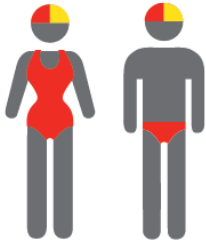


MEMBERSHIP STATISTICS REPORT EOS 2021/22



62

ACTIVE MEMBERSHIP



6% Decrease



196

TOTAL MEMBERSHIP



3% Increase



68

JUNIOR MEMBERSHIP



15% 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.

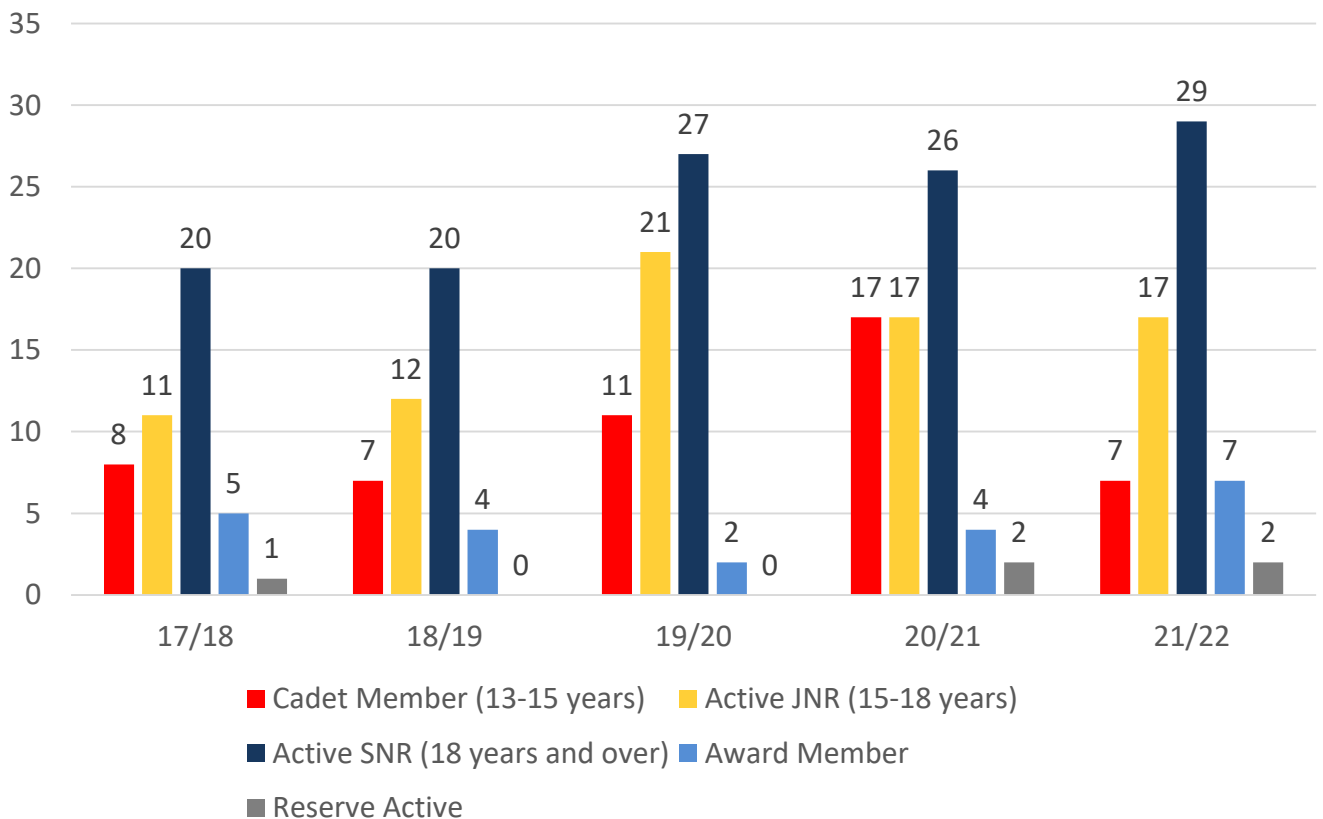
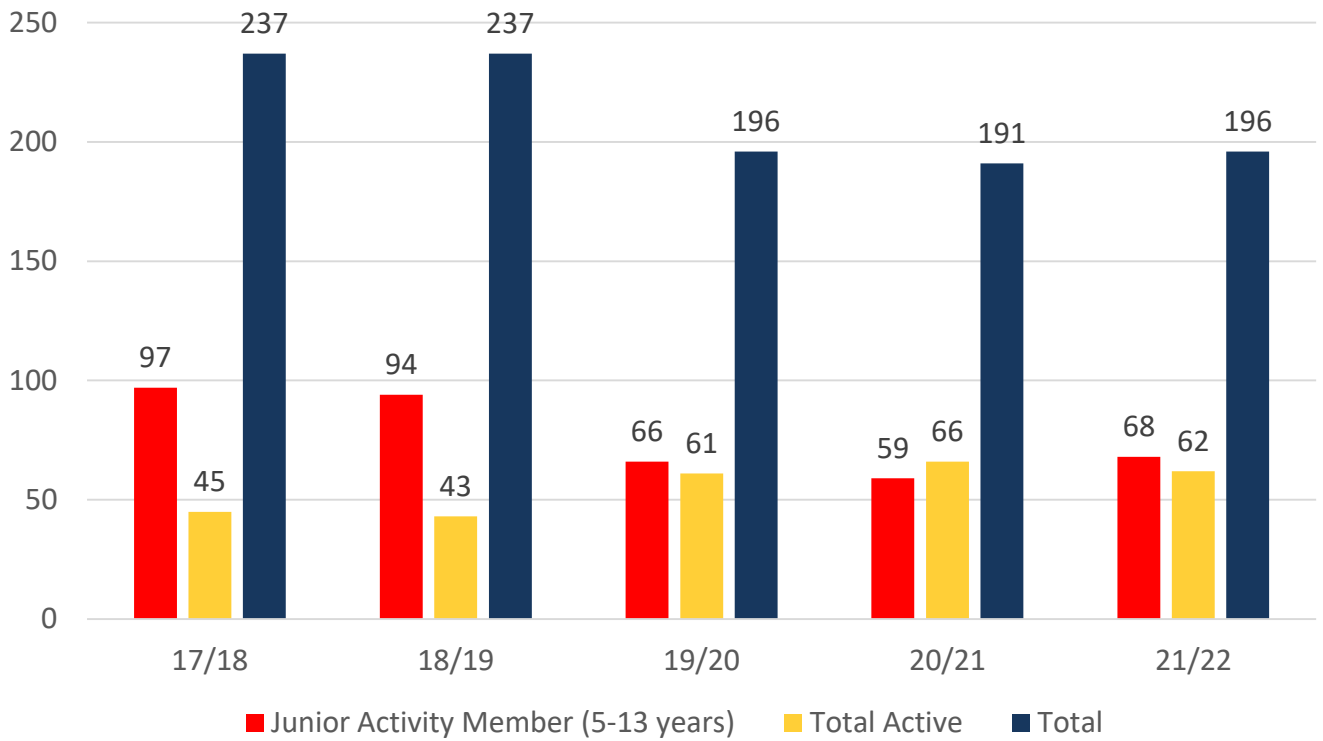
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

