



# QFA & QFAW COMPETITION STANDARDS FRAMEWORK



# OVERVIEW

AFL Queensland's senior community football structure encompasses the QFA and QFAW competitions spanning across the South East Queensland.

The structure is designed to be an aspirational model, where clubs can apply to elevate divisions, or apply to AFL Queensland to establish a new senior club and/or team. The purpose of the structure is to provide strong competitive balance, minimize travel constraints on clubs and provides longevity and sustainability to the competitions

Whilst it provides an opportunity for clubs to progress through the levels of competition, it also allows for clubs to move into a lower and more appropriate division as determined by the club and/or AFL Queensland.

Club's wishing to apply for a new license, or elevate divisions must apply and present to AFL Queensland, addressing the Six Core Pillars of club sustainability as outlined within this document.



# TIMELINE

## **APPLICATION PROCESS OPENS - July 1st 2024**

AFL Queensland to open applications and share communication to all South East Queensland based clubs.

## **EXPRESSION OF INTEREST DUE (Div 1 & 2) - July 31st 2024**

Clubs wishing to enter the QFA Division 1 or 2 or QFAW Division 1 or 2 competitions must complete the EOI form attached to this document by July 31st to begin process for 2025. AFLQ will not accept any EOI's post this date.

## **PITCH PROCESS DUE - August 16th 2024**

Clubs wishing to enter the QFA Division 1 or 2 or QFAW Division 1 or 2 competitions must have met with AFL Queensland and provide a presentation outlining the clubs ability to meet the competition standards as outlined below.

## **EXPRESSION OF INTEREST DUE (QFA Div 3 & 4) - October 31st 2024**

Clubs wishing to enter the QFA Division 3 or 4 competitions must complete the EOI form attached to this document by October 31st to begin process for 2025. AFLQ will not accept any EOI's post this date.

## **PITCH PROCESS DUE - November 30th 2024**

Clubs wishing to enter the QFA Division 3 or 4 competitions must have met with AFL Queensland and provide a presentation outlining the clubs ability to meet the competition standards as outlined below.

# AFL QUEENSLAND 6 CORE PILLARS

## GOVERNANCE

THE CLUB HAS CLEAR POLICIES AND PROCEDURES, SUCCESSION PLANNING STRATEGIES, AND ONGOING SUPPORT FOR OFFICE BEARERS AND VOLUNTEERS. THE GOVERNANCE STRATEGY AND CLUB STRUCTURE, COMPRISING OF A BOARD, COMMITTEES, AND DEFINED ROLES ENSURE EFFECTIVE MANAGEMENT.

## FACILITIES

THE CLUB WILL ADDRESS THE LOCATION OF FACILITIES FOR PLAYING AND TRAINING, FACILITY LEASE ARRANGEMENTS AND CONDUCT A CURRENT FACILITY AUDIT OR CLUB ASSESSMENT OF FACILITY STANDARDS. IT WILL ALSO CONSIDER LIGHTING AUDITS, CURRENT/FUTURE UPGRADES AND MIXED GENDER USE CAPABILITY.

## FINANCE

THE CLUB WILL CREATE A FINANCIAL MODEL DETAILING REVENUE, COSTS, CURRENT P&L, BALANCE SHEET, BUDGET TEMPLATE AND FORECAST. IT WILL ALSO SET UP A FINANCIAL REPORTING MODEL, SPONSORSHIP STRATEGY, REGISTRATION FEE STRUCTURE AND, IF APPLICABLE, PLAYER PAYMENTS & INCENTIVES.

## STRATEGIC PLANNING

THE CLUB WILL ARTICULATE ITS STRATEGIC PLANNING PHILOSOPHY, CONSIDERING ITS CURRENT STRATEGIC PLAN IF APPLICABLE. IT WILL IDENTIFY KEY STRATEGIC PRIORITIES AND ESTABLISH A LONG-TERM CLUB VISION FOR THE NEXT 5 YEARS. ADDITIONALLY, IT WILL DELINEATE THE RESPONSIBILITY FOR CLUB STRATEGY.

