



WIDE BAY REGIONAL DEVELOPMENT PLAN

VISION & PURPOSE

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

Our purpose is to inspire Queenslanders through football.



OUR VALUES



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



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’



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



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

PARTICIPATION



INFRASTRUCTURE



CLUBS & COMMUNITY



LEADERSHIP & PEOPLE



KEY STRATEGIC PILLARS

Decisions made by Football Queensland are guided by four strategic pillars.

These pillars are aligned with the Football Queensland 2020-2022 Strategic Plan.

Clear targets and objectives are set for each pillar which contribute to the overall growth and development of our game in Wide Bay.

PARTICIPATION



Registered
Players
4,715



Female
Participants
1,534

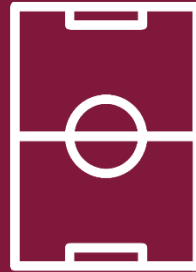


Registered
Coaches
456



Registered
Referees
191

INFRASTRUCTURE



New community pitches

Female-friendly facilities

Upgrade community club infrastructure

CLUBS & COMMUNITY



Shared services model established

Minimum standards for competition hierarchy

LEADERSHIP & PEOPLE



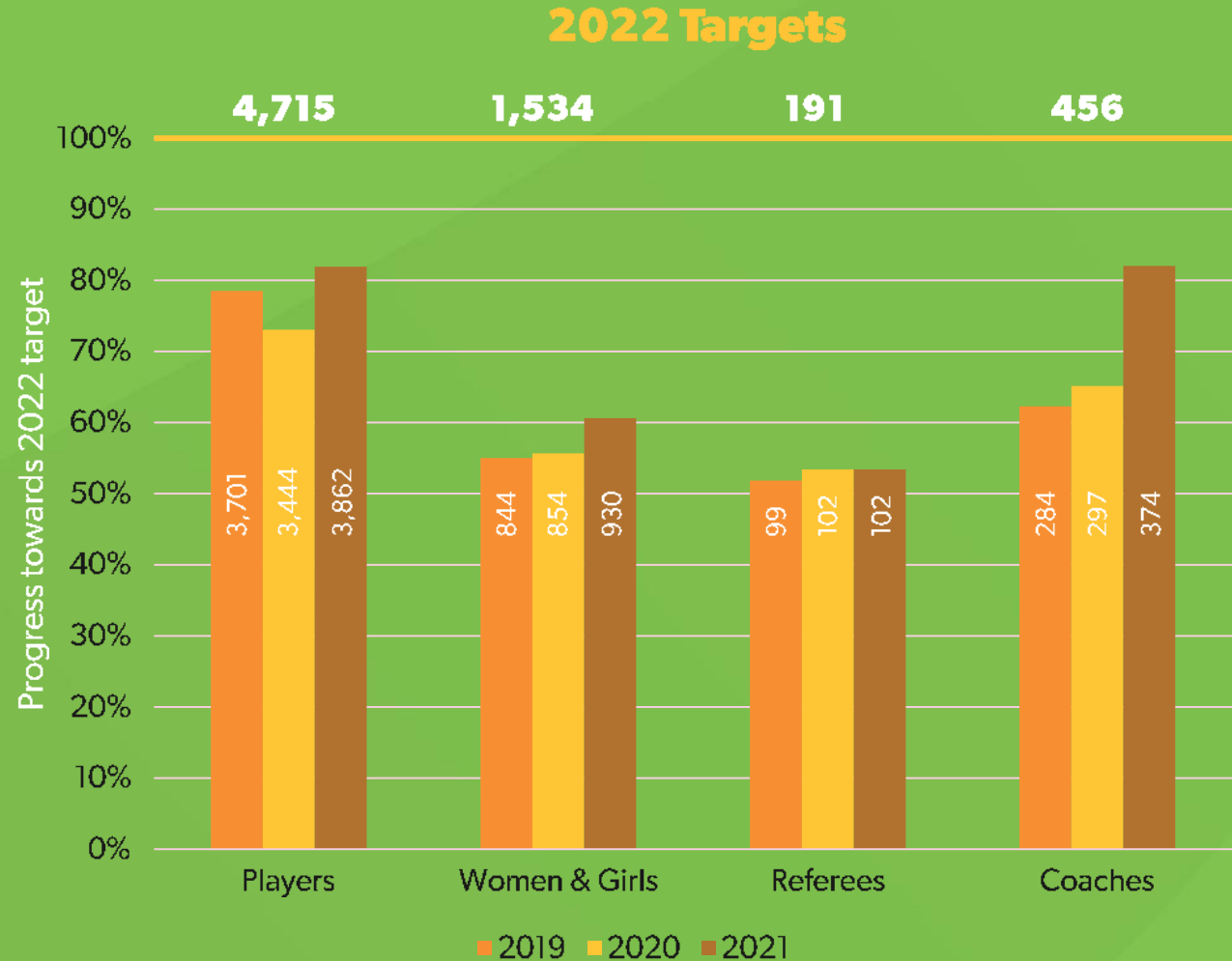
Streamlined governance administration model for football in Wide Bay

