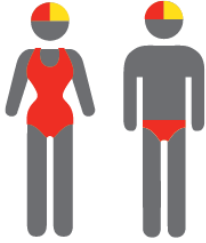




MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



126

ACTIVE MEMBERSHIP



9% Increase



581

TOTAL MEMBERSHIP



8% Increase



235

JUNIOR MEMBERSHIP



7% 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.

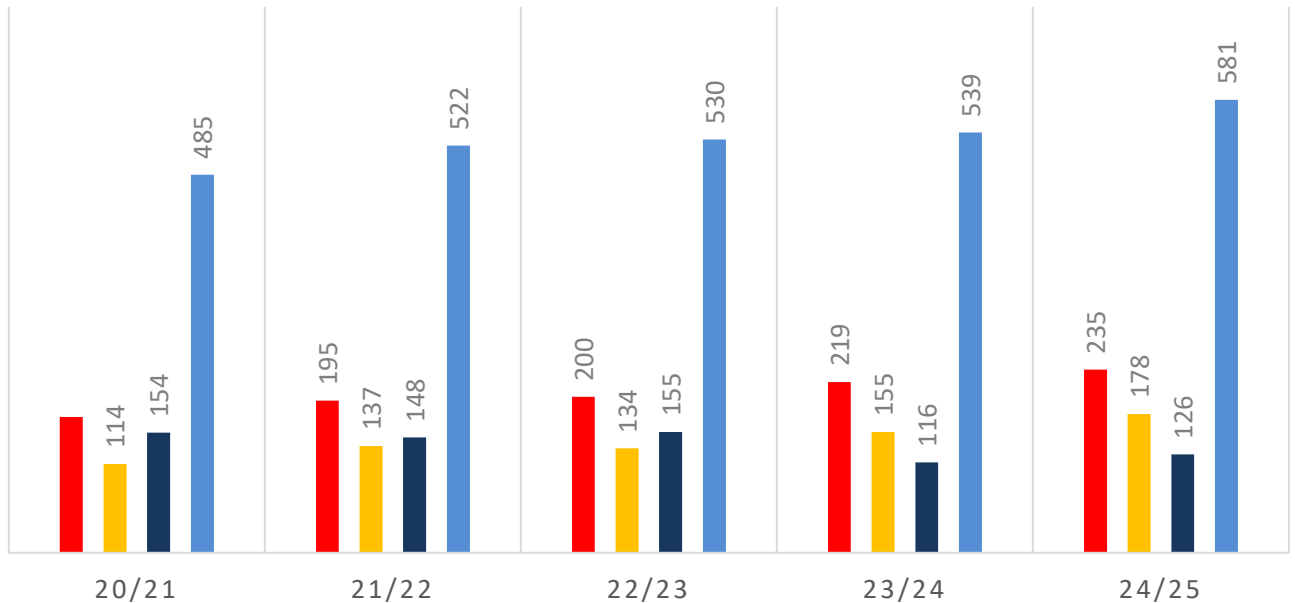
Note:

- Club Membership Statistics are delivered twice each season in 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

