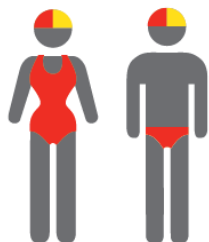


MEMBERSHIP STATISTICS REPORT EOS 2022/23



27

ACTIVE MEMBERSHIP



286% Increase



167

TOTAL MEMBERSHIP



74% Increase



78

JUNIOR MEMBERSHIP



90% 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

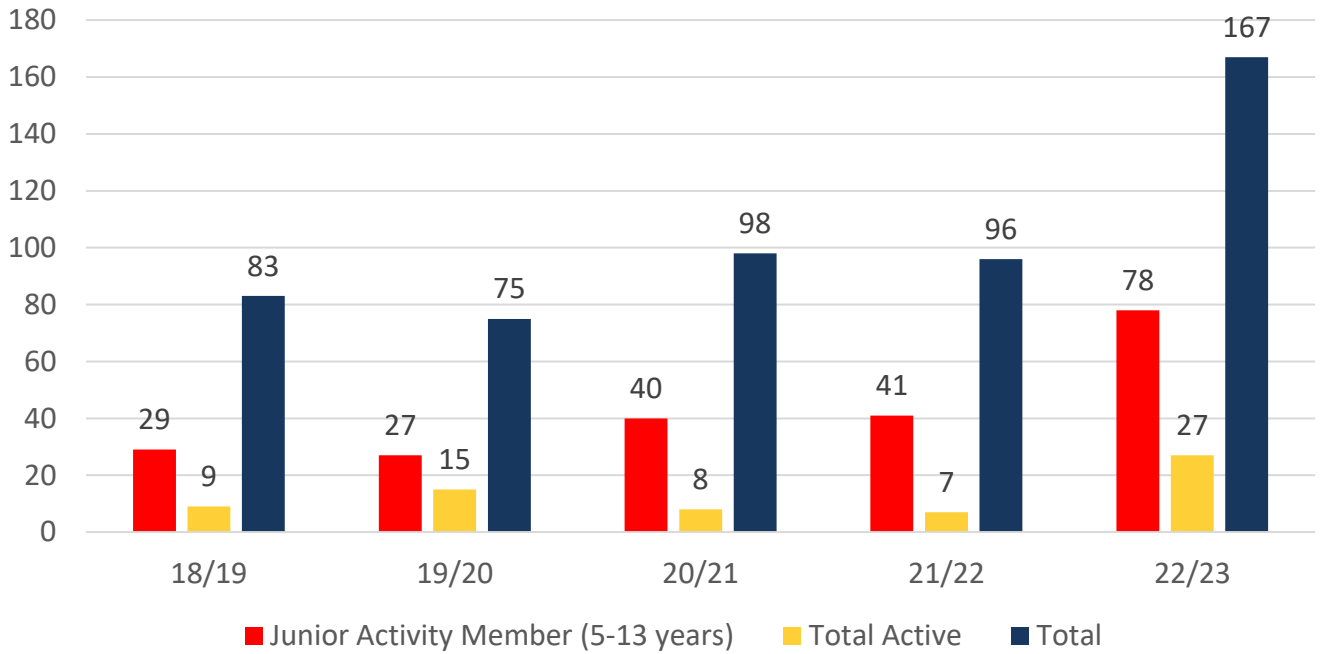
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	16	19	35	29	1
Junior Activity Member (5-13 years)	29	27	40	41	78
Cadet Member (13-15 years)	1	5	0	2	4
Active Junior (15-18 years)	0	0	1	1	3
Active Senior (18years and over)	8	7	7	4	11
Award Member	0	3	0	0	9
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	26	9	5	16	61
Life Member	0	0	1	1	0
General	0	0	0	0	0
Honorary	3	5	9	2	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	9	15	8	7	27
Total	83	75	98	96	167

