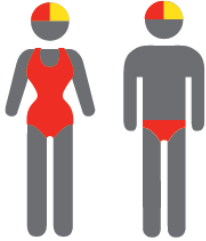


BRIBIE ISLAND

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



151

ACTIVE MEMBERSHIP



3% Increase



531

TOTAL MEMBERSHIP



2% Increase



200

JUNIOR MEMBERSHIP



3% 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

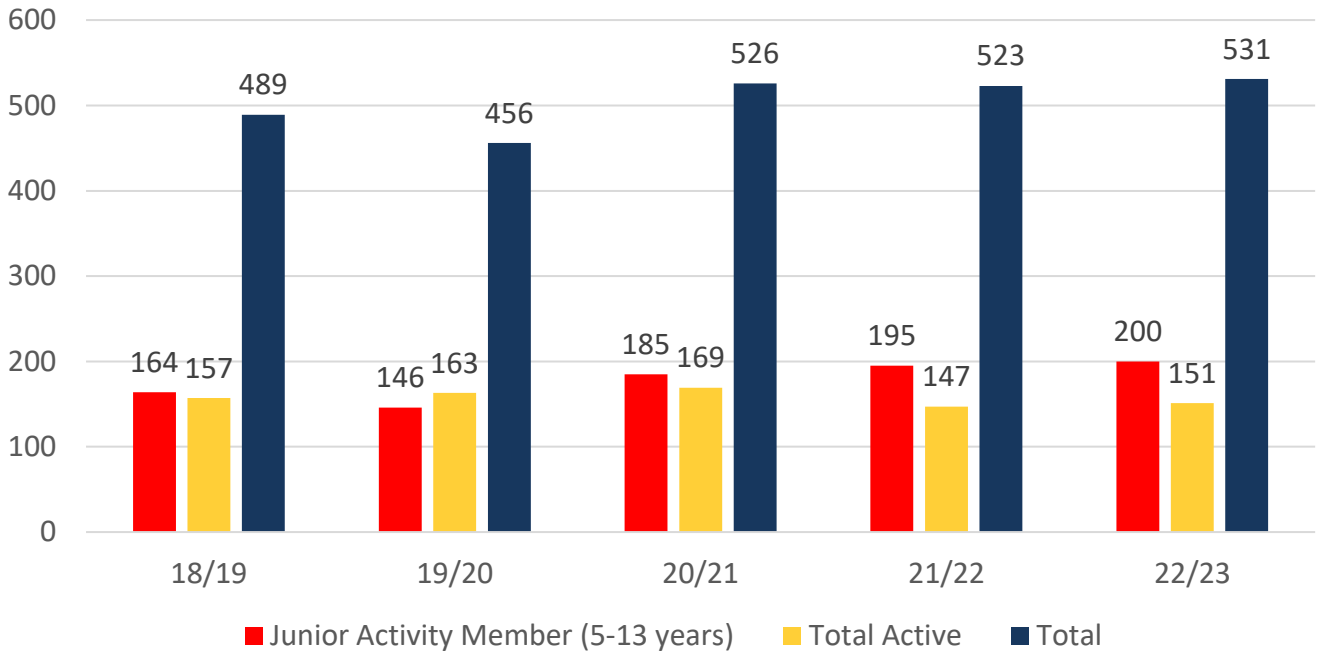
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	2	1	3	0	0
Junior Activity Member (5-13 years)	164	146	185	195	200
Cadet Member (13-15 years)	30	35	26	19	22
Active Junior (15-18 years)	30	24	37	30	35
Active Senior (18years and over)	86	94	94	90	85
Award Member	10	9	11	8	9
Reserve Active	1	1	1	0	0
Long Service	7	8	7	8	10
Past Active	0	0	0	0	0
Associate	126	103	127	139	136
Life Member	33	34	34	34	30
General	0	0	1	0	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	1	0	0	3
Total Active	157	163	169	147	151
Total	489	456	526	523	531

