

FOOTBALL QUEENSLAND

# 2024 - 2026 WOMEN & GIRLS STRATEGY

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FOOTBALL  
QUEENSLAND

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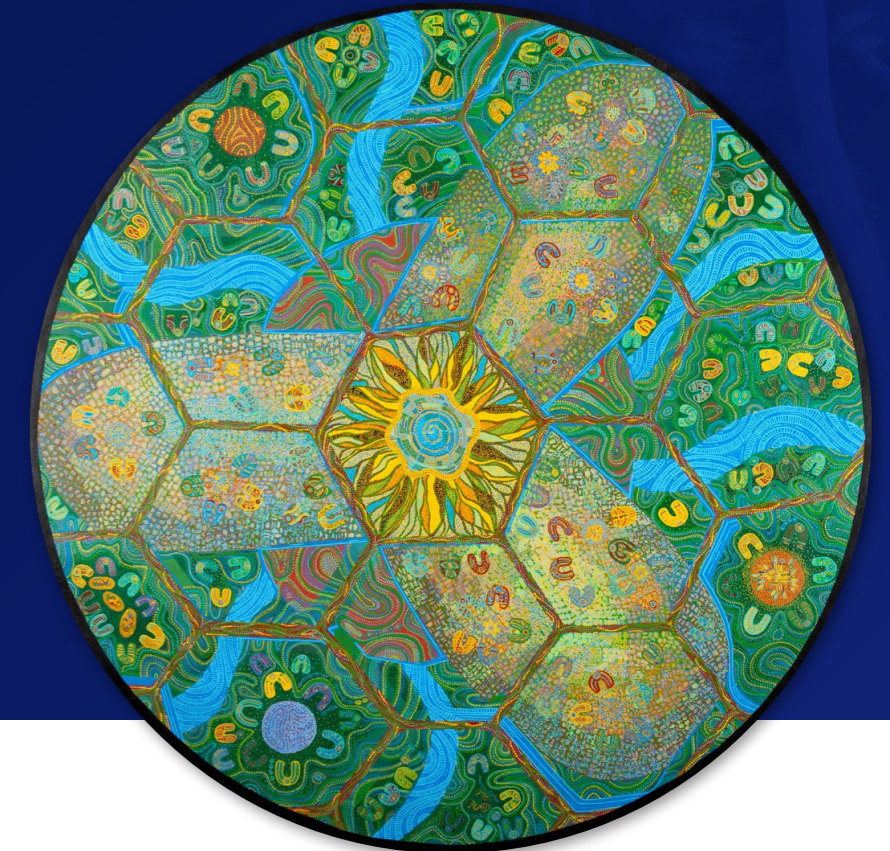
## 50/50 THE GAME'S OBJECTIVE GENDER PARITY

Football Queensland fundamentally believes that women and girls are the future, with female participation a Football Queensland and national focus for the game as a whole.

Football Queensland is committed to achieving 50/50 gender parity in participants, referees, committees and club officials by 2027. This is our game's national target and across Queensland we are determined to leave a lasting legacy for future generations of Queenslanders by embracing the potential for women and girls across all parts of our game, making it the game of choice, for all, for life.

Meeting the increasing demand of the rapidly growing participation base is key to supporting the growth of football in Queensland.

This is important now, more than ever as we work to leverage on the back of the FIFA Women's World Cup 2023™ that came to our shores last year. It is crucial that we ensure the next generation of female participants have an opportunity to join our game by developing the right pathways, building the right infrastructure and strengthening our support of clubs to deliver outcomes across the state.



### **Acknowledgement of Country**

Football Queensland acknowledges the First Nations people whose lands we play on. We embrace the Traditional Owners' continued cultural and spiritual connection to Country and pay respect to their ancestors and descendants who continue to inspire us.

FQ 2024 - 2026 WOMEN & GIRLS STRATEGY  
**OBJECTIVES**



50/50 gender parity



64,000 female participants in Queensland



7,300 Girls United participants



20% Queensland representation in Junior Matildas, Young Matildas and Matildas squads



25 advanced female technical directors in key roles across Queensland



Strengthened pathways with integrated female club development program



**Our vision is to  
to be the most  
accessible sport  
in Australia where  
everyone can  
play anytime,  
anywhere.**



# STRATEGIC PILLARS

Objective: 50/50 gender parity & 64,000 female participants by 2026



## 1. Participation and Clubs

### Our Ambitions

Build our game to be truly inclusive and supportive of all, no matter their background, gender or skill level. We want to expand our reach outside of the current football ecosystem and welcome new participants into football from all walks of life.

