

ANNUAL REPORT
2024

AMERICAN FOOTBALL QUEENSLAND



AMERICAN FOOTBALL QUEENSLAND

BUILDING THE FUTURE OF THE GAME



OUR VISION

To put an American Football in every Queenslanders' hand.

OUR MISSION

To create and maintain a safe and inclusive pathway for Queenslanders who want to participate, empowering them to reach their full potential in the sport.

DRIVING GROWTH AND SUCCESS IN 2025

American Football Queensland (AFQ) is dedicated to expanding and strengthening the sport across the state. With strong foundations laid in 2024, we continue to drive participation, performance, and community engagement.



A MESSAGE FROM THE CHAIRPERSON

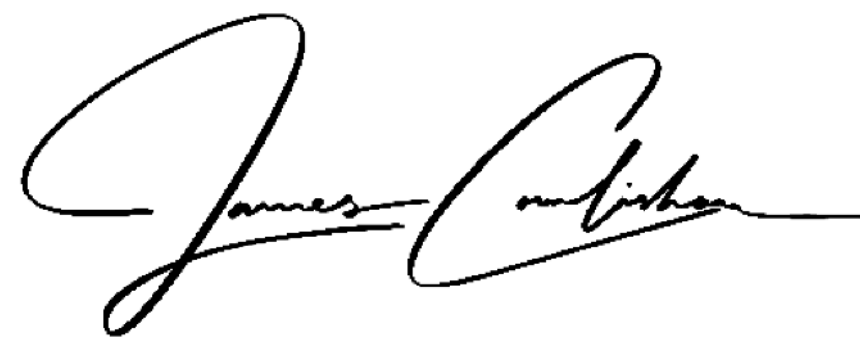
THE FUTURE IS BRIGHT

American Football in Australia is not about just another sport for Australians to play. It is about providing the opportunity to make a tangible difference to the individuals in our communities through football. Having been involved for the past 10 years it has been empowering to see the difference we have made to some many young athletes in QLD.

From opening pathways for players to earn scholarships that further their education through football, to becoming global ambassadors for NFL Flag and representing women and girls on the world stage, or even to the ten-year-old who finally found their sense of belonging within our sport and family – I can guarantee that joining us for the next chapter of American Football in Queensland will be an unforgettable experience.

Our communities across Queensland are growing and it is exciting to be progressing some formal partnerships with Schools, NFL Australia and QLD Government ahead of the 2032 Olympics. In 2025 we continue to focus on growth of participation, commerical partnerships and securing AFQ a home.

