SWOT ANALYSIS OF THE GOOD NEWS TENNIS MINISTRIES PRIZE GIVING HELD ON 8 September 2016 at Silver Lakes Dros Restaurant

S for STRENGTHS.

1. Passion of Tournament Director to do the ITN Rating Calculation and update 7 ladders of each of the 219 players so that the 11 July report card could be used as a certificate. The medals were awarded for merit worthy positions on the 7 ladders.
2. The support of the community of helpers, some worked for free, some were paid but were prepared to work for free, those who were paid received below market price for services. See report on group appreciation for everyone who helped.
3. The management and workers at the DROS, Silverlakes were professional and helpful in their support. They were like event organisers that went far beyond what is expected of a restaurant.
4. Although players paid for their prizes it was affordable and well-priced.

W for WEAKNESSES.

1. Not having two screens meant many saw a blurr on the screen and were reliant on the sound.
2. The effectiveness of the talk on the ITN Rating Calculation and its application is unknown.

O for OPPORTUNITIES.

1. Families who don’t follow the tennis report card on the website were exposed to the foundations.
2. Players were honoured for results e.g. improvement.
3. Exposure on the website that came from the prize-giving creates interest.
4. Only families who support GNTM tournaments fairly regularly qualify to attend the prize-giving so it is marketing.

T for THREATS

1. Forty nine winners were invited but only 28 came.
2. The bursary winner was unable to come.
3. A significant loss was incurred in hosting the evening.
4. Updating the report card is time consuming until a program is written for it.