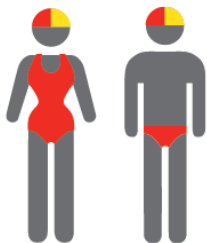


MEMBERSHIP STATISTICS REPORT EOS 2022/23



51

ACTIVE MEMBERSHIP



7% Decrease



137

TOTAL MEMBERSHIP



9% Decrease



46

JUNIOR MEMBERSHIP



6% 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

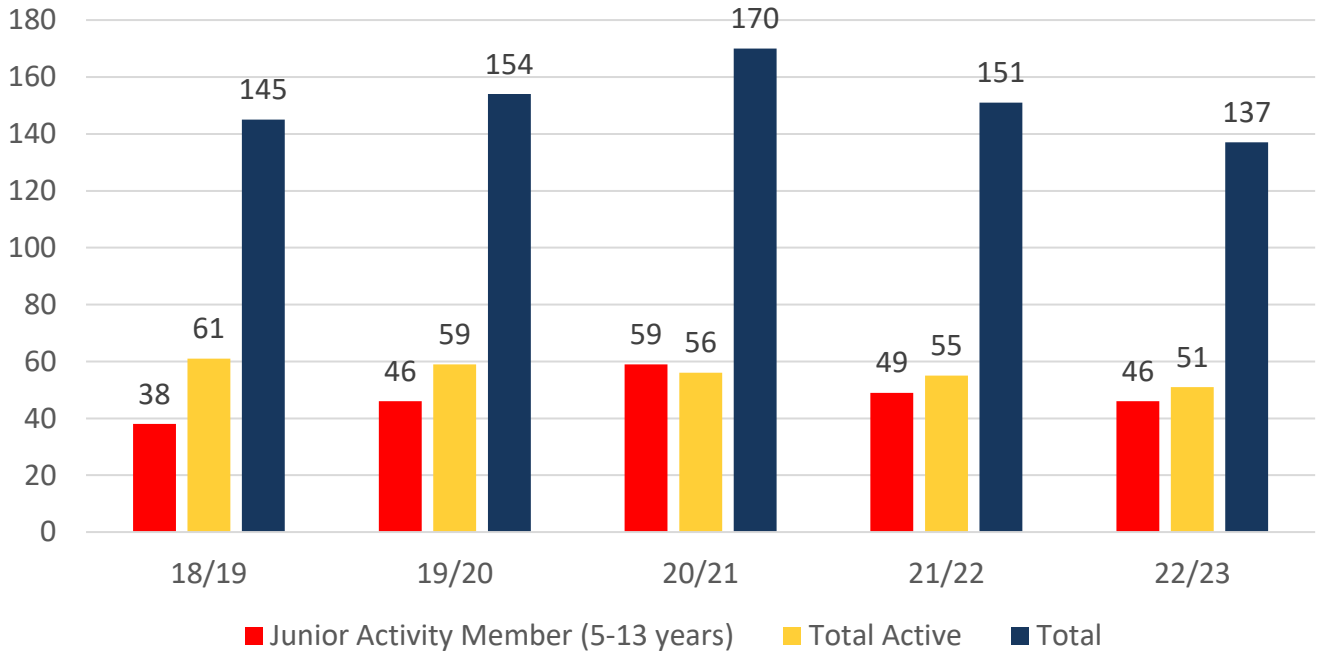
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	4	26	31	28	13
Junior Activity Member (5-13 years)	38	46	59	49	46
Cadet Member (13-15 years)	9	6	10	6	7
Active Junior (15-18 years)	4	4	7	11	11
Active Senior (18years and over)	48	49	39	38	33
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	28	18	15	14	14
Life Member	14	5	8	4	8
General	0	0	1	1	5
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	61	59	56	55	51
Total	145	154	170	151	137

