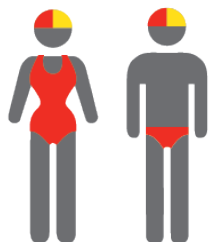


ALEXANDRA HEADLAND

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



500

ACTIVE MEMBERSHIP



8% Decrease



1,623

TOTAL MEMBERSHIP



7% Decrease



482

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.

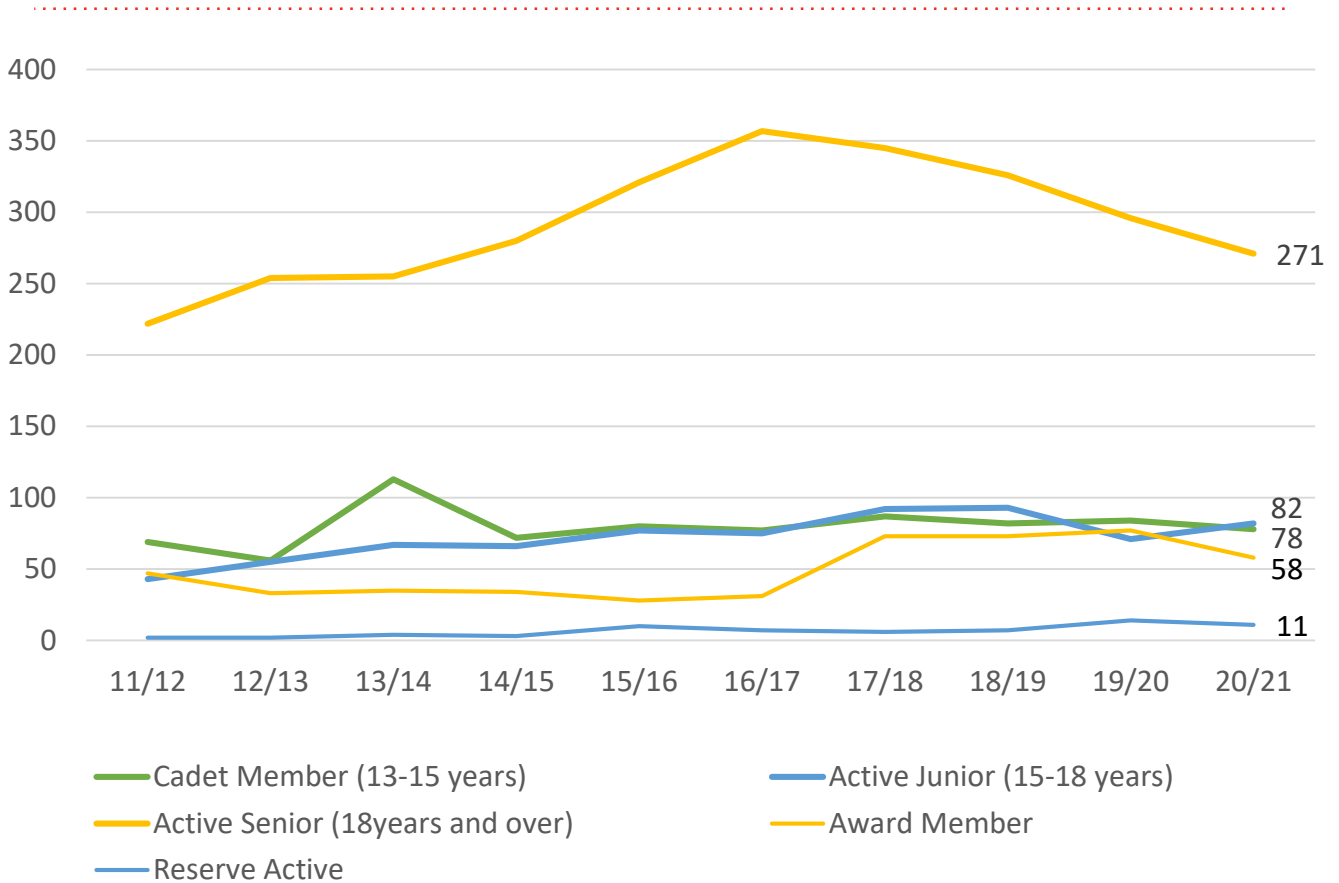
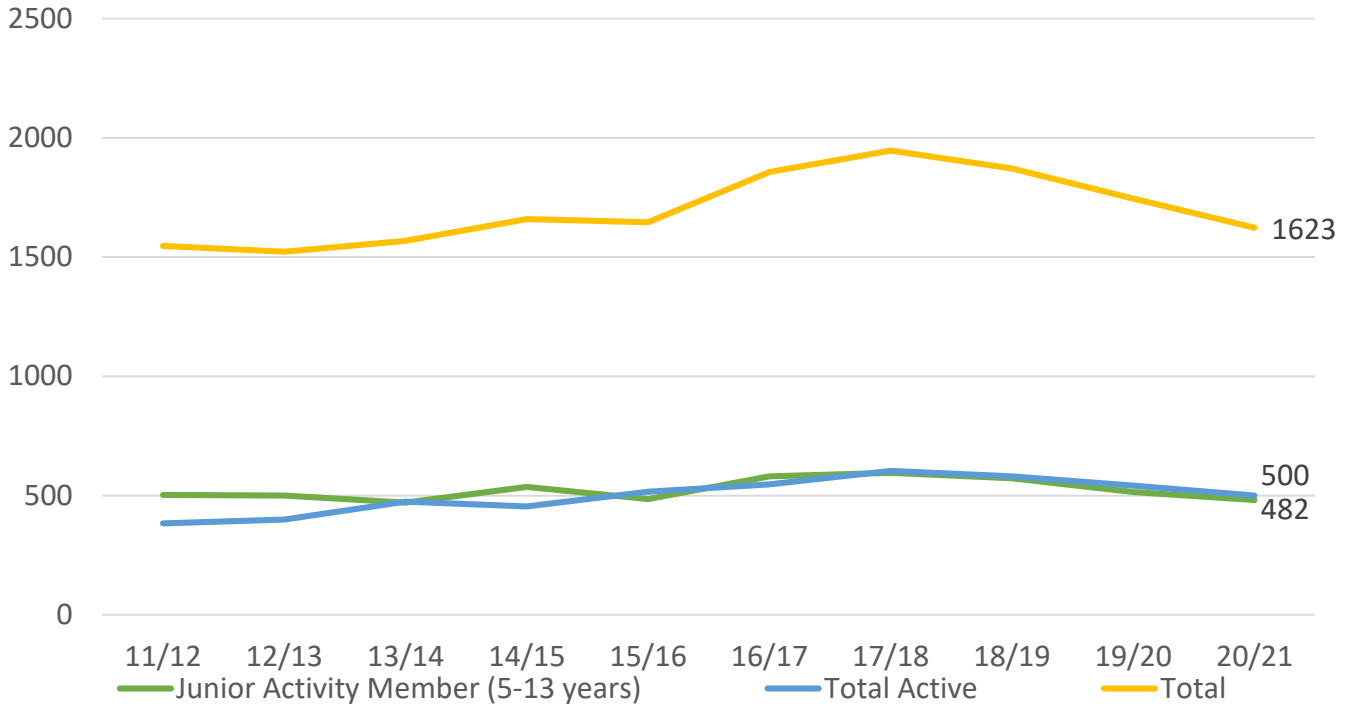
TOTAL MEMBERSHIP

