

REFINE TODAY



2024

ANNUAL REPORT

PROGRESS TOMORROW

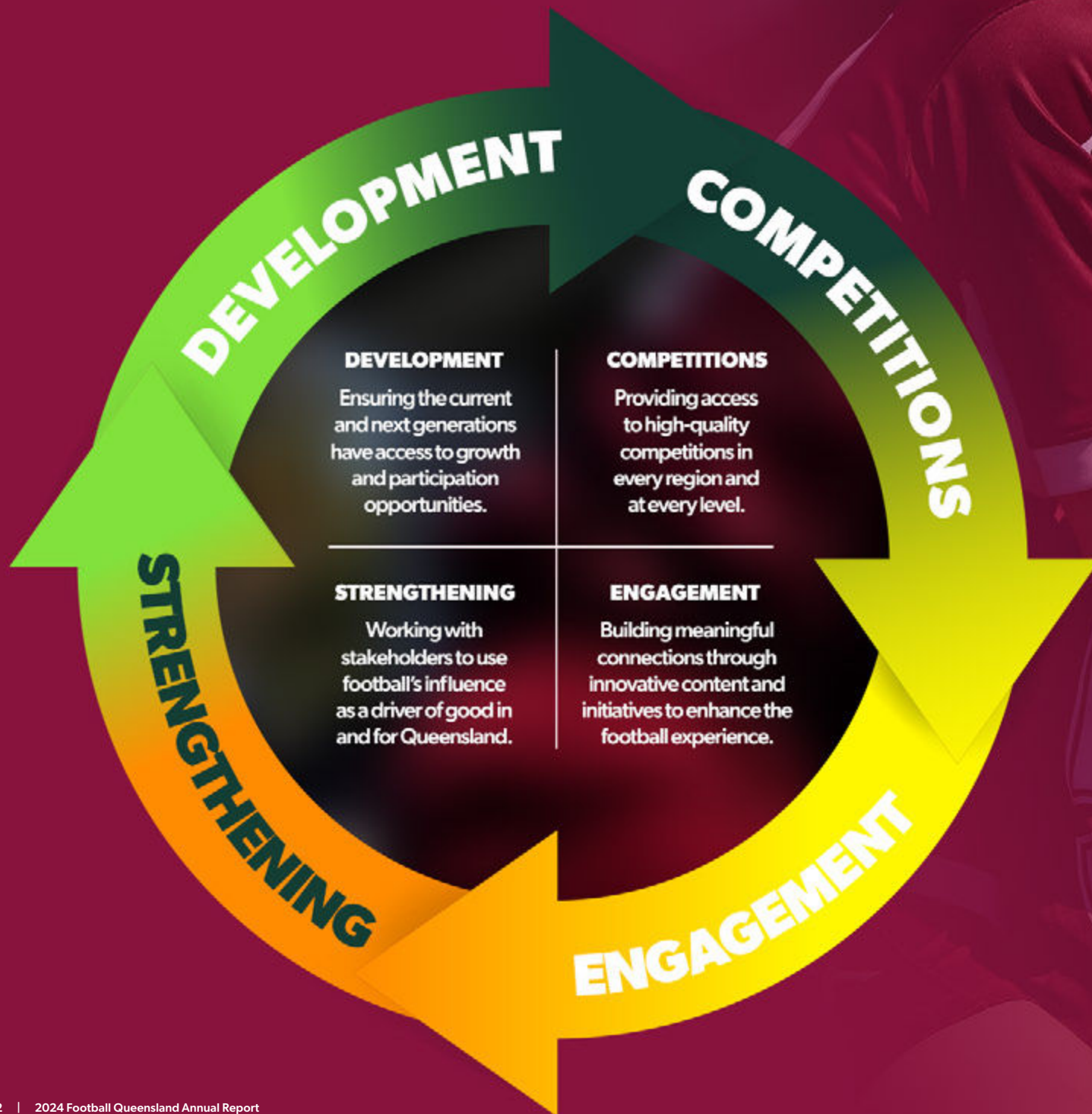
WHAT WE DO

Inspire Queenslanders through Football. Making football the game of choice, for all, for life.

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 our members, stakeholders, partners and government

STATEMENTS



INTRODUCTION

What We Do	02
Our Board	06
President's Address	08



DEVELOPMENT

Grassroots Football	20
Youth Football	26
Women's Football	29
Social Football	36
Supporting Futsal	38
Supporting Referees	40
Supporting Coaches	44



COMPETITIONS

Champions of Queensland	51
Advanced	54
Cup Competitions	56
Futsal Competitions	58



ENGAGEMENT

Queensland Football Convention	62
FQ Identity	66
Digital Engagement	70
Coverage	72
Football in Queensland Awards Night	74



STRENGTHENING

Infrastructure	78
Government Relations	80
Integrity & Respect	84
Year in A View	86



ADMINISTRATION

Financial Overview	88
Life Members	94

OUR BOARD



PAULA ROBINSON

Paula is a highly credentialed lawyer specialising in the delivery of legal and brand protection services to major events. Paula's previous experience includes acting as the key legal advisor to the Queensland Government on its successful bid to secure the Olympic Games, Head of Legal and Brand Protection for the Gold Coast 2018 Commonwealth Games, Chair of the Queensland Academy of Sport Advisory Board, Vice President for Tennis Queensland, partner of her own law firm Ailier and partner of MinterEllison. Paula is currently the Chief Corporate Services Officer for Brisbane 2032 responsible for leading the delivery of its corporate services functions including legal, procurement, human resources and technology. She is also Brisbane 2032's Company Secretary working with the President to administer the board.



AMY CHAPMAN

Amy is a former Matilda and Westfield W-League player who possesses a wealth of experience in the football landscape. Amy is a leading voice of football in Australia - an experienced advocate, commentator and analyst. Most recently, Amy commentated the FIFA WWC & Olympic Games. Amy is also an experienced executive leader and founder of Med Tech company. As a previous Professional Footballers Australia (PFA) delegate, Chapman led negotiations for the W-League Collective Bargaining Agreement (CBA) and initiated the first ever PFA corporate partnership designed to assist players in transitioning to life after football.



MATTHEW MCKAY

In a stellar playing career, the former Socceroo and Brisbane Roar legend led the Roar to their first A-League Premiership and Championship in 2011 and holds the club's record for league appearances. After playing youth football with the QAS and AIS, McKay went on to feature in the National Soccer League for Queensland side Brisbane Strikers. Matt has an extensive knowledge of the football landscape and the player pathway in Queensland, unique experience as a player on the national and international stage. Outside of the Football sphere, Matt is currently studying a Master of Teaching at ACU and is a co-owner of the designer baby playmat company, Freddy & Co.



JACQUELINE KNIGHT

With many years of financial management experience working with international companies in the UK, New Zealand and Australia, Jackie is a senior financial executive with a reputation for providing strong commercial management, and financial stability, efficiency and compliance in business. As CFO at Bridge Point Communications, Jackie demonstrated strong financial management to support the business through extensive growth and prepared the organisation for acquisition by Telstra. She then went on to successfully manage the integration of multiple acquisitions with minimal downtime and impact on the businesses. In February 2023, Jackie was appointed as the Director of Financial Accounting of the Brisbane 2032 Olympic and Paralympic Games Organising Committee.



ROSS THOMPSON

Ross Thompson is Group CEO of PeopleIN, the largest ASX-listed workforce management and staffing company in APEC. PeopleIN connects over 15,000 people with roles every year, and is uniquely structured to provide deeply specialist talent solutions at scale, across a broad range of sectors. Ross has led in a wide range of multi-national corporate, sporting and military environments, and built sustainable and profitable professional service operations in Australia, Asia and Africa. Ross was previously a Non Executive Director of Queensland Rugby Union.



MARTIN BUTTIGIEG

Co-owner of the highly successful dessert chain San Churro, Buttigieg brings a wealth of executive knowledge in retail management, operations and logistics, sales and business development having worked with businesses such as Shell in both the Netherlands and Australia, and more recently Valley Longwall International. Buttigieg played semi-professional football throughout the nineties and holds a number of coaching licences including a C Diploma. A passionate advocate for the women and girls game, Buttigieg spent two years as a VP of Female Football at UQFC and is currently a Female Football sub-committee member at Brisbane City FC.

PRESIDENT'S ADDRESS

2024 marked a year of meaningful progress for football in Queensland. It was a year shaped by the efforts of thousands of people united by a shared love for our great game. We began from a position of financial stability allowing us to hold registration fees steady while continuing to invest in key areas of the game. This foundation meant we could focus on what mattered most: keeping football accessible and creating more opportunities for as many people to get involved, no matter where they live or how they play.

Our direction in 2024 was clear: grow the game, drive gender equity, and strengthen pathways that help Queensland football thrive. While our frameworks and strategies helped shape the way, I believe the real growth this year came to life through our shared commitment to long-term improvement, from the grassroots right through to the elite.

That sense of momentum and shared purpose was tangible at the inaugural Queensland Football Convention, an event that felt like a fitting reflection of the progress made throughout the year. It laid the groundwork for the refinement of new ideas, stronger relationships, and fresh thinking about how we continue to grow. More than anything, it gave us a moment to pause and reflect on where we are as a football community; curious, collaborative and ready to advance with purpose for the benefit of generations to come.

One of the most rewarding aspects for me this year was the enormous progress made in the women's game. Gender equity wasn't something we spoke about in isolation; it was ingrained in everything we did, and that action was not only visible in the numbers, but also more importantly in the stories. We had girls taking their first steps into football, more women elected into FQ member positions,

and more female coaches and referees supported to grow and thrive. It felt like this year strong foundations were laid for a sustainable and equitable future, with our community helping to drive that momentum forward.

We also saw the power of strong partnerships in action; whether it was taking football into schools and communities with Brisbane Roar or advocating for investment in facilities to better reflect the needs of our game both today and into the future. Record infrastructure commitments, new grassroots programs, and broadening referee development weren't just singular achievements in themselves, but part of the broader picture of a game that is rapidly evolving and growing in all the right ways.

OUR PROGRESS HAS BEEN DRIVEN BY A *SHARED VISION*, UNWAVERING COMMITMENT, AND A DETERMINATION TO *STRENGTHEN EVERY FACET OF THE GAME. FROM GRASSROOTS TO THE ELITE LEVEL.*

REFINE TODAY, PROGRESS TOMORROW

Much like the energy off the pitch at our events and gatherings, the theme of progress and refinement was equally present on it. Competitively, 2024 was a year that reflected just how far Queensland football has come. While many of the results and standout moments are captured throughout this report, it was the overall sense of momentum – the new competitions, breakthrough performances, and the rise of emerging talent – that truly stood out.

The season's conclusion brought a sense of celebration with the Mitre Festival of Football providing a fitting way to bring thousands of spectators and participants together and recognise the shared journey we all took this year. Whether it was cheering on our NPL and FQPL 1 Grand Finals teams at Suncorp Stadium or watching Queensland talent go head-to-head against state rivals and professional sides, the festival offered a reminder of the strong connection between the grassroots and our professional tiers.

Of course, the year wasn't without its challenges, but through uncertainty and change, the resilience of our community never weakened. We adapted, stepped up, and supported one another, and that's where real growth happens. Not just in planning and strategy, but in the everyday work we all put in to make this game the best it can be, for as many people as possible.

To everyone who gave their time, energy and heart to the game this year, I want to extend my sincerest thank you to each and every one of you. It was a privilege to work alongside you. The future of football in Queensland is stronger because of what we built together in 2024. Now, let's carry that momentum forward in 2025 and beyond.

PAULA ROBINSON
FQ PRESIDENT



REFINE TODAY PROGRESS TOMORROW

2024 has been a year of growth for football statewide, with a strong focus on strengthening every facet of the game to build a lasting foundation for future generations.

Through strategic development, targeted investment, and a commitment to continuous improvement, Football Queensland has taken meaningful steps to ensure the game remains accessible, sustainable, and thriving at every level and in every region.

308
Affiliated Clubs

280,000+
Total Participation

90,000+
Women and Girls Participants

34.4%
Growth in Girls Specific Festivals or Programs

26.9%
Growth in All-Abilities Program Participants



ONE FOOTBALL

In its second year, our 2023-2026 One Football strategy has entered a phase of progress and refinement, with 2024 marking a pivotal step forward in the evolution of football in Queensland.

Guided by a shared vision and strengthened by collaboration, we've continued to fine-tune our approach across all four strategy pillars, driving meaningful and comprehensive growth across all our regions and for all our participants. This ongoing commitment ensures football remains Queensland's most played, loved, and inclusive sport, while laying the foundations for an even stronger future.

PARTICIPANTS & CLUBS

OUR FOCUS AREAS

-  Drive participation retention & growth, especially among women and girls
-  Support clubs & volunteers as football's front line
-  Find or create more places to play for everyone



ELITE TEAMS & PATHWAYS




OUR FOCUS AREAS

-  Produce world class teams, players, coaches, and referees
-  Redefine and strengthen pathways & competitions
-  National team programs including Futsal, ParaRoos, ParaMatildas



FANS




OUR FOCUS AREAS

-  Grow passion for our national teams
-  Optimise the fan experience
-  Establish innovative products to drive fan engagement



UNIFYING FOOTBALL

OUR FOCUS AREAS

-  FA and MFs will work together to define and implement One Football
-  Administration will be improved to maximise operational efficiencies
-  Governance will be enhanced to achieve greater alignment and focus



STRATEGIC ROADMAP FOR FOOTBALL'S FUTURE

FQ'S KEY OPERATIONAL PLANS FOR GROWTH AND DEVELOPMENT IN 2024

In 2024, FQ introduced and began implementing four key operational plans to assist in advancing and refining football across the state, with each of the plans complementing the broader goals set out in the 2023-2026 One Football Strategy.

