# SWOT ANALYSIS TEMPLATE

Prior to undertaking any planning, it is important to understand your club’s current position. An effective way to do this is to undertake a SWOT analysis.

The acronym SWOT stands for Strengths, Weaknesses (Internal), Opportunities and Threats (External). Strengths and Weaknesses refer to the internal environment; the things that your club does well and areas for improvement. Opportunities and Threats refer to the external environment; or things happening outside the club that affect your operations and success.

**SWOT Analysis Example**

Brainstorming the SWOT analysis at a committee meeting can be a good way to get key information and ideas.

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| Internal Factors  (Things about your club) | STRENGTHS  Strong financial base  Skilled & enthusiastic volunteers  Good facilities and equipment | WEAKNESSES  Decreasing demand  Lack of support from local sponsors  Committee is overworked |
| External Factors  (Things outside of your club) | OPPORTUNITIES  Altering sport slightly to appeal to a different group of people (e.g.: golf croquet, 20-20 cricket)  Local organisations looking to sponsor sport/recreation  Kindergarten or school near to club facilities is experiencing growth | THREATS  Other leisure activities such as video games, movies, part-time work  Time issues: people being too busy to volunteer  Lack of public knowledge of your product |

**The Next Step**

After completing the SWOT analysis the next step is to rate these into order of importance and the potential impact they will have on the club.

Then, you need to do something with the information you now have. How can you take advantage of your strengths and opportunities (can you invest some of your strong financial base, or look at a way to alter your sport?), and how can you eliminate the weaknesses and threats (use some of the money the club has to invest in promotions/advertising, or look at ways to delegate to other enthusiastic volunteers so that the committee isn’t so overworked). Is there a way that you can turn your weaknesses and threats into positives?

From here you can begin to formulate a plan of action to help you achieve your long-term goals.