We want to foster an environment that is ambitious, fun, and in line with our commitment to giving everyone a fair opportunity.



## 2. Advanced Pathways

### Our Ambitions

To reimagine the Australian football player development ecosystem in Queensland to provide significantly increased opportunities for women and girls. We will broaden the pathway through club development and we will provide lifelong career opportunities for female coaches and technical directors.



## 3. Infrastructure

### Our Ambitions

Secure significant infrastructure investment to meet current demand and projected growth at a grassroots level and to underpin Queensland's supercharged Matildas production line.



## PILLAR 1

# PARTICIPANTS & CLUBS

## Our Commitment

To truly make football in Queensland welcoming and safe for all participants, we must foster a culture of inclusivity and diversity across the whole sport. We recognise the importance of gender parity in driving innovation and creativity and we are committed to taking concrete actions to achieve a 50/50 gender balance by 2027. It is imperative to understand that our commitment to gender parity extends beyond mere numbers; it encompasses our dedication to creating an environment where women and girls feel welcomed, valued and empowered to play, coach, administer and referee football at any and every level. We understand the barriers that women and girls face when wanting to participate in football for the very first time or simply stay in the game for life and we are determined to dismantle them through targeted initiatives, programs and game-wide cultural change.

## What We'll Do

1. Conduct a deep dive analysis of each club across Queensland, to understand their historical data and support for women and girls. Utilise this analysis to identify key target clubs and growth areas. Work with strong female participation clubs to share best practice with other clubs.
2. Expand the Girls United program to encompass all age groups and different points of entry.
3. Expand the Q-League product, a league that aims to introduce newly arrived people into the football community, to include women and girls and female school offerings.
4. Conduct specific women and girls participant and referee surveys to understand barriers to entry, and tailor programs accordingly.
5. Deliver targeted recruitment campaigns specifically designed for female referees.
6. Deliver female-only referee courses and training workshops.
7. Support clubs with capacity building by utilising the Club Changer program, which will provide women and girls with specific resources, action plans and support for each club.
8. Partner with organisations to support the delivery of Gender Equity training and provide resources to clubs/organisations.
9. Develop partnerships with schools and higher education providers to deliver our women and girls tailored programs and referee courses.
10. Develop and establish a clear and articulate transition plan that assists female participants to remain engaged in football.
11. Ensure that promotional materials and collateral better represent the women and girls game.
12. Develop and establish a retention strategy to keep women and girls playing and refereeing football throughout Queensland.

## What Does Success Look Like



Achieve 50/50 gender parity by 2027.



62,000 women and girls players.



7,300 Girls United participants.



100% of Queensland club boards, committees and FQ members meeting the 40/40/20 gender representation by 2027.



Increase female referees by 1,250 to achieve a total of 1,800 female referees by 2026.





## PILLAR 2

# ADVANCED PATHWAYS

## PLAYER DEVELOPMENT

### Our Commitment

We proudly take on the responsibility of continuing the amazing legacy of women's football in Queensland. Football Queensland recognises the importance of maintaining the highest standards of the FQ Academy QAS program and is devoted to working with all stakeholders to acquire, develop and provide adequate high-performance facilities for our most talented athletes. We recognise the importance of providing opportunities to future talents from the entire state and we will identify and connect talents to high performance programs through the FQ Academy regional centres and clubs, while also cooperating with the school sport system. Club development will be the enabler of strengthened girls club academies that will allow a modernised FQ Academy QAS model which will transition top talent into professional football. Technology and education must play a greater role in talent identification and nurturing. We want to inspire the next generation of players and we will establish Australia's biggest female carnival event in Queensland and will also open the door to talents to access further career opportunities interstate or overseas.