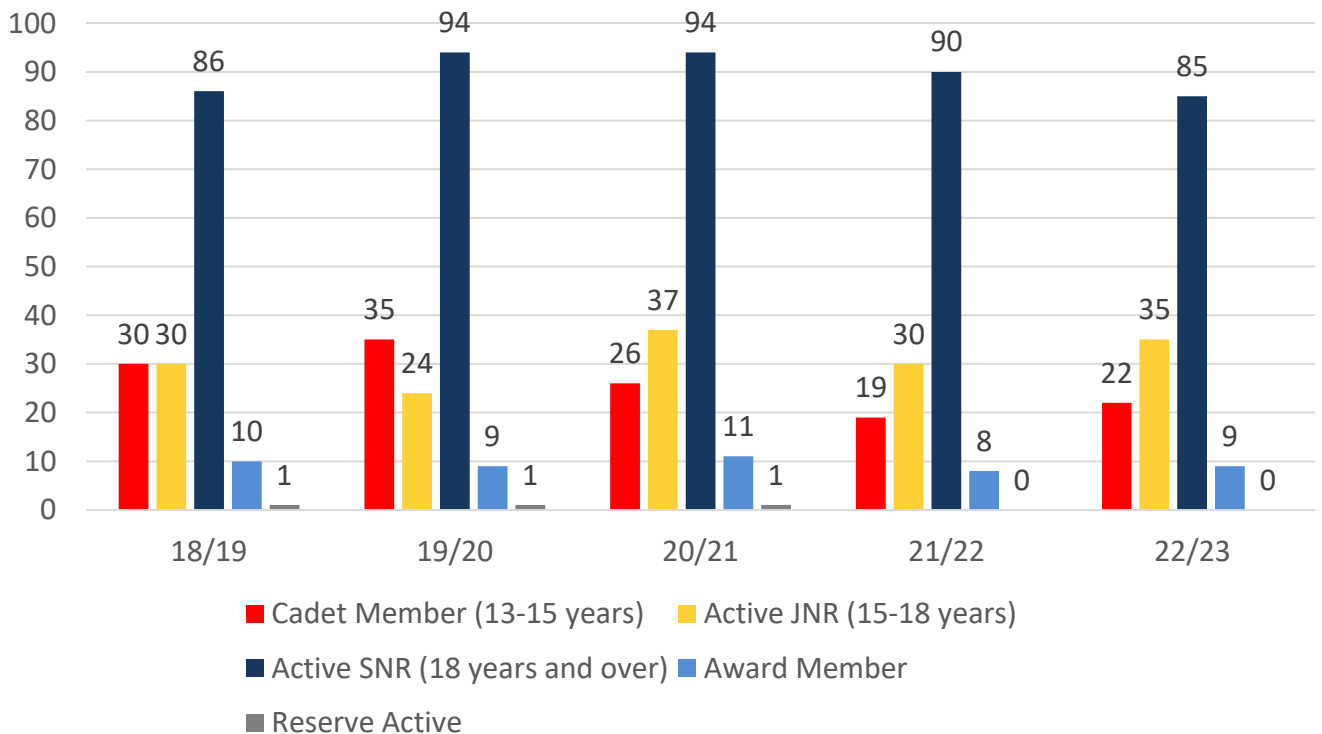
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	16	14	21	19	28
Under 7	18	22	26	31	28
Under 8	27	21	30	33	28
Under 9	21	19	29	21	26
Under 10	22	20	27	29	21
Under 11	23	17	19	19	28
Under 12	16	19	18	17	21
Under 13	16	9	13	17	18
Under 14	5	5	2	14	16
Junior Activities Total	164	146	185	200	214

