



## **MEDIA RELEASE**

30 April 2019

### **‘PASSION, EXPERIENCE AND EXPERTISE AT THE HELM’**

#### **Macarthur South-West Sydney name their inaugural CEO**

One of the most experienced sporting administrators in Australia has been named as the inaugural Chief Executive Officer of the new Macarthur South-West Sydney (MSWS) A-League team.

Former head of the Hyundai A-League and former CEO of St Kilda (Australian Rules) Football Club, Archie Fraser, has joined the fledgling team which will enter the A-League competition in 2020.

“Archie Fraser is an experienced executive leader, not just in football and sport, but in the corporate world also, and we are delighted he has joined us,” said MSWS Chairman, Lang Walker AO.

Since leaving Football Federation Australia (FFA) in 2010, Fraser has been involved in high level consulting assignments for V8 Supercars, commercial sponsorship and stadium projects with Port Adelaide and North Melbourne Football clubs and with the Gold Coast Titans and Manly Sea Eagles in the NRL.

He has also been involved in commercialisation projects with Sport Australia and other sports and entertainment organisations, as well as holding a chief executive role in the medical technology sector.

In the latter role, Fraser increased the market capitalisation of the company from \$4 million to more than \$50 million in 18 months.

His varied consulting roles have seen him involved in all facets of the sports and entertainment sector with clubs, national sporting organisations and technology companies in the key areas of sponsorship, branding and rights negotiations.

“Archie has a clear understanding of running a company, a club and a business on a ‘no surprises’ basis.

“He understands the need to keep the Board and owners informed, but he also has a passion for football and a depth of knowledge about what drives that passion for fans, volunteers, the players and the football staff,” Walker said.

“As we said from the outset, we are very serious about this team. Everything we have done so far - and are planning to do - demonstrates our commitment to this region, the club and also the growth and expansion of the A-League and football in Australia more generally.

“I’m new to football, but as a business person I can see that the A-League is critical to football and vice-versa, and strong leadership is needed at every level of the game,” Walker said.



“From our perspective, Archie Fraser is the right man at the right time to guide the development of this club, and for Macarthur South-West Sydney to make a contribution to the growth and development of the region and to the game.”

Prior to his 14 months in charge of the A-League for FFA, Fraser was CEO of St Kilda Football Club for four years, where he oversaw significant achievements both on and off the field including record growth across memberships, revenues and profits and average attendances. He also worked with State and local governments to create a \$15m training and administrative headquarters.

Fraser said that his number one sporting passion is, and always has been, football.

“I have worked in and around other sports over my career, as well as outside of sport in ‘regular’ jobs, but like so many other passionate fans and people in football whom I know, the round-ball game is part of my DNA.

“Having been a keen observer, while being away from the game professionally for nine years, I have developed an even greater appreciation and understanding of the issues the game faces, but more importantly the potential it has through people-power from both a playing and supporter perspective.

“I will be bringing that knowledge and understanding to the role.

“I intend making sure that this club is smart, savvy and successful and is a team for all of south-western Sydney to be proud of.

“We may be new to the A-League, but the region is not new to football, and we will also draw on that history and heritage in helping to shape this club into something very special, as well as to make a contribution to the A-League and to football.”

ENDS

Further information: Archie Fraser, 0411 151515