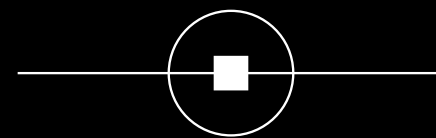
Warm regards,



James Cowlshaw

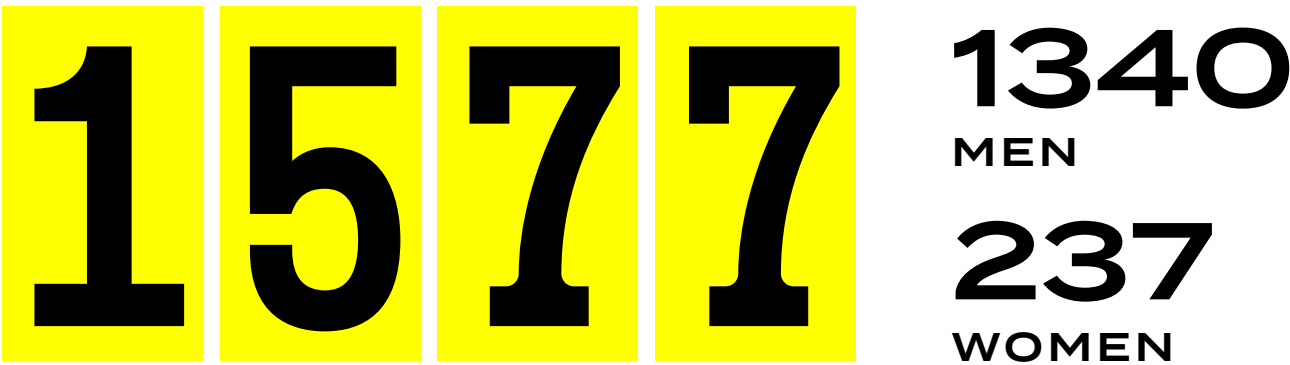


OUR MEMBERSHIP



