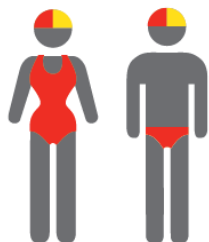


MEMBERSHIP STATISTICS REPORT EOS 2021/22



119

ACTIVE MEMBERSHIP



20% Increase



535

TOTAL MEMBERSHIP



12% Increase



224

JUNIOR MEMBERSHIP



6% 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.

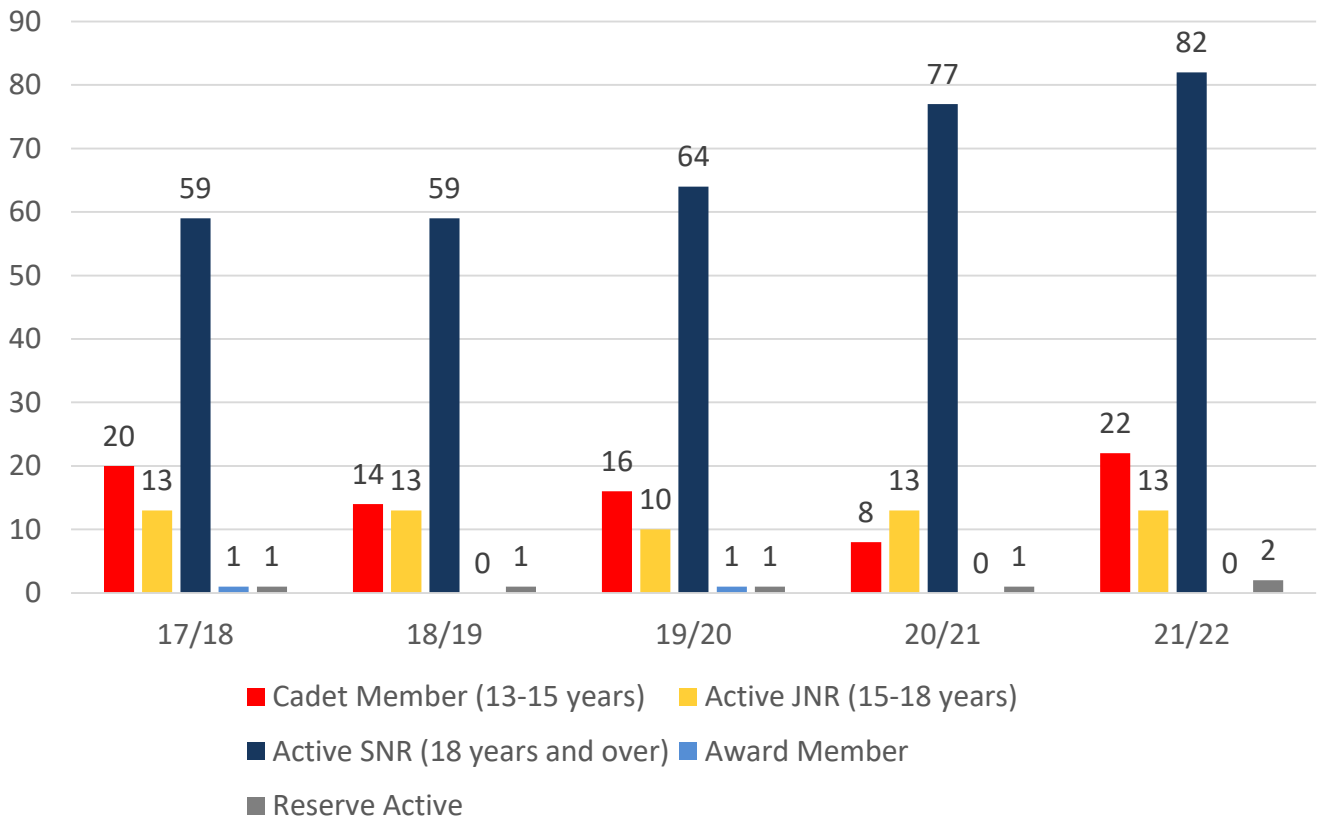
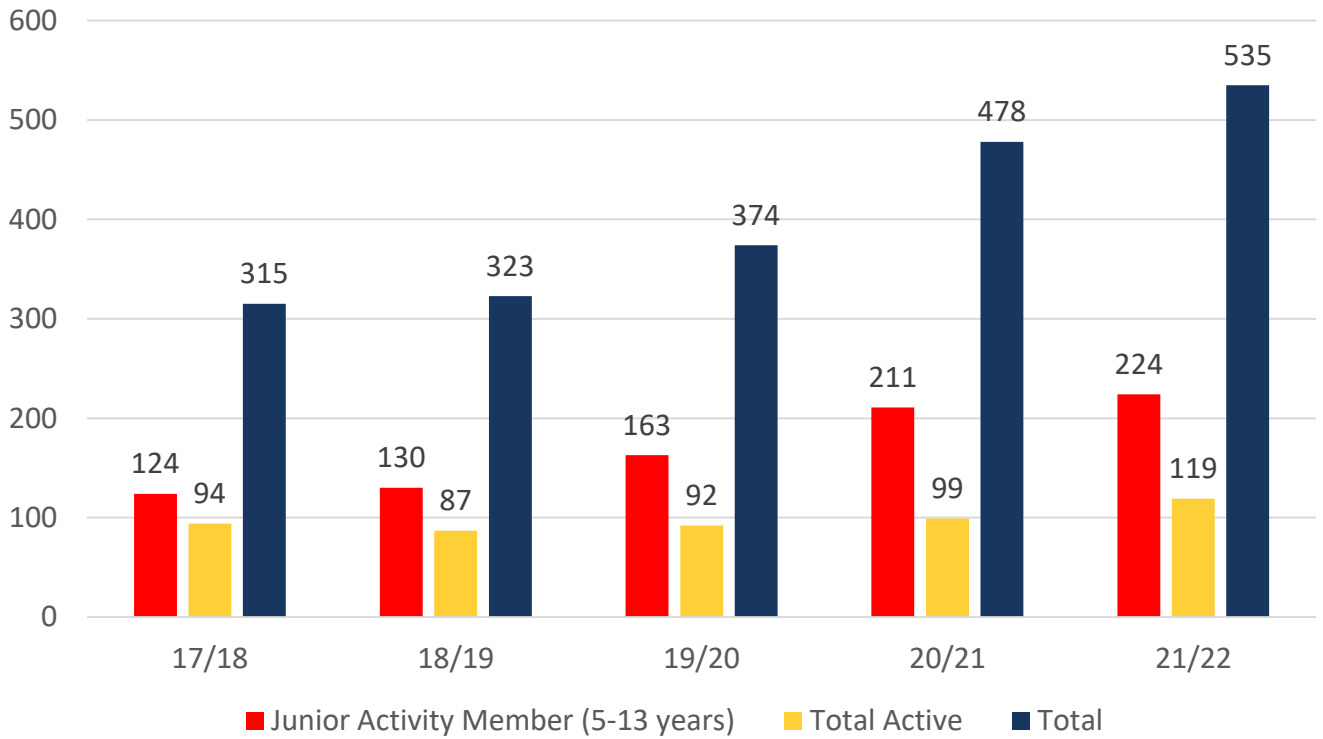
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

