**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 |
| **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 |