OUR AUDIENCE

ACTIVE MEMBERS



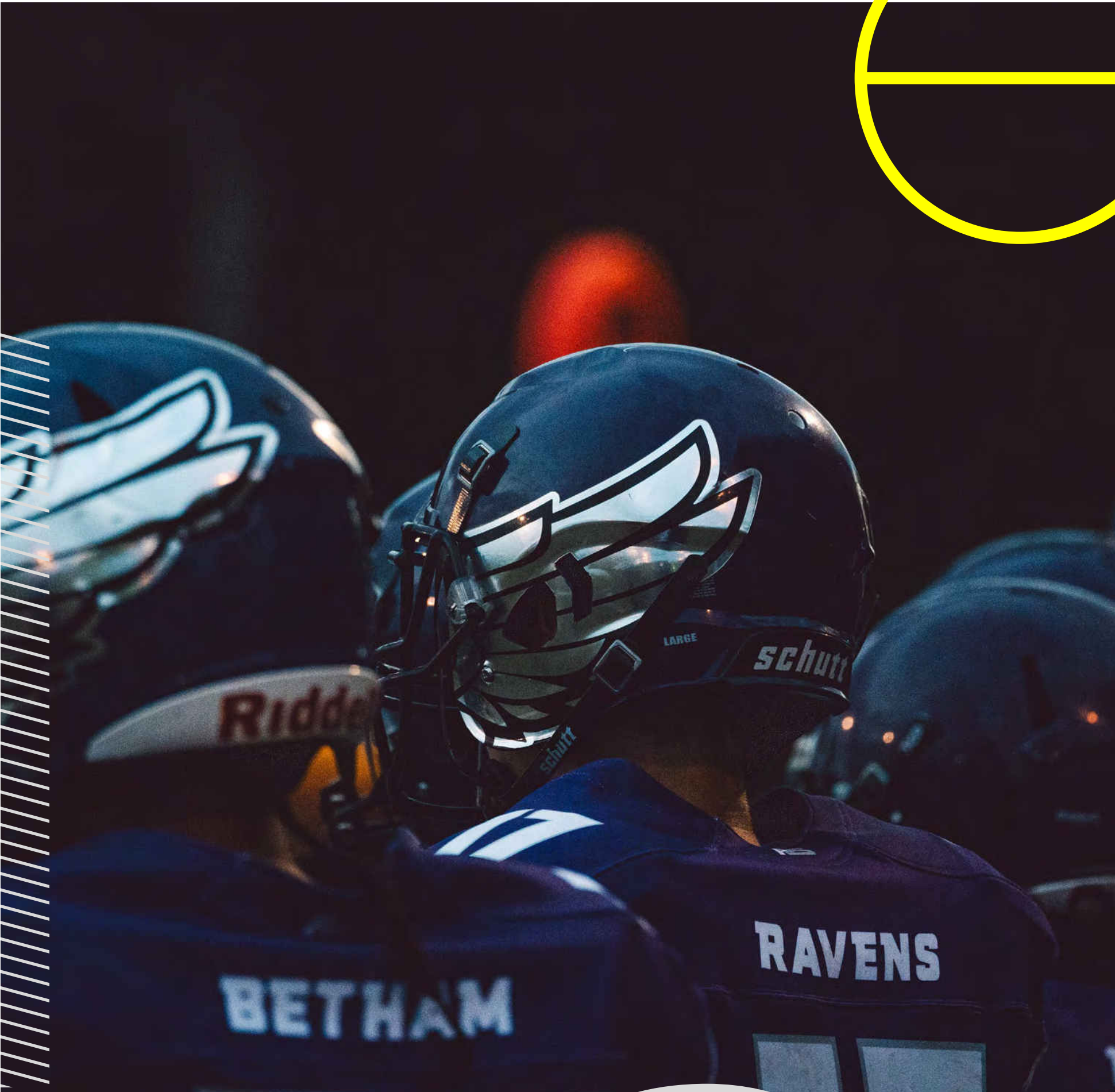
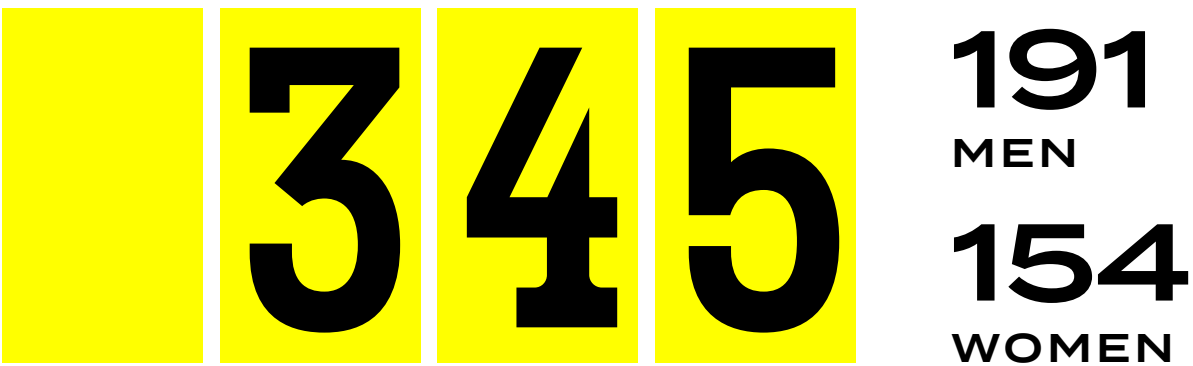
PROGRAM MEMBERS



