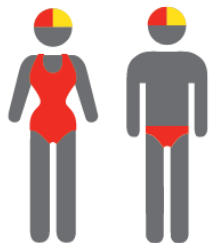


ALEXANDRA HEADLAND

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



470

ACTIVE MEMBERSHIP



3% Decrease



1748

TOTAL MEMBERSHIP



4% Increase



537

JUNIOR MEMBERSHIP



10% 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

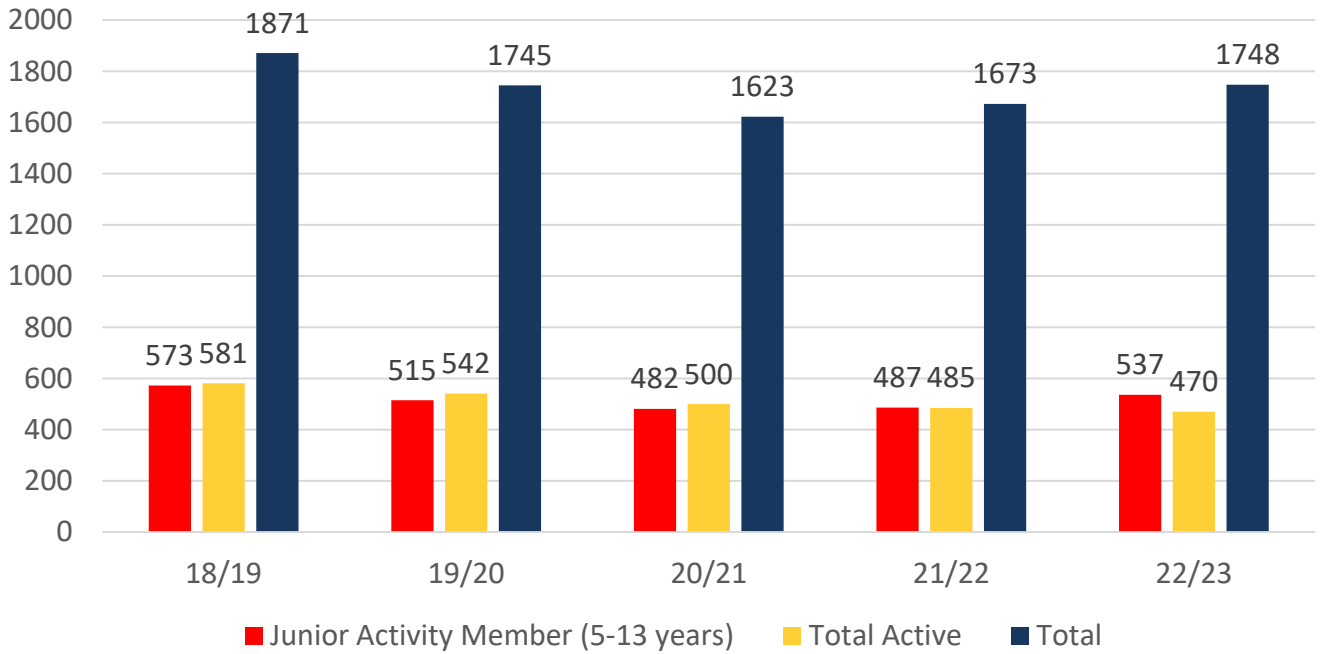
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	0	0	20	11
Junior Activity Member (5-13 years)	573	515	482	487	537
Cadet Member (13-15 years)	82	84	78	76	43
Active Junior (15-18 years)	93	71	82	70	97
Active Senior (18years and over)	326	296	271	282	277
Award Member	73	77	58	48	47
Reserve Active	7	14	11	9	6
Long Service	111	108	120	115	113
Past Active	0	0	0	1	2
Associate	548	502	467	495	535
Life Member	46	46	46	45	49
General	0	0	0	3	10
Honorary	5	6	7	3	2
Non Member Participants	5	26	0	16	16
Leave / Restricted	2	0	1	3	3
Total Active	581	542	500	485	470
Total	1871	1745	1623	1673	1748