5 YEAR TREND ANALYSIS

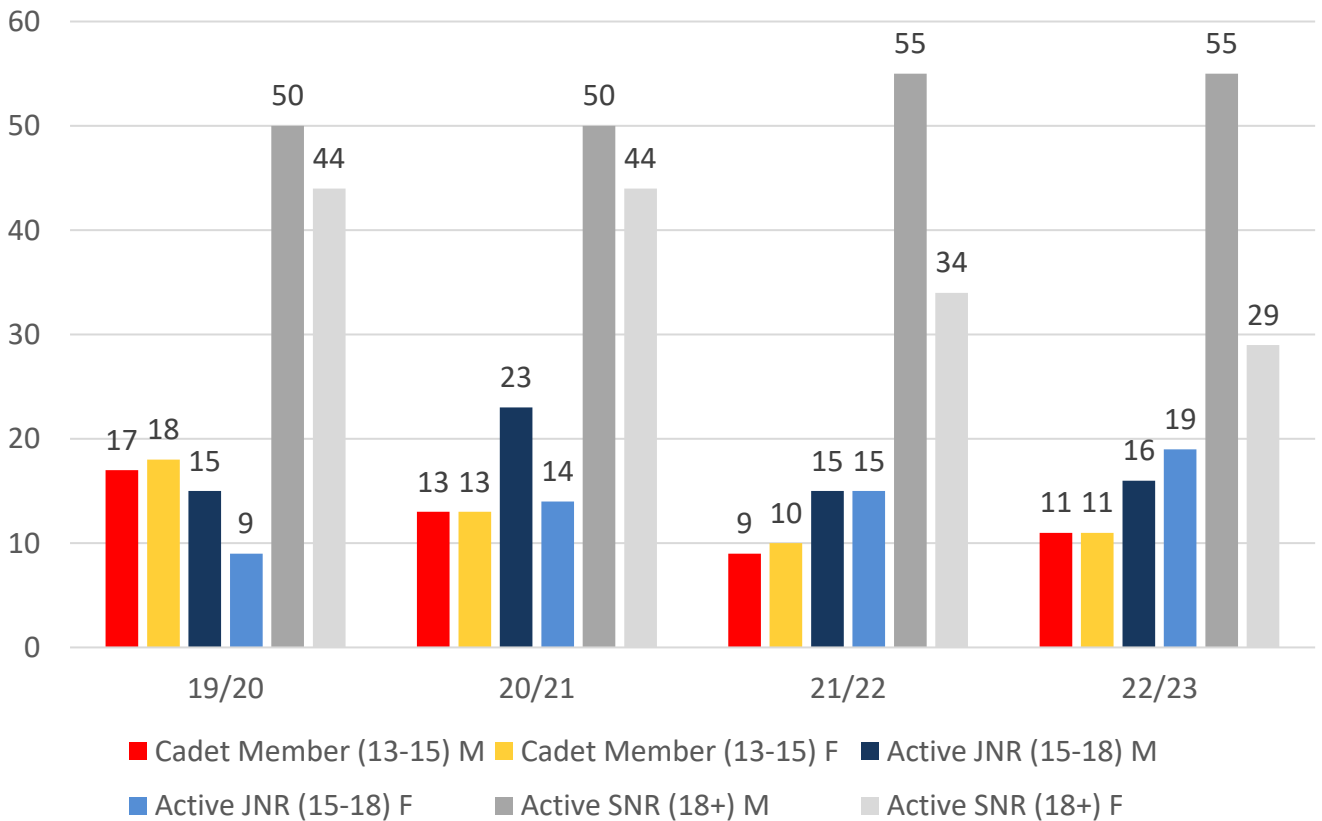
