

## Example of a SWOT Analysis, showing a club's Strengths, Weaknesses and Aims

| <b>STRENGTHS</b>   |
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| <ul style="list-style-type: none"> <li>- Membership secretary ensures members records are up to date/ reviewed annually</li> <li>- Good social calendar</li> <li>- Successful competition programme</li> </ul>   |
| <ul style="list-style-type: none"> <li>- Good committee structure</li> <li>- Job Descriptions for Treasurer, Secretary, Chairman</li> <li>- Excellent junior section</li> </ul>  |
| <ul style="list-style-type: none"> <li>- Good procedures in place to ensure club, coaches and officials are insured</li> <li>- Good training schedule for senior and junior members</li> </ul>   |
| <b>WEAKNESSES</b>  |
| <ul style="list-style-type: none"> <li>- No qualified first aiders</li> <li>- No current budget available for training &amp; education</li> </ul>  |
| <ul style="list-style-type: none"> <li>- Club Secretary - workload too heavy</li> <li>- Not all personnel or coaches have job descriptions</li> <li>- Juniors require more competition</li> </ul>  |
| <ul style="list-style-type: none"> <li>- Need to recruit more junior beginners &amp; follow their progress</li> <li>- Seniors require higher level of coaching</li> <li>- Few community links</li> </ul>   |
| <b>AIMS</b>  |
| <ul style="list-style-type: none"> <li>- Job description for all 'staff'</li> <li>- 2 Child Protection Officers</li> <li>- At least 2 volunteers to attend scUK workshop 'Good Practice &amp; Child Protection'</li> <li>- Produce a Child Protection Policy</li> </ul>  |
| <ul style="list-style-type: none"> <li>- 3 members to be first aid qualified</li> <li>- Seek sponsorship &amp; increase fund-raising events</li> <li>- Produce 'new members' leaflet/ offer advertising space</li> </ul>   |
| <ul style="list-style-type: none"> <li>- Recruit more juniors and talent ID via school to club links</li> <li>- 1 coach level 3 qualified</li> <li>- 2 coaches level 2 qualified</li> <li>- 2 members to gain 'officials' qualification</li> <li>- 2 coaches to attend scUK workshop 'Coaching children &amp; young people'</li> </ul> |