**SWOT Analysis Template**

Undertaking a SWOT analysis will assist your club in establishing an objective and a set of priorities for each of your key areas of operation.

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| **Strengths (internal)** | **Weaknesses (internal)** |
| Strengths are the areas that your club excel in. Consider the things your club does better than others. Examples: * Strong volunteer base
* Fielding junior teams across all age groups
* High quality playing facilities
 | Identify the areas that need improvement. Consider things the club finds difficult to achieve, times it has struggled to meet expectations, and areas that you don’t feel confident in.Examples: * Do not have a Strategic Plan
* Low female representation in leadership positions
* Rarely access grant funding opportunities
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| **Opportunities (external)** | **Threats (external)** |
| Opportunities are areas that your club could take advantage of. Consider including any weaknesses that could be turned into a strength. Examples: * Growing population within township
* Increase in funding opportunities available
* Ability to increase female representation in playing and non-playing roles
 | Threats are potential or upcoming obstacles that the club must consider. Examples: * Another club establishes in our geographical area
* Members do not return post COVID-19
* Competitor sports increase in popularity
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