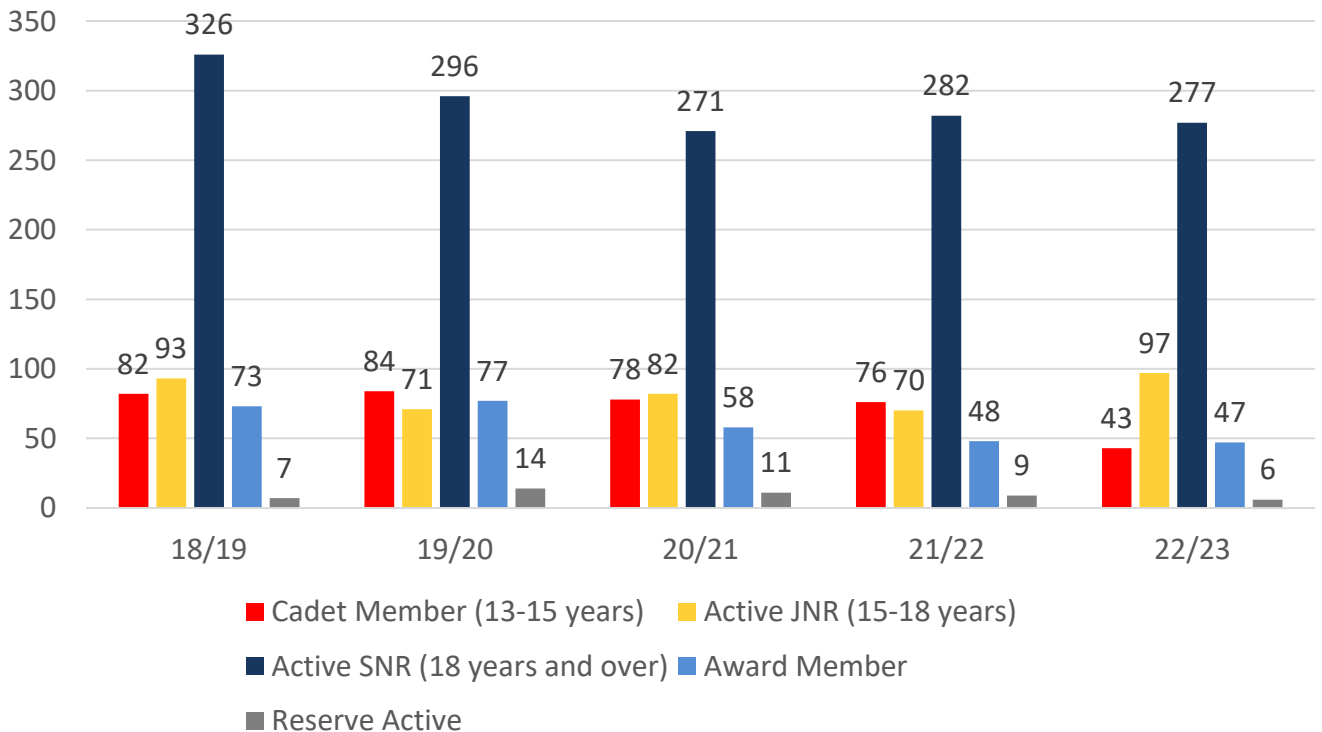
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	61	63	57	60	69
Under 7	63	67	70	77	83
Under 8	73	58	61	66	80
Under 9	68	65	54	70	65
Under 10	70	55	61	53	69
Under 11	66	54	49	53	51
Under 12	54	51	45	55	50
Under 13	70	47	43	38	53
Under 14	48	55	42	39	32
Junior Activities Total	573	515	482	511	552