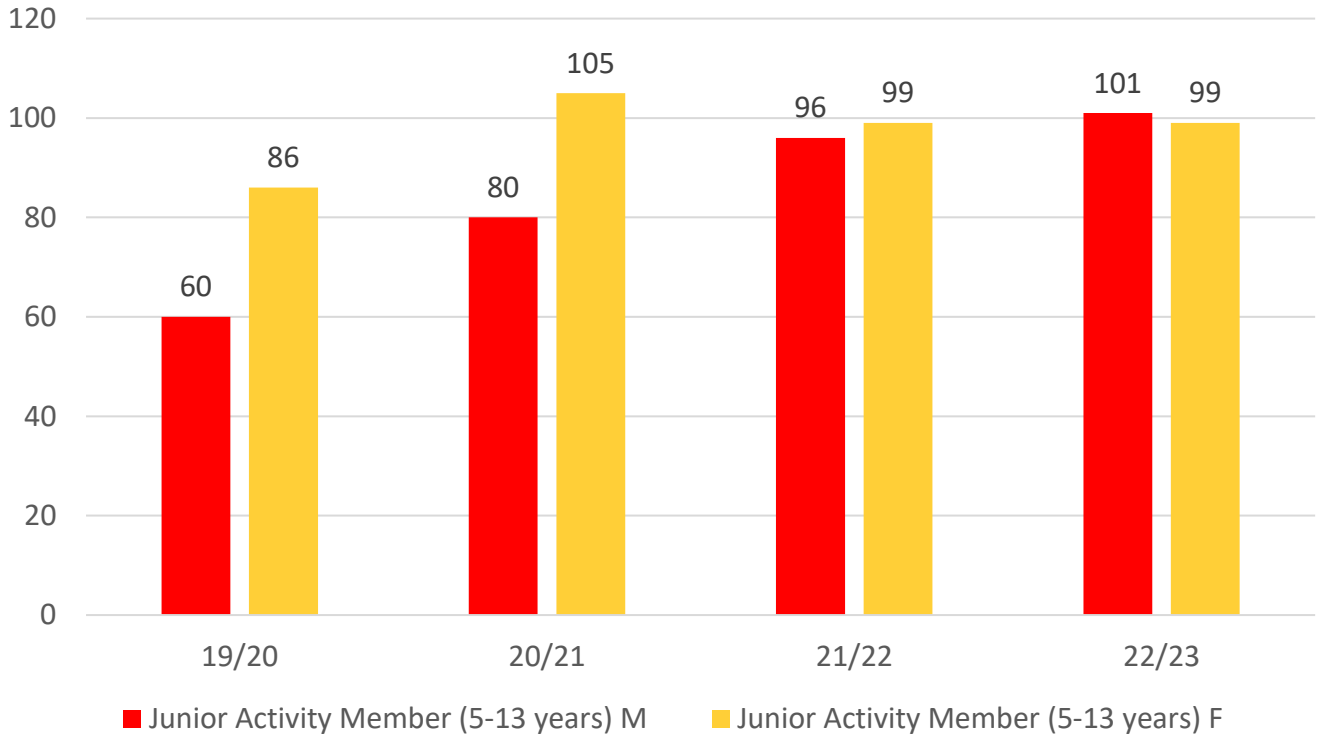
Total Membership