- Women & Girls Strategy
- Referee Strategy
- Infrastructure Strategy
- Game Development Strategy

These four operational plans target vital areas that ensure the continued growth and integrity of the game, focusing on enhancing player development pathways, promoting gender equality, improving refereeing standards, and upgrading infrastructure to support the increasing demand for football across Queensland.

By addressing both macro and micro-level priorities, these plans are designed to refine and strengthen the game at every level, from grassroots to elite, while fostering a more inclusive, sustainable, and connected football community.



Q&A

FOOTBALL QUEENSLAND CHIEF EXECUTIVE OFFICER, Robert Cavallucci

Robert Cavallucci, Chief Executive Officer of Football Queensland, outlines the guiding principles of the 2023-2026 One Football Strategy and the cascading Operational Plans that support its delivery, highlighting the significant progress made and the ongoing efforts to shape the future of the game across the state.



How has Football Queensland worked to ensure the One Football Strategy remains relevant and responsive to the evolving needs of the game and its stakeholders across the state over the years?

When we talk about the One Football Strategy, we're not just talking about something static. It's about evolving with the times and the needs of the football community. Over the years, we've had and will continue to have direct conversations with our clubs, players, coaches, referees, and pretty much everyone who's involved in the game. It's been about listening, adapting, and ensuring that we're proactive in responding to changes in the sport, whether it's participation, technology, or evolving competition needs. It's a big reason we've put such a focus on community engagement and feedback, as it's the only way to keep this strategy alive, dynamic and always looking ahead so we remain one of, if not the best state in the country to play and be involved in football.

What have been some of the most significant achievements since the strategy was launched?

Some of the key wins for us have been the growth in women's football, both in participation and pathways. We've seen real progress in providing better facilities, the government funding secured for infrastructure has been staggering and we are creating more opportunities for players, coaches, and clubs across Queensland because of it. It's also been great to see stronger collaboration with local clubs, with a real focus on providing support and development at the community level. These are the tangible outcomes we've worked hard for and they're already making a real impact in the football landscape here.

How do the recently released individual Operational Plans work to complement the One Football Strategy, and what impact does this

have on the macro and micro aspects of the Queensland football ecosystem?

The Operational Plans are really where the rubber meets the road in terms of the One Football Strategy. They account for and document the real action steps that turn our broader vision into something we can measure and move forward with. Think of them as the foundation, and without them, the strategy would just be a set of board ideas and objectives. These plans take those high-level goals and break them down into clear actions and targets.

On the macro level, they help us stay aligned across the whole state. We're not just throwing darts and hoping for the best; there's a clear direction. From improving facilities and creating stronger competition structures to focusing on growing the game sustainably across all levels, these plans make sure we're pushing in the right direction and staying focused on what really matters.

On the micro level, it's about covering all the little details that help bring everything to life. These plans guide us to ensure that no area is overlooked. Whether it's making sure we've got the right support systems for player, coach and referee development, providing the necessary resources to clubs, or ensuring that every region has the tools they need to thrive – these Operational Plans ensure that everything's covered.

The beauty of it is, it's not just about having these plans in place; it's about actively tracking progress and ensuring we're making meaningful moves at every level of the game. It's about keeping the game in Queensland moving forward in a way that's comprehensive, sustainable, and responsive to the needs of everyone involved, whether that's the grassroots or the elite level. And ultimately, it's all about creating a stronger football ecosystem across the state.

FOOTBALL QUEENSLAND CEO
Robert Cavallucci



Participants & Clubs

DEVELOPMENT

Our commitment to growing and improving football across all levels continues to drive progress, ensuring that every player, coach, and official has the opportunity to thrive.

Through focused efforts on inclusivity, development, and accessibility, we are building a stronger, more connected football community throughout Queensland.

EMPOWERING THE QUEENSLAND FOOTBALL COMMUNITY

Building on the launch of the One Football Strategy in 2023, our 2024–2026 Game Development operational strategy guides everything we do to create a welcoming, inclusive, and accessible football community - no matter a person's background, age, or skill level.

By developing the right pathways, investing in the right infrastructure, and empowering our clubs to deliver meaningful outcomes across the state, we can ensure that the next generation can engage with and enjoy our beautiful game.



Our goal with the Game Development operational strategy is to dismantle barriers and cultivate a culture of unity and support throughout the game to ensure football is the most accessible and inclusive sport in Queensland.

Gala Day Participants

4,355
1,122

Female participants

School Holiday Program Participants

3,767
980

Female participants (22% growth+)



GROWING THE GAME AT THE GRASSROOTS LEVEL

Empowering young players with the skills and confidence to succeed, creating pathways from the first kick to the professional game.

FQ & ROAR FOOTBALL IN THE COMMUNITY

Football Queensland and Brisbane Roar FC continued to chart a new course for the growth and expansion of the game across Queensland, announcing in May, the launch of the 'Football Queensland and Roar Football in the Community' program and reinforcing the collaborative relationship forged by Queensland's leading football organisations through the delivery of grassroots football community programs.

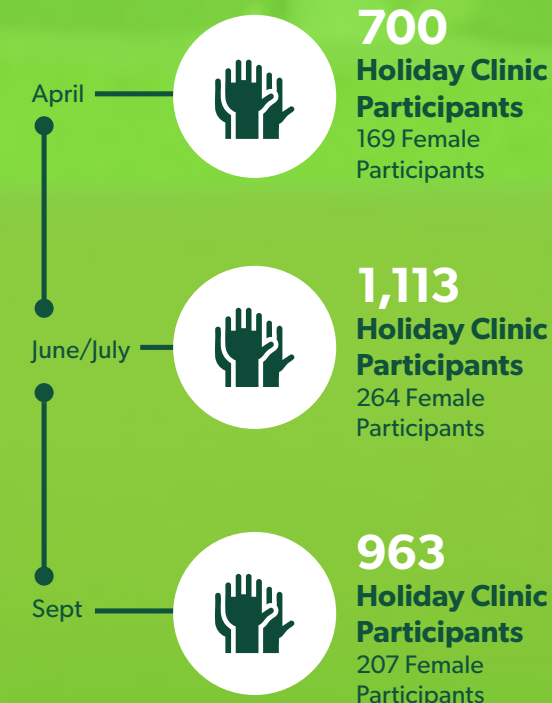
As a product of this collaboration, in 2024 FQ successfully launched and delivered multiple grassroots football programs around the state, with many MiniRoos, clubs and schools getting involved in Holiday Programs, Halftime Hero appearances, and even meeting their Brisbane Roar FC heroes at skills clinics.

FQ & Roar Holiday Clinics

2,776

Participants across three FQ & Roar Holiday Clinic periods

FQ & Roar Holiday Clinics



FQ & Roar School Programs



Football Queensland partnered with Sport Australia once again in 2024 to deliver Sporting Schools programs to over 29,000 participants across the school holiday periods.



29,000
Sporting Schools
Program Participants



12,000
Female Participants



16%
Female Participation
Growth in Sporting
Schools Programs

TAFE QUEENSLAND X FOOTBALL QUEENSLAND

Football Queensland further strengthened its partnership with TAFE Queensland to provide valuable education and career pathways for aspiring professionals and community members.

Through the TAFE at School and Football Queensland Diploma Programs, dozens of participants gained hands-on experience at FQHQ, working with industry professionals and earning a nationally recognised Sports Coaching certification, preparing them for careers in coaching, sports management, and related fields.

The Football Queensland Diploma Program was successfully delivered in 2024, training school-leavers, coaches, administrators, and volunteers in key areas such as risk management, leadership, and workplace health and safety. Delivered through TAFE Queensland's Academy of Sport, the program combined theoretical learning with practical experience, preparing participants for careers in football and the broader sports industry.

I saw the course as an entry point into the industry—a way to learn the ropes, develop connections, and gain skills... Football isn't just a game to me - it's my passion and my purpose.

Leif Charlton, 2024 FQ TAFE Diploma Student

NURTURING QUEENSLAND'S YOUNGEST FOOTBALLERS

We continued to invest in grassroots growth through programs like Coles MiniRoos Kick-Off and Coles MiniRoos Club Football, delivered in partnership with clubs right across Queensland. Designed for players aged 4 to 11, these programs help our youngest footballers fall in love with the game alongside their friends in a fun environment.

With hundreds of kids taking their first steps onto the pitch, our Coles MiniRoos programs remain a safe and engaging entry point into football, sparking passion, building confidence, and helping shape the next generation of Matildas and Socceroos.



Coles MiniRoos Club

Total Participation

43,122

(8.1% growth)

8,129 FEMALE PARTICIPATION

(12% growth)

Coles MiniRoos Kick-Off

Total Participation

5,794

(38.7% growth)

1,347 FEMALE PARTICIPATION

(32% growth)

TOTAL MINIROOS PARTICIPATION IN 2024

48,916

2022: **38,876**


2023: **43,162**

BUILDING THE FOUNDATIONS

Harnessing the power of football to inspire and shape the youth and junior talent developing across the state.

Football Queensland's commitment to talent development was on full display in 2024, with young footballers excelling on local, state, national and international stages. Through the FQ Academy pathway, players from across the state had the opportunity to test themselves at the highest levels, further reinforcing FQ's investment in the next generation of elite footballers.

 **31,138**
Total Youth Participants
24.1% Growth

 **7,515**
Youth Female Participants
15.7% Growth

EMPOWERING THE QUEENSLAND FOOTBALL COMMUNITY

Queensland football had plenty to celebrate on the international stage, with five Queenslanders helping the Australian U-17 Subway Joeys secure the 2024 ASEAN U-16 Championship in Surakarta, Indonesia.

Jonty Benfield, Quinn MacNicol, Rhys Williams, Charlie Parkin, and David Bolongi—all current or former FQ Academy players—formed the largest Queensland contingent in a Joeys squad in over a decade.

FQ Academy graduate Quinn MacNicol finished as joint top goal scorer in the tournament as the team claimed Australia's first men's national team silverware since 2019.



FQ ACADEMY CARNIVALS

Throughout the year, thousands of young players from across Queensland participated in our community and FQ Academy carnivals. These events provided a valuable opportunity to showcase their abilities, refine their skills, and advance through the FQ Academy pathway.

The carnivals also played a crucial role in talent identification and player development tracking. Coaches and technical staff used these events to closely monitor progress, ensuring that emerging footballers had the support and resources needed to continue their development and reach their full potential.



NATIONAL YOUTH CHAMPIONSHIPS

Queensland's strong showing at the 2024 National Youth Championships highlighted the progress of our youth development efforts and the growing impact of the FQ Academy program.

Ten squads competed—six boys' teams in Wollongong and four girls' teams in Melbourne—showcasing the state's growing talent.

More than just a competitive experience, the tournaments offered valuable opportunities for players, coaches, and support staff to grow, both on and off the pitch.

45
Players from FQ Academy regional development centres earned selection in state and shadow squads, highlighting the program's success in developing young footballers across all regions.

PACIFIC CHAMPIONSHIPS

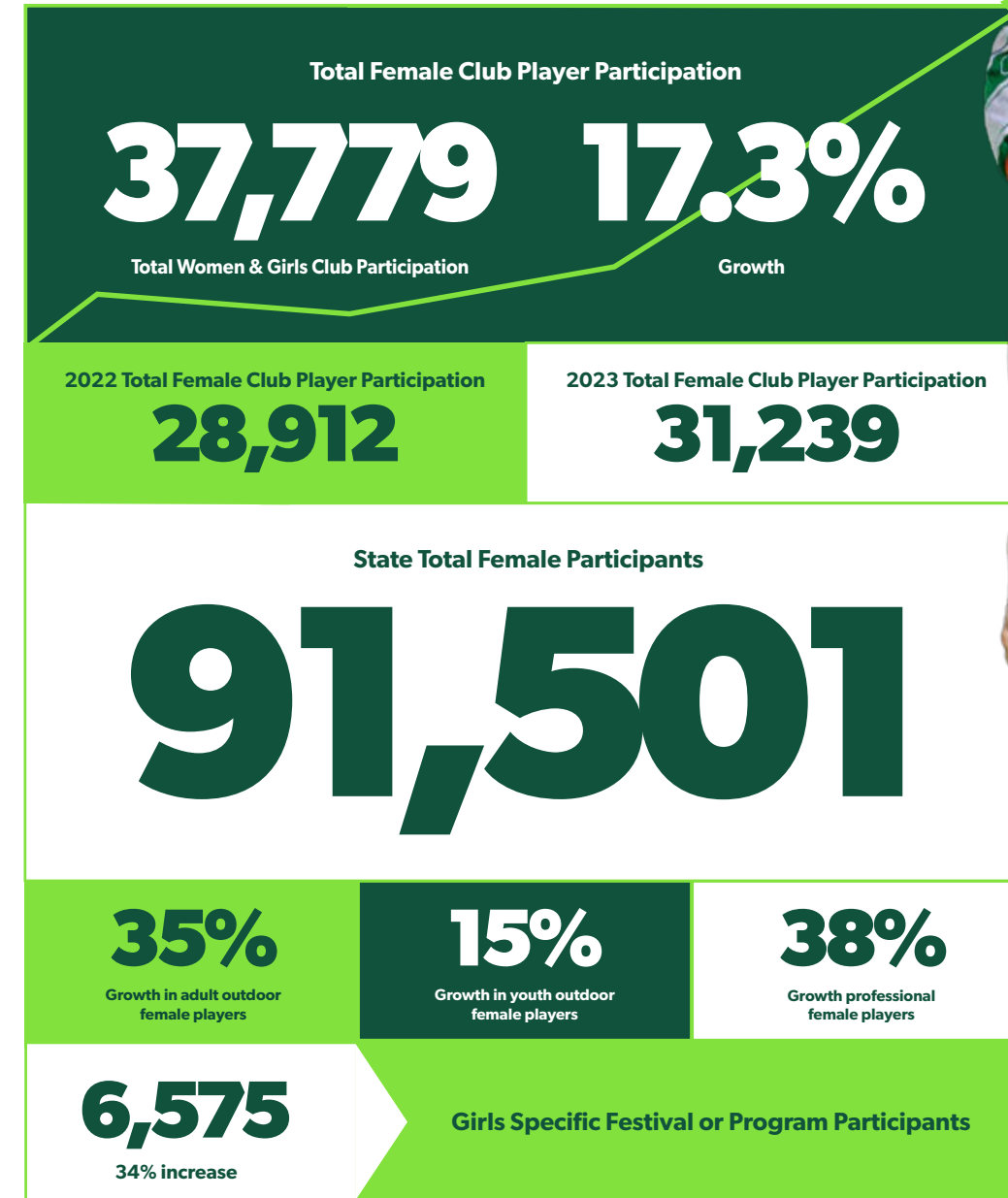
In September, the Sunshine Coast hosted the inaugural nine-day Pacific Championships, bringing together hundreds of junior and youth footballers from across Queensland, interstate, and New Zealand. The tournament offered invaluable match experience, supporting development and cross-border connections for some of the state's most promising young players.



