

# 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