5 YEAR TREND ANALYSIS

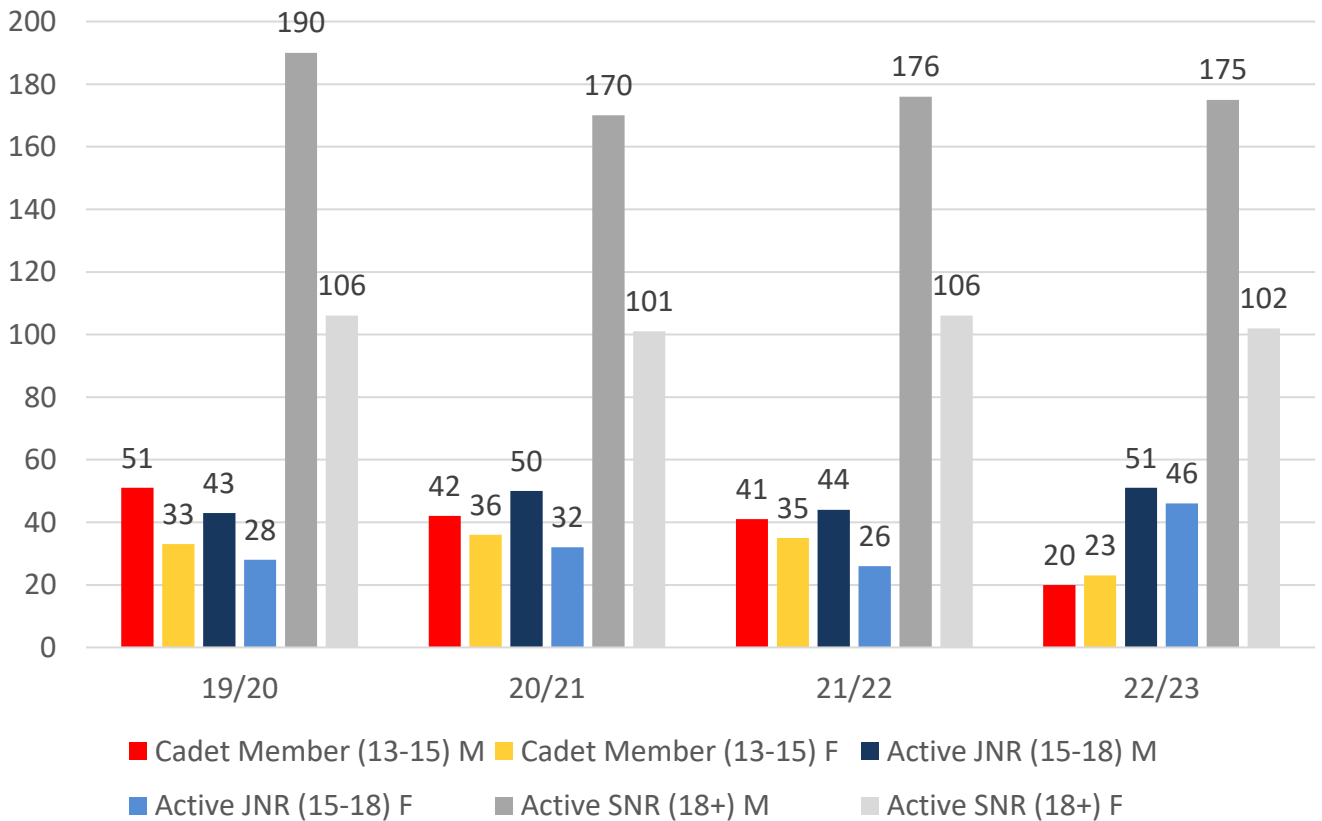