WOMEN AND GIRLS ARE THE FUTURE

2024 marked another significant milestone for women's football in Queensland, as we continued to build on the momentum generated by the FIFA Women's World Cup 2023™ hosted on home soil. The year was defined by the expansion of key programs, the introduction of impactful initiatives, and celebration of our Queenslanders as they make remarkable contributions to the game on and off the pitch all around the world.

WOMEN AND GIRLS PARTICIPATION NUMBERS



2024 WOMEN & GIRLS HIGHLIGHTS

Increased Queensland participation and standout performances in national tournaments

FQ Academy QAS player Lily Punch achieving the top goal scorer in the U16s Girls National Youth Championships tournament

Amali Kinsella wins FQ Academy QAS 2024 Sue Monteath Player of the Year Award



SHARN FREIER

QUEENSLAND REPRESENTATION ON THE NATIONAL AND INTERNATIONAL STAGE

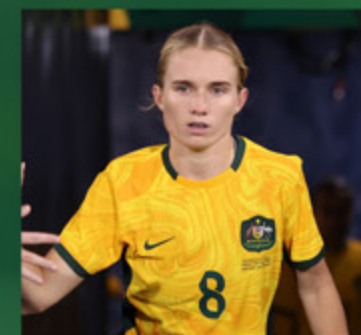
Queensland players continued to have a strong presence in CommBank Matildas squads throughout 2024, with Queensland talents Sharn Freier, Winonah Heatley, Leah Davidson, and Kaitlyn Torpey adding to the maroon tally as they each earned their international debuts with the senior team.



WINONAH HEATLEY



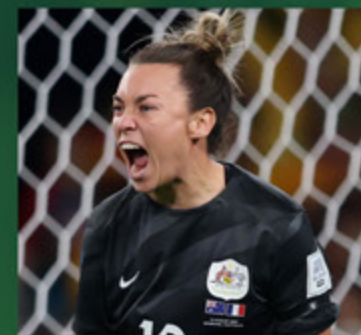
LEAH DAVIDSON



KAITLYN TORPEY



CLARE POLKINGHORNE



MACKENZIE ARNOLD



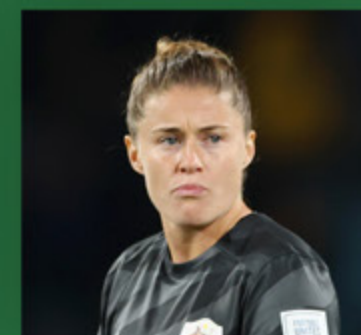
KYRA COONEY-CROSS



MARY FOWLER



KATRINA GORRY



TEAGAN MICAH



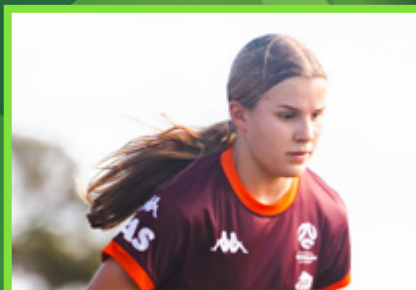
HAYLEY RASO



CORTNEE VINE



TAMEKA YALLOP



A HISTORY MAKER, A GAME CHANGER AND A QUEENSLAND LEGEND RETIRES

From her junior years at Capalaba Bulldogs and Wynnum Wolves to her historic run at Brisbane Roar and beyond, Clare Polkinghorne's retirement marked the end of an era for both Queensland and Australian football. As one of the game's most respected figures, Clare's influence extends far beyond the pitch, inspiring players, fans, and communities alike.

Her final match, captaining the Matildas against Brazil at Suncorp Stadium in October, was a fitting tribute to her remarkable career. Over 47,500 fans gathered to celebrate her contributions to the game, as Clare's legacy as one of Australia's most influential sporting figures was firmly cemented.

Clare Polkinghorne's Career in Numbers:

-  Australia's most capped footballer
-  **169** CommBank Matildas Appearances
-  **16** National Team Goals
-  **18-Year Career** Debuting in June 2006
-  **3** Olympic Games
-  **5** FIFA Women's World Cups
-  **First Player** To reach 100 caps in the W-League
-  **139** Total caps with the Brisbane Roar



Junior Clubs:



PARAMATILDAS 2024 IFCPF WOMEN'S WORLD CHAMPIONS

Queensland's own Trinity McPhie made her debut for the ParaMatildas in their opening-game victory against Japan at the IFCPF Women's World Cup 2024™, before going on to secure Australia's first-ever world title in the tournament. McPhie's impressive performances on the global stage not only showcased her individual talent but also underscored Queensland's role in nurturing and developing elite athletes across all levels and formats of the game.



FQ ACADEMY QAS X BRISBANE ROAR PATHWAY

Announced in September, a new alignment between the FQ Academy QAS program and Brisbane Roar will reshape the elite female development pathway in Queensland from 2025. The revamped structure will see a focus on U17-U19 and up to U23 players, integrating them into a high-performance environment that mirrors professional standards.

This evolution provides train-on and competitive opportunities within the NPL Women's competition, ensuring sustained development during key stages of an athlete's progression. Additionally, Brisbane Roar's U23 players will have the flexibility to return to FQ Academy QAS for match fitness and injury recovery, reinforcing a seamless pathway between the state's premier academy and Queensland's only professional women's club.



This is something we have been working hard on for a while now and it is fantastic to see it come to fruition. None of this could be possible without the support of our two brands being aligned, so it's fantastic to see Brisbane Roar and Football Queensland working together.

Head Coach of the Brisbane Roar A-League Women's team, Alex Smith.

GIRLS UNITED

Girls United continued its rapid growth in 2024, providing fun, social football environments for women and girls of all skill levels. With over 2000 Girls United participants across leagues, carnivals, and school programs, the initiative saw a 22.34% increase in participation, reinforcing its role in creating inclusive pathways for female players.

Girls United continued to offer a flexible format, catering to those seeking skill development, fitness, or an introduction to football in a welcoming space. The initiative helps to bridge the gap between social and competitive football, ensuring more women and girls feel confident to participate in the game.



Girls United Leagues



New Girls United Social Leagues launched in Metro, Far North & Gulf and Whitsunday Coast regions.

Girls United Social Carnivals



FEMALE FOOTBALL WEEK

FQ celebrated 2024 Female Football Week with events and initiatives across the state, recognising the vital contributions of women and girls in football. Clubs across all regions embraced the celebrations, hosting their own events to honour the players, coaches, referees, and volunteers shaping the game. The annual Queensland Female Football Week Awards also received hundreds of nominations across the state, shining a spotlight on unsung heroes driving inclusivity and growth in the sport.



2024 QUEENSLAND FEMALE FOOTBALL WEEK AWARD WINNERS

REFeree OF THE YEAR	COMMUNITY CHAMPION OF THE YEAR	PLAYER OF THE YEAR	VOLUNTEER OF THE YEAR	COACH OF THE YEAR	CLUB OF THE YEAR
JESSICA ROOMANS WIDE BAY	AMY HAYNES TENTERFIELD THUNDER FC	FUSCHIA DUNCAN-CRUZADO EDGE HILL UNITED	AMANDA MILBURN BGUFC "BEEGEES"	JESSICA MCLEAN CRUSADERS FUTSAL CLUB	CENTRAL FC CENTRAL COAST

GROWING THE GAME FOR ALL

Football Queensland made significant progress in expanding access to football across the state, launching various initiatives to support youth players, older adults, multicultural communities, and individuals with disabilities, creating clear pathways for participation at every level.

These efforts have continued to break down barriers and strengthen football as a unifying and welcoming sport, fostering stronger connections and reflecting the diverse nature of Queensland's football community.

WALKING FOOTBALL

Walking Football continued to gain momentum in 2024, with two major events making a big impact. The Pan Pacific Masters Walking Football Tournament became the largest of its kind in the state, drawing over 350 participants across 49 teams. Over four action-packed days on the Gold Coast, more than 200 games were played, showcasing the sport's growing popularity and the strong community behind it.

The QUT Walking Football Cup also set new records, with 30 teams and over 200 players competing. It was a weekend full of friendly rivalry and meaningful connections, strengthening the sense of community and camaraderie that defines Walking Football.



NATIONAL PARAFOOTBALL CHAMPIONSHIPS

The National ParaFootball Championships held in September were another key highlight, with the Queensland team achieving a 5th place finish. The team's efforts during the tournament exemplified the determination and skill of our state para-athletes.

Q-LEAGUE

The launch of the Q-League Schools Competition in 2024 marked a significant milestone in Football Queensland's efforts to increase access to competitive football for high school students. This structured, in-school competition, run by Football Queensland, provided students across South East Queensland with the opportunity to represent their schools in an organised and competitive setting. It allowed students to showcase their football skills, develop their passion for the sport, and experience the excitement of league competition. In addition to the schools competition, the Q-League Schools Program continued to thrive, focusing on inclusion and community engagement. During Female Football Week, more than 160 girls from six schools participated in the program at Mappas Park, reinforcing football's ability to unite young people from diverse backgrounds and empowering them through sport.

Alongside these initiatives, the Q-League competition ran successfully in 2024, connecting communities through a structured, inclusive league and providing a pathway for teams to transition into FQ's connected football pyramid. Congratulations to Italian Generation Calcio who won the White league and Cafeteros AF who claimed the title in the Maroon league.

2024 Club-Based Social Participants

37,847
Participants

3%
Total Growth

9%
Female Growth

Specific Diversity and Inclusion Program Participants

4,742
Multicultural Participants

13%
Total Growth

11%
Female Growth

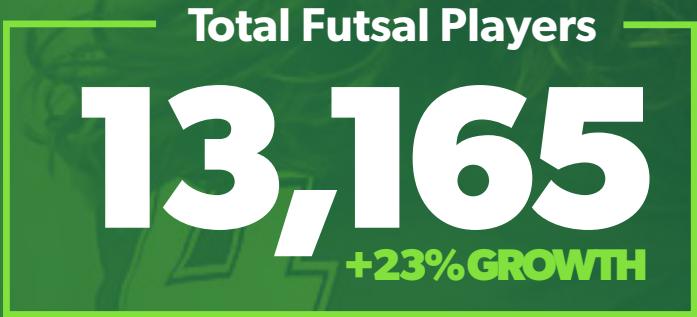
1,787
All-Abilities Participants

27%
Total Growth

36%
Female Growth

A NEW ERA OF FUTSAL GROWTH AND OPPORTUNITY

Futsal saw continued growth across the state, with a focus on expanding pathways for young players and increasing participation at all levels. New initiatives provided more opportunities for players to develop their skills, creating a more inclusive and accessible environment for futsal. These efforts helped encourage greater involvement in the sport, bringing players from diverse backgrounds together to enjoy the game.

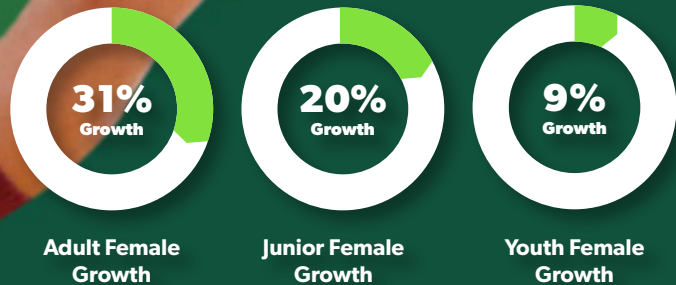


NFC RETURNS TO QUEENSLAND AFTER 18 YEARS

Football Queensland proudly hosted the National Futsal Championships on the Gold Coast for the first time in 18 years, launching the event in January as part of the Summer Festival of Football.

More than 250 matches were played across the five-day tournament, with teams from every state and territory converging on the sunny Gold Coast.

Queensland's representative teams delivered outstanding performances as they claimed five championship titles, marking a major accomplishment for FQ's futsal program in the state.



FQ ACADEMY FUTSAL LEAGUES

A key milestone was the announcement and implementation of a strategic restructure of Queensland's junior futsal competitions, aimed at strengthening the competition landscape and enhancing player development.

The restructure, unveiled in August 2024, introduced the FQ Academy Futsal League 1 and Futsal League 2, alongside the FQ Youth Futsal League and FQ Academy Regional League. These new league structures were designed to create clearer development pathways, offering more opportunities for players at all levels to progress through the futsal pyramid.