EVENT PARTICIPATIONS



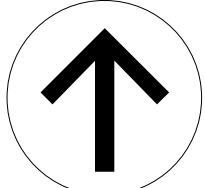
SCHOOL MEMBERS



AUDIENCE

COACHING

• •

64% 

SCHOOL PARTICIPATION

238 SOCIAL MEMBERS

PLAYING 3 TIMES A YEAR

7/7 CHAMPIONSHIP MEDALS

4 GOLD AND 3 SILVER IN FLAG CHAMPIONSHIPS

According to the International Federation of American Football, 2.4 million kids under 17 are playing organised flag football in the U.S., while millions more participate in flag globally.

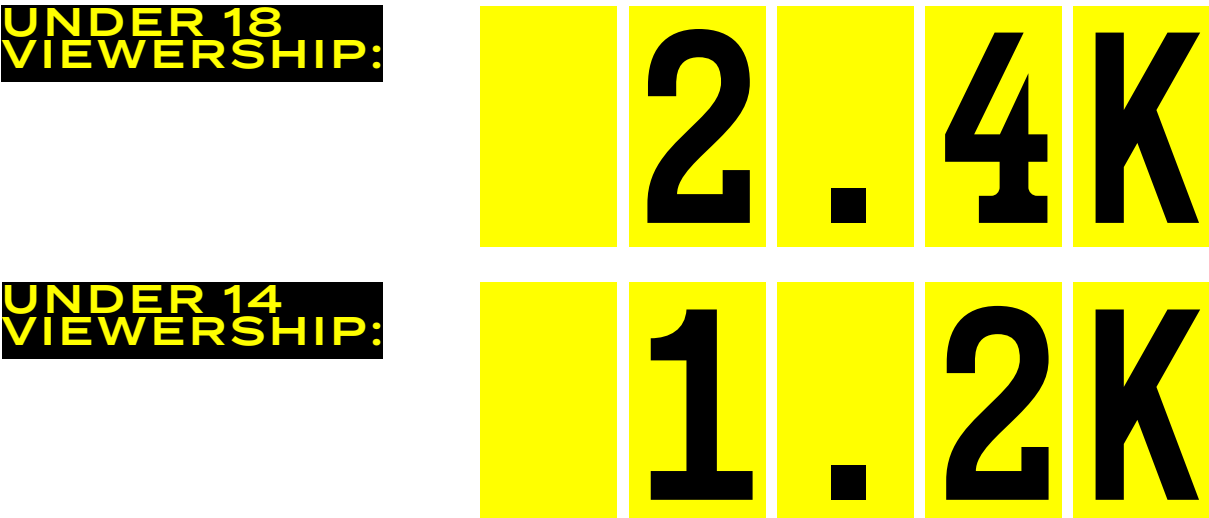
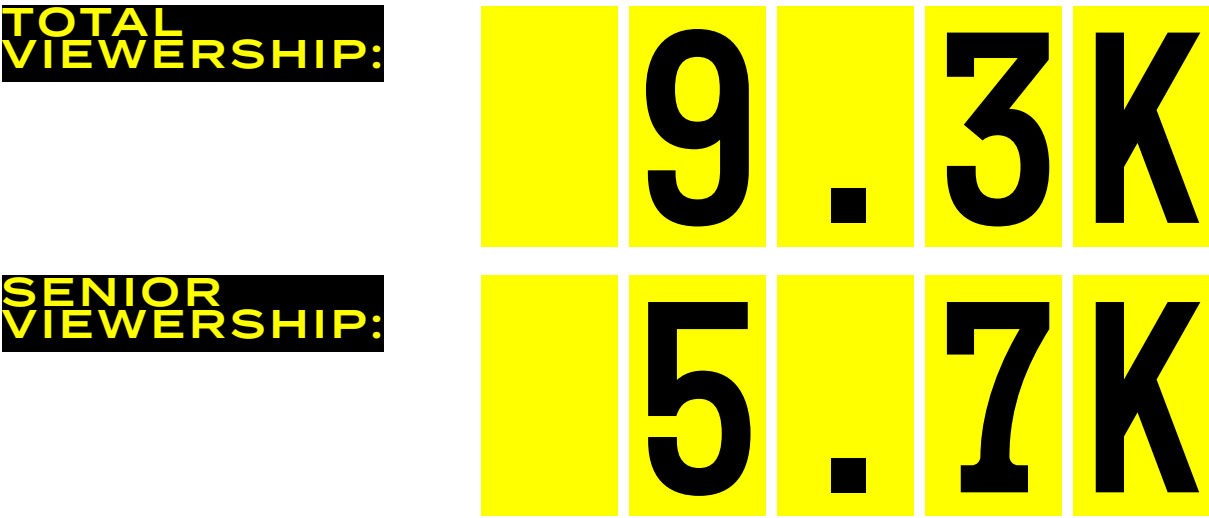
AFQ introduced 4 new QLD u15 and u17 representative teams in 2024 winning 2 of the divisions and coming runner up in the other 2. We also entered an Irukandji Men's Flag team who performed remarkably well.

Growth in flag participation and regional Queensland participation was thanks to significant funding we received from QLD Government Active Funding Programs.

