



<b>Key Strategic Activity</b>	Execute TAFE Summer Football recruitment campaign targeting local lapsed players			
<b>Link to Strategic Pillar</b>	Participating			
<b>Link to Strategic Priority</b>	Player Churn			
<b>Link to Strategic Goal/s</b>	Addressed the reasons within the game's control which are influencing why players are not being retained			
<b>RACI</b>	<b>Responsible – Who?</b> SOMC	<b>Accountable – Approval?</b> MCM	<b>Consulted</b> HFD	<b>Informed</b>
<b>Outline of Strategic Activity</b> <b>What is the principal purpose?</b>	Implement localised recruitment campaigns for TAFE Summer Football programs aimed at local players that did not return to winter football that season.			
<b>Desired outcome/s aligned to Goal</b>	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
<b>Definition</b>	<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>	
<b>Rate 1 to 3 (3 is the highest)</b>	3	2	2	3	3	3	<b>16</b>