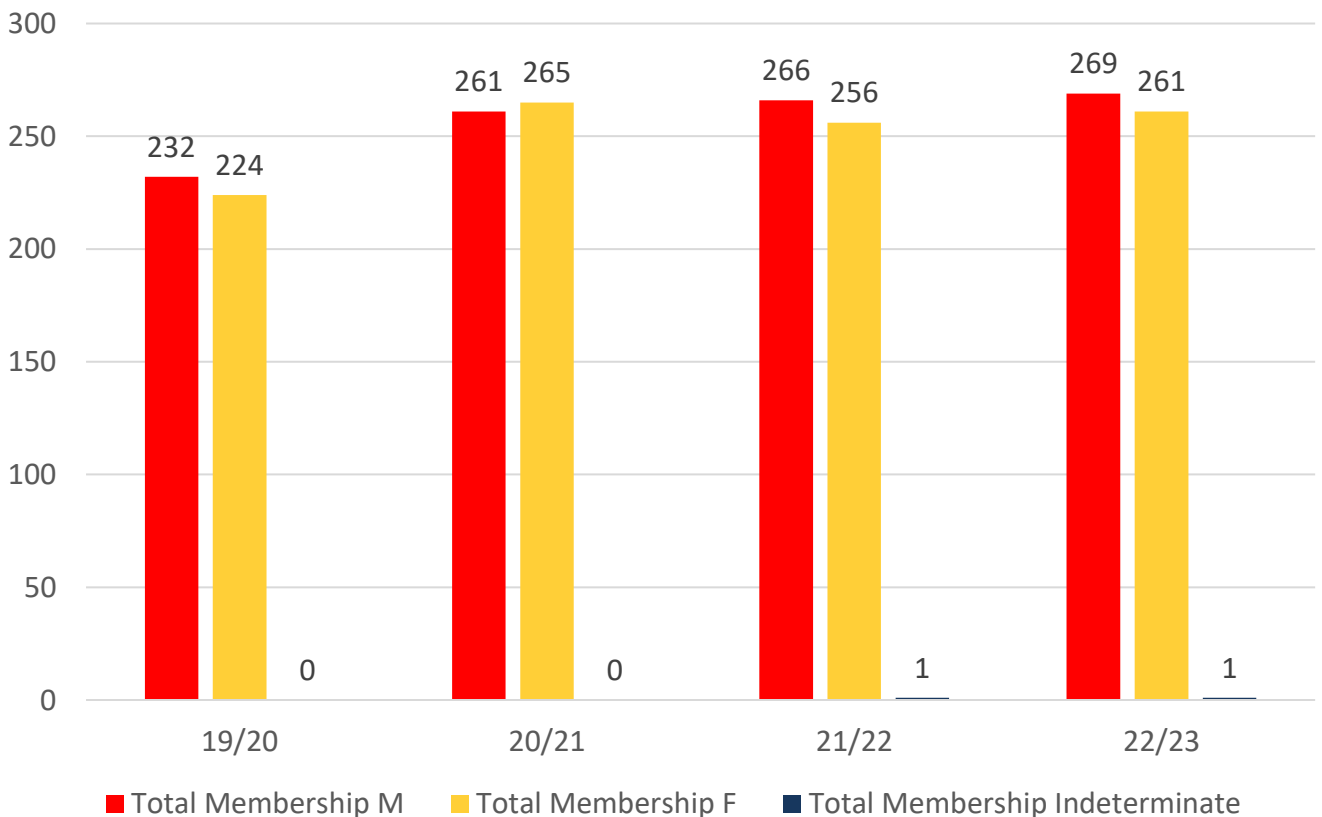
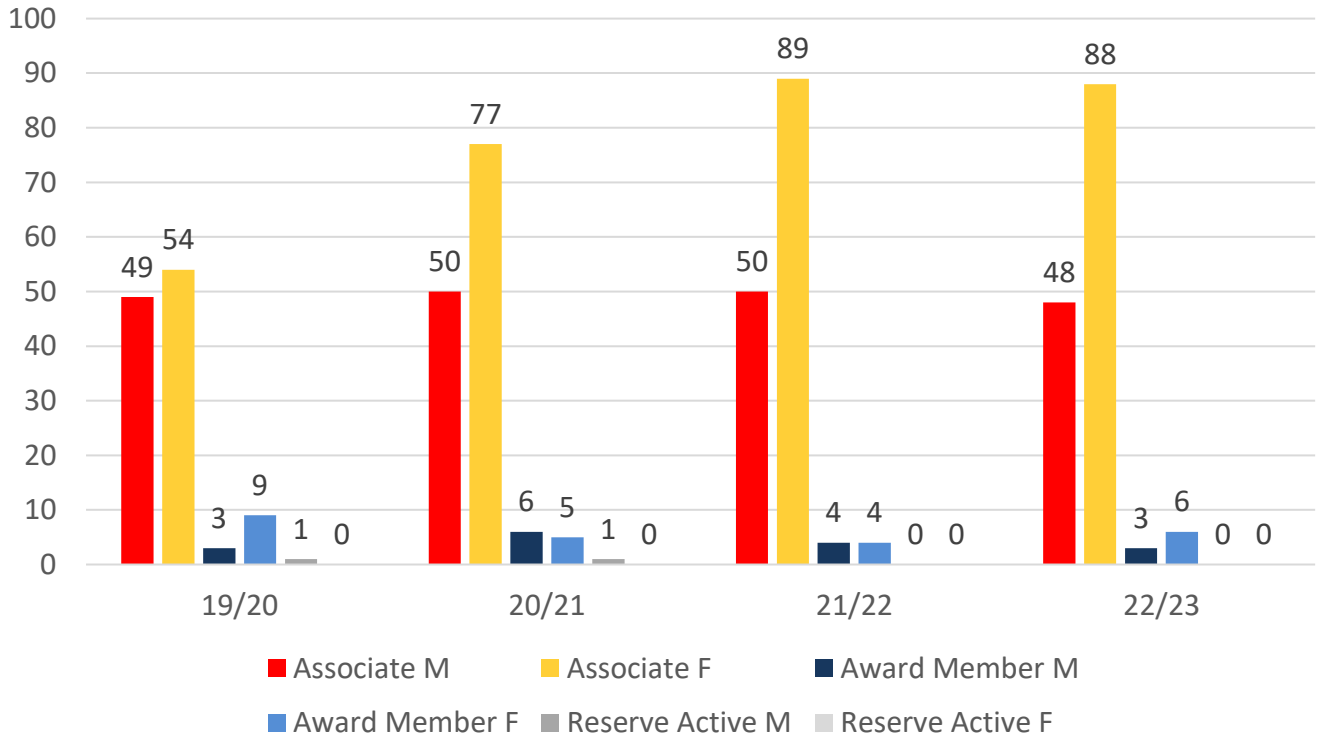
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