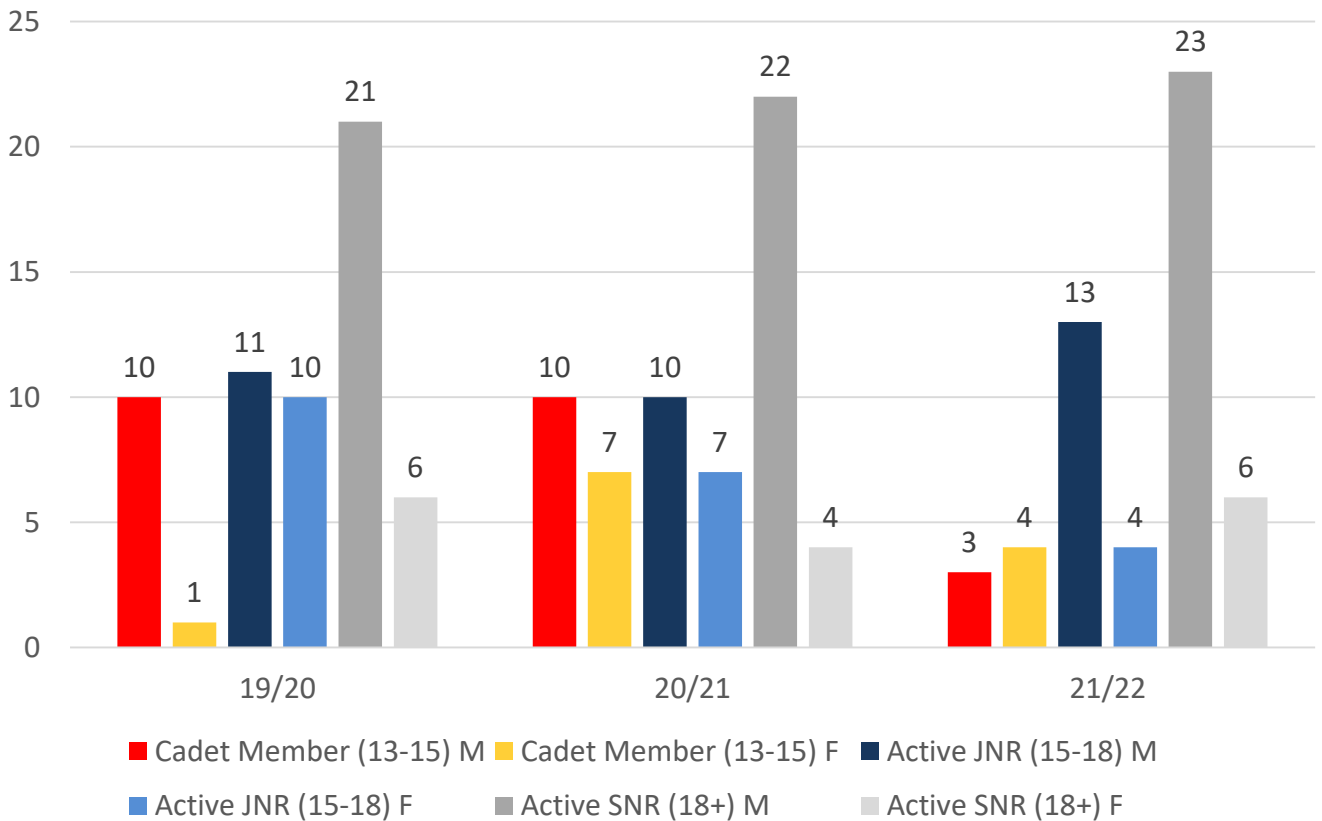
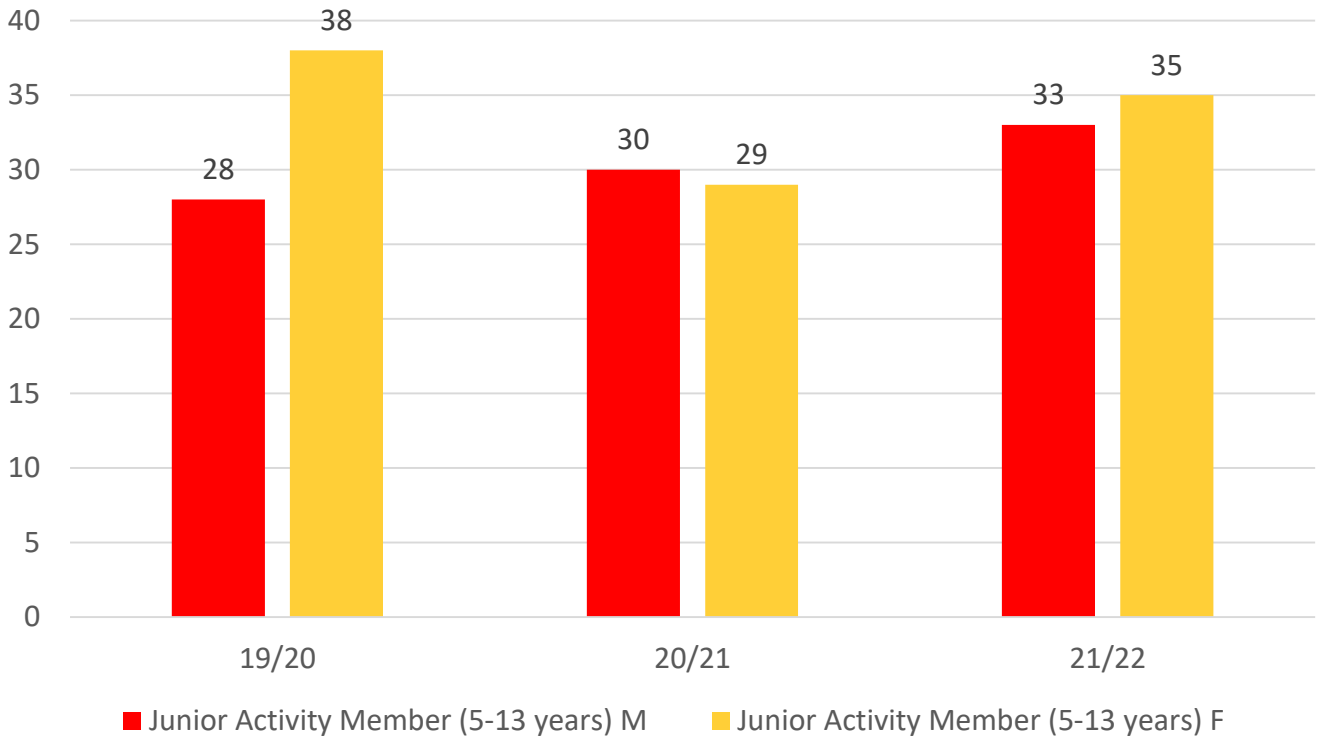
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	1	1	1	3	0
Junior Activity Member (5-13 years)	97	94	66	59	68
Cadet Member (13-15 years)	8	7	11	17	7
Active Junior (15-18 years)	11	12	21	17	17
Active Senior (18years and over)	20	20	27	26	29
Award Member	5	4	2	4	7
Reserve Active	1	0	0	2	2
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	87	91	59	54	58
Life Member	7	8	9	9	8
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	45	43	61	66	62
Total	237	237	196	191	196