### What We'll Do

1. Co-fund and maintain the highest standards at the FQ Academy QAS program to keep up with world trends.
2. Reimagine the FQ Academy QAS program to align its evolution with the capacity building that FQ's club development offers; diversify Talent Identification (TID) and Long Term Talent Development (LATD) goals and action plans.
3. Align FQ Academy QAS with Queensland-based A League Women team(s) to provide a stepping stone into professional football.
4. Increase the base of the pyramid and the pool within the talented female pathway statewide through strengthened FQ Academy clubs and regional centres.
5. Enhance long-term talent identification and match play opportunities for all players through FQ Academy events and elite games.
6. Use modern technology to assist and amplify players' development and learning.
7. Create access to interstate and international tournaments for a broader talent pool.
8. Build single age group Girls FQ Academy Leagues with three to four tier depth in South East Queensland and start to develop the same framework in regional centres.
9. Develop our Home of Football and commit to improving adequate interim facility services for top talents.
10. Establish Australia's greatest female football tournament for clubs as a TID showcase.
11. Build partnerships with school sports and create future opportunities; including university pathways and coaching career options.

## What Does Success Look Like



The FQ Academy QAS program remains the leading talent development academy in Australia and the strong representation of Queenslanders on all Matildas teams persists.



Queensland young female talents play the highest match minutes in the Brisbane Roar A-League Women team and in the NPL Women competition.



Gold-rated FQ Academy clubs and regional FQ Academy centres nurture an ever-broadening talent pool.



Top female talent programs access high-performance facilities at the Home of Football.



Girls are playing in single age group competitions to develop their skills against other aspirational players.



Queensland is a destination for high profile female football tournaments and our teams experience new challenges interstate or overseas, exploring cultural diversity and different football styles.



Implementation of an athlete management system, with special attention to player wellbeing and women's health.



The AMS supports and connects female talents statewide and nationally and unlocks future opportunities for our athletes.







## PILLAR 2

# ADVANCED PATHWAYS

## COACH DEVELOPMENT

### Our Commitment

Gender equity can only become a reality for football in Queensland if women and girls can build a lifelong connection with the game as career coaches. It is our obligation to create those new opportunities and develop the future leaders of the game. We continue to offer advanced female-only courses and are devoted to establishing the first Technical Director course with scholarship positions for female technicians. Our club development system will influence and reward clubs to appoint and employ female coaches, with FQ offering further state representative roles to the best coaching talents and promoting them to national team programs. We are committed to using bespoke and digitalised education to trailblaze other pathways for female technical experts, analysts, academy directors, development and high-performance coaches. Flexible learning and career opportunities must be offered to enable women to pursue football as a profession while not compromising on establishing a family during or after their playing career. FQ is also determined to steadily engage with an increased number of female Coach Educator Tutors and provide the required support and training.

### What We'll Do

1. Increase the number of advanced coaching courses dedicated to female coaches with specific targets for the female-only advanced courses in the upcoming years
2. Provide a clear pathway to achieve the target of 25 Advanced female Technical Directors and female technical staff in key roles across Queensland by 2026.
3. Provide opportunities to develop a workforce of female Coach Education Tutors with the aim of training and upskilling the next generation of CETs, and prepare them to lead 'C' Diploma courses in 2024 and 'B' Diploma courses in 2025.
4. Establish and develop a Technical Director course with scholarship positions offered to female technical staff who have been identified as ideal candidates.
5. Create full-time coaching and technical job opportunities for female coaches at FQ Academy clubs and at the Member Federation.
6. Devise a recognition system within the Club Development Assessment to increase female technical staff numbers and the female coaches' ratio for an improved gender parity throughout Queensland quality assured clubs.
7. Improve the quality and focus on female players' skill coaching across the state through training, education, club development incentives and other means.
8. Develop and launch a digital platform to enhance accessibility to education for women with family and career commitments.
9. Diversify roles for coaches, analysts, and support staff members with promotion to national programs.
10. Increase the awareness of the 50/50 gender parity initiative through storytelling and regular representation of achievements in all our published collateral and marketing promotions.

## What Does Success Look Like



Football Queensland offers yearly female-only 'C' Diploma, a 'B' Diploma every two years and an 'A' Diploma with women candidates only within the strategy cycle.



Female Coach Education Tutors lead advanced coaching courses in Queensland while female coaches can access flexible learning opportunities through an online platform.



Technical Director course in place with female scholarship coaches



Female coaches successfully gain employment in full-time technical roles at clubs and Member Federations.



Queensland based female coaches and technicians are involved in national team programs.



Our success is amplified for future female leaders through storytelling.





### PILLAR 3

# INFRASTRUCTURE

## Our Commitment

Infrastructure is vital to support the ongoing growth of our game 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. Football Queensland's Infrastructure Strategy recognises the immense power of the FIFA Women's World Cup 2023™ as a driver of lasting infrastructure legacy for football. Queenslanders should be deeply proud of our state's remarkable track record of producing elite level Australian representatives. The local production line continues to outperform expectations, but the opportunity ahead and the importance of meeting demand means we must break down the game's clearest participation barrier: facilities, or lack thereof. Football Queensland's Infrastructure Strategy sets out the game's priorities and challenges and underlines the organisation's focus on providing appropriate facilities for our many participants to play while ensuring our players have the resources to represent the state at the very highest level.

## What We'll Do

1. Work closely with Queensland Government to secure infrastructure investment over the next three years
2. Provide more unisex change rooms and female friendly facilities
3. Provide field, clubhouse and spectator seating upgrades to sustain the ongoing growth in female participation
4. Secure new pitches in strategic locations across the state
5. Establish a combined Home of Women's Football and Women's Centre of Excellence
6. Secure a second Regional High Performance Centre in Central Queensland



## What Does Success Look Like



Secure Queensland Government \$60m infrastructure investment over the next three-years



# HOW WE WILL MEASURE SUCCESS

To measure the success of FQ's Women and Girls strategy, the following key performance indicators (KPIs) can be considered. Regularly assessing and analysing these KPIs will provide valuable insight into the effectiveness of the Women and Girls strategy and identify areas for improvement whilst ensuring the ongoing growth and success of female programs in Queensland.



**QUEENSLAND'S HOME OF FOOTBALL** as a high-performance facility servicing pathway programs and the whole of the game.



**20% QUEENSLAND PLAYER AND COACH REPRESENTATION** in Junior Matildas, Young Matildas and Matildas squads



**QUEENSLANDERS EARN PROFESSIONAL CAREER OPPORTUNITIES** and at least two homegrown female players are offered an A-League Women Scholarship or Professional contract each year.



**9,400 COACHES SERVICING OUR PLAYERS** and at least 40% of them are female (3,760) by 2027.



**25 FEMALE TECHNICAL DIRECTORS** are in key leadership roles statewide.



**10 GOLD-RATED ACADEMIES** with a focus on female player and coach development meeting the highest quality assurance standards within the FQ Club Development & Assessment framework



**A WELL-ESTABLISHED EDUCATION PATHWAY** for female coaches, including a female-only C Diploma every year, female-only B Diploma by 2025 and A Diploma by 2027.



**LAUNCH OF THE TECHNICAL DIRECTOR COURSE** with scholarship opportunities. Pilot program in 2026, open enrolment by 2027.

## TARGETS

Strategic Pillar	Measure	2024 Target	2025 Target	2026 Target
1. Participation & Clubs	Achieve 50/50 gender parity by 2027	60/40	55/45	50/50
	62,000 women and girls players	45,750	53,750	62,000
	7,300 Girls United participants	5,230	6,224	7,300
	100% of Queensland club boards, committees and FQ members meeting the 40/40/20 gender representation by 2027	75%	85%	100%
	Increase female referees by 1,250 to achieve a total of 1,800 female referees by 2026	900	1,300	1,800
2. Advanced Pathways	20% Queensland player and coach representation in Junior Matildas, Young Matildas and Matildas squads	16%	18%	20%
	At least two homegrown female players are offered an A-League Women Scholarship or Professional contract each year	2	2-3	3
	25 female technical directors in key leadership roles statewide	8	16	25
	10 Gold-rated academies with a focus on female player and coach development meeting the highest quality assurance standards within the FQ Club Development & Assessment framework	6	8	10
	A well-established education pathway for female coaches, including a female-only C Licence every year, female-only B Diploma by 2025 and A Diploma by 2027	Female only C Diploma	Female only B Diploma	Female only C & B Diploma (Application for female only A Diploma 2027)
	Launch of the Technical Director course with scholarship opportunities. Pilot program in 2026, open enrolment by 2027	Technical Director course preparation	Mixed gender Technical Director pilot program	Open Technical Director course with 3 female scholarships
3. Infrastructure	Establish a combined Home of Women's Football and Women's Centre of Excellence			
	Open a Regional High Performance Centre in Central Queensland			
	Deliver more unisex change rooms and female friendly facilities			
	Deliver field, clubhouse and spectator seating upgrades to sustain the ongoing growth in female participation			
	Secure new pitches in strategic locations across the state			



**2024 - 2026  
WOMEN & GIRLS STRATEGY**