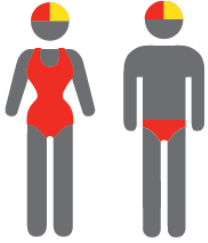


BRIBIE ISLAND

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



147

ACTIVE MEMBERSHIP



13% Decrease



523

TOTAL MEMBERSHIP



1% Decrease



195

JUNIOR MEMBERSHIP



5% 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.

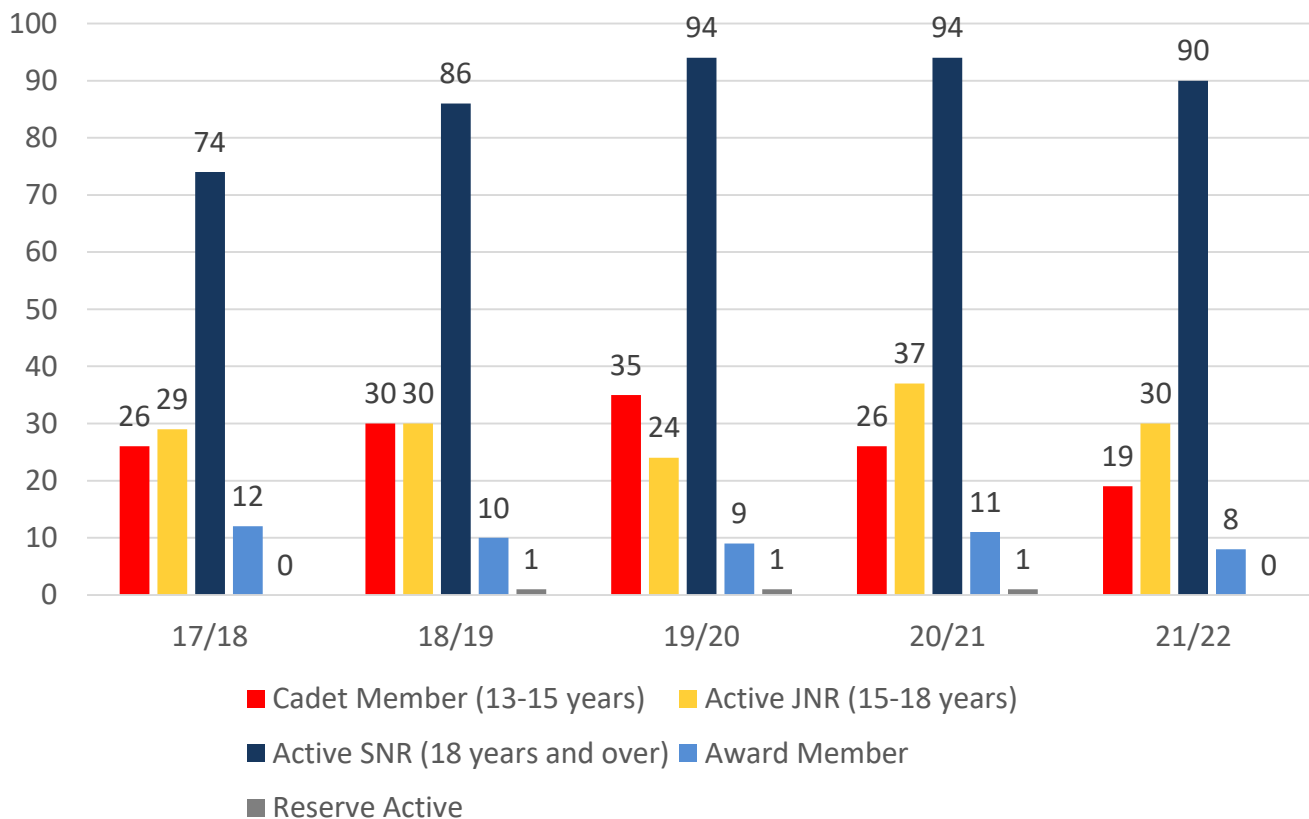
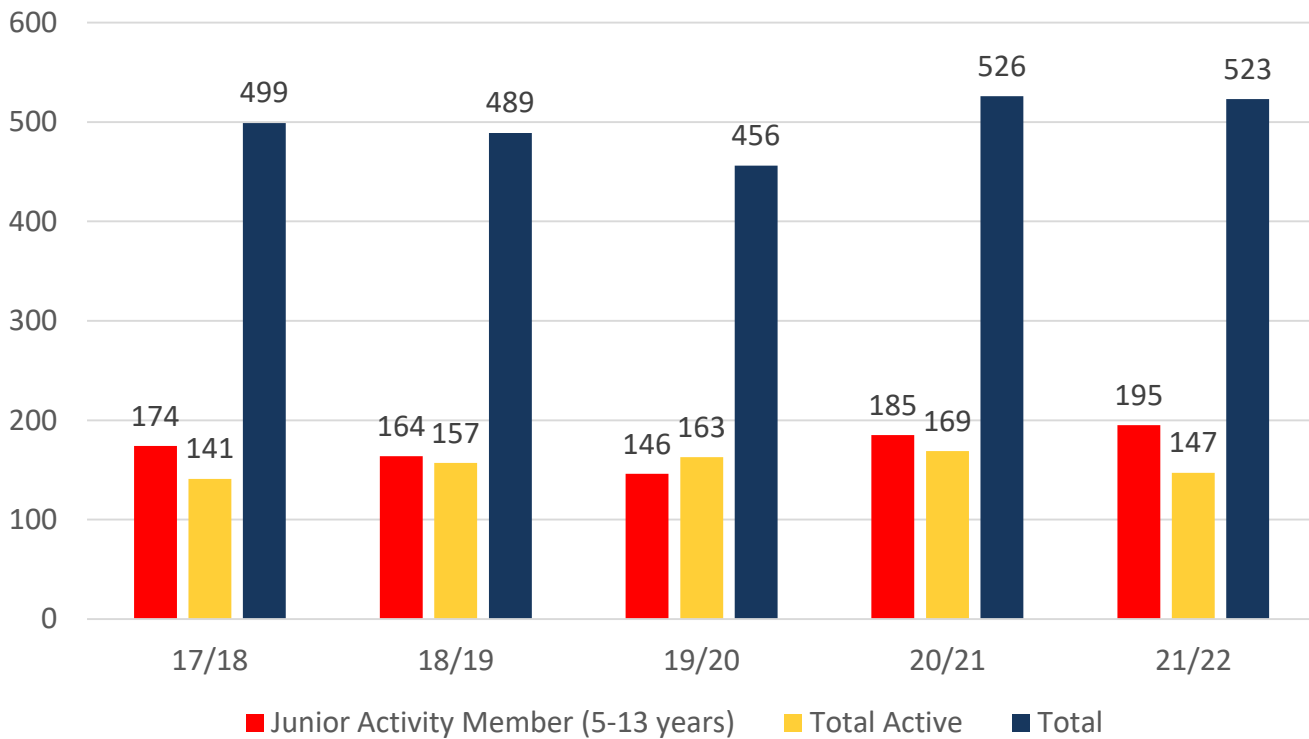
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

