

ASC Play Well Affiliate Program

Criterion 1 Question Set

IMPORTANT: The purpose of this document is to assist you in completing responses to Criterion 1 (Play Well Strategy Alignment). We recommend you copy and paste the questions into a word document and compile your responses, before entering them into the online application form.

Criterion 1 - Play Well Strategy Alignment

Organisation demonstrates provision of programs and activities that support multiple elements of the Play Well Strategy, including alignment to strategic vision, mission and priority areas.

Evidence Required:

Please demonstrate alignment to the Play Well Strategy by responding to the following five questions. Criterion 1 will be assessed according to the assessment matrix.

Questions:

1. How does your organisation align with the Play Well Strategy **Vision and Mission**.
NB: Answers should reference organisation's own vision and mission, strategic objectives, operational plans etc. (250 words)
2. Provide a summary of the primary programs, activities or initiatives (delivered or supported) that demonstrate your organisations' alignment to the **Play Well Priority Areas**. Please address as many Priority Areas as appropriate.
3. Why does your organisation want to work collaboratively with the ASC to deliver on sporting experiences through Play Well? (150 words)
4. What aspects of the Play Well Strategy is your organisation currently not engaging with and would like to explore through the ASC Play Well Affiliate Program? (150 words)
5. How will your organisation amplify Play Well Strategy messages, both ASC generated and messages generated by your own organisation? Examples may include newsletter, social media, member organisation activations, content creation etc. (150 words)

ASC Play Well Affiliate Program – Criterion 1 (Play Well Strategy Alignment) Assessment Matrix (45%)

Program Criteria Requirement	Application Question	Weight	Assessment Rating		
			Weak (1 point)	Satisfactory (2 points)	Strong (3 points)
Demonstrate alignment to the Play Well Vision and Mission.	1. How does your organisation align with the Play Well Vision and Mission .	30%	Limited alignment with Play Well Vision & Mission.	Satisfactory alignment with Play Well Vision & Mission.	Clear and comprehensive alignment with Play Well Vision & Mission.
Demonstrate Play Well Priority Area alignment through existing programs or activities.	2. Provide a summary of the primary programs, activities or initiatives (delivered or supported) by your organisation, that demonstrate alignment to the Play Well Priority Areas . Please address as many Priority Areas as appropriate.	30%	Limited number or range of projects or activities that align to priority areas	Several number or range of projects and activities that align to priority areas.	Numerous projects and activities that align to priority areas.
Willingness to collaborate.	3. Why does your organisation want to work collaboratively with the ASC to deliver on sporting experiences through Play Well?	15%	Limited reason/s why the organisation wishes to work collaboratively with the ASC.	Satisfactory reason/s why the organisation wishes to work collaboratively with the ASC.	Clear and comprehensive reason/s why the organisation wishes to work collaboratively with the ASC.
Opportunities and willingness for increased engagement.	4. What aspects of the Play Well Strategy is your organisation currently not engaging with and would like to explore through the ASC Play Well Affiliate Program?	15%	Limited opportunities and/or evidence of willingness to increase engagement.	Has identified some opportunities to increase engagement and satisfactory willingness to increase engagement.	Clearly identifies opportunities to increase engagement and demonstrates a willingness to do so.
Willing and able to amplify ASC and generate own Play Well messages and communications	5. How will your organisation amplify Play Well Strategy messages? These messages may be ASC generated and/or messages generated by your own organisation. Examples include newsletter, social media, member organisation activations, content creation.	10%	Limited explanation for plans to amplify Play Well messages.	Suitable explanation for plans to amplify Play Well messages.	Clear and comprehensive explanation for plans to amplify Play Well messages.

Total Score: out of 15 | The average of 2 assessors will be used to rank each application for the consideration by the ASC Executive Committee.