**SWOT ANALYSIS**

|  |  |
| --- | --- |
| Strengths | * The sport that the association controls is an Olympic Sport.
* The organization 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 organized.
 |
| 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.
 |