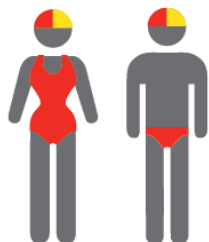


MEMBERSHIP STATISTICS REPORT EOS 2021/22



7

ACTIVE MEMBERSHIP



13% Decrease



96

TOTAL MEMBERSHIP



2% Decrease



41

JUNIOR MEMBERSHIP



2% 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 May and October;
- 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.

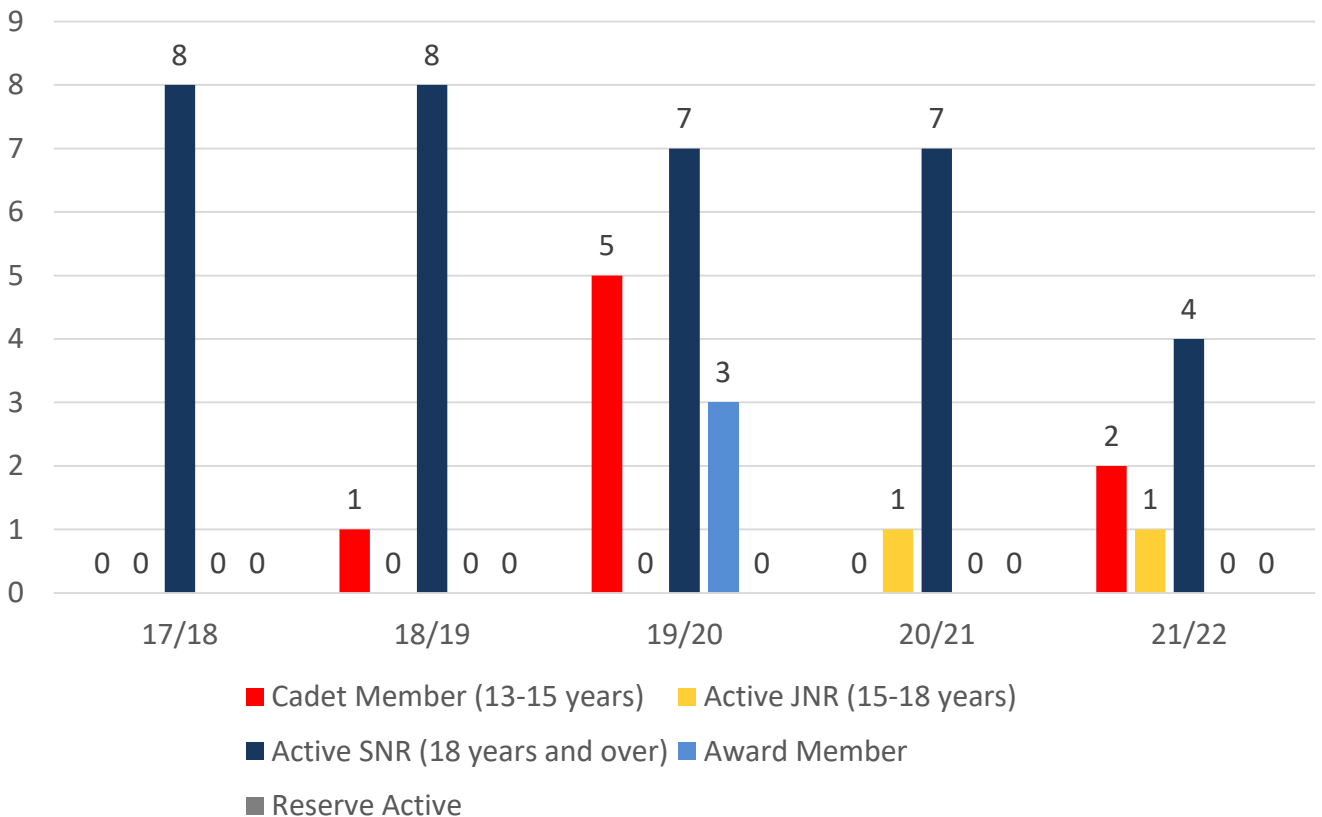
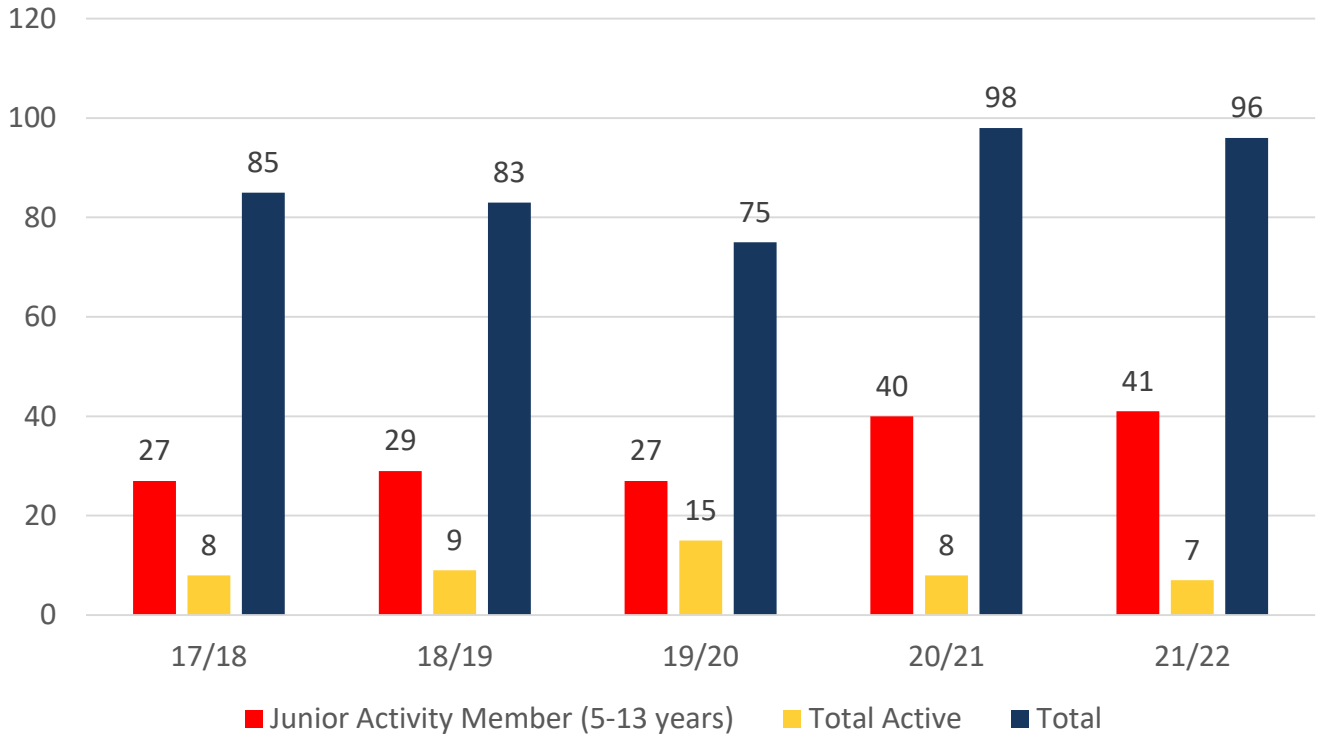
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

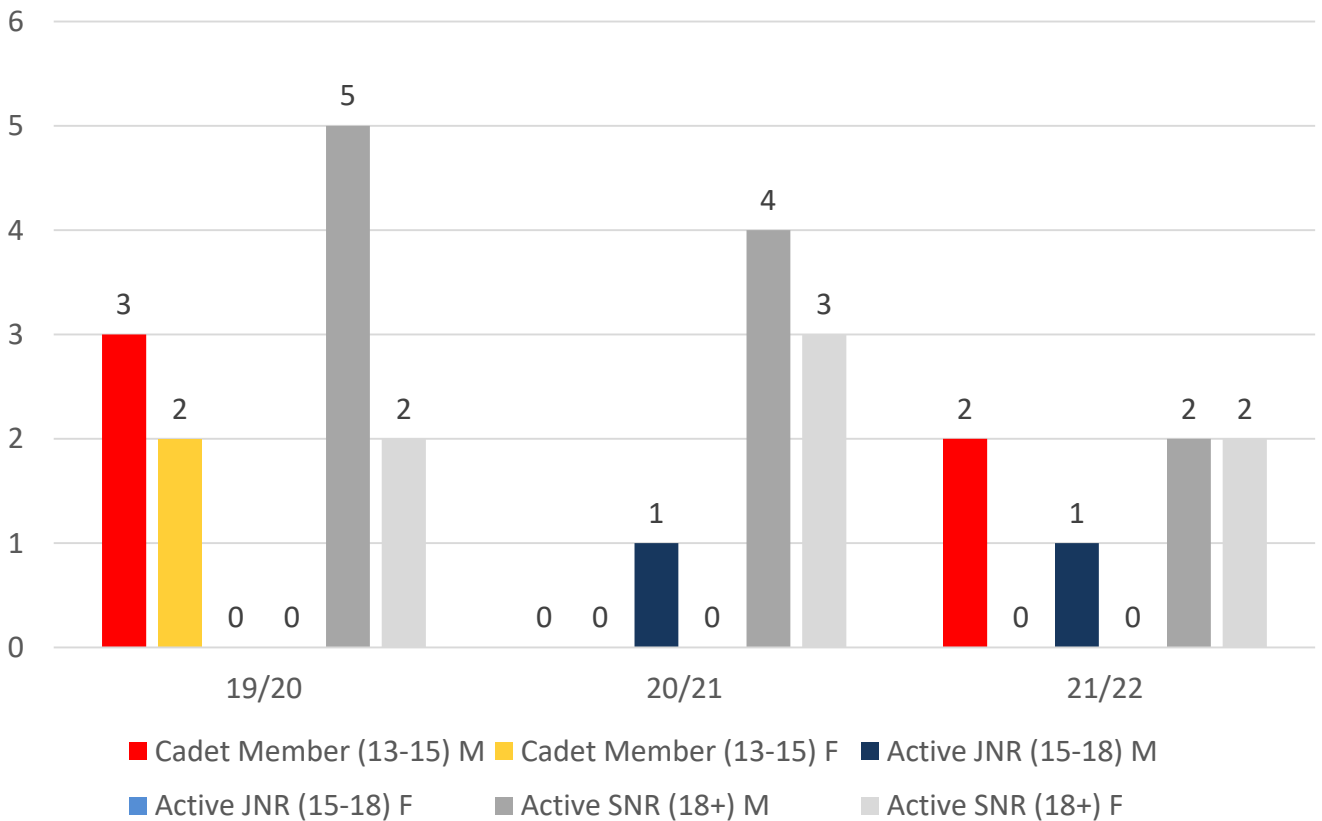
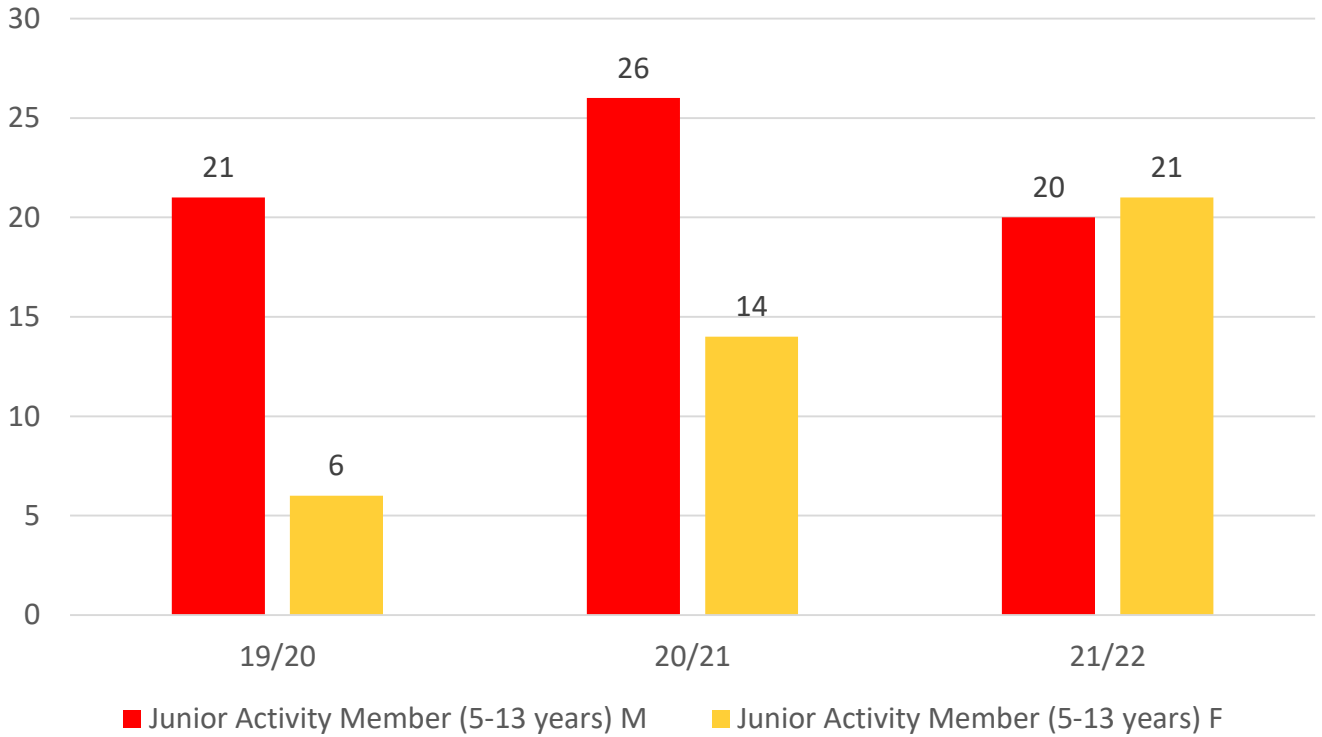
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	21	16	19	35	29
Junior Activity Member (5-13 years)	27	29	27	40	41
Cadet Member (13-15 years)	0	1	5	0	2
Active Junior (15-18 years)	0	0	0	1	1
Active Senior (18years and over)	8	8	7	7	4
Award Member	0	0	3	0	0
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	21	26	9	5	16
Life Member	0	0	0	1	1
General	0	0	0	0	0
Honorary	8	3	5	9	2
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	8	9	15	8	7
Total	85	83	75	98	96

