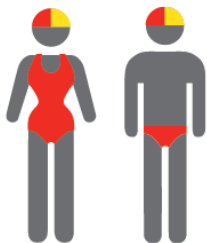


MEMBERSHIP STATISTICS REPORT EOS 2021/22



55

ACTIVE MEMBERSHIP



2% Decrease



151

TOTAL MEMBERSHIP



11% Decrease



49

JUNIOR MEMBERSHIP



17% Decrease

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.

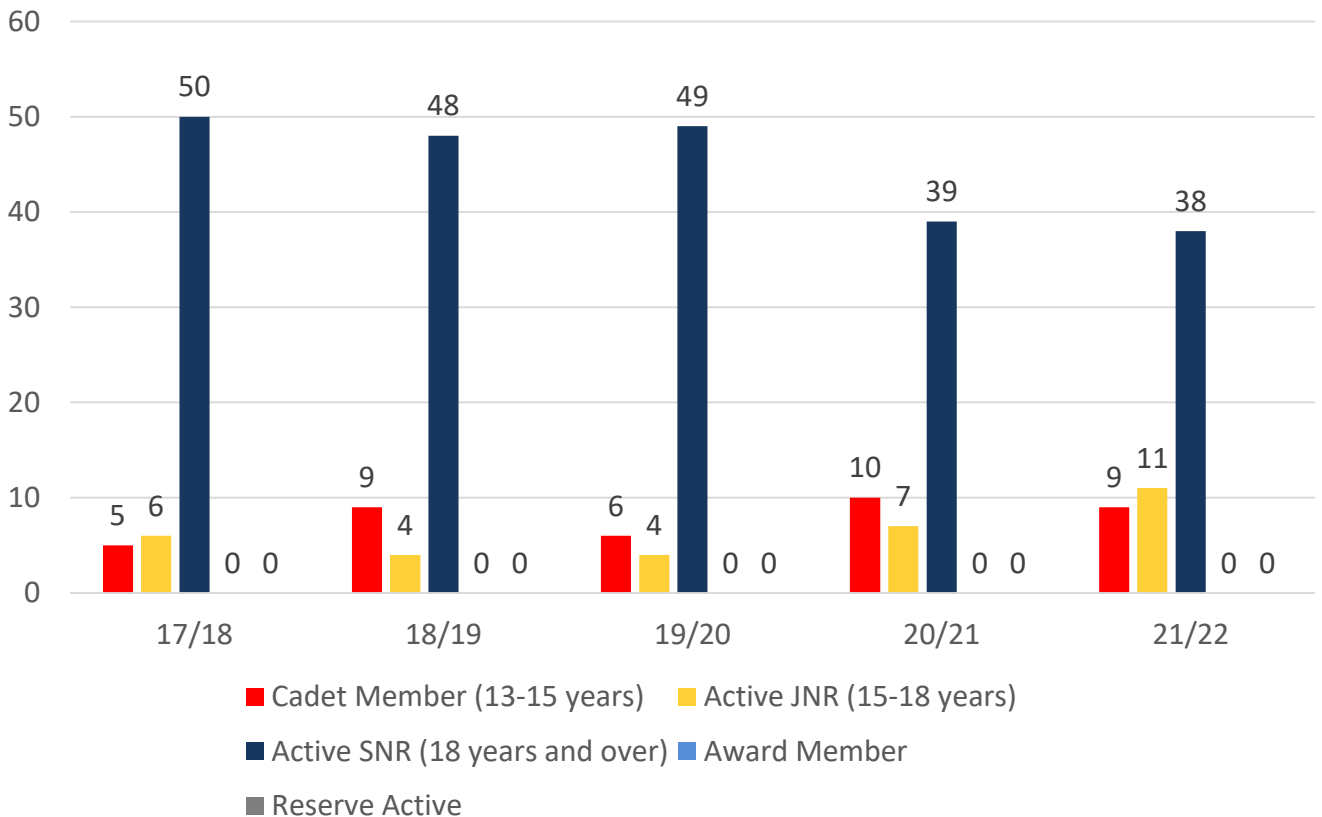
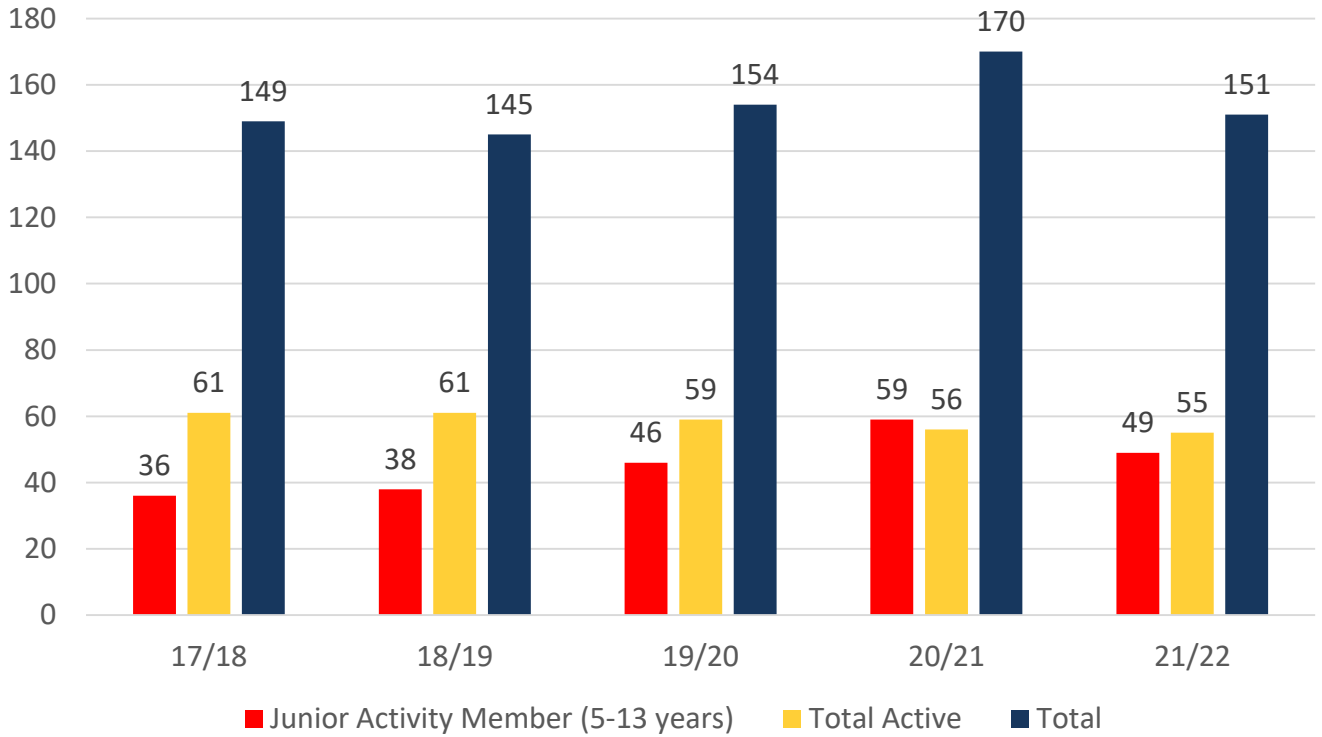
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

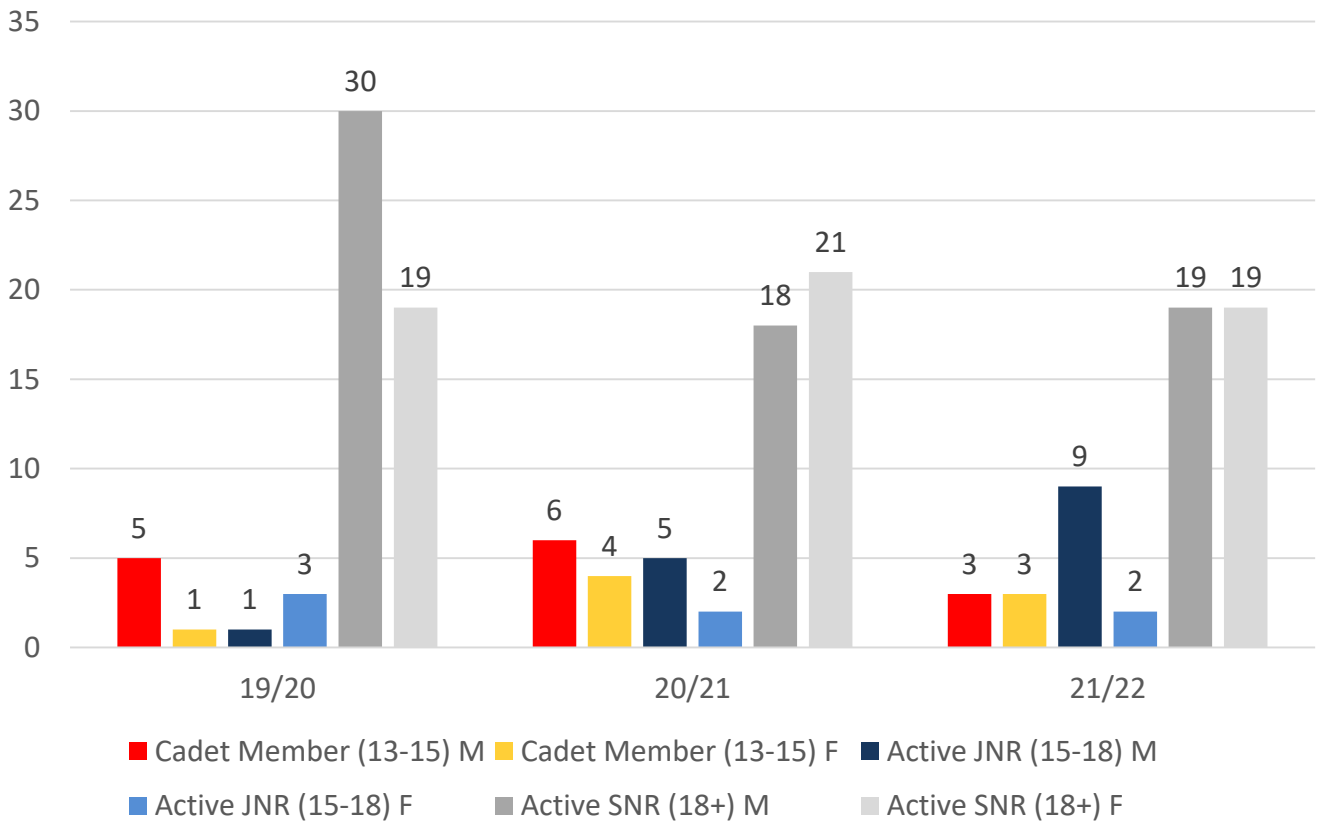
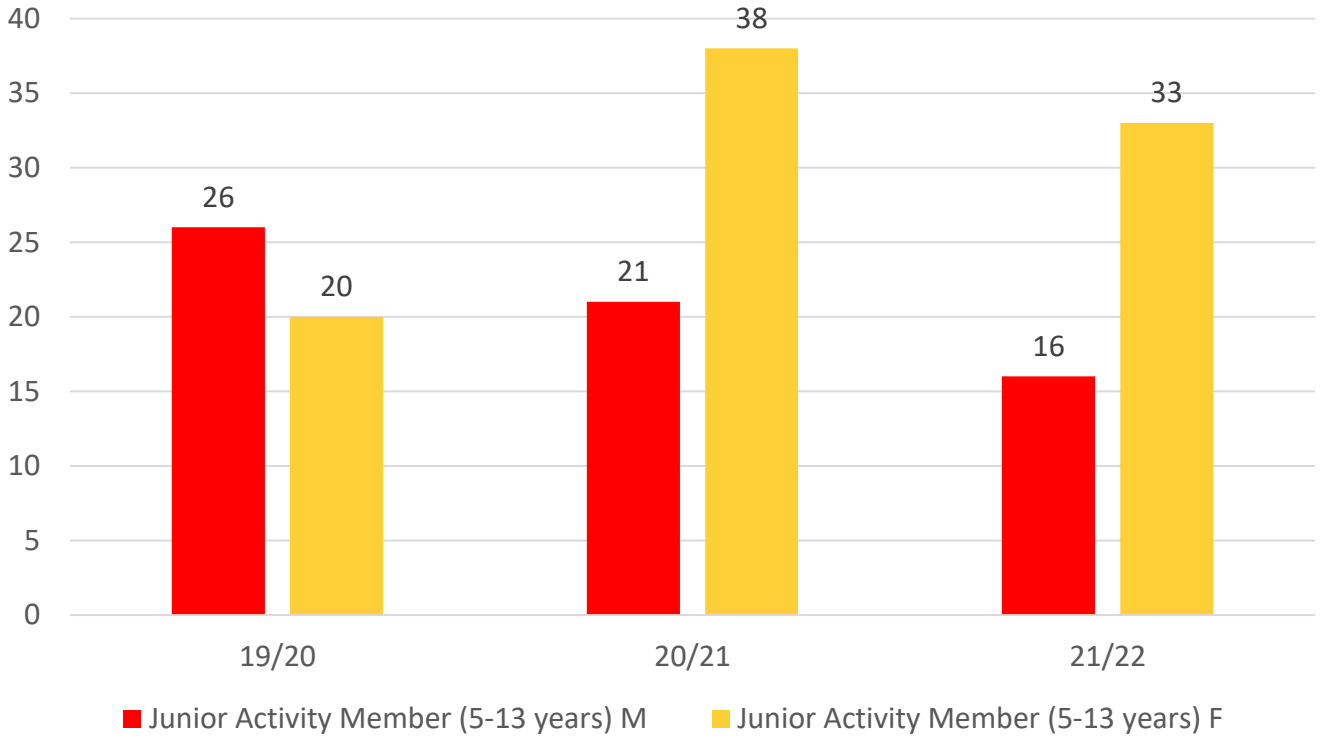
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	15	4	26	31	28
Junior Activity Member (5-13 years)	36	38	46	59	49
Cadet Member (13-15 years)	5	9	6	10	6
Active Junior (15-18 years)	6	4	4	7	11
Active Senior (18years and over)	50	48	49	39	38
Award Member	0	0	0	0	0
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	23	28	18	15	14
Life Member	14	14	5	8	4
General	0	0	0	1	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	61	61	59	56	55
Total	149	145	154	170	151

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	2	2	8	5	3
Under 7	2	5	3	11	6
Under 8	6	4	7	6	9
Under 9	4	6	4	11	7
Under 10	4	4	6	5	12
Under 11	6	4	3	9	4
Under 12	5	6	4	3	7
Under 13	3	5	5	5	2
Under 14	4	2	6	4	6
Junior Activities Total	36	38	46	59	56

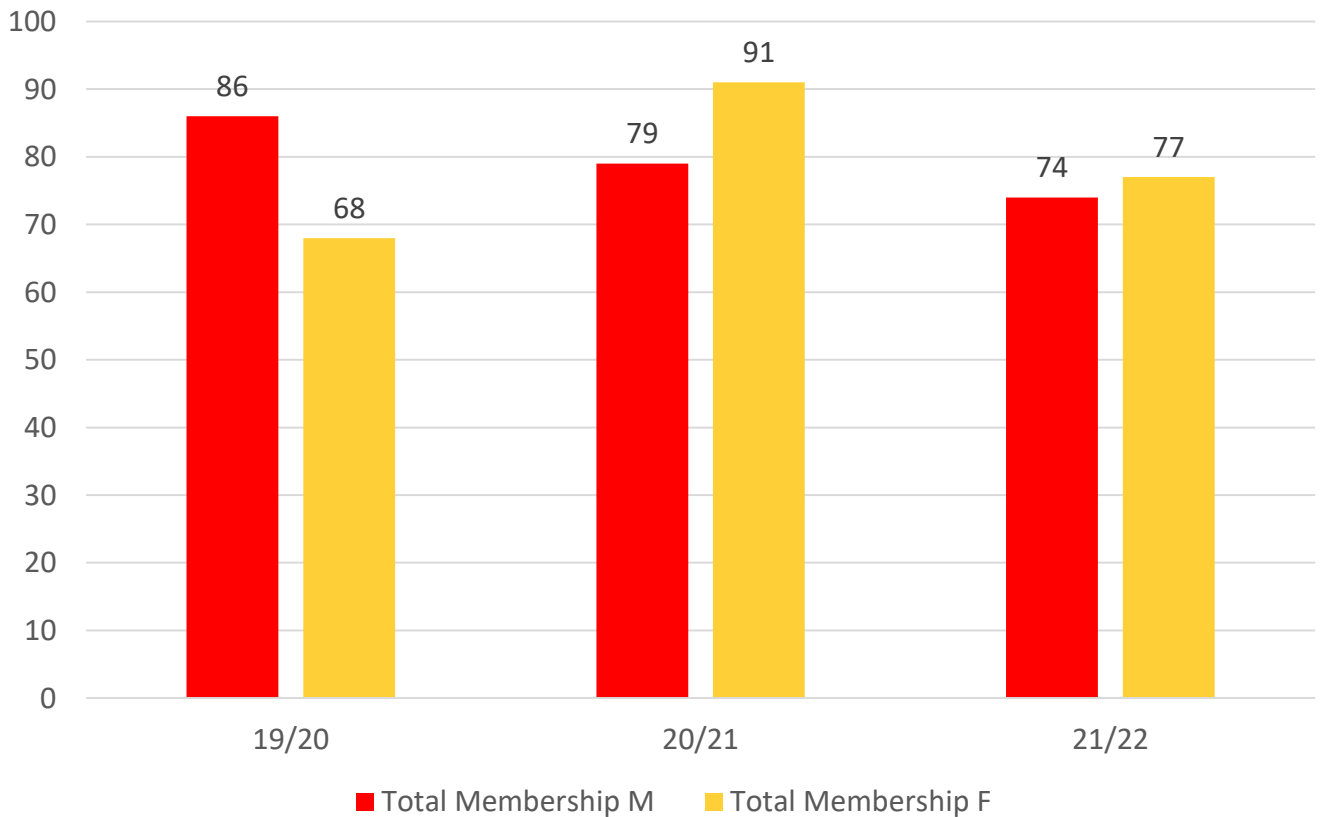
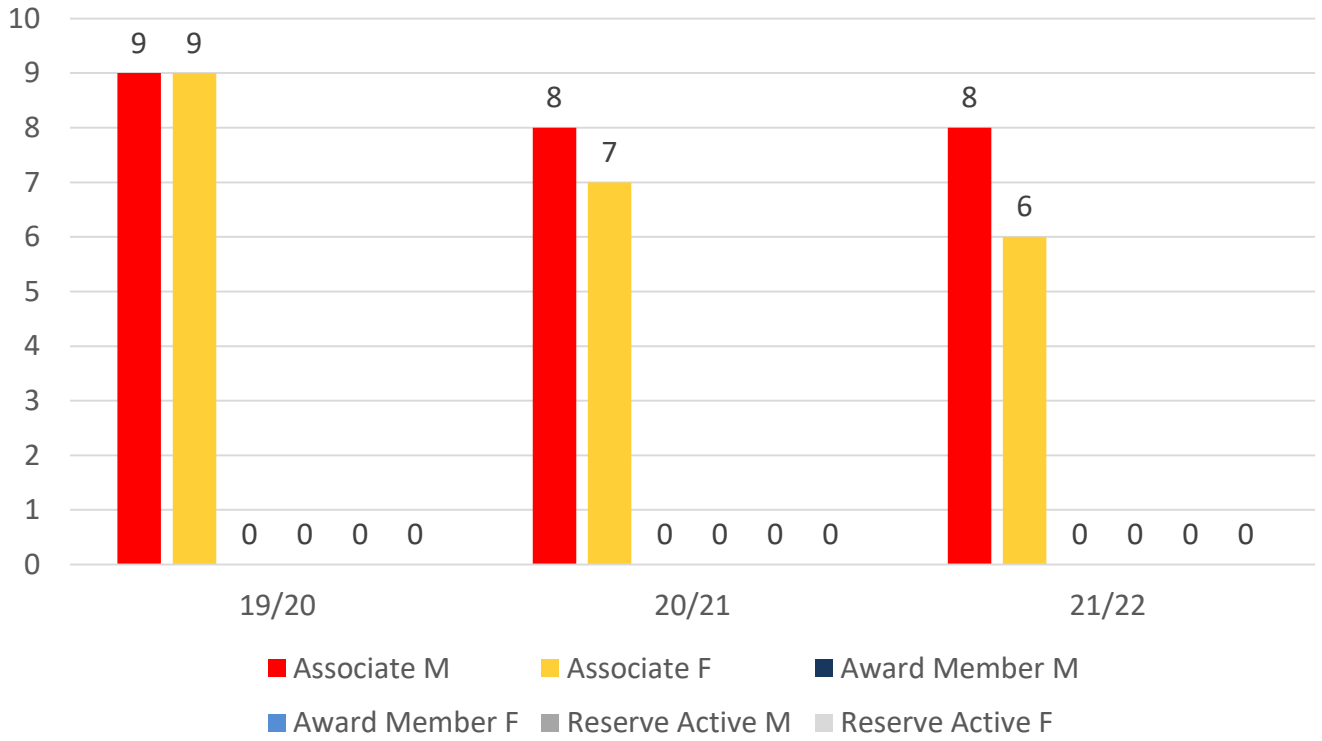
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



