



# **BUILDING THE FUTURE OF FOOTBALL IN QUEENSLAND**

STRATEGIC INFRASTRUCTURE PLAN 2020-2024

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# THE NUMBER ONE CLUB-BASED PARTICIPATION SPORT IN AUSTRALIA.

Football is Australia's largest club-based participation sport. With more than 1.96 million\* participants representing over 200 different cultures, it is the most diverse and globally connected game within the Australian sporting landscape.

However, despite strong participation rates, popular national teams and an internationally competitive environment, football has traditionally struggled to convert its attributes into commensurate Federal Government investment.

Across the 2019-20 financial year, it received \$3,447,749 under Sport Australia's investment allocation for National Sporting Organisations\*\*.

That figure can be compared to Swimming (\$16,332,670), Hockey (\$9,011,490), Basketball (\$8,477,529), Sailing (\$9,074,272) and Cycling (\$11,890,825).

This reality has partly contributed to a 'ground-up' funding model which FFA and Football Queensland are working to transform with State and Federal Government support.

\* FFA Participation Report 2019

\*\* Sport Australia 2019-20 Investment Allocation

# QUEENSLAND PARTICIPATION



**THERE ARE 700,000+  
PEOPLE ACTIVELY  
INVOLVED IN FOOTBALL  
IN QUEENSLAND  
EACH WEEKEND.**



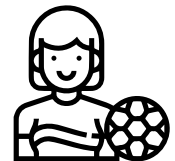
**1.96 MILLION**  
NATIONAL PARTICIPATION



**186,835 TOTAL**  
STATE PARTICIPATION



**317 CLUBS**  
ACROSS QUEENSLAND



**5,700 TEAMS**  
ACROSS QUEENSLAND



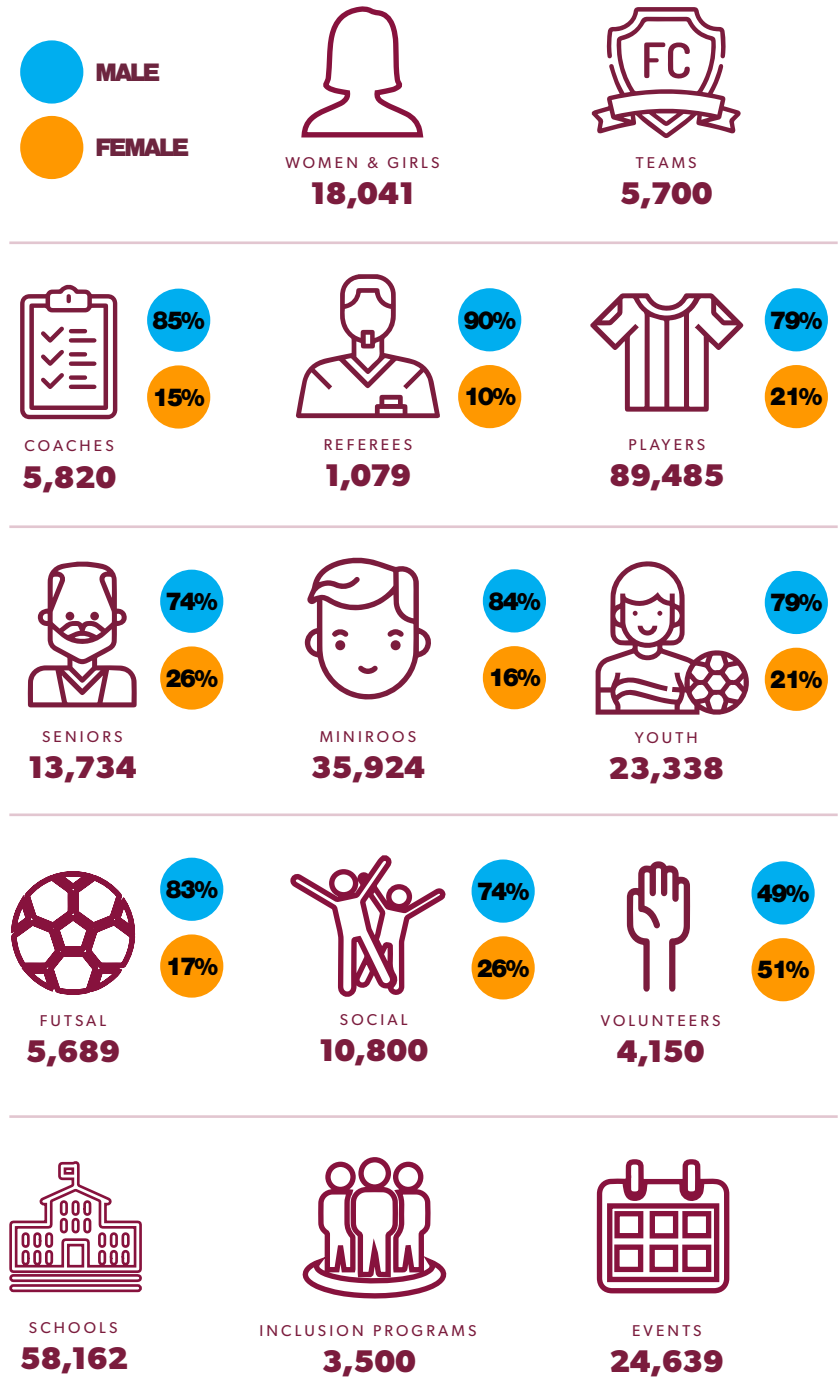
**100,000+ GAMES**  
EVERY WEEKEND



# Football is played by more Queenslanders than any other sport, engaging men, women, boys and girls of all ages.

In Queensland over 700,000\* participants, administrators, volunteers and their families are involved in the game each weekend. These members of the Queensland football community contribute significantly to the game, and have an immense role to play in resurrecting the sporting landscape post COVID-19, making Queensland a viable destination for the AFC Asian Cup, the FIFA Women's World Cup and the many high-profile events that attract visitors from Asia and beyond.

\*Independently assessed by Sport Business Partners 2018





# FIFA WOMEN'S WORLD CUP 2023

Women and girls are the future for our game and the FIFA Women's World Cup 2023 in Australia and New Zealand is a once-in-a-generation chance to transform the sport.

Now is the time for the Queensland Government to take action to ensure this incredible opportunity is seized to deliver maximum benefits to Queenslanders.

FFA expects heightened interest in the game to result in new fans and "surging demand" in participation at the amateur level. What we do now will have a profound impact on women and girls from the grassroots through to the professional level.

Fresh investment in stadiums and advanced training infrastructure as well as grassroots facilities would enable more Queenslanders to join the sport and represent our state in elite environments.

The FIFA Women's World Cup 2023 can be a powerful vehicle through which we demonstrate our shared belief in the value of women's sport as new visitors arrive and approximately one billion viewers watch on television.

