**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.
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| **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.
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| **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.
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| **Threats** | * The association is losing coaches and coach education programs are not functioning well.
* The association could lose its Olympic Sport status.
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