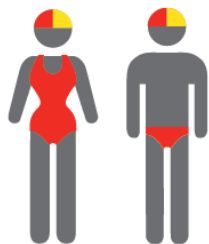


AGNES WATER SLSC

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



8

ACTIVE MEMBERSHIP



47% Decrease



98

TOTAL MEMBERSHIP



31% Increase



40

JUNIOR MEMBERSHIP



48% 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.

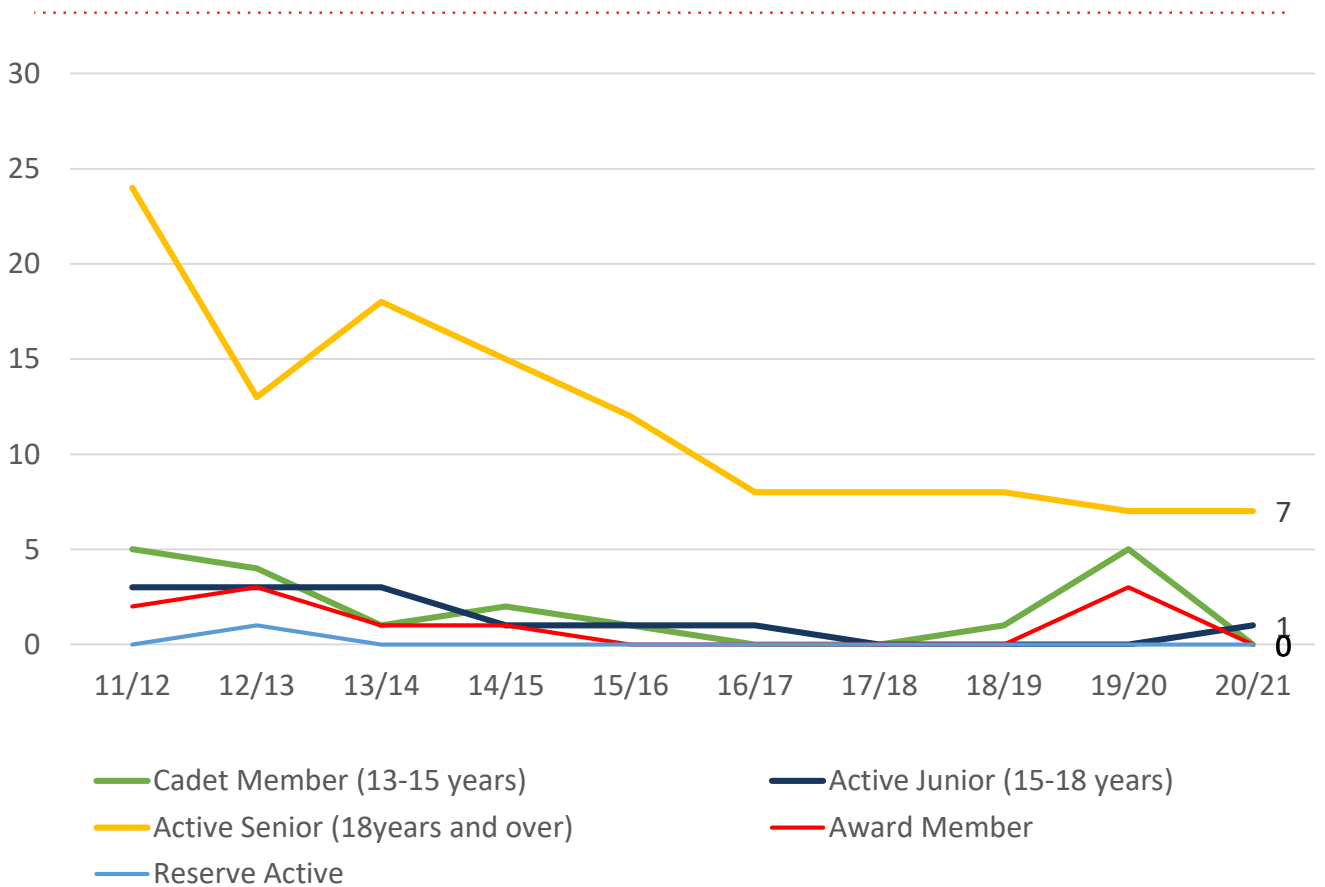
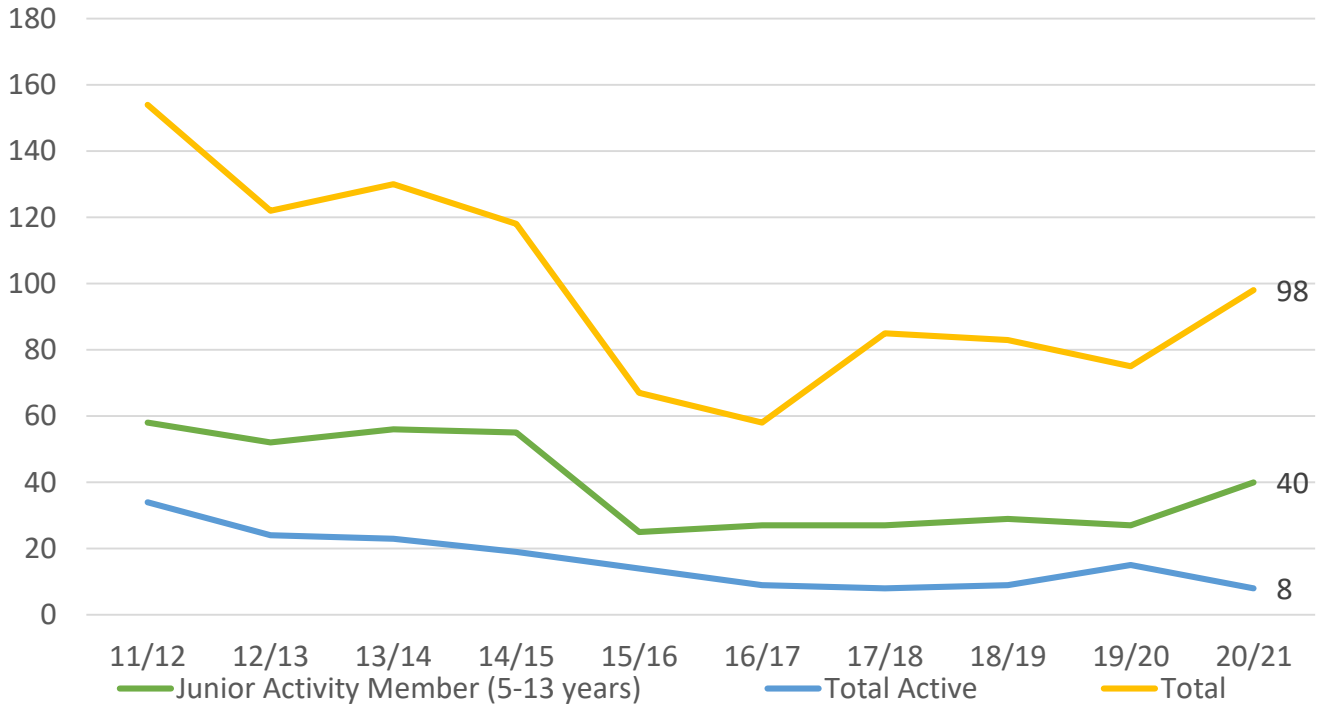
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	15	4	5	0	2	10	21	16	19	35
Junior Activity Member (5-13 years)	58	52	56	55	25	27	27	29	27	40
Cadet Member (13-15 years)	5	4	1	2	1	0	0	1	5	0
Active Junior (15-18 years)	3	3	3	1	1	1	0	0	0	1
Active Senior (18years and over)	24	13	18	15	12	8	8	8	7	7
Award Member	2	3	1	1	0	0	0	0	3	0
Reserve Active	0	1	0	0	0	0	0	0	0	0
Long Service	0	1	0	0	0	0	0	0	0	0
Past Active	1	1	0	0	1	0	0	0	0	0
Associate	46	40	46	44	17	11	21	26	9	5
Life Member	0	0	0	0	0	0	0	0	0	1
General	0	0	0	0	0	0	0	0	0	0
Honorary	0	0	0	0	8	1	8	3	5	9
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	0	0	0	0	0	0
Total Active	34	24	23	19	14	9	8	9	15	8
Total	154	122	130	118	67	58	85	83	75	98