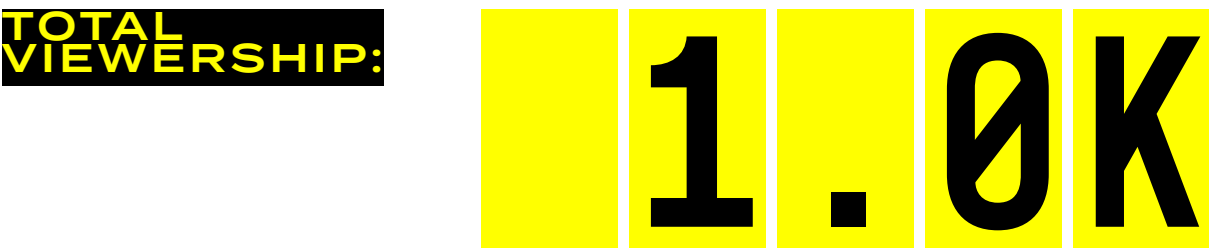


COMPETITIONS

MENS SUN BOWL 2024



WOMENS SUN BOWL 2024



U20'S STATE GAME : QLD V VIC



COMPETITION
AUDIENCE



DIGITAL
PLATFORMS

FACEBOOK : FOLLOWERS

10.4K



INSTAGRAM : FOLLOWERS

3.4K

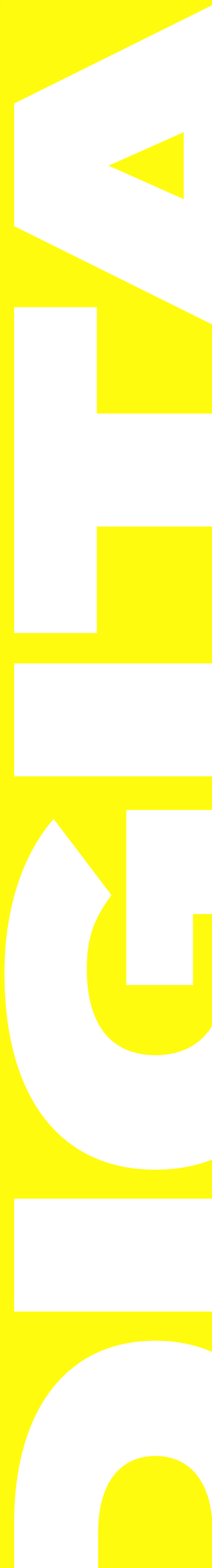


EDM DATABASE

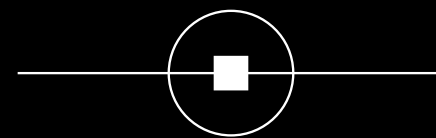
2.65K

2024 WEBSITE SESSIONS

18.5K



FINANCIALS



Gridiron Queensland Inc

An Incorporated Association

ABN 87 970 530 865

IA13129

31 December 2024

FINANCIAL STATEMENTS

Income statement

For the year ended 31 December 2024

	2024 \$	2023 \$
INCOME		
Adult Tackle Leages	91,286.07	76,545.38
Affiliation Members	16,554.59	10,909.08
AFQ Functions	6,564.02	-
Donations	-	5,702.95
Flag State Teams	1,119.00	4,740.45
Grant Funding	137,445.70	19,605.00
Junior Tackle Leages	5,260.64	30,810.19
Masters Tackle Leages	5,740.22	386.79
Merchandise Sales	454.55	31.82
Miscellaneous	4,159.82	1,159.38
Sponsorships and Advertising	-	1,454.54
Tackle State Teams	199,009.08	181,795.81
Interest Income	66.92	-
Total Income	467,660.61	333,141.39
EXPENSES		
GA Capitation NQ	-	(150.00)
GA Capitation SEQ	-	12,254.54
State Team Participation Fees Coaches	4,918.79	-
State Team Participation Fees Players	183,936.07	6,351.82
Officials QGOA	50,988.45	28,295.69
Regional Travel Reimbursement	459.81	3,640.13
Accounting Fees	319.13	4,747.08
Administration Expenses	-	1,232.48
Advertising and Promotion	31,501.40	1,241.64
Bad Debts	-	25.00
Bank Fees	119.87	347.44
Coaching and Training Expenses	2,482.73	22,521.06
Depreciation	358.91	-
External Services	17,517.27	240.00
First Aid and Sports Medicine	17,728.80	15,532.73
Game Day Expenses	73,030.56	85,431.75
Insurance - Players	290.91	10,845.29
Merchandise	212.77	-
Players Expenses	2,401.00	-
Renewal Fees, Subscriptions and Application Fees	25,554.44	3,668.40
Sundry Expenses	1,221.29	-
Travel	10,288.88	147,002.94
Trophies	4,565.00	3,502.97
Total Expenses	427,896.08	346,730.96
Net Suplus / (Deficit)	39,764.53	(13,589.57)

The accompanying notes are part of these statements.

Balance sheet

As of 31 December 2024

	2024 \$	2023 \$
CURRENT ASSETS		
AUD PayPal	-	11,561.63
WBC Ghosts 2773	2,504.74	976.55
WBC Impact Sports 2765	0.07	0.07
WBC Nationals 6339	600.00	646.00
WBC Operational 2722	89,621.79	50,372.38
WBC Savings 2730	14.45	0.04
Accounts Receivable	5,823.20	3,555.40
Accounts Receivable (Contra)	-	(25.00)
Cash Advance - RG	-	0.01
Loan to Spartans	300.00	-
Prepaid Deposit on Future Supplies	2,000.00	-
Prepayments	-	8,291.50
Total Current Assets	100,864.25	75,378.58
NON CURRENT ASSETS		
Plant and equipment at Cost	1,435.65	1,435.65
Less accumulated depreciation	(358.91)	-
Investment	-	60.00
Total Non-current Assets	1,076.74	1,495.65
Total Assets	101,940.99	76,874.23
CURRENT LIABILITIES		
Accounts Payable	(3,080.00)	-
Accrued Audit Fees	-	4,200.00
ATO Integrated Client Account	657.00	657.00
GST	3,490.47	2,616.94
Rounding	-	(0.20)
Total Current Liabilities	1,067.47	7,473.74
Net Assets	100,873.52	69,400.49
EQUITY		
Accumulated surplus	61,108.99	82,990.06
Current year surplus / (deficit)	39,764.53	(13,589.57)
Total Equity	100,873.52	69,400.49

The accompanying notes are part of these statements.