The FQ Academy Futsal League 1, which replaced the SEQ Futsal League, became Queensland's premier junior futsal competition in 2024 and provided an elite platform for emerging players to refine their skills and catch the eye of selectors for state teams.

Meanwhile, the introduction of the FQ Academy Futsal League 2 offered localised second-tier competitions in regions such as Metro North, Metro South, and South Coast. This league, which replaced the Junior Premier League, catered to players from Under 8 to Under 16, offering more opportunities for younger athletes to develop and compete at a high level.

The launch of the FQ Youth Futsal League and the FQ Academy Regional League further highlights Football Queensland's dedication to fostering regional talent and providing enhanced opportunities for Under 19s and players from outside of the metropolitan areas.



LEADING THE GAME WITH CONFIDENCE

Supporting the development of referees and ensuring the professionalism of current and emerging match officials across all levels, ages, and locations throughout the state.

Football Queensland’s commitment to building a high-performing and inclusive referee community continued to strengthen throughout 2024. With the implementation of the 2024-2026 Referee Strategy, we have focused on creating a pathway for referees that spans from grassroots to elite levels, ensuring that Queensland’s match officials are supported and developed in every aspect of their career journey.

Our initiatives have been built upon existing frameworks while also introducing innovative programs designed to enhance officiating standards, increase referee participation, and provide vital professional development opportunities. The results of these efforts have been far-reaching, with growth in both the number of active referees and the calibre of officials in our state.

Key Highlights from 2024

Significant growth in active referees



An increase in female referees joining our network



The ongoing success of regional referee development programs and club programs



2024-2026 REFEREE STRATEGY

Released in May, the 2024–2026 Referee Strategy set ambitious goals for referee development in Queensland. It focuses on broadening opportunities for referees, establishing a unified, inclusive culture, and fostering diversity across all levels of officiating. The strategy recognises the invaluable role referees play in the growth of football and outlines the pathway to success for Queensland’s officials.

The strategy’s primary objective is to create a sustainable, high-performing referee community by addressing key challenges such as breaking down divisive attitudes and building a culture of respect. The vision is to provide clear pathways for career progression, ensuring every referee in Queensland has the support needed to succeed.

FQ REFEREE ACADEMY

The FQ Referee Academy remains a cornerstone of referee development in Queensland, providing a clear, structured pathway for officials across all regions to progress from community football to the elite levels. The FQ Referee Academy saw continued success, with several graduates selected for the 2024/25 A-League Match Official Panels, demonstrating the effectiveness of the development pathway.

CLUB REFEREE PROGRAM

FQ’s Club Referee Program was piloted in 2024 with Logan Lightning FC and Moreton City Excelsior FC taking part and successfully laying the groundwork for further refinement and trialling in 2025. This program aims to strengthen local clubs’ involvement in referee development by providing a sustainable pipeline of local officials, ensuring that community clubs have access to well-trained and capable referees.

As this program develops, it will play a crucial role in the long-term sustainability and growth of Queensland’s referee community, provide clear pathways for career progression and ensure every referee in Queensland has the support needed to succeed.



REFEREE EXCHANGE PROGRAM

One of the standout referee initiatives of 2024 was the Referee Exchange Program, designed to give regional referees access to top-tier competitions and high-level professional development opportunities. This program has proven essential in bridging the gap between regional and elite officiating, offering our most promising regional referees exposure to high level match environments that challenge their skills and expand their experience.

The program's success was highlighted by the appointment of several regional referees to the 2024 Mitre FQPL Champions League and the 2024 Kappa Queensland Cup finals and regional finals, where they officiated alongside their high performing counterparts from across the state.

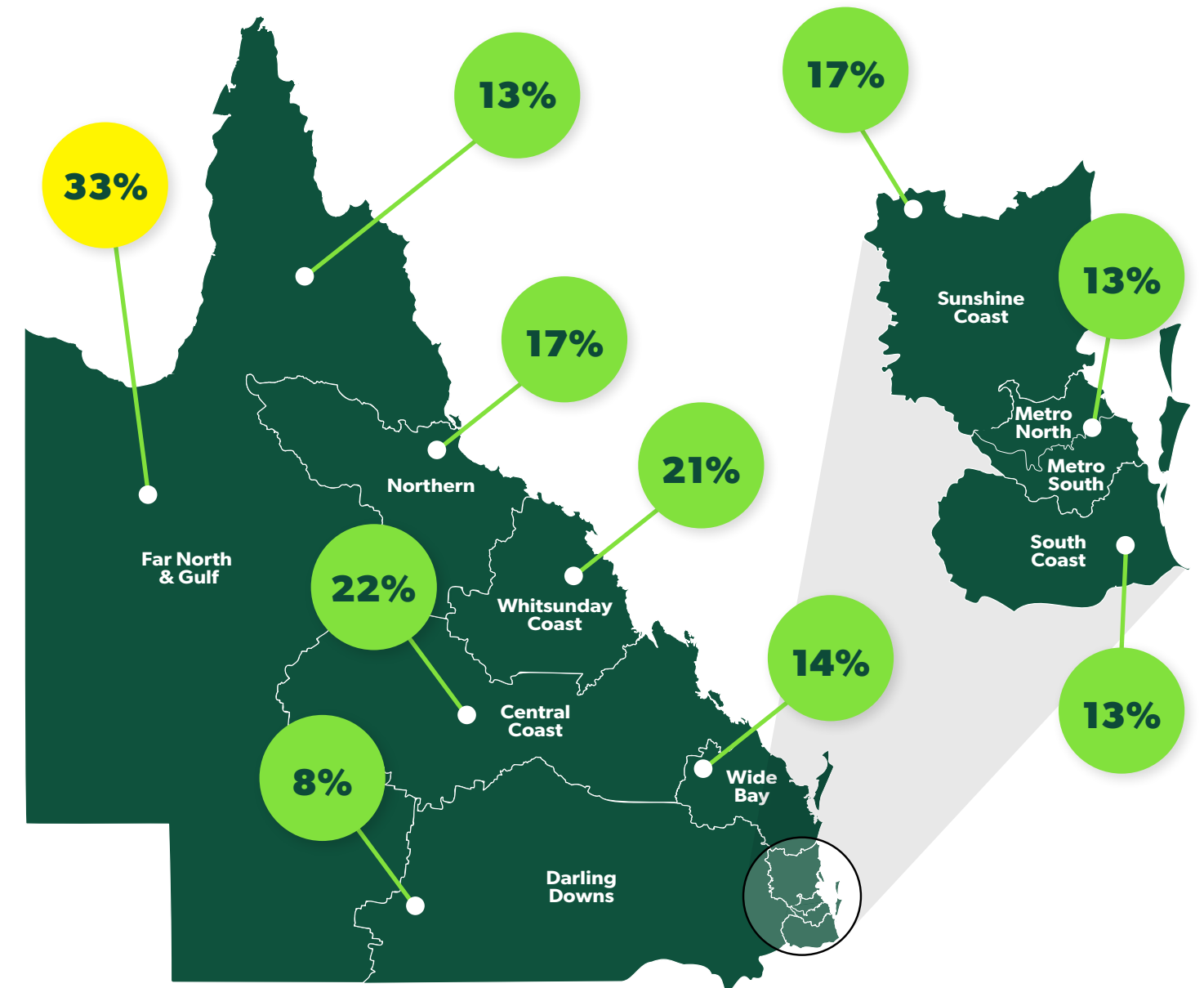


Knowing I successfully handled a high-level match like the Kappa Queensland Cup Final has greatly boosted my confidence.

FNG referee Nefertiti Kurzelewska (second from right) after officiating the Kappa Queensland Cup Women's Final.



Queensland saw a steady increase in female representation among referees across all regions, with Mt Isa in the Gulf region achieving the highest proportion of female match officials.



SUPPORTING OUR COACHES

Building a coaching community that drives excellence and inspires players to reach their potential.

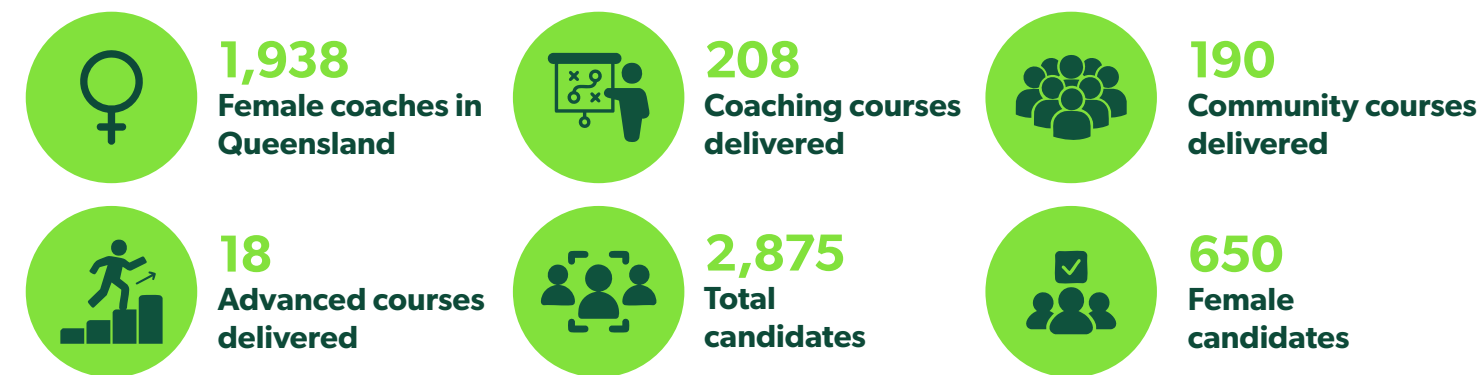
Our technical development efforts this year were centred around expanding access to high-quality coaching education throughout Queensland. A range of professional development initiatives were introduced to enhance coaching capabilities at all levels, ensuring that coaches have the tools and knowledge to support player development effectively.

Regional growth also remained a priority, with additional resources directed toward increasing coaching participation and delivering targeted programs designed to improve technical standards across the state.

Talent development is a dynamic, non-linear process shaped by multiple factors, and we continued to work towards fostering an environment where resources, accessibility, and expert coaching converge to support the growth of elite Queensland players, regardless of their location.



Key Highlights



C DIPLOMA



B DIPLOMA





SETTING GLOBAL STANDARDS

Throughout the year, we worked with Double Pass, a global leader in football development, to carry out a thorough audit of our FQ Academy and Club Development systems. The review looked closely at our coaching methods, player development pathways, and quality assurance, comparing them to international standards.

The audit provided valuable insights, and its recommendations will help us improve coaching practices and strengthen player development in the years ahead. By aligning with global best practices, these changes will ensure we continue to build an elite and sustainable football community here in Queensland.

FQ's club development and assessment serves as an excellent and strong foundation for creating youth academies that operate to achieve global best practice.

Double Pass audit

double pass

REGIONAL CLUB TECHNICAL DEVELOPMENT

FQ continued its support for regional football in 2024 with the successful completion of the Tier 2 Club Assessment by four regional clubs for the first time ever.



**Brothers
Townsville**



**Riverway
JCU**



**Southside
Comets**



**MA
Olympic**

These clubs demonstrated a strong commitment to improving their technical and operational capabilities, laying the groundwork for the growth of football in regional Queensland.



EXPANDING OUR COACH EDUCATION TUTOR NETWORK

This year we also continued to grow our Coach Education Tutor Network by appointing eight new C Diploma tutors and four new B Diploma tutors.

This expansion has broadened access to high-quality coach education across Queensland, providing aspiring and developing coaches with even more opportunities to gain the knowledge and skills needed to support the development of grassroots coaches and players for years to come.

COMPETITIONS

New and familiar champions emerged, while others fell short in battles that defined the season. Across every level of competition, 2024 was a year of resilience, ambition, and unforgettable moments that shaped Queensland football.



BUILDING A STRONGER, MORE CONNECTED FOOTBALL ECOSYSTEM

The Future of Football 2020+ reforms laid the foundation for a more unified and accessible competition structure, ensuring that every region in Queensland remained connected through a statewide football pyramid.

As the pyramid continued to develop, a range of advanced, community, and social competitions, cups, and carnivals provided players, coaches, and clubs with meaningful opportunities to compete, grow, and excel.

Standout events like the Mitre FQPL Champions League and Kappa Queensland Cup played a key role, linking regional and metropolitan teams through a structured pathway that boosted accessibility, player development, and competitive match opportunities.

These competitions were integral to strengthening pathways across all NPL and FQPL tiers and regions, from the Far North to the South Coast, creating a seamless connection between local football communities and the broader state framework.



From the competitive edge of our advanced leagues to the welcoming environment of our community and social competitions, we saw increased participation and engagement across the state.

Slater Asnicar, FQ Senior Manager - Leagues and Officials.



THE PREMIERS & CHAMPIONS OF QUEENSLAND

From Cairns and Townsville, down to Caloundra, Gatton and the Gold Coast, FQ's 2024 statewide senior leagues saw champions crowned across every region and tier in our connected football pyramid.

