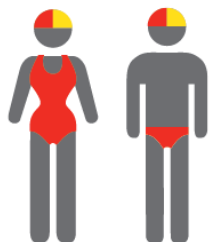


ALEXANDRA HEADLAND

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



485

ACTIVE MEMBERSHIP



3% Decrease



1673

TOTAL MEMBERSHIP



3% Increase



487

JUNIOR MEMBERSHIP



1% 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.

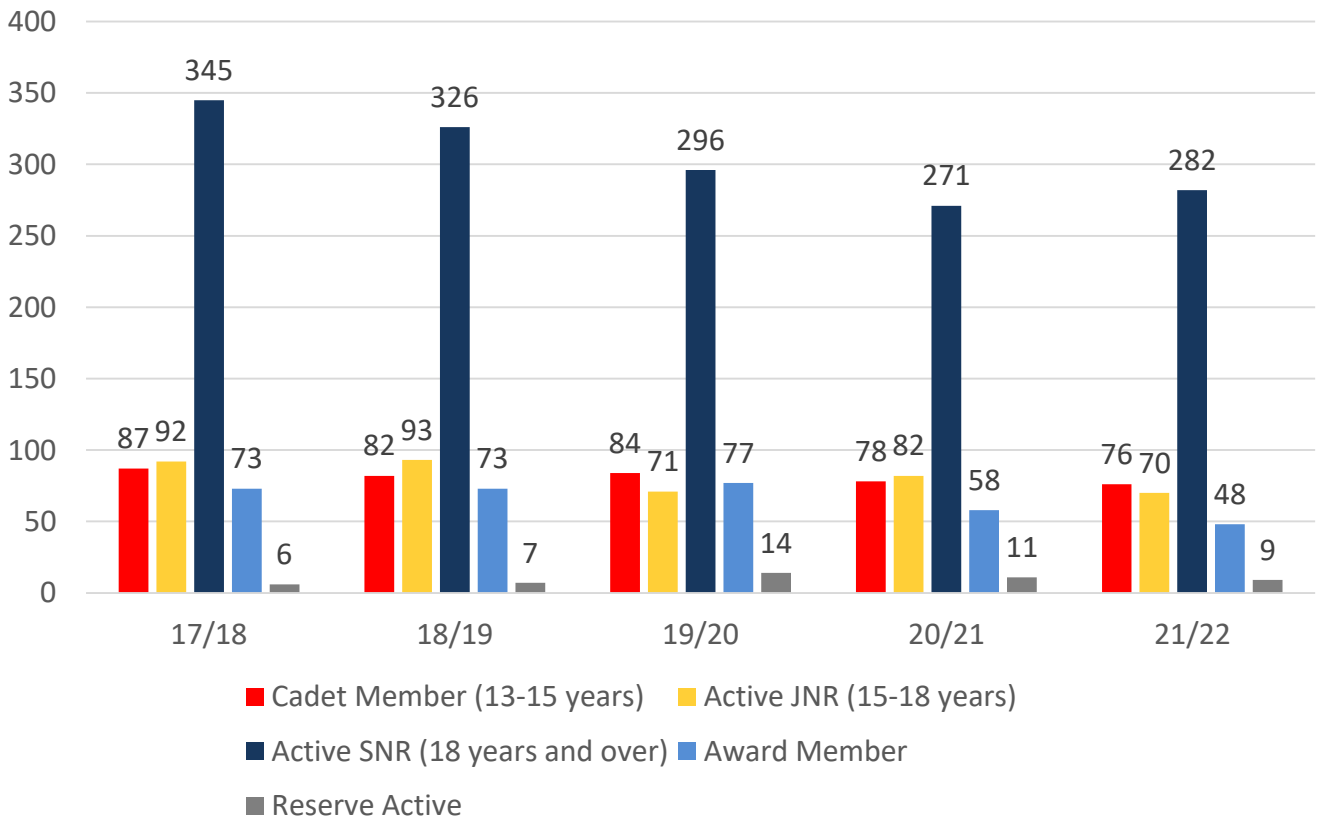
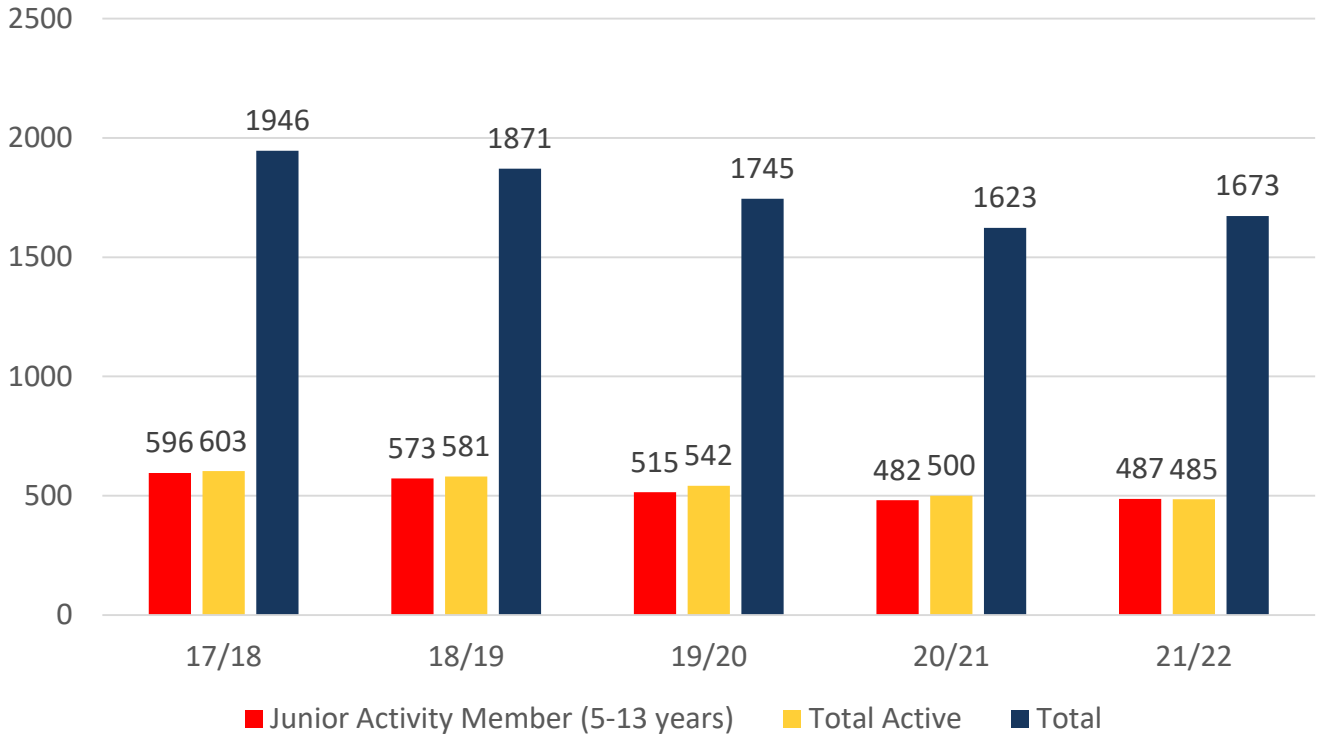
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