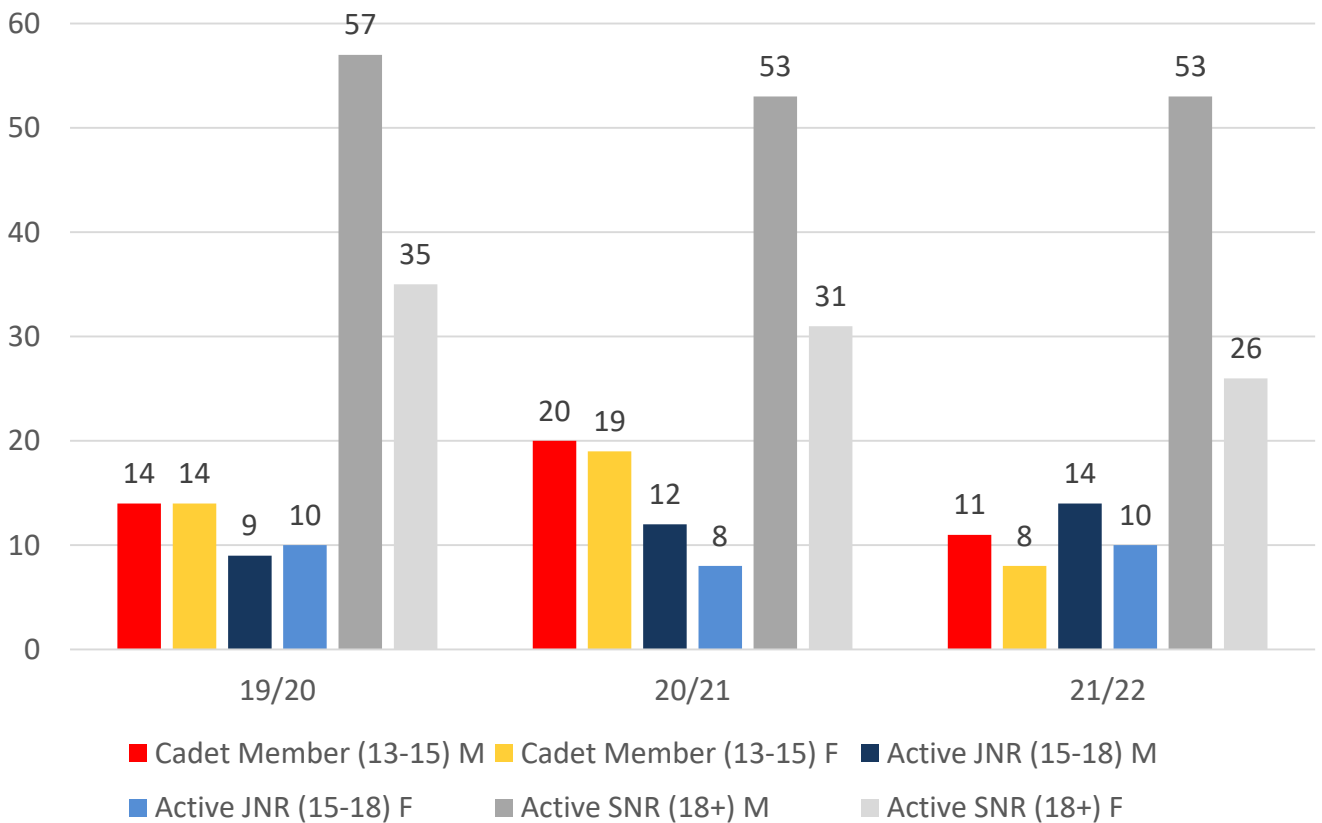
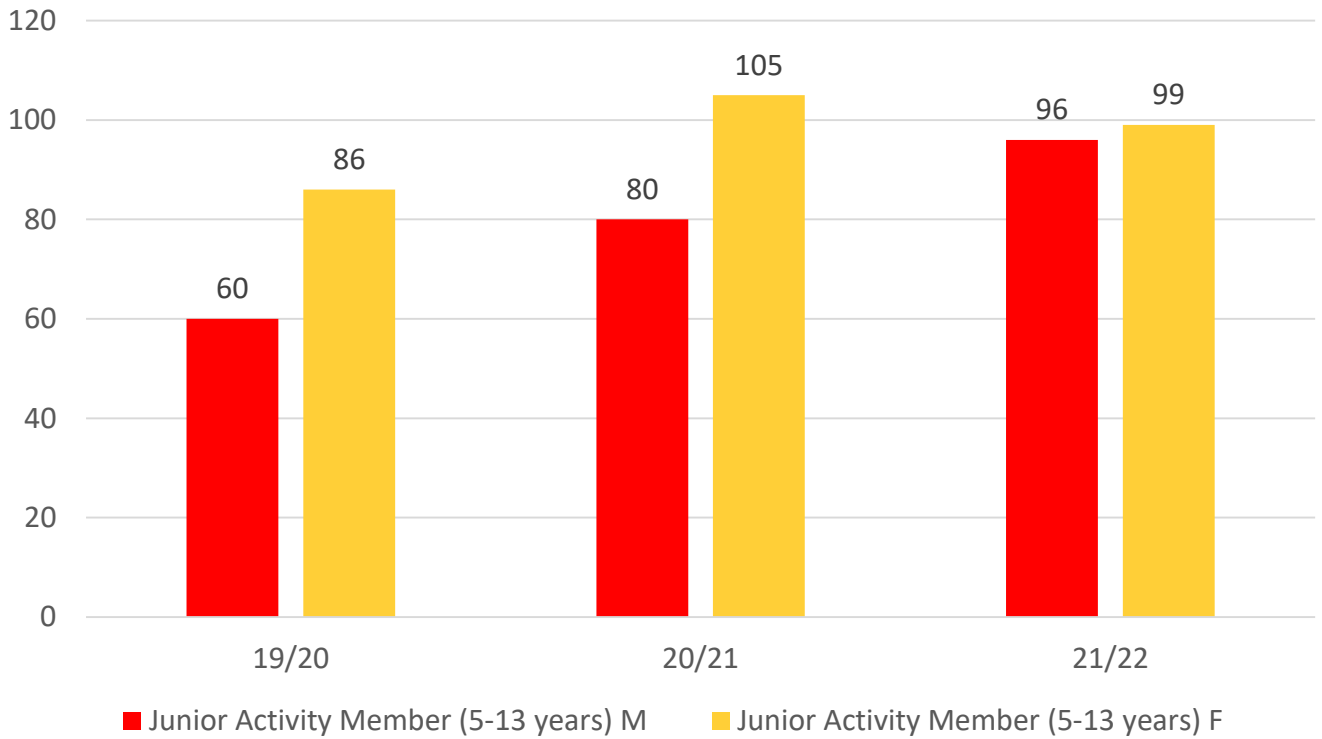
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	2	1	3	0
Junior Activity Member (5-13 years)	174	164	146	185	195
Cadet Member (13-15 years)	26	30	35	26	19
Active Junior (15-18 years)	29	30	24	37	30
Active Senior (18years and over)	74	86	94	94	90
Award Member	12	10	9	11	8
Reserve Active	0	1	1	1	0
Long Service	4	7	8	7	8
Past Active	0	0	0	0	0
Associate	146	126	103	127	139
Life Member	33	33	34	34	34
General	0	0	0	1	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	1	0	0
Total Active	141	157	163	169	147
Total	499	489	456	526	523

