with FQ and increased public support, the goal is to push for a proper upgrade to a Tier 2 stadium. However, this is not likely to be completed until 2028. In the meantime, a phase one stage is planned that would be undertaken to complete a 6000 to 7000 seat facility and ensure accessibility with upgraded toilet facilities and infrastructure. The key issue is a deal on tenure because the club would not be prepared to make a capital injection without having tenure.

This is first time that FA, FQ and Brisbane Roar are all aligned with the one message. The club would also schedule key games at Suncorp that would attract larger crowds.

Pride and Indigenous rounds

SAC feedback - would like the club to have a clear position and not for this issue to be an afterthought.

Needs to be a broader stakeholder decision taking into consideration our shareholder, the members and the wider community.

ZA looking to bring in an independent party to assist in the process of understanding Brisbane Roar's identity and what the club stands for, so that the club can have a clear position on issues such as Pride and Indigenous rounds, rather than leaving it up to individuals to decide.

CM said it's not just about Pride and Indigenous rounds but other issues as well and mentioned the previous Purple Epilepsy round at Redcliffe. Other examples – Wellington did Ronald McDonald house. More community engagement rounds focussed on what the club stands for.

Supporters Advisory Council (SAC) to change name

Agreed to change SAC name to Fan Representative Group (FRG) to align with the APL and other clubs.

Agreed that we fill the seats of the three resigned members to keep the group fresh and have new input. Would still like someone from the Den – this offer is always open. Christie has come in for Kerry-Anne from the Roar Corps. SW asked the club to please facilitate the recruitment of three more members. FRG has asked for interest in the three executive roles – Chair, Secretary and APL FRG Rep. Currently CK has nominated to move to the APL FRG representative position, DS has nominated for the secretary role and SW has renominated for Chair.

Upgrade the Roar website to mirror the APL website FRG section. All minutes to be uploaded to the site. Plan is to make it more aligned with the other clubs and the APL. ZA agrees and will have new marketing personnel to action this.

Propose that we keep the same format with meetings – four per year with the FRG committee only and then two weeks later with KP and ZA. So, eight in total. SW to send proposed dates to ZA and KP first.

SB observed that the meeting structure did not align with the agenda, as certain items scheduled for discussion were not addressed. SW noted that time constraints were a factor and emphasised the importance of hearing from the new Head Coach and having the opportunity to ask him questions. SW suggested making decisions via email due to limited time for discussion at meetings.

Follow Up

CK to email all committee members to ask if they wish to nominate for any positions and if necessary, to vote. DS to consult with Marketing to update the web site. SW to email KP and ZA to lock in new season meetings.

Suncorp Transport levy

JS raised the issue of the Suncorp Transport Levy. Currently public transport in Brisbane is 50 cents per trip however the transport levy is around the \$4.00 - \$4.50 mark which contributes to the cost of tickets and memberships. Roar management have been lobbying for the last two years to look at this. Have been in consultation with other longer-term tenants such as the Broncos, Dolphins, and the Reds. To date have had no success but will continue to advocate for this.

Follow Up

ZA to update FRG at the next meeting.

Meeting closed at 7.50pm.