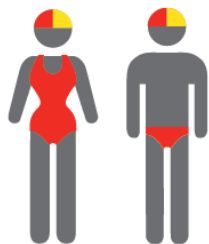




MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



420

ACTIVE MEMBERSHIP



10% Decrease



1986

TOTAL MEMBERSHIP



13% Increase



633

JUNIOR MEMBERSHIP



11% 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.

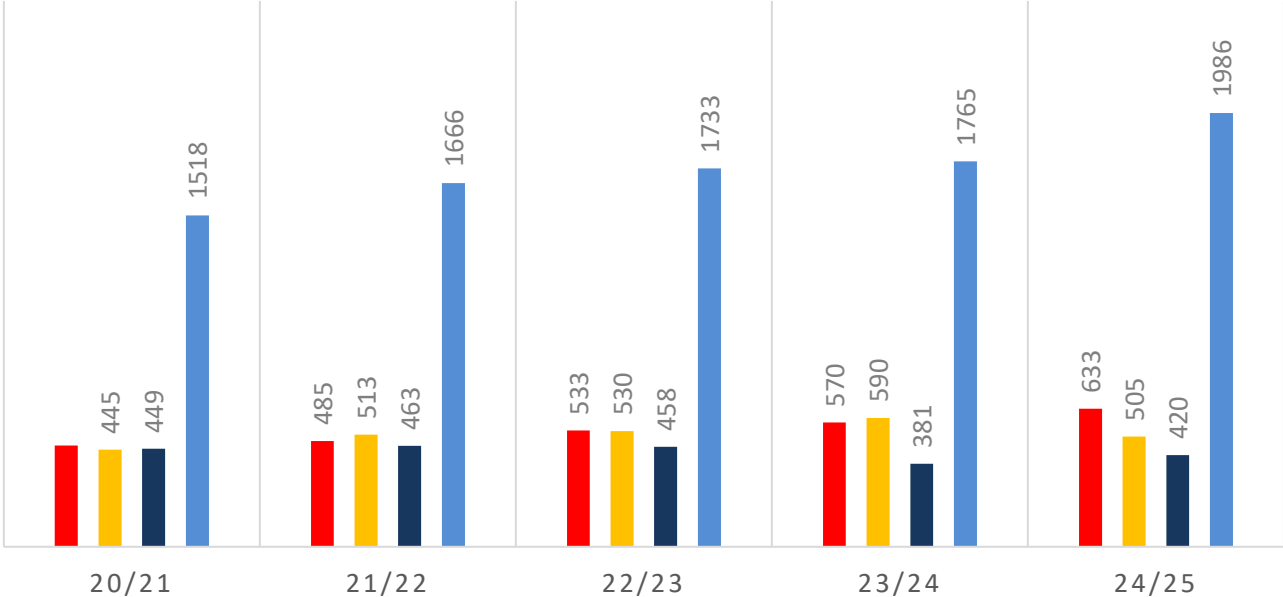
Note:

