



2020-2022

FUTSAL STRATEGY



FOOTBALL
QUEENSLAND



FOREWORD

Football Queensland is delighted to deliver a strong and clear direction for futsal through our dedicated 2020-2022 Futsal Strategy.

This document is the result of constructive consultation with the game’s passionate futsal community and has been developed to foster a unified approach towards achieving identified and important targets across the key strategic pillars.

We recognise that futsal can only flourish with more focused and effective support and Football Queensland is ready to build an exciting and inspiring future.

Futsal is played and loved the world over and Football Queensland is committed to unlocking its potential to be both an excellent player development format and a thriving game in its own right.

The objectives contained within this strategy are designed to fulfil that ambition as we transform futsal into a more structured and well-resourced sport providing social, competitive and elite participation opportunities for all Queenslanders.

We will continue to review the plan through ongoing dialogue, collaboration and consultation with the community to ensure we remain united in moving towards established outcomes.



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OUR VISION

FOOTBALL IN QUEENSLAND UNITED THE GAME OF CHOICE FOR ALL FOR LIFE



Football in Queensland united. The game of choice, for all, for life.

Football Queensland has a clear vision for futsal. It's a bold vision for the beautiful game (fast fun futsal) moving forward in all its forms. Futsal for ALL, Anywhere, Anytime.

For futsal, it's about uniting, inspiring and enabling Queenslanders of ALL backgrounds to live and love futsal, for life.

Futsal in Queensland is presented with a fantastic opportunity to redefine the game and lead the sport into its own future. Queenslanders more than ever are playing the game they love. That's testament to everyone connected with our game, and it's due, in no small part to the progress we've made as a sport over the past 12 months.

We will continue our commitment to support the ongoing growth and prosperity of our member futsal clubs, on behalf of their local communities and their dedicated network of volunteers.

This newly developed strategy is designed to ensure we build on this positive momentum, delivering on today's requirements, while putting in place the key initiatives that will sustain the game's growth into the future.

While this document provides a high-level view of our strategic priorities, a detailed action plan incorporates defined KPIs, accountabilities and timings across Football Queensland's core areas and operations.

It's an exciting time to be part of futsal in Queensland, and we extend our thanks to our partners, members and the football/ futsal community for their continued support as we look to forge an even brighter future.

Robert Cavallucci
Chief Executive Officer



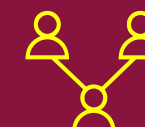
Consultation with futsal clubs identified four key components to push the game forward:



Successful club and school engagement programs



Women and girls participation growth



Connected competitions



Player and referee pathways, recruitment and retention strategies

OUR PURPOSE

TO INSPIRE QUEENSLANDERS THROUGH FOOTBALL

To inspire Queenslanders through football.

Whoever you are, whatever your age, wherever you're from, whatever your story, football has the power to inspire and unite.

Football Queensland recognises that futsal represents a key opportunity to unlock participation and growth in the game across the state and support the delivery of key pillars of Football Queensland's Strategic Plan.

Football Queensland exists to develop and grow futsal by leading and supporting our clubs, volunteers, coaches, referees and stakeholders to provide exciting, enjoyable experiences for all Queenslanders – anytime, anywhere.

As the peak body for futsal in Queensland we will focus on:



Uniting futsal in Queensland



Making playing and administering futsal easier, creating efficiencies



Providing quality and consistent products and services that deliver value for money



Improving and streamlining governance and management of the game



Engaging with all of our members, stakeholders, partners and government



Futsal shares football's DNA, reflects its ability to inspire and, through Football Queensland's integrated approach to driving the game forward, opens up new avenues for Queenslanders to come together and enjoy their experiences as players, coaches, referees and administrators.

STRATEGIC PILLARS

KEY TARGETS

PARTICIPATION



8,000
REGISTERED
PLAYERS



250
REGISTERED
COACHES

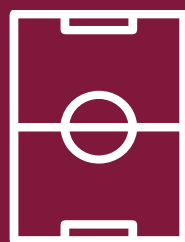


1,500
WOMEN & GIRLS
PARTICIPATION



250
REGISTERED
REFEREES

INFRASTRUCTURE



- Increased access to community futsal infrastructure
- Unlock the gates to school facilities
- Improved futsal infrastructure at existing venues
- Increase the community footprint of futsal venues
- Establish a futsal centre of excellence
- Incorporation of a futsal infrastructure plan

CLUBS & COMMUNITY



- Clearly defined roles and responsibilities of futsal clubs
- Minimum standards for competition hierarchy
- Affiliation requirements for futsal clubs
- Connect futsal to existing and new clubs and providers
- Inclusion in the FQ Club Development Unit
- Implementation of a state-wide competition structure
- Recruitment and retention strategies for futsal referees

LEADERSHIP & PEOPLE



- Streamlined governance and administration model for futsal in Queensland
- Networked and connected futsal workforce
- Build capability and capacity of administrators



THE PILLARS PARTICIPATION

KEY TARGETS



Our futsal participants are at the heart of what we do, be they players, coaches, referees, volunteers, parents, spectators or administrators.