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	1	3	7	8	3	5	4	4	7	7
Under 7	7	5	12	8	6	2	4	2	3	5
Under 8	11	3	6	8	4	6	4	2	3	5
Under 9	10	11	8	7	3	5	3	5	2	2
Under 10	5	7	9	10	0	3	6	4	3	6
Under 11	8	8	8	9	4	1	2	4	3	2
Under 12	8	3	2	3	5	3	1	4	4	5
Under 13	5	8	2	1	0	2	2	2	2	5
Under 14	3	4	2	1	0	0	1	2	0	3
Junior Activities Total	58	52	56	55	25	27	27	29	27	40

TREND ANALYSIS



MEMBERSHIP RETENTION



70

BRAND NEW MEMBERS



37%

MEMBERSHIP RETENTION



47

MEMBERS LOST FROM THE ORGANISATION

Agnes Water SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	19	6	32%		0	0%	13	68%	29	153%	0	0%	35	84%
Junior Activities	27	9	33%		0	0%	18	67%	31	115%	0	0%	40	48%
Cadet Member (13-15 years)	5	1	20%	1	0	0%	4	80%	0	0%	0	0%	0	-100%
Active (15-18 yrs)	0	0			0		0		0		0		1	
Active (18yrs and over)	7	4	57%		0	0%	3	43%	3	43%	0	0%	7	0%
Award Member	3	0	0%		0	0%	3	100%	0	0%	0	0%	0	-100%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	9	4	44%		0	0%	5	56%	1	11%	0	0%	5	-44%
Life Member	0	0			0		0		1		0		1	
General	0	0			0		0		0		0		0	
Honorary	5	4	80%		0	0%	1	20%	5	100%	0	0%	9	80%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	15	5	33%		0	0%	10	67%	3	20%	0		8	-47%
Total	75	28	37%		0	0%	47	63%	70	93%	0		98	31%

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

MEMBERSHIP RETENTION

Agnes Water SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	4	0	0%	4	100%	0	0%	0
16-18 Years	4	1	25%	3	75%	0	0%	1
19-25 Years	0	0		0		0		0
26-35 Years	1	0	0%	1	100%	0	0%	0
36-50 Years	3	2	67%	1	33%	3	100%	5
51-70 Years	3	2	67%	1	33%	0	0%	2
70+ Years	0	0		0		0		0
Total	15	5	33%	10	67%	3	20%	8

Agnes Water SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	7					7		7
Under 7	3	2	29%	5	71%	3	43%	5
Under 8	3	0	0%	3	100%	5	167%	5
Under 9	2	0	0%	3	100%	2	67%	2
Under 10	3	1	50%	1	50%	5	250%	6
Under 11	3	1	33%	2	67%	1	33%	2
Under 12	4	1	33%	2	67%	4	133%	5
Under 13	2	2	50%	2	50%	3	75%	5
Under 14	0	2	100%	0	0%	1	50%	3
Transitioned From JA		0						

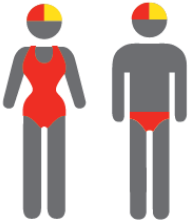
MEMBERSHIP RETENTION

2018/19



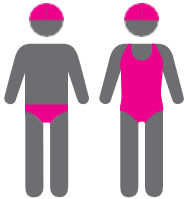
58

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



63%

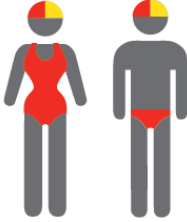
JUNIOR MEMBERSHIP
RETENTION

2019/20



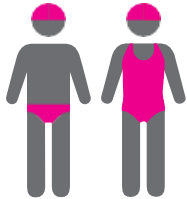
43%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



38%

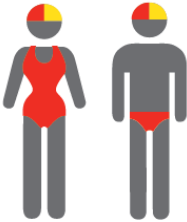
JUNIOR MEMBERSHIP
RETENTION

2020/21



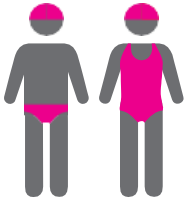
37%

TOTAL MEMBERSHIP
RETENTION



33%

ACTIVE MEMBERSHIP
RETENTION



33%

JUNIOR MEMBERSHIP
RETENTION