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Vision and Mission Statement FQ 2016-19 Strategic Focus Areas Focus Area KPIs

- Entertaining
- Winning
- Leading
- Communicating

Cover Image: Chris Simpson Inside Image: Alberto Perez





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## **VISION**

Football Queensland strives to be the leading sporting organisation in Queensland so that football becomes the first choice code for all.

## **MISSION**

- To be recognised for our leadership through the advancement and standardisation of the game
- To allow members to reach their potential
- To develop quality and cohesive relationships with stakeholders
- To achieve overall satisfaction and value through clear collaboration and communication





# **FQ 2016-19 STRATEGY**

Strategic Principle Strategic Pillar 2019 Target Outcome

### **ENTERTAINING**

Enhancing our Members' Experiences

**Product Development** 

**Focusing on Growth** 

Excelling in Managing our Business

**Managing our Risks** 

Football Queensland strives to enhance members' experiences through a significant growth in members, players and participants

#### FO commits to:

- Adopt a range of flexible programs to achieve stakeholder participation / enjoyment
- Increase growth in participant registrations
- Be a leader in women's sport & increase female registrations
- Recognise and support our volunteers



### WINNING

Football Queensland will actively promote pathways to support and develop alignment with national curriculum

#### FQ commits to:

- Ensure we have the best coaches for all teams
- Put in place an educational referee program
- Put in place a development program for coaches
- Identify emerging talent and number of players identified at national level
- Recognise, reward and incentivise our people and players
- Be a winning brand
- Develop closer ties / linkages between community football, PS4NPL and Brisbane Roar



**VISION:** Football Queensland strives to be the leading sporting organisation in Queensland so that football becomes the first choice code for all.

### **LEADING**

Football Queensland will lead from the front to build strategic relationships throughout the football community

#### FO commits to:

- Creating new business products and services
- Conducting internal and external auditing
- Investigating shared services model
- Having adequate funding and reserves to grow and expand
- Staff development
- Having consistent and compliant governance, HR, WHS and management policies and procedures across the sport in Queensland



### COMMUNICATING

Football Queensland will project a professional image and assist stakeholders in the strategic communication of their own objectives for the growth of the sport

#### FO commits to:

- Strengthening its own reputation in the minds of members as the state's primary protector and forbearer of football
- Improving ability of Zones and Affiliated Clubs to build reputations within local markets
- Identifying potential commercial opportunities by aligning media and marketing strategies
- Developing and maintaining a vibrant digital presence



Enhancing our Members' Experiences

**Product Development** 

**Focusing on Growth** 

Excelling in Managing our Business

**Managing our Risks** 

### **ENTERTAINING**

Football Queensland strives to enhance members' experiences through a significant growth in members, players and participants

#### FQ will work to:

## Adopt a range of flexible programs to achieve stakeholder participation/enjoyment

- Promote exemplary behaviour for enjoyment of all
- All games are appropriately officiated and approved showing consistency and standardisation
- AIA Vitality MiniRoos
- Football Legends
- SEQ Futsal Premier League
- School competitions inclusion of girls only
- Commercial football opportunities
- Increase the length of the season 2 seasons
- Promote unisex competitions

#### Increase growth in participant registrations

- Recruitment and retention campaign
- Conduct AIA Vitality MiniRoos kick-off/girls programs
- · Target non-traditional and Futsal growth
- Improve retention rates of participants

### Be a leader in women's sport & increase female registrations

- Girls school competition curriculum time
- Women's development officer
- Female football festivals
- Female only AIA Vitality MiniRoos kickoff
- Conduct female only coaching courses

#### **Recognise and support our volunteers**

- Expanding volunteer knowledge through seminars
- Volunteer recognition campaign
- · Measure and improve satisfaction
- Utilise NCAS to support club volunteers
- Promote positive sideline behaviour

#### Progress will be measured by:

- Zero complaints zero tolerance approach to inappropriate behaviour
- Player numbers
- · Attendance numbers
- Volunteer survey
- Growth in registrations



### WINNING

Football Queensland to be recognised as having a winning culture that achieves excellence

#### FQ will work to:

#### Ensure we have the best coaches for all teams

- · Conduct coaching workshops throughout the state
- Establish a coaching, mentoring and support mechanism for football helpers
- Establish a coaching, mentoring and support mechanism for community committed coaches
- Establish a coaching, mentoring and support mechanism for football committed coaches
- · Establish a coaching, mentoring and support mechanism for
- advanced coaches
- Provide digital resources

#### Be a winning brand

- Brand connectivity
- Brand positioning and awareness
- · Redevelopment and enhancement of website
- Develop a winning brand strategy
- · Focus on innovation and enjoyment
- Better understanding of FQ demographics including analysis of markets and big data usage
- Policy pressure advocate to FFA in terms of technology/information