League	Premiers	Champions
NPL Men	Gold Coast Knights	Lions FC
NPL Women	Brisbane City	Brisbane City
FQPL 1 Men	St. George Willawong	Eastern Suburbs
FQPL 1 Women	Gold Coast Knights	Gold Coast Knights
FQPL 2 Men	Holland Park Hawks	Brisbane Knights
FQPL 2 Women	Grange Thistle	Caboolture Sports FC
FQPL FNG Men	Marlin Coast Rangers	Marlin Coast Rangers
FQPL FNG Women	Edge Hill United	Edge Hill United
FQPL Northern Men	MA Olympic	Brothers Townsville
FQPL Northern Women	MA Olympic	Brothers Townsville
FQPL Whitsunday Coast Men	Mackay Magpies	Mackay Magpies
FQPL Whitsunday Coast Women	Mackay Lions	Mackay Lions
FQPL Central Coast Men	Clinton FC	Clinton FC
FQPL Central Coast Women	Central FC	Central FC
FQPL Wide Bay Men	Across the Waves	Across the Waves
FQPL Wide Bay Women	Across the Waves	Fraser Flames
FQPL 3 Sunshine Coast Men	Caloundra FC	Caloundra FC
FQPL 3 Sunshine Coast Women	Maroochydore Swans FC	Maroochydore Swans FC
FQPL 3 Darling Downs Men	Rockville Rovers	Gatton Redbacks
FQPL 3 Darling Downs Women	Highfields	Highfields
FQPL 3 South Coast Men	Robina	Kingscliff Wolves FC
FQPL 3 South Coast Women	Palm Beach	Palm Beach
FQPL 3 Metro Men	Brisbane Knights	Newmarket
FQPL 3 Metro Men	Holland Park Hawks	Southside Eagles
FQPL 4 Metro Men	AC Carina	Yeronga Eagles
FQPL 4 South Coast Men	Broadbeach United	Broadbeach United
FQPL 5 Men	Narangba Eagles	FC Old Bridge
FQPL 6 Men	Slacks Creek Tigers	Slacks Creek Tigers
Mitre FQPL Champions League Men		St. George Willawong
Mitre FQPL Regional Final Men's		Edge Hill United
Mitre FQPL Champions League Women		Gold Coast Knights
Mitre FQPL Regional Final Women's		MA Olympic
Kappa Queensland Cup Men		Lions FC
Kappa Queensland Cup Women		Gold Coast Knights
Kappa Pro Series Men		Lions FC
Kappa Pro Series Women		Gold Coast Knights
Metro League Cup Men		Mitchelton FC
Metro League Cup Women		Peninsula Power

CHAMPIONS CROWNED ON QUEENSLAND'S MOST ICONIC STAGE

Suncorp Stadium hosted four thrilling deciders as the 2024 NPL and FQPL 1 Men's & Women's seasons reached a spectacular conclusion.

The Football Queensland Finals Series delivered a fitting end to the NPL Queensland and FQPL 1 seasons, as the state's top men's and women's clubs competed for championship honours at the historic Suncorp Stadium on Saturday, 7 September 2024.

Building on the success of its inaugural edition in 2023, the event set a new benchmark for Queensland's top two premier competitions, attracting a record attendance of over 5,000 and reinforcing its status as a flagship occasion on the Queensland football calendar.

As part of FQ's commitment to enhancing competition structures and matchday experiences, we once again ensured that the Finals Series upheld the highest standards of professionalism, aligning with the objectives outlined in our strategic plan. The high-quality level of performance on display reflected the growing strength of the game in Queensland and the positive outcomes of the ongoing investment in player development, officiating, and competition management.





2024 ADVANCED COMPETITIONS WRAP

Football Queensland's advanced competitions delivered another strong year of performances in 2024, highlighting the depth of talent across the state. In the NPL Men's competition, Gold Coast Knights claimed the Premiership following a consistent campaign, while Lions FC secured the Championship with a 1-0 Grand Final win over Moreton City Excelsior at Suncorp Stadium. The NPL Women's competition saw Brisbane City complete a remarkable Premiership-Championship double in their first year after promotion, underlining their rapid rise at the elite level.

Gold Coast Knights also impressed in the FQPL 1 Women's competition, going undefeated to secure both the Premiership and Championship with a dominant 4-0 Grand Final win over North Lakes United. Both clubs earned promotion to the NPL Women for 2025. In the FQPL 1 Men's competition, St. George Willawong finished top of the ladder to claim the Premiership, while Eastern Suburbs took home the Championship title after a 3-2 victory in the Grand Final.

In the FQPL 2 Men, Holland Park Hawks were crowned Premiers following a strong regular season, with Magic United clinching the Championship in an entertaining 3-2 Grand Final. The FQPL 2 Women's competition saw Grange Thistle secure the Premiership, while Caboolture Sports FC edged out the Premiers 2-1 in the Grand Final to lift the Championship trophy.



2024 MITRE FESTIVAL OF FOOTBALL

The Mitre Festival of Football returned as Queensland's ultimate football showcase, uniting communities across the state through 14 thrilling matches and a month-long celebration of the game.

From Grand Finals at Suncorp Stadium to state rivalries and representative clashes, the festival brought together top-tier talent, passionate fans, and emerging stars, rounding off the season with energy, excitement, and a true sense of connection.

The festival commenced with the NPL and FQPL 1 Grand Finals, held at the iconic Suncorp Stadium on Saturday, 7 September. These matches set the tone for the festival, offering fans an exhilarating start to the month-long celebration.



The 'Battle of the States' made a memorable return, with Queensland's top male and female footballers taking on Victoria in two fiercely contested fixtures. Queensland claimed both the Rigby-Willis Cup (Men) and the Jones-Millman Cup (Women), showcasing the depth and quality of our footballing talent.

Queensland's state teams also faced off against A-League side Brisbane Roar in two standout clashes, giving emerging players the chance to test themselves against professional A-league opposition.

The festival also featured the Grand Finals of the FQPL 2 Men's and Women's competitions, as well as the FQPL 3-6 Metro competitions. These matches highlighted the competitive spirit, thriving talent pipeline and technical development across the tiers of Queensland's connected football pyramid.

EXPANDING PATHWAYS & ELEVATING OPPORTUNITY WITH OUR CUP COMPETITIONS

Cup competitions continued to grow across Queensland, opening up more opportunities for clubs and players to test themselves at higher levels. With increased participation from both regional and South East Queensland teams, these tournaments have become important platforms for player development and community connection.

The continued evolution and excitement surrounding the Mitre FQPL Champions League, Australia Cup, Kappa Queensland Cup, and Kappa Pro Series reflected the rising appetite for high-stakes football in Queensland. Meanwhile, region-based competitions like the Filippo Mele, Crad Evans, John Bomben, and the newly introduced Metro League Cup further strengthened local pathways and fuelled healthy rivalries across all regions in the state.

Slater Asnicar, FQ Senior Manager - Leagues and Officials.

The introduction of the reformed Kappa Queensland Cup was a key highlight, providing a fresh and exciting challenge for all clubs statewide and culminating in a superb Finals Day at Imperial Corp Stadium.

COMPETITIONS Elite Teams & Pathways

METRO LEAGUE CUP

The first-ever Metro League Cup launched as a dedicated knockout tournament for senior men's and women's Metro League teams, offering clubs a new competitive opportunity within the Metro region. The competition added another exciting layer to Queensland's connected football pyramid and delivered strong matchups from start to finish.

Peninsula Power claimed the inaugural Women's title, while Mitchelton FC lifted the Men's trophy - both overcoming tough opposition to be crowned the first Metro League Cup Champions. The tournament's successful debut has already made it a key fixture in the Metro football calendar.

KAPPA PRO SERIES

The Kappa Pro Series brought together NPL and FQPL 1 Men's & FQPL 1 & 2 Women's teams for another thrilling season of high-stakes competition.

The 2024 draw saw Lions FC triumphed in the men's final, while Gold Coast Knights claimed the women's title.

KAPPA QUEENSLAND CUP & AUSTRALIA CUP

The inaugural Kappa Queensland Cup made history, with 127 men's teams and 71 women's teams competing in the unified statewide tournament. The men's competition also served as Queensland's preliminary rounds for the national Australia Cup competition.

Lions FC (Men) and Gold Coast Knights (Women) took out the titles in a campaign filled with drama and quality across all levels. The tournament gave clubs from every

corner of the state a genuine pathway to silverware and the national stage.

This year several regional teams made strong runs, reinforcing the depth of talent across Queensland. However, it was Moreton City Excelsior's journey to the Australia Cup Quarter Finals that was a particular highlight, which included their memorable win over A-League side Perth Glory in front of a packed home crowd at Perry Park.

MITRE FQPL CHAMPIONS LEAGUE

The Mitre FQPL Champions League continued to connect the state through meaningful competition, as top teams from across the Northern and Central Coast Conferences met the FQPL 1 Premiers for a chance at the crown.

Regional champions Edge Hill United (Men) and MA Olympic (Women) advanced to the Final but were ultimately edged out by their FQPL 1 opponents. St George Willawong claimed the Men's title, while Gold Coast Knights secured the Women's crown, rounding out a historic quintuple-winning season.



FAST, FIERCE, FUTSAL COMPETITIONS

Queensland’s competitive futsal scene soared in 2024, with exciting competitions, new champions, and the rise of emerging talent on full display.

Building on the success of the connected futsal pyramid introduced in 2023, this year saw an expanded and action-packed season of futsal. Teams from all across Queensland engaged in fast-paced, high-stakes matchups that highlighted the skill and passion of the state’s futsal community. With the inclusion of cup competitions and regional leagues, the 2024 season provided more opportunities for players to compete and showcase their talent.

QUEENSLAND’S PREMIER FUTSAL LEAGUES

The restructure of the premier futsal leagues brought an exciting season of fast-paced action, with both men’s and women’s teams competing across all tiers of Queensland’s connected futsal pyramid. Each matchup was packed with intensity, showcasing the growing talent and passion for the game at all levels.

League	Premiers	Champions
F-League Men	Galaxy FC	Galaxy FC
F-League Women	Crusaders FC	Crusaders FC
Queensland Futsal Cup Men	-	River City Futsal
Queensland Futsal Cup Women	-	Crusaders FC



2024 NATIONAL FUTSAL CHAMPIONSHIPS

Queensland continued its dominance at the 2024 National Futsal Championships, further solidifying the state’s position as a futsal powerhouse. Queensland teams recorded an impressive 57% win rate across all matches, with five Queensland teams securing championship titles.

Congratulations to:

- U12 Boys
- U13 Boys
- U14 Boys
- U17 Girls
- AWD Mixed

Many Queensland players also earned individual accolades and selection in their respective Teams of the Tournament.

Off the court, Queensland was well represented in the referee cohort with over 15 referees representing our state.





Fans

ENGAGEMENT

As the game grows, so does the way we engage with our community. By strengthening the FQ identity and embracing new digital platforms, we're connecting with more Queenslanders than ever. Every post, story and article is a chance to inspire, celebrate and elevate the football experience - ensuring the world's game - and our game - remains inclusive, exciting and accessible to all.



Qld Football Convention

Football Queensland's inaugural Queensland Football Convention marked a groundbreaking moment for the state's football community, bringing together over 900 coaches, club representatives and industry leaders for an immersive three-day event dedicated to shaping the future of the game. Under the unifying theme of 'Elevate the Debate', the convention explored three key pillars—Growth, Sustainability, and Technology—ensuring Queensland football remains at the forefront of development and innovation.

ROSS BERNSTEIN
Keynote Speaker



Cocktail Party overseeing Brisbane Roar's Isuzu UTE A-League Men's home opener against Sydney FC



Convention Session Day 1



Football in Queensland Awards Night at Brisbane City Hall



Convention Session Day 2



2024 QUEENSLAND FOOTBALL CONVENTION SPEAKERS

UNPARALLELED INSIGHTS FROM GLOBAL EXPERTS

The Queensland Football Convention welcomed 20 of the most influential and experienced voices in the game, including internationally recognised keynote speaker Ross Bernstein, whose expertise in leadership and peak performance provided invaluable lessons for clubs and administrators alike.

Through a series of engaging panel discussions and breakout sessions, these experts delved into critical topics such as governance, club sustainability, technological advancements in coaching and officiating, and the pathway to gender parity in football.

CHARTING THE ROAD AHEAD

The insights and discussions from the Queensland Football Convention will continue to shape the strategic direction of football in Queensland, ensuring that the game remains strong, inclusive, and sustainable for future generations. With the AFC Women's Asian Cup 2026™ and the Brisbane 2032 Olympic and Paralympic Games on the horizon, the outcomes of this landmark event will play a vital role in driving Queensland football and its depth of talent forward.



ADEMIR CALOVI COSTA



BEN PARKIN



BO HANSON



CATHERINE CLARK



CERI BOWELY



CHRIS RAWLINSON



DAN FAVIER



FABIO SERPIELLO



HANS VANDER ELST



JANET DRAKOS



JELLE VAN CAMP



JORDIE GERBES



MARISSA COOPER



MARK FALVO



MICHAEL CONNELLY



MIRELLE VAN RIJ BROEK



SHANE BRITTEN



STEVEN CONNELLY



STEVEN RYNNE



ZAC BORN

THE GAME. THE IMPACT. THE IDENTITY.

Uniting Queensland football through a distinct identity, strategic partnerships, and a bold vision for the future.

As we continue to grow and evolve, a strong, unified identity remains at the heart of everything we do to connect with our community beyond the pitch. Our work in 2024 reflects that commitment - from building strategic partnerships and embracing digital innovation to delivering campaigns that celebrate the talent, passion, and beauty of our football community.



FQ's engagement identity encompasses our commercial strategy, partnerships, digital presence, and media initiatives, shaping the way we elevate, promote, and grow football across Queensland.



PARTNERSHIPS

We thank our partners for their ongoing support and the vital role they play in strengthening the football community and creating opportunities for all who participate in the game.



KEY CAMPAIGNS

Queensland's Most Picturesque Ground

In April 2024, FQ launched the 'Queensland's Most Picturesque Ground' campaign to highlight the state's breathtaking beauty—not just in its world-renowned destinations but also on football pitches across every region.

After months of public voting, Eric Homan Park, home of Mackay Rangers FC, was officially crowned Queensland's Most Picturesque Ground in October.



1.1 Million + Impressions



170+ QLD sporting ground submissions



200k+ Engagements



20k+ Votes across the whole campaign



Queensland Football Convention

FQ rolled out an innovative and dynamic social media campaign in the lead-up to the inaugural Queensland Football Convention, building excitement and engagement across the football community.

Through eye-catching graphics, engaging videos, and timely event and ticket announcements, FQ created a buzz across platforms, driving interest and attendance while celebrating the growth and future of football in Queensland.



910 Posts across all channels



700k+ Impressions



5k+ Engagements



Play Football

FQ's 2024 Play Football player recruitment campaign represented an unprecedented effort aimed at leveraging the excitement and success of the FIFA Women's World Cup 2023™.

Our largest investment to date was strategically directed towards a comprehensive and integrated marketing approach, aiming to maximise reach and engagement across Queensland.



2 Million + Impressions



+29% Registration Growth



+29% Engagements



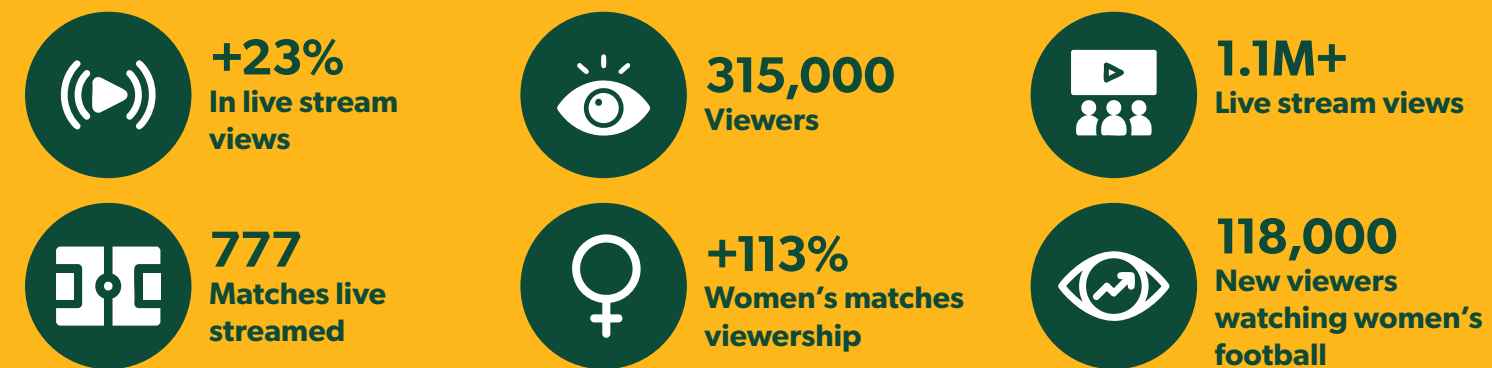
COMMUNICATIONS & DIGITAL ENGAGEMENT

In 2024, FQ continued to expand its communications and digital reach, managing multiple channels, pages and platforms for each of the state's regions and better connecting with fans and the wider football community.

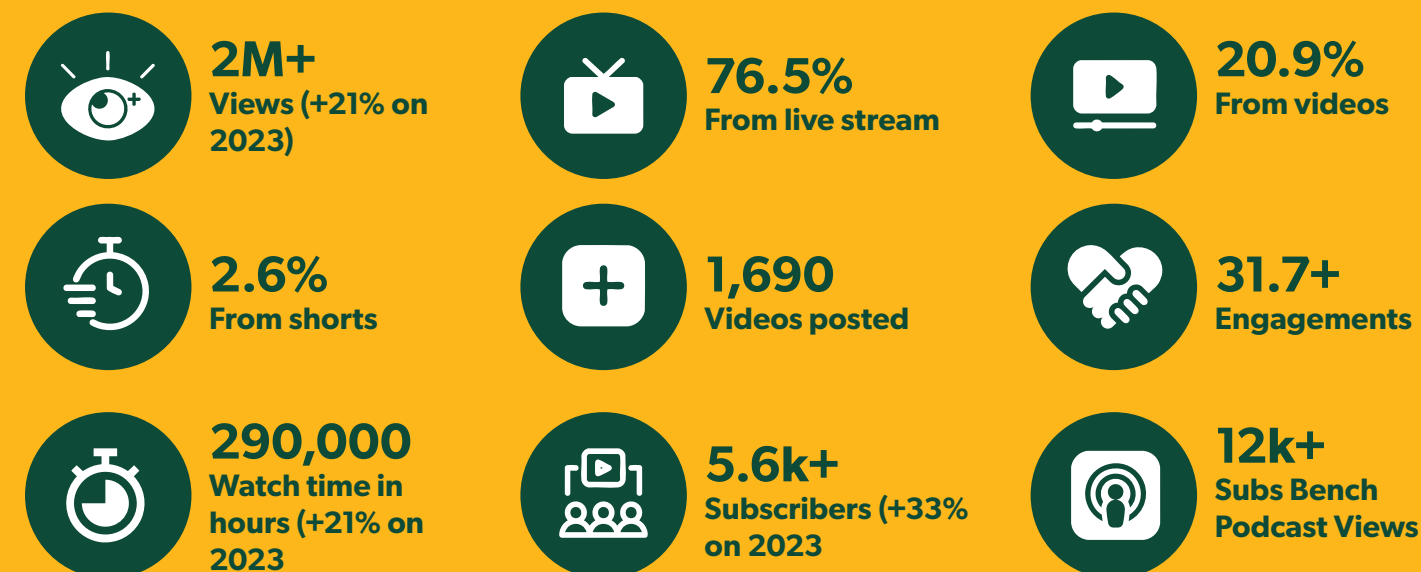
Through dynamic content coverage and real-time updates, FQ provided highlights from across its competitions, showcased key initiatives and education courses, and shared important information to all its followers every day of the week, ensuring Queensland's football family remained engaged and informed throughout the year.

TOP PERFORMING POST
IVAN OZZI HAT-TRICK AGAINST ROCHEDALE ROVERS

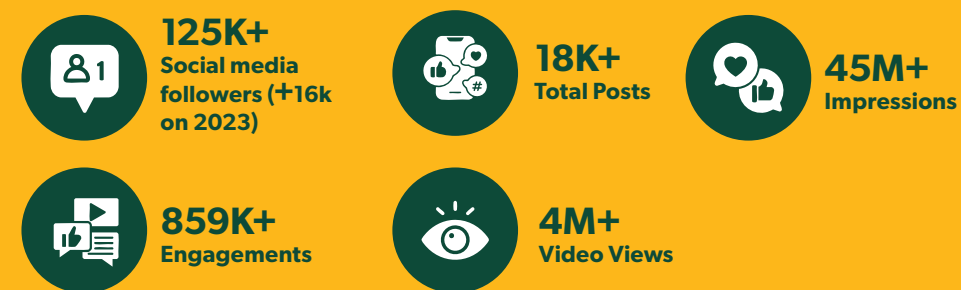
FQTV



YouTube



Social Media



Instagram	Facebook	X	LinkedIn	TikTok	Website
575K+ Reactions	9K+ Posts	976 Posts	391 Posts	89 Posts	7.8M+ Clicks
6K+ Posts	31M+ Impressions	4K+ Followers	318K+ Impressions	12K+ Reactions	2.9M+ Views
12K+ Impressions	181K+ Engagements	337K+ Impressions	6k+ Reactions	248K+ Video views	648K+ Active users
625K+ Engagements					

COMMUNICATIONS

This year, communications played a key role in strengthening our connections across every level of the game, as we engaged players, coaches, referees, clubs and fans through powerful storytelling and digital reach.

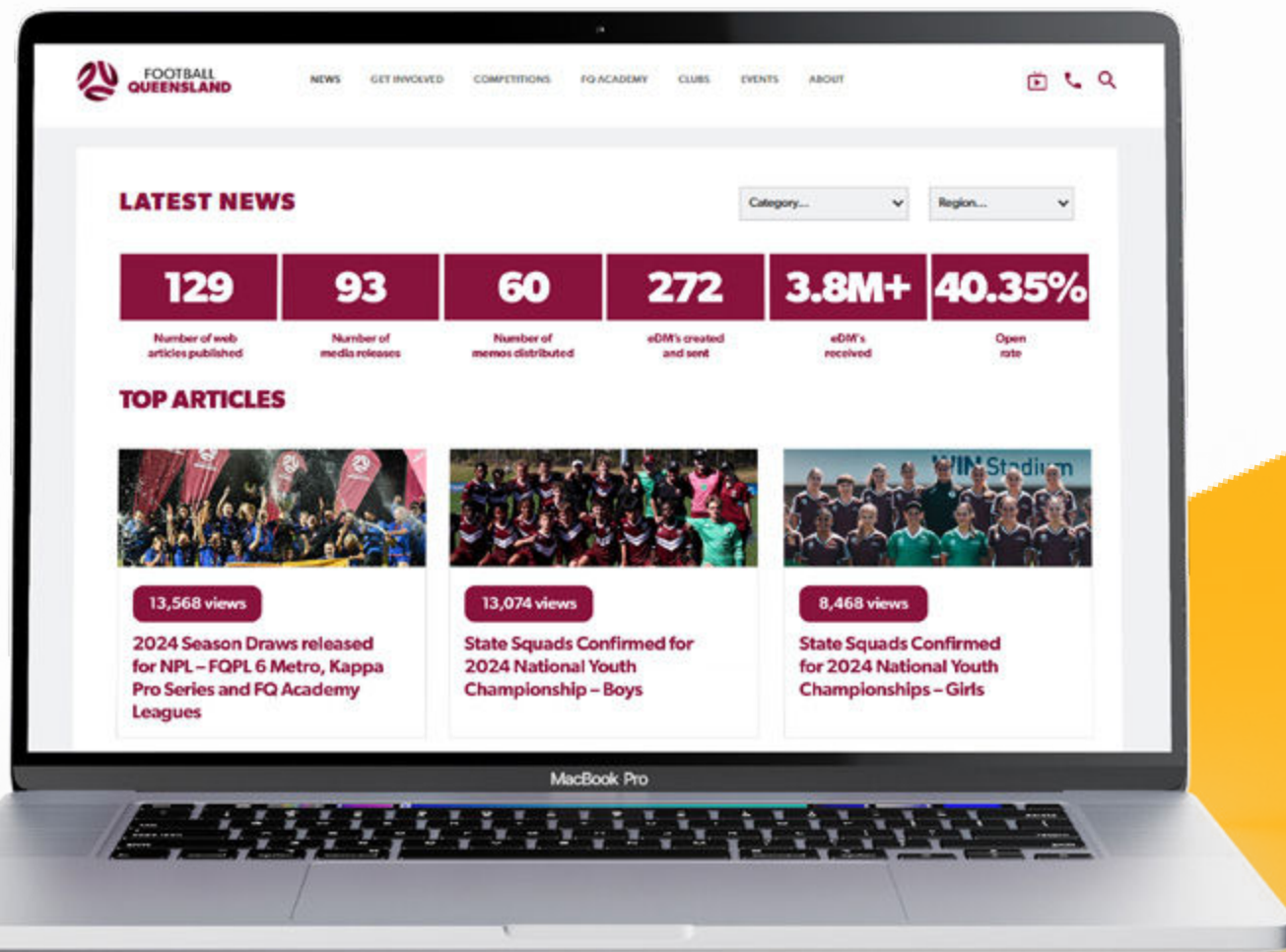
By broadening our coverage and delivering targeted campaigns, we amplified football's presence by shining a light on the people, the moments and the communities that make our game so special.



EXPANDING FOOTBALL'S MEDIA PRESENCE IN 2024

Media coverage of football across Queensland continued to grow, with the number of accredited media representatives and photographers rising from 129 to 150. This uplift reflects the game's increasing visibility and the ongoing efforts to improve media access and engagement.

With more professionals capturing moments from every corner of the state and clubs enhancing their own digital storytelling, football's presence is reaching more Queenslanders than ever before. Traditional outlets also maintained strong year-round coverage, reinforcing football's standing as a key part of the state's sporting identity.



FOOTBALL IN QUEENSLAND AWARDS NIGHT



The 2024 Football in Queensland Awards Night was held on Saturday, 2 November at Brisbane City Hall, celebrating the achievements of the state's best players, coaches, referees, volunteers and teams from grassroots to the NPL Queensland.

Over 500 members of the Queensland football community gathered as former Matilda Amy Chapman and sports journalist Daniel Garb hosted the event.

