



Key Strategic Activity	Lobby for early registration of existing players			
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? CEO	Accountable – Approval? FFA	Consulted Member Zones	Informed
Outline of Strategic Activity What is the principal purpose?	Explore the availability of clubs to open registrations within PlayFootball prior to Christmas each year. This will allow clubs to re-register participants at the completion of the current season and at presentation days etc. This ability would allow the inclusion of early bird discounts, allow parents to pay for participation prior to the Christmas and Start of school period, allow parents to use the second Active Kids Voucher and reduce the administration burden for club volunteers.			
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)	3	3	2	2	2	3	15