



Key Strategic Activity	Expansion of livestreaming			
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?	Consider the potential of expanding livestreaming of Northern League One Seniors and WPL when/if the competition transitions to NPL Women. The potential interest and increased investment will need to be considered in conjunction with the cost of engaging BarTV.			
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)	1	1	1	1	3	2	9