

ADAM AUST

Proposed by: Matthew Batten

Seconded by: Dave Stevens

I'm intending on standing for STAR because I think, whether it's warranted or not, there is a perception of the Supporters Trust within the wider Reading fanbase that it's a group that consists entirely of older supporters who have been around a long time and are therefore not quite as representative of the full scope of the entirety of Reading's support. I want to provide that potential younger perspective within the STAR board and offer help and support from that viewpoint and to increase STAR's engagement with this subsection of support across a range of new media and social media.

I've been a member of the Supporters Trust ever since the mid 2000s, utilising the offered coach travel for as long as I can remember whilst also attending events with the club and staff more recently at things such as the question nights at the stadium itself and at Blue Collar Corner.

I'm hoping to bring my experience working in operations within the high end film and media industry to STAR to help with the organisation in whatever way is needed, and to use my day to day experience of liaising between multiple large organisations to try and increase engagement not just with the Supporters Trust and its members, but the football club and its fanbase as a whole.

I eat, sleep, live and breathe this football club ever since I was taken to the then recently defunct Elm Park as a baby only a few weeks old, and I want to not just help me supporters to fall in love with the club the way I did but to support and reinforce the relationship between the club and current supporters, especially at a time when they are feeling more alienated and distanced from something they love.

Thank you very much,
Adam Aust

