



Sydney FC's Fan Representative Group Meeting Minutes

Meeting Details:

August 21st 2023; 6pm, Sky Park, Macquarie University Sports Field.

Attendees:

- David Shaw
- John Apotsis
- Michelle Morris
- Gavin O'Farrell
- Yousef Hussain
- Michelle Prasad
- Winston Gentry
- Jeremy Butler [Sydney FC]

Apologies:

- Rio Morgan Young

Agenda Item 1: Introductions

The FRG spoke briefly to provide details on their background. Jeremy Butler indicated he had invited three further applicants to join the group and made further efforts to make contact, but was still waiting for confirmation of acceptance from these applicants.

Action: Jeremy Butler to follow up the outstanding invitations.

Agenda Item 2: Scope of the Sydney FC Fan Representative Group

The group agreed to the principle that the Sydney FC Fan Representative Group [FRG] will focus on areas that relate to the growth of the game of football in Australia and the part Members and supporters can play in providing the Australian Professional Leagues [APL] with initiatives and feedback to achieve this goal.

Agenda Item 3: Lessons from the FIFA Women's World Cup

The FRG collated a series of concepts and ideas drawn from their experience as supporters at the FIFA Women's World Cup with the intention of providing this information to the APL as they continue their plans to grow the Women's game in Australia.

This list is:

- How can we work with media to generate increased media coverage of Australian football?
- Ensure future APL marketing targets all supporter groups rather than focusing on one area – such as children as an example.
- Create Merchandise that will be attractive to girls aged from 15 to 25.
- Look at ways to talk about football outside of the “90 minutes” through books and other long-form media.
- Work with grassroots football to ensure the professional game does not clash with key dates in the grassroots calendar.
- Align ticket pricing to the prices charged at FIFA World Women’s Cup games.
- Create themed games in line with US Sports such as “Kids Day”

Action: The Chair to present these ideas at the League Fan Representative Group meeting.

Agenda Item 4: Discussion Points to present to the APL

The FRG discussed initiatives the Chair should take to the APL for discussion at the League Fan Representative Group meeting to aid discussion on the growth of the game in Australia.

The initiatives are:

- Launch a working group to understand why Expansion Clubs are struggling to build Active Supporter groups.
- Understand what steps are required to grow the Active Support Space across the league.
- League wide ticket pricing to create consistency for all clubs.
- Working with local government to make more grounds available for professional games.
- Work with local government to create safe standing areas in all grounds.
- Ensure the continuation of Themed Rounds – including Pride Round.
- Create a program to engage referees at all levels to help promote the importance of referees within the game.

Action: The Chair to present these ideas at the League Fan Representative Group meeting.

Agenda Item 5: The election of a Chair for the FRG

The FRG is required to elect a Chair. The Chair will also represent Sydney FC’s FRG at the League Fan Representative Group meetings.

Members of the FRG group decided not to vote for a Chair in this meeting. The intention is to discuss further amongst the group over the coming week before nominee’s step forward with the intention of standing for the position of Chair.

Action: Jeremy Butler to seek nominees for the position of Chair

Agenda Item 6: AOB

The date of the FRG's next meeting was discussed and it was decided the meeting will be scheduled once the APL confirm the date of the opening League Fan Representative Group meeting.

Action: Jeremy Butler to request the date of the next League Fan Representative Group meeting and arrange the next meeting of the FRG.

With no further items to attend to, the meeting closed at 7pm.