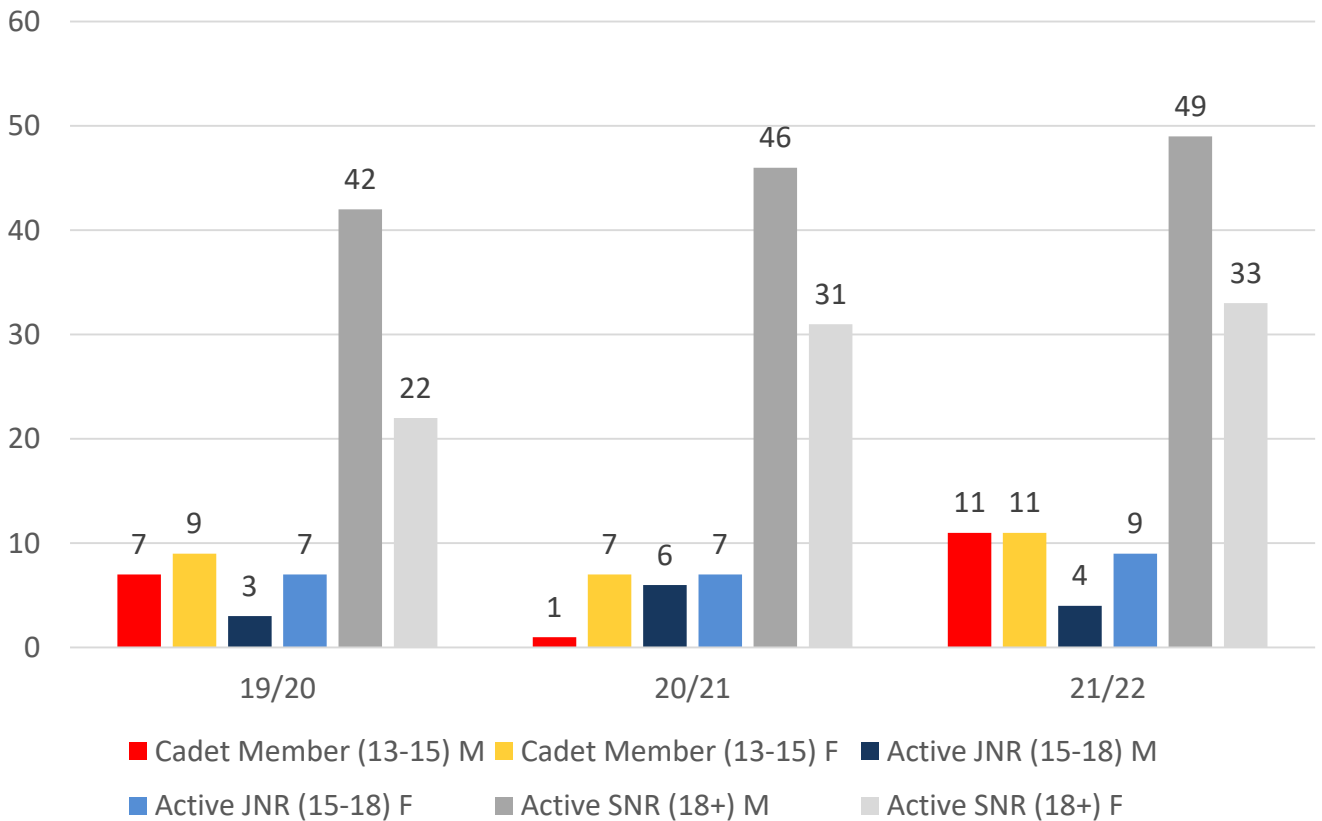
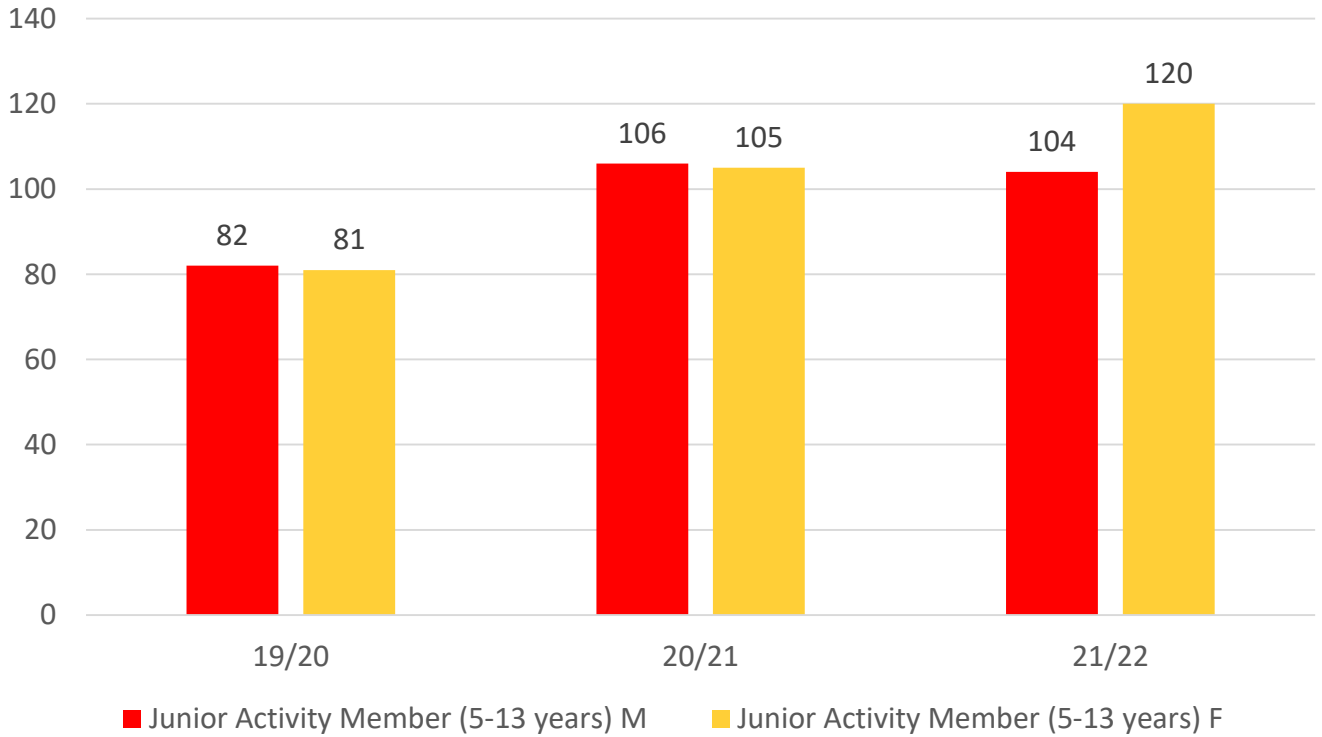
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	5	3	4	1	1
Junior Activity Member (5-13 years)	124	130	163	211	224
Cadet Member (13-15 years)	20	14	16	8	22
Active Junior (15-18 years)	13	13	10	13	13
Active Senior (18years and over)	59	59	64	77	82
Award Member	1	0	1	0	0
Reserve Active	1	1	1	1	2
Long Service	5	3	5	4	4
Past Active	1	0	0	0	0
Associate	62	75	86	137	160
Life Member	18	17	16	16	16
General	0	1	0	0	0
Honorary	6	7	7	10	10
Non Member Participants	0	0	1	0	1
Leave / Restricted	0	0	0	0	0
Total Active	94	87	92	99	119
Total	315	323	374	478	535