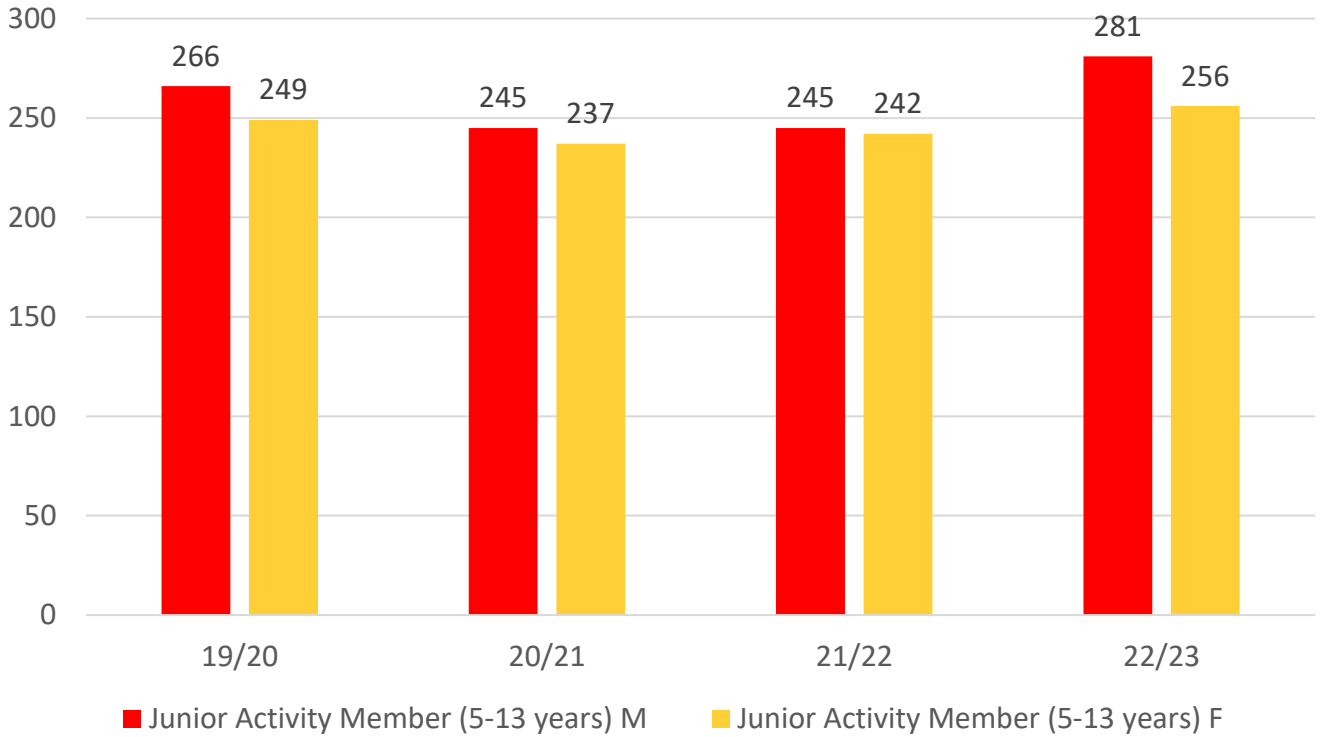
Total Membership