With a Queensland Government Football Infrastructure Fund and strategic actioning of the game's infrastructure priorities, Football Queensland and the Queensland Government can unlock the immense potential for women and girls in football.

## OBJECTIVES



Secure maximum hosting rights for FIFA Women's World Cup 2023 matches



Successfully showcase Queensland's ability to stage world-class football matches to capitalise on future hosting opportunities



Develop a Home of Women's Football in Queensland to inspire the next generation of elite footballers



Establish sufficient facilities and infrastructure to support participation growth before and after 2023



Incentivise increased Matildas training and match presence in Queensland

# KEY DRIVERS

In addition to the FIFA Women's World Cup, our commitment to improve infrastructure for future generations of footballers is driven by:

## FOOTBALL'S STRATEGIC DIRECTION

The FQ Strategic Plan for the period 2020-2022 will see a focus on bettering the experience for all involved with the game. Football Queensland will work hard to deliver greater value. We will showcase our wonderful game and inspire others with the love that we all have for football. In addition to our strategic direction of supporting our club and volunteer network, we cannot emphasise enough that women and girls are the future. We will develop infrastructure, pathways and opportunities to embrace the potential for women and girls in football.

## ACTIVATE! QUEENSLAND

Football Queensland's strategic direction and programs support the Activate! Queensland strategy to get more Queenslanders moving more often. As a sport we are committed to keeping Queenslanders healthy, giving kids a great start in life and in football and being responsive to the needs of the community. Football Queensland is committed to supporting the Queensland Government in breaking down barriers that prevent participation and creating an active environment where all members of the community feel able and welcome to participate and play. Facilities have a key role to play.

## FOOTBALL IS GROWING

Football demand is already exceeding facility supply. State-wide there is an estimated 4,850 population per football pitch (all sizes). By 2031 this ratio will grow to 6,200 and will be significantly higher in rapidly growing communities. If action is not taken now to plan for infrastructure in the coming years, opportunities to play football will be lost. Since 2014 football participation in formal competitions in Queensland has grown by 32%. The number of junior players has increased by 51% alone, setting the foundation for the future generation of players. Today, one in five children in Queensland play football and by 2031, a further 20,000+ competition footballers are projected. Female football has been strong in Queensland for many years, with significant growth also experienced since 2014.

## CHANGING COMMUNITIES

Planning for population and demographic change is more important than ever with an additional 1.36 million people projected to live in Queensland by 2031. South East Queensland communities will grow rapidly by an estimated 44% in the next decade and the need for adequate open space and facilities that promote physical activity are required now, particularly as football does not have the facility footprint it needs in new areas and key regional cities. Coordinated and integrated planning between football, local government and planners is key to securing future provision, as is the development of regional high performance centres and regional hubs to ensure access to football can be achieved statewide.

# QUEENSLAND INFRASTRUCTURE

## CURRENT INFRASTRUCTURE



**274**

FOOTBALL VENUES



**520 FULL SIZE**

GRASS FIELDS



**544 UNDER SIZE**

GRASS FIELDS



**489 FIELDS**

WITH LIGHTING



**236**

CLUBHOUSES

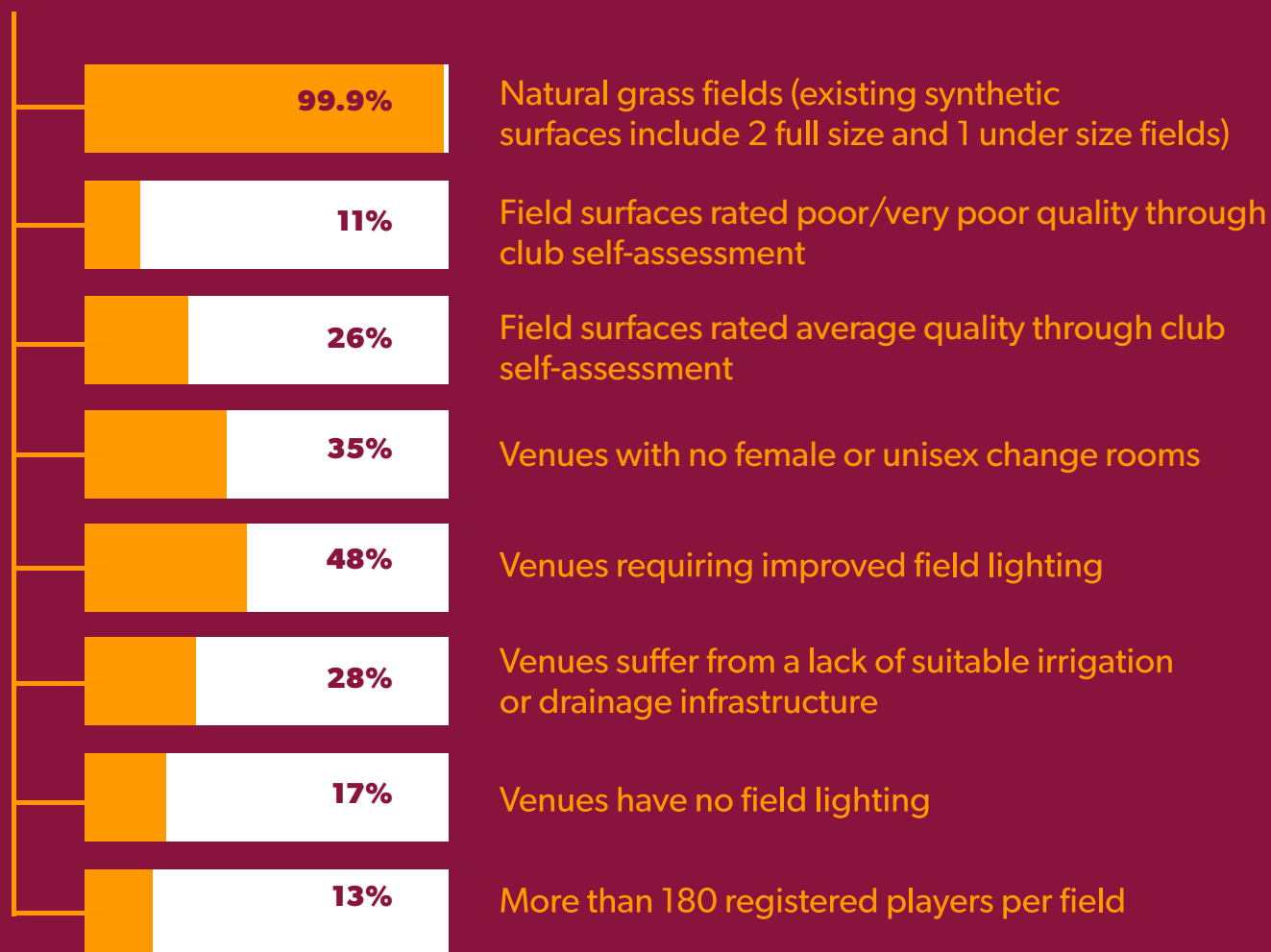


**689**

CHANGE ROOMS

## AREAS FOR IMPROVEMENT

IDENTIFIED IN FQ STRATEGIC INFRASTRUCTURE PLAN





# THE CHALLENGE

## QUEENSLAND INFRASTRUCTURE

Football Queensland boasts the largest number of community participants of any football code in Queensland, double that of rugby league and more than three times the AFL. There is a need for significant investment into football infrastructure to meet the growing demands of participants across the state.

