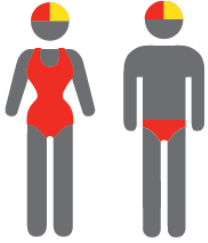


## MEMBERSHIP STATISTICS REPORT EOS 2021/22



173

ACTIVE MEMBERSHIP



Equal



744

TOTAL MEMBERSHIP



17% Increase



237

JUNIOR MEMBERSHIP



24% 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.

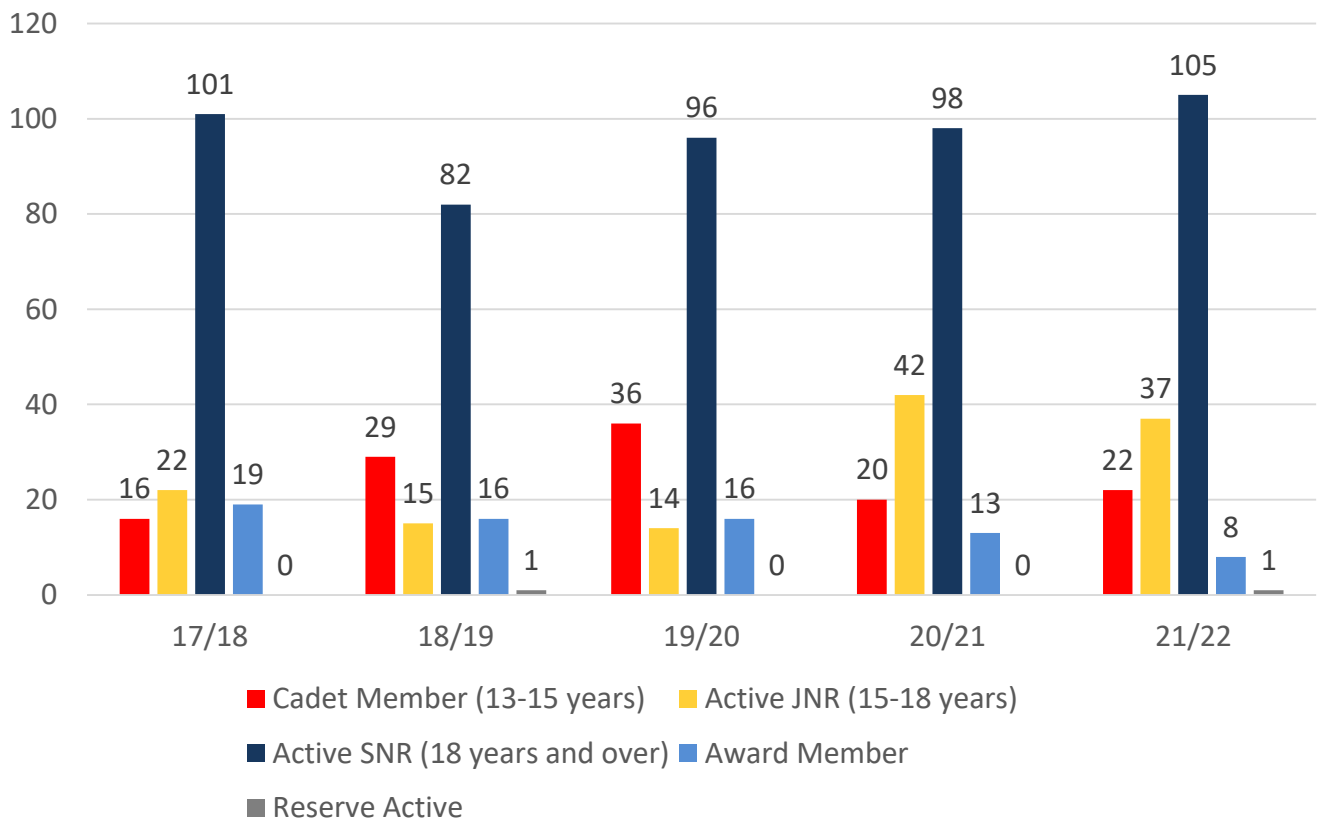
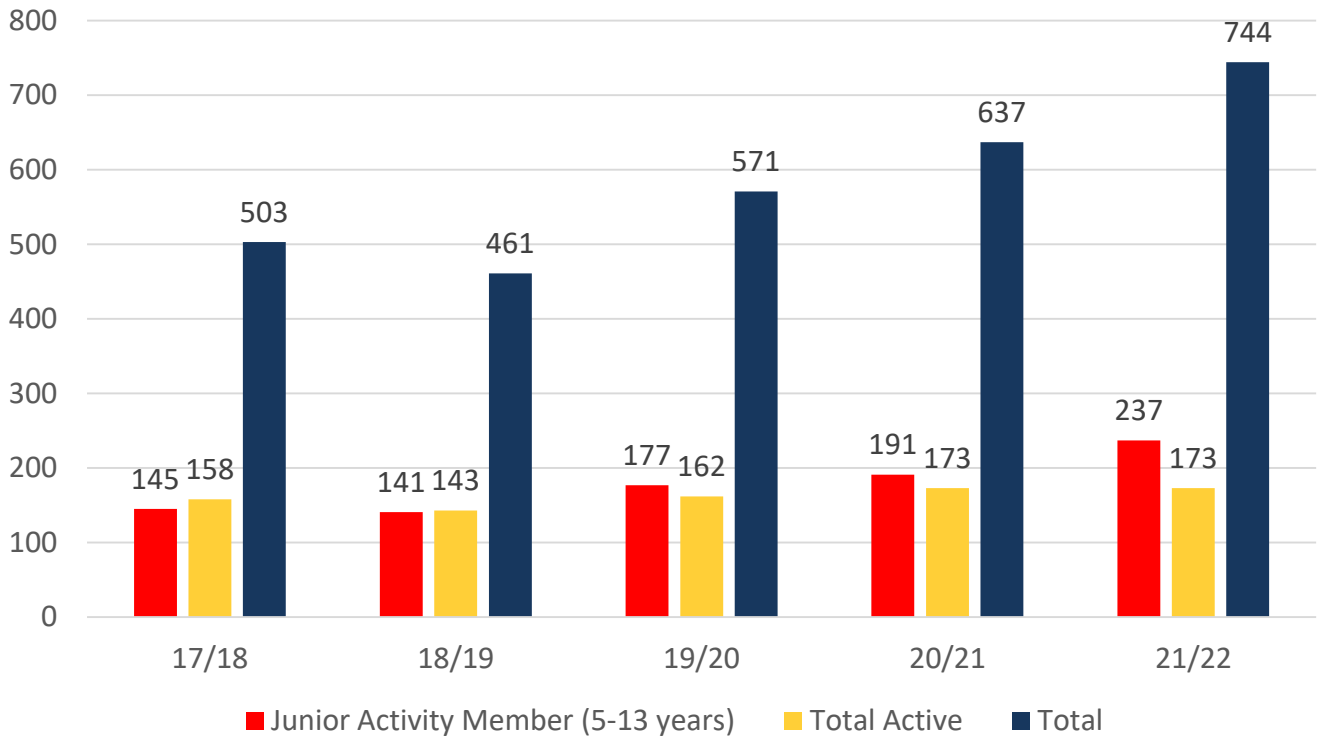
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

