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## SWOT Analysis:

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| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

**Strengths:**

Strengths describe the positive attributes of your club. They assess what you do well, what resources you have, what advantages you have over other clubs etc. You may want to evaluate your strengths by area. Strengths may include the people, trainings, capital, facilities and equipment.

**Weaknesses:**

Weaknesses are factors that are within your control and detract from your ability to obtain or maintain a particular club activity.

Weaknesses might include lack of members, limited resources, inadequate funds or poor conditions of your facilities. These are factors that are under your control, but for a variety of reasons, are in need of improvement to effectively accomplish your club’s objectives.

**Opportunities:**

Opportunities assess the attractive factors, external to your club, that are available for utilisation. Identify what opportunities exist in your community or the local surrounds from which you hope to benefit.

These opportunities reflect the potential you can realise through implementing your planning strategies. It may be relevant to place timeframes around the identified opportunities. Do they represent an ongoing opportunity, or is it a window of opportunity? How critical is your timing?

Opportunities are external to your club. If you have identified "opportunities" that are internal to the club and within your control, you will want to classify them as strengths.

**Threats:**

What factors are potential threats to your club’s success? Threats include factors beyond your control that could place your planning strategy, or the club itself, at risk. These are external – you have no control over them, but you may benefit by having contingency plans to address them if they should occur.

A threat is a challenge created by an unfavourable trend or development that may lead to deteriorating revenue or membership. Other threats may include decreased beach visitation due to environmental issues affecting beach and water conditions or a drowning that generates adverse media or press coverage. What situations might threaten your club’s viability? A part of this list may be speculative in nature and still add value to your SWOT analysis.

The better you are at identifying potential threats, the more likely you can position yourself to proactively plan for and respond to them. You will be looking back at these threats when you consider your strategic plans.