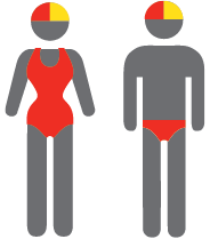


## MEMBERSHIP STATISTICS REPORT EOS 2022/23



51

ACTIVE MEMBERSHIP



18% Decrease



165

TOTAL MEMBERSHIP



16% Increase



59

JUNIOR MEMBERSHIP



13% 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

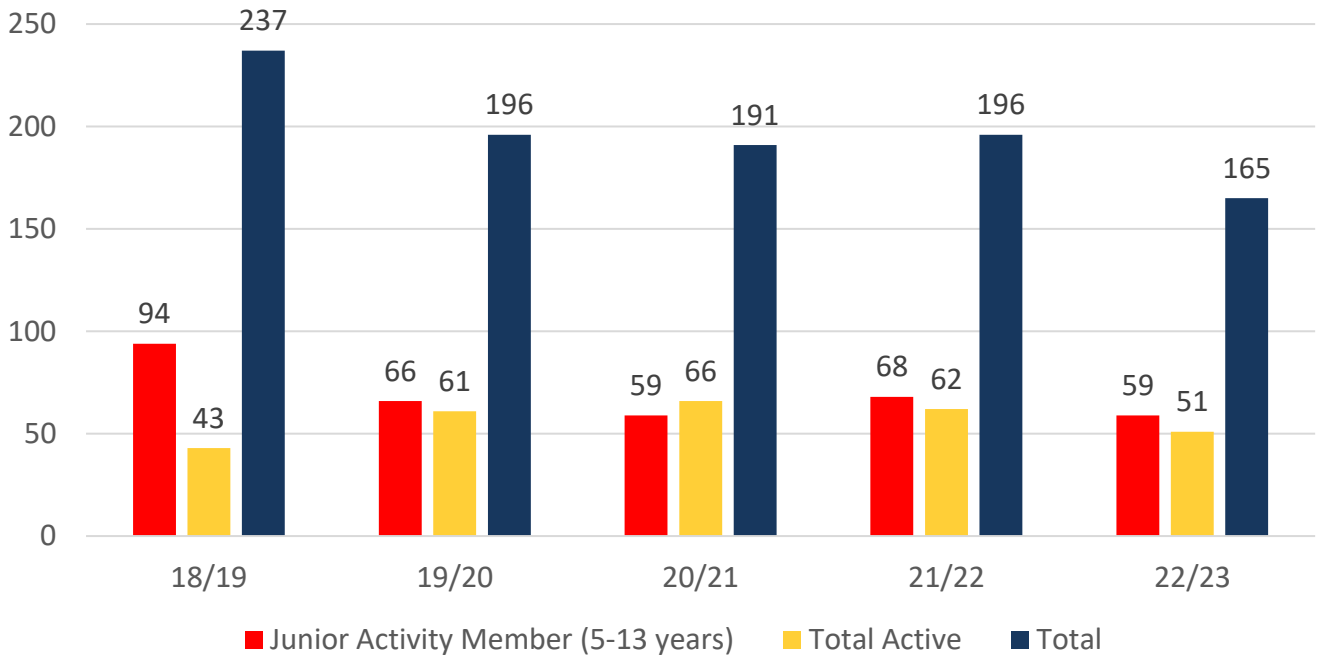
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	1	1	3	0	0
Junior Activity Member (5-13 years)	94	66	59	68	59
Cadet Member (13-15 years)	7	11	17	7	3
Active Junior (15-18 years)	12	21	17	17	13
Active Senior (18years and over)	20	27	26	29	24
Award Member	4	2	4	7	10
Reserve Active	0	0	2	2	1
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	91	59	54	58	44
Life Member	8	9	9	8	11
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	43	61	66	62	51
Total	237	196	191	196	165

