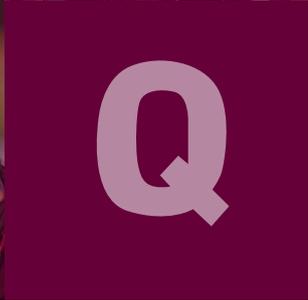


Queensland Touch Football Strategic Plan



TOUCH FOOTBALL IN QUEENSLAND
2022 - 2024



FOREWORD

The development of the Queensland Touch Football Strategic Plan is a significant step for our business. We have made a commitment to ensure that the process to create and deliver this strategic plan was done with the upmost consideration of all stakeholders who engage and operate within our governing body.

The process began in understanding our Why? Why it is that we do what we do? What is the driver of every person in the business? From Game Development Officer to Regional Administrator to Chief Executive Officer, no stone was left unturned. Our planning days became the genesis of our strategic plan as the team identified 10 unilaterally important business pillars, the cogs that keep our business turning. With our values and our mission identified, each pillar was researched, and a game plan was formulated.

Our vision is to UNITE, INSPIRE and GROW. UNITE our community, to INSPIRE greatness in everyone who touches our sport and to GROW our game from grassroots, social and elite levels. To achieve these outcomes, our pillars and our why will be central to everything we do.

The targets we hope to achieve are ambitious, but they are important stepping stones towards a stronger and more dynamic organisation. It is important to understand and note that not all things important to our business can be measured with a standard Key Performance Index. The satisfaction, support, and kinship between all arms of the organisation is paramount and will be at the forefront of all goals and decisions.

We are excited to achieve these goals in collaboration with our touch football community and invite the opportunity that these objectives bring to our team and Touch Football over the next three years.



Greg Denny
Chief Executive Officer



Troy Morgan
Chairman





Our Vision

Unite, Inspire and Grow.

Our Why

We strive in all we do to provide fun, memorable, and inclusive experiences through the great sport of Touch Football.

Our How

We do this by providing pathways and structures that aim to UNITE, INSPIRE and GROW the sport of Touch Football through all communities we support.





