

WE
ARE **POSITIVE.**

Every day may not be good,
but there is good in every day.

WE
ARE **UNITED.**

Be more we.

WE
ARE **INCLUSIVE.**

Strength lies in our differences,
not our similarities.

WE
ARE **DISCIPLINED.**

A goal without a plan is just a wish.



QUEENSLAND RUGBY LEAGUE
BELIEFS AND STRATEGIC PLAN
2018-2022

**UNITE.
EXCITE.
INSPIRE.**

QRL.COM.AU

OUR PURPOSE

UNITE, EXCITE & INSPIRE PEOPLE THROUGH LIFELONG ENGAGEMENT IN RUGBY LEAGUE.

UNITE

MORE PLAYERS ACROSS AGES, SEGMENTS AND MARKETS



Prioritise growth in the number of participants who are **playing** the game

Offer easily accessible **contact and non-contact participation** options for males and females **year-round**

Build the foundations for a state-wide footprint via participation growth, clear pathways and the maintenance of Representative Programs including State of Origin

EXCITE

MORE FANS WATCHING AND ENGAGING



Establish and maintain facilities of appropriate standard for local, regional, State and National competitions

Ensure that competition structures and rules prioritise player health and safety and promote engagement in all affiliated competitions

Create **new and exciting content** available on existing and new platforms **year-round**

INSPIRE

BE THE MOST INSPIRATIONAL SPORT



Convert a greater proportion of consumers into **advocates** of our game

Leverage the game's **unique ability to make a difference** in our community

Communicate and celebrate the **positive stories of our game**

OUR ENABLERS

NEW WAYS OF WORKING TOGETHER - WITH NRL, REGIONS, AFFILIATES, PARTNERS AND VOLUNTEERS

- » Develop and maintain collaborative relationships
- » Create efficiencies through refining processes, and sharing programs across the State
- » Investigate and maximise the use of technology to increase collaboration and strengthen partnerships

- » Build inclusiveness and accessibility for all
- » Progress the investment in processes that support our people through organisational change
- » Drive collaborative communication

ENHANCE THE CAPABILITY - OF OUR ORGANISATION AND OUR PEOPLE

- » Build on the investment in the development of our people
- » Effectively manage available resources through good governance
- » Maximise use of resources by aligning relevant QRL programs with Whole of Game Programs
- » Implement innovative solutions through the use of technology and digital platforms
- » Showcase the capability of our people and our strong network of resources
- » Develop the capabilities of volunteers and Local Leagues, Clubs and Associations by investing in sustainable programs

MAXIMISE COMMERCIAL OUTCOMES - FOR THE GAME AND OUR PARTNERS

- » Be the 'Brand of Choice' by providing high-level support and service to current partners and stakeholders
- » Create new revenue streams and improve efficiencies to grow ROI relative to current activities
- » Enhance the commercial relationship with NRL to grow partnership revenue
- » Identify and implement innovative technology solutions through owned digital platforms
- » Maximise exposure to new stakeholders
- » Build on the support provided to our Intrust Super Cup Clubs to maximise commercial outcomes