



Fan Engagement Plan

OCTOBER 2025

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Overview

The Melbourne Victory Fan Engagement Plan (the Plan) outlines the Club's commitment to our members and fans for the upcoming season and beyond. It provides a clear framework for how we will engage with our supporter base in meaningful, consistent, and authentic ways.

Our members and supporters are the foundation of Melbourne Victory. This document sets out what fan engagement means to us, how we will listen to our supporters, and the actions we will take to improve your experience with the Club on match days, at events, and across every touchpoint.

Our goal is to strengthen the connection between the Club and its supporters to enhance the pride, loyalty, and sense of belonging that comes with being part of Melbourne Victory. We are also focused on building deeper ties with the wider community, ensuring Victory continues to be a unifying force within the game and beyond.

We recognise that our fanbase is diverse - spanning all ages, backgrounds, and levels of engagement. That's why we are committed to genuine, inclusive, and ongoing dialogue.

While the Club has always had a strategic plan around member and fan engagement - this is the first time we have published that Plan for our members and fans to benchmark.



Message from Caroline Carnegie

Melbourne Victory is committed to setting the standard for fan engagement and community connection in member based sporting organisations in Australia and we recognise that sharing our vision is critical to creating and growing that connection. Through the power and passion of football, we strive to lead, unite, connect, and inspire our members, fans, and the wider Victory community throughout Victoria.

We are focused on improving transparency and communication, listening to your views, understanding your aspirations for the Club, and working together to grow Melbourne Victory.

As a foundation club in the A-Leagues with a proud and passionate history in the world's biggest game, located in the sporting capital of the world, we are uniquely positioned to consistently connect with our supporters.

We recognise the importance of engaging with a diverse fan base in authentic and meaningful ways. Our supporters are widely known as the 12th man or woman to our teams whose unwavering voice and loyalty inspire our boys and girls in blue.

This Fan Engagement Plan outlines our strategy to strengthen and expand our existing member and fan engagement initiatives, ensuring Victory remains a Club for all.

Our vision – purpose – values framework informs our approach to fan engagement

We structure our approach to fan engagement around our vision and core values – the ones that we live and breathe internally and externally as a Club.

Vision

FOOTBALL FIRST - Fuelled by the passion of our people and a drive to win and succeed, we will lead, unite, connect and inspire generations through football.

Purpose

To be a sporting icon that engages with our community through entertainment, inspiration and success, with our stakeholders, members and fans always at the forefront of the Club delivering on its vision and values. We strive to be a purposeful and driven organisation.

Values

- Be innovative, creative and bold
- Always act with integrity
- Be passionate and inspirational
- Always show resilience
- Show hardwork, discipline, respect



Melbourne Victory Fan Engagement Statement

We want every Melbourne Victory supporter to feel connected, supported, and heard. We are committed to ensuring that you feel genuinely valued throughout your journey with the Club.

Melbourne Victory is more than a football Club, it is a community and a place where all supporters can feel a sense of belonging, pride, and a shared purpose.

Through open and ongoing communication, we will listen to better understand your experiences and expectations. By doing so, we aim to strengthen our connection with you and continually improve how we engage with our diverse and passionate supporter base.



Members First

We believe our members are the best in the country and they are critical to providing loyalty and engagement, which in turn contributes to the long-term stability and growth of Melbourne Victory.

We have a firm focus on delivering a Members First approach to show appreciation and thanks to our members for their commitment to the Club and their active and deeper connection to strengthening the future of Melbourne Victory together.

Our fan to member journey is critical to driving growth and sustainability for the Club.

Pledges & Commitments



1. Grow Our Community

To connect with our supporters wherever they are, whether in the stands, online, or out in the community. Our goal is to grow the Melbourne Victory family, grow our membership and contribute to the growth of football across Australia.



2. Engage and Listen

We are committed to fostering open, two-way communication with our supporters. Your feedback will help inform Club decisions and drive continuous improvement in everything we do.



3. Enhance the Match Day Experience

We will keep football at the heart of every match day while creating fun, authentic, and memorable experiences that bring supporters together and celebrate what makes Victory unique.



4. Build Positive Social Impact

We will use the power of football to drive positive change beyond the pitch, ensuring that everyone feels welcome, included, and part of the Victory community, with no barriers to belonging.



5. Celebrate Our History

We will honour our rich heritage by working with supporters to recognise and celebrate the moments, people, and stories that have helped shape our Club.



WHITE member
VOL.3

How We Listen

Providing multiple platforms for supporters to connect with the Club is essential to our consultation process. This approach ensures we gather valuable feedback that enables us to drive meaningful change and shape the future of the Club.

