ADELAIDE UNITED FOOTBALL CLUB

Corner Holden and Manton Street, Hindmarsh SA 5007
PO BOX 214, Brompton SA 5007
1300 GO REDS (1300 467 337)
info@aufc.com.au
adelaideunited.com.au

AUFC Membership Representative Group

Meeting Minutes — Season 26/27, MRG Meeting 1

Date: 07 July 2026

Location: AUFC Boardroom

Time: 5:30pm – 7:00pm (closed 6:56pm)

Chair: Joe Aylward (JA)

Attendees: JA, Nathan Kosmina (NK), Tori Dodd (TD), Nikkita Trajkovic (NT), Benjamin Hampel (BH), Carole Strong (CS), Georgie Bouhalis (GB), Megan Williams (MW)

Apologies: Ali Visser (AV), Brian Warner (BW), Matt Hale (MH), Taylor McClymont (TM)

1. 25/26 Season Reflection — (NK)

- Strongest on-field season in 10 years; record commercial and ticketing revenue; other key metrics also strong.
- Membership on-sale process significantly smoother than last season; transition seamless.
- Outlook: maintain momentum and continue growth into the new season.

2. Women's Program, Contracts, Strategy & Membership — (NK & JA)

- JA raised member feedback/backlash on the women's program restructure; NK confirmed the restructure is implemented and intended to benefit both the program and the club.
- Playford facility redevelopment underway — improved office/training space for men's, women's and youth teams; aims for greater cross-department consistency.
- Players continuing to move overseas reflects positive development pathways.
- Out-of-contract players: few players were out of contract this off-season, hence limited announcements; squad largely retained. Opportunity identified for a pre-season update on contracts and membership strategy.
- Membership/ticketing changes: Premium General Admission removed, replaced by General Admission across all three grandstands — expected to support retention.
- Youth ticketing category removed (low demand); youth now falls under concession (TD).
- Digital membership: redemption process for 3 game removed; members will scan a digital membership card for entry (TD).
- Sponsor servicing improved via internal restructure, strengthening partner engagement across football and commercial operations (NK).
- Champions League ticketing: multi-buy offers (e.g. "2 for 3") and linked membership opportunities still being explored (NK/JA).



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- ACL match planning: seating, discounts and access under review; commercial regulations may affect configuration; kick-off time still TBC. ACL-specific kit featuring the Champions League badge confirmed (TD).
- ACL logistics: ticketing/event plans pending kick-off time confirmation; club exploring government funding tied to World Cup football-community focus (NK).

3. Ticketing & Finals Feedback — (JA, NK & GB)

- (JA) Finals ticket build was misconfigured, leaving some seating areas unavailable and allowing cross-area purchases — created uncertainty and early-purchase pressure. Group to establish clearer ticketing principles with the league for future finals.
- Members raised concerns about being unable to access regular seats.
- Match day: feedback on insufficient ushers/security at the home final; unallocated seats were occupied by other supporters.
- MRG to draft a document of key principles and feedback for the league on finals ticketing and member communications.
- Future idea: ticket builds should mirror a regular home match where possible, with General Admission bays kept as GA (not reserved).
- TD explained the finals ticket-build process and rationale for changes; current purchase limits seen as too high — reducing limits to be investigated (TD).
- NK noted the short turnaround between qualifying for finals and tickets going on sale limits the ability to guarantee members their regular seats or replicate standard match configurations.

4. MRG Recruitment & Next Steps — (JA)

- JA confirmed this will be his final year as Chair.
- GB and AV to remain on the MRG for continuity.
- Members supported keeping the two-year rotation to bring in new ideas and broader age representation.
- Group unanimously supported recruiting new members; timing still to be confirmed.
- Club keen to attract younger members — current MRG encouraged to promote the opportunity within their networks.

5. Vote of Thanks (NK)

- Club thanked the MRG for ongoing contribution and engagement.
- Group feedback continues to align with club values and commitment to continuous improvement.
- Club noted its positive current position and the importance of discussing major and minor issues to maintain accountability and drive improvement.

MEGA REWARDS Flinders University 1KOMMA5° Kite UCAN

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6. Any Other Business

- GB Discussed publishing MRG minutes on the club website for member access; agreed to cross-reference minutes before publication for accuracy.
- MRG thanked the club for tickets to the Club Awards Night.

Meeting closed 6:56pm.

MEGA REWARDS
Flinders University
1KOM MA5°
Kite
UCAN