Season 2026/27
Fan Engagement Plan

What's inside

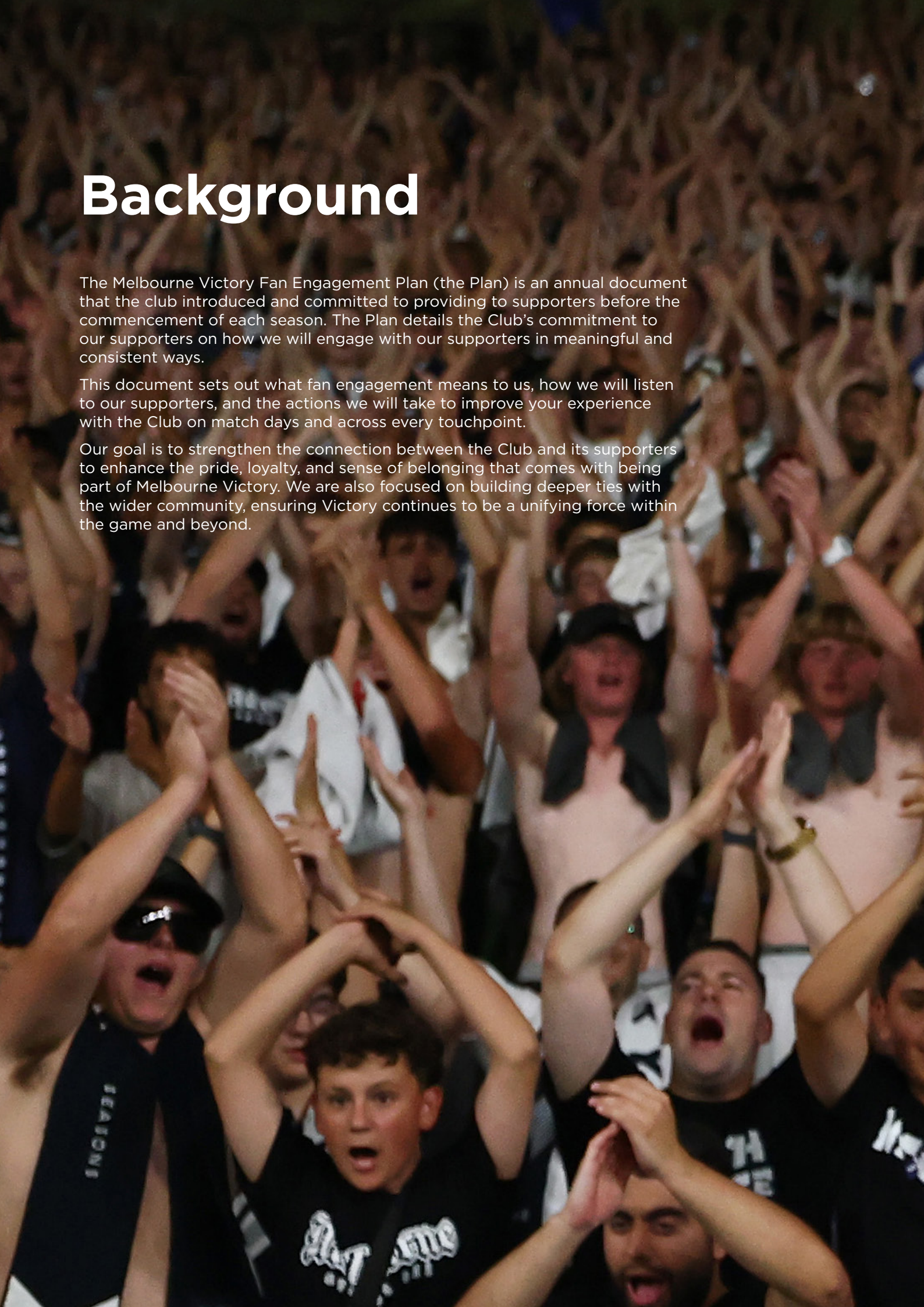
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Background

The Melbourne Victory Fan Engagement Plan (the Plan) is an annual document that the club introduced and committed to providing to supporters before the commencement of each season. The Plan details the Club's commitment to our supporters on how we will engage with our supporters in meaningful and consistent ways.

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 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.




Liberty

Message from Managing Director



Caroline Carnegie

Managing Director
Melbourne Victory Football Club

Twelve months ago, Melbourne Victory did something we had never done before. We published our Fan Engagement Plan and invited you, our members and fans, to hold us to account. It was part of our commitment to setting the standard for fan engagement and community connection in member-based sporting organisations in Australia. As part of that Plan, we made a simple promise: to listen, to act on what we heard, and to report back to you openly.

With our first Fan Engagement Report now published, we continue to strive to meet our vision to lead, unite, connect and inspire through football, and in doing so we want to continue to raise the bar in how we improve transparency and communication, listen to your views, understand your aspirations for the Club, and work together to grow Melbourne Victory.

Last season, we saw:

- more than 1,100 members complete our post-season survey - our strongest response in recent seasons.
- 128 members register to be part of our Annual Member Forum.
- more than 70 members put their hand up to help shape our thinking through our first-ever Member and Fan Workshops.
- over 40 Member First updates to keep members informed before anyone else.

Your feedback last season told us what you love about being part of the Victory family. You were just as clear about where we must do better at, and this Plan responds directly to what you told us.

Our new Football Starts Here Bay will give first-time supporters and families a welcoming introduction to Victory.

This season also brings new chapters as we:

- welcome a new A-League Mens Head Coach;
- have an A-League Womens Head Coach entering into their second decade of coaching our elite team at the Club
- welcomed many new players into each professional squad; and
- saw our A-League Mens team return to the AFC Champions League.

As a foundation club of the A-Leagues, in the sporting capital of the world, we carry a responsibility to lead. Our ambition is not simply to meet the standard for fan engagement among member-based sporting organisations in Australia, but to set it.

None of that is possible without you.

You are the 12th man or woman for our Boys and Girls in Blue: home and away, in the stands, online and in the community – it is the very reason why our players never wear the number 12 – it belongs to you!.

Your voice shapes this Club, and this Plan is how we make sure it keeps doing so.

Thank you for your passion, your loyalty and your honesty.

We will keep listening, keep acting and keep reporting back. Together, we will continue building a Club for all.

With thanks



Caroline Carnegie

Managing Director/CEO

Messages from our Captains

Kayla Morrison
A-League Women's Captain

Playing for Melbourne Victory is very special, but knowing that we are representing you, our supporters, is a true privilege. Every match, we feel so connected with each of you and it inspires us beyond the 90 minutes. Captaining the Girls in Blue means everything to me and our team are incredibly hungry for success and to lift more tropies, to make you proud.



Jason Davidson
A-League
Men's Captain

It is an honour to be leading the team, wearing the armband, and standing up for you out on the pitch. We feel your energy and passion at every match and love how you are our 12th player whether it is home or away. The standards that you expect from Melbourne Victory never wavers and every player thrives off that responsibility and relishes the challenge, fully aware that we can overcome everything together.

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.

Pledges and Commitment

Our pledges and commitments remain unchanged from last season, as our dedication to these key areas is stronger than ever.

We believe each of these commitments is fundamental to building a stronger Melbourne Victory community and enhancing the experience of our members and fans.

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.

Connection Platforms

How we will listen

The Club has set up multiple platforms to connect with supporters, allowing us to be transparent and gain valuable feedback to help drive change and shape the Club's future.

The details of each channel have been outlined below.

