

SWOT Analysis

A great way to identify your strengths and your future goals for your context.

Strengths

Consider what makes your service viable and preferred over other services. For example:

- Low staff turnover
- Strong relationships with local schools
- Located in a family friendly area
- Reflect the local cultures
- Give back to the local community with events and fundraisers
- Long-standing member of the community

Opportunities

Consider what opportunities you have for now and the future that could become goals. For example:

- Marketing in local newspaper to connect more with wider community
- More sustainable and natural outdoor environment to allow children more agency
- Employ more culturally diverse employees to reflect community

Weaknesses

Consider what is (or could be) a weakness for your service and could need focus. For example:

- Management committee not always actively involved
- Aging population in the area
- Parents are reluctant to get involved in the service
- Lack of cultural diversity in the community and service

Threats

Consider what potential threats there may be for the service to consider in decisions. For example:

- ACECQA changing ratios or regulations that increase costs
- A new service being built nearby
- Council increasing fees
- Fire or other disaster
- Change of management with new goals and vision