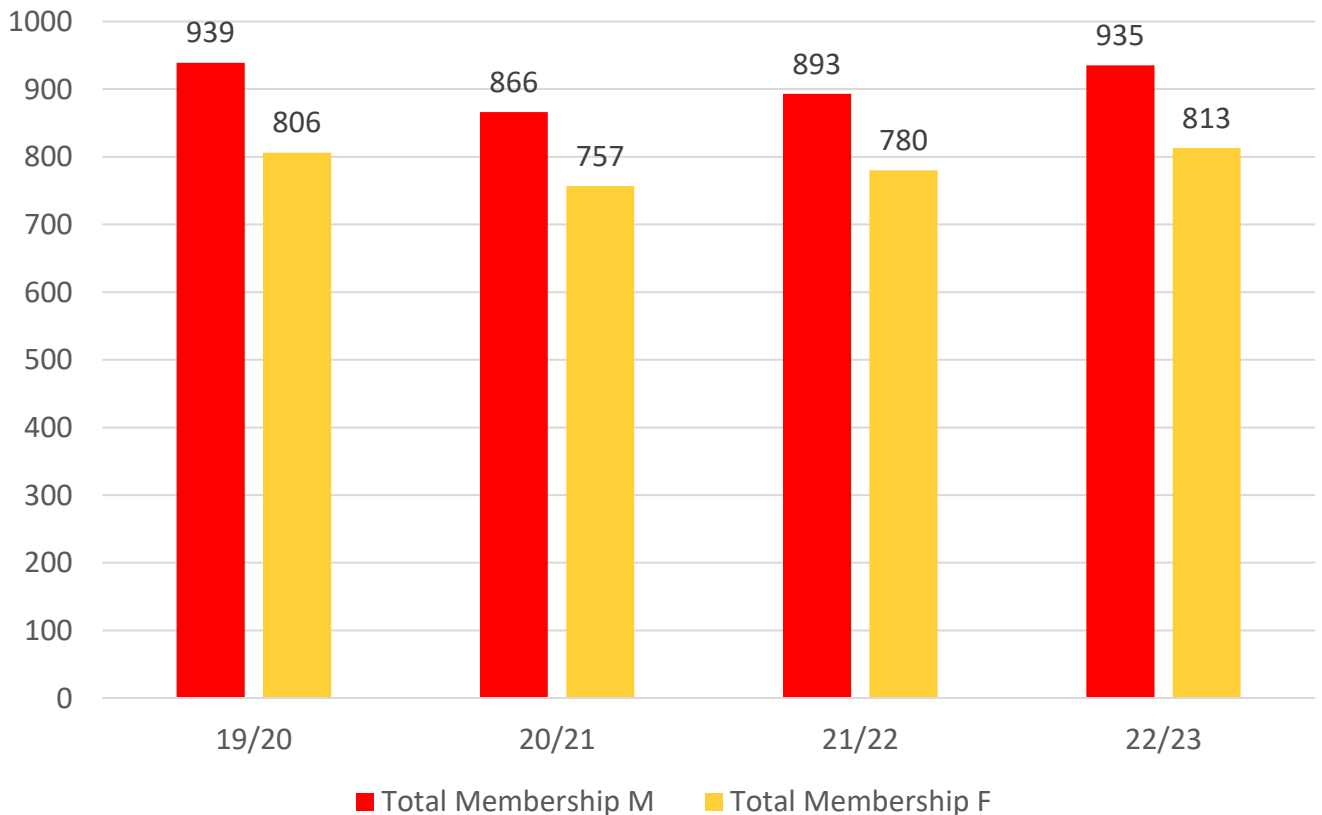
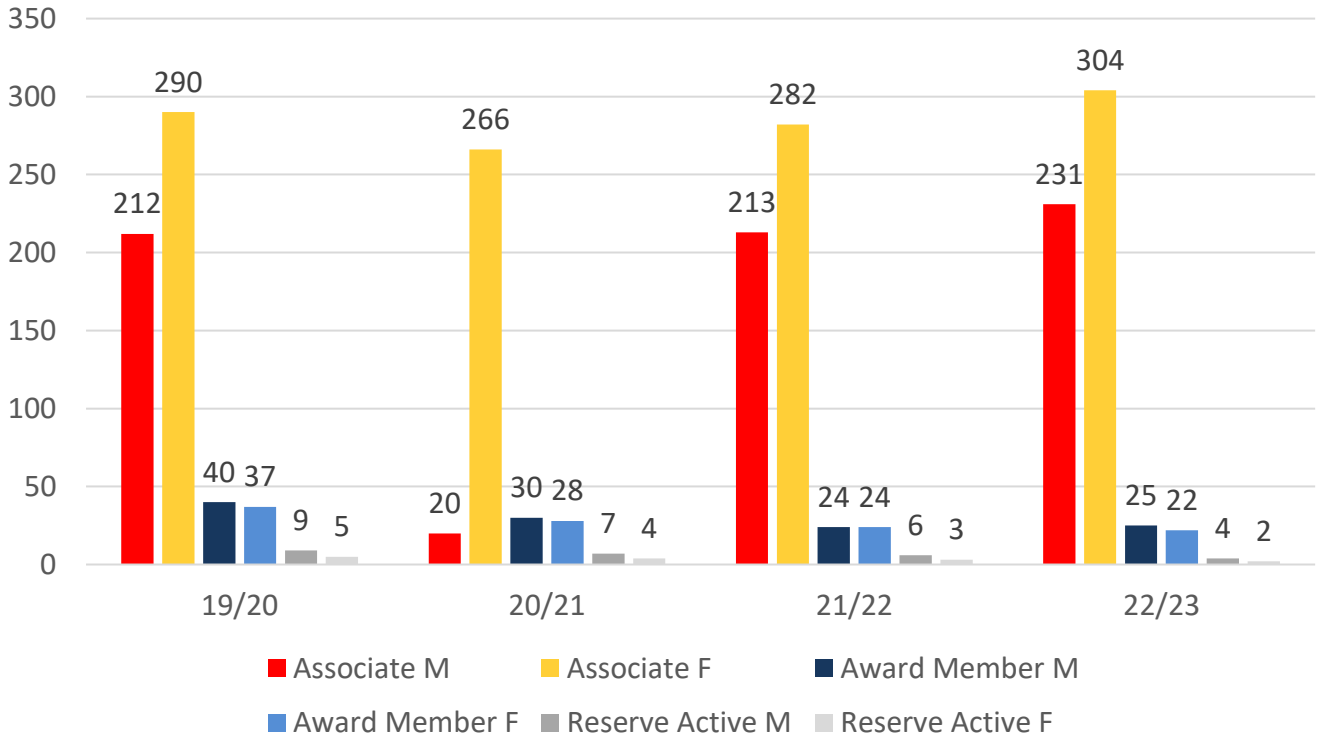
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