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	4	4	7	7	6
Under 7	4	2	3	5	10
Under 8	4	2	3	5	3
Under 9	3	5	2	2	5
Under 10	6	4	3	6	4
Under 11	2	4	3	2	3
Under 12	1	4	4	5	2
Under 13	2	2	2	5	5
Under 14	1	2	0	3	4
Junior Activities Total	27	29	27	40	42

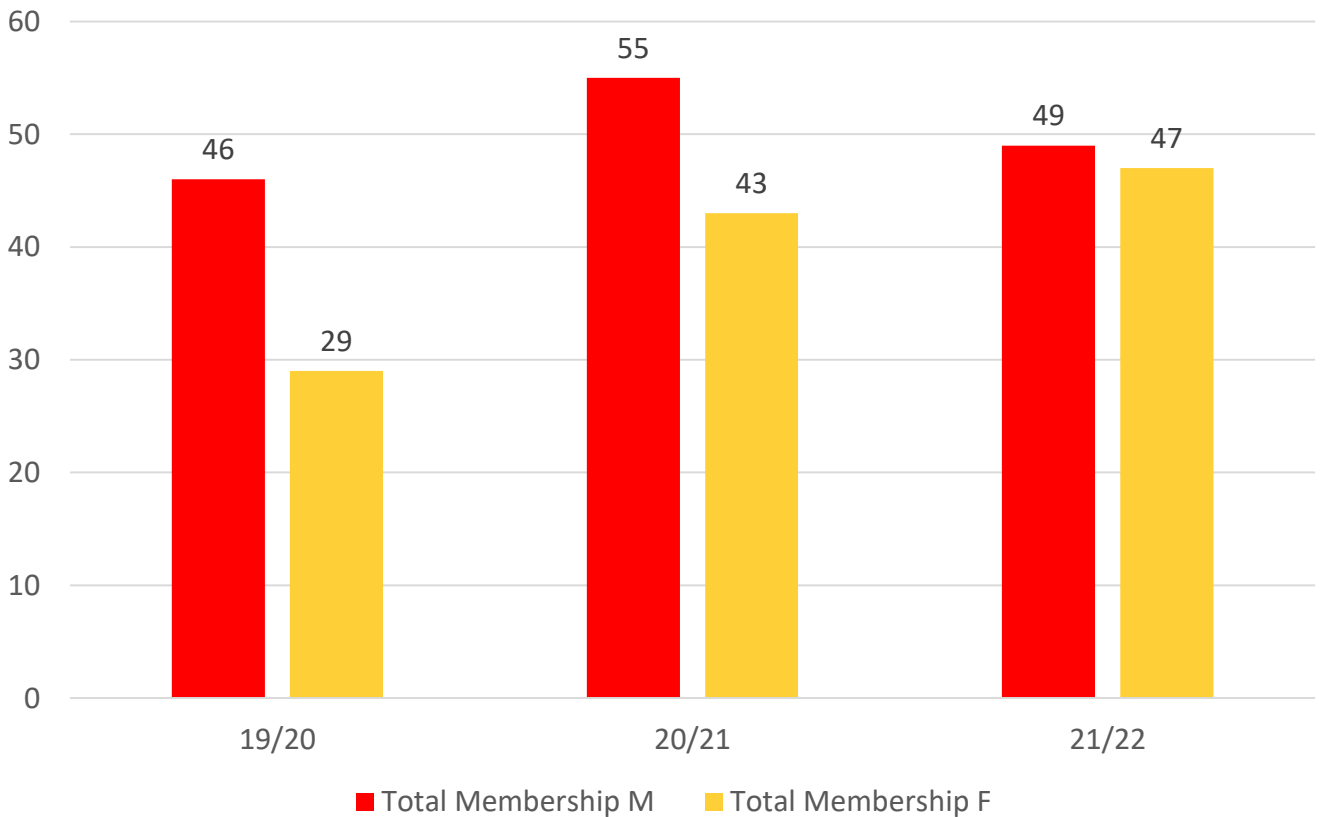
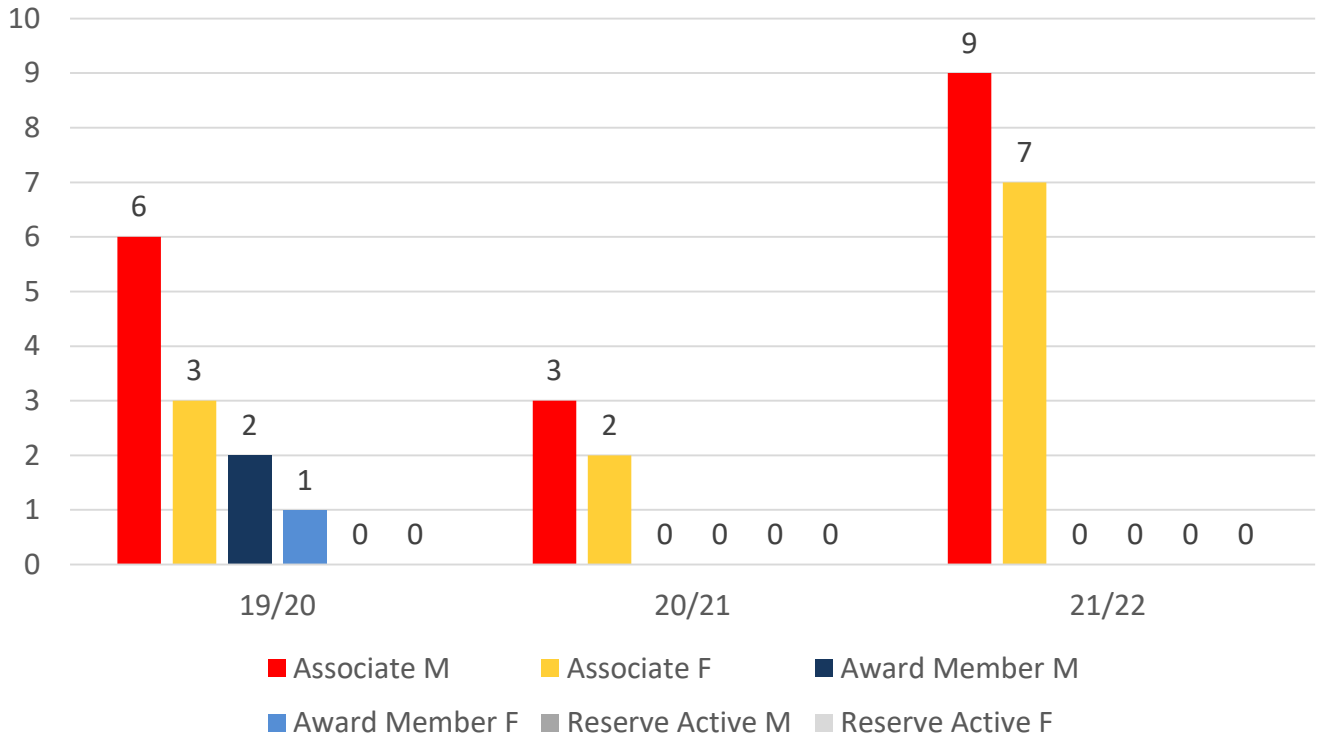
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



