

MEMO 15 - 24

To: Queensland Clubs
From: Football Queensland
Subject: State Election #EQUALISER Campaign
Date: June 4, 2024

Dear Clubs

Football Queensland is encouraging all clubs to support the State Election **#EQUALISER** campaign by completing the survey on behalf of your club and sharing with your club members to participate.

The **#EQUALISER** campaign is a critical initiative aimed at supporting the existing and growing demand for football in our state by advocating for essential infrastructure investment from across all sides of politics.

The recent success of the FIFA Women's World Cup 2023™ has amplified football's popularity across Queensland, leading to soaring participation rates. Despite this growth, our current infrastructure is struggling to keep up with the rising demand.

To ensure we secure the necessary funding to support our clubs and community, we need your assistance. Please take a few moments to complete the statewide **#EQUALISER** survey. Your input is invaluable in shaping the insights we present to local MPs and electoral candidates, reinforcing the need for infrastructure investment at your club.

The Community Infrastructure Fund will enable crucial upgrades like lighting, pitch redevelopments, and female-friendly change rooms, helping clubs meet current demands and expand their capacity for future growth. Your participation in the survey will directly influence our lobbying efforts with government officials.

We encourage clubs to support us in assisting your club by taking the following actions:

- **Complete the club survey:** Your feedback will guide our advocacy for critical infrastructure funding. [Have your say in the #EQUALISER club survey now](#) (for club committee members only).
- **Share with your club members:** Please send an email to your club members and encourage them to participate in the survey. [You can use the template email here.](#)
- **Promote on social media:** Use your social media platforms to spread the word and ensure maximum participation in the survey. [You can use the social media graphic here.](#)

Together, we can make a substantial impact on the future of football in Queensland. Your voice is crucial in this effort, and we appreciate your prompt action in completing the survey and encouraging your members to do the same.

READ OVER



FQ will reach out to clubs within the next month with further details on the campaign's progression.

End.