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	14	16	14	21	19
Under 7	24	18	22	26	31
Under 8	29	27	21	30	33
Under 9	24	21	19	29	21
Under 10	18	22	20	27	29
Under 11	18	23	17	19	19
Under 12	24	16	19	18	17
Under 13	17	16	9	13	17
Under 14	6	5	5	2	14
Junior Activities Total	174	164	146	185	200

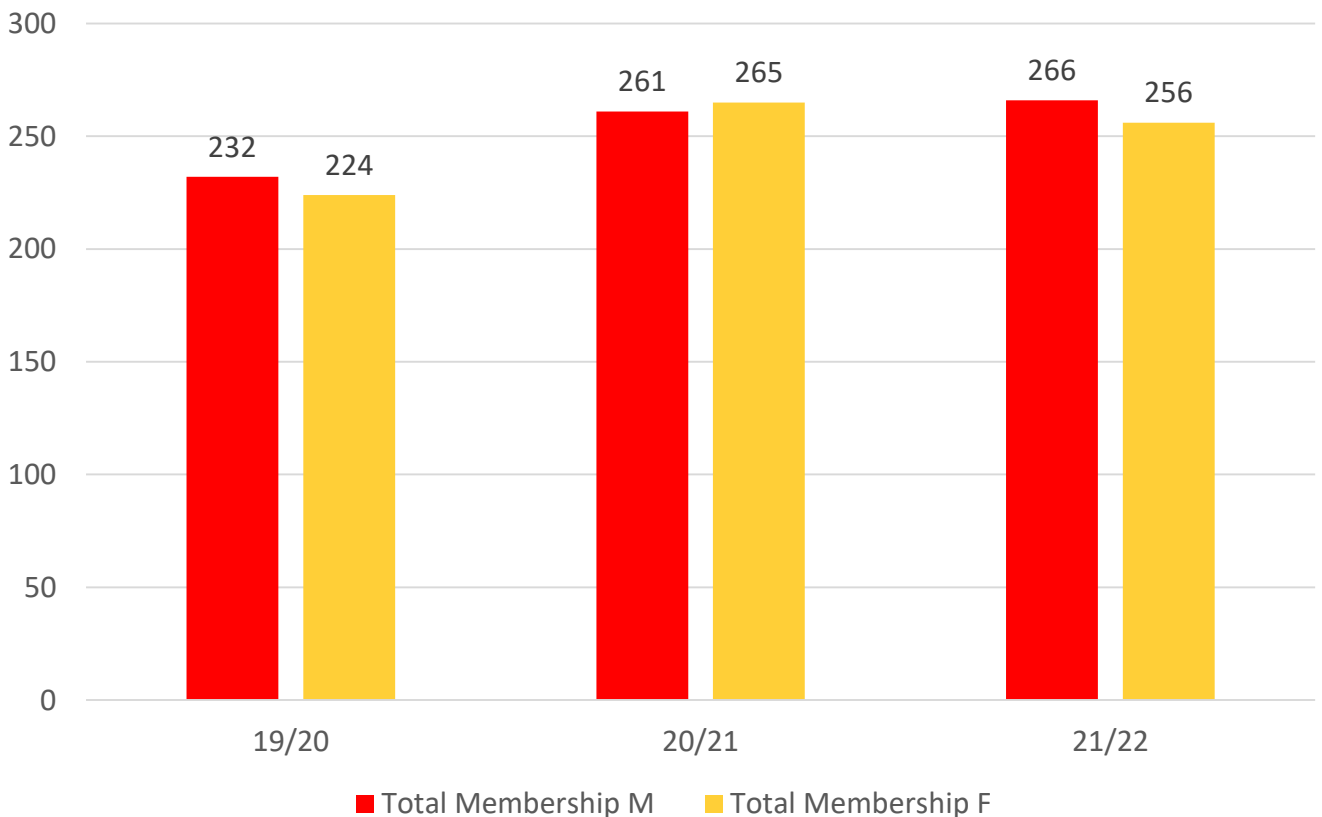
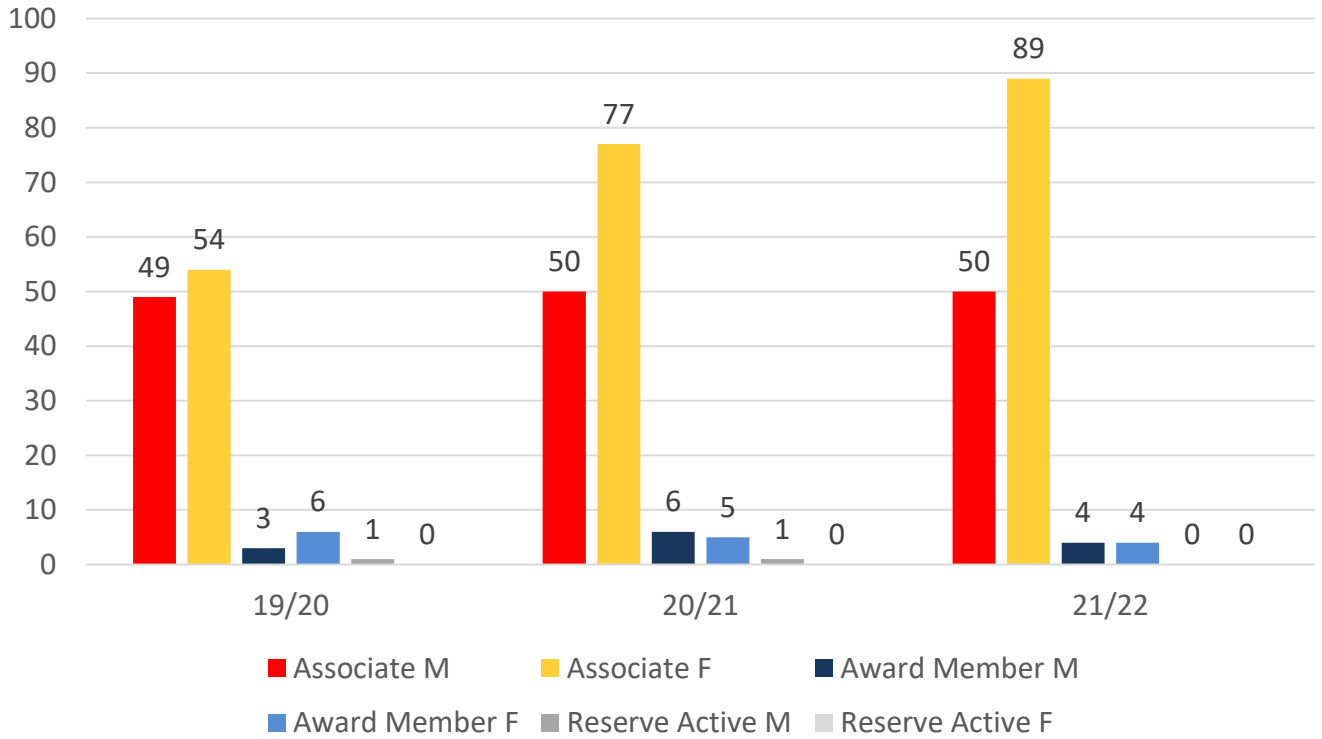
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



