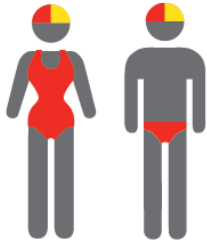


MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



120

ACTIVE MEMBERSHIP



11% Increase



407

TOTAL MEMBERSHIP



3% Decrease



157

JUNIOR MEMBERSHIP



7% 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.

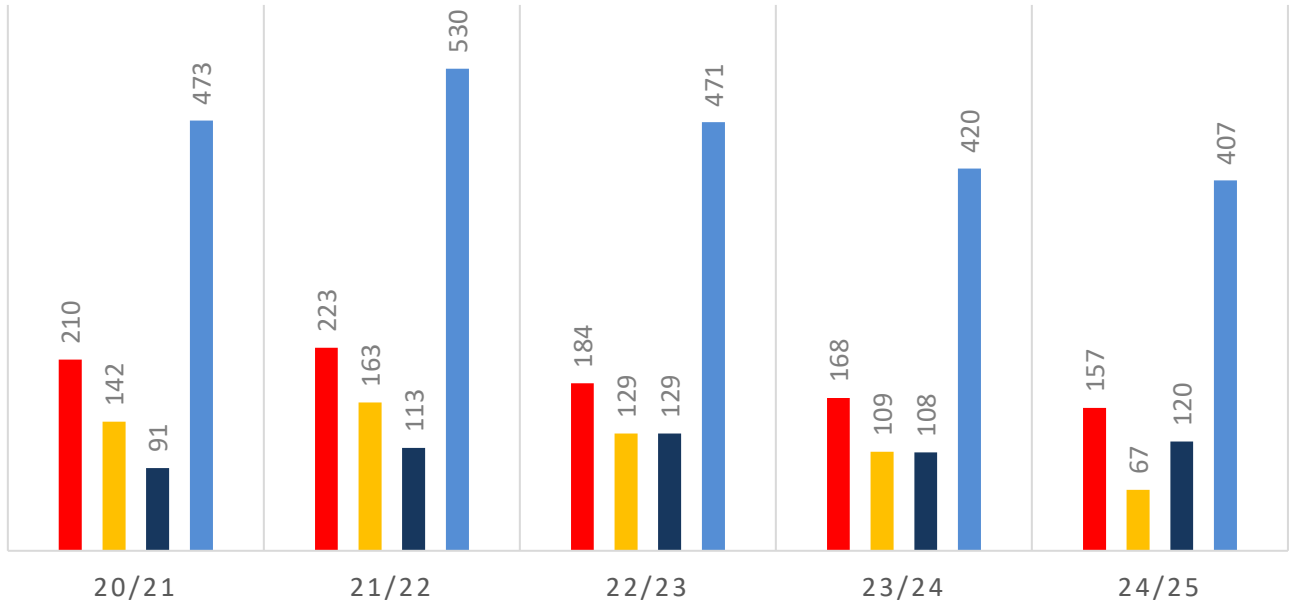
Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

5 YEAR TREND ANALYSIS

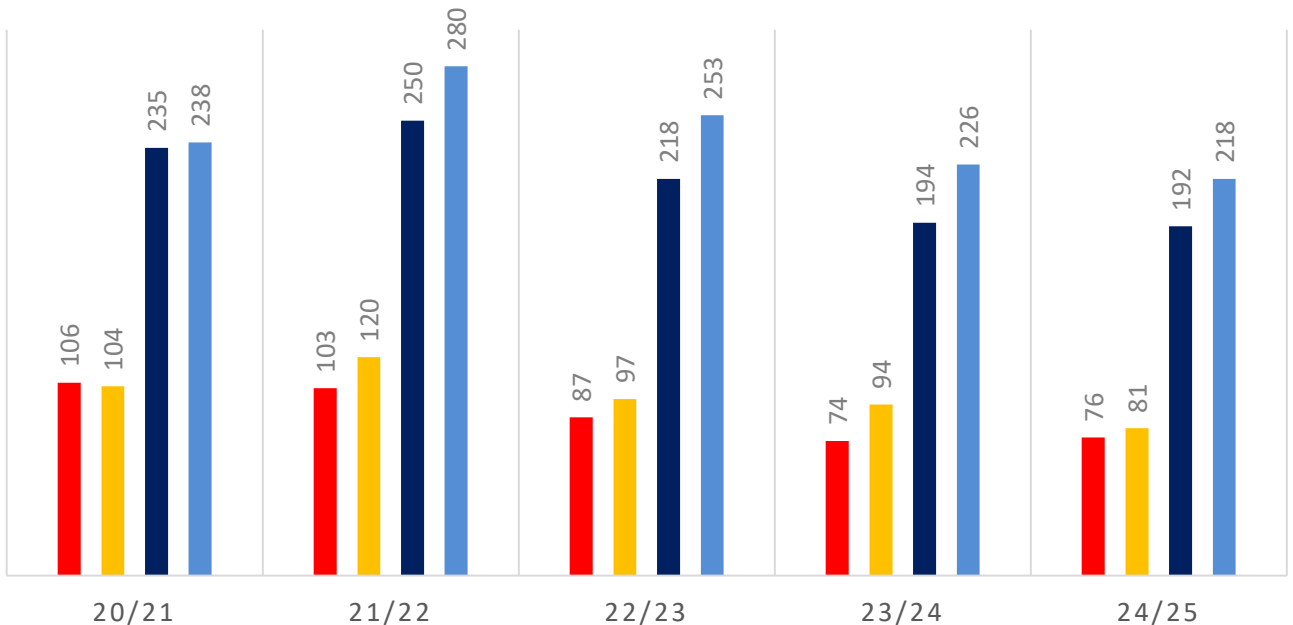
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



105

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



121

MEMBERS LOST FROM THE ORGANISATION

Arcadian 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	3	0	0%		0	0%	3	100%	0	0%	0	0%	0	-
Nipper Parent	0	0			0		0		37		0		38	
Junior Activities	168	109	65%	11	2	1%	57	34%	55	33%	4	2%	157	-7%
Cadet Member (13-15 years)	12	11	92%		0	0%	1	8%	0	0%	2	17%	13	8%
Active (15-18 yrs)	25	16	64%		0	0%	9	36%	1	4%	1	4%	24	-4%
Active (18yrs and over)	70	61	87%		1	1%	8	11%	8	11%	3	4%	82	17%
Award Member	0	0			0		0		0		0		0	
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	5	3	60%		1	20%	1	20%	0	0%	0	0%	3	-40%
Past Active	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Associate	109	70	64%	8	2	2%	37	34%	4	4%	1	1%	67	-39%
Life Member	15	14	93%		0	0%	1	7%	0	0%	0	0%	15	0%
General	0	0			0		0		0		0		0	
Honorary	6	5	83%		0	0%	1	17%	0	0%	0	0%	5	-17%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	4	1	25%		0	0%	3	75%	0	0%	0	0%	1	-75%
Total Active	108	89	82%		1	1%	18	17%	9	8%	6	6%	120	11%
Total	420	293	70%	2	6	1%	121	29%	105	25%	11	3%	407	-3%

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

MEMBERSHIP RETENTION

Arcadian 24/25 Mid-Season

Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	10	9	90%	1	10%	0	0%	19
16-18 Years	26	17	65%	9	35%	3	12%	23
19-25 Years	10	7	70%	3	30%	2	20%	12
26-35 Years	4	4	100%	0	0%	1	25%	6
36-50 Years	35	29	83%	5	14%	2	6%	35
51-70 Years	22	22	100%	0	0%	1	5%	24
70+ Years	1	1	100%	0	0%	0	0%	1
Total	108	89	82%	18	17%	9	8%	120



Arcadian 24/25 Mid-Season

Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	18					20		20
Under 7	23	11	61%	6	33%	8	44%	20
Under 8	16	12	52%	11	48%	9	39%	21
Under 9	31	8	50%	8	50%	5	31%	14
Under 10	20	16	52%	14	45%	4	13%	20
Under 11	15	15	75%	5	25%	4	20%	20
Under 12	18	12	80%	3	20%	3	20%	15
Under 13	13	14	78%	4	22%	1	6%	16
Under 14	14	10	77%	3	23%	1	8%	11
Transitioned From JA		11	79%					