Member Working Group (MWG)	Diversity and Inclusion Member Working Group (DIMWG)	Member Forum
The Melbourne Victory Member Working Group (MWG) serves as a direct communication channel between 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 the Melbourne Victory community including diversity in age, gender, membership type, and length of membership. The MWG will 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 the Club's website.	The DIMWG is 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 the Club engages with diverse communities and ensure that Melbourne Victory remains a safe and welcoming environment for everyone who comes to watch 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. For the 2026/27 Season the Member Forum was held at AAMI Park on 8 October 2026. 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

Introduced for the 2025/26 season, this was a new channel that the Club created to open more communication opportunities through Member and Fan workshops.

These workshops aim to give supporters a voice in sharing their thoughts on the match day experiences so we can prioritise improvements in order to fill the stadium and grow our audience.

For the 2026/27 Season, the workshops were held on 31 August 2026 at AAMI Park.

Surveys

Each year, the Club actively seeks input from supporters on key areas such as membership, communication, match days, and more. The feedback provided is critical, 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 supporters.

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.

Club Communication

The Club is committed to developing our communication by providing meaningful and impactful information that reaches our supporters.

As part of this process, learnings will be taken from the 2025/26 Member Survey, the pre-season Member and Fan Workshops, and an ongoing medium through Member Working Group activity, purposefully ascertaining effective lines of communication.

Social media commentary and engagement levels will also be reviewed to establish the reach of Club communications across various channels and better target our audience.

What to Look Out For

As outlined in the 2025/26 Fan Engagement Report, there were key findings that the Club received through our communication channels as priority areas to work through.

We have listened to this feedback and are committed to delivering meaningful improvements.

The table below highlights the key areas raised by supporters and the actions we are taking to help shape the 2026/27 Match Days.

	Match Day Experience	Match Day Atmosphere	Growing Attendances
What We Heard	*Supporters highlighted opportunities to improve the match day experience, particularly around stadium entry and the quality of audio at AAMI Park.*	*Supporters want to see the unique atmosphere and passion that Melbourne Victory is known for continue to thrive, while ensuring match days remain safe and welcoming for everyone.*	*Supporters encouraged the Club to continue attracting new audiences while rewarding loyal members and encouraging greater attendance throughout the season.*

Look Out For	• The Match Day experience will always have a football-first focus allowing the atmosphere and passion to thrive
	• A series of Victory Villages will return to Goschs Paddock
	• Following continued advocacy, improvements to the stadium audio system at AAMI Park are being implemented, with a number of enhancements scheduled at the start of the season. We will continue these conversations at the HoTM
	• Reviewing ingress plans designed to improve the flow of supporters entering the stadium including the opening of additional gates where needed
		• Ongoing collaboration with supporter groups to foster a vibrant and positive match day environment
		• Continued support of concession items in the stadium to generate the colour and noise that makes our match days special and our members and fans feel valued and connected.
			• The Kids Go Free offer will return for our MW3 Men's and Women's Double Header fixture on November 1 making football more accessible for families
			• The Bring a Friend initiative will return across both A-League Men's and A-League Women's matches after its success last season for the following matches:
			  • ALM MW8 v Newcastle Jets on December 12 at AAMI Park
			  • ALW MW6 v Perth Glory on November 22 at HoTM
			• The introduction of the Football Starts Here Bay, a dedicated match day seating area designed to provide new supporters and families with a fun, welcoming and affordable first Melbourne Victory experience
			• Continued targeted ticketing offers, membership incentives and campaigns aimed at growing crowds and creating a stronger home atmosphere

Supporter Consultation	Bringing Supporters closer	Enhanced Player Engagement
Supporters want meaningful opportunities to provide feedback and help shape the future direction of the Club.	*Supporters want greater insight into the Club and our players.*	*Supporters want more opportunities to connect with players and feel closer to the Club.*
• An increased presence from the Member Working Group (MWG) members on match days, providing supporters with direct opportunities to share feedback and ideas • Ongoing consultation such as Member Forum and surveys	• Continued delivery of Member First communications, as well as Victory News, and What's On newsletters • Increased opportunity for behind-the-scenes content across the Club's digital channels and expanded access to player stories and long-form features such as the Inside Victory series	• After the successful return of the Social Club events in the 2025/26 season, they will remain a feature for the 2026/27 season • The return of player card giveaways • Continued growth of the Club Victory program, creating more meaningful opportunities for supporter connection and engagement

What You've Seen So Far: 2026/27 Season



Match Day Themes

Melbourne Victory will stage a series of themed rounds during the season, amplifying the experience by championing our Club, connecting deeper within our community, and creating unforgettable experiences.



Inside Victory Series

The **Inside Victory** series takes supporters behind the scenes as our new Head Coach and players arrive for the 2026/27 season, providing exclusive access and storytelling for our supporters to see.



Member and Fan Workshops

The Club hosted its annual Member & Fan Workshops in August, with more than 50 supporters taking part in open and constructive discussions with the Club's staff.

Attendees were split into breakout groups to discuss the match day experience, supporter engagement initiatives and opportunities for improvement. The feedback gathered through these workshops has helped inform the priorities leading into the season.


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A-LEAGUE
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Victory
city premier
by baby jogger
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What's Coming

1 Member events will return throughout the season

will return throughout the season, including our Inaugural Member Event, Gold & Silver Member Event, New Member Event and Captains Clinic, providing members with more opportunities to connect with the Club, players and fellow supporters. Members will also enjoy exclusive inner sanctum experiences throughout the season.

2 Authentic engagement with new audiences

Through programs such as Game On Yarra and Play Our Way, we will continue to connect with traditionally hard-to-reach communities, including disengaged youth and women and girls from refugee backgrounds, creating meaningful engagement and stronger connections with the Club.

3 Building fandom through grassroots football

We will strengthen the Club Victory network and deepen engagement with local clubs, players and families through community initiatives, including our world-first Movember pilot focused on implementing mental health guidelines in grassroots football.

4 AFC Champions League Two

The Club's return to the AFC Champions League, with matches at Melbourne Rectangular Stadium and Kardinia Park, Geelong, provides an opportunity to engage new audiences and bring Melbourne Victory to more communities across Victoria.

5 Celebrating our heritage

We will continually celebrate the Club's heritage, including past players and iconic chapters in our history.

Security and Spectator Management

As outlined across the Plan and Report in the 2025/26 season, the Club continues to work closely with key stakeholders to ensure every match day environment is safe, welcoming, inclusive and conducive to positive supporter behaviour.

The Club maintains a dedicated team of Supporter Marshals who attend every Men's home and away match, Women's home matches, and selected Academy fixtures. They play a critical role in fostering a positive match day experience while ensuring the safety and wellbeing of all supporters.

The Club believes every football supporter should be able to attend matches safely while experiencing a strong sense of belonging, connection and pride to Melbourne Victory. This commitment aligns directly back to our Fan Engagement statement and underpins our approach to supporter engagement. The Club will continue to advocate for the responsible use of approved active support and concession items that contribute colour, atmosphere and noise within supporter areas. It is essential that the club work with venues and the league on these processes to ensure the support can thrive in a safe environment.

As part of planning for the 2026/27 season, the Club regularly reviews supporter feedback, operational outcomes and stakeholder relationships to identify opportunities for improvement. Through ongoing engagement with key stakeholders, Melbourne Victory will continue to advocate for an environment where supporters can safely express their passion and loyalty to the Club.

The Club recognises that football supporter culture is a unique and valuable part of the match day experience. By fostering a safe, inclusive and welcoming environment, our Club aims to support the continued growth of active support, enhance the atmosphere at matches and create an experience that encourages more Victorians to connect with and attend football.


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TWENTY
LEAGUES

Report and Review

Throughout the season, the Club will continue to listen to supporter feedback across all engagement channels and measure the impact of what we were able to deliver.

At the conclusion of the 2026/27 season, the Club will publish a Fan Engagement Report detailing what we did, keys insights we found, and areas of progress that can be made.

This commitment ensures supporters remain at the heart of Melbourne Victory and that we can continue building stronger connections and the growth of the club.



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Fan Engagement Page
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