22

BRAND NEW MEMBERS



76%

MEMBERSHIP RETENTION



39

MEMBERS LOST FROM THE ORGANISATION

AYR 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	31	15	48%	0	0	0%	16	52%	13	42%	0	0%	28	-10%
Junior Activities	59	50	85%	3	1	2%	8	14%	2	3%	0	0%	49	-17%
Cadet Member (13-15 years)	10	9	90%	3	0	0%	1	10%	0	0%	0	0%	6	-40%
Active (15-18 yrs)	7	5	71%	-5	0	0%	2	29%	1	14%	0	0%	11	57%
Active (18yrs and over)	39	35	90%	1	0	0%	4	10%	4	10%	0	0%	38	-3%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	15	11	73%	-1	1	7%	3	20%	2	13%	0	0%	14	-7%
Life Member	8	3	38%	-1	0	0%	5	63%	0	0%	0	0%	4	-50%
General	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	56	49	88%		0	0%	7	13%	5	9%	0		55	-2%
Total	170	129	76%		2	1%	39	23%	22	13%	0		151	-11%

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

MEMBERSHIP RETENTION

AYR 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	9	8	89%	1	11%	0	0%	3
16-18 Years	8	6	75%	2	25%	1	13%	14
19-25 Years	4	2	50%	2	50%	0	0%	1
26-35 Years	7	6	86%	1	14%	2	29%	7
36-50 Years	18	17	94%	1	6%	2	11%	21
51-70 Years	10	10	100%	0	0%	0	0%	9
70+ Years	0	0		0		0		0
Total	56	49	88%	7	13%	5	9%	55

AYR 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	5					0		0
Under 7	11	4	80%	1	20%	0	0%	4
Under 8	6	9	82%	2	18%	0	0%	9
Under 9	11	6	100%	0	0%	0	0%	6
Under 10	5	10	91%	1	9%	1	9%	11
Under 11	9	4	80%	1	20%	0	0%	4
Under 12	3	7	78%	2	22%	0	0%	7
Under 13	5	2	67%	1	33%	0	0%	2
Under 14	4	5	100%	0	0%	1	20%	6
Transitioned From JA		3	75%					

MEMBERSHIP RETENTION

2019/20



68%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



68%

JUNIOR MEMBERSHIP
RETENTION

2020/21



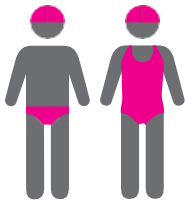
69%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



72%

JUNIOR MEMBERSHIP
RETENTION

2021/22



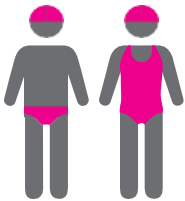
76%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



85%

JUNIOR MEMBERSHIP
RETENTION