Service to Football

Award	Winner	Club
Protect Our Game Service Award (Individual)	Fiona Stevenson	-
Protect Our Game Service Award (Club)	Cooroora United	-
Service to Football – Gold Award	Brent Parnicott	Mackay Rangers
Service to Football – Platinum Award	Michael Doyle	Broadbeach United
Volunteer of the Year	Jessica Smith	CQU Berserker

Community

Award	Winner	Club
Community Coach of the Year – Female	Annamieka Snow	Maroochydore Swans
Community Coach of the Year – Male	Angelo Capaldi	Stratford Dolphins
Community Junior Team of the Year	Gold Coast Knights Under 15	-
Community Senior Team of the Year	Roos Goondiwindi Division 2 Men	-
Community Club of the Year	Atherton Eagles	-

Futsal

Award	Winner	Club
Futsal Coach of the Year	Glynn Boyd	Crusaders FC
Futsal Men's Player of the Year	Ryan Jones	River City FC
Futsal Women's Player of the Year	Jessica McLean	Crusaders FC
Futsal Club of the Year	Crusaders FC	-

Referees

Award	Winner
Futsal Referee of the Year	Benjamin Orwell
Jacqueline Leleu Medal – Assistant Referee of the Year	Abdullah Al-Khameesi
Dieter Klose Award – Community Referee of the Year	Doug Larsen
Des Miles Medal – Junior Referee of the Year	Ellis Connell
Mick Novakovic Medal – In Support of Young Referees	Jethro Owens
Mick Novakovic Medal – Emerging Elite Referees	Jessica Jensen
Mark Shield Medal – Senior Referee of the Year	Tom Fell

Advanced Clubs

Award	Winner	Club
Junior Female Player of the Year	Isabela Hoyos	FQ Academy QAS
Junior Male Player of the Year	Quinn MacNicol	Brisbane Roar FC
Academy of the Year	Gold Coast United	-
Technical Director of the Year	Matt Poole	Moreton City Excelsior
Development Coach of the Year	Mica Robinson	FQ Academy QAS
Advanced Club of the Year	Olympic FC	-



NPL Women

Award	Winner	Club
Golden Boot	Steph Latham	Brisbane City
Young Player of the Year	Tamar Levin	Eastern Suburbs
Goalkeeper of the Year	Emma Gibbon	Eastern Suburbs
Coach of the Year	David Da Silva	Brisbane City
Player of the Year	Momo Hayashi	Gold Coast United

NPL Men

Award	Winner	Club
Golden Boot	Luke Francis	Wynnum Wolves
Young Player of the Year	Joel Russell	Gold Coast Knights
Goalkeeper of the Year	Carlos Saliadarre	Gold Coast United
Coach of the Year	Darren Sime	Lions FC
Player of the Year	Austin Ludwik	Gold Coast Knights

FQPL 1 Women

Award	Winner	Club
Golden Boot	Laura Sevil	Gold Coast Knights
Young Player of the Year	Letitia Emerich	Logan Lightning
Goalkeeper of the Year	Atsuko Watanabe	Gold Coast Knights
Coach of the Year	Gary French	Gold Coast Knights
Player of the Year	Rie Kitano	Gold Coast Knights

FQPL 1 Men

Award	Winner	Club
Golden Boot	Kai Flemington	Eastern Suburbs
Young Player of the Year	Kai Flemington	Eastern Suburbs
Goalkeeper of the Year	Jerrad Tyson	Brisbane Strikers
Coach of the Year	Danny Gnjdic	St. George Willawong
Player of the Year	Kai Flemington	Eastern Suburbs

FQPL 2 Women

Award	Winner	Club
Golden Boot	Emma Woods	Samford Rangers
Young Player of the Year	Ava Tallon	Grange Thistle
Goalkeeper of the Year	Justeen Kruger	Caboolture Sports FC
Coach of the Year	William Jamson	Grange Thistle
Player of the Year	Emma Woods	Samford Rangers

FQPL 2 Men

Award	Winner	Club
Golden Boot	Connor McAuley	Holland Park Hawks
Young Player of the Year	Lewis Doci	Holland Park Hawks
Goalkeeper of the Year	Bertrum Speirs	North Star
Coach of the Year	Gabriel Hawash	Holland Park Hawks
Player of the Year	Connor McAuley	Holland Park Hawks

Athlete with a Disability

Award	Winner	Club
Tom Dickson Athlete with a Disability	Trinity McPhie	FQ Academy





Unifying Football

STRENGTHENING

In 2024, we worked hard to strengthen the foundations of Queensland football, expanding our infrastructure funding capacities and building meaningful connections with government, clubs and key partners. With a strong focus on respect and integrity, we've laid the groundwork for a game that thrives both on and off the pitch, creating lasting opportunities and a positive impact for our local communities across the state.

BLUEPRINT FOR THE BEAUTIFUL GAME

Breaking New Ground to Ensure Everyone Has a Place to Shine

FQ continued to make key strides in shaping the future of football through strategic infrastructure development.

Our commitment to providing world-class facilities ensures that football remains accessible and sustainable at every level, from grassroots through to high performance competition.

2024–2026 INFRASTRUCTURE STRATEGY

Our 2024–2026 Infrastructure Strategy is the blueprint for football’s continued growth off the pitch in Queensland.

By strengthening our partnerships with government stakeholders, we are securing essential investments that will shape the future of the game. This collaborative effort not only supports the legacy of the FIFA Women’s World Cup 2023™ but also positions us to benefit from the global spotlight of the AFC Women’s Asian Cup 2026™ and the 2032 Brisbane Olympic and Paralympic Games.

While challenges remain, our unified approach ensures that we are well-placed to drive long-term infrastructure funding advocacy and development. With the right infrastructure in place, we are empowering participants to shine brighter than ever before.



PRIORITY TWO Community Infrastructure Fund

As football in Queensland experiences consistent, exponential growth, increasing stress is being placed on football facilities across the state regarding capacity and capability. It is vitally important, especially post-FWWC23, that football and its 308 clubs are well positioned to service the needs of a growing, diverse participation base at club facilities.

To address these gaps, Football Queensland works to seek Government support for a Community Football Infrastructure Fund, an initiative proposing a targeted co-contribution funding model in partnership with the Queensland State Government.

PRIORITY ONE State Home of Community Football

As green spaces diminish and South East Queensland’s population grows, the necessity for a large-scale rectangular field training facility becomes urgent to accommodate national and state events, which currently struggle to find suitable venues.

The State Home of Community Football is poised to deliver statewide benefits, ranging from community engagement, player pathways through to elite sports, including preparations for Brisbane 2032 and AFC Women’s Asian Cup™ in 2026. It will significantly contribute to local economic growth and enhance physical and mental well-being through improved facility access, events at various levels (local, state, and national), and community activations.



PRIORITY THREE Tier 2 Stadium

The development of a Tier 2 Stadium would bring significant benefits to football and its many supporters in South East Queensland, as well as other rectangular code sports.

The proposed stadium aims to support the professional game in the state by providing a state-of-the-art venue tailored for football and other rectangular code sports as needed.

The venue would enhance Brisbane’s ability to host national and international events while bolstering the growing female professional sports scene - a critical need for the sport given current challenges in access and commercial viability.

GOVERNMENT RELATIONS

Football's growth and infrastructure development are deeply reliant on government investment and our relationships with all levels of local, state and federal members and parties. Through our 2024–2026 Infrastructure Strategy, we began executing key operational initiatives that strategically position Football Queensland to effectively collaborate with government at every level. This approach ensures we are best positioned to secure the vital infrastructure funding needed to support the sport's continued expansion over the next three years.

The result is a measurable shift in how football is perceived and supported by government. For the first time in more than two decades, we have seen significant public funding delivered directly to football-specific projects across Queensland. This marks a clear departure from the historic underinvestment in our game and highlights the value of a coordinated, long-term strategy. By applying focused resources and embedding government engagement into our day-to-day operations, Football Queensland is now actively advocating for clubs and regions in direct partnership with decision-makers, and the outcomes speak for themselves. Millions of dollars in funding have already been secured, with more in the pipeline, underlining the real impact of our strategic reform and advocacy efforts.



During 2024, we strategically invested in Government Relations to strengthen engagement and advocacy for the game. This included events at Queensland Parliament, bipartisan discussions on football's needs, and formal Federal and State budget submissions.

FQ General Manager – Government Relations, Chris Rawlinson.

PARLIAMENTARY FRIENDS OF FOOTBALL

In December, FQ, alongside members of the Queensland football community, came together with players from Brisbane Roar FC and the FQ Academy QAS for FQ's Football in the Community event at Parliament House. The event celebrated the funding commitments secured for local clubs through FQ's #EQUALISER campaign.

Co-hosted by Parliamentary Friends of Football Co-Chairs Steve Minnikin MP and Lance McCallum MP, alongside FQ Board Member and former Matilda, Amy Chapman, the event was attended by many Members of Parliament, including Tim Mander MP, Minister for Sport and Racing, and the Olympic and Paralympic Games.

The occasion marked the continued strong relationship between Football Queensland and the Queensland Government, focusing on driving support and infrastructure outcomes for the game across the state ahead of the Brisbane 2032 Olympic and Paralympic Games.



#EQUALISER CAMPAIGN

In May, FQ launched its #EQUALISER state election campaign, a sophisticated advocacy platform that connected clubs with their local representatives, candidates and politicians, and showcased the need for grassroots football infrastructure funding.

Fuelled by the momentum of the FIFA Women's World Cup 2023™, which significantly boosted participation rates, the campaign sought to secure increased investment to support the state's burgeoning football community, whilst boosting our local club's advocacy capabilities.

The campaign set new benchmarks, with football achieving the highest total funding and number of project commitments of any sport in Queensland. Looking ahead, FQ will continue to build on this strategy, particularly in the lead-up to future elections including the 2025 Federal Election, while working closely with clubs to further refine and strengthen the approach, continue delivering benefits to clubs across the state, and grow our relationship with government.



Total Community Football Infrastructure Funding (Dept. Sport and State Elections)



Key Highlights from the #EQUALISER Campaign

\$28M+

in pre-election funding commitments for community club facilities.

200%

INCREASE

21 projects funded, a 200% increase in total funding from the 2017 election (7 projects)

264%

INCREASE

Average government commitment per project increased by 264% (now \$641,000) from 2020

133%

INCREASE

Football's share of total (sports commitments) funding grew by 133% compared to 2020

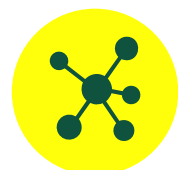
#EQUALISER Social Media Campaign



497
Total Posts across all channels



>405.6k
Impressions



697
Average Reach per Post

SAFEGUARDING OUR GAME FOR ALL

Upholding Integrity, Respect & Safety in Queensland Football

Football Queensland’s commitment to integrity, education, and compliance in 2024 reinforced a safe and inclusive environment for all participants across the game.

Through strategic partnerships and proactive initiatives, we’ve ensured that safe playing conditions, responsible conduct, and participant protection remain at the forefront. Initiatives such as Protect Our Game and our collaboration with Social Protect have been essential in upholding these values. Our continued cooperation with the wider football community and national governing bodies guarantees the highest standards of ethics, safety, and fair play.

Protect Our Game

The Protect Our Game initiative remained central to FQ’s integrity framework, reinforcing positive behaviour and respect across all levels of the game. Built on Accountability, Awareness, and Education, the Three Strike Policy holds clubs accountable for managing referee abuse and misconduct, ensuring a safe environment for all participants.

To further promote these values, clubs across Queensland were required to display Protect Our Game materials, including QR code reporting mechanisms. These measures support swift action against inappropriate behaviour and provide clear pathways for reporting and education.

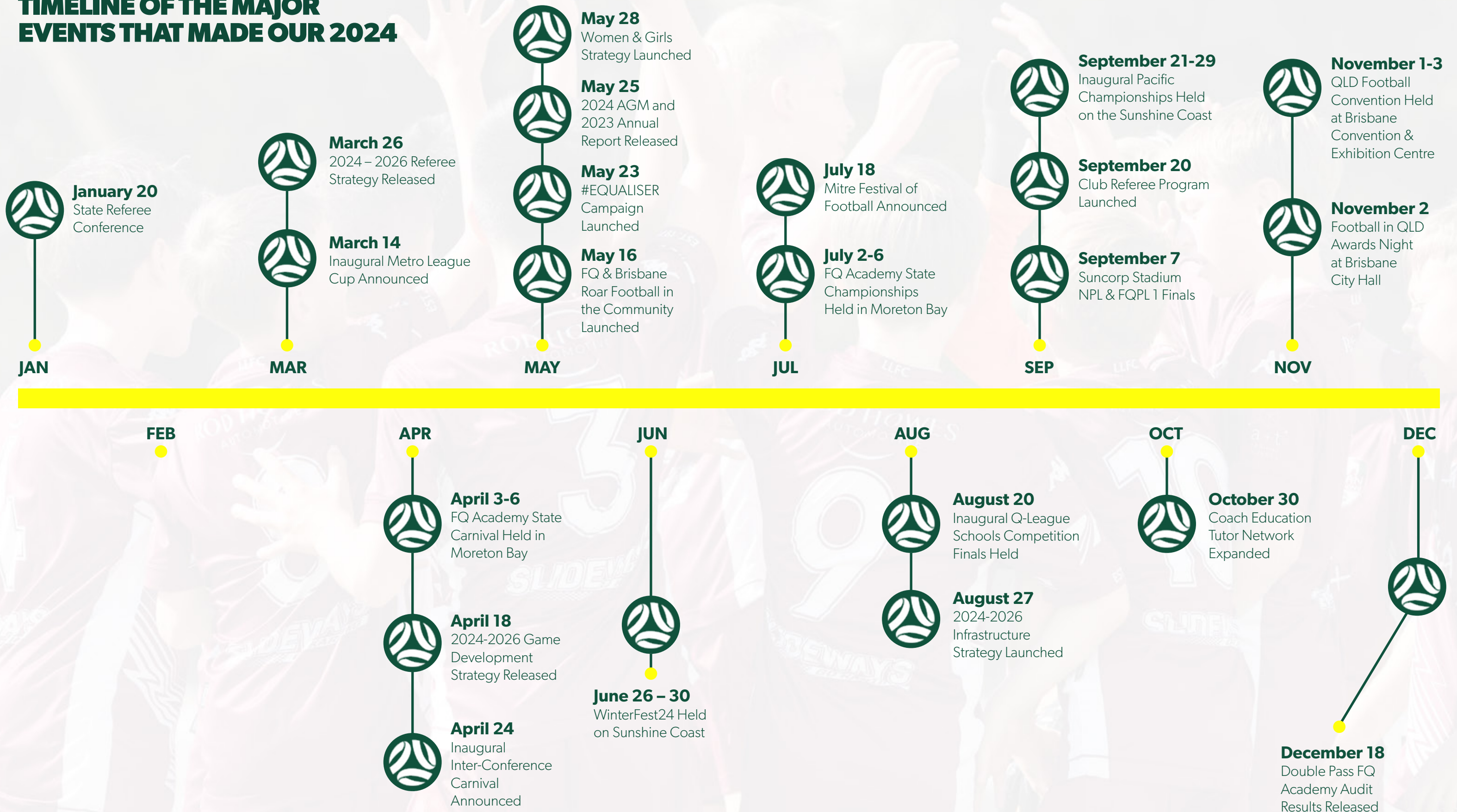


Social Protect

In 2024, FQ partnered with Social Protect to introduce a real-time social media monitoring and moderation tool designed to safeguard clubs, teams, and athletes from cyberbullying, hate speech, and online abuse.