Facility investment is required to address community-wide challenges including the ageing nature of infrastructure and the need to better accommodate football's diversity of users, particularly in the fast-growing women and girls demographic.

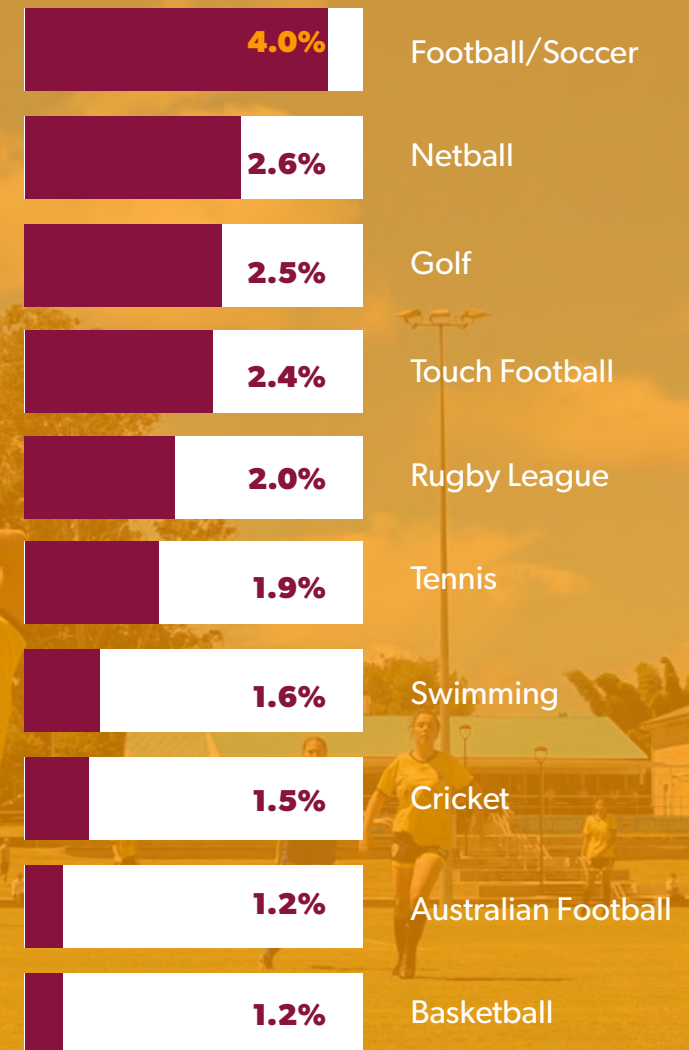
Football facilities are also facing overuse challenges which impact the quality of playing fields, many of which do not have the underlying infrastructure, irrigation, drainage and lighting to support growth.

In 2018, Football Queensland in partnership with the Queensland Government engaged CPR Group for an extensive investigation and consultation process as part of the Sport and Recreation Planning Program. The process revealed the widespread infrastructure challenges facing grassroots clubs.

Administrators at the coalface of community football said they lack field space, struggle with overuse and have limited financial capacity to improve facilities. Many existing venues already struggle to meet demand due to limited capacity, presenting a critical participation barrier.

Maximising existing facilities plays an important role in supporting football's future.

## TOP ACTIVITIES FOR SPORTS CLUB PARTICIPATION



SPORT AUSTRALIA AUSPLAY RESULTS 2019

# THE NEED TO INVEST IN FOOTBALL

Football Queensland's vast registration base and connected stakeholder groups – including service providers and community businesses – will be vitally important to resursecting the state's sporting industry post COVID-19.

Their emotional and economic ties to football strengthen Queensland's status as a viable destination for high-profile domestic and international events, notably the next FIFA Women's World Cup.

Our state is in line to host matches from the group stage through to the Semi Finals as the tournament expands to 32 teams in 2023.

Football Queensland's prominent role as the primary developer of elite talent and player pathways will become even more critical as the Matildas build towards success in our backyard.

The opportunities for the Queensland Government to leave a lasting legacy through investment in a Home of Women's Football, High Performance Centres in regional areas and a Boutique Stadium are clearly defined.

A holistic approach incorporating a Queensland Government Football Infrastructure Fund would further equip the game to meet the incredible hunger for new facilities that exists across the state at all levels.

Though football is recognised as the most popular club-based participation sport in Australia and has seen sustained growth over several years, it has long struggled to obtain State and Federal Government funding.

Charting a new course with strategic investment at an opportune time would enable the sport to welcome and adequately support the new and existing participants and stakeholders searching for social inclusion, better health standards and employment opportunities following COVID-19.



## \$6.3B + \$10B

ANNUAL ECONOMIC IMPACT OF  
COMMUNITY SPORT INFRASTRUCTURE

ASSOCIATED HEALTH &  
SOCIAL BENEFITS

THE VALUE OF COMMUNITY SPORT INFRASTRUCTURE, KPMG & AUSTRALIAN SPORTS COMMISSION, 2018





# UNLOCKING THE WOMEN'S WORLD CUP 2023 LEGACY

The FIFA Women's World Cup 2023 is an outstanding opportunity for Queensland to prove its status as a world-class destination for major events in front of a massive global audience.

Queensland can align with FIFA's strategic objectives and achieve maximum match and team base camp hosting rights by demonstrating strong support for female sport through investment in essential new facilities.

Football Queensland has identified three infrastructure priorities as prime opportunities to unlock this lasting legacy for women and girls.

## THREE INFRASTRUCTURE PRIORITIES

PROJECT COST

- |   |   |                 |
|---|---|-----------------|
| 1 | HOME OF WOMEN'S FOOTBALL IN QUEENSLAND & WOMEN'S CENTRE OF EXCELLENCE | \$9.2M          |
| 2 | REGIONAL HIGH PERFORMANCE CENTRES                                     | \$4.7M          |
| 3 | BOUTIQUE STADIUM  | \$100M - \$130M |







# FUNDING QUEENSLAND'S FUTURE MATILDAS

Funding football's three infrastructure priorities can guarantee our FIFA Women's World Cup 2023 legacy and confirm Queensland as an unwavering advocate for female sport.

But just as we prepare to welcome the world to Queensland, now is the critical time to begin taking Queensland to the world.

Increased annual investment in strategic infrastructure and participant development programs would ensure the next generation of Matildas stars are Queenslanders developed in our own backyard.

Football Queensland recommends establishing a Queensland Government Football Infrastructure Fund alongside greater support for football through the Active Industry Fund and Queensland Academy of Sport.