Increased staff to deliver quality participation experiences

2022 PARTICIPATION TARGET PROGRESS

Football Queensland Wide Bay is committed to reaching the participation targets outlined in the 2020 – 2022 Football Queensland Strategic Plan.

While significant progress has been made in 2021, FQ Wide Bay has developed the Regional Development Plan to improve the delivery of the game and reach our 2022 targets.



*Data collected from Play Football as at 20 October 2021



PARTICIPATION

PARTICIPANTS

It is important that we deliver relevant products and programs to cater for participation growth in a sustainable way.

We will...

- Develop localised participation experiences using national and state products – including school programs, Walking Football programs, MiniRoos Kick-off and more – aligned with Football Queensland's Strategic Plan priorities in this pillar
- Increase community awareness, putting football in front of the public more often
- Recruit new players through high-quality school programs, weekend/day programs and create soft entry level programs for all ages and abilities
- Create new competitions and formats that allow participants to play football all year round
- Continue to develop the SAP and TSP program throughout the Wide Bay region ensuring that all players have an opportunity to play at the highest level

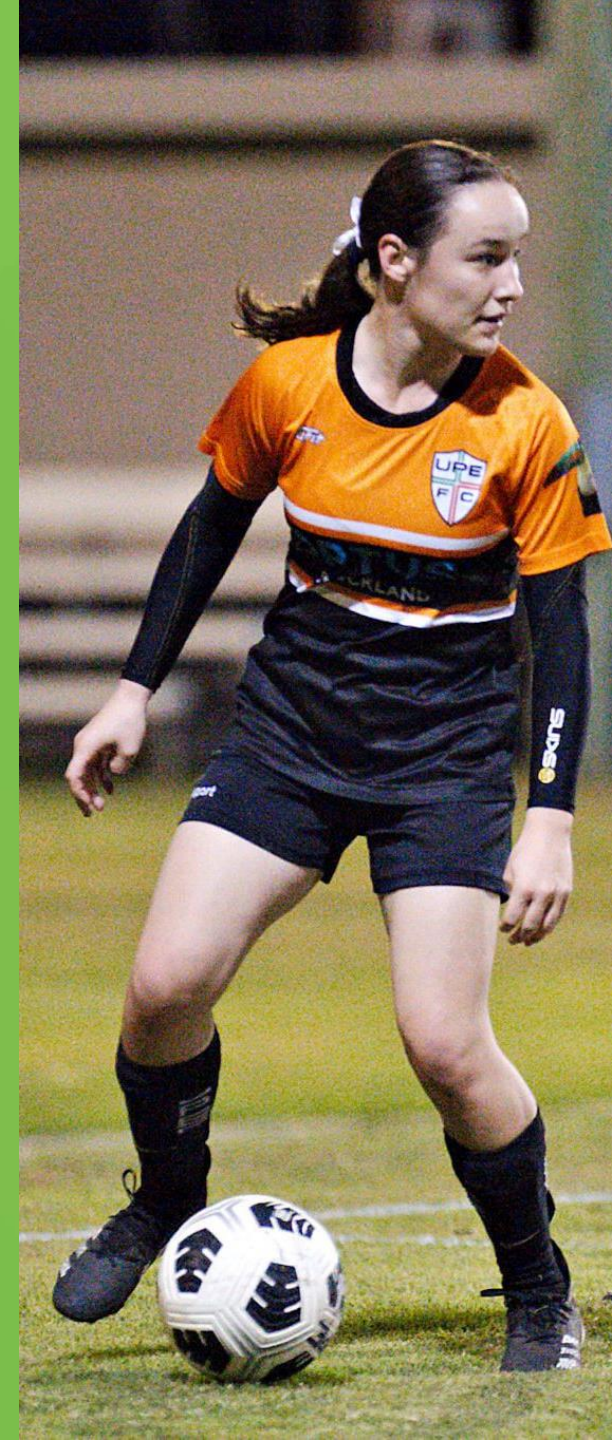


WOMEN & GIRLS

Creating a supportive and welcoming environment for women and girls is essential to drive participation.

We will...

- Create localised women and girls specific programs aligned with Football Queensland's Women and Girls Strategic Plan priorities in this pillar
- Educate community clubs and members on how to foster inclusive and welcoming environments
- Develop clear pathways and competitions for women and girls to play at community and advanced level locally, state-wide and nationally



REFEREES

A welcoming referee culture and clear development pathway is essential to recruit and retain referees.

We will...

- Develop a localised referee engagement strategy aligned with Football Queensland's Strategic Plan priorities in this pillar
- Work with high schools to upskill and train teachers and students in officiating football
- Recruit younger referees through targeted programs
- Create strategies to ensure club buy-in with recruiting referees internally
- Ensure we build a welcoming and inclusive culture for new and existing referees



COACHES

Educating Wide Bay coaches is essential to encourage ongoing development and to ensure coaches deliver positive experiences and promote a supportive culture for all football participants.