Page 2

Notes to the financial statements

For the year ended 31 December 2024

This financial report is a special purpose financial report prepared to satisfy the financial reporting requirements of the Associations Incorporation Act 1981 (Qld).

In the opinion of those charged with governance, the Association is not a reporting entity since there are unlikely to be financial statement users who cannot command preparing reports tailored to satisfy all their information needs.

The financial report has been prepared on an accruals basis, using historical costs. Accordingly, it does not consider changing money values or, except where expressly stated, current valuations of non-current assets.

The following material accounting policies, consistent with the previous period unless otherwise stated, have been adopted in preparing this financial report.

Income tax:

The association is exempt from income tax by Section 50 of the Income Tax Assessment Act 1997. Accordingly, no liability is recognised.

Goods and Services Tax (GST):

The Association is registered for GST; accordingly, all revenues, expenses and assets are recognised, excluding the amount of GST.

Revenue:

As is typical for organisations of this size and type, it is not practicable for the Association to maintain effective internal control over income until their initial entry into the accounting records. Accordingly, the financial report about income is limited to the amounts banked and recorded in Xero.

Statement by members of the Committee

For the year ended 31 December 2024

The Committee members have determined that the association is not a reporting entity and that this special purpose financial report should be prepared according to the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the Members of the Committee, the income statement, balance sheet and notes to the financial statements:

1. Presents fairly the financial position of **Gridiron Queensland Inc – IA13129** as of **31 December 2024** and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that the association will be able to pay its debts as and when they fall due.

This statement is made by a resolution of the Members of the Committee and is signed for and on behalf of the Members of the Committee by:



President

08 / 07 / 2025

Auditor's independence declaration

Auditor's Independence Declaration under section 59AC of the Associations Incorporation Act 1981 (Qld).

To the Committee Members of **Gridiron Queensland Inc – IA13129**.

I declare that, to the best of my knowledge and belief, during the year ended **31 December 2024**, there have been:

- The auditor independence requirements as set out in the Associations Incorporation Act 1981 (Qld); and
- Any applicable code of professional conduct about the audit review.



Jason O'Connor B Com CA
Chartered Accountant
Cashmere, Queensland
www.joconnorptyltd.com

Liability is limited by a scheme approved under Professional Standards Legislation.

08 / 07 / 2025

Independent audit review report

To the members of Gridiron Queensland Inc – IA13129.

Review Conclusion

In my opinion, which is not an audit, **Gridiron Queensland Inc – IA13129** has bookkeeping processes in place to adequately record the Association's income and expenditure and dealings with its assets and liabilities. Based on the review, nothing has come to my attention that causes me to believe that the financial report does not satisfy the requirements of the Associations Incorporation Act 1981 (Qld).

Basis of Accounting

Without modifying our conclusion, I draw attention to note one of the financial report, which describes the basis of accounting. The financial report has been prepared to fulfil the Association's financial reporting responsibilities under the Associations Incorporation Act 1981 (Qld). As a result, it may not be suitable for another purpose.

Other matters

Walker Hill Chartered Accountants audited the comparative figures for **31 December 2023**. Accordingly, no opinion or conclusion is expressed on the comparative figures.

Report on the Financial Report

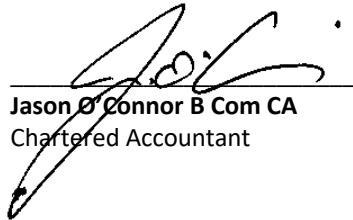
The financial report comprises the income statement, balance sheet, notes to the financial statements, and the members of the committee declaration for **Gridiron Queensland Inc – IA13129** (the Association) for the year ended **31 December 2024**. The members of the Committee of the Association are responsible for the preparation and true and fair presentation of the financial report in accordance with the Associations Incorporation Act 1981 (Qld) and regulations. This includes responsibility for maintaining adequate accounting records and internal controls designed to prevent and detect fraud and error and for the accounting policies and accounting estimates inherent in the financial report.