<b>QUEENSLAND GOVERNMENT FOOTBALL INFRASTRUCTURE FUND</b>	<b>\$15M</b>
<b>ACTIVE INDUSTRY FUND INCREASE</b>	<b>\$1.2M</b>
<b>QAS FUNDING INCREASE</b>	<b>\$500K</b>
<b>TOTAL ANNUAL INVESTMENT</b>	<b>\$16.7M</b>





# OUR VISION 2020 - 2024

FQ STRATEGIC PLAN - INFRASTRUCTURE PILLAR



**Funding to deliver our three  
Infrastructure Priorities**



**\$60 million over four years  
in Queensland Government  
Infrastructure Fund**



**Football to be the 7th  
Activate! Sport**





# INFRASTRUCTURE PRIORITIES





1

## PRIORITY

### Home of Women's Football in Queensland & Women's Centre of Excellence

Estimated Cost: \$9.2 million

Women and girls are the future of the game. To cater for the significant growth in female participation, Football Queensland's primary infrastructure priority is to establish a Home of Women's Football and Women's Centre of Excellence at Meakin Park. This project would produce a vibrant hub for FQ's QAS Elite Girls program and all associated female football programs including W-League matches, with three new synthetic pitches enabling 'all-year' usage alongside refurbished fields and associated facilities to accommodate elite-level usage.



2

## PRIORITY

### Regional High Performance Centres

Estimated Cost:  
\$2.51 million (North)  
\$2.225 million (Central)

Football Queensland has a responsibility to deliver equal opportunities for all participants across the state. This includes providing easy access to high performance development pathways for each regional player and ensuring elite facilities are not exclusive to South East Queensland. Football Queensland has identified two geographic areas appropriate for the establishment of High Performance Centres: Townsville Brolga Park, to capture participants from Cairns to Mackay; and Bundaberg Martens Oval (alongside other potential sites in Hervey Bay), to capture those south of Mackay and down to the Sunshine Coast.



3

## PRIORITY

### Boutique Stadium

Estimated Cost: \$100 million - \$130 million

The development of a 15,000 seat boutique stadium would support the professional game in the state by providing a high-performance base for Queensland football and a multi-sport venue to accommodate major sporting events of various codes. The boutique stadium could also act as a training base for visiting teams during international tournaments, and as a possible venue to host international football matches. Potential site opportunities include Perry Park, Albion Park and Sleeman Sports Complex.



## PRIORITY 1

# Home of Women's Football in Queensland & Women's Centre of Excellence

Already the most popular club-based participation sport in Australia, football is also seeing a fast-growing demand from female participants as women and girls join the sport in large numbers, both nationally and in Queensland.

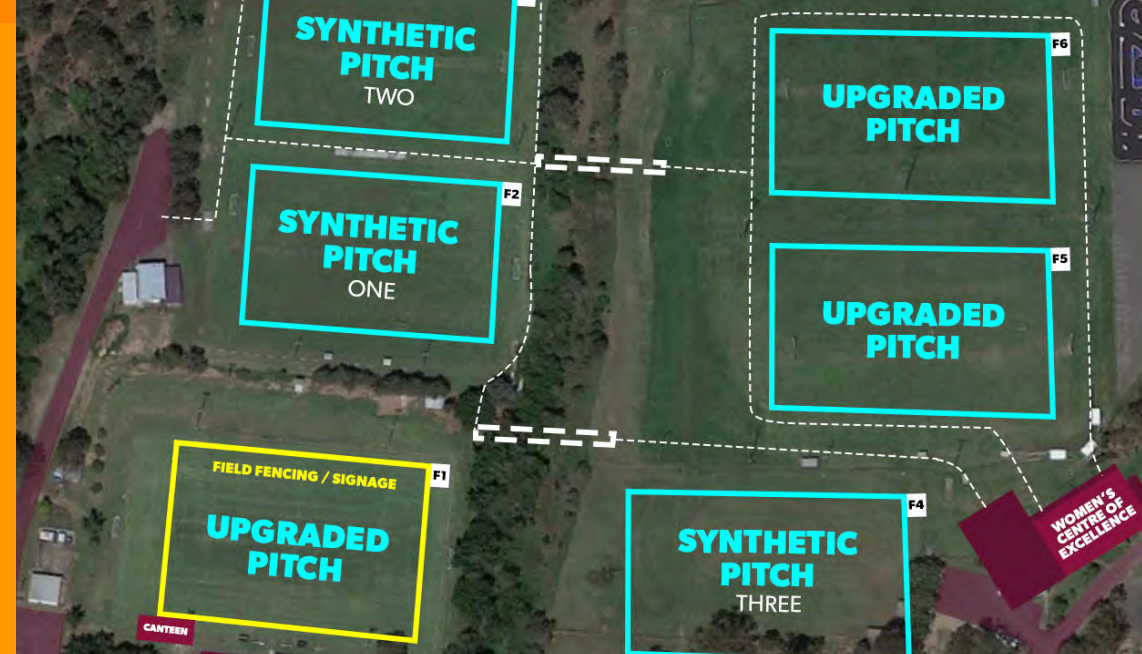
The number of women and girls playing football in Australia rose to record numbers in 2019, with an 11% increase in female participation nationally and growth in Queensland numbers as female participation figures increased to 18,041.

The upcoming FIFA Women's World Cup 2023 to be held in Australia and New Zealand, the first in the Southern Hemisphere, is set to lead to a surge in participation numbers in the coming years, particularly for women and girls as Australians' appetite for the already hugely popular game grows bigger and bigger.

Football Queensland's 2020-2022 Strategic Plan emphasises women and girls as the future of the game, and outlines a focus on reaching 22,500 female participants in Queensland by 2022.

As large numbers of women and girls continue to join the game, it is critical that infrastructure and facilities are developed to support the growth of the women's game and to cater to the needs of this fast-growing participation base. Appropriate infrastructure, pathways and opportunities must be put in place to embrace the vast potential for women and girls in football.

By investing in a Home of Women's Football in Queensland and Women's Centre of Excellence at Meakin Park, Football Queensland as the state governing body will be able to support and sustain the expected growth of the women's game in the years to come while creating even more opportunities for women and girls to get involved in football.



## DETAILS OF FACILITY

Football Queensland's primary infrastructure priority is to establish a Home of Women's Football in Queensland and a Women's Centre of Excellence at Meakin Park.

This dedicated home for female football would provide a vibrant hub for Football Queensland's Queensland Academy of Sport (QAS) Elite Girls program and associated female football programs, while also acting as a high-performance destination to host Westfield W-League matches and other elite women's football games.

Three new synthetic pitches, refurbished fields and associated facilities would enable year-round usage by semi-professional and elite players and teams, while also accommodating training sessions and programs for promising female footballers. The new synthetic pitches designed for multi-purpose use would also provide a facility to host futsal matches and tournaments.