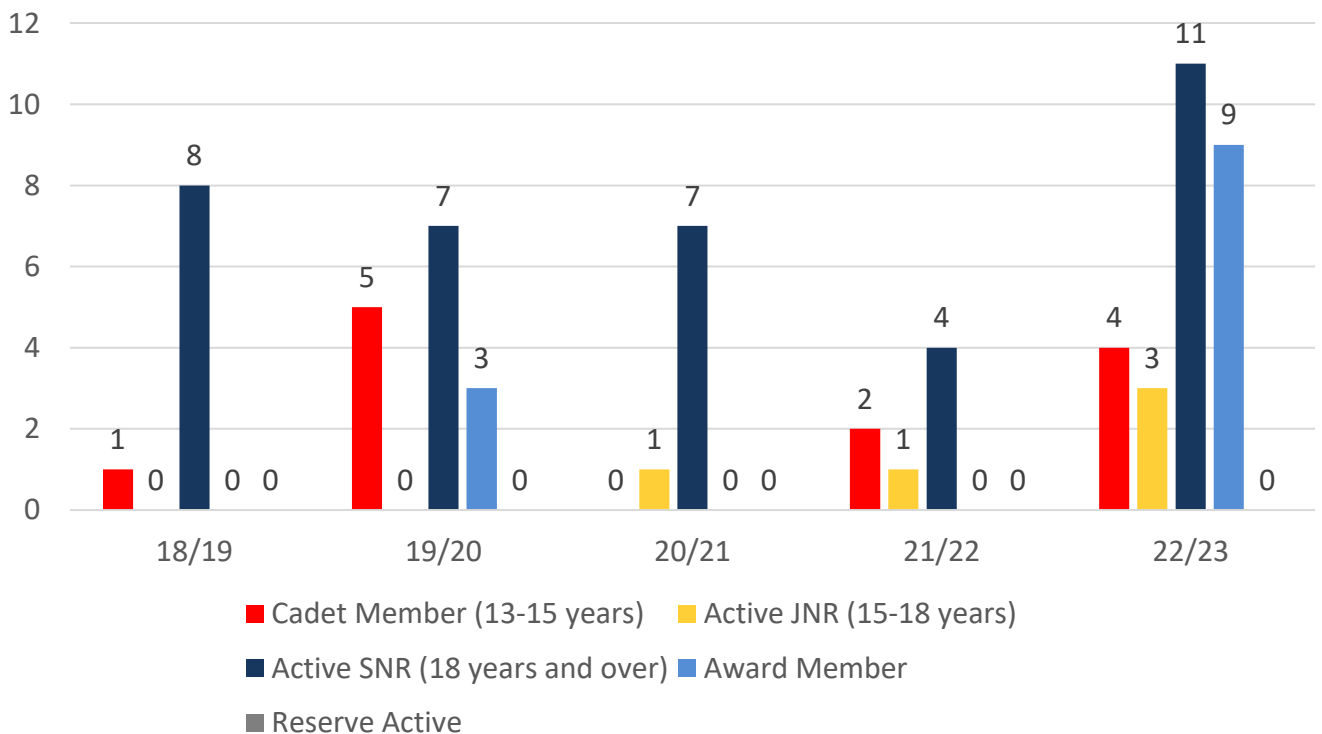
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	4	7	7	6	17
Under 7	2	3	5	10	8
Under 8	2	3	5	3	8
Under 9	5	2	2	5	15
Under 10	4	3	6	4	6
Under 11	4	3	2	3	8
Under 12	4	4	5	2	8
Under 13	2	2	5	5	5
Under 14	2	0	3	4	5
Junior Activities Total	29	27	40	42	80