MEMBERSHIP 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	2	4	3	2	0	0	0	0	0	0
Junior Activity Member (5-13 years)	503	500	470	536	486	581	596	573	515	482
Cadet Member (13-15 years)	69	56	113	72	80	77	87	82	84	78
Active Junior (15-18 years)	43	55	67	66	77	75	92	93	71	82
Active Senior (18years and over)	222	254	255	280	321	357	345	326	296	271
Award Member	47	33	35	34	28	31	73	73	77	58
Reserve Active	2	2	4	3	10	7	6	7	14	11
Long Service	68	79	84	82	107	103	102	111	108	120
Past Active	4	0	0	0	2	1	2	0	0	0
Associate	545	492	487	532	479	562	586	548	502	467
Life Member	40	45	46	47	47	48	47	46	46	46
General	0	0	0	0	0	0	0	0	0	0
Honorary	2	1	1	2	1	1	4	5	6	7
Non Member Participants	0	0	0	0	0	0	0	5	26	0
Leave / Restricted	0	1	3	3	8	14	6	2	0	1
Total Active	383	400	474	455	516	547	603	581	542	500
Total	1547	1522	1568	1659	1646	1857	1946	1871	1745	1623

	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	54	55	46	71	4	58	56	61	63	57
Under 7	74	51	61	66	61	63	84	63	67	70
Under 8	68	53	52	65	70	57	75	73	58	61
Under 9	66	78	61	51	83	80	76	68	65	54
Under 10	57	65	60	68	56	75	80	70	55	61
Under 11	55	65	55	66	73	71	60	66	54	49
Under 12	43	48	45	64	44	68	67	54	51	45
Under 13	53	62	49	34	55	52	52	70	47	43
Under 14	33	45	41	50	38	53	45	48	55	42
Junior Activities Total	503	522	470	535	484	577	595	573	515	482

TREND ANALYSIS



MEMBERSHIP RETENTION



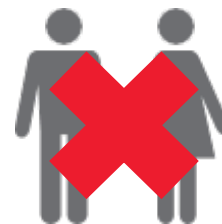
539

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



628

MEMBERS LOST FROM THE ORGANISATION

ALEXANDRA HEADLAND 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	0	0			0		0		0		0		0	
Junior Activities	515	291	57%	37	11	2%	213	41%	228	44%	0	0%	482	-6%
Cadet Member (13-15 years)	84	62	74%		2	2%	20	24%	7	8%	0	0%	78	-7%
Active (15-18 yrs)	71	55	77%		3	4%	13	18%	8	11%	0	0%	82	15%
Active (18yrs and over)	296	237	80%	3	7	2%	52	18%	37	13%	0	0%	271	-8%
Award Member	77	53	69%		1	1%	23	30%	4	5%	0	0%	58	-25%
Reserve Active	14	12	86%	2	0	0%	2	14%	1	7%	0	0%	11	-21%
Long Service	108	97	90%		1	1%	10	9%	8	7%	0	0%	120	11%
Past Active	0	0			0		0		0		0		0	
Associate	502	227	45%	4	8	2%	267	53%	244	49%	0	0%	467	-7%
Life Member	46	45	98%		0	0%	1	2%	0	0%	0	0%	46	0%
General	0	0			0		0		0		0		0	
Honorary	6	5	83%		0	0%	1	17%	2	33%	0	0%	7	17%
Non Member Participant	26	0	0%		0	0%	26	100%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	542	419	77%		13	2%	110	20%	57	11%	0		500	-8%
Total	1745	1084	62%		33	2%	628	36%	539	31%	0		1623	-7%

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

MEMBERSHIP RETENTION

ALEXANDRA HEADLAND SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	71	51	72%	17	24%	7	10%	59
16-18 Years	87	66	76%	18	21%	9	10%	98
19-25 Years	84	64	76%	18	21%	11	13%	85
26-35 Years	43	29	67%	13	30%	13	30%	39
36-50 Years	153	124	81%	25	16%	13	8%	132
51-70 Years	95	77	81%	18	19%	4	4%	79
70+ Years	9	8	89%	1	11%	0	0%	8
Total	542	419	77%	110	20%	57	11%	500

ALEXANDRA HEADLAND SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	66					57		57
Under 7	67	30	45%	30	45%	40	61%	70
Under 8	58	35	52%	31	46%	26	39%	61
Under 9	65	27	47%	29	50%	27	47%	54
Under 10	55	37	57%	26	40%	24	37%	61
Under 11	54	32	58%	22	40%	17	31%	49
Under 12	51	32	59%	22	41%	13	24%	45
Under 13	47	32	63%	18	35%	11	22%	43
Under 14	55	29	62%	18	38%	13	28%	42
Transitioned From JA		37	67%					

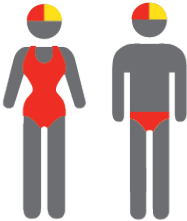
MEMBERSHIP RETENTION

2018/19



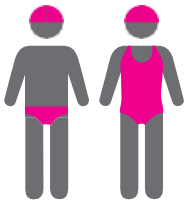
66%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



63%

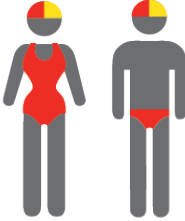
JUNIOR MEMBERSHIP
RETENTION

2019/20



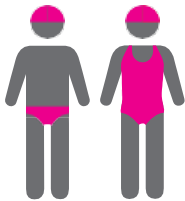
63%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



59%

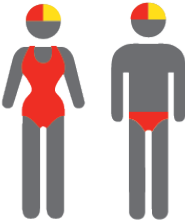
JUNIOR MEMBERSHIP
RETENTION

2020/21



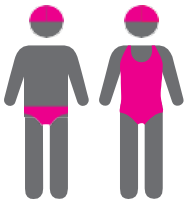
62%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION