



## SWOT Analysis

Before starting your Development Plan it is important to take into account the factors that influence the club internally and externally. The easiest way to do this is to complete a SWOT analysis. This will clearly identify the following:

**Strengths** - internal attributes and resources that support the club to achieve successful outcomes.

**Weaknesses** - internal attributes resources that work against the club to achieve successful outcomes.

**Opportunities** - external factors the club can capitalize on or use to its advantage.

**Threats** - external factors that could jeopardize the club

By completing a SWOT analysis you will be able to identify what it is your club needs to develop in order to achieve its full potential.

I N T E R N A L	<u>STRENGTHS</u>	<u>WEAKNESSES</u>
	<u>OPPORTUNITIES</u>	<u>THREATS</u>
E X T E R N A L		

## What are strands?

The strands are areas of the club where you wish to improve or target over the period of the Development Plan (e.g. over the next year, three years five years.) They reflect the analysis you do that starts with creating a vision, a role statement and a mission statement, and then your analysis of your environment, strengths, weaknesses, opportunities and threats.

As a club you will only need to identify the strands that you wish to work on and develop. This may mean that only 3-5 are relevant to your own club, you may also have other strands in which you wish to develop. Below is a list of examples:

<b>Strands</b>
Club Administration & Governance
Club Links (e.g. School Club Links, Youth Organisations etc)
Facility & Equipment
Workforce Development (Coaches, Teachers, Officials, Volunteers etc)
Facility & Equipment
Communication & Social
Increasing Participation & Membership at the Club / Recruitment
Aquatic Planning
Funding & Finance