5 YEAR TREND ANALYSIS

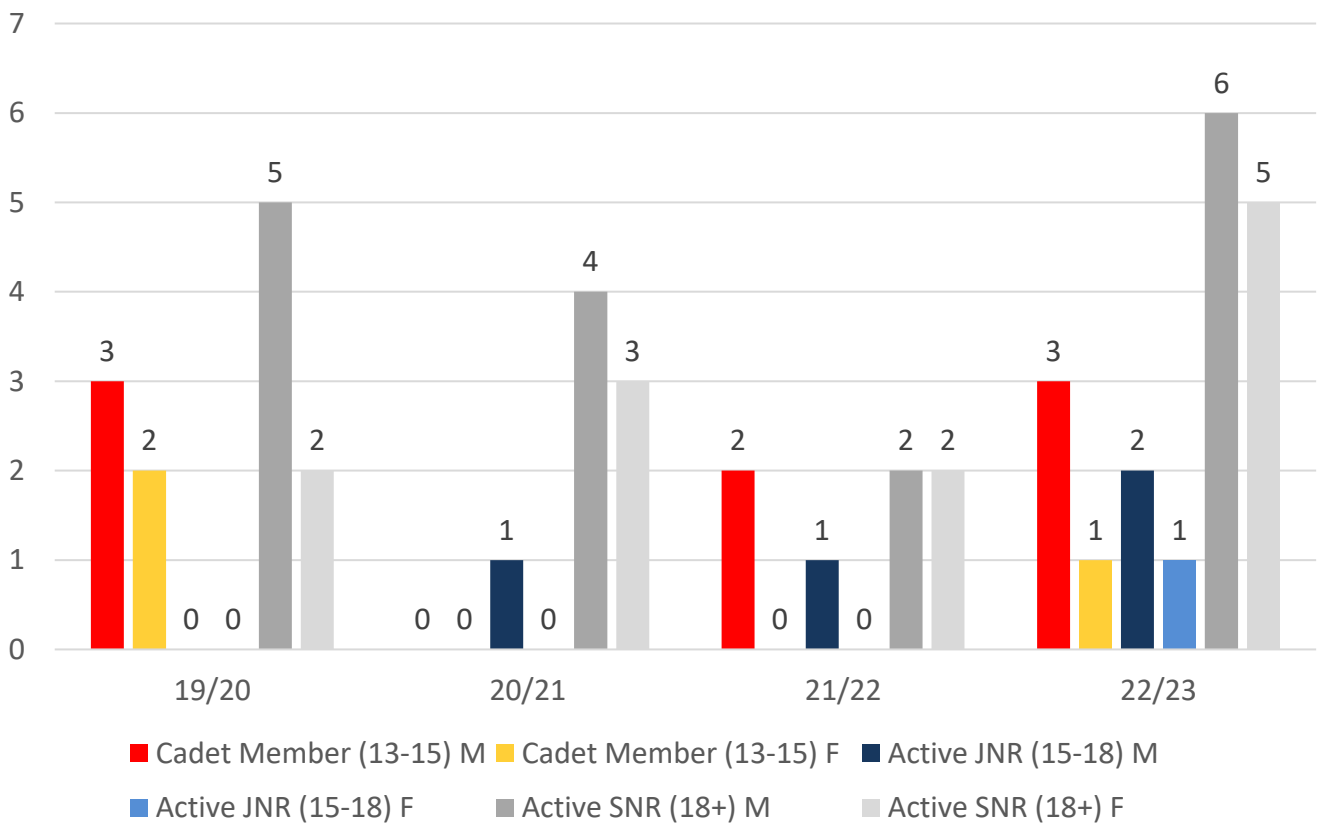
