

ANNUAL REPORT

2023

GRIDIRON QUEENSLAND INC



Gridiron Queensland Inc

Acknowledgement



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Gridiron Queensland acknowledges the traditional owners as the custodians of this land, recognising their connection to land, waters and community.

We pay our respects to Australia's First Peoples, and to their elders, past, present and future.

Funding

Active Industry Base Funding: 'The Queensland Government provided \$19605 to Gridiron Queensland as part of the Active Industry Base Funding provided to enable Queenslanders to participate in sport and recreation activities.'



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The Message From Our President



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The journey has just begun!

Over the past 12 months GQ has been resiliently pushing forward with the new strategic direction. We've achieved so much in the past season: trying new schedules, new programs, expanding our foot print, and coming together for our Hall of Fame Round.

Our Vision: To put an American football in every Queenslanders hand.

Our Mission: Create and maintain a safe and inclusive pathway for Queenslanders who want to participate, and to go as far as they choose.

Connect, Evolve, Engage

As we look forward to 2024 season, it's important to acknowledge the success we have had:

1. Ensured financial stability through new funding support from the Queensland Government, which allows us to invest in areas to grow our game.
2. Established new partnerships with key suppliers and high performance pathways.
3. Expanded our offering and membership through affiliating Flag communities into our organisation.
4. Won National Championships across Men's, Women's, u20 and Flag Men's and Women's
5. Surveyed our membership twice, gaining important insights into our growing community and their needs.
6. Provided a formal pathway for Regional Queensland players to play for the RQ Irukandji.
7. Re-established the women's competition in SEQ and secured new funding to grow this comp.
8. Honoured 5 new Hall of Fame inductees and brought our SEQ community together.
9. Relunched our website and began the journey of improving our communication.
10. Started the conversation with Brisbane State High School about partnering to develop and use their Fursden Road Sporting Facility.
11. Supported our Officials by bringing Tim Kiefer from the USA out to run a development clinic.

James Cowlshaw

GQ President

Our Strategy

From Strategy to Success

We must continue to focus on the experience of our players, coaches, officials, clubs and community.

Some key priorities for 2024 include the following to support our strategic agenda:

1. Invest into Regional Queensland by establishing a junior program and proper recruitment pathways for our Regional Queensland clubs
2. Expand our youth divisions from the current 10-13 age group with a goal to have individual age groups from 6-14 over the next 3-5 years.
3. Establish a home for American Football in Queensland by securing the partnership with BSHS at Fursden Rd.
4. Continue to support our clubs and coaches with more resources and support to ensure we have strong foundations.



	Players	Coaches	Officials	Clubs	Community
Connect	<p>Improve ease of access to information on how to play and access points to the game.</p> <p>Communicate with the Gridiron community in a formal and regular rhythm that connects with our members</p>	<p>Ongoing development opportunities, no matter the level of coaching and experience</p> <p>Provide visibility and recognition to our existing coaches.</p>	<p>Facilitate opportunities to officiate at higher levels of the game.</p> <p>Provide visibility and recognition to our existing officials.</p>	<p>Create clear, broad and purposeful information dissemination processes via easily navigable platforms</p> <p>Generate knowledge bank & resources for clubs and their administrators.</p>	<p>Provide visibility and recognition to our existing community, including annual awards, hall of fame, national and international representation.</p> <p>Active promotion of alternative methods of involvement</p>
Evolve	<p>Create and disseminate modified games for greater access.</p> <p>Expand engagement with schools, school clusters and teachers.</p> <p>Create new leagues & seasons, including short seasons, especially for diversity & inclusion.</p>	<p>Facilitate pathways to coach at higher levels of the game.</p> <p>Run specialised coaching development camps.</p>	<p>Facilitate opportunities to officiate at higher levels of the game.</p> <p>Actively source government grants to support training and development programs across the regions.</p>	<p>Review minimum operating standards for clubs, i.e incorporation status, reporting standards, existing framework and policies</p>	<p>Actively seek major sponsorship deals for GQ / Leagues / Concepts & Events</p> <p>Leverage current and developing partnerships for cost-saving and income generation.</p>
Engage	<p>Conduct biannual surveys on GQ service delivery.</p> <p>Facilitate pathways to compete at high levels of the game.</p> <p>Create strategic partnerships to generate funding to reduce cost of participation, i.e equipment suppliers.</p>	<p>Promote active methods of transition from player to coach during and post playing.</p> <p>Lower barriers to entry to accreditation, and clearly outline pathway for progression.</p>	<p>Promote safe and inclusive participation for officials.</p> <p>Conduct biannual surveys on officiating experience.</p>	<p>Grow awareness of the versions and opportunities of the game through targeted media and communications</p> <p>Lower the barriers to entry, namely access to equipment and participation cost</p>	<p>Promote the 'family-friendly', 'fun' and 'inclusive' elements of the sport.</p> <p>Identify and acknowledge volunteerism. Targeted recruiting at volunteer roles explaining what they do, how to get involved and the benefits of volunteering.</p>

Membership Evaluation

Our Year in Review



Our greatest membership year.

It has been a truly great return for American Football in Queensland. We have set new foundations across all 13 clubs and have secured new partnerships to broaden our offering to the community for alternative variants of the game in Flag.

1264 Members

Membership Increase 32%

Our youth and junior divisions have grown strongly in 2023 season and with a strong net promoter score and game awareness across the region we should expect to grow in the upcoming season and more.

↑ **55%**

14 Junior Females

↑ **443%**

87 Open Females

↑ **67%**

342 Junior Males

↑ **6%**

551 Open Males

↑ **210**

New School Program Participants

↑ **39%**

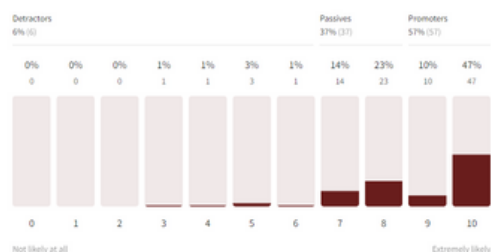
60 Coaches

51 Net Promoter Score

We have a good foundation to grow with many in our community willing to help us spread the word.

Net Promoter Score® (7)

51



2023 Hall of Fame Inductees



Lou Merlano



Peter Fernley



Rob Brown



Ray Nightingale



Peter Farrar