**SWOT Analysis**

**Caloundra Rotary Club**

**STRENGTHS:**

Personal linkages, friendships, support for each other, fellowship, feeling of belonging, leadership, casual approach, encouragement

Readiness to help out and volunteer or helping when asked

Common interests - social

Depth of experience ( Rotary, life skills, business)

Current membership and growth of membership

Culture

Breakfast

Member participation

Good meeting location

Regular meetings with good speakers – and fun

Long history of commitment to support local community

Respect by Local community

**WEAKNESSES:**

Core team over worked – need more to step up

Ageing membership

Limited fund raising opportunities (apart from Golf Day)

No major local project

Insufficient social activity

Lack of upcoming leaders and young members

Small workforce when activities are on work days.

Too many hot breakfasts

Community push – time poor – too busy to participate in activities

Lack of involvement of younfer members

People unaware of what Rotary does – world wide advertising may be beneficial

Hard to find new members

Complex organisational structure

**OPPORTUNITIES / CHALLENGES:**

Suitable sized projects – local and further afield

Investigate new ways of fund raising and doing projects with limited budgets

Combine with other agencies to serve the community

Be prepared to change when change is required

Investigate how we can involve younger people in Rotary

Promote benefits and purpose of Rotary to broader community to attract more members eg. procure leverage into Sunday markets to build awareness

Adapting to new District

More social events

Community support

Liaising with clubs, associations, council and other Rotary Clubs

Working with all age groups

Working with different professions

Integration into business events

Risk of losing mentum if we faily to reognise and believe in climate change.

**THREATS:**

Need to expand volunteer base – ask individuals rather than wait for people to step up

Resignation of older members – loss of members

Members joining Probus

Insufficient time that young people have

Social media

Cost of membership

Demographic make up of members.

Over loading current members with responsibilities - burnout

Regulations

Insurance

Restrictions

Political correctness

No new members

Risk losing momentum

Ourselves