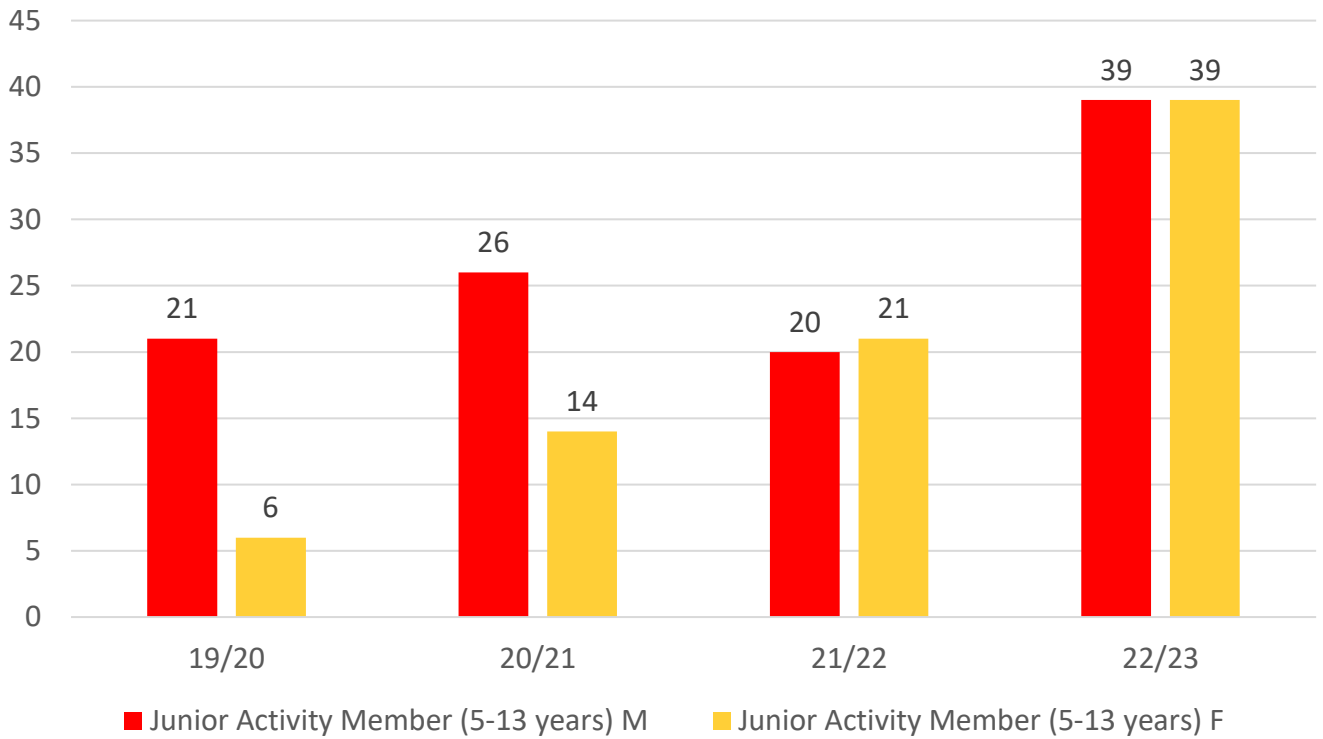
Total Membership



