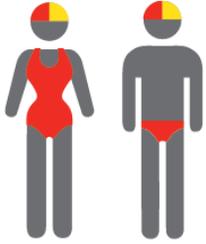


MEMBERSHIP STATISTICS REPORT EOS 2022/23



224

ACTIVE MEMBERSHIP



29% Increase

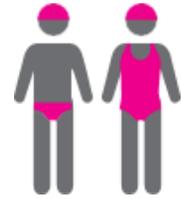


725

TOTAL MEMBERSHIP



3% Decrease



204

JUNIOR MEMBERSHIP



14% 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

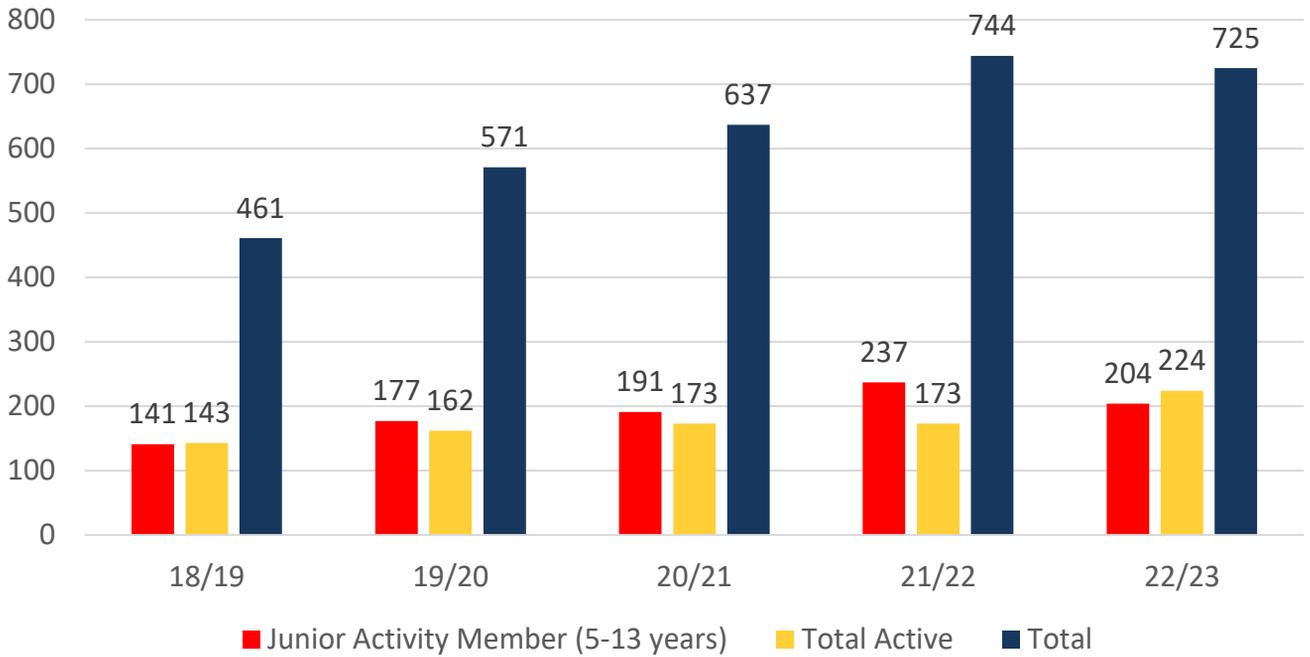
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	7	1	2	0	12
Junior Activity Member (5-13 years)	141	177	191	237	204
Cadet Member (13-15 years)	29	36	20	22	21
Active Junior (15-18 years)	15	14	42	37	45
Active Senior (18years and over)	82	96	98	105	146
Award Member	16	16	13	8	9
Reserve Active	1	0	0	1	3
Long Service	14	13	17	20	23
Past Active	5	5	11	23	18
Associate	127	185	214	263	219
Life Member	19	20	22	23	25
General	0	0	0	0	0
Honorary	5	8	7	3	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	2	0
Total Active	143	162	173	173	224
Total	461	571	637	744	725