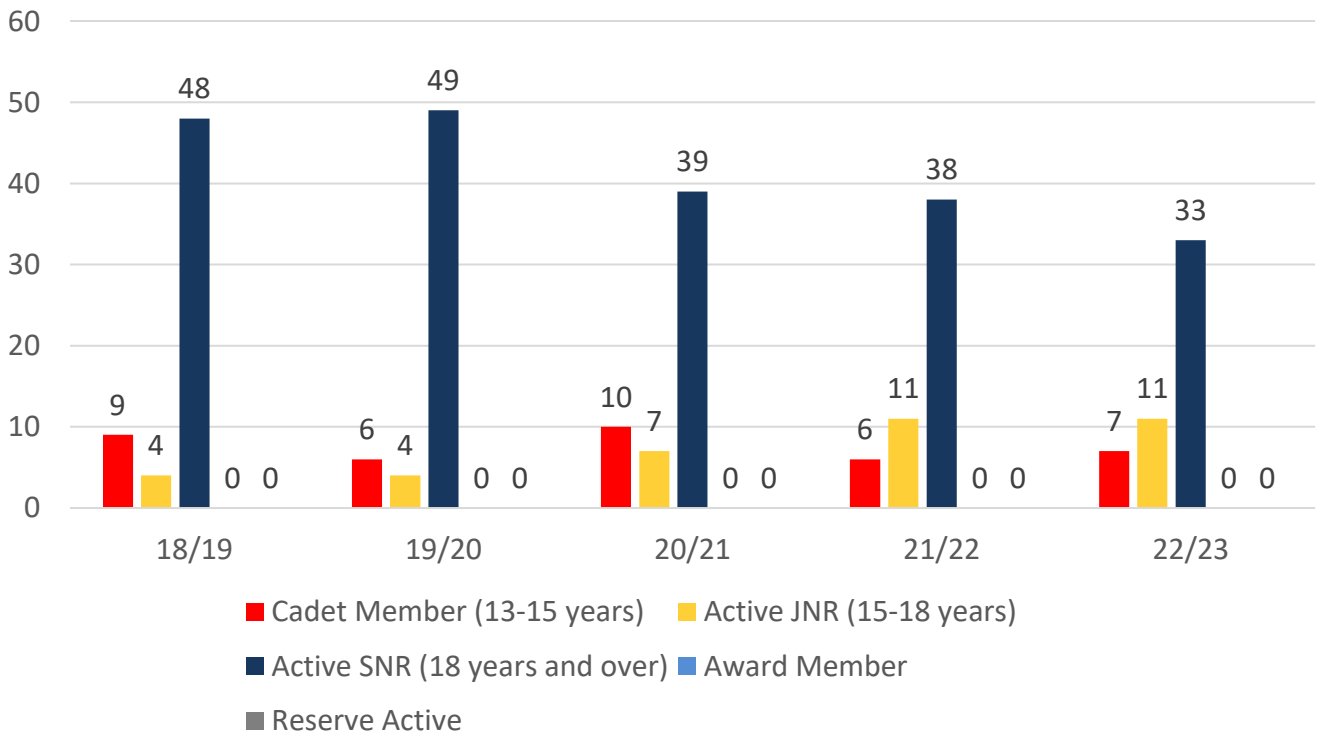
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	2	8	5	3	4
Under 7	5	3	11	6	1
Under 8	4	7	6	9	6
Under 9	6	4	11	7	8
Under 10	4	6	5	12	4
Under 11	4	3	9	4	9
Under 12	6	4	3	7	6
Under 13	5	5	5	2	6
Under 14	2	6	4	6	3
Junior Activities Total	38	46	59	56	47