- 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

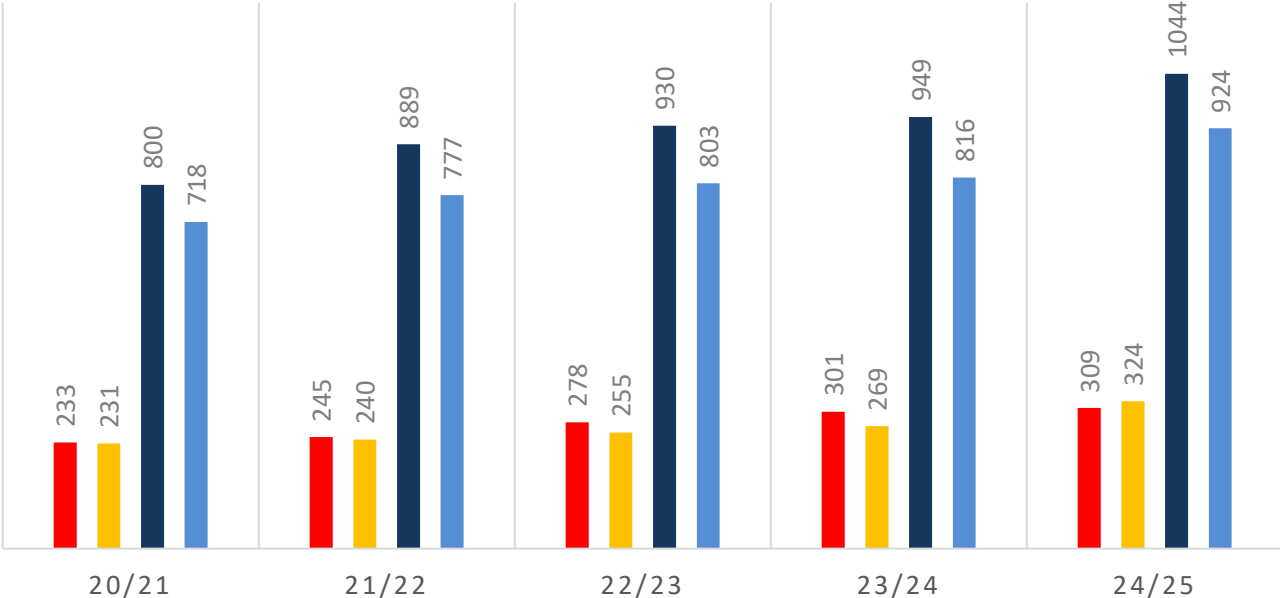
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



753

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



559

MEMBERS LOST FROM THE ORGANISATION

Alexandra Headlands 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	13	4	31%	3	0	0%	9	69%	10	77%	1	8%	12	-8%
Nipper Parent	0	0			0		0		209		0		213	
Junior Activities	570	346	61%	38	12	2%	212	37%	308	54%	17	3%	633	11%
Cadet Member (13-15 years)	48	38	79%		2	4%	8	17%	10	21%	4	8%	72	50%
Active (15-18 yrs)	69	53	77%		2	3%	14	20%	6	9%	7	10%	74	7%
Active (18yrs and over)	218	175	80%	5	4	2%	39	18%	30	14%	11	5%	211	-3%
Award Member	41	39	95%		1	2%	1	2%	3	7%	1	2%	58	41%
Reserve Active	5	4	80%		0	0%	1	20%	1	20%	0	0%	5	0%
Long Service	126	111	88%		2	2%	13	10%	6	5%	5	4%	135	7%
Past Active	3	0	0%		0	0%	3	100%	2	67%	1	33%	7	133%
Associate	590	333	56%	12	17	3%	240	41%	165	28%	19	3%	505	-14%
Life Member	48	48	100%		0	0%	0	0%	0	0%	1	2%	49	2%
General	6	4	67%	3	0	0%	2	33%	1	17%	0	0%	2	-67%
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	5	0	0%		0	0%	5	100%	1	20%	0	0%	1	-80%
Leave / Restricted	21	8	38%	3	1	5%	12	57%	1	5%	1	5%	7	-67%
Total Active	381	309	81%		9	2%	63	17%	50	13%	23	6%	420	10%
Total	1765	1165	66%		41	2%	559	32%	753	43%	68	4%	1986	13%

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

MEMBERSHIP RETENTION

Alexandra Headlands 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	53	43	81%	8	15%	8	15%	68
16-18 Years	61	46	75%	13	21%	6	10%	79
19-25 Years	57	41	72%	14	25%	5	9%	59
26-35 Years	26	16	62%	10	38%	7	27%	25
36-50 Years	86	76	88%	10	12%	20	23%	104
51-70 Years	89	78	88%	8	9%	4	4%	77
70+ Years	9	9	100%	0	0%	0	0%	8
Total	381	309	81%	63	17%	50	13%	420

Alexandra Headlands 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	73					103		103
Under 7	81	35	48%	33	45%	56	77%	96
Under 8	80	52	64%	29	36%	35	43%	90
Under 9	79	44	55%	31	39%	31	39%	78
Under 10	65	40	51%	39	49%	25	32%	66
Under 11	70	38	58%	26	40%	32	49%	72
Under 12	43	48	69%	21	30%	9	13%	58
Under 13	45	26	60%	17	40%	13	30%	40
Under 14	34	35	78%	10	22%	4	9%	26
Transitioned From JA		28	82%					