



2019 ANNUAL REPORT

UNITING FOOTBALL IN QUEENSLAND

NEW STRATEGIC PLAN
For football in Queensland

TOTAL PARTICIPATION
Reaches 186,835 in 2019

IFCCA
FQ presents inaugural International
Football Coaching Conference Australia

VISION

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

Our vision is twofold.

The first part is to unite football in Queensland. This is to happen based on our common love of the game and desire for a great future for football in the state, where all involved in the game are working towards common goals.

Secondly, but not secondary, is that the game is always at the forefront. We see a future where football is the game of choice – to play, to coach, to referee, to watch, to follow and to love. Where we provide high-quality, accessible football experiences that mean anyone can be involved, regardless of age, gender, location or cultural background.

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OUR PURPOSE

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

Football Queensland exists to develop and grow the game 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 football in Queensland, we focus on:

- Uniting football in Queensland
- Making playing and administering football 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



BOARD MEMBERS



BEN RICHARDSON - PRESIDENT

Ben has been involved within the human capital, professional services and technology sectors for some 20 years

His experience includes governance and leadership, business process outsourcing, performance management, executive search, and change management.

Ben is currently an active Director across both Corporate and Non-For-Profit sectors.



ANDREW JOHNSTON

Andrew has worked in the travel and tourism industry for over 20 years, holding senior roles including general management with a particular focus on contract negotiations and procurement.

Andrew also has experience as a director of an online travel business headquartered in Cairns.



GLENN SMITH

Glenn has extensive successful commercial business acumen and marketing experience as Managing Director of the Countrywide Metals Group for 27 years.

Also Glenn's accredited governance skillset has been developed through 16 year's active role as a Non-Executive Director (including President of Football Qld Wide Bay) on various boards.



SAMANTHA O'BRIEN*

Samantha is a Partner of DLA Piper, one of the largest business law firms in the world and specialises in financial services regulation.

Samantha has been listed four years running as one of Australia's leading insurance lawyers in the 'Best Lawyers' reports published by the Australian Financial Review in the 2012. *Stepped down as Vice President September 2019



LLEW JURY*

Llew brings 17 years of international digital and technology business experience at the board level as founder and Managing Director of the Reload Business Group.

With 75 staff in four countries, Llew understands the importance of implementing smart and innovative digital strategy to grow organisations, while maintaining effective risk management and compliance.
*Stepped down May 2019



TONY DAVIS

Former President and board member of Sunshine Coast Football Zone Tony Davis has been involved with football his whole life, through playing, coaching and administration.

Tony owns a successful transport brokerage company and sat on the original board of Glasshouse Christian Collage.

His football background from community to Zone gives Tony an understanding of the different needs within the game at various levels.



JACKIE KNIGHT

With over 20 years of financial management experience working with international companies in the UK, New Zealand and Australia, Jackie is a senior financial manager who has set up processes to develop robust financial models.

As CFO at Bridge Point Communications, Jackie demonstrated strong financial management to prepare the organisation for acquisition by Telstra.

Jackie is now focused on ensuring the business is sustainable and meets financial targets in her role as Finance & Operations Manager with the Advanced Technologies division of Telstra.



JON MCKAIN

A 16-time Soccerroo, Jon rose through the ranks at the Queensland Academy of Sport and played in the Hyundai A-League and internationally, before representing Australia at the 2004 Olympic Games in Athens, the 2005 Confederations Cup in Germany and the 2011 AFC Asian Cup in Qatar.

Jon retired from professional football and returned home to Brisbane in 2016, after an 18 year career and currently works for Professional Footballers Australia (PFA) as a Player Development Manager. Over the past few years, Jon has been actively involved with various coaching roles at schools and in grassroots football in his home town of Brisbane.

YEAR IN REVIEW

A Year of Firsts

2019 was a transformative year for Football Queensland (FQ); a year of firsts, of new initiatives, and one which laid the foundation for the growth of our game in the years to come.

The new year brought a fresh look and feel for FQ and our zones with the unveiling of a new logo, to align with Football Federation Australia (FFA)'s updated visual identity. Our ten zones joined us in adopting the new logo, providing greater unity across all levels of football administration in Australia.

This year FQ welcomed Robert Cavallucci to the role of Chief Executive Officer following a highly competitive recruitment process, and further appointments followed in the form of Peter Ciereszko as Group Finance Executive and the appointment of a State Referee Manager; newly-created positions which signalled FQ's direction as we strive to further grow and develop the game in Queensland.

The appointment of a Group Finance Executive supported the establishment of a shared services approach, to provide increased support for our zones across the state.

This was also reflected in the 2020-2022 Strategic Plan for Football in Queensland, released in November 2019 following state-wide strategic consultation sessions. The Strategic Plan unveiled FQ's vision not only for the organisation itself, but for football across the state in the coming years, outlining the priorities, key pillars and strategic targets for the next chapter of our game.

We are confident that by working in line with these priorities and striving to reach these targets, we will provide better experiences for all Queenslanders involved in football.

A series of referee initiatives designed to improve recruitment, retention and support of referees in the state followed the release of the Strategic Plan. In addition to the appointment of a State Referee Manager, 2019 saw the introduction of the teal shirt initiative and the first year referee pack for the 2020 season, to assist in providing a welcoming and supportive environment for Queensland referees new to the game while reducing the cost of entry for first year referees.



Total Annual Participation
Includes A-League, W-League school and community events, futsal, outdoor and social

YEAR IN REVIEW CONT.

In 2019, FQ was proud to recognise the outstanding achievements of individuals and clubs at both community level and from FQ's premier competitions at the inaugural Football in Queensland Awards Night.

We were also pleased to be involved in presenting Australia's first national football-only coaching conference in nine years, the International Football Coaching Conference Australia (IFCCA). Hosted in May on the Gold Coast, the conference welcomed distinguished speakers, both local and from abroad, including Socceroos Head Coach Graham Arnold, Asian Football Confederation's Wim Koevoets, and Brighton & Hove Albion's Hope Powell OBE CBE among others.

2019 saw FQ provide unprecedented coverage of our premier competitions, with all National Premier Leagues (NPL) Queensland First Grade matches and all South East Queensland Futsal Premier League (SEQ FPL) Senior matches live streamed for the first time.

FQ's premier competitions provided a pathway for both NPL Men's and NPL Women's players in 2019, a number of whom signed professional contracts both in Australia and overseas at the conclusion of the season.

A Technical Working Group was established by FQ this year to oversee the development of a new structure for the 2020 NPL Queensland junior competition after the decoupling of the NPL Queensland and Football Queensland Premier League (FQPL) junior competitions. The new competition structure released in November 2019 reflected FQ's focus on providing better development opportunities for young Queensland players.

Queensland teams meanwhile shone on the national stage throughout the year, as Brisbane Strikers made history in becoming the first ever Queensland club to reach the FFA Cup Semi Finals, and our Under 14 side were crowned National Champions at the National Youth Championships for Girls.

It wasn't only Queensland players who made their mark though, as a number of our referees officiated on the world stage in 2019. Match officials Kate Jacewicz, Casey Reibelt and Chris Beath represented the state at the FIFA Women's World Cup in France, while Beath was also appointed to the FIFA U-17 World Cup in Brazil alongside fellow Queenslanders Ashley Beecham and Anton Shchetinin in an outstanding year for our state's referees.

Our FQ team once again travelled around the state in 2019, visiting 17 regional locations across Queensland to deliver football clinics and coaching courses to over 550 participants on the second edition of the ALDI MiniRoos Road Trip. 2019 also saw FQ host nine Yeh The Girls Galas throughout the state, delivering free clinics designed to encourage women and girls to givefootball a go in a social and welcoming environment.

We were proud to see growth in women and girls' participation across Queensland in FFA's 2019 census, and remain committed to providing more opportunities and pathways for women and girls in our game.

The appointment of a Game Development Officer – Inclusion in November 2019 reflected FQ's commitment to making football more accessible for people of all ages, backgrounds and abilities. Following the appointment, we made significant strides in fostering inclusion in our game through the announcement of the Walking Football program and the community-based Q-League competition.

While there is certainly still much work to be done in this space, we look forward to delivering these programs and other initiatives focused on providing opportunities for more Queenslanders to be part of our game moving forward.

We were pleased to welcome a number of new partners on board in 2019, as Flight Centre, Allsports Physiotherapy Group, PLAYR and Thrifty joined our Queensland football family. Thank you for your support, and to our other valued partners for supporting us in delivering the world game here in Queensland; Queensland Government, Ausco, Green Energy, Kappa, Statewide Sports, Pila and Total Tools. Thank you in particular to the Queensland Government for their ongoing support in providing funding to help us administer the game throughout the state.

Thank you also to the staff at FQ for always striving to ensure we deliver the best outcomes for football in Queensland.

Finally, thank you to all members of our football community across the state for your support; I'm optimistic for the future and confident that together we will continue to grow and develop the game.


Ben Richardson
President



2019 QLD Summary

186,835

TOTAL PARTICIPATION

OUTDOOR AFFILIATED FOOTBALL

72,996

317 Clubs - 80% Males, 20% Females with
5,820 Coaches, 1,079 Referees and 4,150 Volunteers



WOMEN & GIRLS PARTICIPATION

18,041

Outdoor, Registered, Futsal & Social



A-LEAGUE & W-LEAGUE

81,360

Includes Schools & Community Events



16%

GROWTH
ON 2018

STRATEGIC PLAN

The release of the 2020-2022 Strategic Plan for Football in Queensland in November further strengthened Football Queensland (FQ)'s resolve to make our sport the game of choice, the game for all and the game for life.

Multiple state-wide consultation sessions narrowed our focus on the priorities for this important three-year period and resulted in a document which outlines clear goals and essential focus areas.

I am proud of the progress that has already been made in only a short time since the release of the Strategic Plan, progress that will be fundamental in the growth and success of our game over the next three years.

A number of key appointments were made in November 2019 to ensure FQ can deliver on the priorities and targets outlined in the Strategic Plan.

These included the appointment of a Group Finance Executive to support the establishment of a shared services approach, a State Referee Manager to implement initiatives designed to improve retention, recruitment and support of referees, and a Game Development Officer – Inclusion as FQ works to make football more accessible for people of all ages, backgrounds and abilities in the coming years.

A Technical Working Group was also established to oversee competition reform and ensure a collaborative approach is taken in decision-making regarding the structure of Queensland competitions. This approach will ensure the views of our clubs and the football community are heard and considered as FQ works to deliver the outcomes and targets set out in the Strategic Plan.

A greater focus on transparency and accountability came to the fore in 2019 with the release of the Strategic Plan, and we look forward to working collaboratively with our football community to grow and improve the game for all across the next three years.

We have already received great support and must now stay true to our vision and values in order to deliver on the specifics contained within the Strategic Plan, which you will find detailed on the adjoining page.



Robert Cavallucci
Chief Executive Officer

Strategic Pillars



Participation



Infrastructure



Clubs & Community



Leadership & People

Key Targets



90,000
REGISTERED
PARTICIPANTS



8,820
REGISTERED
COACHES



22,500
FEMALE
PARTICIPANTS



2,200
REGISTERED
REFEREES

New community pitches

Female-friendly facilities

Establish centres of excellence

Shared services model established

FQ Club Development Division
established

NCDP club ratings baseline set

Minimum standards for competition hierarchy

Streamlined governance and administration model
for football in Queensland

Net Promoter Index score among our participants
and stakeholders



PARTICIPATION, CLUBS & COMMUNITY



ALDI MiniRoos

A total of 35,924 young Queenslanders participated in ALDI MiniRoos programs this year, while the ALDI MiniRoos Kick-Off program saw an increase in participants from 2,255 in 2018 to 2,962 in 2019.

In February, the FQ team embarked on the second ALDI MiniRoos Road Trip, visiting 17 regional locations across Queensland and delivering clinics to over 550 participants.

With much of North Queensland suffering as a result of floods just prior to the Road Trip, free clinics were held in both Ingham and Townsville to allow as many children as possible to be able to participate.

The FQ team also paid a visit to rural Queensland in 2019, delivering ALDI MiniRoos sessions for young players in Weipa and Mt Isa.

The number of community activations held across Queensland increased from 101 in 2018 to 120 activations in 2019, including inflatable goal and field bookings at community and club events and Suncorp Stadium activations as part of Brisbane Roar FC home match days.

FQ was also excited to trial an ALD MiniRoos schools program in Term 4 of 2019, hosting MiniRoos Kick-Off programs in schools in Brisbane and the Sunshine Coast to introduce young boys and girls to the game in a fun and safe environment.



Women & Girls

18,041



WOMEN & GIRLS PARTICIPANTS

Female-Only Coach Education

Building on the successful delivery of courses in 2018, this year saw a continued focus on delivering grassroots coach education and female-only coaching courses across the state to allow more women and girls to get involved in the game.

Kick Start Girls Active Program

In partnership with Welcome to the Game, FQ held a six-week health and wellness program for female students at Yeronga State High School. The multi-sport Kick Start Girls Active Program was designed to encourage young women to lead a healthy and active lifestyle, and took a holistic approach encouraging participants to consider concepts including confidence, assertiveness and decision-making.



QAS Girls Academy

QAS Girls Academy was established in 2019. Football Queensland, with the support of the Queensland Academy of Sport has established a full-time girls-only academy program (U13-U18) to provide equal opportunities for aspirational female players. The vision of the QAS Girls Academy is to set an international benchmark in female player development to produce professional players for the Brisbane Roar W-League team and the Matildas.

Yeh The Girls Galas

FQ hosted nine Yeh The Girls Gala events across Queensland in June and July to coincide with the 2019 FIFA Women's World Cup.

The free gala events provided an opportunity for women and girls to give football a go in a social setting with their friends or family members, with participants across the state getting their first taste of football in a fun and relaxed environment.



Grants and Funding

FQ-affiliated football clubs and organisations were approved for over \$3.6 million in funding in 2019 through a variety of federal, state and local council funding programs.

Thank you in particular to the Queensland Government for their ongoing support in providing funding to Football Queensland to help us administer the game throughout the state.