Initially launched with our NPL Men’s and Women’s clubs, Social Protect automatically removes harmful comments, provides educational resources, and enhances digital safety without compromising user control. The program will progressively expand, ensuring more clubs, participants and referees across Queensland benefit from enhanced online protection.

TIMELINE OF THE MAJOR EVENTS THAT MADE OUR 2024



FINANCIAL OVERVIEW

For the year ending 31 December 2024

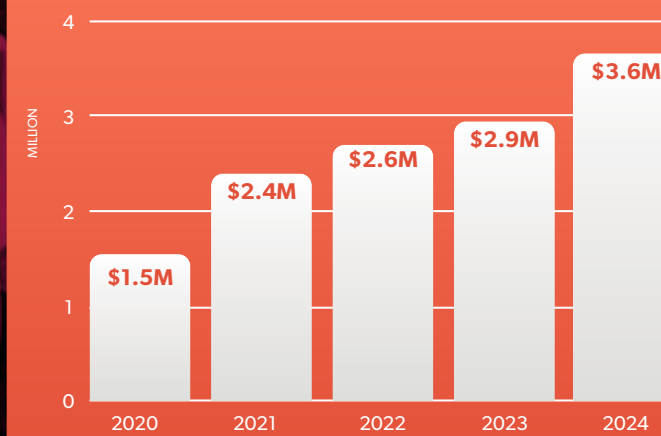
2024 marked the eleventh consecutive surplus for Football Queensland, reflecting the organisation's continued financial discipline and strategic reinvestment into the game. The surplus for the financial year ended 31 December 2024 amounted to \$291,505 (2023: surplus of \$299,552).

Football Queensland's financial position remains stable, supported by growth across key revenue streams, continued focus on cost management, and strategic delivery of programs aligned with the organisation's long-term goals. The year also saw strengthened partnerships, regional infrastructure progress, and growth in participation and football development initiatives.

The concise financial report presented here has been derived from the full financial report of Football Queensland for the year ended 31 December 2024. It does not provide as full an understanding of the financial performance and position as the complete financial report.

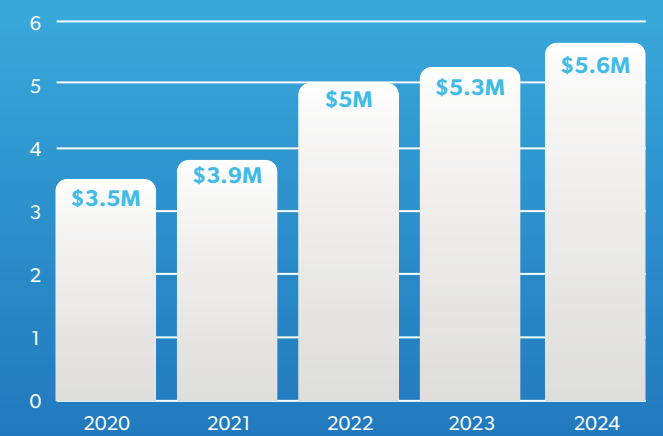
Commercial Revenue

2020 - 2024



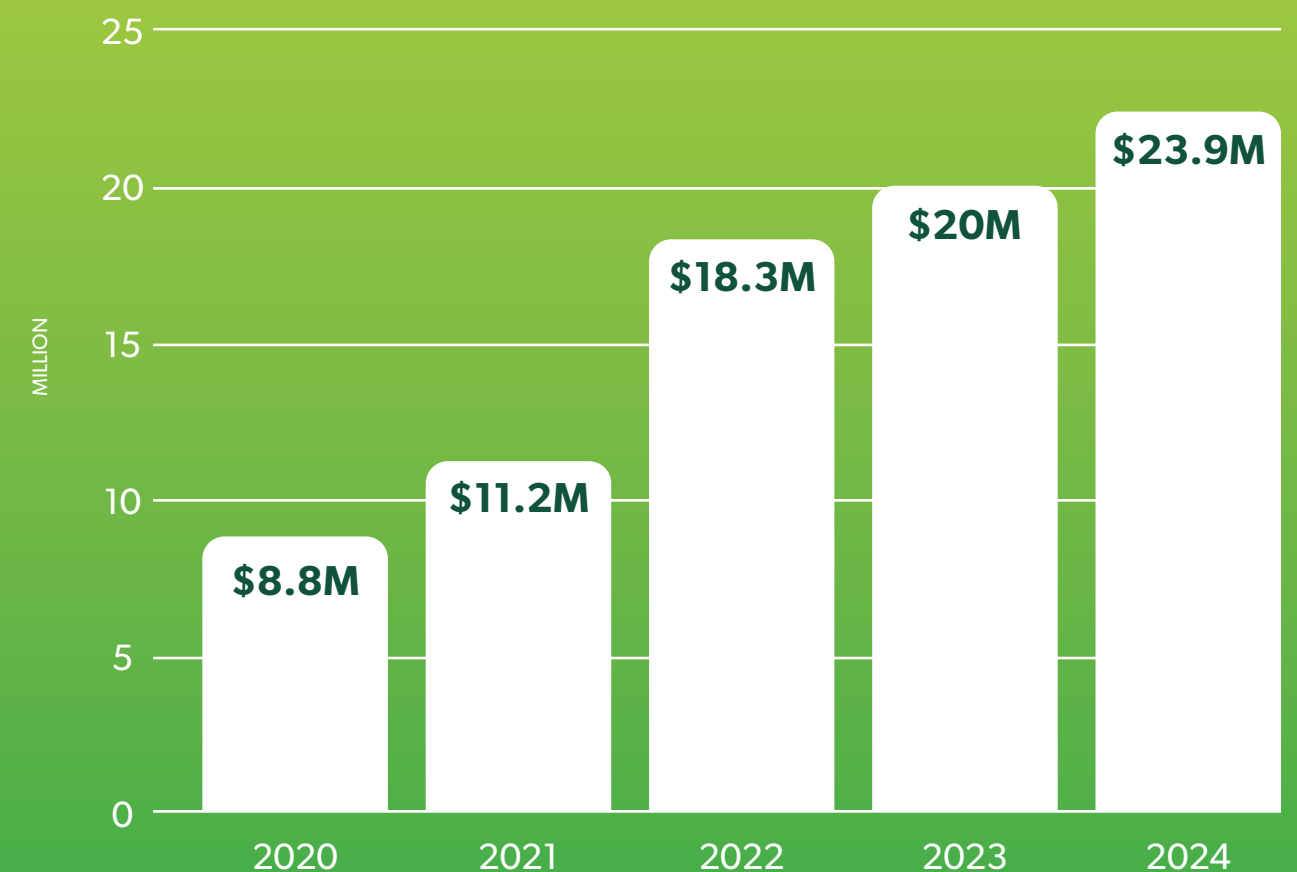
Net Assets

2020 - 2024



Total Revenue

2020 - 2024



FINANCIAL OVERVIEW

	2020	2021	2022	2023	2024
Registration Income	\$3,054,590	\$3,739,253	\$5,983,071	\$6,304,388	\$7,006,931
<i>Registration Income as a % of Total Revenue</i>	34%	33%	33%	31%	29%
Commercial Income	\$1,576,181	\$2,444,501	\$2,628,413	\$2,981,996	\$3,664,667
<i>Commercial Income growth over 5 years</i>					233%
Community, social & advanced football income	\$2,549,838	\$3,469,163	\$4,849,380	\$5,371,036	\$7,044,841
<i>Football and program income growth over 5 years</i>					276%
Other Income	\$1,686,353	\$1,564,907	\$4,856,745	\$5,359,117	\$6,198,149
<i>Other Income growth over 5 years</i>					368%
Total Revenue	\$8,866,962	\$11,217,824	\$18,317,609	\$20,016,537	\$23,914,588

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 31 December 2024	2024 (\$)	2023 (\$)
Revenue		
Revenue	23,914,588	20,016,537
Expenses		
Bad and doubtful debts	(15,790)	(36,600)
Coaching clinics and education	(126,372)	(208,295)
Community, social & advanced program costs	(6,734,672)	(5,256,064)
Depreciation and amortisation expense	(515,000)	(297,647)
Employee benefits expense	(8,995,091)	(7,958,926)
Other expenses	(7,236,158)	(5,959,453)
Surplus before income tax expense	291,505	299,552
Income tax expense	-	-
Surplus after income tax expense for the year	291,505	299,552
Other comprehensive income for the year, net of tax	-	-
Total comprehensive income for the year	291,505	299,552

Statement of Financial Position

As at 31 December 2024	2024	2023
Assets		
Current Assets		
Cash and cash equivalents	5,494,216	3,131,783
Trade and other receivables	2,191,625	2,200,319
Inventories	166,031	162,232
Other assets	1,654,157	1,798,929
Total Current Assets	9,506,029	7,293,263
Non-Current Assets		
Trade and other receivables	33,562	70,000
Property, plant and equipment	3,195,173	2,537,057
Total non-current assets	3,228,735	2,607,057
Total assets	12,734,764	9,900,320
Liabilities		
Current Liabilities		
Trade and other payables	4,047,798	3,907,215
Provisions	674,596	636,037
Total current liabilities	4,543,252	2,954,923
Non-Current Liabilities		
Trade and other payables	2,305,250	-
Provisions	58,547	-
Total non-current liabilities	2,363,797	-
Total Liabilities	7,086,191	4,543,252
Net Assets	5,648,573	5,357,068
Equity		
Retained Earnings	5,648,573	5,357,068
Total Equity	5,648,573	5,357,068

Statement of Changes in Equity

For the Year Ended 31 December 2024

	Retained Profits	Total Equity
Balance at 1 January 2023	5,057,516	5,057,516
Surplus after income tax expense for the year	299,552	299,552
Other comprehensive income for the year, net of tax	-	-
Total comprehensive income for the year	299,552	299,552
Balance at 31 December 2023	5,357,068	5,357,068

	Retained Profits	Total Equity
Balance at 1 January 2024	5,357,068	5,357,068
Surplus after income tax expense for the year	291,505	291,505
Other comprehensive income for the year, net of tax	-	-
Total comprehensive income for the year	291,505	291,505
Balance at 31 December 2024	5,648,573	5,648,573

Statement of Cash Flows

For the Year Ended 31 December 2024

	2024	2023
Cash flows from Operating Activities		
Receipts from customers	25,591,025	18,495,141
Receipts of reform distribution from former zones	539,046	236,981
Payments to suppliers and employees (inclusive of GST)	(22,733,508)	(19,448,423)
Insurance proceeds received	-	309,563
Interest received	136,902	100,126
Net cash from/(used in) operating activities	3,533,465	(306,612)
Cash flows from Investing Activities		
Payments for property, plant and equipment	(1,176,226)	(1,216,003)
Proceeds from / (payments for) security deposits	5,194	(7,138)
Net cash used in investing activities	(1,171,032)	(1,223,141)
Cash flows from Financing Activities		
Net cash from financing activities	-	-
Net increase/(decrease) in cash and equivalents	2,362,433	(1,529,753)
Cash and equivalents at the beginning of the financial year	3,131,783	4,661,536
Cash and equivalents at the end of the financial year	5,494,216	3,131,783

LIFE MEMBERS

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

MEMBERS

Andrew Pelling – Central Coast
David Barber – Central Coast
Andrew (Snow) Green – Darling Downs
Lachlan Peden – Darling Downs
Keiren O'Brien - Far North & Gulf
Sarah Jones – Far North & Gulf
Ben Parkin – Metro North
Roberto Rossi – Metro North
Michael Pikos – Metro South
Roslyn Minnikin – Metro South

Declan Carnes – Northern
Azra Rantucci – Northern
Andrew Parkes – South Coast
Jodie Dickens – South Coast
Brendan Williams – Sunshine Coast
Rebecca Whisker – Sunshine Coast
Allan Milostic – Whitsunday Coast
Peter Farrell – Whitsunday Coast
Mark Vanner – Wide Bay
Wade McLeod – Wide Bay

WE REMEMBER

The following people were recipients of life membership.

Mr. C Andrews	Mr. M Penklis
Mr. W Malcom	Mr. H Linning
Mr. G Roberts	Mr. C Jones AO
Mr. C Boland	Mr. T Vaughan
Mr. R McVie	Mr. K Barclay
Mr. J Steel	Mr. B LeFevre
Mr. P Cox	Mr. A Boscacci
Mrs. H Millman	Mr. C McClurg
Mr. W Waddell MBE	Mr. A Watson
Mr. B Geoghegan	Mr. G Pduhl
Mr. L Mistris	Mr. D Look
Mr. S Webster	Mr. S Dye
MR. G Jamieson	Mr. I Brusasco AO
Mr. R Mitchell	Mr. G Canale
Mr. T Wilcox	Mrs. E Watson OAM
Mr. H Johns	Mr. O Pezet OAM
Mr. G Paris	

OUR PURPOSE



2024 FQ ANNUAL REPORT

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 a common goal.

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.

REFINE TODAY, PROGRESS TOMORROW



Football Queensland Ltd

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