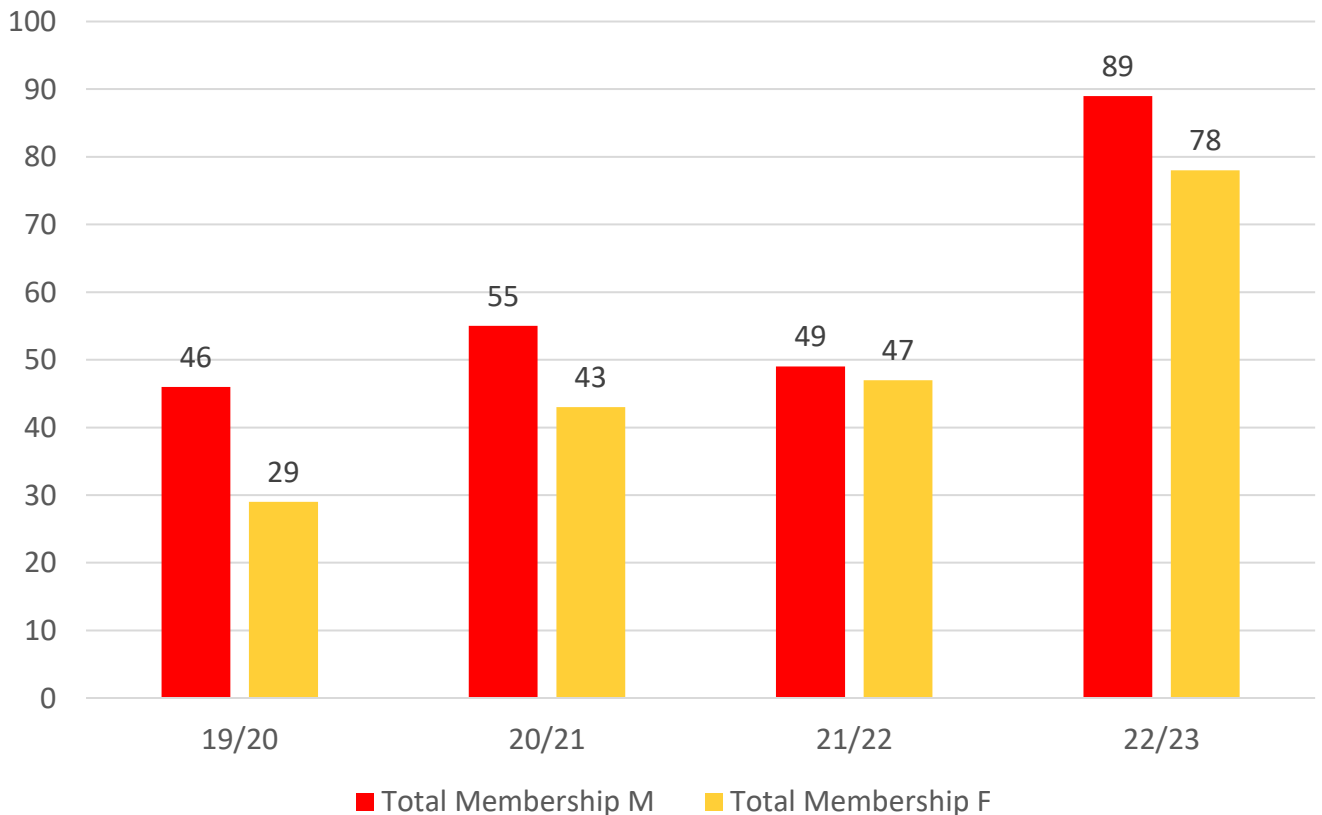
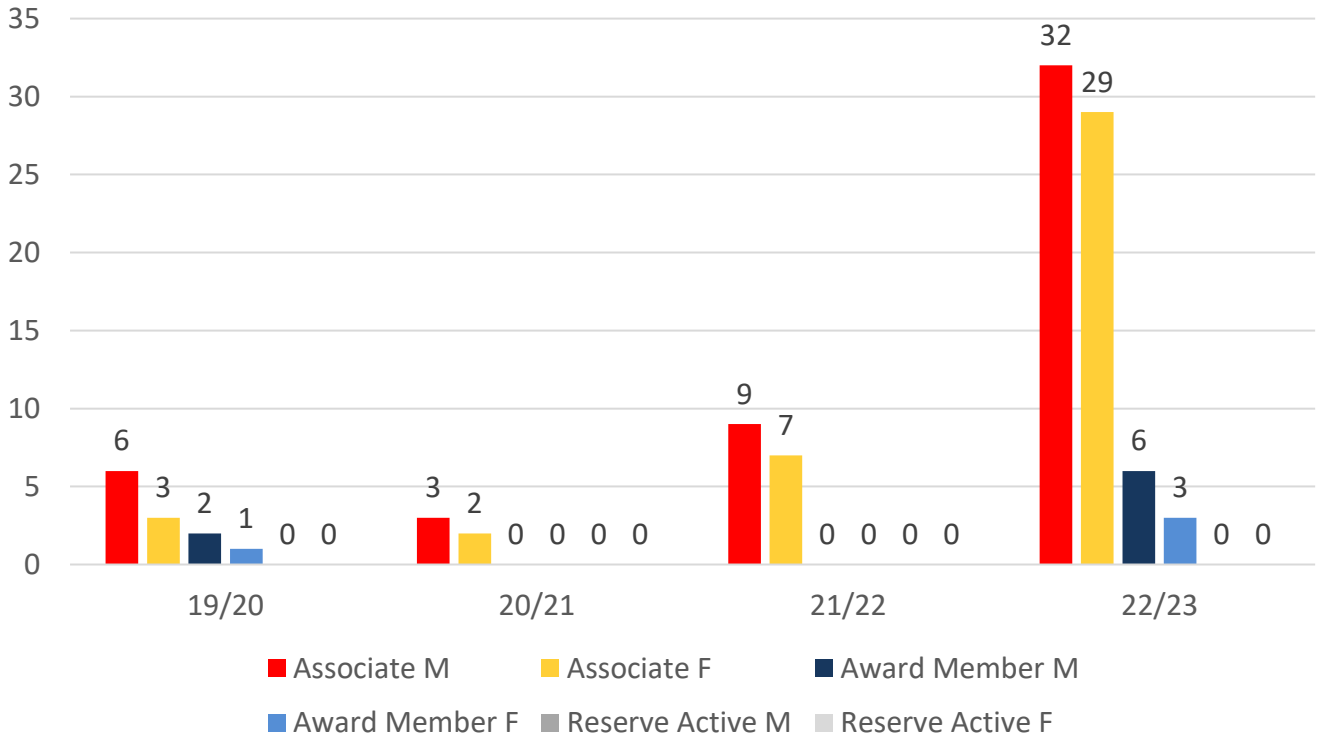
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



