

# APPENDIX 1.

## S.W.O.T ANALYSIS



Whakatāne Airport Master Plan 2024

# APPENDIX 1. – S.W.O.T ANALYSIS

STRENGTHS - INTERNAL	DEVELOPMENT
Experienced and dedicated staff and contractors.	Continued professional development.
Support and resources.	Accurate budgeting and management.
Vision to grow and develop our airport.	Ongoing consultation and ‘think tanking’.
Iconic and critical piece of infrastructure.	Important asset requiring ongoing resources.
Relationships.	Continued comms with Stakeholders.
Knowledge.	Staff to keep up to date with industry developments.
Openness to new ideas and concepts.	Having open safe conversations with stakeholders.
Industry contacts.	Continued networking.
Communication.	Reviewing all verbal and written communication.

  

WEAKNESSES - INTERNAL	MITIGATION
Inertia through Council processes.	Building on internal synergy.
Funding constraints.	Careful planning and budget requests.
Staff resources.	Continually review staff workload and allocation.
Inaction and accountability.	Strategic planning.
Internal processes.	Continually review with a focus on efficiency.

# APPENDIX 1. – S.W.O.T ANALYSIS CONT.

OPPORTUNITIES - EXTERNAL	DEVELOPMENT
Growth in aeronautical activity both GA and Regular Passenger Transport.	Continually explore new opportunities.
Growth in aeronautical support commercial activity such as engineers and aircraft painting.	Continually explore new opportunities.
Tourism.	Accommodate opportunities as they arise.
Sustainable electricity production (Solar).	Explore options and proactively pursue.
Positioning for sustainable aviation (electric and/or hydrogen).	Work with Air New Zealand to better understand hydrogen and sustainable aviation fuel requirements and production.
Non-aeronautical commercial activity.	Work with users, stakeholders and business community.
Flight training.	Actively pursue to understand requirements.
Improving financial performance .	Sound financial practice.
Advertising.	Increase exposure for advertisers through all means.
Compliance costs.	Monitor and review as part of financial planning.

# APPENDIX 1. – S.W.O.T ANALYSIS CONT.

THREATS - EXTERNAL	MITIGATION
Aerodrome safety.	SMS. Airport bulletin and monitoring.
External financial influences.	Efficient financial operation able to pivot.
Contractors.	Expectations and contractual integrity. Monitoring.
Relationships.	Listening to valid concerns and responding.
Reduction in Regular Passenger Transport services leading to a review of joint venture partnership.	Look for second or third tier operators to supplement air transport.
RMA and consents.	Work closely with Council consents team.
Urban encroachment.	Make council and planning aware of potential issue.
Compliance costs.	Monitor and review as part of financial planning.