2022-2024

QUEENSLAND TOUCH FOOTBALL STRATEGIC PLAN

Unite. Inspire. Grow.



Business Support

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



Marketing and Communications

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



Commercial Assets

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



Events

Leverage our event profile to Unite, Inspire and Grow participants, members and partners.



Partnerships

Revitalise and expand commercial partnerships that align with our core business and provide mutually beneficial outcomes.



Sport Development

Promote, encourage and increase participation, inclusion and lifelong connection of players, coaches and referees.



Programs

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



Performance Pathways

Develop a sustainable framework that enhances and promotes performance and pathways opportunities.



Finance

Improve financial accountability and implement strategies to ensure positive financial management.



People and Culture

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



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.

OUR SHARED VALUES