

MEMO 20 - 24

To: Queensland Clubs
From: Football Queensland
Subject: Queensland Football Club Convention topics confirmed
Date: August 27, 2024

Dear Clubs,

Football Queensland has confirmed the Club Convention topics for the upcoming inaugural Queensland Football Convention on Saturday, 2 November and Sunday, 3 November 2024 at the Brisbane Convention & Exhibition Centre.

Over the two days, the Queensland Football Convention will offer specialised sessions for clubs, coaches, and referees, each featuring leading national and international speakers and panellists who will provide valuable insights and practical knowledge on key topics for advancing the game.

For attending club representatives and committee members, FQ has designed targeted sessions addressing critical topics essential for the growth and success of our clubs.

The following club focused sessions will be presented based on the themes of 'Growth,' 'Sustainability,' and 'Technology,' covering the following areas:

GROWTH

- **It's Already Coming - The Next Phase - 50/50 - Football's Growth Story**
Unpacking the truth about the growth of the game - what is the role of clubs and how can they prepare for it
- **Revenue Diversification – What Business are we in?**
Case studies of clubs that have successfully diversified their income sources with an opportunity mindset

SUSTAINABILITY

- **Critical Transition of Club Culture through Phases of Growth & Time**
An analysis of how static club culture can paralyse a club's maturation and progress
- **Dynamic Club Business Models**
Breaking away from treading water, reducing reliance on volunteers & unlocking growth (case studies)
- **Optimal Club Governance & Administrative Structures**
What does best practice look like and how do we get there? (Case studies)

READ OVER

TECHNOLOGY

- **Digital Transformation in Sport Operations: Benefits Deploying a Common Tech Stack**
Reducing the volunteer burden - managing risk, data security, continuity of IP
- **Achieving Alignment, Unlocking Value & Eliminating Key Person Risk**
The benefits of a common CMS and fully integrated platform for all clubs
- **Cyber Bullying – Protecting the Game, our Clubs and Participants**
- **Government Relations - #EQUALISER**

Please note that due to high demand and limited availability, Football Queensland is recommending that two committee members per club (preferably the Club President and one additional committee member) attend the convention.

Details regarding the speakers for each club session, as well as the referee and coach topic sessions will be provided in the coming weeks.

In addition to two days of convention sessions, the Queensland Football Convention will also include a cocktail networking event at the Sunset Lounge at Suncorp Stadium for Brisbane Roar Men's home opener against Sydney FC, and the Football in Queensland Awards Night at Brisbane City Hall.

Tickets are now on sale and selling fast with only a limited amount of early bird discounted tickets remaining for the 2024 Queensland Football Convention.

[Click here to purchase your tickets and learn more about the convention.](#)

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