

## MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



49

ACTIVE MEMBERSHIP



36% Increase



136

TOTAL MEMBERSHIP



9% Increase



43

JUNIOR MEMBERSHIP



2% 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

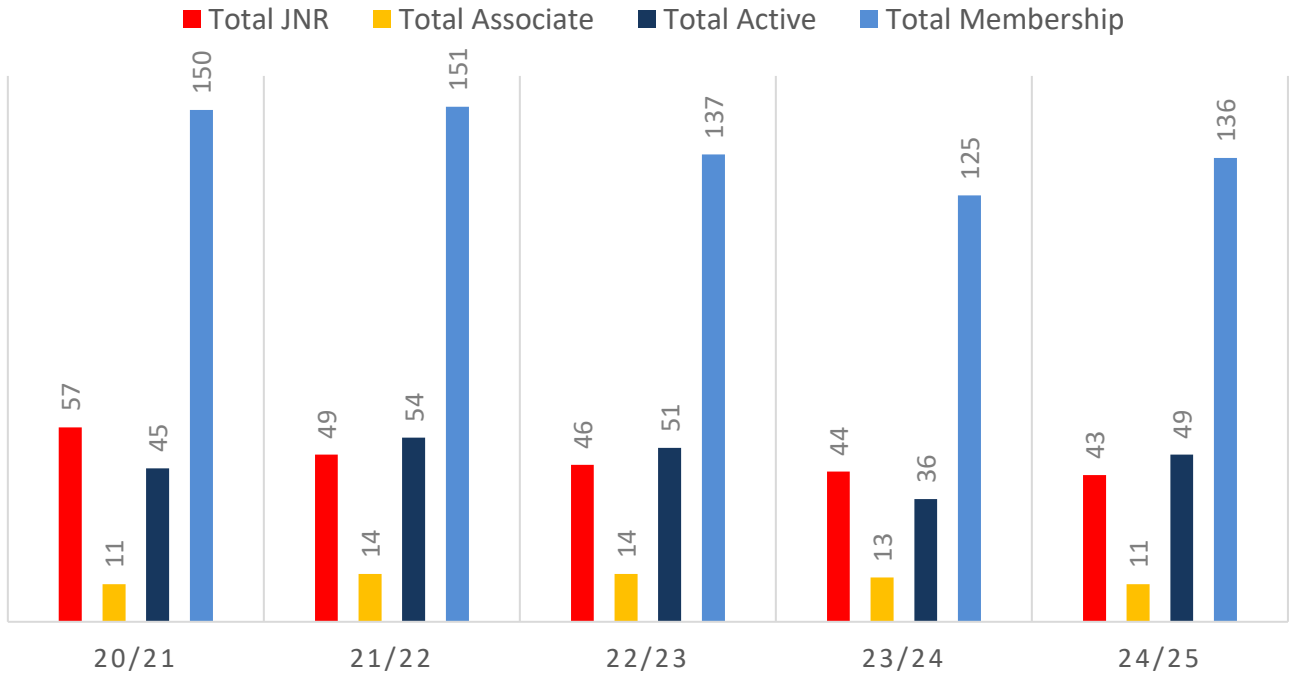
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

