

DAVE STEVENS

Proposed by Adam Aust

Seconded by Ben Thomas



My motivation for standing for election to the STAR board is to play a part in increasing supporter connection to our football club in a tumultuous time for all involved. Rather than merely continuing as another voice shouting in to the void on social media or elsewhere, I wish to be part of the change we all want to see, reconnecting us with the club we love.

My strategy for achieving this consists of several components:

- Increased use of technology
- Accountability and tracking
- Cultivated engagement

My background and current day-to-day career is heavily centred on connecting people, bringing clarity amid complex or differing information, simplifying tasks and challenges, and layering in technology to reduce the burden on the individual to achieve key outcomes. I believe that I can bring this approach to STAR, utilizing technology (via the web, automated communications and reminders, wide dissemination of information) to **ensure transparency of the work the Trust is doing** reaches every possible supporter, and facilitates two-way communication so that fans feel they have an avenue to be heard.

I believe I can build upon the fine work recent board members have done with the Structured Dialogue Meetings to make it simple to track what was discussed, any promises from the club (e.g. to look in to points raised) and to remind the board of these commitments at a set later date, to **ensure there is accountability** for what has been committed to.

Additionally, as the success of the 'DING-le game I co-created, and the half-time challenges organized by board member Ben Thomas have shown, **Reading fans are highly engaged when the right opportunity arises**. I believe I am uniquely positioned to help drive this even farther forward and relish the chance to do so