Everything we do is about growing the game in an affordable, sustainable and enjoyable manner for our current and prospective participants. As such we understand that the growth of the game is and always will be, underpinned by the quality and number of coaches and referees.

Futsal has a fantastic opportunity to expand its product offerings to attract participants with the development and implementation of all abilities and para futsal programs.

We will...

- Provide high quality participation and competition experiences
- Provide opportunities for everyone to participate regardless of their age or life stage (with focus on women and girls, people from multicultural backgrounds, Indigenous Australians and people with a disability)
- Explore programs, opportunities and offerings for all abilities, vision and hearing impaired futsal
- Develop a deep understanding of our customers and improve and communicate our value proposition accordingly
- Develop new products to realise market opportunities e.g. school programs, new formats and products for women and girls
- Seek to commercialise participation assets and databases for reinvestment in the game
- Improve coach and referee education and development opportunities and increase their numbers
- Develop a school engagement strategy including the development of school futsal competitions, including Queensland School Sport
- Provide development opportunities to all players in the futsal community for them to achieve the highest levels within futsal
- Encourage participation in the game as a player development tool
- Increase awareness of the game and build a greater profile of the sport

We will measure our success by:





THE PILLARS INFRASTRUCTURE

KEY TARGETS

- Increased access to community futsal infrastructure
- Unlock the gates to school facilities
- Improved futsal infrastructure at existing venues
- Increase the community footprint of futsal venues
- Establish a futsal centre of excellence
- Incorporation of a futsal infrastructure plan

Infrastructure is vital to support the ongoing growth of futsal at all levels. We need more places to play, and we need those places to be of a suitable quality to ensure our participants have great experiences. But we can't do this alone. We need to secure the support of government and other partners to help deliver on futsal's infrastructure needs.

There is considerable stock of indoor sporting facilities in Queensland, particularly in secondary schools and tertiary level institutions which are owned by local councils, schools and universities. Centres that can accommodate competitive basketball or netball are also suitable for futsal and could be played if court playing time could be secured.

At a National and International level, there are only a handful of venues in Queensland capable of hosting official international futsal competitions or accommodating futsal-specific pitches.

We will...

- Clearly identify and quantify state-wide facility requirements for futsal
- Strategically engage with government, local councils, schools, colleges and universities to secure access to suitable indoor facilities
- Advocate for new indoor facilities to cater for international size futsal pitches
- Investigate the feasibility of a home for futsal in Queensland to attract national and international competition

We will measure our success by:



Increasing access to appropriate futsal facilities to meet the needs of the game and accommodate future growth



Securing new futsal facilities in strategic locations across the state



Ensuring futsal facilities are female-friendly



Investigating the feasibility of the development of a futsal centre of excellence



THE PILLARS CLUBS & COMMUNITY

KEY TARGETS

- Clearly defined roles and responsibilities of futsal clubs
- Minimum standards for competition hierarchy
- Affiliation requirements for futsal clubs
- Connect futsal to existing and new clubs and providers
- Inclusion in the FQ Club Development Unit
- Implementation of a state-wide competition structure
- Recruitment and retention strategies for futsal referees

Our clubs and our community are our lifeblood – futsal in Queensland doesn't happen without them. We must make the job easier, and thus more attractive, for the volunteers who run our clubs and centres, manage our teams, coach our players, referee our matches, staff our canteens and much, much more.

It is important that all futsal clubs are connected together in a network, which provides the opportunity to communicate, share and collaborate with each other and enable the alignment of products and offerings to strengthen futsal as a whole.

We must provide access to quality, value for money competitions and ensure clubs are organised in a way that they are connected and integrated, offering opportunities for 'casual' and talented futsal players alike.

The evolution of the existing SEQ League into a year-round Premier competition is vital in being able to provide a genuine and stable opportunity for players, coaches and referees to progress and will provide a pathway to State and National Futsal Championships.

We will...

- Improve our support of volunteers and administrators
- Implement the Academy Star Ratings for our affiliated clubs
- Design minimum standards for clubs across the various levels of futsal through affiliation
- Invest in resources to better engage with and support our futsal clubs
- Provide education and development opportunities for coaches, referees and administrators

We will measure our success by:



The Academy Star Ratings of our clubs



The inclusion of futsal as part of the Club Development Unit within Football Queensland



The successful roll-out of Indigenous, culturally diverse and all abilities programs



COMPETITIONS

FQ will establish a sustainable FQ Futsal Premier League in 2021 running two seasons per year in both men's and women's.