Review Approach

My responsibility is to express a conclusion on the financial report based on my review. I conducted my audit review in accordance with Auditing Standard on Review Engagements ASRE 2415 Review of a Financial Report: Company Limited by Guarantee or an Entity Reporting under the ACNC Act or Other Applicable Legislation or Regulation, to state whether, based on the procedures described, I have become aware of any matter that makes me believe that the financial report is not in accordance with the Associations Incorporation Act 1981 (Qld) and regulations including giving a true and fair view of the associations financial position as at **31 December 2024** and its performance for the year ended on that date, and complying with note one. ASRE 2415 requires that I comply with the ethical requirements relevant to the review of the financial report. A review of financial information consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. An audit review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards. Consequently, it does not enable me to obtain assurance that I would become aware of all significant matters that might be identified in an audit. Accordingly, I do not express an audit opinion.

Independence

In conducting my review, I have complied with the independence requirements of the Accounting Professional and Ethical Standards Board Pronouncements.

A handwritten signature in black ink, appearing to read 'J. O'Connor', is written over a horizontal line.

Jason O'Connor B Com CA
Chartered Accountant

Cashmere, Queensland
www.joconnorptyltd.com

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08 / 07 / 2025

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Audit trail date format	DD / MM / YYYY
Status	● Signed

Document History



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auditor@joca.com.au
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SIGNED

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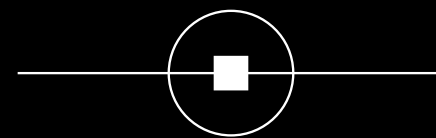
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SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES

WHY PARTNER WITH US?

Partnering with American Football Queensland (AFQ) offers businesses a unique and impactful opportunity to align with a rapidly growing sport: one that combines strong community engagement, robust grassroots and elite performance pathways, and significant international relevance.

While American Football continues to build in popularity across Australia, the sport already commands a loyal and highly engaged audience across the state.

Our participants, supporters, and families are passionate, connected, and responsive, delivering strong value to brands seeking genuine cut-through. With competitions and programs running all year round across Tackle and Flag formats and in Cities from Cairns in Far north Queensland south to the Gold Coast, American Football Queensland provides genuine statewide reach across all age groups and a hugely diverse audience.

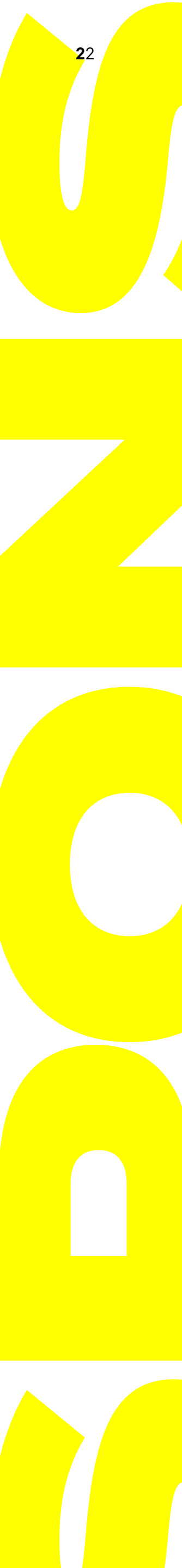
Competitions include our premium events including the Queensland League of Football, Queensland Premier League, Flag Football Series, and major tournaments including Capture the Flag, the QLD Club Championships, and the QLD Schools Championships.

AFQ's platform delivers multiple touchpoints for sponsors:

- Brand exposure across uniforms, livestreams, signage, websites, newsletters, and social media.
- Community access through school engagement, regional outreach, and club-based participation.
- Event integration with naming rights and activation opportunities at high-profile fixtures and bowl games.
- Digital alignment through targeted EDMs, content series, and broadcast mentions.

Beyond commercial returns, partners are contributing to a program that genuinely changes lives, supporting diversity, regional inclusion, female participation, and elite pathways for young and emerging athletes.

By partnering with AFQ, your business becomes part of something bigger, assisting us to build a legacy, grow a game, and inspire a generation.





CONTACT

James Cowlshaw
E: president@afq.org.au
P: 0411 453 937