Introduction to Ranking Opportunities by SWOT Priority

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Adelaide Oval – William Magarey Room

23rd November 2018
SWOT and Rank by Priority

**Ranking Opportunities by Priority**

- **Low priority** for implementation
- **Medium priority** for further assessment
- **High priority** for implementation

**Materiality of consequence**

- More material - More Likely
- Less material - Less Likely

**Likelihood of occurrence**

- Low priority
- Medium priority
- High priority

**SWOT Analysis**

**Strengths**
- Capabilities
- Competitive advantages
- Resources, assets and people
- Experience, knowledge and data
- Financial reserves, returns
- Mandating, needs
- Innovative reports
- Location, geography
- Price, volume and quality
- Processes, systems, IT, communications
- Advantages of proposition

**Weaknesses**
- Lack of capabilities
- Gaps in competitive strengths
- Reputation, presence and reach
- Threats, challenges and pressures
- Financials
- Cash flow, cash drain
- Competition, supply chain
- External care activities
- Reliability of data, plan and project
- Management cover & discussion

**Opportunities**
- Market developments
- Industry or life style trends
- Innovation and technology development
- Global influences
- Market changes, horizontal, vertical
- Target markets
- Geographical impact, export
- Major contracts, tactics and surprise
- Business/prod & development

**Threats**
- Political and economical effects
- Legislation effects
- Environmental effects
- Competitive situation
- Market demand
- Innovation in technologies, services and design
- New customers and partners
- Loss of resources
- Omitted to be faced
- Risk management strategies
- Unforeseen conditions factors, aginst
Top priorities:

- Legal frameworks provide certainty and simultaneously meet community and investor/stakeholder expectations for outcomes
- Trustworthy, people implement and regulate projects
- Environmental sustainability
- Manage supply-chain risks (people and facilities)
- Bolster understanding of risks, risk management and rewards

Since 4Q14: Increasing productivity is essential
### Membership Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of representatives to the Roundtable</td>
<td>&gt;2,250</td>
</tr>
<tr>
<td>Total organisational members</td>
<td>&gt;1,150</td>
</tr>
<tr>
<td>Companies including 9 media organisations</td>
<td>918</td>
</tr>
<tr>
<td>Peak representative bodies for industries/NGOs</td>
<td>28</td>
</tr>
<tr>
<td>Government agencies</td>
<td>121</td>
</tr>
<tr>
<td>Universities / research institutions</td>
<td>51</td>
</tr>
<tr>
<td>Individuals (many are consultants)</td>
<td>40</td>
</tr>
</tbody>
</table>
Renewed Working Groups

#1 Legislation/Regulation
#2 Water
#3 Infrastructure
#4 Service sector and supply chain
#5 Productivity (e.g. operations, completions, decommissioning and rehab, EOR, Standards, predictive analytics)
#6 Knowledge management
#7 Other issues
Breakout discussion to review Roundtable action items & feedback from each Working Group

- **What opportunities exist?**

  - 2:45pm – 3:55pm Breakout discussion into Working Groups to rank opportunities by priority – with an opportunity to change tables at 3.25pm.
  - Tables arranged for key topic areas
  - Each table to have Leader/Convener and Scribe
  - 4:15pm – 4:35pm Feedback from Roundtable for key opportunities.
Closing remarks & where-to-from here

- Thank you for sharing
- The opportunities developed today and previously will be listed for ranking by Roundtable.
- Consolidated spreadsheet with all opportunities to be circulated to Roundtable members in 2019 for ranking
- Ranked opportunities will guide Working Group actions
Contacts

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