#### Put in place a development program for coaches

- · Review coach development plan
- · Provide digital resources
- Reward program

## Identify emerging talent and number of players identified at national level

- Demonstrate sustainable pathways
- Offer access to elite program
- Develop a community football representative program
- PS4NPL Championships
- Support QAS/Roar Academy teams
- Expand SAP throughout the state
- Participation in F-League

## Put in place an educational referee program

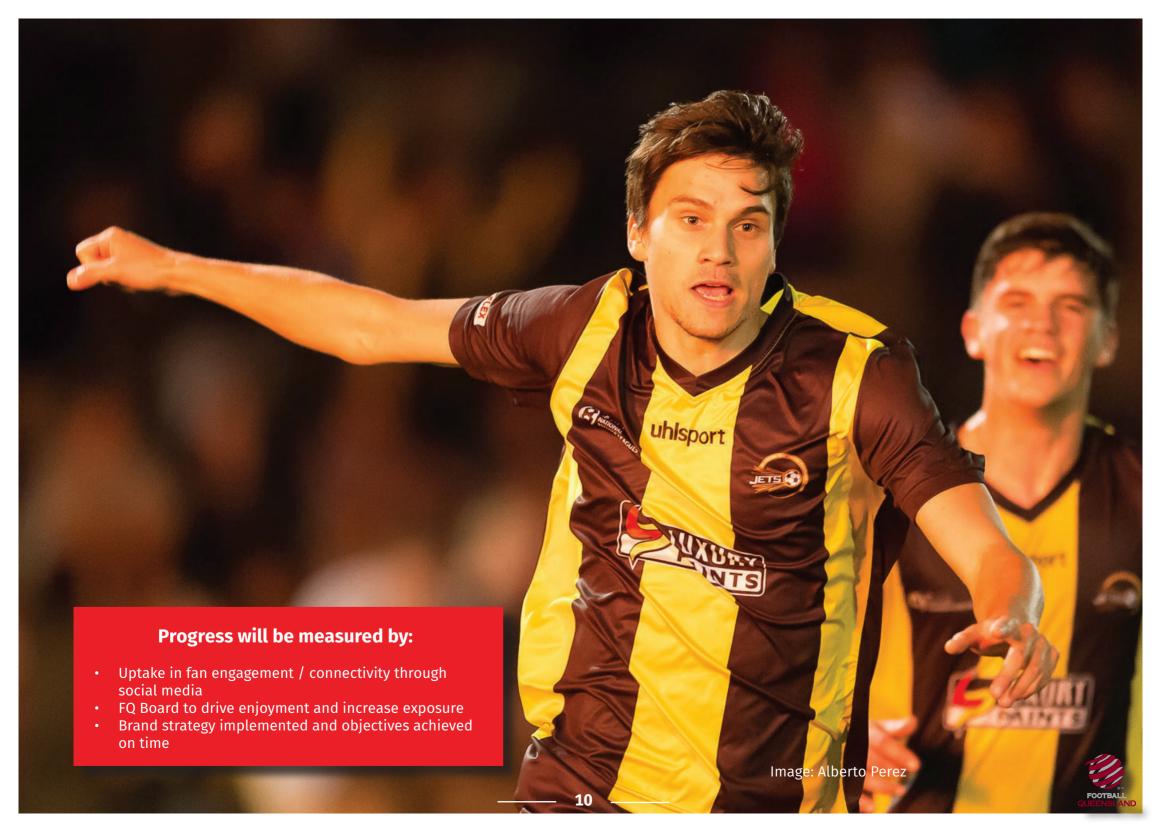
- Implement coaching and mentoring structures
- Employ referee development staff
- Deliver Respect campaign
- Deliver FFA referee curriculum
- Appoint fulltime State Referee Development Officer

## Develop closer ties/links between community football, PS4NPL and Brisbane Roar

- Achieve better fan growth
- Better use of data sharing

## Recognise, reward and incentivise our people and players

- Reward program
- Develop a relationship with FC11



### **LEADING**

Football Queensland will lead from the front to build strategic relationships throughout the football community

#### FQ will work to:

#### **Creating new business products and services**

- Competition Management Services
- Investigate shared services
- Women's development officer
- Expand purchasing power
- Meakin Park
- Improve facilities

#### **Conducting internal & external auditing**

- · Improve alignment in game, leading from front
- PS4NPL technical & administrative audits
- NCAS
- Staff performance agreement
- Consolidate finance and risk management program
- Optimise operating model to maximise the
- · opportunities for stakeholders
- Investigate optimal system for regional relationship managers