A game-changer for female football in the state, the Home of Women's Football and Women's Centre of Excellence at Meakin Park would not only improve the experience for the women and girls already involved in the game, but would also encourage further growth in female participation by providing a state-of-the-art facility tailored to the needs of Queensland's female footballers.





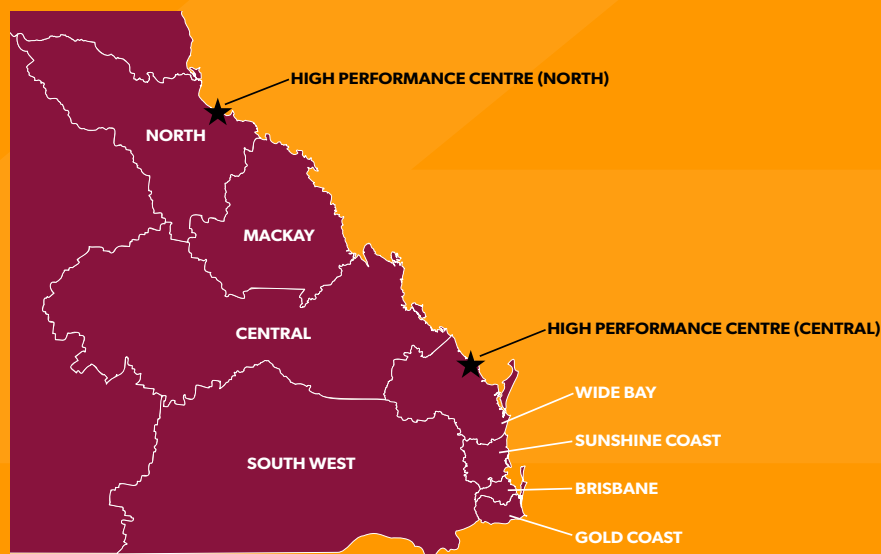
## PRIORITY 2

### Regional High Performance Centres

As the state governing body, Football Queensland is committed to providing equal opportunities and high-quality participation experiences for the 186,000+ participants across the state.

A particular priority of Football Queensland is to provide access to high performance development pathways for footballers throughout Queensland. It is vital that elite facilities and pathways are not exclusive to South East Queensland, but are more widely available for talented footballers around the state.

By providing players with a high performance environment to thrive, regardless of where in Queensland they are based, it will be possible to support the rapidly growing numbers of participants across both regional and metro Queensland while strengthening development opportunities and bettering the experience for young footballers on the elite pathway.



### DETAILS OF FACILITY

Football Queensland has identified two appropriate areas for the establishment of High Performance Centres in regional Queensland.

A High Performance Centre at Brolga Park in Townsville would provide a pathway for young footballers from Cairns to Mackay, while Bundaberg's Martens Oval (alongside other potential sites in Hervey Bay) has been identified as an appropriate venue for a High Performance Centre for participants south of Mackay to the Sunshine Coast.

The state-of-the-art elite training centres and match facilities would provide high-quality development opportunities for junior footballers, ensuring all Queenslanders across the state have access to the elite pathway while developing their skills in a high performance environment.

The High Performance Centres in regional Queensland would also serve as host venues for semi-professional leagues, showcase matches and other major football and sporting events held in the region, providing benefits not only to the local football players and teams but also to the wider community in Townsville and Bundaberg.





## PRIORITY 3

### Boutique Stadium

The development of a boutique stadium would provide vast benefits for football in Queensland, as well as the wider sporting community.

Brisbane remains the only Australian capital city without a boutique venue for rectangular sports, meaning its development would provide a major boost to Queensland's sporting infrastructure portfolio.

A new boutique stadium in Queensland would support the professional game in the state by providing a high performance base for football, in addition to acting as a multi-sport venue to accommodate major sporting events of various codes.

According to Football Federation Australia, the lack of a modern boutique venue in Queensland has resulted in fewer national team matches being held in the state, demonstrating a significant loss of opportunity not only for the game but for Queensland's sporting calendar.

As Australia prepares to host the FIFA Women's World Cup 2023, now more than ever it is vital that the state invests in a boutique venue that has the potential to play host to international football matches, to ensure Queensland doesn't fall further behind other Australian states as a sporting destination.



### DETAILS OF FACILITY

The proposed boutique stadium would provide a high performance facility for football matches and other sporting codes, featuring a new pitch designed for multi-purpose use.

The estimated project cost is \$100-\$130 million for a boutique stadium with 15,000 seats, a pitch suitable for multi-purpose use, corporate hospitality facilities and change rooms suitable for all genders.

In addition to hosting professional football matches and sporting events, the state-of-the-art venue could also act as a Queensland training base for visiting national teams ahead of the FIFA Women's World Cup 2023.

Potential site opportunities include Perry Park in Bowen Hills, Albion Park and Sleeman Sports Complex in Chandler.



# BOUTIQUE STADIUM

## AN INVESTMENT IN OUR FUTURE

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## A HIGH PERFORMANCE, MULTI-PURPOSE FACILITY

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## SITE OPPORTUNITY 1

### PERRY PARK

Perry Park is a football-specific venue located in Bowen Hills. The main rectangular grass pitch is primarily used to stage National Premier Leagues and FFA Cup matches. Lighting upgrades initiated in 2014 improved Perry Park's lux rating and enabled it to serve as a training base for international teams during AFC Asian Cup 2015. In addition to a small spectator grandstand, the site incorporates an adjacent, secondary full-sized pitch and a synthetic community sports field opened in 2020. The neighbouring YMCA fitness centre backs onto the northern end of the ground. Perry Park's entry points are situated a short walk from the Bowen Hills railway station and bus services are available via Abbotsford Rd and Edmondstone Rd.





## SITE OPPORTUNITY 2

### ALBION PARK

Located on the banks of Breakfast Creek and only a short distance from the CBD, Albion Park is home to the Brisbane Greyhound Racing Club and the Albion Park Harness Racing Club. Both are connected to Racing Queensland and primarily stage events on weeknights and weekends. The site features an oval track approximately 1000m in circumference and a single grandstand on Yulestar St, which patrons can use to access free on-site parking. Public transport options are limited, with Bowen Hills and Albion railway stations both situated approximately 1-2 kms away. Multiple bus routes run along the nearby Sandgate Rd and Kingsford Smith Dr.





## SITE OPPORTUNITY 3

### SLEEMAN SPORTS COMPLEX

The Sleeman Sports Complex is a multi-purpose sport and entertainment centre originally built for the 1982 Commonwealth Games. It is located on the corner of Old Cleveland Rd and Tilley Rd in the outer southern Brisbane suburb of Chandler. The complex caters for a variety of sports and encompasses several major indoor and outdoor facilities, including the Brisbane Aquatic Centre, an international-standard BMX Supercross Track and the Anna Meares Velodrome, which staged track cycling events during the 2018 Commonwealth Games. A 2014 Queensland Government report noted the overall site area as covering 27.44 hectares. Approximately 1,100 car parks are available onsite. TransLink bus services operate from the northern end of the complex and include a Park 'n' Ride facility connecting travellers to Carindale Shopping Centre and the Brisbane CBD.





# THE FOOTBALL INFRASTRUCTURE FUND



# 317 CLUBS 10 ZONES **ONE STATE**

As the state governing body, Football Queensland comprises 317 affiliated clubs across ten zones.

Queensland's facility network comprises a mix of local, regional and state level facilities. In total, there are 520 full size fields, 544 under size fields, 489 fields with lighting and 689 change rooms. A significant majority of facilities are situated on government-owned or managed land.

There is a statewide undersupply of change rooms suitable for use by female participants, especially given the strong growth in football participation amongst women and girls.

The need for completion of 161 change room projects by 2022 has been identified, among other projects including field lighting and surface upgrades and developments, new or upgraded field irrigation infrastructure, clubhouse buildings, player dugouts and spectator seating.

# MEETING THE DEMAND

Sustained growth and the anticipated registration spike among women and girls leading into the FIFA Women's World Cup on home soil places immense strain on the state's many clubs and venues that are already at full capacity.

To remove this ceiling, Football Queensland believes a \$60 million Queensland Government infrastructure investment over four years would drive essential and significant change for women and girls and those locked out of football in regional and metro areas.

The Queensland Government Football Infrastructure Fund would unlock the opportunity in our game and enable clubs to meet demand while building their capacity to develop Queensland's own Sam Kerr or Tim Cahill.

Football Queensland would use this investment to deliver real outcomes on projects right throughout the state that are identified, important and awaiting action.

From delivering lighting upgrades to pitch redevelopments to female-friendly change rooms, the \$60 million Queensland Government Football Infrastructure Fund can be a complete game-changer for the football community.

QUEENSLAND GOVERNMENT FOOTBALL INFRASTRUCTURE FUND:

# \$60 MILLION OVER 4 YEARS





## BRISBANE

79 CLUBS & 85 VENUES

30,868 PARTICIPANTS



### PARTICIPATION



**8 NEW FULL SIZE**  
PLAYING FIELDS



**1 STADIUM**  
UPGRADE



**2 NEW UNDER SIZE**  
PLAYING FIELDS



**4 NEW REFEREES'**  
CHANGE ROOM



**1 CLUB**  
RELOCATION



**9 DUGOUT**  
PROJECTS

### WOMEN & GIRLS



**31 UNISEX**  
CHANGE ROOM PROJECTS

### MEETING THE NEED



**36 FIELD LIGHTING**  
PROJECTS



**15 FIELD IRRIGATION**  
PROJECTS



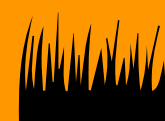
**3 FIELD DRAINAGE**  
PROJECTS



**13 CLUBHOUSE**  
PROJECTS



**1 SOLAR POWER**  
PROJECT



**18 FIELD SURFACE**  
UPGRADES



**3 SPECTATOR**  
FACILITIES PROJECTS

## GOLD COAST

27 CLUBS & 27 VENUES

9,127 PARTICIPANTS



## ZONE PRIORITIES

**Football Gold Coast:** New Emerald Lakes multi-sport facility

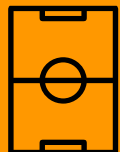
**Ormeau FC:** Unisex change rooms, clubhouse