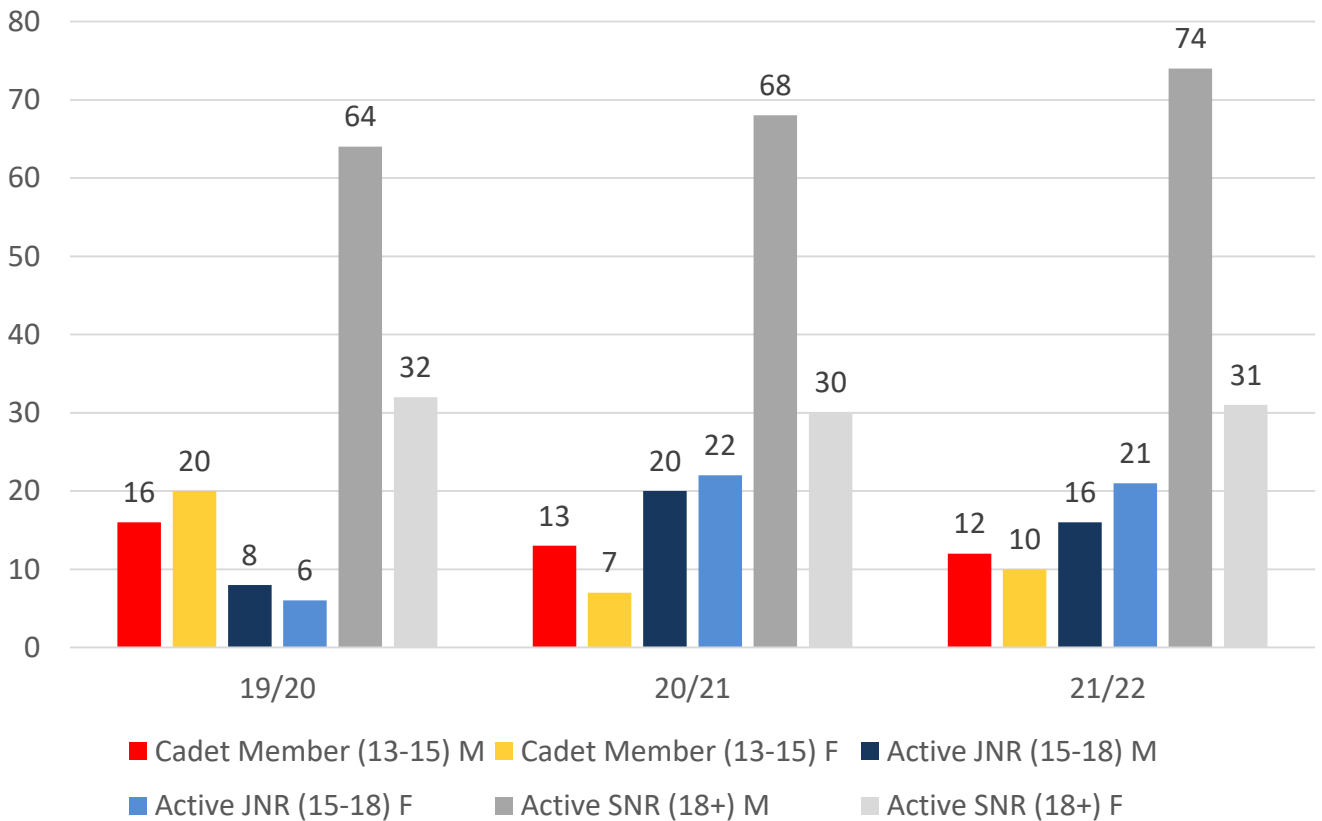
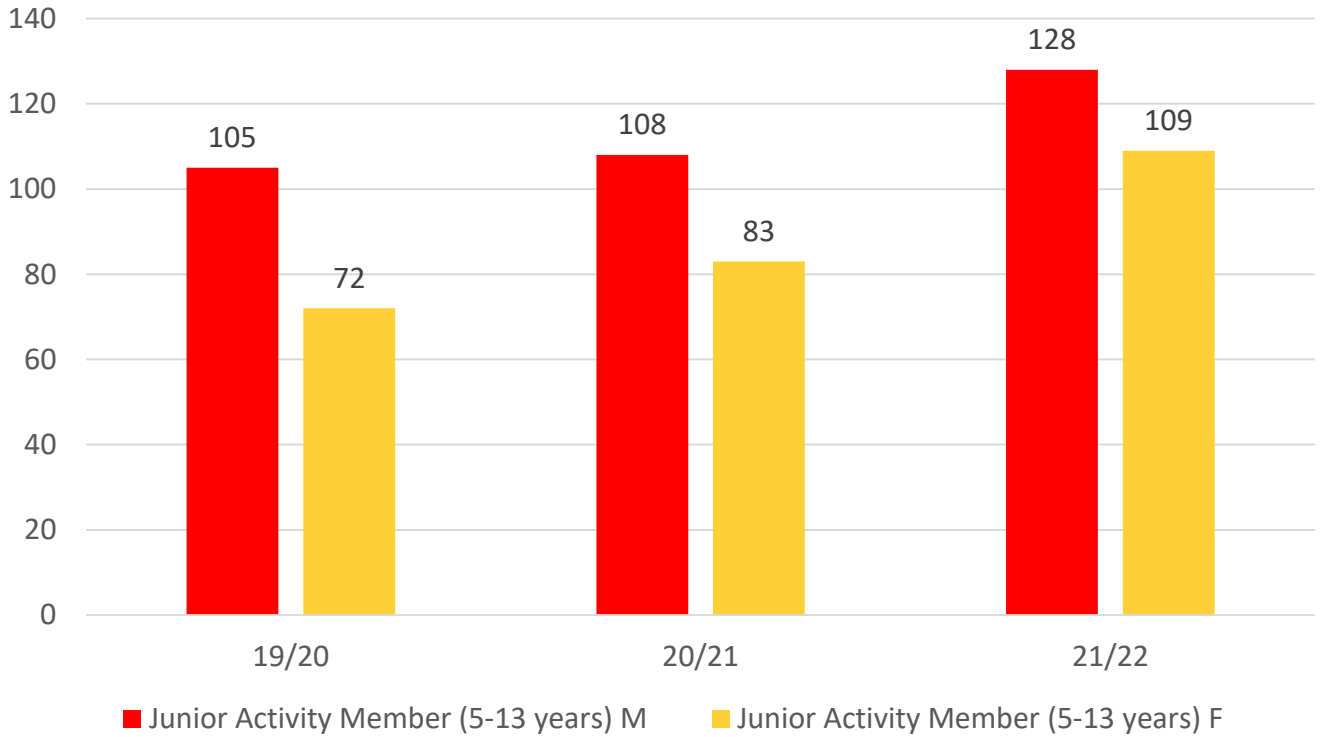
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	17	7	1	2	0
Junior Activity Member (5-13 years)	145	141	177	191	237
Cadet Member (13-15 years)	16	29	36	20	22
Active Junior (15-18 years)	22	15	14	42	37
Active Senior (18years and over)	101	82	96	98	105
Award Member	19	16	16	13	8
Reserve Active	0	1	0	0	1
Long Service	12	14	13	17	20
Past Active	5	5	5	11	23
Associate	142	127	185	214	263
Life Member	19	19	20	22	23
General	0	0	0	0	0
Honorary	4	5	8	7	3
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	0	2
<b>Total Active</b>	<b>158</b>	<b>143</b>	<b>162</b>	<b>173</b>	<b>173</b>
<b>Total</b>	<b>503</b>	<b>461</b>	<b>571</b>	<b>637</b>	<b>744</b>

