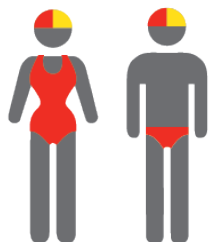


MEMBERSHIP STATISTICS REPORT 2020/2021



56

ACTIVE MEMBERSHIP



5% Decrease



170

TOTAL MEMBERSHIP



10% Increase



59

JUNIOR MEMBERSHIP



28% 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.

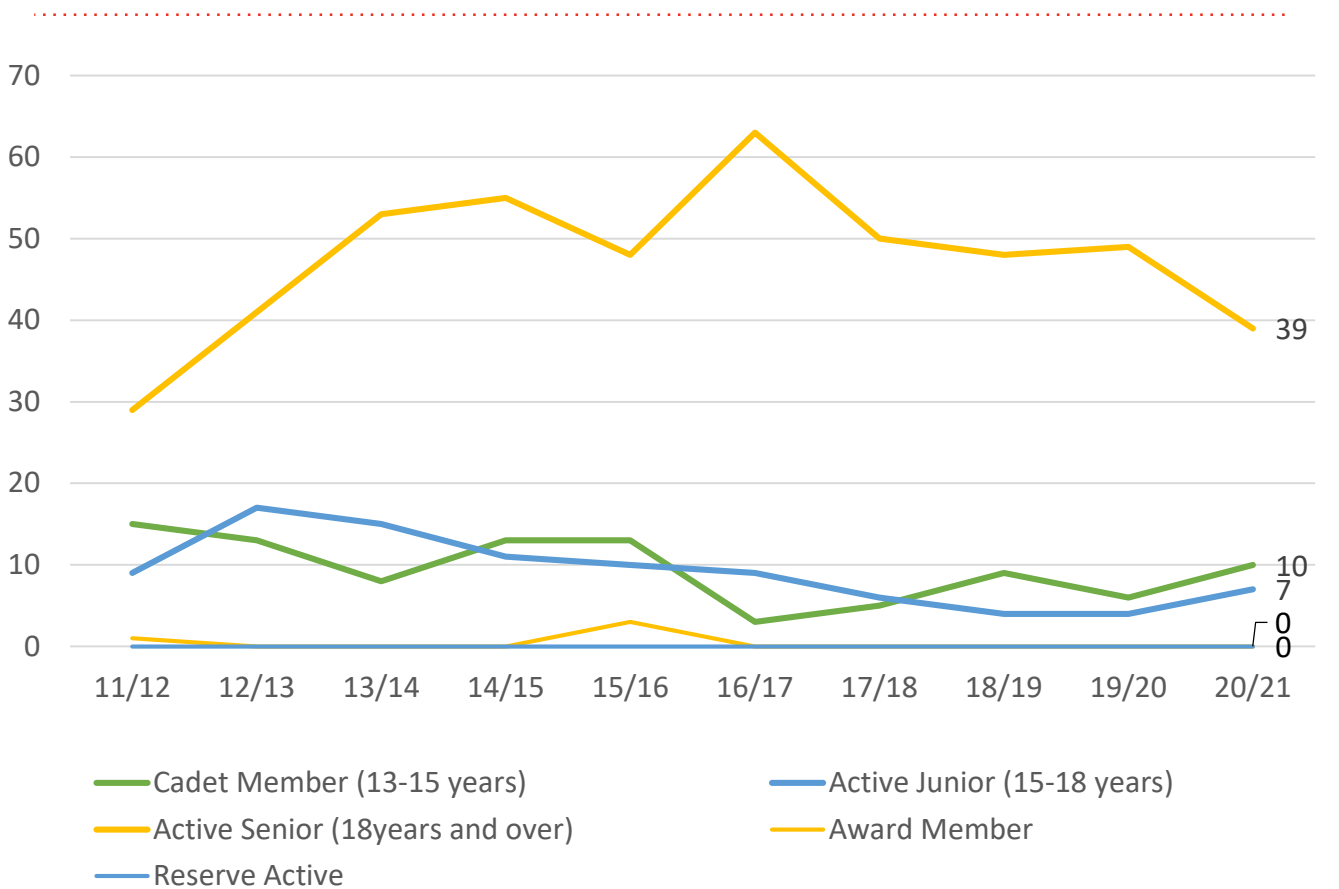
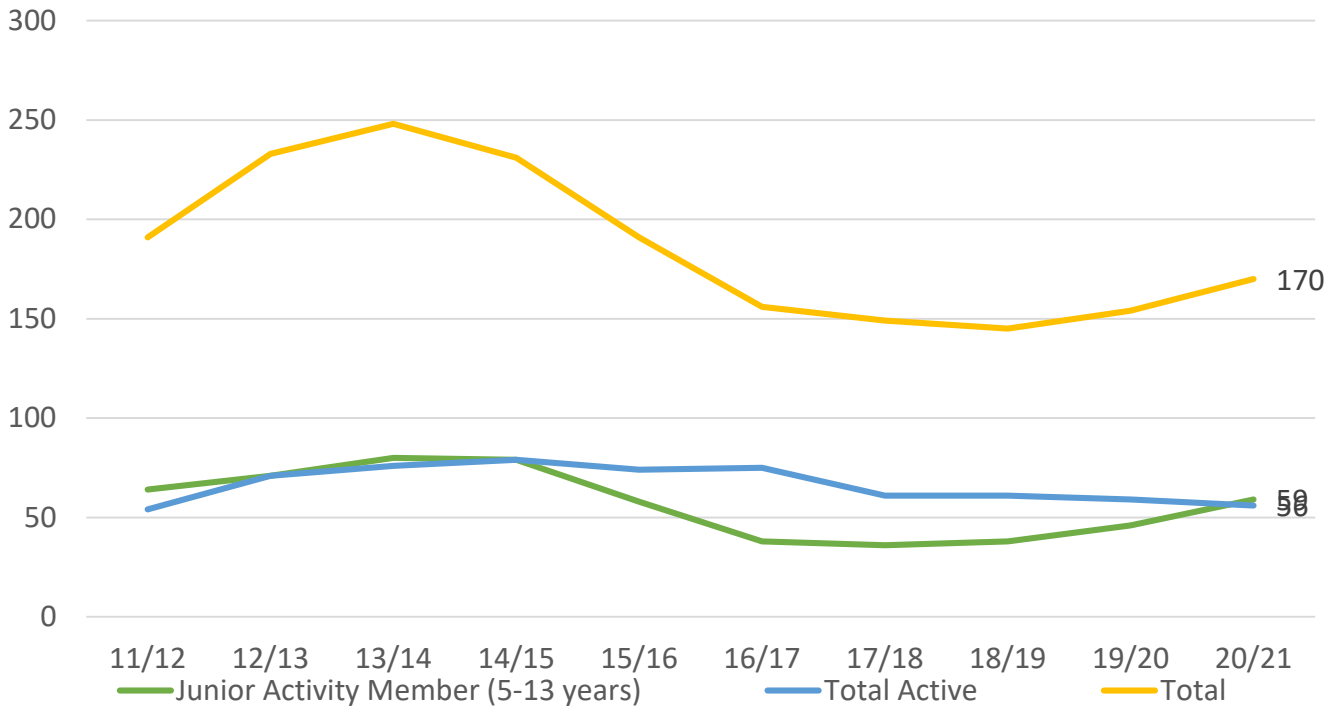
TOTAL MEMBERSHIP

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	26	0	2	4	5	1	15	4	26	31
Junior Activity Member (5-13 years)	64	71	80	79	58	38	36	38	46	59
Cadet Member (13-15 years)	15	13	8	13	13	3	5	9	6	10
Active Junior (15-18 years)	9	17	15	11	10	9	6	4	4	7
Active Senior (18years and over)	29	41	53	55	48	63	50	48	49	39
Award Member	1	0	0	0	3	0	0	0	0	0
Reserve Active	0	0	0	0	0	0	0	0	0	0
Long Service	0	0	0	0	0	0	0	0	0	0
Past Active	0	0	0	0	0	0	0	0	0	0
Associate	35	78	77	58	40	28	23	28	18	15
Life Member	12	13	12	11	14	14	14	14	5	8
General	0	0	0	0	0	0	0	0	0	1
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	1	0	0	0	0	0	0	0
Total Active	54	71	76	79	74	75	61	61	59	56
Total	191	233	248	231	191	156	149	145	154	170

	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	3	10	12	10	2	3	2	2	8	5
Under 7	8	8	12	8	9	4	2	5	3	11
Under 8	11	11	12	13	8	5	6	4	7	6
Under 9	6	8	11	13	12	4	4	6	4	11
Under 10	10	13	9	13	7	9	4	4	6	5
Under 11	4	9	6	11	8	5	6	4	3	9
Under 12	12	11	5	7	9	3	5	6	4	3
Under 13	6	5	4	3	3	5	3	5	5	5
Under 14	4	12	9	1	0	0	4	2	6	4
Junior Activities Total	64	87	80	79	58	38	36	38	46	59

TREND ANALYSIS



MEMBERSHIP RETENTION



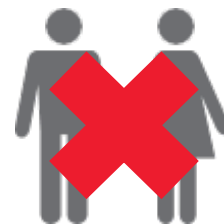
63

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



47

MEMBERS LOST FROM THE ORGANISATION

Ayr 2020/21														
	2019/20 Members hip	Retained from previous season		Transfers between Club Categories	Transferre d out of the club		Left the organisati on		Brand new members		Transfers In from other clubs		2020/21 Membersh ip	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	26	21	81%	9	0	0%	5	19%	19	73%	0	0%	31	19%
Junior Activities	46	33	72%	1	0	0%	13	28%	27	59%	0	0%	59	28%
Cadet Member (13-15 years)	6	4	67%		0	0%	2	33%	2	33%	0	0%	10	67%
Active (15-18 yrs)	4	1	25%		0	0%	3	75%	2	50%	0	0%	7	75%
Active (18yrs and over)	49	32	65%		0	0%	17	35%	6	12%	0	0%	39	-20%
Award Member	0	0			0		0		0		0		0	
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	18	11	61%		0	0%	7	39%	3	17%	0	0%	15	-17%
Life Member	5	5	100 %		0	0%	0	0%	3	60%	0	0%	8	60%
General	0	0			0		0		1		0		1	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	59	37	63%		0	0%	22	37%	10	17%	0		56	-5%
Total	154	107	69%		0	0%	47	31%	63	41%	0		170	10%

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

MEMBERSHIP RETENTION

Ayr 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	4	2	50%	2	50%	2	50%	9
16-18 Years	6	3	50%	3	50%	2	33%	8
19-25 Years	8	4	50%	4	50%	0	0%	4
26-35 Years	12	8	67%	4	33%	1	8%	7
36-50 Years	15	11	73%	4	27%	5	33%	18
51-70 Years	14	9	64%	5	36%	0	0%	10
70+ Years	0	0		0		0		0
Total	59	37	63%	22	37%	10	17%	56

Ayr 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	10					5		5
Under 7	3	7	70%	1	10%	2	20%	11
Under 8	7	2	67%	1	33%	3	100%	6
Under 9	4	4	57%	3	43%	7	100%	11
Under 10	6	3	75%	1	25%	1	25%	5
Under 11	3	3	50%	3	50%	5	83%	9
Under 12	4	2	67%	1	33%	1	33%	3
Under 13	5	3	75%	1	25%	2	50%	5
Under 14	6	3	60%	2	40%	1	20%	4
Transitioned From JA		6	100%					

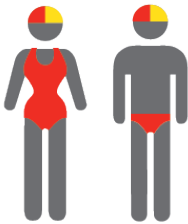
MEMBERSHIP RETENTION

2018/19



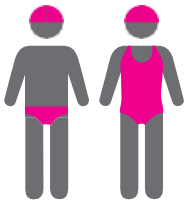
77%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



78%

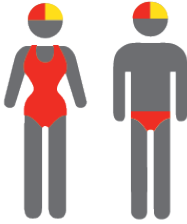
JUNIOR MEMBERSHIP
RETENTION

2019/20



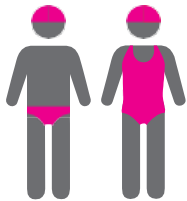
68%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



68%

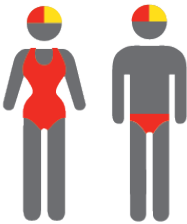
JUNIOR MEMBERSHIP
RETENTION

2020/21



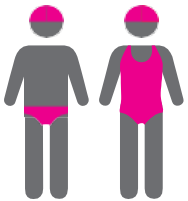
69%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



72%

JUNIOR MEMBERSHIP
RETENTION