116

BRAND NEW MEMBERS



50%

MEMBERSHIP RETENTION



45

MEMBERS LOST FROM THE ORGANISATION

AGNES WATER 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	29	10	34%	10	0	0%	19	66%	1	3%	0	0%	1	-97%
Junior Activities	41	23	56%	3	0	0%	18	44%	57	139%	1	2%	78	90%
Cadet Member (13-15 years)	2	2	100%	-1	0	0%	0	0%	1	50%	0	0%	4	100%
Active (15-18 yrs)	1	1	100%	-1	0	0%	0	0%	1	100%	0	0%	3	200%
Active (18yrs and over)	4	3	75%	-5	0	0%	1	25%	3	75%	0	0%	11	175%
Award Member	0	0		-8	0	0	0		1		0		9	
Reserve Active	0	0		0	0	0	0		0		0		0	
Long Service	0	0		0	0	0	0		0		0		0	
Past Active	0	0		0	0	0	0		0		0		0	
Associate	16	9	56%	2	0	0%	7	44%	52	325%	2	13%	61	281%
Life Member	1	0	0%	0	1	100%	0	0%	0	0%	0	0%	0	-100%
General	0	0		0	0		0		0		0		0	
Honorary	2	0	0%	0	2	100%	0	0%	0	0%	0	0%	0	-100%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	7	6	86%		0	0%	1	14%	6	86%	0		27	286%
Total	96	48	50%		3	3%	45	47%	116	121%	3		167	74%

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

MEMBERSHIP RETENTION

AGNES WATER 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	2	2	100%	0	0%	1	50%	4
16-18 Years	2	2	100%	0	0%	1	50%	3
19-25 Years	0	0		0		0		2
26-35 Years	1	0	0%	1	100%	1	100%	5
36-50 Years	2	2	100%	0	0%	2	100%	12
51-70 Years	0	0		0		1		1
70+ Years	0	0		0		0		0
Total	7	6	86%	1	14%	6	86%	27

AGNES WATER 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	6					17		17
Under 7	9	1	17%	5	83%	6	100%	7
Under 8	3	3	33%	6	67%	5	56%	8
Under 9	5	3	100%	0	0%	11	367%	15
Under 10	4	2	40%	3	60%	4	80%	6
Under 11	3	2	50%	2	50%	6	150%	8
Under 12	2	3	100%	0	0%	5	167%	8
Under 13	5	2	100%	0	0%	3	150%	5
Under 14	4	4	80%	1	20%	0	0%	4
Transitioned From JA		3	75%					

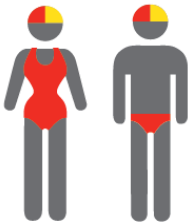
MEMBERSHIP RETENTION

2020/21



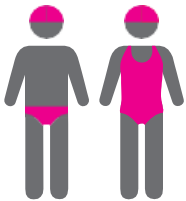
37%

TOTAL MEMBERSHIP
RETENTION



33%

ACTIVE MEMBERSHIP
RETENTION



33%

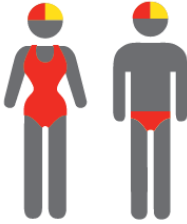
JUNIOR MEMBERSHIP
RETENTION

2021/22



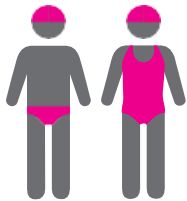
48%

TOTAL MEMBERSHIP
RETENTION



38%

ACTIVE MEMBERSHIP
RETENTION



48%

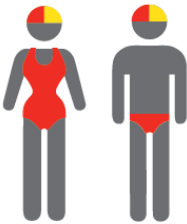
JUNIOR MEMBERSHIP
RETENTION

2022/23



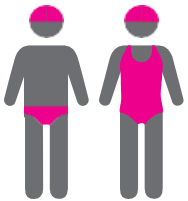
50%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



56%

JUNIOR MEMBERSHIP
RETENTION