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	17	15	15	32	18
Under 7	21	20	22	33	39
Under 8	21	19	22	28	37
Under 9	20	16	29	32	28
Under 10	14	21	23	27	38
Under 11	13	13	19	19	27
Under 12	10	13	14	17	25
Under 13	4	9	12	12	12
Under 14	4	4	7	11	7
Junior Activities Total	124	130	163	211	231

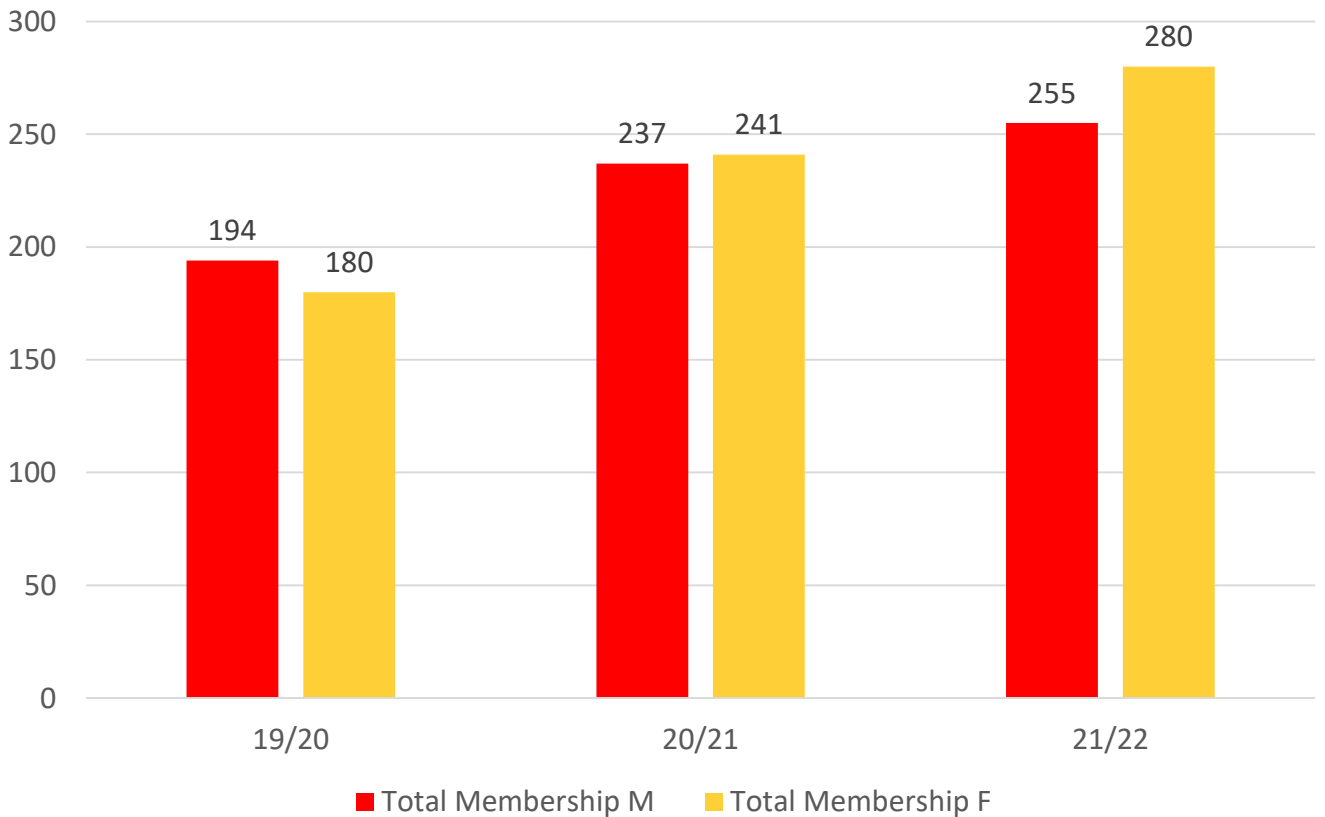
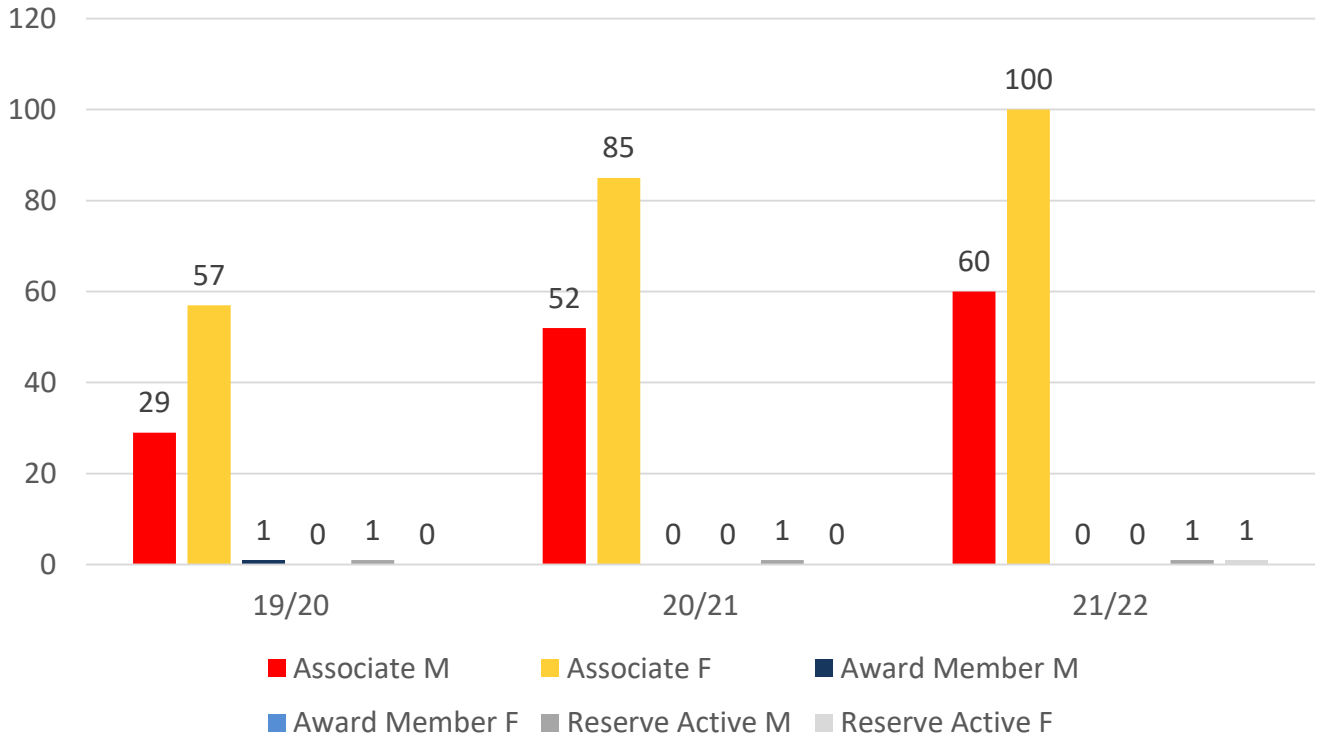
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