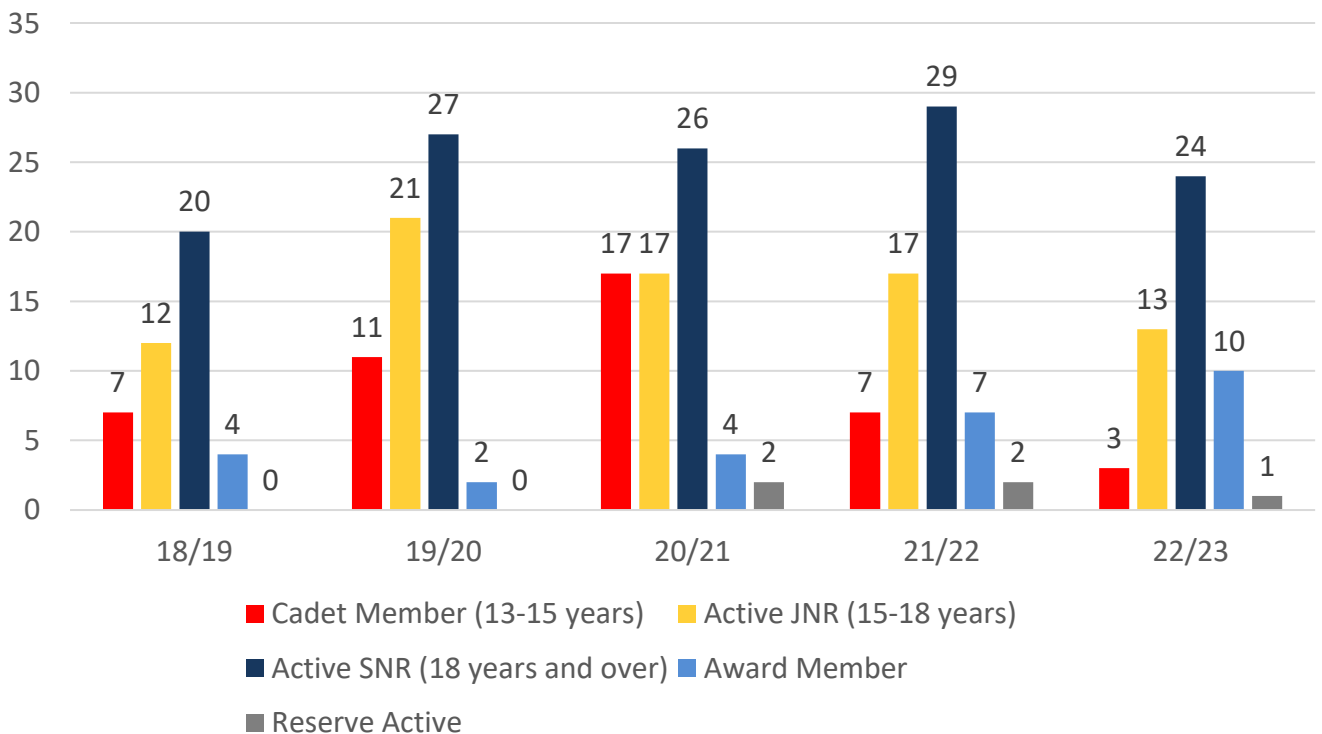
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	5	1	5	3	4
Under 7	12	6	1	11	3
Under 8	18	11	8	4	9
Under 9	17	13	13	12	6
Under 10	13	11	10	11	13
Under 11	9	7	11	6	9
Under 12	8	6	6	9	5
Under 13	6	6	4	7	7
Under 14	6	5	1	5	4
Junior Activities Total	94	66	59	68	60