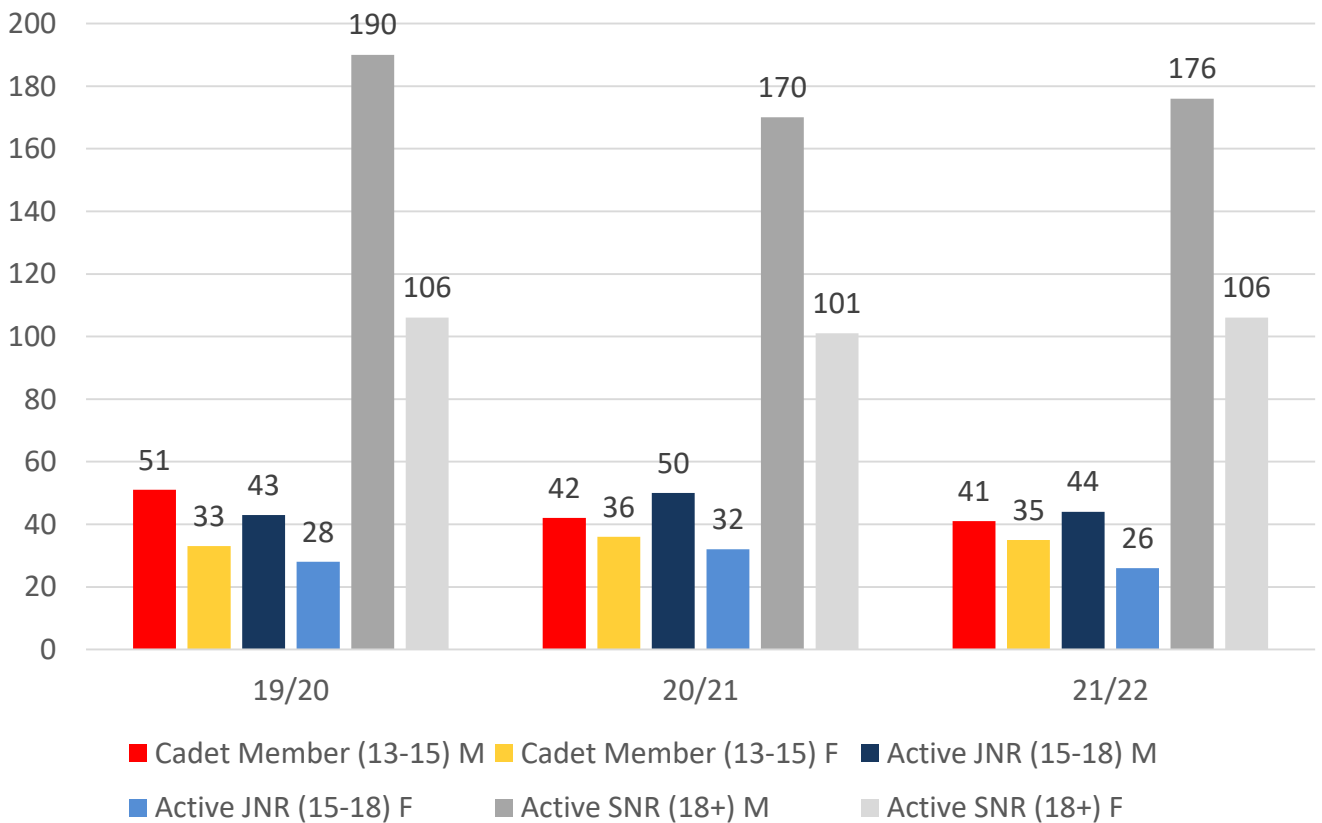
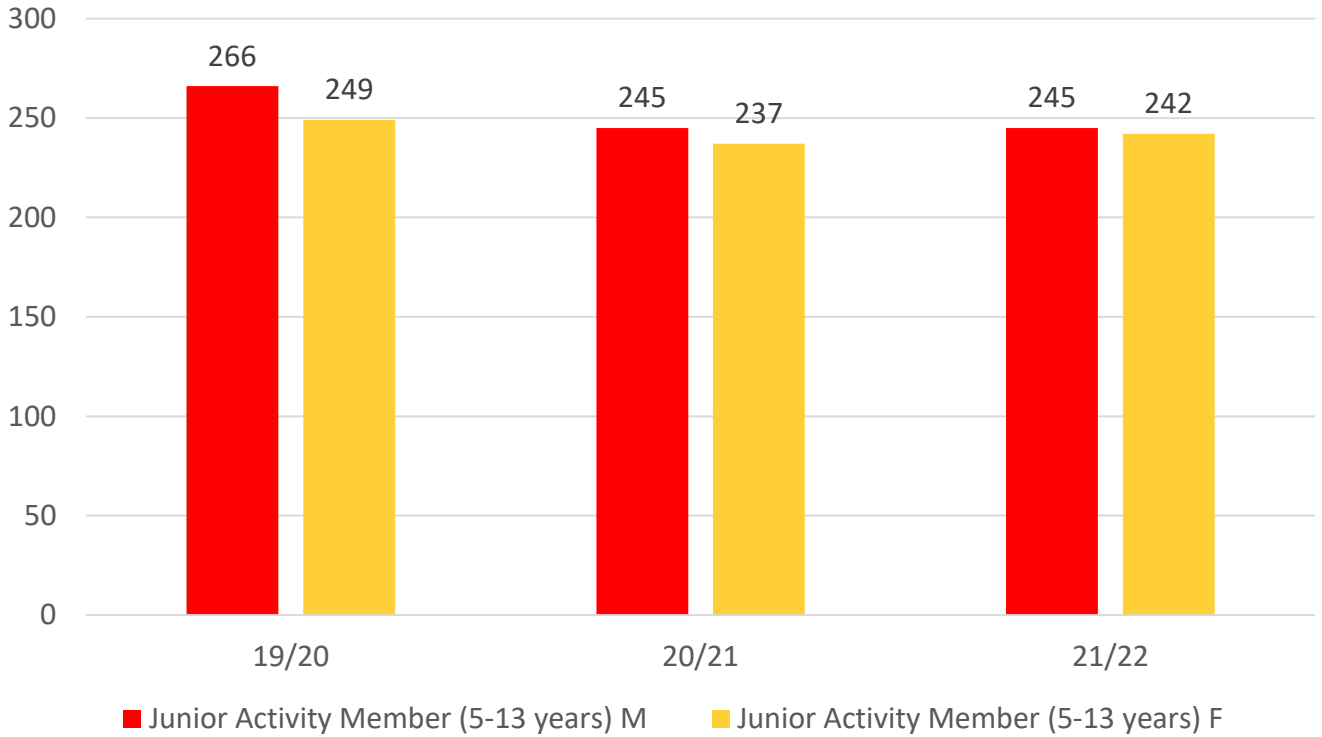
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	0	0	20
Junior Activity Member (5-13 years)	596	573	515	482	487
Cadet Member (13-15 years)	87	82	84	78	76
Active Junior (15-18 years)	92	93	71	82	70
Active Senior (18years and over)	345	326	296	271	282
Award Member	73	73	77	58	48
Reserve Active	6	7	14	11	9
Long Service	102	111	108	120	115
Past Active	2	0	0	0	1
Associate	586	548	502	467	495
Life Member	47	46	46	46	45
General	0	0	0	0	3
Honorary	4	5	6	7	3
Non Member Participants	0	5	26	0	16
Leave / Restricted	6	2	0	1	3
Total Active	603	581	542	500	485
Total	1946	1871	1745	1623	1673