\$3.6 MILLION+
In Funding

\$2 MILLION+

Through Community Sports Infrastructure Program (Federal Government)

\$950,000+

Through Gambling Community Benefit Fund (Queensland Government)

\$650,000

Through Building Stronger Communities Grants (Brisbane City Council)

Wide Bay Club Workshops

FQ CEO Robert Cavallucci, President Ben Richardson and four key members of the FQ team travelled to Wide Bay in December to deliver workshop sessions for football clubs in the region. The visit offered an opportunity for consultation with clubs, in addition to the delivery of tailored workshop sessions for club presidents, administrators, technical directors and referee coordinators.



Multicultural Queensland Awards Finalist

FQ was named a finalist in the Multicultural Queensland Awards, nominated for the Minister's Choice Award for outstanding engagement in the Ambassador Program through the collaborative and inclusive approach taken in 'come and try' sport events including the 2019 Harmony Day event.



Walking Football Program



23
WALKING FOOTBALL PROGRAMS

Walking Football Program

Queensland's Walking Football program was launched in September 2019 as part of FFA's national Walking Football program. A small-sided, low impact, modified version of the game, the Walking Football programs aims to improve physical and mental health and wellbeing among older Queenslanders.

23 Walking Football programs were run at clubs across the state in 2019 following the launch of the program.

Q-League

December 2019 saw the announcement of the Q-League launch for the 2020 season. The Q-League is a structured league competition with a focus on multiculturalism and inclusion, designed to celebrate Queensland's cultural diversity.



FOOTBALL IN QUEENSLAND

AWARDS NIGHT

Inaugural Football in Queensland Awards Night

The outstanding achievements of individuals and clubs at both community level and from FQ's premier competitions were recognised at the inaugural Football in Queensland Awards Night. Hosted by Nine News Queensland's Andrew Lofthouse, the night featured a Q&A with FFA Chairman Chris Nikou and a female football panel discussion with Mel Andreatta, Katrina Gorry and Rae Dower.

NPL

Award	Winner	Club
Player of the Year	Alex Smith	Olympic FC
Young Player of the Year	Oskar Dillon	Gold Coast Knights
Goalkeeper of the Year	Bon Scott	Brisbane Strikers
Coach of the Year	Warren Moon	Lions FC
Golden Boot	Andy Pengelly	Brisbane Strikers
Fair Play Award	Brisbane Strikers	-

NPLW

Award	Winner	Club
Player of the Year	Rylee Baisden	Moreton Bay United
Young Player of the Year	Zoe Lambi	Eastern Suburbs
Goalkeeper of the Year	Kaytlyn Dale	Eastern Suburbs
Coach of the Year	Karyn Longbottom	Eastern Suburbs
Golden Boot	Rylee Baisden	Moreton Bay United
Fair Play Award	SWQ Thunder	-

FQPL

Award	Winner	Club
Player of the Year	Jeremy Stewart	Sunshine Coast Wanderers
Young Player of the Year	Jed Brown	Logan Lightning
Goalkeeper of the Year	Chris Parsons	Ipswich Knights
Coach of the Year	Scott MacNicol	Rochedale Rovers
Golden Boot	Jeremy Stewart	Sunshine Coast Wanderers
Fair Play Award	Southside Eagles	-

COMMUNITY

Award	Winner	Award	Winner
Community Club of the Year	Musgrave Mustangs SC	Coach of the Year – Male	David Bounds (Bardon Latrobe)
Service to Football Award	Anna Giuffrida	Coach of the Year – Female	Corinna Ryan (Capricorn Coast FC)
Volunteer of the Year	Sarah Dixon	Junior Team of the Year	Gap FC U16 Girls Div 1
Dieter Klose Community Referee	Bruce Clarendon	Senior Team of the Year	The Lakes FC Brisbane Women's Premier League
Tom Dickson Athlete with a Disability Award	David Barber		



TECHNICAL DEVELOPMENT

Decoupling of Junior NPL Queensland and FQPL Competitions

As part of a comprehensive review into the structure and delivery of football competitions across Queensland, FQ confirmed the decoupling of the NPL Queensland and FQPL junior and senior age groups from 2020.

After consultation with clubs, the decision to allocate the 13-16 years junior age groups separately to the senior age groups was made, with the promotion and relegation of junior teams no longer decided by the finishing position of the senior team at a club.

Made in the best interests of junior player development, the changes will align the Queensland NPL competitions with those of other member federations around Australia.

Technical Working Group

A Technical Working Group was established in September 2019 to make recommendations regarding the structure of Queensland football competitions.

Chaired by Jon McKain, the group consists of Technical Directors from NPL Men's, NPL Women's and FQPL clubs.

The Technical Working Group oversaw the development of the 2020 NPL Queensland junior competition structure. Released in November 2019, the new structure represents a renewed focus on junior player development and pathways, and supports the decoupling of the NPL Queensland and FQPL junior competitions.

New SAP Grading Process

Following the widespread expansion of Skills Acquisition Phase (SAP) licences in 2018, a new grading process and quality management system was introduced in March 2019 alongside new competitions for SAP programs. The Gold, Silver and Bronze rating system was implemented to achieve best-practice coaching models, and gives clubs the opportunity to demonstrate how their program delivery structure is improving while also providing better opportunities for the development of young Queensland players.

The changes to the SAP program also included the scheduling of seven MiniSeries for boys in addition to regular Academy and Development League fixtures, and a series of SAP state carnivals for all boys and girls age groups across Queensland.



Quad Series

Four Quad Series events were held across the year in Mackay, Brisbane, Cairns and Townsville. 510 regional players participated between the ages of 9 and 16, FQ's largest regional program to date. Acting as the beginning of the pathway to selection for State Girls teams and State Country Boys teams, the Quad Series provided opportunities for regional Skill Acquisition Phase (SAP) and Talent Support Program (TSP) players to come up against their peers. The Quad Series also provided a talent pathway for emerging coaches and referees from regional Queensland.



FQ Community Cup

The 2019 FQ Community Cup saw 55 teams from around the state compete across seven days at Endeavour Park in Cairns. The state-wide tournament gave young players the opportunity to represent their local regions as they competed against their peers. 32 referees from across Queensland also participated in this year's tournament, receiving specialised coaching throughout the week from a number of coaches including Hyundai A-League referee Alex King.



State Representatives

Queensland's State Girls teams and Metro and Country Boys teams participated in the 2019 National Youth Championships held in Coffs Harbour. The Under 14 Girls state team were crowned National Champions at the Westfield NYC for Girls and Queenslander Laura Krause named Referee of the Tournament for the 15 years age group, while six Queensland referees were selected to officiate at the FFA NYC for Boys tournament. All players, referees and coaches in attendance gained valuable experience coming up against their peers from around the country.

FFA National Futsal Championships

10 Queensland teams competed at the 2019 FFA National Futsal Championships, held in New South Wales in January. The Under 14 Metro Boys and AWD Open and Mixed teams overcame some tough challenges throughout the tournament to qualify for the Grand Final of their respective competitions. Six Queensland match officials and two referee coaches also represented the state at the national tournament.

FQ Futsal State Titles

The FQ Futsal State Titles were held across the Sunshine Coast and Moreton Bay regions in April 2019. Three venues played host to the tournament, which brought together some of the best players from Queensland clubs and regions to compete to become Champions within their age group. 178 matches were contested across nine age groups, with 1,538 goals scored. Sunshine Coast Futsal Association was crowned the 2019 Champion club after their teams won four Grand Finals.



COACHING

IFCCA

In May 2019, FQ was involved in presenting Australia's first national football-only coaching conference in nine years, the International Football Coaching Conference Australia (IFCCA).

Hosted on the Gold Coast, the conference brought together experienced football professionals from around the world to share knowledge with over 250 coaches of all levels, from grassroots and community coaches to those in the National Premier Leagues and at professional clubs.

The two-day event welcomed distinguished speakers, both local and from abroad, for a series of keynote presentations, panel discussions and practical demonstrations. Speakers included Socceroos Head Coach Graham Arnold, Asian Football Confederation's Wim Koevers, Sydney FC Youth Technical Director Kelly Cross and Brighton & Hove Albion's Hope Powell OBE CBE among others.

Coaching Courses

A total of 231 coaching courses were facilitated across Queensland this year, with 3,163 participants statewide.

Course numbers increased by 41 from 2018, while an additional 229 participants attended coaching courses in 2019.

- 133 courses were facilitated in Brisbane, with 1,816 participants in 2019.
- 98 courses were held with 1,347 participants elsewhere across the state.



**231
COURSES**



**3163
ATTENDEES**

2019 Coaching Courses by Type

	2018 Courses	2018 Attendees	2019 Courses	2019 Attendees
ALDI MiniRoos	115	1746	142	1826
Skills Training	27	358	49	577
Game Training	13	149	16	229
Senior Certificate	7	61	3	61
Level 1 Goalkeeping	2	14	1	7
Goalkeeping Certificate	-	-	1	20
C Licence Part 1	7	234	6	156
C Youth Licence	3	95	3	90
C Senior Licence	3	87	5	123
B Licence	2	41	1	19
GAQAP	10	139	-	-
Futsal Certificate	1	10	3	32
Futsal Licence	-	-	1	23
TOTAL	190	2934	231	3163

2019 Coaching Courses by Zone

	2019 Courses	2019 Attendees
Brisbane	133	1816
Gold Coast	30	607
Sunshine Coast	19	312
South West Queensland	10	100
Wide Bay	9	94
Central Queensland	9	85
North Queensland	3	28
Far North Queensland	7	55
Mackay	9	53
FQ - Mt Isa	2	13
TOTAL	231	3163



2019 Queensland Referees Awards Night

Queensland's best match officials were recognised at the 2019 Queensland Referees Awards Night in October, as a host of awards acknowledging referees from across the state were presented.