COMPETITIONS FRAMEWORK



SEASON ONE
FEBRUARY TO JUNE



SEASON TWO
JULY TO NOVEMBER

Across the state there will be a conference-style competition with three distinct geographic regions. The F-League Queensland would be open to FQ affiliated futsal clubs and existing football clubs keen to establish a futsal program as part of their club offering. These clubs can increase their membership with futsal-only players playing in sanctioned FQ run programs and competitions.

Partnerships with current affiliated futsal providers, clubs and venues will see these organisations have the opportunity to host F-League Queensland matches on a weekly basis to complement their existing social futsal competition.

The F-League Queensland is to serve as the highest level for futsal in the state and will be supported by a remodelled junior and youth development pathway incorporating age group carnivals and talent identification through the annual State Titles, from which Queensland's representative teams will be selected for the FFA National Futsal Championships.

CONFERENCE STYLE

SEQ CONFERENCE

Sunshine Coast
North Brisbane
South Brisbane / Logan
Ipswich
Gold Coast
Toowoomba

CENTRAL CONFERENCE

Rockhampton
Gladstone
Bundaberg
Hervey Bay

NORTHERN CONFERENCE

Cairns
Tully
Townsville
Mackay

We will...

- Partner with existing affiliated futsal clubs and venues to host fixtures
- Provide competition management services for the delivery of the F-League
- Manage allocations of referees and ongoing referee development
- Offer coach education opportunities
- Connect and integrate competitions and pathways
- Ensure sustainable growth via the development of year-long state-wide futsal leagues and competitions
- Implement promotion and relegation across our senior competitions

We will measure our success by:



High standards for clubs to participate in our competitions



Promotion and relegation in place for our competitions



THE PILLARS LEADERSHIP & PEOPLE

KEY TARGETS

- Streamlined governance and administration model for futsal in Queensland
- Networked and connected futsal workforce
- Build capability and capacity of administrators

Our people are essential to our game. Whether they be Football Queensland staff, or zone, competition, club or school coaches, officials and volunteers, each person involved in futsal has the capacity to lead and inspire. We aim to be a positive voice for these people in every aspect of growing the game.

FQ will look to establish and formalise a new Futsal Working Group to support these commitments and explore fresh opportunities for futsal while serving as a reference for FQ on matters ranging from game development to marketing, with an emphasis on regular collaboration and consultation.

We will...

- Build the capability and capacity of our futsal clubs through appropriate training, education and support of club administration and other club participants
- Provide education to players, coaches, referees and administrators in the rules and principles of the game
- Review and improve the governance and structure of futsal in Queensland
- Lead and support volunteers at all levels based on good governance practices and policies
- Develop strategies focused on improving recruitment, reward and retention of volunteers and staff
- Improve our communication and Football Queensland brand presence in the community
- Increase awareness of futsal by promoting the game and creating quality resources to introduce the game state-wide
- Develop an administrative structure capable of achieving our stated objectives
- Deliver workshops and courses to upskill, develop and grow the number of valued stakeholders in the game

We will measure our success by:



A streamlined governance and administrative model



Net Promoter Index score among a survey of all participants and stakeholders



An increase in the diversity among leadership positions within Football Queensland, venues, competitions and clubs



HOW WE BRING OUR VALUES TO LIFE



RESPECT

For the game and everyone involved

- We value all participants and stakeholders and treat them well
- We welcome and accept everyone
- We acknowledge and are grateful for all contributors



PRIDE

We're proud of football and of everything we do

- We work for the good of the game and put the 'bigger picture' first
- We celebrate and communicate our successes
- We embrace our history and our diversity, always looking forward



INTEGRITY

The non-negotiable foundation for how we conduct ourselves

- We act and communicate honestly and with transparency
- We are accountable and embrace feedback
- We tackle problems head on – 'no sweeping under the carpet'



UNITY

We are united, working together for football

- We engage, collaborate, co-operate and share
- We work as one team, representing one game
- We work towards common goals

WHAT WE VALUE



RESPECT



PRIDE



INTEGRITY



UNITY



OUR FOCUS

CONNECTED COMPETITIONS

Pathways for players and great clubs

WOMEN & GIRLS ARE THE FUTURE

Embracing the potential of women and girls now

TRANSPARENCY & ACCOUNTABILITY

The new normal for the way we work

LOVE THE GAME

This is why we do it, our lifelong love of football and giving others the opportunity to experience the same

ACCESSIBILITY FOR ALL

Opportunities for all anytime, anywhere





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