



Meeting minutes from Wednesday 17/9/2025 - 6.00pm

Attendees

Fan Representative Group (FRG)

Chris Kelly (CK – **APL FRG Representative**), Christie Skillington (CS), Dan Smareglia (DS **Secretary**), Jeremy Scott (JS), John Murray (JM), 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**) Joseph Esposito, (JE – **Head of PR & Communications**)

Apologies

Ben van de Beld (BV), Carissa Matheson (CM)

1.0 ALM update

Preseason preparation is going well with plenty of community engagement as well as competitive and entertaining trial games.

FRG asked if the decision to hold most of the preseason games on the north side was made to specifically target northsiders for the Redcliffe 3-game Kayo membership.

The club responded by saying that preseason planning was to focus on engaging with community clubs, particularly ones with a large junior base. Roar management approached many clubs for preseason games but for many it didn't work within their schedule. It wasn't the intention of playing most of the games on the northside, but it just worked out that way.

- The objective was to connect with football fans from several regions, however with those situated on the north side, it was a chance to also push the Kayo membership which we have seen a strong return on already.
- The pre-season Sunshine Coast game data indicates that over 80% of attendees were from the Sunshine Coast region. It's planned to have an ALW preseason game there at some stage in the future.

1.1 Front of shirt sponsor and merchandise offerings

- The front of shirt sponsor has been secured for the upcoming season.
- A formal announcement will be made in due course.
- Kit will be launched in early October and will be available for purchase across matchdays, retail outlets, fan days and online.

2.0 ALW update

Reasons for ALW venue change from Perry Park to Imperial Corp Stadium

- Perry Park was voted as the worst venue by the playing cohort across the whole league as confirmed by the PFA report provided to the club at the start of August.
- Further, the club was unable to secure a fair and reasonable commercial agreement with Brisbane Strikers as the sublessee.
- It was certainly not the intention of the club to move away from Perry Park, however once the facility is fit for purpose and managed professionally, we endeavor to return.
- We note the current state of the playing surface is subpar standard for professional football and no maintenance at an A-League level has been scheduled.
- It should be mentioned that Imperial Corp Stadium also allows the club to enhance corporate offering to our ALW partners, which is not available to us at Perry Park.
- The facility is also fit for purpose for professional football with a grandstand, renovated change rooms, a gym, and restaurant facilities.
- MC reminded the club that it's very important for the first game at Imperial Corp stadium to ensure that there is adequate food and beverage facilities. The plan is to have additional food options in the car park location.

2.1 Update on Brendale training facility

- The Women's team will train out of Brendale beginning Monday 22nd September.
- In the off season the club has invested in high quality gym and recovery facilities with new changeroom renovations currently being undertaken.
- The club foresees this facility as being of interest to facilitate national teams and possibly a future training base for a national team for the 2032 Olympics.

2.2 ALW Preseason and branding

ALW preseason will mirror the ALM preseason in that there will be plenty of community engagement, junior clinics at schools and clubs, as well as signings and preseason games. The branding message will be that if you want to see some of the Matildas in action prior to the Asian Cup, then you can watch them right here at the Brisbane Roar.

Through Football Queensland there will be a Rory and Rosie pass targeting the junior base to attract them to the games - making it affordable for families. The next ROAR Reborn episode will prominently feature the Women's team.

The long-term goal for the ALW is to be in the Asian Champions League. There is an opportunity for the ALW to be a top three league in the world and it's the responsibility of the club to keep improving.

2.3 QAS Update

- The club has continued to sign a number of high-quality players and those who are still attached to the QAS will be able to access their facilities.
- Will continue to privately fund the development of Queensland's best female talent. This is evident by the commitment this year to sign numerous QAS talent and head of women's football.
- The club is willing and able to work with the QAS at all times to foster women's sport should they be open to doing the same.

3.0 Communications and Marketing

- Congratulations to the club on improved communications to start the new season. Refreshed and uplifted communications from the club have been greatly improved compared to last season.

3.1 Campaign to reconnect with dormant fans

- Dormant fans need to be taken on a journey. This has already begun. We have contacted and connected with a large volume of dormant fans (past ticket buyers or members).
- Throughout the pre-season and during the season we will continue to show them the changes the club has made both on and off the field.
- The club is happy to report that a strong number of dormant fans have committed to memberships in recent weeks because of this journey.

3.2 Women's Asian Cup

The Asian Cup represents a huge one-off opportunity for the club to positively leverage public interest and media attention toward women's football.

- The club is looking into options such as pop-up tents etc. However, due to AFC regulations we currently can't promote the Roar in or around the venue.
- FRG suggested a pop-up Roar booth prior to the game at the Robina Town Centre to offer membership or promotional incentives.

3.3 Bring a friend for free promotion

JS suggested we reintroduce the "Bring a Friend for Free Promotion" whereby each member is given one free ticket for an ALM or ALW game during the season as a potential strategy to grow the supporter base. Club is receptive to the idea and will be passed onto the team, but management believe that attendance will increase once we see an entertaining product and results on the field.

