

SWOT Analysis - Glenorchy

NIMBYism

Strengths

Environment/mountains/clean air etc
No large infrastructure/ distance from infrastructure
Community has a say in their future – they are consulted on changes eg sewage
Low population
Health advantages/healthy lifestyle,
Variety of skills
Location/lake/overwhelmingly dominated by the environment but still have facilities
One road in or one road out
Distance to Queenstown
Local community facilities – school pool, library etc
Community strength – playgroup, leading playground, sports training/fitness, strong community groups to engage locals
Working green waste/recycling system in place
Good work ethic

Weaknesses

No infrastructure
Low population
Distance from infrastructure
Lack of jobs (real or perceived)
Lack of short term accommodation/housing
Internet service barrier to remote working
Cost of living can be expensive/short growing season
One road in and out
Distance to Queenstown
Lack of Industrial area
DOC office no longer here/educational opportunities (potential opt)

Opportunities

Choice and opportunity to shape the future of the district eg traffic/sewage/planning
Niche market tourism
To become a technology advanced community allowing residents to work globally
Create a commercial hub that reflects the local community eg artists, environmental, furniture shops
Creating quality jobs eg oppt to become leaders in the community for sustainability, studying, research etc.
Sports activities/artistic creative
Self sufficiency
Lifestyle superpowers
Encouraging businesses coming into the community to contribute eg Blanket Bay, Camping Ground, opt for local people centre for sustainability etc.

Threats

Excessive tourism (eg tunnel)
Foreign ownership (or outside ownership eg Lord of the Rings tours coming from Queenstown).
Tourism growth is planned to fit in with the community
Pollution of natural environment
Increasing town/country density
Increased aircraft noise