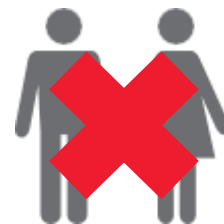
49

BRAND NEW MEMBERS



48%

MEMBERSHIP RETENTION



45

MEMBERS LOST FROM THE ORGANISATION

AGNES WATER 2021/22														
	2020/21 Membership	Retained from previous season		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	35	17	49%	8	0	0%	18	51%	20	57%	0	0%	29	-17%
Junior Activities	40	19	48%	2	0	0%	21	53%	24	60%	0	0%	41	2%
Cadet Member (13-15 years)	0	0		-2	0		0		0		0		2	
Active (15-18 yrs)	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Active (18yrs and over)	7	2	29%	-2	1	14%	4	57%	0	0%	0	0%	4	-43%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	5	4	80%	-7	0	0%	1	20%	5	100%	0	0%	16	220%
Life Member	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
General	0	0		0	0		0		0		0		0	
Honorary	9	3	33%	1	5	56%	1	11%	0	0%	0	0%	2	-78%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	8	3	38%		1	13%	4	50%	0	0%	0		7	-13%
Total	98	47	48%		6	6%	45	46%	49	50%	0		96	-2%

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

MEMBERSHIP RETENTION

AGNES WATER 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	0	0		0		0		2
16-18 Years	1	1	100%	0	0%	0	0%	2
19-25 Years	0	0		0		0		0
26-35 Years	0	0		0		0		1
36-50 Years	5	2	40%	2	40%	0	0%	2
51-70 Years	2	0	0%	2	100%	0	0%	0
70+ Years	0	0		0		0		0
Total	8	3	38%	4	50%	0	0%	7

AGNES WATER 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	7					6		6
Under 7	5	5	71%	2	29%	4	57%	9
Under 8	5	1	20%	4	80%	2	40%	3
Under 9	2	3	60%	2	40%	2	40%	5
Under 10	6	1	50%	1	50%	3	150%	4
Under 11	2	2	33%	4	67%	1	17%	3
Under 12	5	1	50%	1	50%	1	50%	2
Under 13	5	1	20%	4	80%	4	80%	5
Under 14	3	3	60%	2	40%	1	20%	4
Transitioned From JA		2	67%					

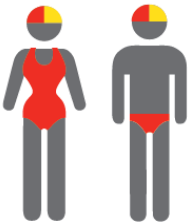
MEMBERSHIP RETENTION

2019/20



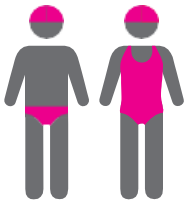
43%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



38%

JUNIOR MEMBERSHIP
RETENTION

2020/21



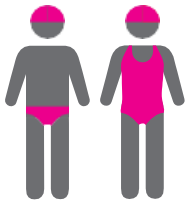
37%

TOTAL MEMBERSHIP
RETENTION



33%

ACTIVE MEMBERSHIP
RETENTION



33%

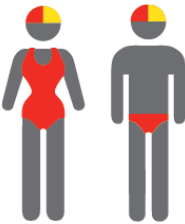
JUNIOR MEMBERSHIP
RETENTION

2021/22



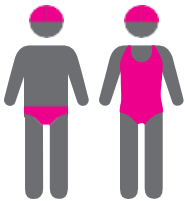
48%

TOTAL MEMBERSHIP
RETENTION



38%

ACTIVE MEMBERSHIP
RETENTION



48%

JUNIOR MEMBERSHIP
RETENTION