# 5 YEAR TREND ANALYSIS

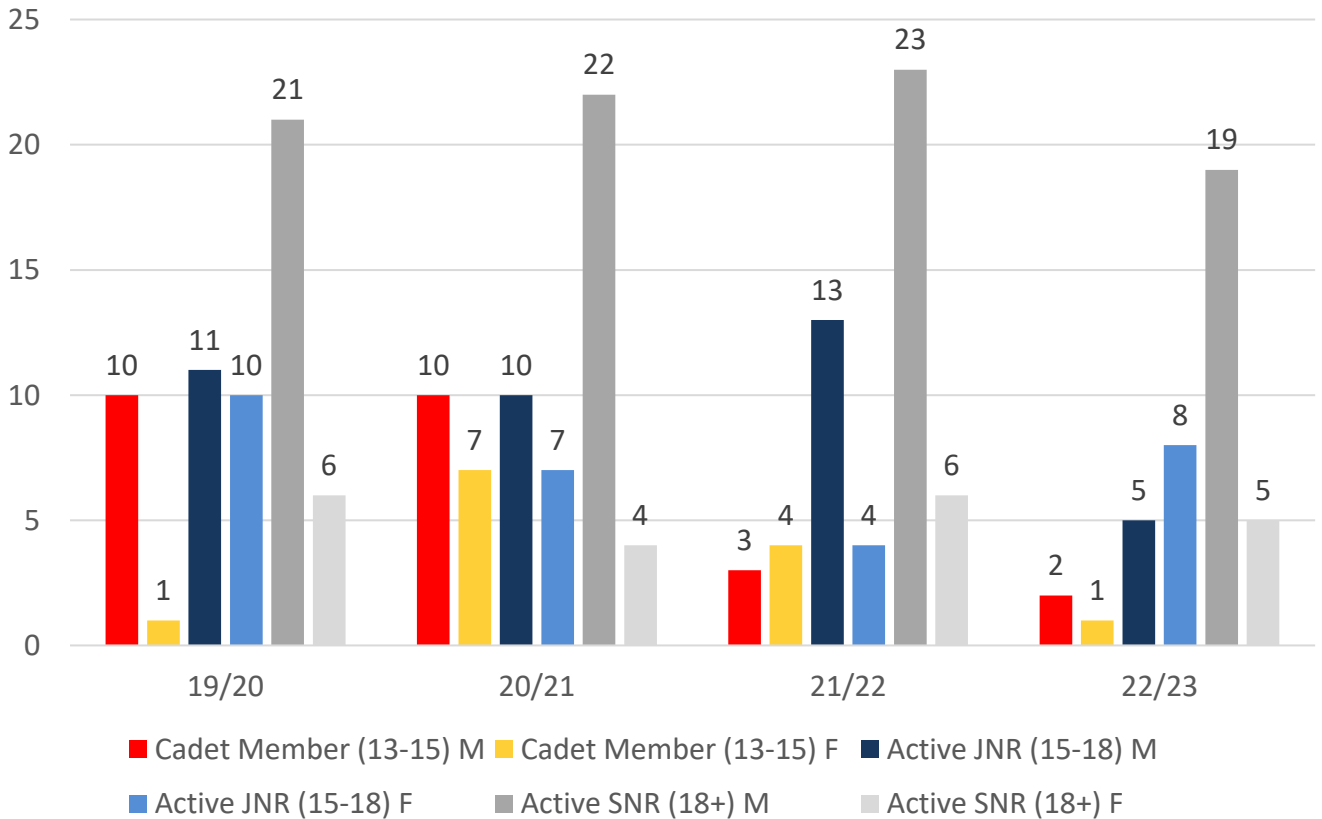