**Southport SC:** Unisex change rooms

### PARTICIPATION



**1 NEW**  
FOOTBALL CLUB



**5 NEW FULL SIZE**  
PLAYING FIELDS



**2 NEW UNDER SIZE**  
PLAYING FIELDS

### WOMEN & GIRLS



**9 UNISEX**  
CHANGE ROOM PROJECTS

### MEETING THE NEED



**11 FIELD LIGHTING**  
PROJECTS



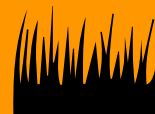
**5 FIELD IRRIGATION**  
PROJECTS



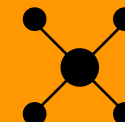
**1 SPECTATOR**  
FACILITIES PROJECT



**7 CLUBHOUSE**  
PROJECTS



**5 FIELD SURFACE**  
UPGRADES



**1 ZONE HUB**  
FACILITY PROJECT



# SUNSHINE COAST

19 CLUBS & 19 VENUES  
6,499 PARTICIPANTS



## ZONE PRIORITIES

**Buderim Wanderers FC:** Female change rooms, field lighting

**Coolum FC:** Female change rooms

**Woombye Snakes FC:** Female and unisex change rooms

## PARTICIPATION



**1 DUGOUT**  
PROJECT



**1 NEW REFEREES'**  
CHANGE ROOM

## WOMEN & GIRLS



**10 UNISEX**  
CHANGE ROOM PROJECTS

## MEETING THE NEED



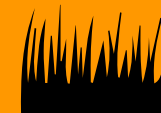
**7 FIELD LIGHTING**  
PROJECTS



**1 SEPTIC TANK**  
PROJECT



**2 FIELD IRRIGATION**  
PROJECTS



**3 FIELD SURFACE**  
UPGRADES



**1 SOLAR POWER**  
PROJECT

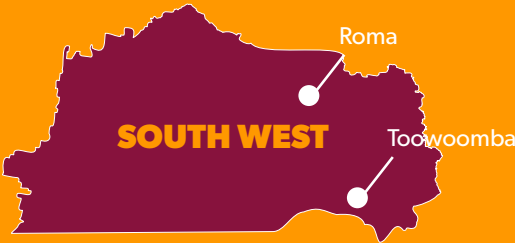


**1 SPECTATOR SEATING**  
PROJECT

# SOUTH WEST QUEENSLAND

30 CLUBS & 27 VENUES

4,980 PARTICIPANTS



## ZONE PRIORITIES

**Rockville Rovers:** Unisex change rooms, clubhouse

**Middle Ridge Park (multiple clubs):** Field lighting

**SWQ Thunder:** New facility

## PARTICIPATION



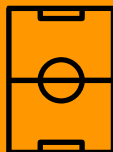
**1 NEW REFEREES'**  
CHANGE ROOM



**2 NEW UNDER SIZE**  
PLAYING FIELDS



**1 NEW**  
CLUB VENUE



**3 NEW FULL SIZE**  
PLAYING FIELDS

## WOMEN & GIRLS



**18 UNISEX**  
CHANGE ROOM PROJECTS

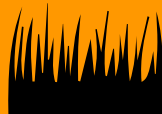
## MEETING THE NEED



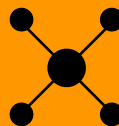
**9 FIELD LIGHTING**  
PROJECTS



**6 FIELD IRRIGATION**  
PROJECTS



**6 FIELD SURFACE**  
UPGRADES



**1 ZONE HUB**  
FACILITY PROJECT



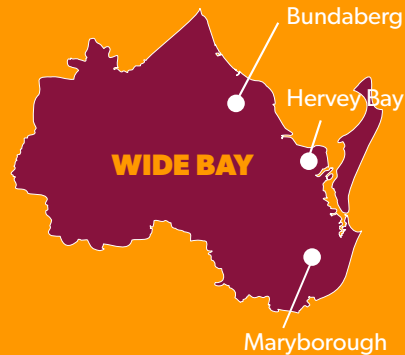
**1 CLUBHOUSE**  
UPGRADE



## WIDE BAY

23 CLUBS & 21 VENUES

4,084 PARTICIPANTS



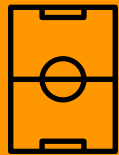
## ZONE PRIORITIES

**Federations Park:** Female change rooms, clubhouse & canteen

**Bargara FC:** Unisex change rooms, playing field upgrade

**Bingera FC:** Playing surface, field lighting

## PARTICIPATION



**1 NEW FULL SIZE**  
PLAYING FIELD



**2 NEW UNDER SIZE**  
PLAYING FIELDS



**1 NEW REFEREES'**  
CHANGE ROOM

## WOMEN & GIRLS



**7 UNISEX**  
CHANGE ROOM PROJECTS

## MEETING THE NEED



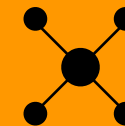
**7 FIELD LIGHTING**  
PROJECTS



**4 CLUBHOUSE**  
PROJECTS



**4 FIELD IRRIGATION**  
PROJECTS



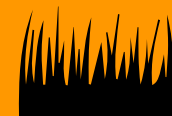
**1 ZONE HUB**  
FACILITY PROJECT



**1 SPECTATOR SEATING**  
PROJECT



**1 SOLAR POWER**  
PROJECT

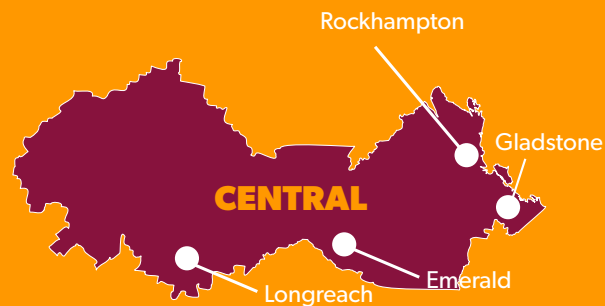


**5 FIELD SURFACE**  
UPGRADES

## CENTRAL QUEENSLAND

24 CLUBS & 28 VENUES

4,097 PARTICIPANTS



## ZONE PRIORITIES

**Norbridge Park:** Clubhouse, change rooms, office space, facility refurbishment

**Emerald Eagles:** Change rooms, field lighting

**Nerimbera FC:** Female change rooms, field lighting

### PARTICIPATION



**2 NEW FULL SIZE**  
PLAYING FIELDS



**1 VENUE**  
RELOCATION



**1 NEW UNDER SIZE**  
PLAYING FIELD



**2 NEW REFEREES'**  
CHANGE ROOMS

### WOMEN & GIRLS



**8 UNISEX**  
CHANGE ROOM PROJECTS



**7 FIELD LIGHTING**  
PROJECTS



**1 STORAGE FACILITY**  
PROJECT



**1 SHADE**  
PROJECT

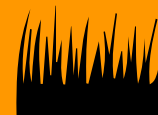
### MEETING THE NEED



**4 FIELD IRRIGATION**  
PROJECTS



**2 CLUBHOUSE**  
UPGRADES



**4 FIELD SURFACE**  
UPGRADES



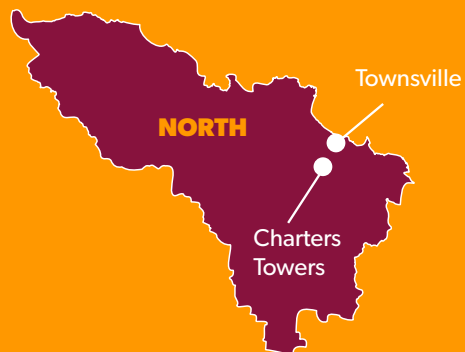
**1 SOLAR POWER**  
PROJECT



## NORTH QUEENSLAND

15 CLUBS & 18 VENUES

3,614 PARTICIPANTS



## ZONE PRIORITIES

**MA Olympic:** Female change rooms & field lighting upgrade

**Northern Beaches United FC:** New facility (fields, unisex change rooms, lighting)

**Estates FC:** Unisex change rooms, field lighting

## PARTICIPATION



**1 CLUB**  
RELOCATION

## WOMEN & GIRLS

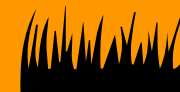


**6 UNISEX**  
CHANGE ROOM PROJECTS

## MEETING THE NEED



**8 FIELD LIGHTING**  
PROJECTS



**3 FIELD SURFACE**  
UPGRADES



**2 FIELD IRRIGATION**  
PROJECTS

## FAR NORTH QUEENSLAND

26 CLUBS & 26 VENUES

4,319 PARTICIPANTS



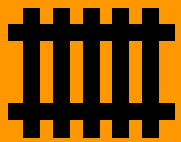
## ZONE PRIORITIES

**Stratford Dolphins:** Unisex change rooms & field lighting

**Douglas United Dragons:** Field lighting

**Redlynch FC:** Unisex change rooms & field lighting

### PARTICIPATION



**1 FIELD FENCING**  
UPGRADE PROJECT



**1 CLUB**  
RELOCATION



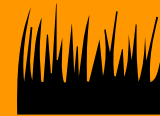
**2 DUGOUT**  
PROJECTS

### WOMEN & GIRLS



**8 UNISEX**  
CHANGE ROOM PROJECTS

### MEETING THE NEED



**5 FIELD SURFACE**  
UPGRADES



**4 FIELD LIGHTING**  
PROJECTS



**2 STORAGE FACILITY**  
PROJECTS



**1 SPECTATOR SEATING**  
PROJECT



**2 CLUBHOUSE**  
UPGRADES



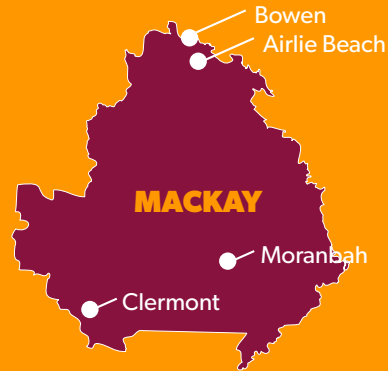
**1 FIELD IRRIGATION**  
PROJECT



## MACKAY REGIONAL

17 CLUBS & 17 VENUES

2,965 PARTICIPANTS



## TOP PRIORITIES

**Mackay Football Zone:** Female change rooms

**Whitsunday FC:** Change rooms

**Clermont FC:** Change room amenities, canteen, field lighting

## PARTICIPATION



**1 CLUB**  
RELOCATION

## WOMEN & GIRLS



**4 UNISEX**  
CHANGE ROOM PROJECTS

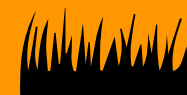
## MEETING THE NEED



**3 FIELD DRAINAGE**  
PROJECTS



**6 FIELD LIGHTING**  
PROJECTS



**8 FIELD SURFACE**  
UPGRADES

# NORTH WEST QUEENSLAND

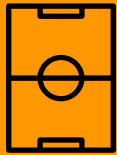
## 8 CLUBS



## ZONE PRIORITIES

Playing fields, clubhouse & unisex change rooms

### PARTICIPATION



**2 PLAYING FIELD**  
REDEVELOPMENTS



**1 NEW**  
CLUBHOUSE

### MEETING THE NEED



**1 FIELD IRRIGATION**  
PROJECT



**1 SOLAR POWER**  
PROJECT



**1 FIELD LIGHTING**  
PROJECT





# THE 7TH ACTIVATE SPORT

# A NEW APPROACH TO THE GAME OF FOOTBALL IN QUEENSLAND



Football Queensland and the Queensland football community are currently undertaking a journey of transformational change through the Future of Football – Football in Queensland 2020+ reform process. This collaborative consultation project, which involves all football stakeholders, is working to ensure that the Governance and Administrative layers of the game are presented in the most optimal way and working together in strategic alignment and with maximum operational efficiency and effectiveness. The outcome will create a football network that maximises the impact of government and industry actions to benefit an active Queensland and ensure that Government investment into the sport will provide a greater and more effective return on investment.

## Key benefits of the Football 2020+ reform process:

- Build industry capability and capacity
- Alignment of strategy and funding prioritisation
- Removal of duplication in the system
- Consistency of participant experience
- Shared and Centralised Services
- Coordinated approach to infrastructure investment
- A statewide connected football workforce

The Active Industry Fund delivers funding to sport in a new way, fostering collaborative partnerships that will improve football delivery and maximise the benefits for all Queenslanders. Football is the largest club-based participation sport in Queensland and provides active products and programs that provide opportunities for both males and females.

Football, the world game, is a diverse and inclusive game that is accessible for all members of the community, and is the sport of choice for newly-arrived Queenslanders.

With the FIFA Women's World Cup 2023 recently being awarded to Australia and New Zealand, there is a fantastic opportunity to work collaboratively with government and stakeholders to drive significant increases in women and girls participation levels by leveraging the event.

An increased Active Industry Fund Partnership between the State Government and Football Queensland will deliver significant participation and workforce outcomes for the following market segments:

- Grassroots participants
- Women and Girls
- Newly-arrived Queenslanders
- Diversity and Inclusion
- All Abilities
- Senior participants
- Coaches and Officials
- Volunteers and Staff

With the Activate! Queensland Strategy and associated new partnership funding model with sporting organisations, Football Queensland is putting up its hand and staking its claim to be the seventh (7th) Active Industry Fund (AIF) partner to ensure that together, we are able to unlock and maximise the current and future opportunities available as we continue to grow the game in the years ahead.

This partnership will nurture collaboration across the football industry and government, to develop joint initiatives and help to maximise investment to create a more active and healthier Queensland.



# QUEENSLAND GOVERNMENT & FOOTBALL QUEENSLAND PRIORITIES

Football Queensland's strategic priorities outlined in the 2020 - 2022 Strategic Plan for football in Queensland are closely aligned with Queensland Government's Activate! Queensland 10-year strategy.

## QUEENSLAND GOVERNMENT



Activate  
Queenslanders

Ensure the benefits of movement and play apply to everyone regardless of age, gender, ability, background or identity

Address barriers to participation and focus on equity of opportunity for all Queenslanders



Activate  
Environments

Fit-for-purpose places and spaces and infrastructure to maximise opportunities for physical activity

Form partnerships to ensure school students have access to a wide range of sport opportunities

## FQ (2020-2022 STRATEGIC PLAN)

FQ will provide high-quality participation experiences and opportunities for everyone to participate in football regardless of their age or life stage, gender, background or ability

FQ will implement new products to address barriers to participation such as Walking Football, female-only courses and the multicultural-focused Q-League

Strategically engage with Government to secure facilities funding to improve the state of the game in Queensland. Become the 7th Activate! Sport.

New community pitches in strategic locations around the state

Development of more facilities to meet the needs of participation base including female-friendly facilities to accommodate growing female participation numbers

Committed to providing opportunities for children to get active by delivering quality football programs in schools as accredited Sporting Schools provider

## QUEENSLAND GOVERNMENT



Activate  
Success

Importance of Queensland keeping its winning edge in national and international competitions

Delivering facilities and pathways to ensure athletes, coaches and support staff stay in Queensland

Including stadiums and associated infrastructure as part of urban design that encourages active lifestyles



Activate  
Collaboration

Encourage collaboration between the active industry, local government, health, education and human service organisations and other key stakeholders

Ongoing conversations with communities to determine their shared investment priorities

## FQ (2020-2022 STRATEGIC PLAN)

Improving coach and referee development opportunities

SAP and TSP programs delivered around Queensland to provide strong development opportunities and pathways for best young male and female players

Queensland Academy of Sport (QAS) training and playing program for state's best young female players

Technical Development Managers in regional zones responsible for delivery of player and coach development programs

Strategically engage with government to secure facilities funding to improve the state of the game in Queensland

Secure the support of government and other partners to help deliver on football's infrastructure needs





# OUR COMMITMENT

Football Queensland is focused on making the game more accessible than ever and delivering a better experience for everyone involved.

Together, Football Queensland and the Queensland Government have the opportunity to drive immediate and long-lasting outcomes for the game's deep participation base and the women and girls who are set to join the sport.

To fully realise the benefits of investing in infrastructure for football, Football Queensland will:

- Provide leadership to stakeholders on facility planning and renewal through sharing of data on current Football Queensland participation and community football venue information.
- Support players, officials and referees of all genders by prioritising and supporting the upgrade and development of facilities at sites with identified female participation.
- Partner with identified stakeholders including Federal, State and Local Government, football regions and associations and clubs to contribute expertise and leverage funding to support football infrastructure initiatives.
- Collaborate with developers, growth area Councils, State Government, commercial partners and other sports on future football facility provision to guide precinct structure planning in new, growing and established communities.
- Deliver a consistent and united football message through club, association and state body communications.
- Identify key strategic facilities and locations where high performance centres, regional football hubs and association or zone homes of football can deliver more streamlined localised services to the regional Queensland football community.



## JOINT TASK FORCE

To progress towards targeted outcomes and ensure timely action is taken to exploit the opportunity presented by the FIFA Women's World Cup, Football Queensland recommends that a Joint Task Force is established with representatives from the Queensland Government, Football Queensland and Football Federation Australia, prioritising cooperation and maximising the effects of investment.



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