



Key Strategic Activity	Commercialisation of Premier Competition livestream and data			
Link to Strategic Pillar	Entertainment			
Link to Strategic Priority	Showcasing the best of local football			
Link to Strategic Goal/s	Developed and promoted Premier Competitions which engender interest and investment.			
RACI	Responsible – Who? MCM	Accountable – Approval? CEO	Consulted FFA	Informed Clubs
Outline of Strategic Activity What is the principal purpose?	<p>In collaboration in BarTV, determine opportunities to commercialise the livestream broadcast of NNSWF's Premier Competitions. NNSWF will actively target relevant brands seeking unique opportunities to engage with their target market through branding opportunities including; virtual scoreboard, goals, half-time score, full time score, substitutions and a myriad of statistics including fouls, corners, shots, saves.</p> <p>NNSWF is committed to investigating opportunities to derive significant revenue from indirectly providing licenced betting agencies with access to the livestream and match data</p>			
Desired outcome/s aligned to Goal	Developed and promoted Premier Competitions which engender interest and investment.			



Prioritisation assessment matrix

Measure	Urgency	Potential Impact	Success	Resources	Stakeholder readiness	Integration	Total Points
Definition	<i>Is this a priority activity which needs to be implemented?</i>	<i>Is it likely that the implementation of this activity will have a significant impact on one or more specific challenges?</i>	<i>Do you have reason to believe that the activity will be a success?</i>	<i>Are resources (funds, staff, expertise) readily available to implement the activity?</i>	<i>Will this activity be supported by relevant stakeholders? Is there momentum to move this initiative forward?</i>	<i>Is there opportunity for collaboration and/or opportunity to build on existing initiatives?</i>	
Rate 1 to 3 (3 is the highest)	3	2	2	3	2	3	15