572

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



530

MEMBERS LOST FROM THE ORGANISATION

----- 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	20	4	20%	4	0	0%	16	80%	11	55%	0	0%	11	-45%
Junior Activities	487	294	60%	24	8	2%	185	38%	245	50%	22	5%	537	10%
Cadet Member (13-15 years)	76	59	78%	23	1	1%	16	21%	3	4%	4	5%	43	-43%
Active (15-18 yrs)	70	51	73%	-36	2	3%	17	24%	8	11%	2	3%	97	39%
Active (18yrs and over)	282	237	84%	-6	4	1%	41	15%	21	7%	13	5%	277	-2%
Award Member	48	41	85%	-2	1	2%	6	13%	3	6%	1	2%	47	-2%
Reserve Active	9	7	78%	1	0	0%	2	22%	0	0%	0	0%	6	-33%
Long Service	115	101	88%	-4	2	2%	12	10%	4	3%	4	3%	113	-2%
Past Active	1	0	0%	-1	1	100%	0	0%	0	0%	1	100%	2	100%
Associate	495	261	53%	-1	10	2%	224	45%	260	53%	13	3%	535	8%
Life Member	45	45	100%	-3	0	0%	0	0%	1	2%	0	0%	49	9%
General	3	1	33%	1	0	0%	2	67%	8	267%	2	67%	10	233%
Honorary	3	2	67%	0	0	0%	1	33%	0	0%	0	0%	2	-33%
Non Member Participant	16	8	50%	0	0	0%	8	50%	8	50%	0	0%	16	0%
Leave / Restricted	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Total Active	485	395	81%		8	2%	82	17%	35	7%	20		470	-3%
Total	1673	1114	67%		29	2%	530	32%	572	34%	62		1748	4%

MEMBERSHIP RETENTION

ALEXANDRA HEADLAND 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	52	42	81%	10	19%	4	8%	43
16-18 Years	89	65	73%	22	25%	6	7%	90
19-25 Years	83	67	81%	13	16%	7	8%	85
26-35 Years	33	24	73%	9	27%	5	15%	32
36-50 Years	134	110	82%	22	16%	7	5%	113
51-70 Years	85	78	92%	6	7%	6	7%	98
70+ Years	9	9	100%	0	0%	0	0%	9
Total	485	395	81%	82	17%	35	7%	470

ALEXANDRA HEADLAND 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	60					68		68
Under 7	75	33	55%	25	42%	47	78%	82
Under 8	62	41	55%	33	44%	31	41%	78
Under 9	67	41	66%	20	32%	19	31%	63
Under 10	49	42	63%	23	34%	22	33%	66
Under 11	51	23	47%	26	53%	22	45%	50
Under 12	52	33	65%	18	35%	12	24%	50
Under 13	38	31	60%	20	38%	21	40%	52
Under 14	33	25	66%	12	32%	3	8%	28
Transitioned From JA		25	76%					

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

2022/23



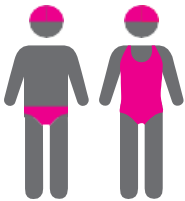
67%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION