

The evolution of fan engagement

Frank Farina

Case studies

1985

- Sydney Olympic v Sydney City
- Israel v Australia

1990

- Club Brugge

1997

- Brisbane Strikers

2000

- Hungary v Australia

2001

- Uruguay v Australia

2013

- Sydney FC

1985

- Sydney Olympic v Sydney City
 - <http://youtu.be/IHIsly812kU>
- Israel v Australia
 - World Cup qualifier, Tel Aviv



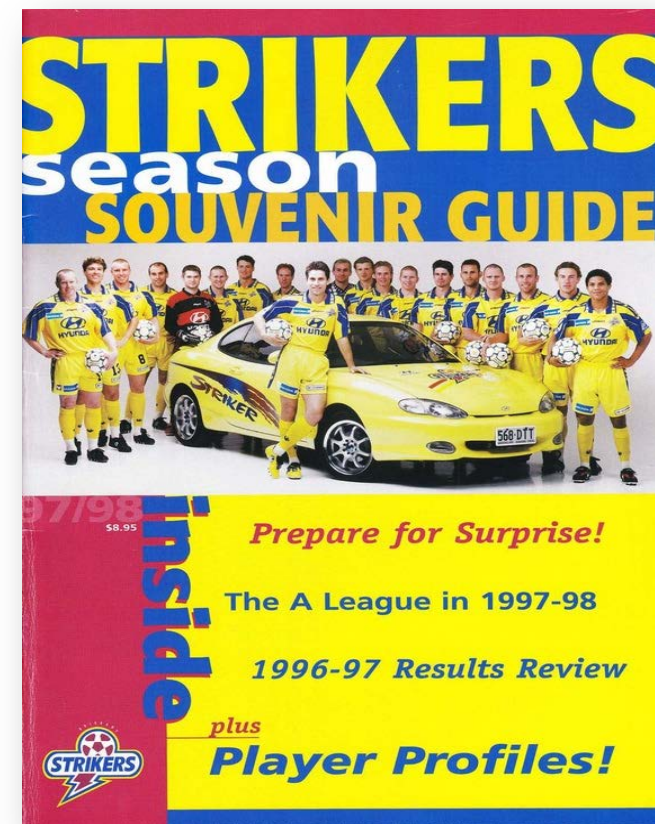
1990

- Club Brugge



1997

- Brisbane Strikers
 - An NSL team for a city
 - <http://youtu.be/n7dVNN5njeQ>



2000

- Hungary v Australia, Friendly, Budapest



2001

- Uruguay v Australia, (final) World Cup qualifier, Montevideo
- Lessons learned
 - core issues such as
 - Travel
 - Accommodation
 - Food
 - Security
 - Scheduling



2013



