



QUEENSLAND RUGBY LEAGUE

GAME PLAN

FY2026





MISSION STATEMENT

ENSURE RUGBY LEAGUE IN QUEENSLAND IS
STRONG, SAFE AND ACCESSIBLE

HEALTHY QRL

POSITIVE

WE DON'T GET BITTER,
WE GET BETTER



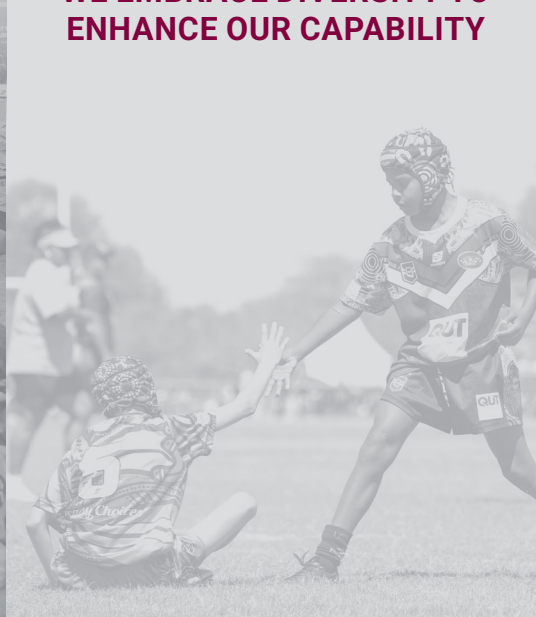
UNITED

WE PRIORITISE KEEPING
OUR PEOPLE CONNECTED



INCLUSIVE

WE EMBRACE DIVERSITY TO
ENHANCE OUR CAPABILITY



DISCIPLINED

WE KNOW OUR ROLE AND
DO OUR JOB





70K+

PLAYERS



47

GRADUATES



23 from HPC to NRL

24 from BMD to NRLW



22K+

REGISTERED
VOLUNTEERS



4.8M

MAROONS
FANS



88M

SOCIAL
IMPRESSIONS
DURING THE ORIGIN
PERIOD IN 2025



350+

CLUBS, ASSOCIATIONS
& LEAGUES



14.5M

FANS TUNED INTO
MEN'S & WOMEN'S
ORIGIN 2025 -
RECORD BROADCAST



COMMERCIAL & CONSUMER ENGAGEMENT

STRONG COMMERCIAL
PORTFOLIO & BRAND



COMMUNITY RUGBY LEAGUE

HEALTHY CLUBS
ASSOCIATIONS &
LEAGUES



PERFORMANCE & PATHWAYS

WORLD-CLASS
REPRESENTATIVE
PROGRAMS & PATHWAYS



GAME PLAN

FY2026



PEOPLE & CAPABILITY

HEALTHY
WORK ENVIRONMENT



FOUNDATION & CORPORATE AFFAIRS

BUILDING INFLUENCE
& LEGACY



FINANCE & BUSINESS SERVICES

OPERATIONAL EFFICIENCY
& INNOVATION

WORLD CLASS REPRESENTATIVE PROGRAMS & PATHWAYS



**EDUCATION,
INNOVATION &
CONNECTION**



**TALENT
DEVELOPMENT**

KEY FOCUS AREAS



**STATE-WIDE
COMPETITIONS**



**REPRESENTATIVE
PROGRAMS**

HEALTHY CLUBS, ASSOCIATIONS & LEAGUES



STRONG COMMERCIAL PORTFOLIO & BRAND



**GROW &
KNOW OUR
AUDIENCE**



**RIGHT MESSAGE,
RIGHT PERSON,
RIGHT TIME**

KEY FOCUS AREAS



**EXCEPTIONAL
EXPERIENCES**

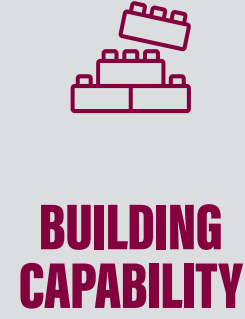


**DISCIPLINED
PRICING &
TARGETING**

HEALTHY WORK ENVIRONMENT



KEY FOCUS AREAS



OPERATIONAL EFFICIENCY & INNOVATION

**RISK
MANAGEMENT**



**FINANCIAL
HEALTH**



KEY FOCUS AREAS

**ANCILLARY
SERVICES**



**INFRASTRUCTURE
& GRANTS**



BUILDING INFLUENCE & LEGACY



KEY FOCUS AREAS



