

[Under embargo until 8.30am AEST on Friday 17 July, 2026.](#)

APL announces Australian Sports Group as new owner of Canberra United FC

Friday 17 July: The Australian Professional Leagues (APL) has today announced Australian Sports Group (ASG) as the new owner of Canberra United FC - securing the future of the women's team, and establishing an option to introduce an Isuzu UTE A-League men's team for the 2028/29 season.

Australian Sports Group, an Australian consortium, is led by executives with decades of marketing, sports, entertainment and corporate experience. The group also has decades Australian football management experience, as well as sport advisory experience across major sporting codes in Australia and internationally.

ASG has a community and asset-focused vision for the club with plans to develop Canberra's elite academy pathways, connect the ACT Football community, invest in football infrastructure and align with the ACT and Federal Government to deliver on their priorities through an A-Leagues club.

The acquisition of the Canberra United by ASG ensures the women's team's ongoing participation in the Ninja A-League, and includes an exclusive option to introduce an Isuzu UTE A-League Men's side in the capital for the 2028/29 season.

Theo Fotopoulos, ASG Group CEO said: "Canberra is home to a thriving football community - a huge participant and passionate supporter base who have made Canberra United one of the most strongly supported A-League Women teams for the last 18 years."

"We're thrilled to be leading the next generation of professional football in Canberra, taking on the ownership of the Canberra United women's team with a renewed focus on growth and investment, and progressing towards an integrated professional club with the introduction of an A-League men's team in season 2028/29."

"The A-Leagues is a leading Asia-Pacific competition with a strong history in developing top international talent. We're excited to be part of growing the A-Leagues and building a strong Club focused on community engagement, football excellence,

commercial growth, new infrastructure and strengthening the football development pathways for boys and girls in the Territory and the Capital Region."

"The collaboration and cooperation between the APL, FA, ACT Government, Capital Football, McKellar Park (Belconnen Soccer Club) and local stakeholders has been a cornerstone of our successful bid, and we look forward to working with them all to help accelerate the growth of the game in Canberra and the Region."

Stephen Conroy, APL Chair, said: "Following a competitive process, we're excited to announce the Australian Sports Group as the new owner of Canberra United - securing the future of the women's team, and establishing a pathway to introduce a new A-League men's team in Canberra."

"This is an exciting next step for professional football in the ACT and highlights the growth opportunity for the A-Leagues and football in Canberra. We'd like to acknowledge the Canberra football community and the ACT Government for their strong and ongoing support of Canberra United."

Minister Yvette Berry MLA, said: "This is such an exciting milestone for football in Canberra. This represents a new era for Canberra United, and a pathway for a men's A-League team for Canberra in the coming years."

"Canberrans have always backed Canberra United, and the ACT Government is proud to have supported the team with funding increasing year-on-year. A huge thank you also to Capital Football who have been custodians of the Canberra United team for years."

Sarah Baker-Goldsmith, Chair of Capital Football, said: "It's great that the future of Canberra United women's team has been secured, as well as what appears to be the pathway for the first-ever A-League's men's team in the ACT. We stand ready to support ASG going forwards, and strengthening connections and pathways across the ACT football community."

The sale and transition of Canberra United licence agreement to Australian Sports Group was completed this week, and will now progress to the usual regulatory checks including 'Fit and Proper Persons' by Football Australia.



The transition of management is also underway, with the APL and Capital Football providing support over the coming weeks, as ASG begins planning for next season including partner and community engagement.

The 2026/27 Isuzu UTE A-League and Ninja A-League seasons will kick off on Friday 16 October 2026, with the Ninja A-League Women fixture to be released next month.

For more information on the A-Leagues head to www.aaleagues.com.au or download the Official A-Leagues App.

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About Australian Sports Group:

Australian Sports Group (ASG) was established in 2026 with the key purpose of developing Australian and global sports, entertainment, technology and cultural brands. The group's first major involvement in Australia will be the Canberra United FC A-Leagues Women's team, and the introduction of an A-Leagues Men's team in the future.

ASG is led by Theo Fotopoulos, the Group CEO with decades of global marketing, sports, entertainment and corporate experience, and Morris McAlister, Group Chairman who is an experienced global business executive with corporate and sports business advisory background.

The group has collective local football club management experience in Australia over three decades, as well as providing sports advisory and sponsorships services to A-Leagues Clubs including the Newcastle Jets plus Clubs in the NRL, AFL, Cricket Australia, Rugby Australia, NBL, SuperNetball, NBA, EuroLeague, EPL and NFL.

ASG and their collaborators have been involved in all levels of football in Australia and the world with clients across the major football leagues and other sports leagues.