

# 1

## GROW



### Maximise player participation at junior and senior levels

Increase membership and continued annual growth of membership

- Active marketing and public relations campaign to recruit new members, promote benefits of membership with a particular focus on rural areas
- Review of membership issues and current priorities for rural areas
- Facilitate growth in the regional centres outside of Toowoomba through QTF Development Officer involvement and establishing special events such as All Schools

### Increased engagement with membership

- Investigate means to improve and expand services to Members
- Development of Membership Working Group/s

# 2

## DEVELOP



### Develop the professional knowledge of players, coaches, referees and volunteers by running workshops and courses.

### Increase number of professionally trained Coaches, players, Referees and Selectors

- Work with Clubs & Affiliates to promote the availability of training programs for those interested in volunteering
- Target volunteers aged 17 to 22 years as a way of continuing & building their involvement in the game
- Target the 22 years and above group to mentor the younger coaches

# 3

## CONNECT



### Create strategic alliances with partners and external organisations to benefit the sport.

Develop networks with other related organisations for the benefit of South West Queensland Touch Association

- Create a strong relationship with local and state government agencies
- Liaise with Peak State body and Affiliates

Develop relationships with organisations for mutually beneficial outcomes

- Create a sponsorship package that enables us to provide more products and services to members
- Work with media and develop a social media platform to improve the profile of SWQTA

Identify growth areas and target events in order to increase participants, members and partners

- Ensure coaches and officials are supported to deliver events
- Work with Affiliated Associations to continue to develop junior competitions and events
- Promote events through local media
- Ongoing monitoring of standards to ensure continuous quality improvement of events

# 4

## EXPAND



### Develop the skills of players, coaches, referees & volunteers by running & participating in high level competitions & events.

Increase number of events and number of participants in high level events

- Facilitate involvement of past and current SWQ elite players, coaches and referee involvement in National Youth and National Touch League competitions
- Ensure coaches and officials are supported to deliver events
- Continue to develop high level junior competitions and events that facilitate affiliation growth and participation in representative programs
- Promote events through local media and social media platforms
- Ongoing monitoring of standards to ensure continuous quality improvement of events