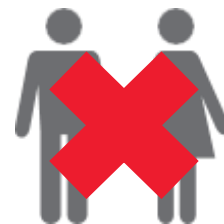
181

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



171

MEMBERS LOST FROM THE ORGANISATION

BRIBIE ISLAND 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	
Junior Activities	195	122	63%	18	2	1%	71	36%	96	49%	0	0%	200	3%
Cadet Member (13-15 years)	19	16	84%	-3	0	0%	3	16%	3	16%	0	0%	22	16%
Active (15-18 yrs)	30	21	70%	-12	0	0%	9	30%	1	3%	1	3%	35	17%
Active (18yrs and over)	90	76	84%	1	0	0%	14	16%	10	11%	0	0%	85	-6%
Award Member	8	8	100%	0	0	0%	0	0%	1	13%	0	0%	9	13%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	8	7	88%	-1	0	0%	1	13%	2	25%	0	0%	10	25%
Past Active	0	0		0	0		0		0		0		0	
Associate	139	70	50%	0	1	1%	68	49%	66	47%	0	0%	136	-2%
Life Member	34	29	85%	0	0	0%	5	15%	1	3%	0	0%	30	-12%
General	0	0		0	0		0		1		0		1	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-3	0		0		0		0		3	
Total Active	147	121	82%		0	0%	26	18%	15	10%	1		151	3%
Total	523	349	67%		3	1%	171	33%	181	35%	1		531	2%

MEMBERSHIP RETENTION

BRIBIE ISLAND 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	17	16	94%	1	6%	3	18%	31
16-18 Years	39	27	69%	12	31%	1	3%	26
19-25 Years	22	18	82%	4	18%	6	27%	30
26-35 Years	11	8	73%	3	27%	0	0%	8
36-50 Years	25	22	88%	3	12%	0	0%	19
51-70 Years	33	30	91%	3	9%	5	15%	37
70+ Years	0	0		0		0		0
Total	147	121	82%	26	18%	15	10%	151



BRIBIE ISLAND 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	19					28		28
Under 7	31	11	58%	7	37%	17	89%	28
Under 8	33	18	58%	13	42%	10	32%	28
Under 9	21	18	55%	15	45%	8	24%	26
Under 10	29	12	57%	9	43%	9	43%	21
Under 11	19	19	66%	9	31%	9	31%	28
Under 12	17	13	68%	6	32%	8	42%	21
Under 13	17	12	71%	5	29%	6	35%	18
Under 14	9	13	76%	4	24%	1	6%	2
Transitioned From JA		6	67%					

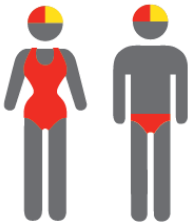
MEMBERSHIP RETENTION

2020/21



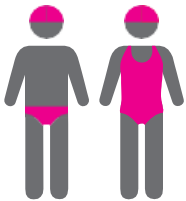
70%

TOTAL MEMBERSHIP
RETENTION



89%

ACTIVE MEMBERSHIP
RETENTION



57%

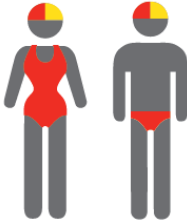
JUNIOR MEMBERSHIP
RETENTION

2021/22



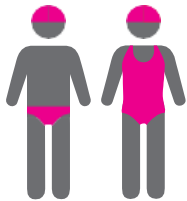
67%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



62%

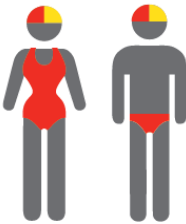
JUNIOR MEMBERSHIP
RETENTION

2022/23



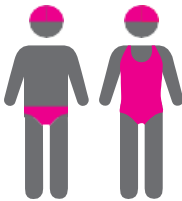
67%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



63%

JUNIOR MEMBERSHIP
RETENTION