### Note:

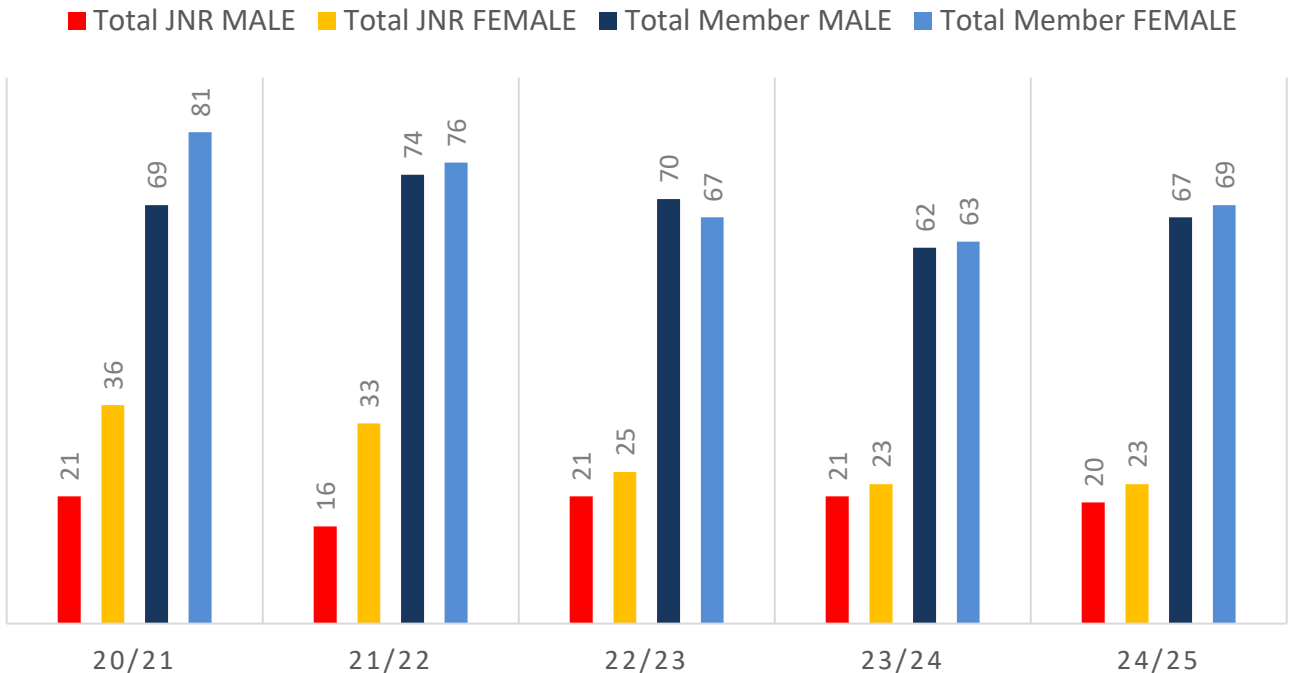
- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

# 5-YEAR TREND ANALYSIS

## MEMBERSHIP TOTALS



## GENDER BREAKDOWN



# MEMBERSHIP RETENTION



28

BRAND NEW MEMBERS



86%

MEMBERSHIP RETENTION



17

MEMBERS LOST FROM THE ORGANISATION

Ayr 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	18	8	44%	4	0	0%	10	56%	13	72%	0	0%	17	-6%
Nipper Parent	0	0			0		0		0		0		2	
Junior Activities	44	39	89%	3	0	0%	5	11%	7	16%	0	0%	43	-2%
Cadet Member (13-15 years)	6	6	100%	1	0	0%	0	0%	0	0%	0	0%	5	-17%
Active (15-18 yrs)	5	5	100%		0	0%	0	0%	0	0%	0	0%	8	60%
Active (18yrs and over)	24	22	92%		0	0%	2	8%	6	25%	0	0%	34	42%
Award Member	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	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	13	13	100%	2	0	0%	0	0%	0	0%	0	0%	11	-15%
Life Member	6	6	100%		0	0%	0	0%	1	17%	0	0%	7	17%
General	5	5	100%		0	0%	0	0%	0	0%	0	0%	5	0%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	3	3	100%	1	0	0%	0	0%	0	0%	0	0%	2	-33%
Total Active	36	34	94%		0	0%	2	6%	7	19%	0	0%	49	36%
Total	125	108	86%		0	0%	17	14%	28	22%	0	0%	136	9%

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

# MEMBERSHIP RETENTION

Ayr 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	6	100%	0	0%	0	0%	6
16-18 Years	5	5	100%	0	0%	0	0%	5
19-25 Years	0	0		0		2		5
26-35 Years	5	4	80%	1	20%	1	20%	7
36-50 Years	12	11	92%	1	8%	4	33%	17
51-70 Years	8	8	100%	0	0%	0	0%	9
70+ Years	0	0		0		0		0
<b>Total</b>	36	34	94%	2	6%	7	19%	49



Ayr 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	1					2		2
Under 7	4	1	100%	0	0%	1	100%	2
Under 8	2	4	100%	0	0%	1	25%	6
Under 9	5	2	100%	0	0%	1	50%	3
Under 10	8	5	100%	0	0%	1	20%	6
Under 11	3	7	88%	1	13%	1	13%	8
Under 12	9	3	100%	0	0%	0	0%	3
Under 13	6	8	89%	1	11%	0	0%	8
Under 14	6	5	83%	1	17%	0	0%	5
Transitioned From JA		4	67%					