

Strengths	Weaknesses	Opportunities	Threats
Large number of small scale venues and concert organisations	Vulnerability of small scale venues (financial, rotation speed of volunteers, limited level of professionalism)	Cooperation, coordination of programming, creating networks	High pressure on volunteers to professionalize
Support structure (financial)	Sense of subsidy dependence	Opportunities for developing untried offer (laboratory function)	Budget cuts
Support structure (research institutes, umbrella organisations, pressure groups)	Non-transparent organisation of the cultural field (too many duplicates)	Cooperation, fusion, creation of networks	Trend based policy of authorities (cabinet changes/ministerial responsibilities)
Strongly developed specialisation in the area of 'old music'/historic practice en modern music	Not much absolute world class	Increasing and improving marketing of specialism (focus on USP)	Rise of international competition (quality)
Broad high quality offer	Too much on offer	Increased market dynamics	Decreased public interest per event
Broad humus layer		Low thresholds for entering the market	No clear choices in subsidisation
Dynamic market (high rotation speed of ensembles/musicians, large output conservatoires NL)	Trends, hyped up behaviour	Full opportunities for new initiatives (innovation)	Decreased commitment to the genre
Open market (open to international influences)	Insufficient realisation of international opportunities	Connect with many/different (international) markets	More import than export
Varied offering	No unambiguous chamber music product	Many potential target groups	Loss of 'face'
More of an ensemble culture	Not a real soloist culture	Flexibility in small scale initiatives	Overestimated importance of ad-hoc activities in ensemble form
Tradition	Tendency to conservatism	New media, new presentation forms	Competition from entertainment industry, multicultural influences, 'experience culture'
Opportunity for innovation	Lacklustre image of classical music	Increased audience because of aging population	Loss and/or further decrease of heterogeneous audience