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	9	5	1	5	3
Under 7	14	12	6	1	11
Under 8	18	18	11	8	4
Under 9	14	17	13	13	12
Under 10	14	13	11	10	11
Under 11	11	9	7	11	6
Under 12	7	8	6	6	9
Under 13	6	6	6	4	7
Under 14	4	6	5	1	5
Junior Activities Total	97	94	66	59	68

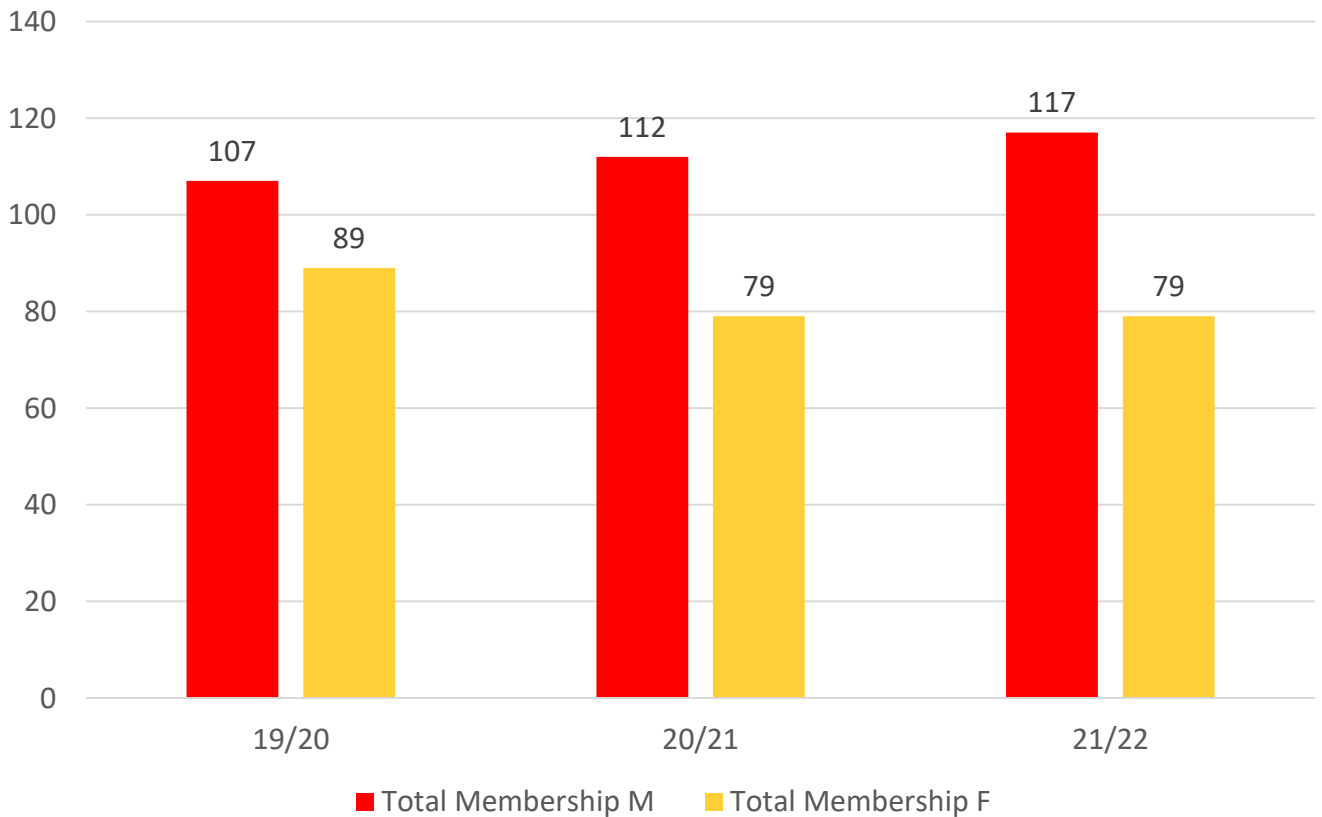
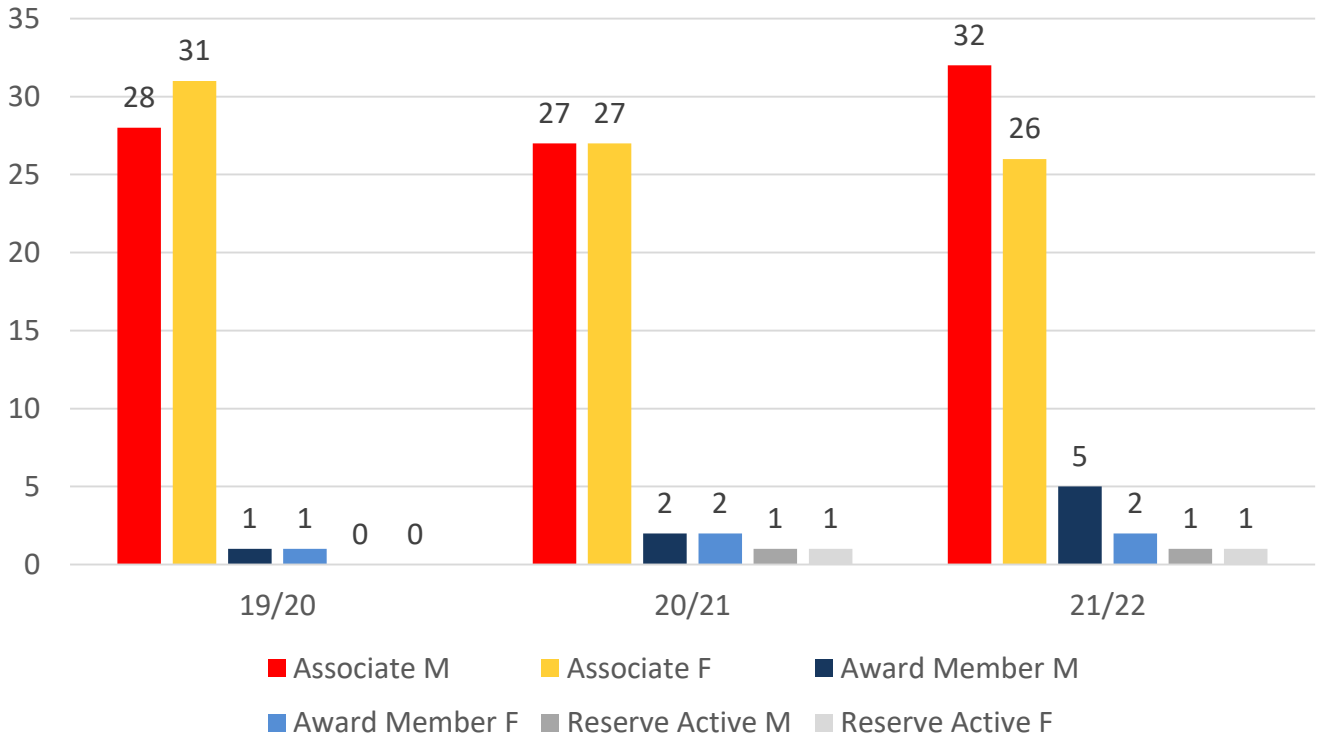
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



55

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



51

MEMBERS LOST FROM THE ORGANISATION

BILINGA 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	3	1	33%	1	0	0%	2	67%	0	0%	0	0%	0	-100%
Junior Activities	59	42	71%	0	2	3%	15	25%	24	41%	2	3%	68	15%
Cadet Member (13-15 years)	17	11	65%	5	0	0%	6	35%	1	6%	0	0%	7	-59%
Active (15-18 yrs)	17	12	71%	-5	0	0%	5	29%	0	0%	0	0%	17	0%
Active (18yrs and over)	26	24	92%	-3	0	0%	2	8%	2	8%	0	0%	29	12%
Award Member	4	3	75%	-4	0	0%	1	25%	0	0%	0	0%	7	75%
Reserve Active	2	2	100%	0	0	0%	0	0%	0	0%	0	0%	2	0%
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	54	34	63%	6	1	2%	19	35%	28	52%	2	4%	58	7%
Life Member	9	8	89%	0	0	0%	1	11%	0	0%	0	0%	8	-11%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	66	52	79%		0	0%	14	21%	3	5%	0		62	-6%
Total	191	137	72%		3	2%	51	27%	55	29%	4		196	3%

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

MEMBERSHIP RETENTION

BILINGA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	9	64%	5	36%	1	7%	7
16-18 Years	20	14	70%	6	30%	0	0%	14
19-25 Years	10	9	90%	1	10%	1	10%	14
26-35 Years	4	4	100%	0	0%	0	0%	4
36-50 Years	10	8	80%	2	20%	0	0%	12
51-70 Years	8	8	100%	0	0%	1	13%	11
70+ Years	0	0		0		0		0
Total	66	52	79%	14	21%	3	5%	62

BILINGA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	5					3		3
Under 7	1	5	100%	0	0%	6	120%	11
Under 8	8	1	100%	0	0%	1	100%	4
Under 9	13	6	75%	2	25%	6	75%	12
Under 10	10	9	69%	3	23%	2	15%	11
Under 11	11	5	50%	5	50%	1	10%	6
Under 12	6	8	73%	3	27%	1	9%	9
Under 13	4	5	83%	0	0%	2	33%	7
Under 14	1	3	75%	1	25%	2	50%	5
Transitioned From JA		0	0%					

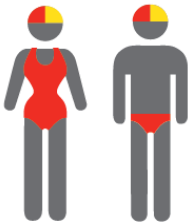
MEMBERSHIP RETENTION

2019/20



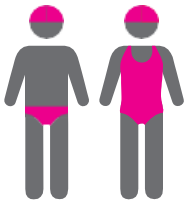
59%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



56%

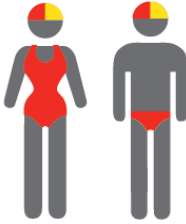
JUNIOR MEMBERSHIP
RETENTION

2020/21



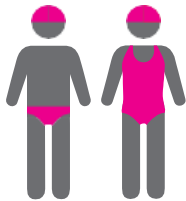
77%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



73%

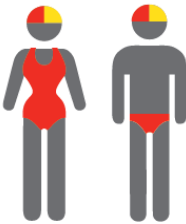
JUNIOR MEMBERSHIP
RETENTION

2021/22



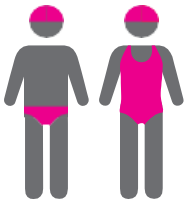
72%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



71%

JUNIOR MEMBERSHIP
RETENTION