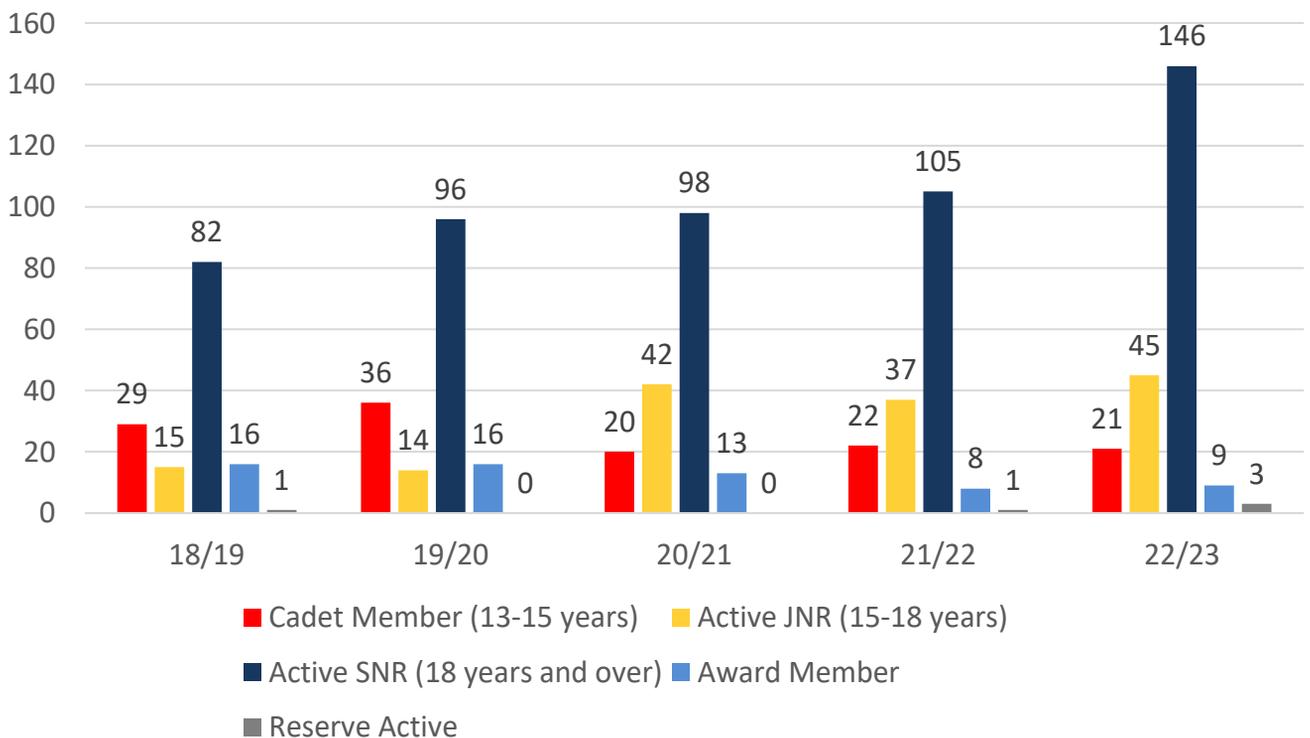
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	14	32	21	28	25
Under 7	24	18	38	26	27
Under 8	18	31	21	47	30
Under 9	14	23	36	34	41
Under 10	11	16	25	33	21
Under 11	17	17	19	22	29
Under 12	14	16	18	20	15
Under 13	11	14	13	16	16
Under 14	18	9	0	12	10
Junior Activities Total	141	176	191	238	214