REFEREES

Referee Initiatives

Appointment of State Referee Manager

FQ announced the appointment of Jacqui Hurford in the new role of State Referee Manager in November 2019 following the release of the Strategic Plan. A Westfield W-League Referee Coach and former international FIFA referee, Hurford's appointment was a significant step in the introduction of new initiatives focused on the recruitment, retention and support of referees in the state.

Teal Shirt Initiative

In November 2019, it was announced that all registered first year referees will wear a teal shirt for matches in 2020 so that they can be identified as new referees throughout the season. The teal shirt initiative will be implemented to encourage respect and support for first year referees, and to assist in providing a welcoming environment for referees who are new to the game.

First Year Referee Pack

Another initiative announced in 2019 was FQ's first year referee pack, developed in conjunction with Kappa and free for first year referees for the 2020 season, included in the FQ registration fee. Designed to reduce the cost of entry for first year referees and encourage more

participants to get involved in the game, the referee pack will provide new referees with everything they need to get started, including a uniform (teal shirt, shorts, socks), whistle, flag and cards.

Referees on National and International Stage

Queensland match officials had an outstanding year in 2019, representing the state both on the national and international stage. Andrew Lindsay and Lara Lee were added to the FIFA Panel of International Referees for 2019, increasing Queensland's number of internationally-recognised referees to 11.

Jacewicz also officiated her ninth Westfield W-League Grand Final in February 2019, before joining fellow Queenslanders Casey Reibelt and Chris Beath to officiate at the 2019 FIFA Women's World Cup in France.

Alongside Queensland match officials Ashley Beecham and Anton Shchetinin, Beath was also appointed to the 2019 FIFA U-17 World Cup in Brazil.

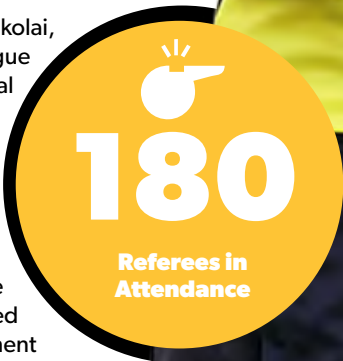
Gold Coast-raised Kate Jacewicz had a standout year, creating history in becoming the first female referee

appointed to the Hyundai A-League Referees Panel in the same year she was named ASEAN Football Federation Referee of the Year at the AFF Awards in Vietnam.

State Referees Conference

180 referees from across the state attended the 2019 State Referees Conference in preparation for the 2019 season. The conference welcomed guests including FFA Elite Referee Coach Michael Fabian, FIFA instructor Krystyna Szokolai, former Hyundai A-League referee and Professional Football Referees Association President Strebre Delovski and FQ State Referee Coach Ted Kearney.

Sunshine Coast referee Laura Krause was named Referee of the Tournament for the 15 years age group at the 2019 Westfield National Youth Championships for Girls in Coffs Harbour.



Football Queensland Awards

Award	Winner
Mick Novakovic Award in support of Young Referees	Tahlia Loffel
Mick Novakovic Award for Emerging Talent	Luca Ferroussat
FQPL Grand Final Referee	Martin Hristov
NPLW Grand Final Referee	Taylah Scholefield
Des Miles NPL Referee of the Year	Nathan MacDonald
Pursuit of Excellence Assistant Referee	Isidro Terol Crespo
Pursuit of Excellence Referee	Lara Lee
Mark Shield Medal	Casey Reibelt

Football Brisbane Awards

Award	Winner
Outstanding Services to Referees Award	Tahlia Loffel
Senior Assistant Referee of the Year	Luca Ferroussat
Senior Referee of the Year	Martin Hristov

Football Sunshine Coast Awards

Award	Winner
Senior Referee of the Year	Michael Burlone

Football Gold Coast Awards

Award	Winner
Senior Referee of the Year	Andy Elks

Football SWQ Awards

Award	Winner
Senior Referee of the Year	Andy Elks

COMPETITIONS

Competition Coverage

In a major boost for football fans across the state, FQ increased its competition coverage in 2019, live streaming all National Premier Leagues (NPL) Queensland matches. All NPL Queensland matches were available to view live and on demand on the FQ website and YouTube channel.

Building on successful competition coverage in 2018, FQ also continued to showcase a Match of the Round for the NPL Queensland, National Premier Leagues Women's (NPLW) Queensland and Football Queensland Premier League (FQPL) on Facebook and YouTube each week, called by experienced football commentators.

The increase in competition coverage also allowed fans to watch highlights from every NPL, NPLW and FQPL game each week in 2019 via the FQ website and YouTube channel.

2019 brought a significant increase in coverage of the South East Queensland Futsal Premier League (SEQ FPL). For the first time, all Open Men's and Open Women's SEQ FPL matches were live streamed and available to view live and on demand on the Facebook page and YouTube channel, with highlights also available for each match.

