# SWOT analysis by drivers of participation

Consider your sport’s strengths, weaknesses, opportunities and threats (SWOT) in relation to each participation driver.

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| **Drivers of participation** | **Strengths**Internal | **Weaknesses**Internal | **Opportunities**External | **Threats**External |
| [**Market insights**](https://www.sportaus.gov.au/participation_drivers#market_insights) |  |  |  |  |
| [**Product design**](https://www.sportaus.gov.au/participation_drivers#product_design) |  |  |  |  |
| [**Workforce**](https://www.sportaus.gov.au/participation_drivers#workforce) |  |  |  |  |
| [**Marketing and communications**](https://www.sportaus.gov.au/participation_drivers#marketing_amp_communications) |  |  |  |  |
| [**Infrastructure and equipment**](https://www.sportaus.gov.au/participation_drivers#infrastructure_amp_equipment) |  |  |  |  |
| [**Commercial**](https://www.sportaus.gov.au/participation_drivers#commercial) |  |  |  |  |
| [**Unified behaviours**](https://www.sportaus.gov.au/participation_drivers#unified_behaviours) |  |  |  |  |
| [**Management**](https://www.sportaus.gov.au/participation_drivers#management) |  |  |  |  |
| [**Governance**](https://www.sportaus.gov.au/participation_drivers#governance) |  |  |  |  |

Learn more about the [drivers of participation](https://sportaus.gov.au/participation/participation_drivers) and [participation design](https://sportaus.gov.au/participation).