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	56	61	63	57	60
Under 7	84	63	67	70	77
Under 8	75	73	58	61	66
Under 9	76	68	65	54	70
Under 10	80	70	55	61	53
Under 11	60	66	54	49	53
Under 12	67	54	51	45	55
Under 13	52	70	47	43	38
Under 14	45	48	55	42	39
Junior Activities Total	595	573	515	482	511

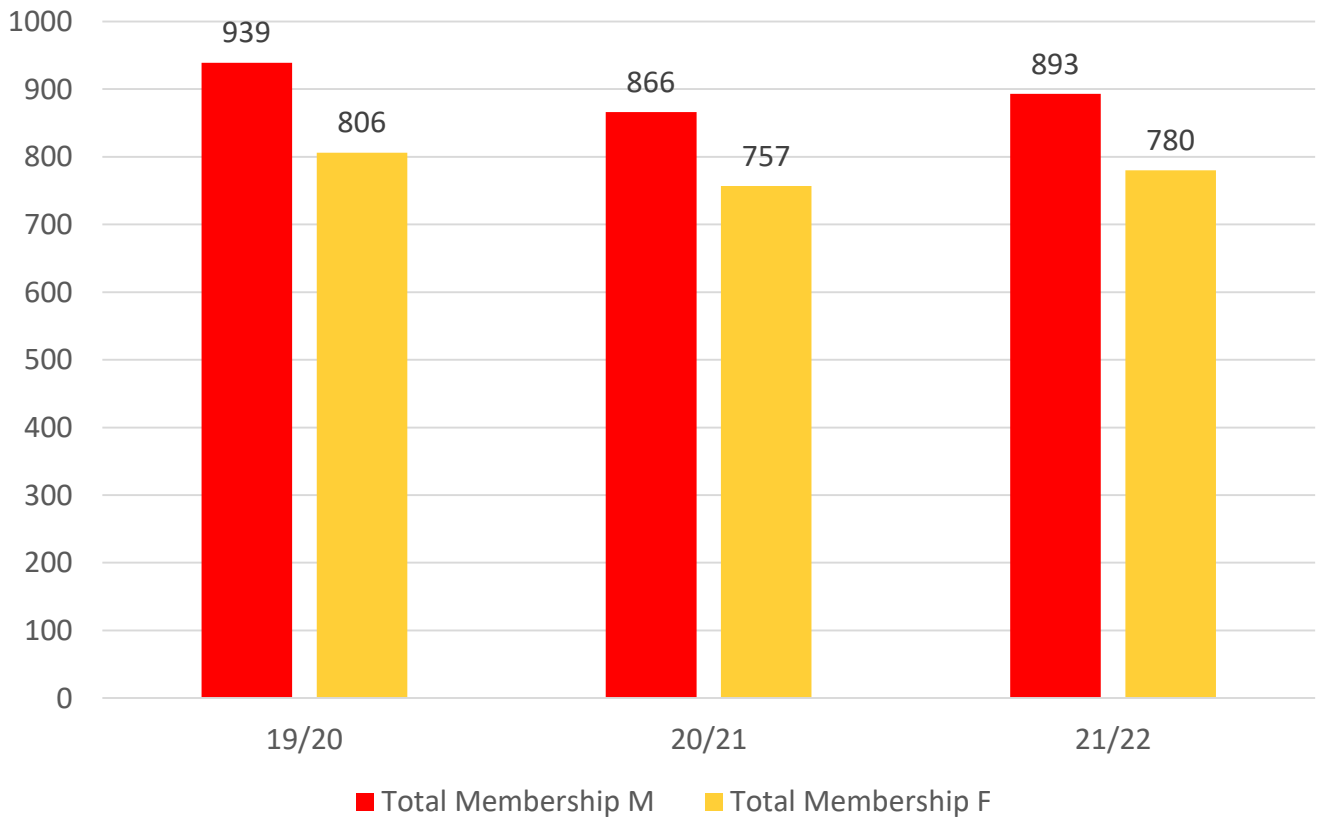
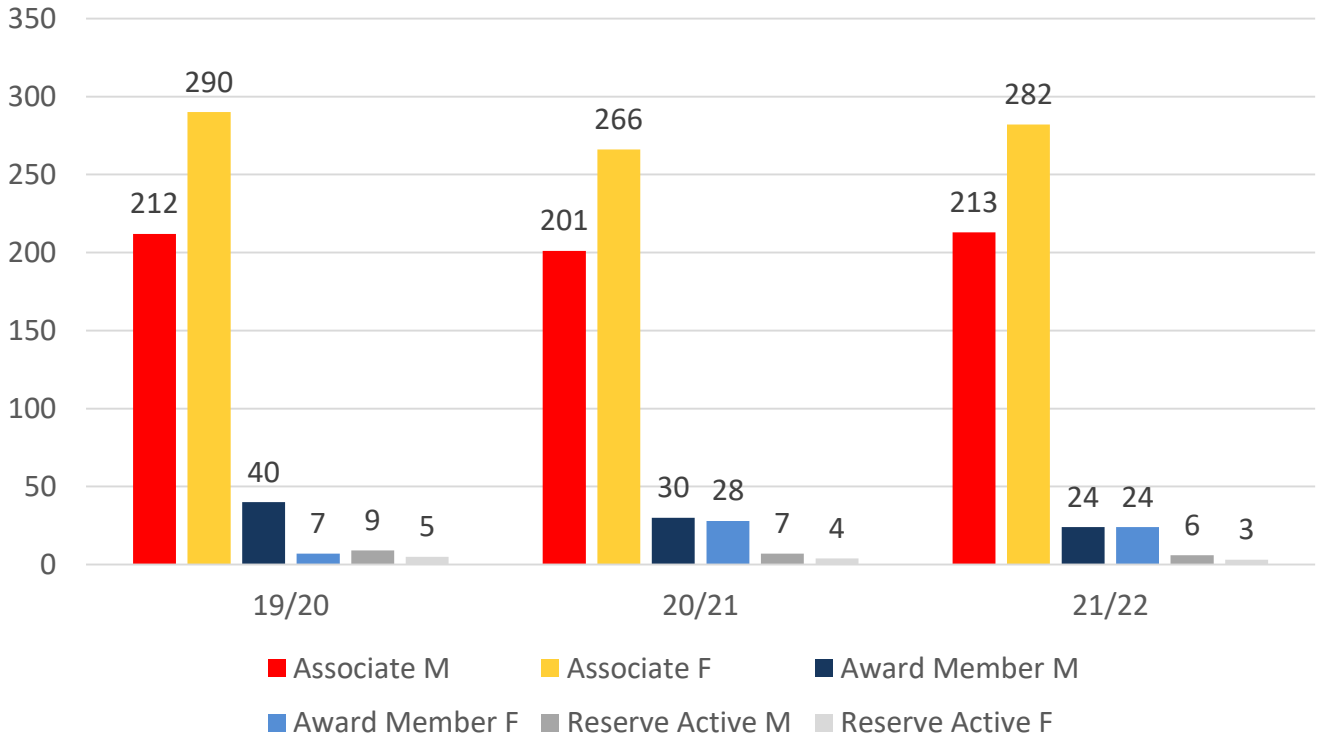
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



