



Key Strategic Activity	Execute Match Official recruitment campaign			
Link to Strategic Pillar	Participating			
Link to Strategic Priority	Match Officials			
Link to Strategic Goal/s	Significantly increased the number and competency of match officials throughout NNSW.			
RACI	Responsible – Who? MCM	Accountable – Approval? CEO	Consulted HFD	Informed
Outline of Strategic Activity What is the principal purpose?	Explore the viability of engaging an external agency to provide a comprehensive recruitment campaign aimed at enticing new male and female match officials of all ages to the sport.			
Desired outcome/s aligned to Goal	Increased the number of match officials			



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	3	2	2	3	2	15