3.4 Roar App

Over the past six months, the League has relaunched a collaborative app where each club has its own individual page. The aim is to direct fans to the APL App and specifically to the Roar page, which consolidates information from Instagram, Facebook, the website, and EDM. Additional features will include a broadcast page customised for the Roar.

4.0 Memberships update

The past 6 to 8 weeks have shown strong momentum and positive feedback, though membership numbers haven't reached last year's levels as yet. With a strong season start, the club expects to surpass last year's membership figures, but more work remains before the season begins. Management is satisfied with ALM progress, while ALW membership lags behind last year; this is expected to improve with recent signings, Sharn Freier's return, and preseason community engagement starting next week.

4.1 Foundation membership recognition

The plan is to locate and recognise the commitment of Roar foundation members. The club is investigating having these fans on field during pre-game for the first round.

SB, president of the Queensland Football History Association, holds the list of initial foundation members and can provide historical material for the club to compare with their records. The association is currently developing a digital museum.

5.0 Update on stadia and availability

Challenges related to stadium availability remain significant and continue to evolve. Due to Western United's withdrawal, fifty percent of the fixture schedule was altered compared to the original first-round allocation. Furthermore, there continues to be limited access to stadia that is fit for purpose.

There remains some outstanding work to be finalised concerning the fixtures, due to the timing of the draw and the involvement of multiple stakeholders. There will likely be one, and possibly two, double headers; however, it is unlikely that the ALM will play at Imperial Corp stadium.

There will be at least two games at Kayo Stadium.

- The group discussed taking a future fixture to regional areas, stressing the importance of giving members plenty of notice. CS suggested a double header if travel is involved, with two games for fans making the trip.
- MC noted that double headers should be special events and promoted accordingly, rather than used routinely. The event should be a celebration of the club itself, rather than simply adding an ALW match to an existing ALM game out of necessity.
- MC also proposed three tiers of membership: ALM, ALW, and whole club membership. This approach would accommodate all supporter preferences.

5.1 Perry Park

Perry Park remains a key venue for the club. Roar require security to invest capital but have both the capacity and commitment for private investment in its upgrade to host ALW and ALM matches. The club is working with stakeholders to confirm its position and hopes the proposal will benefit the Queensland Government and all parties involved.

6.0 New minority Investor

At the last meeting it was noted that there are advanced discussions with a new minority investor into the club to facilitate a capital injection to take the Roar into the future.

Currently working through a corporate and group restructuring to facilitate the injection of fresh capital. This process is ongoing with our professional advisors. Along with the recent and large investment by Bakrie into mining investments in Queensland in August furthering their commitment to both the Australian and Queensland economies.

A bricks and mortar investment has also been mentioned previously. The club has made significant progress in relation to its infrastructure strategy and will be making announcements on this shortly.

7.0 APLupdate

Stephen Conroy, the APL Executive Chairman attended the Fan Representative Group meeting on Monday 15 September with other club representatives. CK provided an update after attending the meeting.

- The Australian Professional Leagues (APL) has reported a preliminary operating profit of \$1.7 million for the 2025 financial year — a \$57 million turnaround compared to recent losses. The turnaround was absorbed by the distribution cuts. Effectively, owners across the league funded this turnaround.
- TV rights are currently being negotiated with Paramount and Network 10 - but also exploring other options as well. The goal is to be associated with the best football content available. The priority is exposure and visibility.
- There were some conversations around changes to the salary cap. Currently it's a work in progress with a focus on simplifying the system and making it more sustainable.
- CK observed that each of the other club FRGs maintains its own dedicated email address. FRG members would like to remind all supporters that they are encouraged to contact the FRG via email. JE is uncertain whether FRG access to the club email address can be arranged but will consult with the Head of Marketing and provide an update in due course.

8.0 Finances

Concerns about reputational damage being done to our brand because of negative publicity.

- FRG suggested it is better to hear directly from the club rather than through the media; otherwise, the club's credibility suffers. Perhaps share all the bad news at once.
- Club management responded by saying this is extremely difficult to navigate. If they were to share all the bad news at once it would come far too late for fans. However, if we were to share it too early, we wouldn't be able to offer a complete update.
- What the club will endeavour to do is inform fans when we can offer the best possible update without breaking legal embargoes, something which is frequently done by the media.

9.0 Roar Supporters Federation (RSF update)

Reminder that the Fan Forum is on Wednesday 8th October at 6.30PM

- Hotel Lord Alfred, Caxton Street, Paddington.
- Panel – Kaz Patafta - Chairman and CEO, Zac Anderson – Chief Operations Officer. Michael Valkanis - ALM Head Coach, Alex Smith – ALW Head Coach.

8.0 Ongoing FRG support and assistance

The FRG can support the club through both collective and individual initiatives. Where appropriate, members are encouraged to help clarify information on social media and help guide discussions if any inaccurate content is shared. As it is not feasible for the club to monitor all comments, assistance in ensuring factual accuracy is highly valued.

Additionally, members are encouraged to bring guests to matches to contribute to a vibrant and memorable atmosphere.

Meeting closed at 8.05pm.