**SWOT ANALYSIS**

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| **Strengths** | * The sport that the association controls is an Olympic Sport. * The organisation has a number of highly skilled people from a wide variety of professions and trades. |
| **Weaknesses** | * The sport has a low profile generally and attracts few sponsors * The association has only a few clubs and in general they are not well organised. |
| **Opportunities** | * The association has an opportunity to develop programs and events that can be enjoyed by a greater cross section of the population and not just the elite. * The association has authored some very marketable products such as books, manuals and videos. |
| **Threats** | * The association is losing coaches and coach education programs are not functioning well. * The association could lose its Olympic Sport status. |