



FOOTBALL STRATEGY

Doing our part to make football Australia's number 1 sport



President's Message

Mr Asa Cutts



As President of Brothers Townsville Football Club, I am honoured to share our strategic plan. Our roadmap to success that reflects our unwavering dedication to The World Game.

At Brothers Townsville Football Club, football is more than just a game; it's a pathway for personal growth, community engagement, and lifelong friendships, both on and off the field. As we embark on this journey, I remain inspired by the passion and enthusiasm of our members, volunteers, and supporters who make our club truly special.

Our strategic plan embodies our clubs commitment to excellence in all aspects of operations. From providing elite level coaching and facilities to promoting inclusivity and diversity, we strive to create a welcoming and supportive environment where every individual is empowered to reach their full potential.

As we look to the future, we are guided by our core values of integrity, respect, and teamwork. Together, our club will continue to innovate, adapt, and grow, ensuring that Brothers Townsville Football Club remains a strong beacon of excellence in the local football community for generations to come.

I am excited about the opportunities that lie ahead and grateful for the privilege to lead this remarkable club with the support of our amazing and dedicated committee.

Thank you for your commitment to Brothers Townsville Football Club. Together, we will continue to reach new heights!



"Playing football all of my life has always been for me a great way to compete, build resilience meet other people in my community and make friends along the way. Being a long-time member of Brothers Townsville FC and the Townsville football family, it's been a real honour and a sense of pride to call Brothers my home and football my game" **Matthew Miller**, Former FQ Fury player, Brothers FQPL player, and former Club Captain.





Vision: Play a part in making Football Australia's number one game

Mission: To make Football the most played sport in our region and recognised as being a valued element of our community.

Objective 1: Brothers Townsville FC consistently produces elite football teams.

Brothers Townsville FC elite pathways allow our footballers to aspire to represent their club and region. The elite program within the club will provide our players with all the necessary tools to progress as footballers, learn valuable skills and be successful in their pursuits.

- 1.1 Brothers Townsville FC routinely competes for success in the Football Queensland Club Academy competition and representative events.
- 1.2 Trials and Selections are paramount and will provide an accessible pathway to Brothers Townsville FC elite squads. These are open to all and will provide opportunity for players and coaches based on skill, attitude and attributes no matter their background or financial means.
- 1.3 Brothers Townsville FC elite squads are well coached by suitably qualified and experienced coaches.

Objective 2: Football is recognised as the sport of choice within our region.

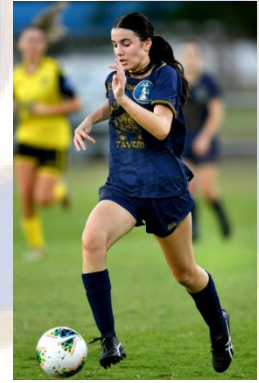
People are at the heart of our game, and just as they do all over the world, our people love this game and love to play.

- 2.1 Football across all aspects of the Club is resourced, well organised and conducted safely.
- 2.2 Football promotes good community values, volunteering, good competition, and reputational excellence within the community.
- 2.3 Football in the club encourages recruitment, participation, retention and plays our part in building a resilient community.
- 2.4 All people, regardless of their backgrounds or circumstances, can access the sport at our club.
- 2.5 Hi Vista Park is recognised in the wider community as the spiritual home of Brothers Townsville FC and as constant and stable community within a community.

Objective 3: Brothers Townsville FC is well governed and positioned to grow the game.

Guided by the Brothers Townsville FC Strategy, and informed by Football Australia and Football Queensland strategies; football at the club is professionally managed, with the perspective of our governing bodies, and with the whole of the game in mind for the benefit of the community.

- 3.1 A strategically orientated committee manages football at the Club.
- 3.2 A reliable resource and revenue stream supports the strategic development of the game for the Club.
- 3.3 Brothers Townsville FC contributes to the football brand by providing the best product for the region.
- 3.4 Our committee is routinely supported, educated, resourced and managed to provide the best for the club.



team@brotherstownsvillefc.com
<http://brotherstownsvillefc.com>

