



Melbourne Victory Member Working Group

Terms of Reference – Season 2026/27

Aims of the Working Group

The Melbourne Victory Member Working Group (**MWG**) was established to create a structured forum that would enable our members to discuss and provide direct feedback to the Club, and to allow the Club to hear from a cross-section of members that can help shape the decisions it makes in respect of member and fan engagement.

The MWG is designed to help the Club:

- Ensure its members feel valued in their loyalty to, and support of, the Club;
- Drive engagement and expand our member base; and
- Provide our members with a deeper understanding of the climate within which the Club is operating.

The aim of the MWG is to:

1. Assist in supporting the administration of Melbourne Victory with a focus on member and fan engagement initiatives;
2. Drive strategic thinking and ideas for the administrative betterment of Melbourne Victory; and
3. Fulfil the above aims and objectives at all times for the betterment of the Club.

Composition of Working Group (MWG)

4. The Member Working Group will at all times be comprised of:
 - a. Chief Operating Officer (COO);
 - b. Head of Membership and Ticketing of Melbourne Victory;
 - c. A nominated representative of the previous seasons MWG, to create consistency in approach (with the relevant person being selected by Melbourne Victory, having regard to the composition and cross-section of members selected under clause 1(d) for the current season); and
 - d. Up to seven (7) persons nominated in accordance with these terms, who;
 - i. Are a current Melbourne Victory A-Leagues Member in the year in which they are on the MWG;
 - ii. Are at least 16 years of age;
 - iii. Ordinarily reside in Victoria; and
 - iv. Represent a target demographic of Melbourne Victory; and
 - e. Up to two (2) persons appointed at the discretion of the Club having regard to a specialist skill or experience that the relevant person has which the Club reasonably believes will assist Melbourne Victory to achieve and further its objectives and goals.
5. The Managing Director of Melbourne Victory will be an honorary member of the MWG.

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6. Any person that wishes to nominate to join the MWG, that meets the requirements set out in clause 1(d) above, must apply to be appointed to the MWG by no later than 5pm on Friday, 7 August 2026 by submitting an application [here](#).
7. A panel of Melbourne Victory staff will review all applications and MWG members will be appointed by invitation from the Club within two weeks of applications closing.
8. For any person appointed to the MWG under clause 1(d), the duration of their tenure, subject to clause 1(c), will not exceed 12 months or a singular APL season, unless otherwise advised or determined by the Club. Members are not otherwise eligible to be a part of the MWG in consecutive seasons.

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