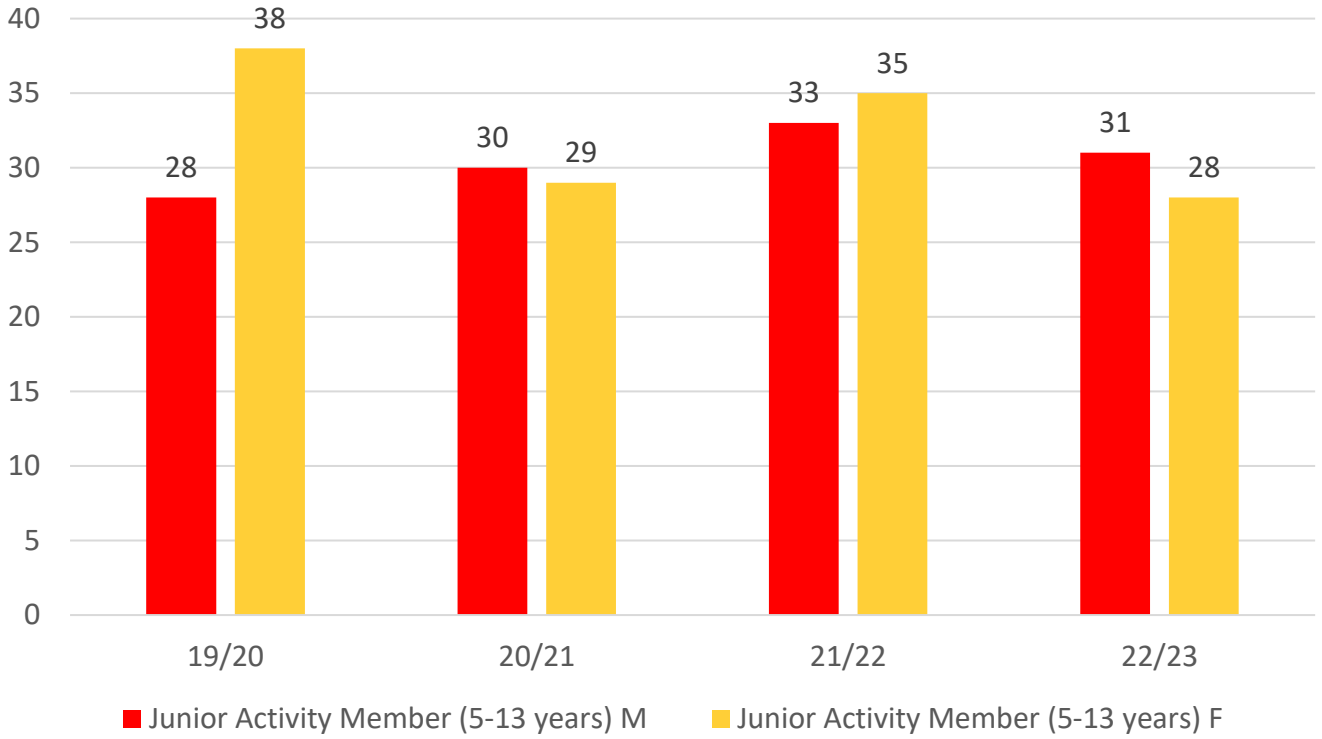
## Total Membership