5 YEAR TREND ANALYSIS

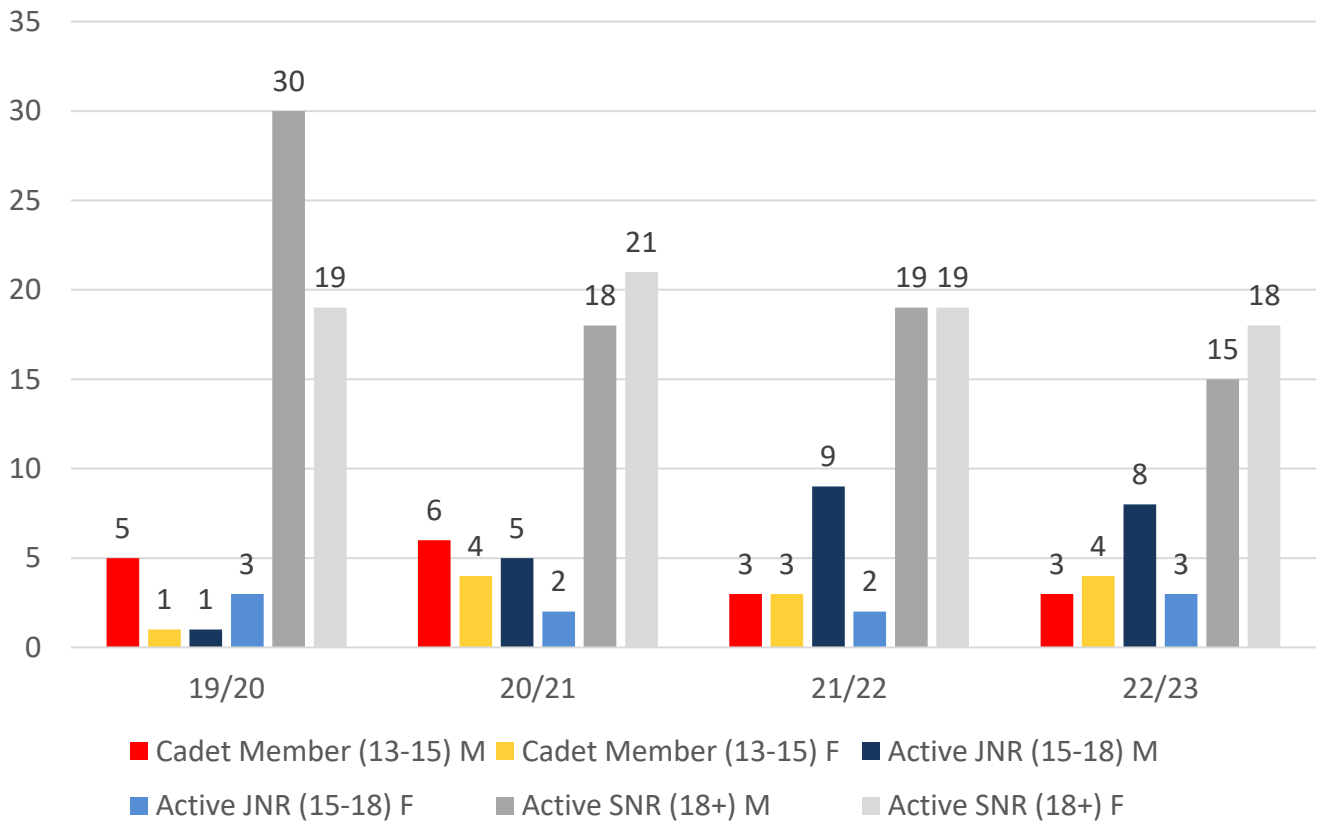
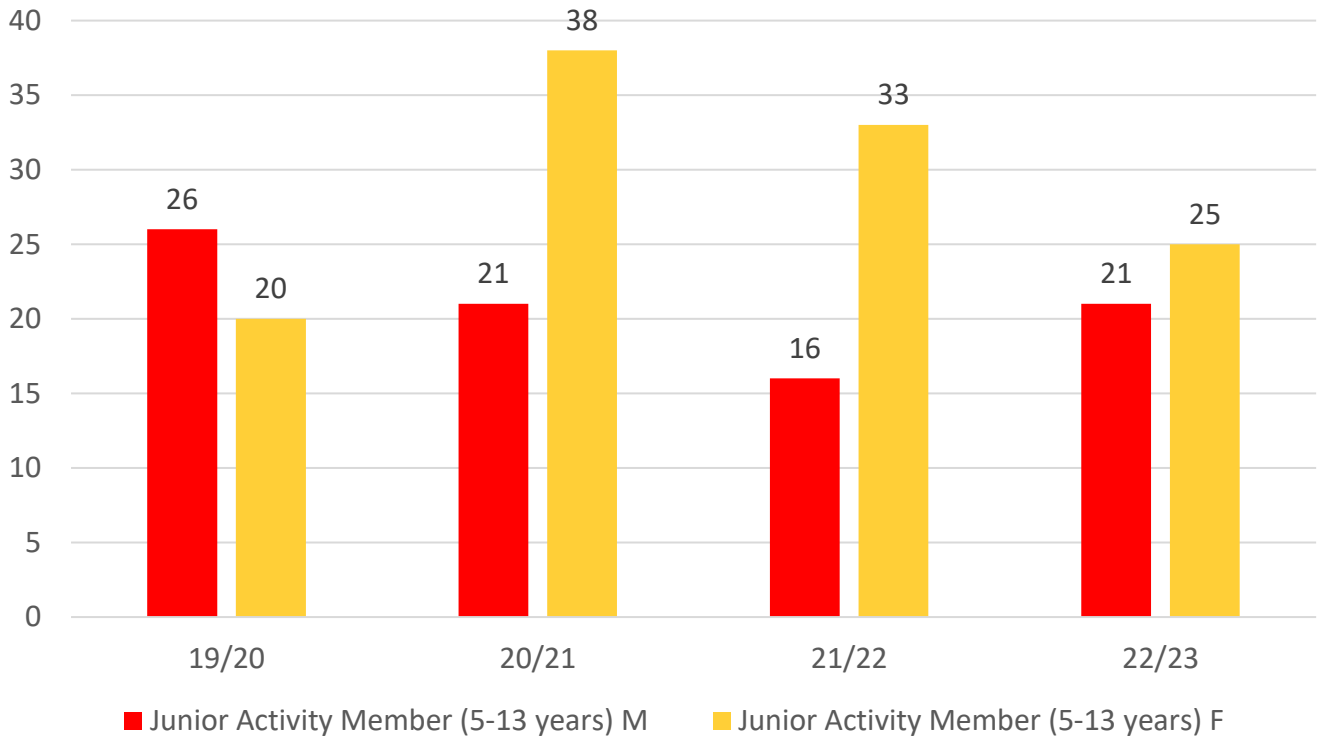
Total Membership