Our framework for collecting member and supporter feedback is as follows:

PLATFORM FOR COMMUNICATION

Member Working Group	Diversity and Inclusion Member Working Group	Member Forum
The Melbourne Victory Member Working Group (MWG) serves as a direct communication channel between our members and the Club, helping to inform decisions that impact members. The group is formed ahead of each season, with members carefully selected to represent a diverse cross-section of our community including diversity in age, gender, membership type, and length of membership. Each season, a new MWG is appointed; however, to maintain consistency and accountability, at least one representative from the previous group remains on board. The MWG meet monthly during the season to discuss a broad range of topics relevant to supporters. Additionally, supporters who are not part of the MWG can submit questions or topics for discussion via our website. www.gomvfc.com.au/member-programs/melbourne-victory-member-working-group	Established ahead of the 2025/26 A-Leagues Season, this group has been formed to create a structured forum enabling direct dialogue between supporters and the Club on specific diversity and inclusion matters. This initiative aims to gather feedback on how we engage with diverse communities and ensure that Melbourne Victory remains a safe and welcoming environment for all who love football.	The Club's Annual Member Forum is held prior to the commencement of each season, providing members with an opportunity to engage directly with key Club representatives. The forum features a panel comprising the Managing Director, Director of Football, and Head Coaches, who address questions submitted by members. This initiative emphasises our commitment to transparency and active member involvement, fostering a collaborative environment where supporters can contribute to shaping the Club's direction.



Member and Fan Workshops	Surveys	Club Communication
For the first time in the lead into the 2025/26 A-Leagues season the Club ran a series of member and fan workshops. The workshops were centered around providing feedback to the Club about: • What drives members and fans to attend games • What stands in the way of members and fans attending games • How the Club can improve the match day experience • What connects members and fans to the Melbourne Victory family • What our members and fans think is important for this Plan. While we know our MWG provides opportunities for feedback, for those that are not on the working group, or don't have the time to commit ongoing, the workshops provided a chance to play a key role in shaping the Club's approach to engaging with our members and fans on a more direct, meaningful level. The workshops will now be conducted annually.	Each year, the Club actively seeks input from supporters on key areas such as membership, communication, match days, and more. These surveys are both member and fan centric. The feedback provided from both groups is invaluable, providing insights into our strengths and highlighting areas for enhancement. To ensure we consistently gather and act upon supporter input, the Club commits to: • Post-Season Membership Survey: Conduct a post-season survey annually to assess member satisfaction and identify opportunities for improvement. • Post-Match Surveys: Distribute periodically throughout the season, match specific surveys to capture real-time feedback on match day experiences from both members and fans. All feedback is carefully reviewed and used to inform decisions that enhance the supporter experience and foster a stronger connection between the Club and its community.	The Club is committed to improving communication with our supporters by providing more frequent and accessible updates across all key areas of the Club. We will continue regular 'Member First' emails to keep members informed about key developments, initiatives, and events within the Club. These updates will be delivered through multiple channels to ensure all members have easy access to the information that matters most to them.



Member Working Group

Each member of the group submitted an application and participated in an interview, before being selected for the group. This allowed the club to ensure the MWG was comprised of a wide demographic of members to provide a broad feedback engagement loop. The 2025/25 MWG representatives are:

Charlie B

South End Active & ALW member

Eliza J

North End Active member

Yianni S

Premium A member

Donna C

Premium A member

Amir H

Premium B member

Mark P

South End Reserved member

Paul C

North End member

Kate A

Premium C member

Trent W

General Admission member

The MWG will have monthly meetings over the year which have or will take place on the following dates:

August Meeting	20 August, 2025
September Meeting	24 September, 2025
October Meeting	22 October, 2025
November Meeting	26 November, 2025
January Meeting	28 January, 2026
February Meeting	18 February, 2026
March Meeting	25 March, 2026
April Meeting	22 April, 2026
June Meeting (Final Meeting)	19 June, 2026



Diversity & Inclusion Member Working Group

This season's Diversity & Inclusion Member Working Group representatives are:

Matthew B

Premium C member

Colin C

General admission member

Brian O

Premium A member

Ben V

General admission member

Marie-Louise Z

South End Reserved member

Ashleigh C

Premium A member

Adam F

Premium C member

The Diversity & Inclusion Member Working Group will have bimonthly meetings over the year which have or will take place on the following dates:

October Meeting	15 October, 2025
December Meeting	26 November, 2025
February Meeting	18 February, 2026
April Meeting	15 April, 2026
June Meeting (Final Meeting)	17 June, 2026

Over the course of the season, the following Club Representatives are invited to each of the Member Working Group or Diversity & Inclusion Member Working Group sessions:

- Managing Director
- Chief Operations Officer
- Head of Membership and Ticketing
- General Manager, Community
- Head of Security
- Senior Operations and Fan Engagement Manager
- Marketing Team



How We Connect

Melbourne Victory will engage with supporters and the wider community through a range of events, experiences and programs designed to strengthen Club connection and pride.