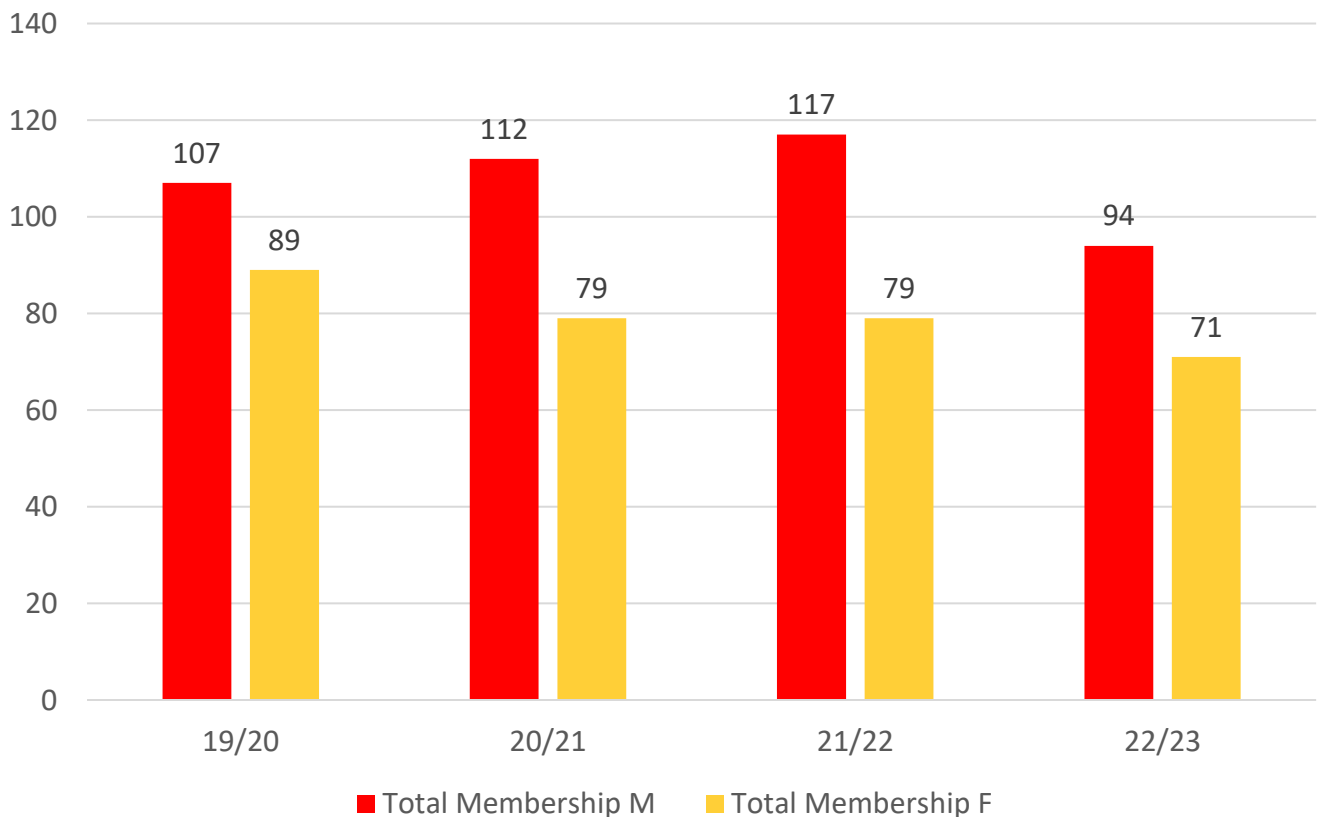
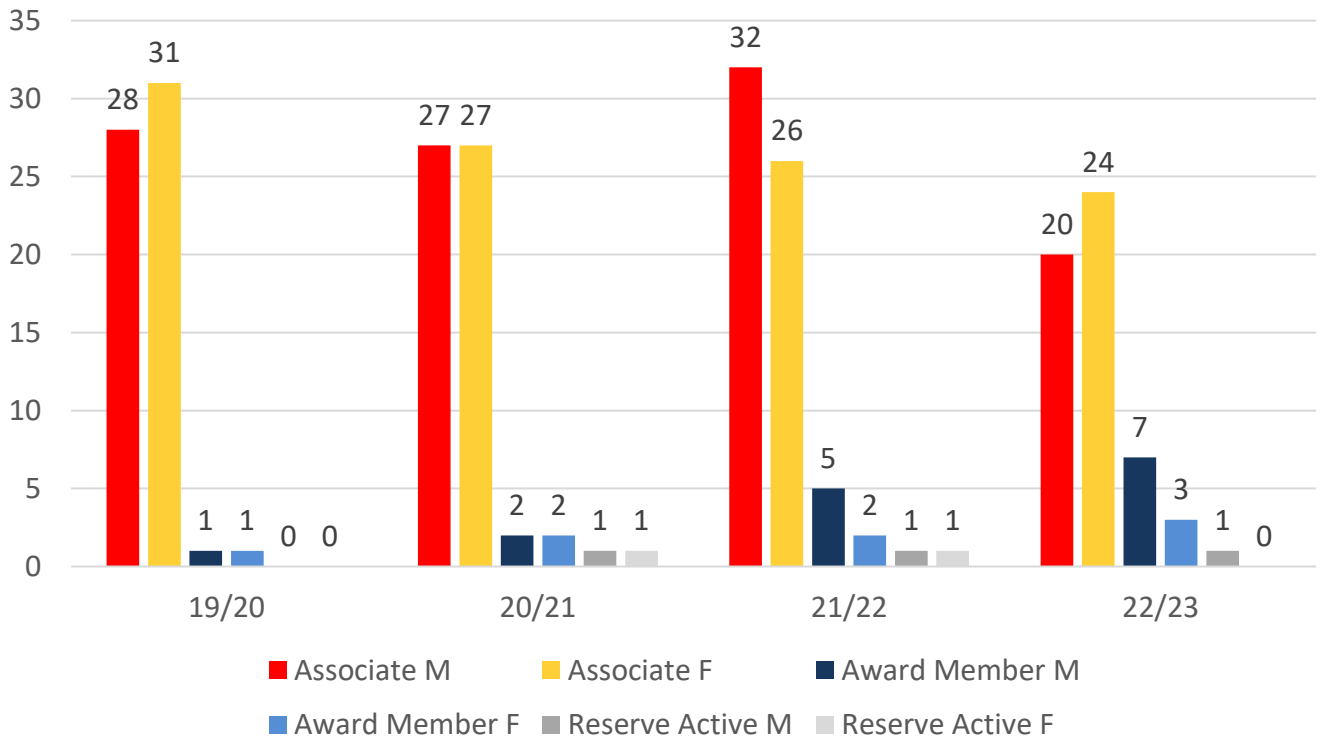
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**33**