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
<b>Under 6</b>	18	14	32	21	28
<b>Under 7</b>	20	24	18	38	26
<b>Under 8</b>	15	18	31	21	47
<b>Under 9</b>	16	14	23	36	34
<b>Under 10</b>	17	11	16	25	33
<b>Under 11</b>	14	17	17	19	22
<b>Under 12</b>	11	14	16	18	20
<b>Under 13</b>	20	11	14	13	16
<b>Under 14</b>	12	18	9	0	12
<b>Junior Activities Total</b>	<b>143</b>	<b>141</b>	<b>176</b>	<b>191</b>	<b>238</b>

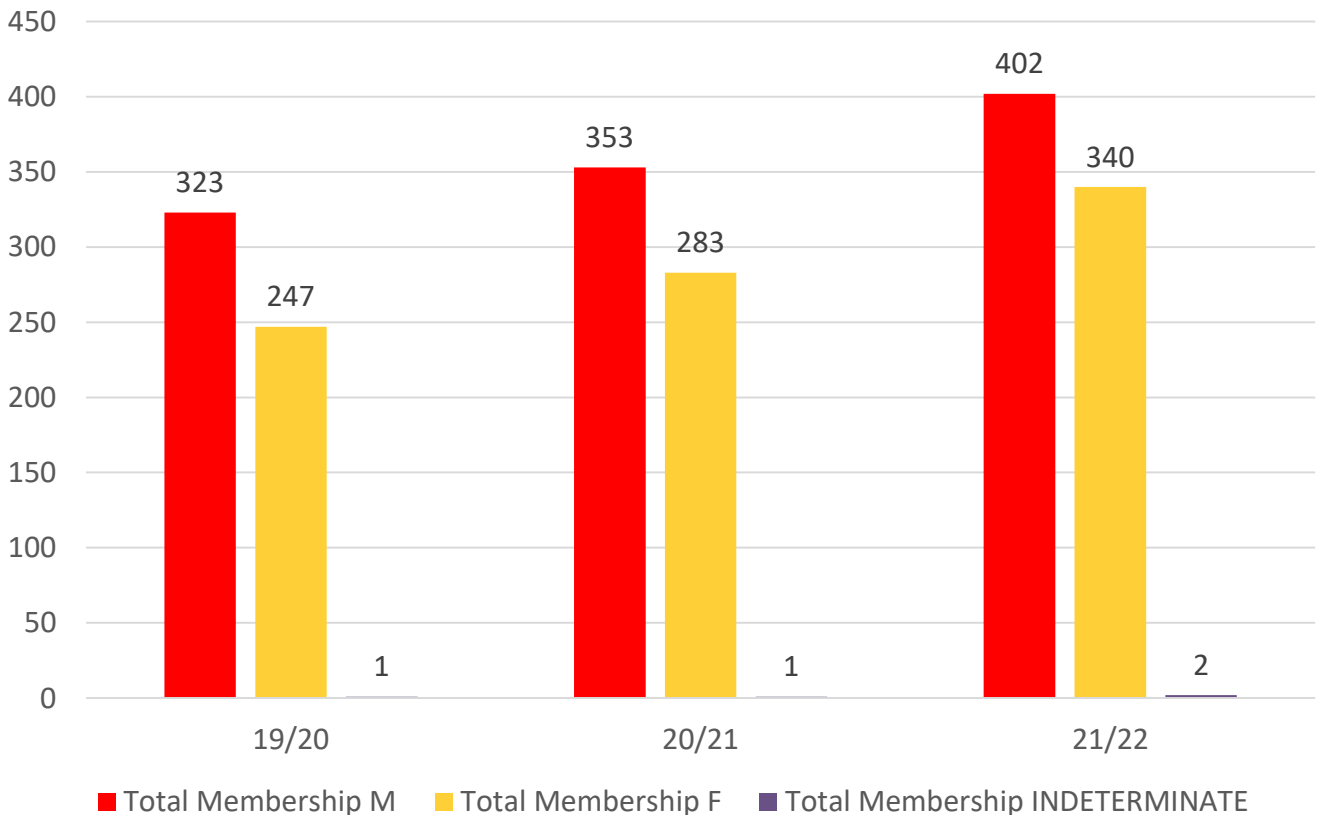
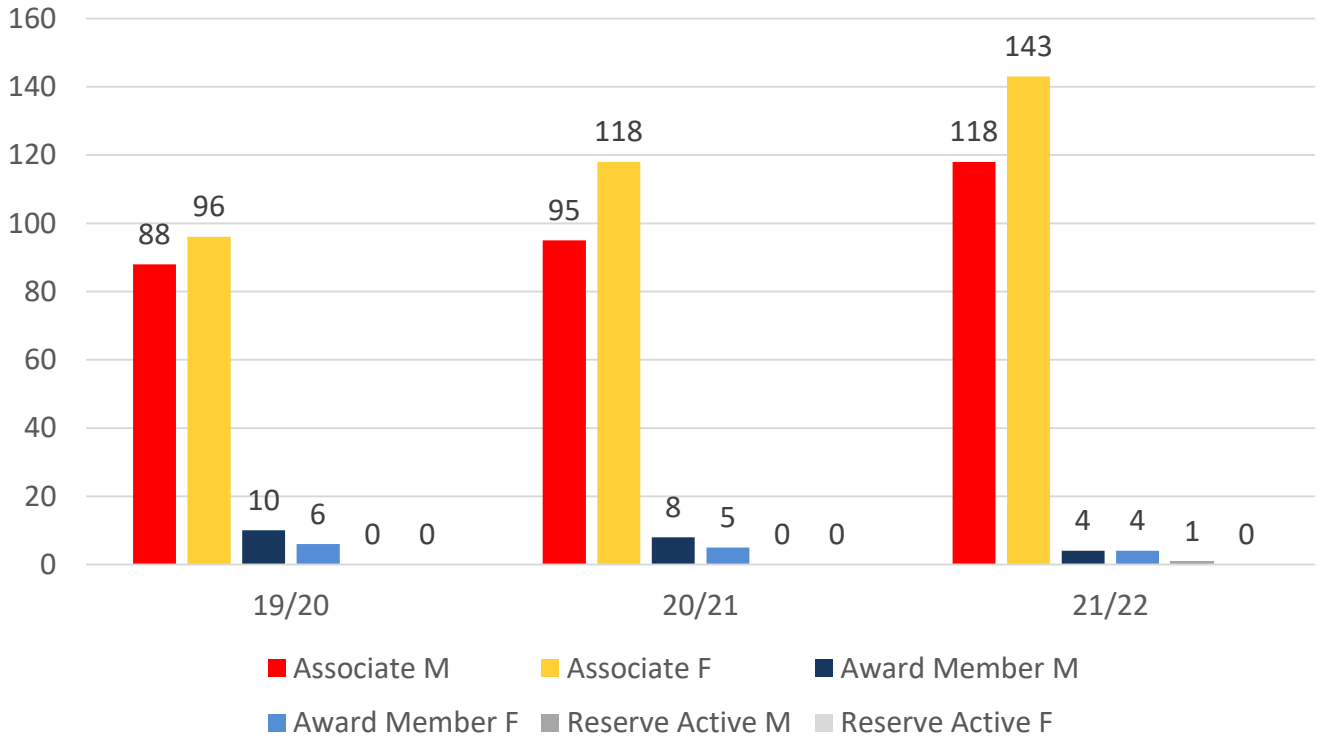
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