Match Days

On match days, Melbourne Victory remains committed to delivering an authentic football experience, while elevating the fan experience through unique theming and engaging activations. These match day enhancements are designed to create memorable moments, without ever compromising the focus on football or team performance.

The themes are designed to:

- Celebrate Melbourne Victory and amplify the excitement and atmosphere surrounding each match;
- Highlight important social issues by leveraging football as a powerful platform for positive change; and
- Create additional incentives to attend, helping Melbourne Victory stand out in Victoria's crowded sporting landscape.

Connection Points

Beyond match days, the Club will engage supporters and the broader community through a variety of experiences, events, and initiatives that extend the connection with Melbourne Victory throughout the season.

MEMBERSHIP

CONNECTION POINTS

Melbourne Victory is committed to delivering a membership experience that recognises, rewards, and retains our loyal members.

Our Member Services team focuses on:

- Offering diverse, value-for-money membership options that encourage attendance
- Providing responsive, high-quality customer service within 1-2 business days
- Creating membership packs that members are proud and excited to receive

To further strengthen member loyalty, the Club has developed a Member Retention Plan over a number of years, which features exclusive member only programs and events.

New initiatives will be added each season as they are confirmed at:

www.gomvfc.com.au/member-programs





SOCIAL MEDIA

CONNECTION POINTS

Melbourne Victory leverages a range of social media platforms to keep supporters informed and connected with the Club.

Content includes Club news, behind-the-scenes player access, storytelling features, and updates on events, clinics, and community programs.

Our social channels include (@gomvfc):

- [Facebook](#)
- [Instagram](#)
- [X \(Twitter\)](#)
- [TikTok](#)
- [Youtube](#)
- [Linkedin](#)
- [Threads](#)



COMMUNITY

CONNECTION POINTS

Through the Clubs Community team, football is used as a tool to break down barriers and deliver positive outcomes in health, wellbeing, and social connection across Victoria.

Programs are delivered through:

- Schools
- Community services
- Partner events

Beyond football, the team drives strategic partnerships with all levels of government, charities, and not-for-profits, supported by shared visions and goals aimed at building our community and our game.

Our social channels include (@victory.community):

- [Instagram](#)

CLUB EVENTS

CONNECTION POINTS

The Club hosts a range of events throughout the season to connect with supporters and the wider community. These events offer supporters the opportunity to engage with the Club and meet players from our senior squads.

Key events include the Season Launch, Open Training Sessions, and our pre-match Fan Zone.

Upcoming events will be added to the Club website as they are confirmed.



SECURITY & SPECTATOR MANAGEMENT

CONNECTION POINTS

Melbourne Victory works closely with key stakeholders, including venues and security partners to ensure match days are safe, welcoming, and inclusive for all.

To support this, Supporter Marshals are present at every home and away A-League Men's match and every A-League Women's home match in active areas. Supporter Marshals also play a role in managing risk and security at our NPL/Academy matches.

Engaged by the Club, they serve as a bridge between fans and stadium security, promoting positive behaviour and helping everyone feel safe.

We're committed to standing up for our supporters, protecting the values that matter most to our community and football in Australia. As the 12th man or woman for the team, the conduct of our supporters can directly impact performance and together we want to ensure we create an environment that has the propensity to achieve the best results for Melbourne Victory, the players and coaching staff both on and off the pitch.

Over the past 6 months in particular, you, our members and fans have demanded that we make it clear what behaviours will be tolerated by the Club and that we ensure everyone reflects the values you want to see from your Victory community.

To do this, we will:

- Always celebrate the noise and colour of active support and the unique culture of football
- Strive to emulate that same colour and noise throughout the Stadium
- Work hard with stakeholders to stamp out anti-social and/or illegal behaviour
- Advocate to ensure that our members and fans are not tarred with the same brush as the small few that engage in conduct that hurts our game and our Club

To take the game to the next level, we need to highlight what we all love about our game, show passion, pride and colours - without giving those who do not have football DNA at their core a reason to question the culture of the world game.

This is a journey we are on together to build the next generation of football fans and the Victory family!



Report and Review

Throughout the season, the Club will actively listen to supporter feedback across all engagement channels to continue to learn and improve.

While this Plan doesn't mean the Club will always be able to implement your feedback given we both want and need to listen to, and have regard for, the different opinions, requirements and expectations of our diverse member and fan base, it does mean, we will always respectfully listen to what you want to see delivered by your Club for your community.

At the end of the 2025/26 A-Leagues season, we will publish a **Fan Engagement Report** outlining key insights, areas of progress, and achievements driven by this Plan.





Fan Engagement Plan

OCTOBER 2025

CONTACT US

Telephone: 1300 466 832

Email: mvfc@mvfc.com.au

KEY LINKS

Club Website: melbournevictory.com.au

Club Memberships: gomvfc.com.au