FFA Cup

Queensland sides had a fantastic run in the 2019 FFA Cup competition. NPL Queensland teams Magpies Crusaders, Olympic FC and Brisbane Strikers all progressed to the Round of 16, before Strikers made history in becoming the first ever Queensland side to qualify for the FFA Cup Semi Finals, bowing out of the competition at the hands of Melbourne City FC.

Following his team's successful campaign, which featured an upset victory over Hyundai A-League side Wellington Phoenix, Brisbane Strikers' Fraser Hills was awarded the Michael Cockerill Medal, presented to the best player in the FFA Cup competition from a non-Hyundai A-League team.



SEQ FPL

Queensland's premier futsal competition, the South East Queensland Futsal Premier League (SEQ FPL) welcomed three new clubs in 2019; Brisbane Elitefoot, Ipswich Futsal and Lions FC. The 2019 season also saw the introduction of a fresh look and format, with satellite rounds established to facilitate multiple rounds being played on each day of competition. The new competition structure meant all SEQ FPL matches this year were held at one venue on each day as the season ran across six match days.

Premiers Men: Sunshine Coast Wave
Premiers Women: Sunshine Coast Wave
Grand Final Champions Men: Elitefoot
Grand Final Champions Women: Sunshine Coast Wave



MARKETING

Play Football

This year's Play Football campaign focused on the recruitment and retention of players, coaches, referees and volunteers, with a specific focus on MiniRoos, as participants were encouraged to 'Join Our Team'. The campaign focused on two primary strategies: retention of current participants and recruitment of new participants.

Digital media platforms were utilised to reach current and new participants through a multi-channel approach that included social media advertising, email marketing, remarketing and Google AdWords. Clubs and zones were also encouraged to help promote registrations through their own channels and were provided with a marketing tool kit to do so, including photographs, graphics, videos and digital flyers.

Yeh The Girls

Following a viral social media campaign in 2018, the Queensland football community was asked to share their favourite football moments using #YehTheGirls to celebrate rebel Female Football Week in 2019. The Yeh The Girls campaign kicked off in March 2019 and continued into June and July as FQ began a campaign in support of the Westfield Matildas at the FIFA Women's World Cup.

FIFA Women's World Cup Campaign

FQ utilised the 2019 FIFA Women's World Cup to help grow female participation by engaging women and girls across the state in a variety of ways. A social media campaign featured written profiles of Queensland Westfield Matildas players,

alongside pieces focused on Queensland match officials who were also representing the state on the world stage after being appointed to the FIFA Women's World Cup in France.

Partnerships

In 2019, FQ secured sponsorship support worth \$596,222, an increase in sponsorship income by 47% compared to the 2018 figure of \$404,381. Thank you to our valued sponsors for supporting our football community and allowing us to continue providing more opportunities for Queenslanders to be part of the world game.

Digital Growth

FQ saw considerable growth across all social media platforms in 2019.



Facebook Reach
10,978,766
(111% Increase)



Twitter Impressions
1,324,873
(149% Increase)



Instagram Impressions
2,598,960
(250% Increase)



Website Page Views
1,316,312
(52% Increase)



FINANCIAL OVERVIEW

The concise financial report has been derived from the full financial report of Football Queensland (FQ) for the financial year ended 31 December 2019. It does not provide as full an understanding of the financial performance as the full financial report.

The full financial report can be made available by contacting Football Queensland on 07 3208 2677.

2019 marked the sixth consecutive surplus for Football Queensland. The surplus of the company for the financial year ended 31 December 2019 amounted to \$63,908 (2018: surplus of \$245,264).

The Board acknowledge the support from Football Federation Australia and support from both the Local and State Government to Football Queensland.

Statement of profit or loss and other comprehensive income for the year ended 31 December 2019	2019	2018
	\$	\$
Revenue	9,545,025	8,164,274
Employee benefits expense	(3,603,696)	(2,762,742)
Bad and doubtful debts	(204,538)	-
Special Projects	(81,039)	(101,365)
Depreciation and amortisation expense	(133,841)	(83,730)
Coaching clinics and education	(370,153)	(151,236)
National registration fees and insurance	(1,663,293)	(1,462,071)
Merchandise purchases	(15,236)	(142,930)
Representative program costs	(2,709,106)	(2,430,549)
Other expenses	(700,215)	(784,387)
Surplus/ (loss) before income tax	63,908	245,264
Income tax expense	-	-
Surplus/ (loss) after income tax expense for the attributable to the members of Football Queensland Ltd.	63,908	245,264
Other comprehensive income, net of income tax	-	-
Total comprehensive income for the year attributable to the members of Football Queensland Ltd	63,908	245,264

FINANCIAL OVERVIEW

Statement of financial position as at
31 December 2019

	2019	2018
	\$	\$
Assets		
Current Assets		
Cash and cash equivalents	2,407,782	1,891,210
Trade and other recivables	655,622	898,018
Other assets	189,128	368,178
Total Current Assets	3,252,532	3,157,406