FORWARD
THINKING



STRONGER
TOGETHER

OUR VALUES



LEADING WITH
HUMILITY

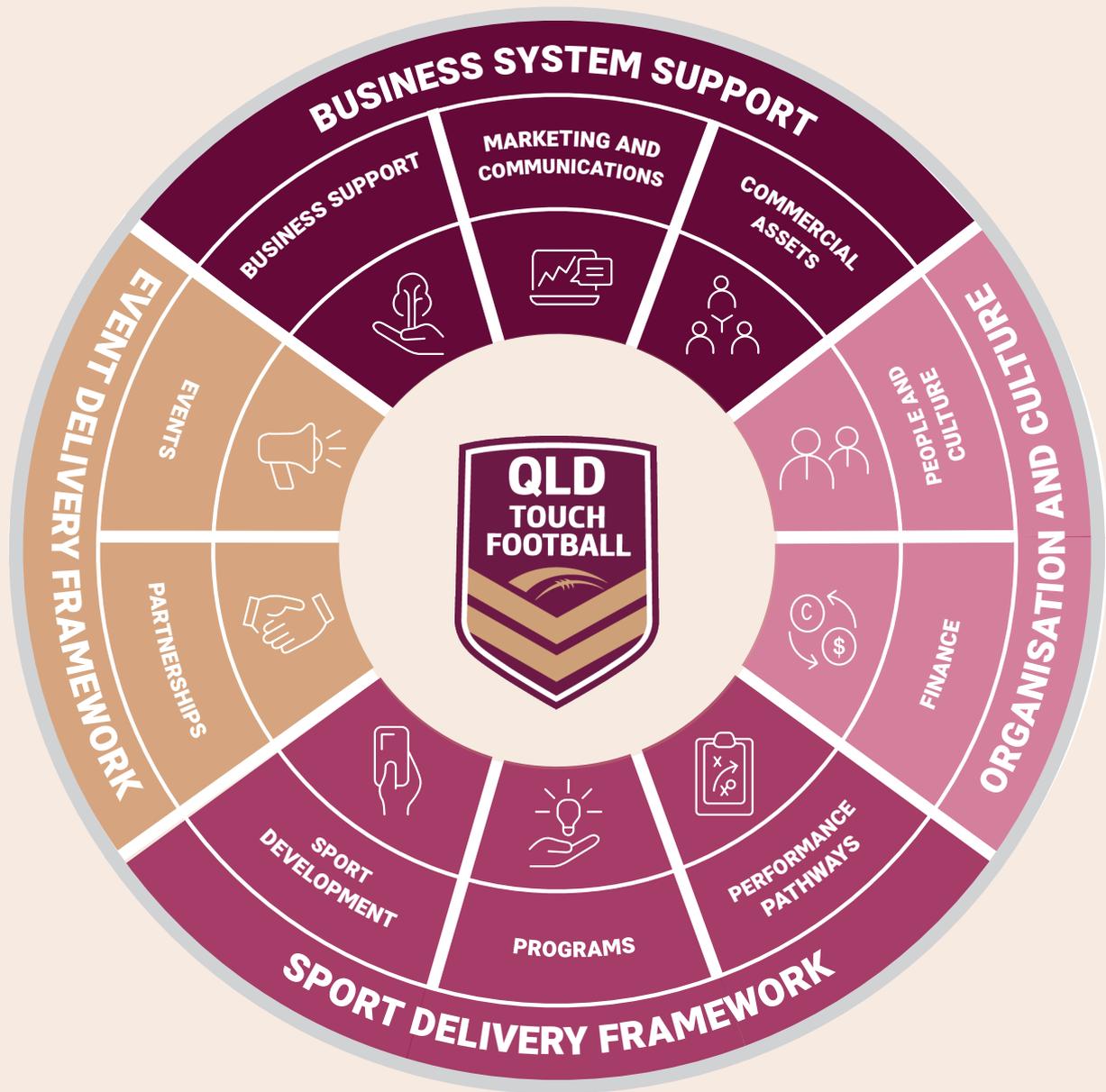


PASSIONATELY
PROUD



FOSTERING
FUN

STRATEGIC PILLARS



WE DELIVER THESE PATHWAYS AND STRUCTURES THROUGH OUR PILLARS OF SUPPORT.

BUSINESS SYSTEMS SUPPORT



Business Support

Establish strong relationships and provide business support to Affiliates and Regions to strengthen and enhance competition delivery and participant experiences.

How we intend to achieve it:

- Foster unity by connecting Affiliates and Regions to share ideas, widen support base to strengthen capability and networks.
- Strengthen and enhance our capability and capacity for growth through:
 - Affiliate Support
 - Governance
 - Policy & Procedures
 - Administrator Training
 - Competitions / Events Management
 - Grant Funding
 - Volunteer Recognition
 - Facilities Planning
- Showcase the benefits of membership and belonging to the Touch Football community.



Marketing And Communications

Develop and deliver internal and external marketing and communication strategies to build positive and meaningful connections across the sport.

How we intend to achieve it:

- Share information, stories and details of upcoming events from Affiliates and Regions to increase engagement.
- Review and address subscription obstacles to maximise our ability to communicate and engage with stakeholders.
- Improve systems, workflows and resourcing to enhance proactive marketing and communication initiatives.
- Proactively showcase the sport and promote our communities and events.
- Develop a communications strategy to support Affiliates and Regions promote local competitions and events in their communities.
- Implement a brand strategy that's synonymous with our core values across the QTF brand and sub brands.





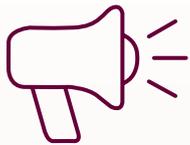
Commercial Assets

Strengthen and enhance the Premier and City Touch brand. Celebrate its uniqueness and customer loyalty to create lifelong connection to the sport.