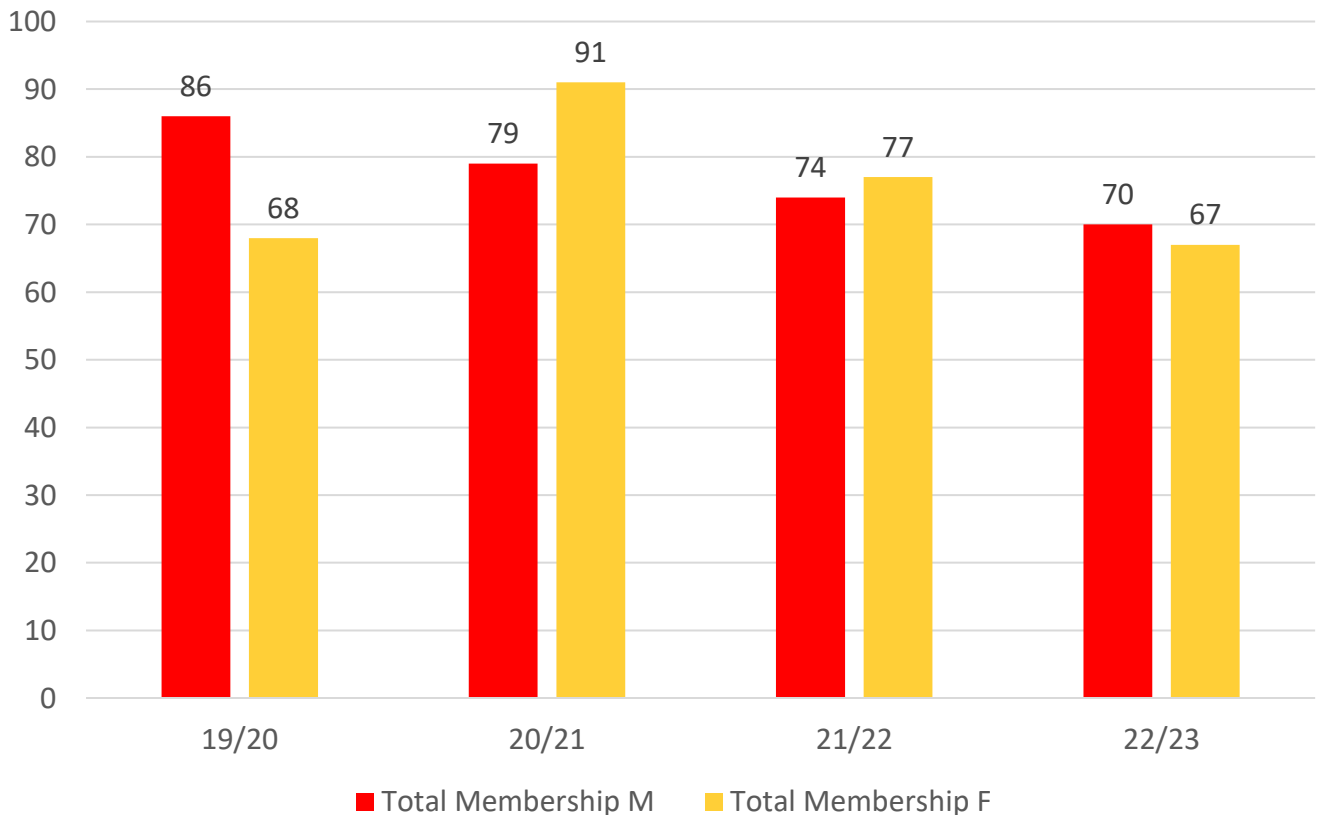
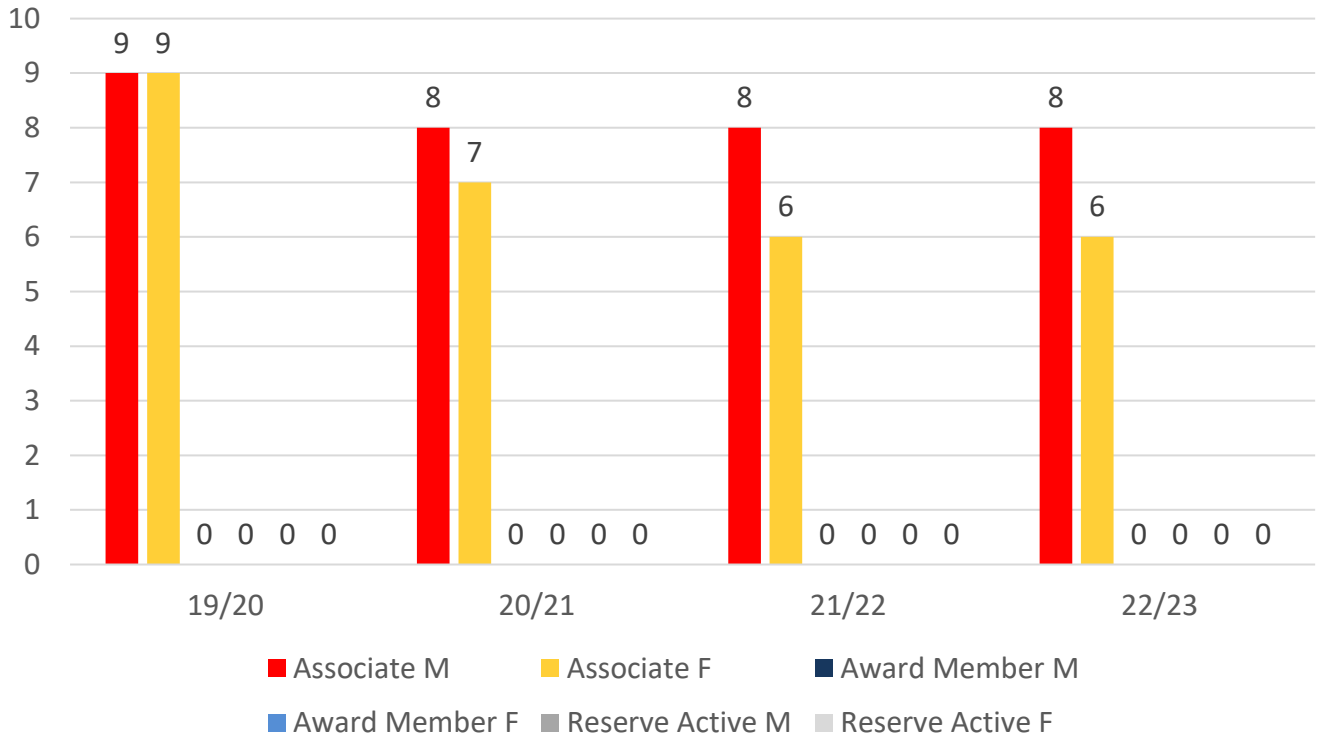
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