Non-Current Assets		
Trade and other receivables	104,611	151,972
Property, plant and equipment	1,059,233	671,428
Total non-current assets	1,163,844	823,400
Total assets	4,416,376	3,980,806

Liabilities		
Current Liabilities		
Trade and other payables	692,374	672,828
Provisions	197,402	177,371
Other liabilites	587,856	252,595
Total current liabilites	1,477,632	1,102,794

Non-current Liabilities		
Provisions	14,943	18,119
Total non-current liabilities	14,943	18,119
Total liabilities	1,492,575	1,120, 913
Net Assets	2,923,801	2,859,893

Equity		
Retained Earning	2,923,801	2,859,893
Total Equity	2,923,801	2,859,893

FINANCIAL OVERVIEW

Statement of changes in equity for the year ended
31 December 2019

	Retainable Earnings	Total
2019		
Balance at 01 January 2019	2,859,893	2,859,893
Surplus/ (loss) after income tax expense for the year	63,908	63,908
Balance at 31 December 2019	2,923,801	2,923,801

2018		
	Retainable Earnings \$	Total \$
Balance at 01 January 2018	2,614,629	2,614,629
Surplus/ (loss) after income tax expense for the year	245,264	245,264
Balance at 31 December 2018	2,859,893	2,859,893

Statement of cash flows
for the year ended 31 December 2019

	2019	2018
Cash flows from Operating Activities	\$	\$
Receipts from customers	10,815,492	8,630,313
Payments to suppliers, employees and others	(9,915,368)	(8,681,395)
Interest received	42,312	50,578
GST recovered/paid	37,809	854
Net cash inflow (outflow) from operating activities	980,245	350

Cash flows from Investing Activities		
Proceeds from sale of plant and equipment	-	14,194
Purchase of property, plant and equipment	(521,647)	(476,788)
Payment for Development Loans	57,974	(252,447)
Net cash inflow (outflow) from investing activities	(463,673)	(715,041)

Cash flows from Financing Activities		
Net cash inflow (outflow) from financing activities	-	-
Net increase/(decrease) in cash and cash equivalents held	516,572	(714,691)
Cash and cash equivalents at beginning of year	1,891,210	2,605,901
Cash and cash equivalents at end of financial year	2,407,782	1,891,210

LIFE MEMBERS

Mr. B Bainbridge	1989	Ms. G Harris	1982
Ms. A Baker	2000	Mr. P J Harte	1988
Mr. J Bomben	1991	Ms. L Ketter	1991
Mr. I Britten	2002	Mr. S Lindsay	2001
Mrs. P Brusasco	1997	Mr. D Look	2002
Mr. I Brusasco AO	Pre 1985	Mr. D O'Brien	2004
Mr. G Canale	1991	Mr. J Page	2000
Mr. W J Dann	1987	Mr. K Pearson	Pre 1985
Mrs. F Dower	1990	Mr. O Pezet	1998
Mr. B Evans	2003	Mr. F Robins	1992
Mr. W Firth	1992	Mrs. E Watson OAM	1979
Mrs. G Fox	2003	Mr. R White	2003
Mrs. P Gilbert	1981		

MEMBERS

Brisbane – Jeremy Medina
Brisbane – Kerry Harmon
Wide Bay - Stuart Taylor
Wide Bay - Paul Brown
Mackay Regional - Scott Mealy
Mackay Regional - Stephen Tween
North Queensland - John Azpiri
North Queensland - David Minuzzo
Far North - Leo Ward
Far North - Michael Aw
North West - Jason Howard
North West - Robyn Newman
South West - Nigel Fanning
South West - Timothy Logan
Sunshine Coast - Tony McCrae
Sunshine Coast - Andrew Lee
Gold Coast - Paul Rushton
Gold Coast - Chris Broadfoot
Central - Andrew Pelling
Central - Kym Donald

WE REMEMBER

The following people were recipients of life membership.
However, for them full-time has been called.

Mr. C Andrews	Mr. H Johns
Mr. W Malcolm	Mr. G Paris
Mr. G Roberts	Mr. M Penklis
Mr. C Boland	Mr. H Linning
Mr. R McVie	Mr. C Jones AO
Mr. J Steel	Mr. T Vaughan
Mr. P Cox	Mr. K Barclay
Mrs. H Millman	Mr. B LeFevre
Mr. W Waddell MBE	Mr. A Boscacci
Mr. B Geoghegan	Mr. C McClurg
Mr. L Mistris	Mr. A Watson
Mr. S Webster	Mr. G Pfuhl
Mr. G Jamieson	Mr. S Dye
Mr. R Mitchell	
Mr. T Wilcox	



Auditor
Mr. Damian P Wright
Director, BDO Audit
(QLD) Pty Ltd

Legal Counsel
Mullins Lawyers



Football Queensland Ltd

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