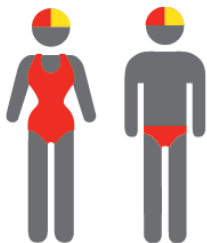


MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



37

ACTIVE MEMBERSHIP



37% Increase



224

TOTAL MEMBERSHIP



8% Increase



108

JUNIOR MEMBERSHIP



8% Increase

The primary objective of providing you with your membership statistics is to drive key strategies that will ensure that your club membership is sustainable for the future. Total Club Membership is presented to highlight the latent active membership potential, particularly in the 5 – 13 Junior Activities and Associates categories.

Sustainability

Surf Clubs sustain their Active Membership from multiple streams:

- Schools Programs
- Junior Activities – U14's
- Associates – Parents/ guardians of nippers (Family Participation Program can assist encourage family members to get involved)
- General Public – Bronze courses

Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

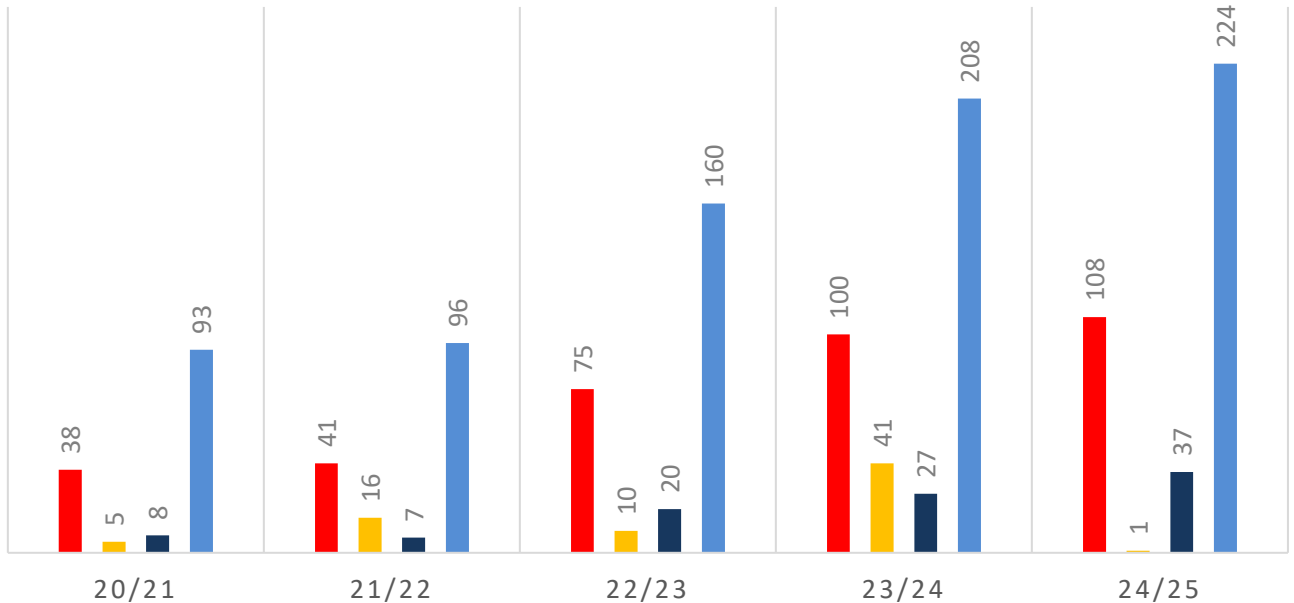
Note:

- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5-YEAR TREND ANALYSIS

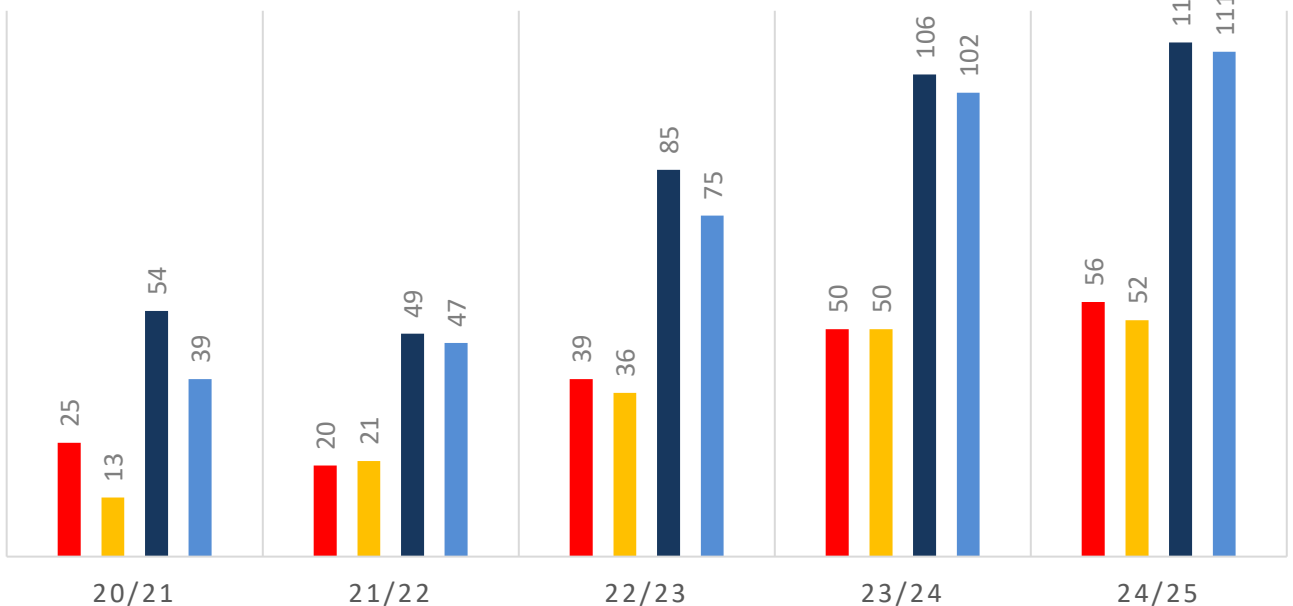
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



103

BRAND NEW MEMBERS



56%

MEMBERSHIP RETENTION



92

MEMBERS LOST FROM AGNES WATER SLSC

Agnes Water 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	35	17	49%	15	0	0%	18	51%	34	97%	0	0%	36	3%
Nipper Parent	0	0			0		0		11		0		36	
Junior Activities	100	58	58%	3	0	0%	42	42%	53	53%	0	0%	108	8%
Cadet Member (13-15 years)	6	3	50%		0	0%	3	50%	3	50%	0	0%	7	17%
Active (15-18 yrs)	5	2	40%		0	0%	3	60%	0	0%	0	0%	3	-40%
Active (18yrs and over)	9	9	100%		0	0%	0	0%	1	11%	3	33%	20	122%
Award Member	7	7	100%		0	0%	0	0%	0	0%	0	0%	7	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	1	1	100%	1	0	0%	0	0%	0	0%	2	200%	2	100%
Past Active	0	0			0		0		0		0		0	
Associate	41	16	39%	15	0	0%	25	61%	0	0%	0	0%	1	-98%
Life Member	0	0			0		0		0		0		0	
General	0	0			0		0		0		0		0	
Honorary	4	3	75%		0	0%	1	25%	0	0%	0	0%	3	-25%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		1		0		1	
Total Active	27	21	78%		0	0%	6	22%	4	15%	3	11%	37	37%
Total	208	116	56%		0	0%	92	44%	103	50%	5	2%	224	8%

** Total Active = Cadet Member (13-15 years), Active (15-18), Active (18yrs and over), Award Member, Reserve Active

MEMBERSHIP RETENTION

Agnes Water 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	2	33%	4	67%	2	33%	7
16-18 Years	5	3	60%	2	40%	1	20%	3
19-25 Years	2	2	100%	0	0%	0	0%	2
26-35 Years	3	3	100%	0	0%	0	0%	3
36-50 Years	11	11	100%	0	0%	1	9%	20
51-70 Years	0	0		0		0		2
70+ Years	0	0		0		0		0
Total	27	21	78%	6	22%	4	15%	37



Agnes Water 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	11					13		13
Under 7	20	2	18%	9	82%	6	55%	8
Under 8	11	12	60%	8	40%	3	15%	15
Under 9	10	5	45%	6	55%	10	91%	15
Under 10	18	8	80%	2	20%	7	70%	15
Under 11	11	11	61%	7	39%	3	17%	14
Under 12	8	9	82%	2	18%	8	73%	17
Under 13	7	4	50%	4	50%	2	25%	6
Under 14	4	4	57%	3	43%	1	14%	5
Transitioned From JA		3	75%					