



QUEENSLAND RUGBY LEAGUE

# GAME PLAN

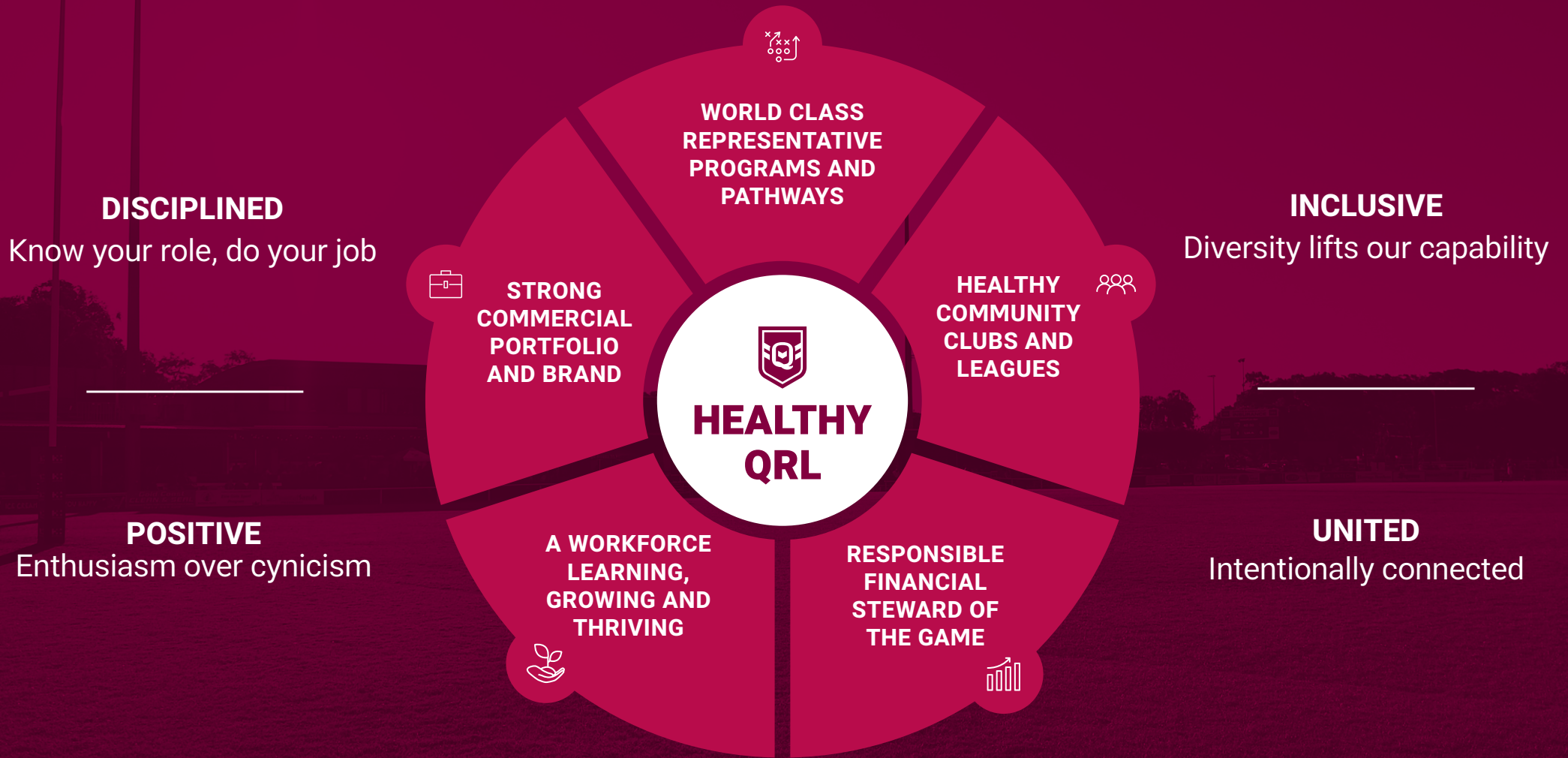
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FY24



# OUR PURPOSE

Unite and Inspire Queenslanders through Rugby League



# COMMUNITY RUGBY LEAGUE GAME PLAN FY24

**Mission:** Healthy Community Clubs and Leagues

Volunteer support  
and capability

Improve reporting  
and compliance



**HEALTHY  
COMMUNITY  
CLUBS &  
LEAGUES**

Better facilities and  
more of them

Accessible and  
inclusive clubs

# PERFORMANCE AND PATHWAYS GAME PLAN FY24

**Mission:** World Class Football Programs and Pathways

Globally admired State of Origin programs and teams

Pathway Programs that produce national talent



## WORLD CLASS FOOTBALL PROGRAMS & PATHWAYS

Competitions and Clubs that support player transition via a state-wide footprint

A network of coaching and performance staff supporting the development of talent

# COMMERCIAL AND CONSUMER ENGAGEMENT GAME PLAN FY24

**Mission:** Strong Commercial Portfolio and Brand

A relentless focus on growing and knowing the Rugby League audience in Queensland

Delivering the right message, to the right person, at the right time



**STRONG  
COMMERCIAL  
PORTFOLIO  
& BRAND**

Delivering exceptional experiences through all consumer engagement

A disciplined pricing and targeting strategy to convert prospective partners and customers

# FINANCE GAME PLAN FY24

**Mission:** Responsible Financial Steward of the Game

Provide timely and accurate financial information

Lift financial and governance capability



**RESPONSIBLE  
FINANCIAL  
STEWARD OF  
THE GAME**

Innovate our business processes

Financial health and sustainability of our business and stakeholders

# PEOPLE, CAPABILITY AND SAFETY GAME PLAN FY24

**Mission:** A Workforce Learning, Growing and Thriving

Hire and retain top talent

Develop and enhance operational skills and leadership capability



**A WORKFORCE  
LEARNING,  
GROWING &  
THRIVING**

Cultivate a healthy culture where employees thrive

Support the workforce to feel safe, engaged and socially responsible

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**UNITE.  
EXCITE.  
INSPIRE.**