24

BRAND NEW MEMBERS



75%

MEMBERSHIP RETENTION



32

MEMBERS LOST FROM THE ORGANISATION

AYR 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	28	17	61%	7	1	4%	10	36%	3	11%	0	0%	13	-54%
Junior Activities	49	37	76%	0	2	4%	10	20%	9	18%	0	0%	46	-6%
Cadet Member (13-15 years)	6	5	83%	-1	1	17%	0	0%	1	17%	0	0%	7	17%
Active (15-18 yrs)	11	8	73%	-3	0	0%	3	27%	0	0%	0	0%	11	0%
Active (18yrs and over)	38	30	79%	0	2	5%	6	16%	3	8%	0	0%	33	-13%
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	14	12	86%	-1	0	0%	2	14%	1	7%	0	0%	14	0%
Life Member	4	4	100%	0	0	0%	0	0%	4	100%	0	0%	8	100%
General	1	0	0%	-2	0	0%	1	100%	3	300%	0	0%	5	400%
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	55	43	78%		3	5%	9	16%	4	7%	0		51	-7%
Total	151	113	75%		6	4%	32	21%	24	16%	0		137	-9%

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

MEMBERSHIP RETENTION

AYR 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	3	2	67%	0	0%	1	33%	7
16-18 Years	14	11	79%	3	21%	0	0%	10
19-25 Years	1	1	100%	0	0%	0	0%	1
26-35 Years	7	6	86%	1	14%	2	29%	9
36-50 Years	21	14	67%	5	24%	1	5%	14
51-70 Years	9	9	100%	0	0%	0	0%	10
70+ Years	0	0		0		0		0
Total	55	43	78%	9	16%	4	7%	51

AYR 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	3					4		4
Under 7	4	0	0%	0	0%	0	0%	1
Under 8	9	4	100%	0	0%	0	0%	6
Under 9	6	6	67%	2	22%	2	22%	8
Under 10	11	3	50%	3	50%	0	0%	4
Under 11	4	8	73%	2	18%	0	0%	9
Under 12	7	4	100%	0	0%	2	50%	6
Under 13	2	5	71%	2	29%	1	14%	6
Under 14	6	2	100%	0	0%	0	0%	2
Transitioned From JA		5	83%					

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

2022/23



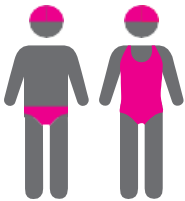
75%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



76%

JUNIOR MEMBERSHIP
RETENTION