



QLD TOUCH FOOTBALL

COMMUNICATION STRATEGY AND ACTIVATION PLAN

RECOMMENDATION	START DATE	FINISH DATE	AUDIENCE	PLATFORM	OWNERSHIP	OUTCOME	STATUS
R8.1: Post Review Implementation Plan	10-Aug-19	10-Aug-19	Board of Directors	Email, Face to Face	Board	Presentation to the Board to approve the recommendations in the Governance and Operating Model Review	Completed
	Aug-19	Oct-19	Regional Directors	Email, Face to Face, Phone, Presentation, Video	Board, PRG	McLaughlin Sports Consultancy and Project Reference Group (PRG) to deliver outcomes and recommendations to Regional Directors	Completed
	Oct-19	Oct-19	Affiliate, Stakeholders	Email, Face to Face, Facebook, Podcast	CEO, Staff	Use all communication tools to distribute updates to the touch football community regarding the implementation plan and recommendations	Completed
R3.1 QTF Team Staff Structure	Sep-19	Jun-20	Regional Directors, Staff	Email, Face to Face	CEO	Commercial discussions to be held with each region to discuss the staff structures and the operating model	Discussions started
R6.1 NRL/ARLC & TFA Partnership	Sep-19	Dec-19	QTF Stakeholders	Email, Face to Face	CEO, Staff	QTF to obtain all legal and other relevant documentation relating to the current partnership between TFA and the NRL/ARLC; and effectively communicate key elements of any agreement/s with the broader QTF membership	Started
R2.1 Touch Football in QLD Footprint Modelling	Oct-19	Mar-20	QTF Staff	GEO Mapping	CEO, Staff	QTF to undertake a Touch Football in Queensland Footprint Modelling Project, which includes the comprehensive market sizing and geographic mapping. This activity would also provide QTF with a data-based approach to deciding if the current regional boundaries for the sport in Queensland are fit for future purpose; and if not, what changes to catchment / delivery boundaries should be made	Pending
R2.2 Touch Football in QLD Planning Framework	Nov-19	Jun-20	Regions, Affiliates	Internal	Board, CEO, Staff	QTF, its member bodies and other key stakeholder groups (e.g. TFA, Queensland School Sport, State Government, etc.) to work together to develop (and implement) a unified planning framework to guide the positive and sustainable collective future of Touch Football in Queensland between 2020 and 2022	Pending
R3.3 1-Team Staff Selection	Nov-19	Jun-20	QTF Stakeholders	Email, Face to Face, Facebook, Website	Board, CEO	Based on the new position descriptions, employment contracts and associated human resource related policies and procedures, the QTF Board should initiate a fully transparent selection process associated with all new positions	Pending

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R7.1 QTF Governance Model	Nov-19	Jun-20	Regions, Affiliates	Face to face	Board, CEO	QTF, its member regions and their member affiliates to undertake all activities necessary to dissolve the 6 regional governing entities, whilst ensuring streamlined operational structures, resources and systems are in place across Queensland to ensure the sport is optimally serviced in all catchments by QTF and all affiliates are appropriately supported. QTF should also consider becoming registered as a Public Company Limited by Guarantee (PCLG), as opposed to an Incorporated Association	Pending
R7.2 QTF Governance Systems & Processes	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	QTF to develop and implement a suite of systems and process designed to align with current best practice. The board should be structured to reflect the complex operating environment facing a modern state sporting organisation	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	A QTF Board Charter (or Terms of Reference) be developed. The Charter should clearly set out how the Board performs its role, as well as defining the respective roles, responsibilities and authorities of the Board and management in setting the strategic direction and control of the organisation.	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	In addition to the development of Board and Sub-Committee / Advisory Panel / Working Party Charters / Terms of Reference, position descriptions (including required skill sets and roles / responsibilities) should be developed to guide the recruitment and activities of Board members	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	As the ultimate decision-making power should rest with the board, the board should clearly document all delegations of authority to the CEO and other individuals, committees or groups. This document, or delegations register, should be regularly reviewed and updated. It should be the subject of a formal board resolution.	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	QTF should form a Nominations Committee with the authority to identify individuals with the appropriate skills and background and nominate them to become elected or appointment Board members	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	All newly elected Board members to undergo an appropriate induction process	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	A QTF Board calendar should include major annual activities for the Board agenda, such as budget approval; strategic plan progress reviews; CEO evaluation; Board and individual director evaluation; and annual general meeting	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	The Board should develop an annual Board Work Plan that sets key performance criteria for the coming year that tie in with the strategic objectives of QTF for this period of time	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	QTF should facilitate at least 6 or more Board meetings per year (in line with good practice)	Pending