## Having adequate funding and reserves to grow and expand

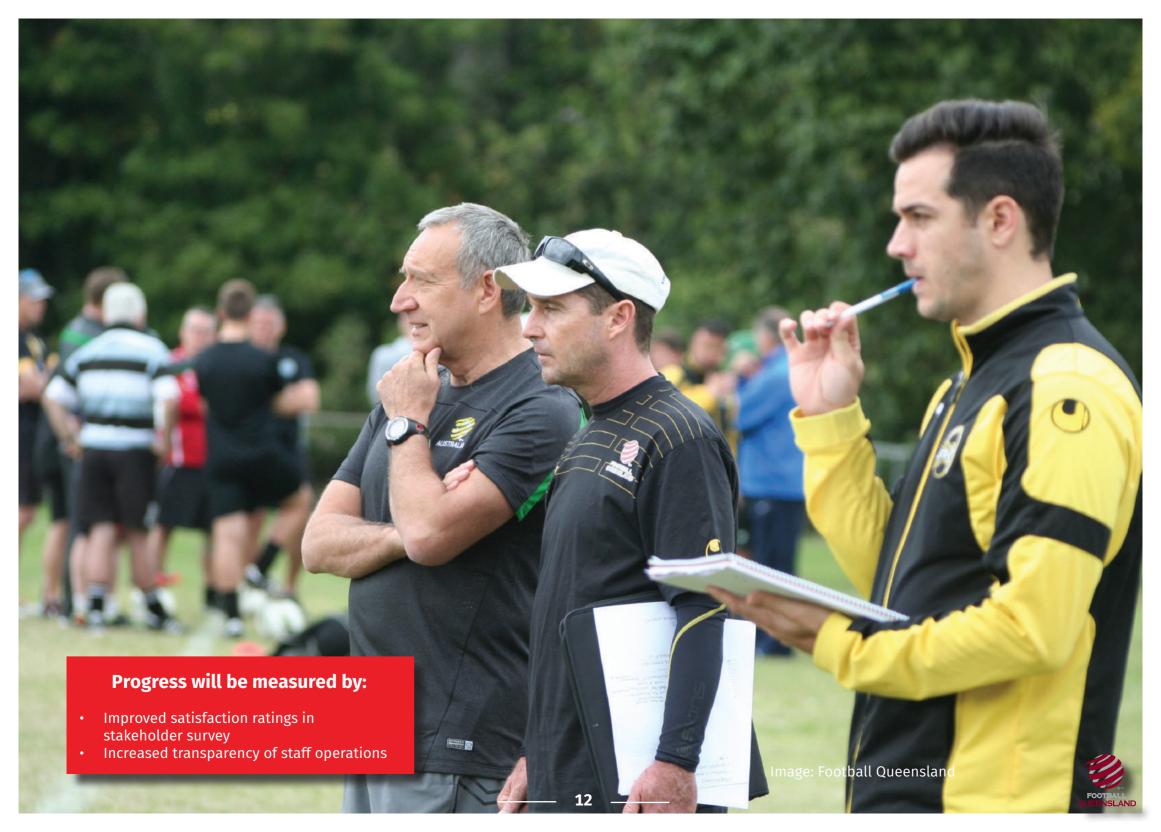
- · Government grant funding
- Engage corporate partners
- Positive relations with FFA
- · Promote consistent and standardised systems
- Develop a facilities strategy (development centre) and attract grant funding
- Reduce reliance on registration continue prudential approach

#### **Investigating shared services model**

- Back office for Zones
- Competition programs
- Management programs
- Discipline

#### **Staff Development**

Provide adequate resources and knowledge



### COMMUNICATING

Football Queensland will project a professional image and assist stakeholders in the strategic communication of their own objectives for the growth of the sport

#### FQ will work to:

# Strengthen its own reputation in the minds of members as the state's primary protector and forbearer of football

- Communicate positive outcomes to members through the website, social media, newsletters and new digital technologies
- Acknowledge and highlight the achievements of all members of the football community, including the creation of annual awards
- Actively pursue opportunities to promote the game in mainstream media, using the FQ Media Ambassador as a conduit
- Create campaigns to communicate FQ's football products to community focusing on retention and recruitment for players, coaches, referees, and volunteers
- Leverage relationships with community leaders to align FQ with the wider population

## Identify potential commercial opportunities by aligning media and marketing strategies

- Deliver concepts that can be commercialised for sponsorship opportunities providing they add to the value of the product being delivered
- Examine how new trends are being used identifying and maintaining visibility of market leaders in emerging technologies that are transferrable to football

### Improve ability of zones and affiliated clubs to build reputations within local markets

- Provide education and training through digital technology to build marketing and media capabilities
- Provide standardised marketing collateral to unify the image of football in Queensland
- Encourage cross promotion where possible to achieve maximum exposure to local markets
- FQ to initiate relationships with local media state wide and facilitate communication channels between relevant parties
- Maintain communication with Zones and Affiliated Clubs to ensure football is not working against each other

## Develop and maintain a vibrant digital presence

- Identify, consider and implement new technologies following necessary research
- Regularly seek feedback from FFA and remain in dialogue regarding their digital developments
- Grow social media footprint to measurably match the impact of competitors
- Realign expectations and benchmarks in line with changes to competition structure and market dynamics