We will...

- Develop a coach mentoring program for all coaches – whatever their level
- Recruit, retain and upskill local coaches via a localised coach engagement strategy aligned with Football Queensland's Strategic Plan priorities in this pillar
- Work with local schools to train teachers to become football coaches





LEADERSHIP AND PEOPLE

LEADERSHIP & PEOPLE

Our people are at the heart of everything we do, whether they are players, coaches, referees, volunteers, parents, spectators or administrators.

We will:

- Recruit, train and deploy talented staff to work towards clear targets and KPIs to improve and develop the local game
- Establish, recruit and support the Advisory Committee in Wide Bay
- Build strategies to reward staff and volunteers aligned with Football Queensland's Strategic Plan priorities in this pillar
- Lead and support club volunteers to improve local delivery





INFRASTRUCTURE

INFRASTRUCTURE PRIORITIES

Infrastructure is a vital component of our game to support our current player base and accommodate the expected increase in participation particularly in the fast growing women and girls demographic due to the FIFA WWC 2023. To continue to grow our game significant investment in football facilities is required to address community-wide challenges including ageing infrastructure and the need to accommodate football's diversity of users.

We will:

Conduct facility audits and assessments on all football facilities within Wide Bay

Develop an infrastructure plan for the region to prioritise infrastructure investment

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

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



CLUBS AND COMMUNITY

CLUBS & COMMUNITY

Our local clubs and volunteers are the heart and soul of football in Queensland and they must be supported to grow and thrive.

We will:

- Develop a Volunteer Engagement Plan to retain and recruit volunteers
- Create a community development plan with clear targets and KPI'S
- Provide localised education and development opportunities for administrators aligned with Football Queensland's Strategic Plan priorities in this pillar
- Create a safe and inclusive culture throughout the football community in Wide Bay



OUR COMMITMENT

Football Queensland is focused on making the game more accessible than ever and delivering a better experience for the Wide Bay football community.

We will deliver positive outcomes for the games diverse participation base.





FOOTBALL
QUEENSLAND

Football Queensland in Wide Bay

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