**BRAND NEW MEMBERS**



**66%**

**MEMBERSHIP RETENTION**



**66**

**MEMBERS LOST FROM THE ORGANISATION**

BILINGA 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0		0	0	0	0	0	0	0	0	0	0	
Junior Activities	68	45	66%	4	0	0%	23	34%	17	25%	1	1%	59	-13%
Cadet Member (13-15 years)	7	6	86%	3	0	0%	1	14%	0	0%	0	0%	3	-57%
Active (15-18 yrs)	17	11	65%	-2	0	0%	6	35%	0	0%	0	0%	13	-24%
Active (18yrs and over)	29	21	72%	-3	1	3%	7	24%	0	0%	0	0%	24	-17%
Award Member	7	6	86%	-3	0	0%	1	14%	0	0%	1	14%	10	43%
Reserve Active	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	58	31	53%	3	0	0%	27	47%	15	26%	1	2%	44	-24%
Life Member	8	8	100%	-2	0	0%	0	0%	1	13%	0	0%	11	38%
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	62	45	73%		1	2%	16	26%	0	0%	1		51	-18%
Total	196	129	66%		1	1%	66	34%	33	17%	3		165	-16%

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

# MEMBERSHIP RETENTION

BILINGA 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	7	6	86%	1	14%	0	0%	6
16-18 Years	14	8	57%	6	43%	0	0%	12
19-25 Years	14	11	79%	3	21%	0	0%	10
26-35 Years	4	2	50%	2	50%	0	0%	3
36-50 Years	12	11	92%	1	8%	0	0%	11
51-70 Years	11	7	64%	3	27%	0	0%	9
70+ Years	0	0		0		0		0
<b>Total</b>	62	45	73%	16	26%	0	0%	51

BILINGA 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	3					4		4
Under 7	11	2	67%	1	33%	1	33%	3
Under 8	4	7	64%	4	36%	2	18%	9
Under 9	12	3	75%	1	25%	2	50%	6
Under 10	11	8	67%	4	33%	5	42%	13
Under 11	6	8	73%	3	27%	1	9%	9
Under 12	9	3	50%	3	50%	2	33%	5
Under 13	7	7	78%	2	22%	0	0%	7
Under 14	5	4	57%	3	43%	0	0%	3
Transitioned From JA		3	60%					

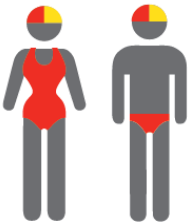
# MEMBERSHIP RETENTION

2020/21



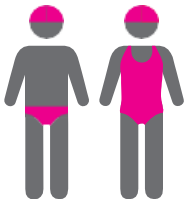
77%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



73%

JUNIOR MEMBERSHIP  
RETENTION

2021/22



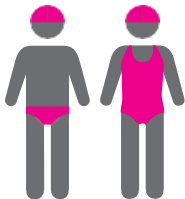
72%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



71%

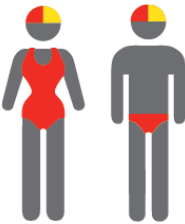
JUNIOR MEMBERSHIP  
RETENTION

2022/23



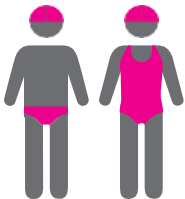
66%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



66%

JUNIOR MEMBERSHIP  
RETENTION