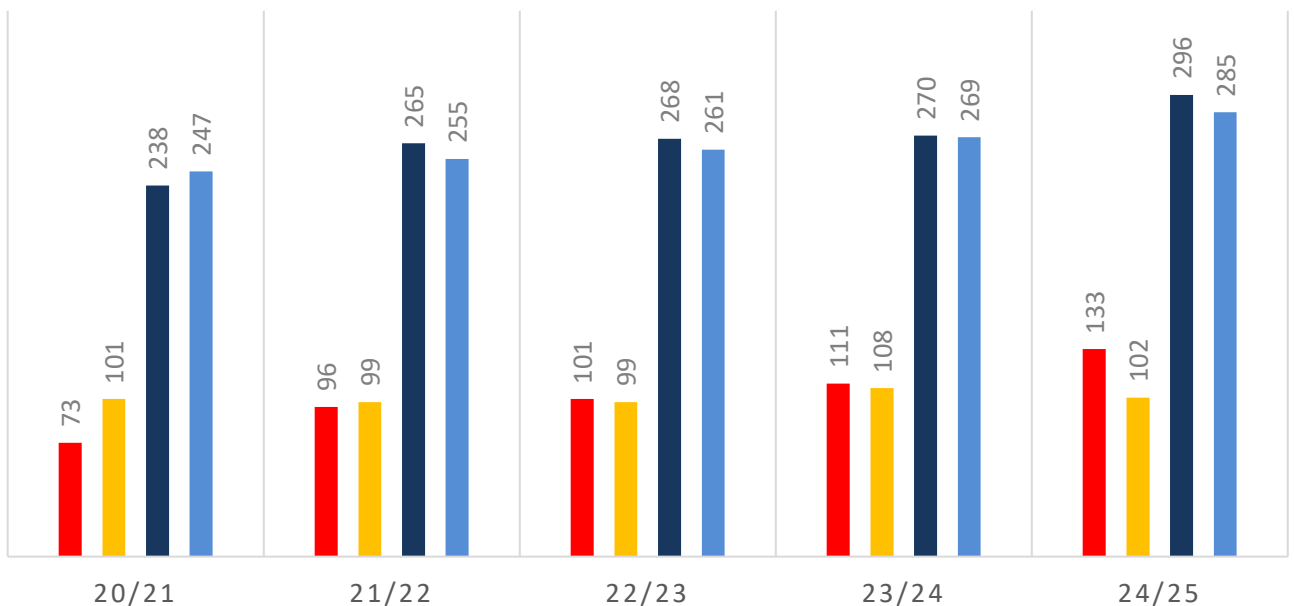
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



228

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



184

MEMBERS LOST FROM THE ORGANISATION

Bribie Island 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	1	0	0%		0	0%	1	100%	3	300%	0	0%	3	200%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	219	130	59%	22	3	1%	86	39%	126	58%	1	0%	235	7%
Cadet Member (13-15 years)	21	14	67%		0	0%	7	33%	0	0%	3	14%	32	52%
Active (15-18 yrs)	20	18	90%		0	0%	2	10%	1	5%	1	5%	23	15%
Active (18yrs and over)	71	53	75%		0	0%	18	25%	7	10%	0	0%	66	-7%
Award Member	4	4	100%		0	0%	0	0%	0	0%	0	0%	5	25%
Reserve Active	0	0			0		0		0		0		0	
Long Service	8	6	75%		2	25%	0	0%	1	13%	0	0%	9	13%
Past Active	3	0	0%		0	0%	3	100%	0	0%	0	0%	0	-100%
Associate	155	89	57%	3	3	2%	63	41%	90	58%	2	1%	178	15%
Life Member	29	29	100%		0	0%	0	0%	0	0%	0	0%	29	0%
General	0	0			0		0		0		0		0	
Honorary	2	1	50%		1	50%	0	0%	0	0%	0	0%	1	-50%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	6	2	33%	2	0	0%	4	67%	0	0%	0	0%	0	-100%
Total Active	116	89	77%		0	0%	27	23%	8	7%	4	3%	126	9%
Total	539	346	64%		9	2%	184	34%	228	42%	7	1%	581	8%

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

MEMBERSHIP RETENTION

Bribie Island 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	22	14	64%	8	36%	1	5%	33
16-18 Years	22	20	91%	2	9%	1	5%	25
19-25 Years	21	16	76%	5	24%	2	10%	23
26-35 Years	7	3	43%	4	57%	3	43%	6
36-50 Years	17	12	71%	5	29%	1	6%	13
51-70 Years	26	23	88%	3	12%	0	0%	25
70+ Years	1	1	100%	0	0%	0	0%	1
Total	116	89	77%	27	23%	8	7%	126



Bribie Island 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	27					28		28
Under 7	38	13	48%	14	52%	22	81%	36
Under 8	26	21	55%	17	45%	20	53%	41
Under 9	29	15	58%	11	42%	19	73%	34
Under 10	26	20	69%	9	31%	12	41%	32
Under 11	18	15	58%	10	38%	13	50%	28
Under 12	25	12	67%	5	28%	7	39%	19
Under 13	16	12	48%	12	48%	5	20%	17
Under 14	14	12	75%	4	25%	0	0%	0
Transitioned From JA		10	71%					