



Work In Flight

Strategic Projects

In 2023 we continue to review and implement changes as required. Below is a summary of those projects currently in flight.

Project	Area	Stream	Status
Coaching Accreditation	Coaches	Gain	NFHS Accreditation being implemented. Timeline to land expected to be by 1 July.
Assemble CRM	Administrators	Retain	Revolution to Assemble migration about to commence. Pilot expected to be ready by 16 June with launch by 1 July.
Recruitment	Players	Gain	Media and Marketing efforts to aid with sport awareness and player leads. Ongoing
Lead Generation	All	Gain	Hubspot migration, with automated introductory leads to clubs. Shell built, with website integration expected by 1 July.
Sporting Schools	Players	Gain	Working with ASC to build curriculums, a pilot program and launch across schools Australia wide
Brand and Presence	All	Gain	Assessing current format with view to update and implement modernised long term approach
2023 Football Camps	Players	Gain	Pre-Launch of 2023 Football Camps, targeting recruitment of school age children into flag / tackle
Partnerships	All	Retain	Creating and fostering relationships with Government, Commercial, Community and football stakeholders (IFAF, Rams, NFL AU, NFL Flag).