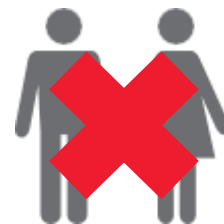
587

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



533

MEMBERS LOST FROM THE ORGANISATION

ALEXANDRA HEADLAND 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	0	0		0	0		0		20		0		20	
Junior Activities	482	281	58%	33	17	4%	184	38%	226	47%	13	3%	487	1%
Cadet Member (13-15 years)	78	53	68%	-10	0	0%	25	32%	10	13%	3	4%	76	-3%
Active (15-18 yrs)	82	49	60%	-8	2	2%	31	38%	5	6%	8	10%	70	-15%
Active (18yrs and over)	271	200	74%	-15	10	4%	61	23%	55	20%	12	4%	282	4%
Award Member	58	47	81%	1	1	2%	10	17%	1	2%	1	2%	48	-17%
Reserve Active	11	9	82%	2	1	9%	1	9%	2	18%	0	0%	9	-18%
Long Service	120	107	89%	-4	5	4%	8	7%	1	1%	3	3%	115	-4%
Past Active	0	0		0	0		0		1		0		1	
Associate	467	243	52%	3	17	4%	207	44%	246	53%	9	2%	495	6%
Life Member	46	45	98%	0	0	0%	1	2%	0	0%	0	0%	45	-2%
General	0	0		0	0		0		3		0		3	
Honorary	7	2	29%	0	0	0%	5	71%	1	14%	0	0%	3	-57%
Non Member Participant	0	0		0	0		0		16		0		16	
Leave / Restricted	1	1	100%	-2	0	0%	0	0%	0	0%	0	0%	3	200%
Total Active	500	358	72%		14	3%	128	26%	73	15%	24		485	-3%
Total	1623	1037	64%		53	3%	533	33%	587	36%	49		1673	3%

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

MEMBERSHIP RETENTION

ALEXANDRA HEADLAND 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	59	44	75%	15	25%	6	10%	52
16-18 Years	98	58	59%	38	39%	10	10%	89
19-25 Years	85	56	66%	24	28%	14	16%	83
26-35 Years	39	21	54%	16	41%	11	28%	33
36-50 Years	132	107	81%	20	15%	24	18%	134
51-70 Years	79	64	81%	15	19%	8	10%	85
70+ Years	8	8	100%	0	0%	0	0%	9
Total	500	358	72%	128	26%	73	15%	485

ALEXANDRA HEADLAND 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	57					60		60
Under 7	70	33	58%	20	35%	40	70%	75
Under 8	61	35	50%	31	44%	27	39%	62
Under 9	54	41	67%	19	31%	24	39%	67
Under 10	61	26	48%	25	46%	21	39%	49
Under 11	49	35	57%	26	43%	14	23%	51
Under 12	45	29	59%	19	39%	23	47%	52
Under 13	43	23	51%	21	47%	12	27%	38
Under 14	42	28	65%	14	33%	5	12%	33
Transitioned From JA		31	74%					

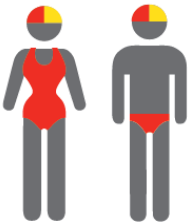
MEMBERSHIP RETENTION

2019/22



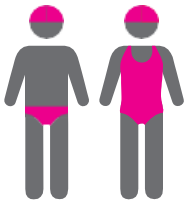
63%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION

2020/21



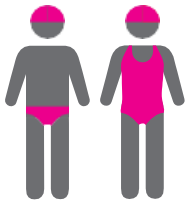
62%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



57%

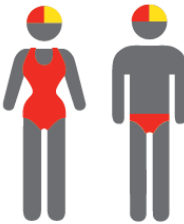
JUNIOR MEMBERSHIP
RETENTION

2021/22



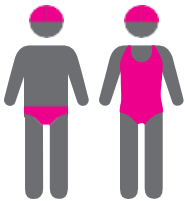
64%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



58%

JUNIOR MEMBERSHIP
RETENTION