234

BRAND NEW MEMBERS



74%

MEMBERSHIP RETENTION



156

MEMBERS LOST FROM THE ORGANISATION

BROADBEACH 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	2	1	50%	1	0	0%	1	50%	0	0%	0	0%	0	-100%
Junior Activities	191	135	71%	0	2	1%	54	28%	94	49%	8	4%	237	24%
Cadet Member (13-15 years)	20	19	95%	0	0	0%	1	5%	3	15%	0	0%	22	10%
Active (15-18 yrs)	42	35	83%	0	1	2%	6	14%	2	5%	0	0%	37	-12%
Active (18yrs and over)	98	85	87%	2	1	1%	12	12%	4	4%	18	18%	105	7%
Award Member	13	11	85%	4	0	0%	2	15%	0	0%	1	8%	8	-38%
Reserve Active	0	0		0	0		0		1		0		1	
Long Service	17	15	88%	0	2	12%	0	0%	1	6%	4	24%	20	18%
Past Active	11	8	73%	-10	0	0%	3	27%	5	45%	0	0%	23	109%
Associate	214	137	64%	3	3	1%	74	35%	124	58%	5	2%	263	23%
Life Member	22	22	100%	-1	0	0%	0	0%	0	0%	0	0%	23	5%
General	0	0		0	0		0		0		0		0	
Honorary	7	4	57%	1	0	0%	3	43%	0	0%	0	0%	3	-57%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		2		2	
Total Active	173	150	87%		2	1%	21	12%	10	6%	19		173	0%
Total	637	472	74%		9	1%	156	24%	234	37%	38		744	17%

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

# MEMBERSHIP RETENTION

## BROADBEACH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	31	30	97%	1	3%	3	10%	18
16-18 Years	31	24	77%	6	19%	2	6%	36
19-25 Years	16	11	69%	4	25%	3	19%	23
26-35 Years	14	13	93%	1	7%	0	0%	14
36-50 Years	37	31	84%	6	16%	2	5%	37
51-70 Years	34	32	94%	2	6%	0	0%	39
70+ Years	10	9	90%	1	10%	0	0%	6
<b>Total</b>	173	150	87%	21	12%	10	6%	173

## BROADBEACH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	21					27		28
Under 7	38	9	43%	11	52%	15	71%	26
Under 8	21	29	76%	9	24%	15	39%	46
Under 9	36	18	86%	3	14%	15	71%	34
Under 10	25	24	67%	11	31%	7	19%	33
Under 11	19	14	56%	11	44%	8	32%	22
Under 12	18	14	74%	5	26%	6	32%	20
Under 13	13	15	83%	3	17%	1	6%	16
Under 14	0	12	92%	1	8%	0	0%	12
Transitioned From JA		0						

# MEMBERSHIP RETENTION

2019/20



79%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



77%

JUNIOR MEMBERSHIP  
RETENTION

2020/21



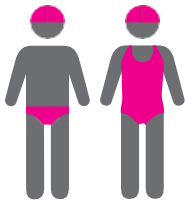
72%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



67%

JUNIOR MEMBERSHIP  
RETENTION

2021/22



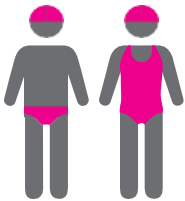
74%

TOTAL MEMBERSHIP  
RETENTION



87%

ACTIVE MEMBERSHIP  
RETENTION



71%

JUNIOR MEMBERSHIP  
RETENTION