- Maximise team retention and growth by promoting uniqueness and points of difference.
- Review and refine season structures to better align and streamline Premier and City seasons.
- Unify the Premier and City Touch brands and platforms to improve user experience.
- Create a promotional strategy to build awareness, generate more leads and boost customer engagement.
- Recognise and support the development of Venue Organisers to ensure quality customer service and experience.
- Secure long-term access to quality competition venues.
- Maintain well trained, highly qualified referees that support and enhance competition delivery.



EVENT DELIVERY FRAMEWORK



Events

Leverage our event portfolio to Unite, Inspire and Grow participants, members and partners and share best practice event management across the sport.

How we intend to achieve it:

- Define the purpose (why) of events to clearly understand the objectives and outcomes that drive the planning, promotion and delivering of events.
- Improve event communications with stakeholders on event related processes and operations.
- Ensure adequate referee numbers are available to support officiating at events.
- Increase commercial partnership investment in our events.
- Develop event specific best practice policies and procedures to share with Affiliates and Regions.



Partnerships

Revitalise and expand commercial partnerships that align with our core business and provide mutually beneficial outcomes for partners, members and stakeholders.

How we intend to achieve it:

- Identify and leverage the true market value of QTF brand and assets.
- Review and revitalise our commercial partnership strategy to identify and attract partners that align with our vision and values.
- Devote additional resourcing to commercial sponsorship opportunities and servicing of partners.



SPORT DEVELOPMENT FRAMEWORK



Sport Development

Promote, encourage and increase participation, inclusion and lifelong connection of players, coaches and referees through ongoing development and delivery support.

How we intend to achieve it:

- Maximise participation growth through targeted strategies for junior, youth and adult players.
- Increase coaching and refereeing capability and player development through targeted strategies.
- Utilise competition, event and program offerings to support sport development opportunities.



Programs

Develop, promote and deliver programs and product offerings that engage new and existing participants.

How we intend to achieve it:

- Develop a framework to clearly outline programs and product offerings, their purpose, objectives and outcomes.
- Create brand awareness and marketing collateral to support the promotion of programs and products.
- Develop standardised registration process, operating procedures and evaluation to support program delivery.





Performance Pathways

Develop a sustainable framework that enhances and promotes performance and pathways opportunities and further develops players, coaches and officials.

How we intend to achieve it:

- Build a framework that enhances performance and pathways and celebrates success.
- Celebrate the State of Origin as our premier performance pathway and build a brand identity that supports commercial value.
- Continue to develop brand awareness and pathways linkages to NRL Touch Premiership.
- Promote and develop the Q Youth Academy pathway, brand and linkages to regional pathways opportunities.
- Identify, support and develop performance pathway competitions and opportunities that enable the development of players, coaches and referees.



ORGANISATION AND CULTURE



Improve financial accountability and implement strategies to ensure positive financial management across the business.

How we intend to achieve it:

- Proactively implement systems and processes to improve financial accountability.
- Effectively communicate requirements for financial submissions to improve financial management.
- Implement debtor management strategies to reduce outstanding debtors.
- Ensure Finance Department have greater involvement in decision making on new spend.
- Implement processes to ensure external communications involving financial matters have been reviewed.



Develop our people, build leaders of the future, foster a positive culture, and become an employer of choice.

How we intend to achieve it:

- Provide professional development opportunities to empower our people with additional skills, knowledge and experiences.
- Maintain up-to-date Employment and Industrial Relations policies and procedures.
- Invest in our staff to attract and retain quality people and foster a positive culture.
- Create a positive culture by building and nurturing our workplace environment to be an employer of choice.
- Encourage Board diversity and professional development to support individual accountability and Board performance.





Unite. Inspire. Grow.



QUEENSLAND TOUCH FOOTBALL - STRATEGIC PLAN

TOUCH FOOTBALL IN QUEENSLAND | 2022-2024