



Key Strategic Activity	Execute Female Non-Playing Recruitment and Advocacy Campaign			
Link to Strategic Pillar	Participating			
Link to Strategic Priority	Women & Girls			
Link to Strategic Goal/s	Significantly increased the presence of females throughout the sport			
RACI	Responsible – Who? MCM	Accountable – Approval? HFD	Consulted FPO, Member Zones	Informed Clubs
Outline of Strategic Activity What is the principal purpose?	Engage with the proposed Women’s and Girl’s Advisory Group to promote the mutual benefits increasing the presence of females in non-playing roles.			
Desired outcome/s aligned to Goal	Significantly increased the presence of females throughout the sport			



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	3	3	1	3	14