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R7.2 QTF Governance Systems & Processes	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	QTF to take steps to ensure the vast majority of issues discussed at Board meetings are strategic in nature	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	"The QTF Board to establish a code of conduct to guide Directors and the CEO to outline the practices necessary to maintain confidence in the organisation's integrity and ensure the responsibility and accountability of individuals for reporting and investigating reports of unethical practices"	Pending
	Nov-19	Jun-20	Regions, Affiliates	Email, Face to Face, Phone, Presentation	Board	The Board should have in place an effective risk management strategy and process. This will require the Board to take actions to identify key risks facing the organisation and ensure that risk management strategies are developed and actioned	Pending
R7.3 QTF Constitution	Dec-19	Jun-20	Members	Email, Face to Face	Board	Following the QTF Board's endorsement of any recommendations within this Report, which may require amendments to be made to the current QTF Constitution, QTF is to work closely with John Mullins – Mullin Law, who has been engaged to assist in the implementation of endorsed recommendations requiring constitutional change	Pending
R1.1 QTF Purpose Statement	Mar-20	Jun-20	Board of Directors	Face to Face	Board	QTF board to confirm QTF purpose statement prior to 2020 to give the review core purpose	Pending
R4.2 Touch Football in QLD Competition & Events Framework	Mar-20	Sep-20	QTF Stakeholders	Consultation, Email, Facebook, Website	TFA, Board, CEO, Staff	Undertake a comprehensive, whole of sport Competition and Events Framework Review to ensure relevant, locally delivered competition structures; and QTF managed event opportunities are offered to all consumer segments across Queensland.	Pending
	Mar-20	Sep-20	QTF Stakeholders	Consultation, Email, Facebook, Website	CEO, Staff	Implement a sustainable competition and events pathway, which meets the participation motivations and development needs of all competitors, coaches and referees participating in Touch Football competition at local, regional and state levels in Queensland	Pending
R3.2 1-Team Staff Policies & Procedures	Apr-20	Jul-20	QTF Staff	Email, Face to Face	Board, CEO	Human Resource related policies and procedures to be developed to effectively guide the recruitment process and to drive and support the activities of staff once engaged by QTF	Pending
R5.1 Integrated Business Management Systems (StatEdge)	Apr-20	Jun-21	QTF Stakeholders	Internal	NRL, TFA, CEO	QTF / TFA to develop and implement a suite of integrated Business Management Systems to streamline and digitise business systems where possible. Including but not limited to; Commercial, Financial Management, Digital & IT, Operation policies & procedures	Pending
R4.1 Whole of Sport Participation Product Offerings	Jul-20	Dec-20	QTF Stakeholders	Email, Face to face, Facebook, Website	TFA, Board, CEO	QTF to work closely with TFA to support their development / promotion of a suite of contemporary and nationally consistent program / product offerings, designed to meet the specific participation motivations of all elements of the "TFA FTEM Athlete Development Framework	Pending
R4.3 1-Touch Football Community Model	Jul-20	Dec-20	QTF Stakeholders	Email, Face to Face, Facebook, Website	TFA, Board, CEO	Undertake a whole of sport Membership and Participation Model Review, the broad purpose of which, to design a holistic QTF Membership and Participation Model, which effectively engages with a broadened suite of Touch Football consumers	Pending