## ON-FIELD PERFORMANCE

THE CLUB WILL ASSESS RECENT ON-FIELD PERFORMANCE AND ITS FOOTBALL DEPARTMENT STRUCTURE, INCLUDING COACHING STAFF. IT WILL DETAIL LIST MANAGEMENT STRATEGY, THE CURRENT OR EXPECTED PLAYING LIST, AND ITS DEVELOPMENT PHILOSOPHY ALONGSIDE SUPPORT STAFF ROLES

## BRAND & CULTURE

THE CLUB WILL SHARE ITS VISION AND VALUES, HAVE EDUCATION PROGRAMS FOR PLAYERS, COACHES, AND VOLUNTEERS. IT WILL EXECUTE MEDIA AND MARKETING STRATEGIES, INCLUDING SOCIAL MEDIA PLANS, AND MAINTAIN COMMUNITY ENGAGEMENT. THE CLUB WILL ALSO MANAGE ON AND OFF-FIELD APPAREL.

In order for clubs to provide programs that can continually compete at a community level, the governance and structure of the club, football department and coaching groups must be of the highest level. AFL Queensland acknowledges that all clubs operate in their own unique ways, something which makes our football community so great, however clubs must ensure they're governing their football program in a way that can drive success.

Item	Category	QFA D1	QFAW D1	QFA D2	QFAW D2	QFA D3	QFA D4
<b>1. Governance</b>							
1.1	The application is endorsed by the clubs board or executive committee	✓	✓	✓	✓	✓	✓
1.2	The club has provided AFLQ with an overview of the club structure, inclusive of executive committee, sub committees and other key roles/appointments as applicable.	✓	✓	✓	✓	✓	✓
1.3	The club has provided AFLQ with a clear overview of volunteers supporting the teams, including team managers, match day staff, club umpires, ground marshalls etc.	✓	✓	✓	✓	✓	✓
1.5	The club has provided a clear overview of the ongoing support and development of club office bearers and volunteers, including any succession planning as applicable.	✓	✓	✓	✓	✓	✓
1.6	The club is currently operating within all requirements as outlined by the Office of Fair Trading, the AFL Queensland Community Rules and Procedures and the Clubs constitution.	✓	✓	✓	✓	✓	✓
1.7	The club has completed the Women & Girls Community Football Charter.	✗	✓	✗	✓	✗	✗
<b>2. Finance</b>							
2.1	The club has a finance model in-place, which is inclusive of revenue streams and costs associated with running the senior football department.	✓	✓	✓	✓	✓	✓
2.2	The club has a current profit & loss statement along with balance sheet.	✓	✓	✓	✓	✓	✓
2.3	The club has in place a new budget/forecast in place for the team/s.	✓	✓	✓	✓	✓	✓
2.4	The club has in place a current financial reporting model.	✓	✓	✓	✓	✓	✓
2.5	The club has a current sponsorship strategy in place.	✓	✓	✓	✓	✓	✓
2.6	The club has in place a player registration fee structure for the new team/s.	✓	✓	✓	✓	✓	✓
2.7	The club has in place player payments/incentives structure for the new team/s.	✓	✓	✓	✓	✓	✓

Item	Category	QFA D1	QFAW D1	QFA D2	QFAW D2	QFA D3	QFA D4
<b>3. Brand &amp; Culture</b>							
3.1	The club has a clear vision and promotes its values throughout the club.	✓	✓	✓	✓	✓	✓
3.2	The club has in place a player, coach, and volunteer education program. <i>Note: AFLQ offers a range of education programs.</i>	✓	✓	✓	✓	✓	✓
3.3	The club has in place media and marketing strategies/plans, inclusive of social media engagement plan.	✓	✓	✓	✓	✓	✓
3.4	The club has in place a community engagement plan/strategy.	✓	✓	✓	✓	✓	✓
3.5	The club has finalised designs for both on and off field apparel through an AFLQ licensed apparel partner. Club will need to submit designs for approval.	✓	✓	✓	✓	✓	✓
<b>4. Strategic Planning</b>							
4.1	The club has in place a strategic planning philosophy.	✓	✓	✓	✓	✓	✓
4.2	The club has in place a current strategic plan.	✓	✓	✓	✓	✓	✓
4.3	The club has identified key strategic priorities.	✓	✓	✓	✓	✓	✓
4.4	The club has an understanding of its long term vision - next 5 years.	✓	✓	✓	✓	✓	✓
4.5	The club understands and acknowledges that it is responsible for the implementation of its strategic plan.	✓	✓	✓	✓	✓	✓