167

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



168

MEMBERS LOST FROM THE ORGANISATION

BRIBIE ISLAND 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	2	67%	2	0	0%	1	33%	0	0%	0	0%	0	-100%
Junior Activities	185	115	62%	6	1	1%	69	37%	86	46%	0	0%	195	5%
Cadet Member (13-15 years)	26	20	77%	4	1	4%	5	19%	3	12%	0	0%	19	-27%
Active (15-18 yrs)	37	28	76%	-1	0	0%	9	24%	1	3%	0	0%	30	-19%
Active (18yrs and over)	94	76	81%	-7	0	0%	18	19%	6	6%	1	1%	90	-4%
Award Member	11	9	82%	1	0	0%	2	18%	0	0%	0	0%	8	-27%
Reserve Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Long Service	7	6	86%	-2	0	0%	1	14%	0	0%	0	0%	8	14%
Past Active	0	0		0	0		0		0		0		0	
Associate	127	67	53%	-1	1	1%	59	46%	71	56%	0	0%	139	9%
Life Member	34	31	91%	-3	0	0%	3	9%	0	0%	0	0%	34	0%
General	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
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	169	134	79%		1	1%	34	20%	10	6%	1		147	-13%
Total	526	355	67%		3	1%	168	32%	167	32%	1		523	-1%

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

MEMBERSHIP RETENTION

BRIBIE ISLAND 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	31	25	81%	5	16%	3	10%	17
16-18 Years	31	22	71%	9	29%	1	3%	39
19-25 Years	31	20	65%	11	35%	2	6%	22
26-35 Years	10	9	90%	1	10%	1	10%	11
36-50 Years	30	28	93%	2	7%	3	10%	25
51-70 Years	35	29	83%	6	17%	0	0%	33
70+ Years	1	1	100%	0	0%	0	0%	0
Total	169	134	79%	34	20%	10	6%	147

BRIBIE ISLAND 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	21					19		19
Under 7	26	18	86%	3	14%	13	62%	31
Under 8	30	17	65%	9	35%	16	62%	33
Under 9	29	13	43%	17	57%	8	27%	21
Under 10	27	19	66%	10	34%	10	34%	29
Under 11	19	15	56%	12	44%	4	15%	19
Under 12	18	11	58%	8	42%	6	32%	17
Under 13	13	12	67%	6	33%	5	28%	17
Under 14	2	8	62%	4	31%	5	38%	9
Transitioned From JA		2	100%					

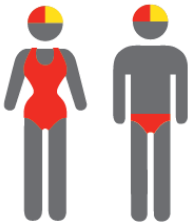
MEMBERSHIP RETENTION

2019/20



63%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



52%

JUNIOR MEMBERSHIP
RETENTION

2020/21



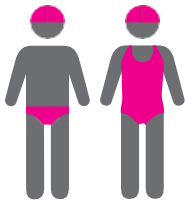
70%

TOTAL MEMBERSHIP
RETENTION



89%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION

2021/22



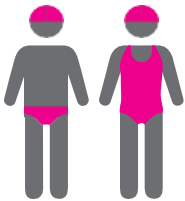
67%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION