



## BRFC – FRG Meeting Minutes

**Date:** Wednesday, 20 May 2026

**Time:** 6:00 – 7:40 pm

**Location:** Online

**Attendees:** Zac Anderson, Joseph Esposito, John Murray, Majella Card, Neil Ballment, Christie Skillington, Connor Ross, Stuart Warren

**Apologies:** Kaz Patafta, Carissa Matheson, Chris Kelly, Dan Smareglia, Jeremy Scott, Simon Boegheim

### Summary

Productive working session with Zac walking the FRG through the club's position on the priority items compiled from the agenda-setting meeting. Kaz was an apology. Discussion covered the women's program coming off a strong finals run, ongoing stadium and finances questions, men's recruitment and identity, ticketing and membership positioning, watch-party delivery, and the RSF survey/fan forum plan. The club confirmed written responses against most agenda items in advance, allowing the meeting to focus on items flagged for verbal discussion.

### A-League / External Updates

- Broadcast / TV rights: APL nearing a new deal with a preferred partner; free-to-air access is the key driver. Commercial uplift expected to be modest.
- Club expansion items expected in May: Central Coast process progressing; Canberra United consortium interest (including a men's side); Western unlikely to be ready for next season.
- Next season start: weekend 16–18 October (men & women). ALW grand final 15–16 May; ALM grand final 5–6 June. Men's competition intended to run through the Asian Cup to reduce midweek games.
- League initiatives: family ticketing concept being explored league-wide; themed rounds discussion noted ANZAC as successful, with care needed to avoid tokenism on Indigenous and Multicultural rounds.
- Noted learning: APL runs the women's grand final only, not the full women's finals series.

### Women's Program – Build on Success

#### Squad, contracts & depth

- Contract status, retention approach, youth pathway and depth (injury-impacted periods) discussed verbally. Club to continue building on this season's squad continuity.

- Injury management learnings raised; club to factor into next year's planning.

## **Membership positioning**

- FRG re-raised feedback that renewal language framed the women as a "free add-on," which is viewed as regressive.
- Club clarified: the women's membership is factored into the price of membership; explicit inclusion language is required to avoid inquiries from members about whether it is or is not included.
- Stadium situation makes venue-based options difficult to keep concise; over-explaining is preferred to under-communicating. 150+ members who had initially opted out were retained on venue-based memberships.
- Finals work attracted ~250 new women's memberships on top of the existing base, with a five-month runway into the new season.
- Club to continue pushing women's membership through comms and content next season.

## **Ticketing & finals access fairness**

- FRG proposed preferential finals access for women's-specific members and women's game attendees.
- Club confirmed all Women and full-season members received access first. Preferential access for women's-specific members has potential but is limited by scanning reliability and ticketing platform issues.

## **Fan engagement & safeguarding**

- "Meet the Women's Team" night attendance was poor. Lesson learned: members-only format under-performed compared to the previous open post-final format.
- Next year the event will either be held post-game or opened back up to all fans to drive sign-up opportunities.
- FRG flagged the need to balance fan engagement with player protection (parasocial dynamics). Club acknowledged difficulty getting tactical content from the football department but agreed there is room for player interviews.

## **Game day experience at Spencer Park**

- Atmosphere praised. Facilities issues raised - women's bathroom capacity, toilet paper, bar lines - with temporary fixes (e.g., Portaloo's) suggested.
- Cost-of-attendance lens noted: food and drink pricing impacts the overall game-day spend, not just the ticket price.

## **Men's Program – Football, Recruitment & Pathway**

- Impact of key departures (Sam Klein to Bundesliga, Lucas Herrington reference to US/MLS) and replacement strategy on a tight budget discussed verbally.
- Club's approach to transfer metrics/returns and any "right of first refusal" strategy for returning players discussed verbally.
- Style of play and identity - FRG raised that the football is harder to watch when results dip; club's view on philosophy and how recruitment aligns to it discussed.
- Coaching, officiating and discipline— question raised about whether "rough edges" between Michael V and referees have been resolved to ensure equal footing next season. Discipline stats noted as potentially skewed by coach cards.

- Appointment of James Gow as Sporting Director is seen as critical. Re-building the Men's squad and improving the Women's is priority. Looking to add leadership in the Men's squad as well as developing youth. Loss of Quinn was seen by all as disappointing. Club wished to keep Quinn but he has chosen to leave.

## Stadium Strategy

- FRG re-emphasised the need for tangible progress; "we're close" messaging needs a clearer update and a defined next milestone.
- Noted at a high level that the potential option under discussion is not Perry Park, with reference to local commentary aligning to a particular suburb.
- Financial health and sustainability questions raised, including rumours of additional funding support connected to executives.

## Finals Venue Debate

- Spencer Park was retained for the women's finals based on home advantage, centrality and the buzz from "scarcity." Capacity constraints were worked through for the Semi Final 1st Leg.
- Coaching staff and players also preferred Spencer Park - a less-than-ideal atmosphere for opposing teams was considered more valuable than a half-full Kayo Stadium.
- Kayo Stadium was unavailable for both the Women's Elimination Final and Semi Final Leg 1.
- Practical improvement asks for Spencer Park as the likely ongoing venue: facilities, queues, toilets.

## Away Game Venues & Watch Parties

- Lack of consistent venues with broadcast partner access continues to be an issue.
- Watch-party expression of interest was delivered: a free watch party was held at Event Cinemas Indooroopilly for the Women's Semi Final 2nd Leg.
- This is primarily an APL and Paramount+/10-led area; APL has engaged a company focused on bringing more venues on board to show matches.
- The Lord Alfred Hotel has come on board for next season ahead of home matches, with discussions ongoing about hosting away match viewings.

## Ticketing Systems & Comms Reliability

- Ongoing Ticketek issues raised - timely ticket delivery, platform/provider changes and scanning reliability. Club will continue to raise these issues with Ticketek.
- Membership comms challenges experienced by Christie and Chris through the year were discussed.

## Club Identity

- Beyond attractive football and results, FRG asked about Brisbane Roar's identity, principles and values, and what differentiates the club from other SE QLD teams and clubs across the A-Leagues.

## RSF – Survey & Fan Forum

- RSF is developing a fan survey across men and women to gauge sentiment on game-day experience, the Kayo move and the value of membership. Draft exists but requires significant refinement.
- Survey design concern: avoid an unstructured “dump on Spencer Park”; build in options and trade-offs.
- Next steps: ensure adequate sample size; route questions based on which games respondents attend so they are not asked irrelevant questions.
- Pre-season fan forum likely; interest in hearing from the new sporting director. Club happy to work through fan forum planning with RSF closer to the date.

## Queensland – Bundesliga MOU Follow-up

- FRG requested any update on the state government press release (29 Aug 2025) re MOU with Bundesliga, given no visible outcomes since.
- Club confirmed no further information has been shared with the Roar.

## Key Takeaways & Next Steps

- Women’s membership communications to be sharpened through comms and content next season; whole-of-club framing remains a focus.
- Watch-party and venue partner program progressing via APL’s engaged provider and the Lord Alfred Hotel.
- Ticketek service issues to remain on the agenda with the provider.
- RSF survey design to be refined collaboratively with the club ahead of the pre-season fan forum.
- Stadium progress, men’s reset and identity questions to continue at future touchpoints - FRG to maintain pressure for clearer timelines.

— End of minutes —