

Strength	Weakness	Opportunities	Threats
<p><u>Professionalism</u> :</p> <ul style="list-style-type: none"> • Long history with 50-year bird data • Many bird experts • The success of the Long Valley Project • Many activities <p><u>Manpower</u> :</p> <ul style="list-style-type: none"> • Many members come from different backgrounds • Lots of volunteers (esp. from the Crested Bulbul Club); active, committed and in high quality • Competent staff • Enough manpower • Members with knowledge • A creative Chairman <p><u>Nature</u> :</p> <ul style="list-style-type: none"> • Independence • Good relationship with the Government • Get the trust and respect from BirdLife International • The most cost-effective green group in Hong Kong • Help in the development of bird watching societies in China and have a good relationship with them • Bird watching activities are popular • Good public image <p><u>Others</u> :</p> <ul style="list-style-type: none"> • Enough money, a healthy financial balance 	<p><u>Internal problems</u> :</p> <ul style="list-style-type: none"> • Lack of communication within members • Weak communication between members and the Society • Loose membership • Research teams work on their own , lack coordination and communication between them <p><u>Performance</u> :</p> <ul style="list-style-type: none"> • Slow progress/ react slowly (e.g. bird report) • Lack of hand-on conservation experience • Researches not systematic enough • Sometimes researches are not professional or the reports lack details <p><u>Manpower & resources</u> :</p> <ul style="list-style-type: none"> • Lack of active volunteers • Executive Committee members are too busy • Members are not united enough • Lack of leadership • Not enough manpower in the office. Staffs are too busy. Volunteers can't support long-term projects • Office is too small • Lack of facilities (Library and exhibition) <p><u>Promotion</u> :</p> <ul style="list-style-type: none"> • Not enough public promotion • Need to be generalize <p><u>Others</u></p> <ul style="list-style-type: none"> • No fund-raising • Unstable income • Not enough information about birds in China • Fixed scope limits the development of other aspects • No future development direction/ unclear 	<p><u>Trend</u> :</p> <ul style="list-style-type: none"> • Bird-watching becomes a trend so more people become interested <p><u>Work</u> :</p> <ul style="list-style-type: none"> • Hold more activities at school to attract the young people • Strengthen the China Programme; can try to cooperate with bird watching societies or NGOs in China • Increase more bird watching activities in China • Po Toi observatory • Based on the success of the Long Valley project, HKBWS can try to manage other sites (e.g. Luk Keng) • Attract the public via photography and the website • Publish bird reports and regular publications <p><u>Manpower</u> :</p> <ul style="list-style-type: none"> • Invite professionals to provide advices, e.g. marketing agents or counselors • Can try to attract those young retired people to become volunteers • The large group of members can help in collecting bird data <p><u>Public image</u> :</p> <ul style="list-style-type: none"> • The high appearance frequency in the newspaper can help to promote HKBWS <p><u>External factors</u> :</p> <ul style="list-style-type: none"> • The Government and some 私人機構 would like to allocate more resources in environmental conservation 	<p><u>Government</u> :</p> <ul style="list-style-type: none"> • Some officers misunderstand the meaning of ecological conservation <p><u>Competitors</u> :</p> <ul style="list-style-type: none"> • Compete with other green groups (they also hold bird watching activities) • Watching wildlife is more attractive than watching birds • The Government publish more books to talk about wildlife <p><u>Development and environment protection</u> :</p> <ul style="list-style-type: none"> • Urban development, esp. in N.T. and Lantau Island, affects habitats of birds and decreased the number of places for bird watching • Life of birds = Life of HKBWS <p><u>Participation of the public</u> :</p> <ul style="list-style-type: none"> • Bird flu makes people scare birds • Hong Kong people have busy lives • Photo-taking activities adversely affect birds <p><u>Internal operation</u> :</p> <ul style="list-style-type: none"> • The publication of Hong Kong bird reports lacks punctuality • Staff's future is unclear, they may not stay in HKBWS for long-term • With more members, organization becomes more difficult

Conclusion and suggestion

HKBWS's long history, professionalism and good public image allow her to have a concrete future development. In order to keep these strengths, HKBWS should increase manpower and hold suitable activities for further development. Comments from participants were as follows:

About human disturbance to birds:

The Executive Committee should set up a special group to follow up the tern case.

About bird surveys:

HKBWS should train more members for helping in bird surveys;

A supervising group should be set up to supervise the quality of research projects.

About attracting young people:

HKBWS can promote bird watching in the Scout Association;

HKBWS can help to organize joint-school wildlife club in secondary schools.

HKBWS should:

1. continue the good work in ecological management as it is a good chance for HKBWS to change the role in Hong Kong;
2. have more communication with birders in China;
3. publish Hong Kong bird reports as soon as possible and should keep it punctual. Otherwise other organizations (including the Government) would take this job.