



Key Strategic Activity	Commission Annual Lapsed Player Research			
Link to Strategic Pillar	Participating			
Link to Strategic Priority	Player Churn			
Link to Strategic Goal/s	Addressed the reasons within the game's control which are influencing why players are not being retained			
RACI	Responsible – Who? SOCF	Accountable – Approval? HFD	Consulted Member Zones	Informed Clubs
Outline of Strategic Activity What is the principal purpose?	Implement qualitative and quantitative research on an annual basis to identify why players are leaving the game.			
Desired outcome/s aligned to Goal	Addressed reasons which are influencing why players are not being retained			



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)	2	2	2	3	2	3	14