

About Townsville Football

Townsville Football is a very successful and professionally operated association that currently caters to 15 clubs throughout the district, from under 6's to Premier Division. The association incorporates two main facilities at Brolga and Murray Park, both within the Murray Sporting Complex. The association is striving to:

- Provide a quality structure and opportunity for people to play football
- Be financially viable and sustainable
- Develop efficient volunteers, coaches and administrators
- Provide a pathway for players to reach their full desired potential
- Develop quality football facilities and infrastructure
- Assist in the development of clubs to be viable and sustainable
- Assist to develop a greater number of experienced referees

**Some people want it to happen
Some wish it would happen
Others make it happen**

Michael Jordan

Why Townsville Football Exists

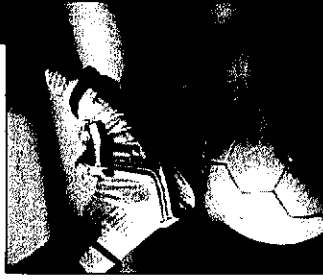
- *To organise a competitive and enjoyable football competition*
- *To promote and develop the game*
- *To administer the local junior and senior competition*
- *Fun, wellbeing and development of players*
- *Provide representative opportunities for players and coaches*
- *Support individual clubs to develop and be sustainable*
- *Manage Townsville Football owned or leased facilities and infrastructure*
- *To be financially viable and sustainable*
- *Follow directions from the zone council*
- *To provide a fair/judicial system*

Townsville Football
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Murray Lyons Crescent
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Townsville Football's Business Plan was developed by
Sporting Advantage
www.sportingadvantage.com.au



Townsville Football Business Plan Overview



2010 - 2015



SPORTINGADVANTAGE

Goals and Targets

The following are the Townsville Football goals for the next five years, to 2015. These six broad goals are challenging, however, have the potential to further develop the association as the premier regional football organisation within Queensland

Upgrade the playing and ancillary facilities at Brolga and Murray Parks

- Upgrade lighting on fields 1, 2 and 3 and install lighting on fields 4 and 5 to competition standard at Brolga Park
- Upgrade and develop a new ancillary facility to include team changerooms, referee changerooms, an education and training room, administration and canteen facility at Brolga and Murray Parks
- Upgrade Murray Park to include two full size playing fields with competition standard lighting and automatic irrigation
- Upgrade the playing surfaces and install automated irrigation systems to all Brolga Park fields
- Construct shade and seating for players and spectators at Brolga and Murray Parks
- Develop a facility master plan, concept designs and projected costs for long term developments of Brolga and Murray Parks

Enhance the quality of Townsville Football's competitions and participation opportunities at all levels

- Carry out a review to restructure the association's divisions and competitions

- Develop partnerships with other regional football associations to implement inter town championships
- Expand the association's competition scope to provide alternative football opportunities
- Explore the opportunity of employing a Townsville Football development and promotional officer

3. Provide support to build the capacity of all clubs and volunteers

- Provide development opportunities for current and aspiring club coaches and referees
- Provide administrative support for club volunteers
- Provide funding opportunities for clubs
- Recognise and reward the contribution of club and association volunteers
- Assist in the implementation of development plans and reviews for all clubs
- Assist clubs with the planning and implementation of upgrading their home ground facilities
- Implement a range of policies and procedures for clubs to utilise

4. Optimise the administrative structure and operations of Townsville Football

- Implement specific position descriptions for the association's executive committee
- Carry out an independent review to optimise the association's current paid administrative positions
- Outline the association's relationship, role and communication mechanisms with all football organisations within Townsville

- Review and implement a clear reporting process between the association's executive committee, clubs and employees
- Develop clear procedures for obtaining and distributing information from and to clubs, volunteers, participants and other stakeholders

5. Promote the association within the community to increase exposure and interest

- Further develop a positive relationship with the local media to enhance exposure
- Further develop a positive relationship with the North Queensland Fury to increase their involvement with the association and clubs
- Implement specific marketing and promotional campaigns throughout the district
- Ensure ongoing information updates on the association's website and develop social internet pages
- Develop a communication and promotional network with Townsville Football players, club volunteers, supporters, sponsors and other stakeholders

6. Ensure the financial sustainability of the association

- Develop a professional sponsorship package to attract and retain corporate sponsors
- Identify and access funding through appropriate grants programs
- Implement social fundraising events
- Incorporate promotional events throughout the season to attract spectator support and game attendance
- Budget annually to allocate funding to develop the association's facilities