179

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



126

MEMBERS LOST FROM THE ORGANISATION

ARCADIAN 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	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Junior Activities	211	145	69%	14	1	0%	65	31%	90	43%	3	1%	224	6%
Cadet Member (13-15 years)	8	8	100%	-8	0	0%	0	0%	5	63%	1	13%	22	175%
Active (15-18 yrs)	13	8	62%	-4	1	8%	4	31%	0	0%	1	8%	13	0%
Active (18yrs and over)	77	67	87%	-7	4	5%	6	8%	5	6%	3	4%	82	6%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	1	1	100%	-1	0	0%	0	0%	0	0%	0	0%	2	100%
Long Service	4	4	100%	1	0	0%	0	0%	1	25%	0	0%	4	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	137	87	64%	5	1	1%	49	36%	75	55%	3	2%	160	17%
Life Member	16	16	100%	0	0	0%	0	0%	0	0%	0	0%	16	0%
General	0	0		0	0		0		0		0		0	
Honorary	10	8	80%	-1	0	0%	2	20%	1	10%	0	0%	10	0%
Non Member Participant	0	0		0	0		0		1		0		1	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	99	84	85%		5	5%	10	10%	10	10%	5		119	20%
Total	478	345	72%		7	1%	126	26%	179	37%	11		535	12%

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

MEMBERSHIP RETENTION

ARCADIAN 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	8	100%	0	0%	5	63%	22
16-18 Years	17	10	59%	4	24%	0	0%	13
19-25 Years	12	8	67%	2	17%	0	0%	13
26-35 Years	7	5	71%	2	29%	0	0%	4
36-50 Years	36	35	97%	1	3%	4	11%	42
51-70 Years	18	17	94%	1	6%	1	6%	24
70+ Years	1	1	100%	0	0%	0	0%	1
Total	99	84	85%	10	10%	10	10%	119

ARCADIAN 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	32					18		18
Under 7	33	22	69%	10	31%	16	50%	39
Under 8	28	22	67%	11	33%	15	45%	37
Under 9	32	20	71%	8	29%	8	29%	28
Under 10	27	22	69%	9	28%	16	50%	38
Under 11	19	18	67%	9	33%	9	33%	27
Under 12	17	16	84%	3	16%	7	37%	25
Under 13	12	11	65%	6	35%	1	6%	12
Under 14	11	6	50%	6	50%	0	0%	0
Transitioned From JA		8	73%					

MEMBERSHIP RETENTION

2019/20



72%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



69%

JUNIOR MEMBERSHIP
RETENTION

2020/21



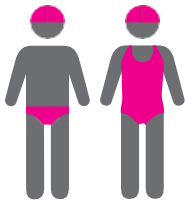
70%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION

2021/22



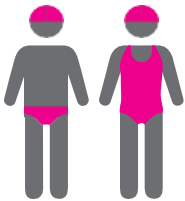
72%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



69%

JUNIOR MEMBERSHIP
RETENTION