Item	Category	QFA D1	QFAW D1	QFA D2	QFAW D2	QFA D3	QFA D4
<b>5. Facilities</b>							
5.1	The facility has a minimum of 1 oval. The dimensions of the oval must have a length of 150m and a width of 110m	✓	✓	✓	✓	✓	✓
5.2	The facility must have goal posts which are located 6.4m apart and be a minimum 10m high for goal post and 6m for behind posts.	✓	✓	✓	✓	✓	✓
5.3	The playing surface is fully fenced with 3m run-off from boundary line, with gates appropriate for emergency field access.	✓	✓	✗	✗	✗	✗
5.4	Facility has scoreboard and a digital time clock. Refer to 3.1.6 of the PCFG.	✓	✓	✗	✗	✗	✗
5.5	Facility has a scoreboard which can show the number of goals, behinds and total points for each participating team.	✗	✗	✓	✓	✓	✓
5.6	Facility has elevated coaching boxes, minimum 3 fixed sides to provide shelter, access to desk/table and chairs for up to 4 persons.	✓	✓	✗	✗	✗	✗
5.7	Facility has standalone coaching boxes, minimum 3 fixed sides to provide shelter.	✗	✗	✓	✓	✓	✓
5.8	Facility has player interchange area which is covered and can sit up to 6x persons, with space for 1x strapping table, access to water.	✓	✓	✓	✓	✓	✓
5.9	Facility has a broadcast/filming platform which is covered with min 3 fixed sides to provide shelter, min 2.5m high, access to power, stair access. Must have room for 1x camera operator. Should be positioned mid-wing between 2 coaching boxes and face away from the western sun.	✓	✓	✗	✗	✗	✗
5.10	Playing surface has a minimum of 100 average LUX.	✓	✓	✓	✓	✓	✓
5.11	Facility has minimum 2x 45m <sup>2</sup> -55m <sup>2</sup> change rooms. These will have bench seating for 25 players and officials, with shelving/hanging space adequate for football activities.	✓	✓	✓	✓	✓	✓
5.12	Facility will have 2x player amenities (wet areas) 25m <sup>2</sup> . Player amenities will have 3 lockable cubicle showers per area as well as 3 pan toilets in lockable cubicles.	✓	✓	✓	✓	✓	✓
5.13	Facility will have umpire change rooms which measure between 20m <sup>2</sup> -25m <sup>2</sup> .	✓	✓	✓	✓	✓	✓

Item	Category	QFA D1	QFAW D1	QFA D2	QFAW D2	QFA D3	QFA D4
5.14	Facility will have umpire amenities which measures +12m2 and is inclusive of 2x lockable cubicles.	✓	✓	✓	✓	✓	✓
5.15	Facility is to ensure that all amenities are free from hazards and safe for all players, umpires and officials to walk upon in football boots.	✓	✓	✓	✓	✓	✓

## 6. On-field Performance

6.1	The club must be prepared to provide a review of their on-field performance.	✓	✓	✓	✗	✗	✗
6.2	The club will have place a football department and coaching structure. Please include name of incumbents if available.	✓	✓	✓	✓	✓	✓
6.3	The club will have a list management strategy and understands the responsibility of list management.	✓	✓	✓	✓	✓	✓
6.4	The club will provide a list of 35 players who are registered or has the intent to register.	✗	✗	✗	✓	✓	✓
6.5	The club will provide a list of 65 players who are registered or has the intent to register.	✓	✓	✓	✗	✗	✗
6.6	The club will have a current/anticipated playing list. This will include participant numbers, quality and recruitment process.	✓	✓	✓	✓	✓	✓
6.7	The club will have a player development philosophy as well as a structure, this is inclusive of a junior pathway.	✓	✓	✓	✓	✓	✓
6.8	The club will have in place support roles for the team/s and understand the responsibilities of these roles on both match day and around the club.	✓	✓	✓	✓	✓	✓

## 7. Required Documentation

7.1	The club will provide a copy of their most up to date club constitution.	✓	✓	✓	✓	✓	✓
7.2	The club will provide a copy of their most recent audited financials.	✓	✓	✓	✓	✓	✓
7.3	The club will ensure that PlayHQ is up to date with both club contacts as well as club information.	✓	✓	✓	✓	✓	✓



# HOW TO SUBMIT YOUR EOI

We have made it easy for your club to submit their EOI to join one of our senior competitions here in South East Queensland.

The Club President is required to complete the EOI form.

To access the EOI form you can click the link [here](#) or scan the below QR code.



