

SUPPORTER ENGAGEMENT STRATEGY

A MESSAGE TO SAINTS SUPPORTERS

Dear Saints Family,

At St Johnstone Football Club, our supporters are at the heart of everything we do. As the only professional football club in Perth, we shoulder a heavy responsibility to our city and our wider community. Our motto – “One Club. One City. One Community.” – isn’t just a slogan, it is the foundation of our identity and our connection with you.

We are proud to introduce our First Supporter Engagement Strategy, designed to bring us even closer to you – the lifeblood of McDiarmid Park. This strategy outlines how we will listen, engage, and grow with our supporters in Perth, across Scotland, and around the world.

We want to ensure that your voice is heard, that you feel truly connected to the players, staff, and leadership of the Club, and that we build a club that reflects the values of our city and community.

OUR VISION

A Club that is inclusive, transparent, and community-focused - where every supporter feels valued, involved, and inspired. This will be achieved through the adoption of the St Johnstone Football Club Supporters’ Charter, adherence to the principles described below, and constant open communication between Club and supporters.

ST JOHNSTONE FOOTBALL CLUB



OUR CORE PRINCIPLES

ONE CLUB

We are united under the blue and white. Every supporter, player, and staff member contributes to the strength of St Johnstone.

ONE CITY

We represent Perth, and the wider communities of Perthshire, on and off the pitch. We will engage with our citizens, schools, local groups, and businesses to grow together.

ONE COMMUNITY

We are more than a football team – we are a community hub. Inclusivity, respect, and collaboration guide our every action.

KEY INITIATIVES

- The Fans Forum Steering Group: An independently elected, representative body of supporters, from all backgrounds and age groups. The group will meet quarterly with Club leadership to discuss strategic issues and share feedback.
- Community Collaboration Groups: The Club will encourage and assist in the establishment of targeted working groups that will be set up by various individuals or organizations to focus on areas such as accessibility, youth development, local outreach, and match-day experience.
- Supporter Forums: Quarterly forums – generally held at McDiarmid Park – to allow fans to ask questions directly and engage with Club plans, concerns, and vision. It is understood that many fans have health or mobility issues and others are located around the world and cannot travel to Perth. For supporters who can't attend in person, such forums should either be live-streamed or available soon thereafter on the Club website, Saints TV, or other social media or online channels

- **Supporter Feedback Sessions:** Informal sessions held around Perth and virtually to ensure wide and ongoing consultation with our community.
- **Digital Engagement:** A new “Fan Zone” will launch on our website housing updates, polls, engagement surveys, and volunteer opportunities. This service will launch in 2026.
- **“Meet the Manager” sessions:** The Club aspires to make its head coach or manager available to supporters on a periodic basis. Such occasions may include Supporter Forums, the St Johnstone, F.C. annual shareholder meeting, or special “Meet the Manager” sessions. The Club’s current coach is widely available to fans. If a future manager is not so widely available, the Club will endeavour to mandate “Meet the Manager” opportunities at least three times each year.

LISTENING AND LEARNING

We are committed to open channels for feedback, whether through supporter associations, direct email, social media, or in-person meetings. We also pledge to learn from fan engagement best practices across Scottish football and beyond.

TRANSPARENCY AND COMMUNICATION

We will publish reports on our engagement outcomes, and provide regular updates on how your feedback is shaping the Club’s decisions. Whether it’s kit designs, ticket pricing, or stadium improvements – your voice matters.

BUILDING FOR THE FUTURE

This strategy is not a final destination, it's a living, evolving commitment. With your support, we will review and refine our approach every season to ensure it remains relevant and impactful.

ST JOHNSTONE FOOTBALL CLUB



OUR COMMITMENT TO YOU

We are proud of our heritage, our achievements, and our place in Perth's community. With this strategy, we aim to create a stronger connection with every Saints supporter.

Together, we will move forward united by our values and our love for this great Club.

Thank you for being part of St Johnstone.

One Club. One City. One Community.



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