5 YEAR TREND ANALYSIS

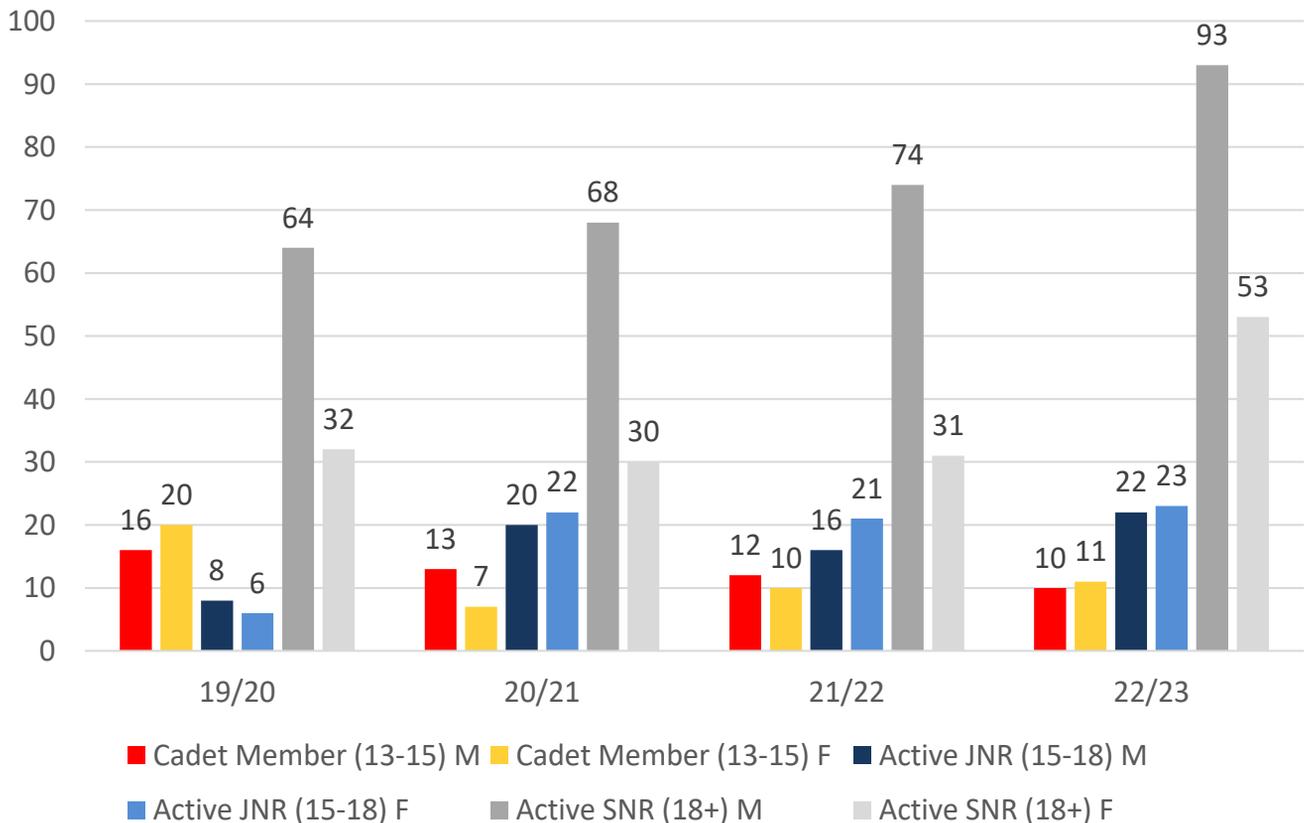
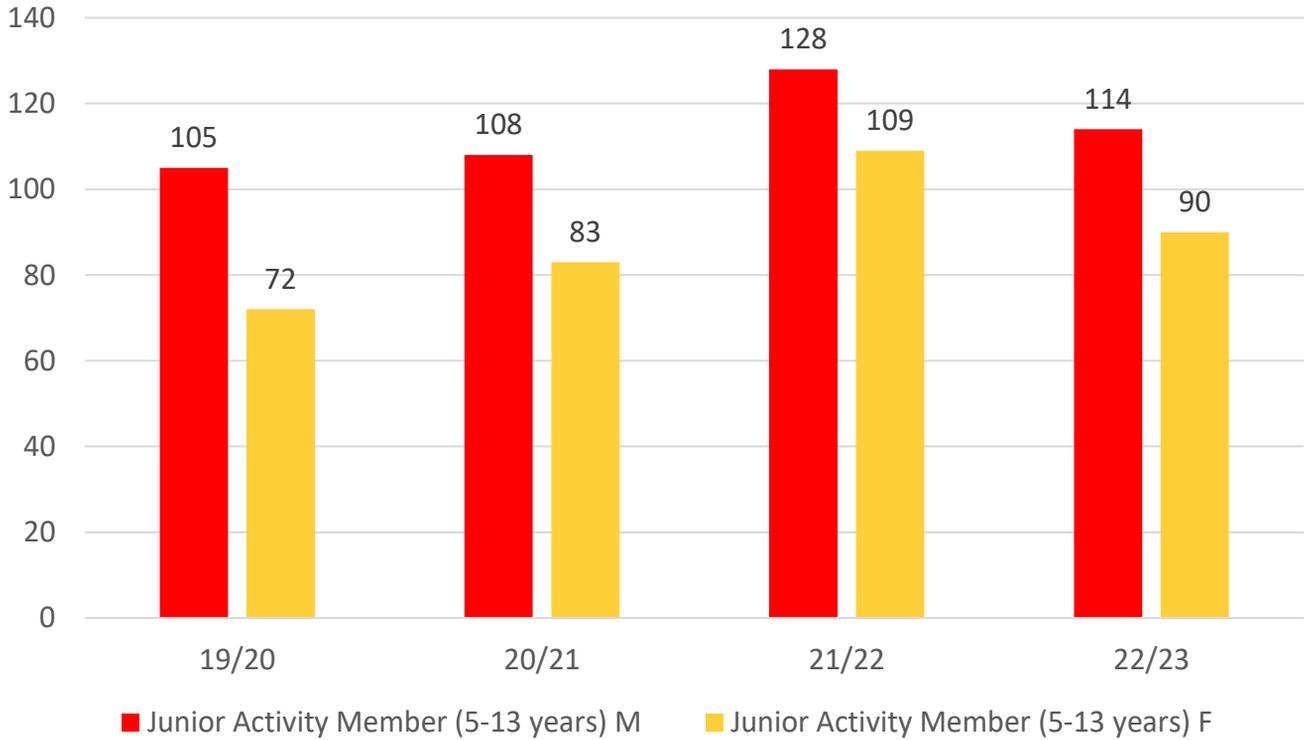
Total Membership



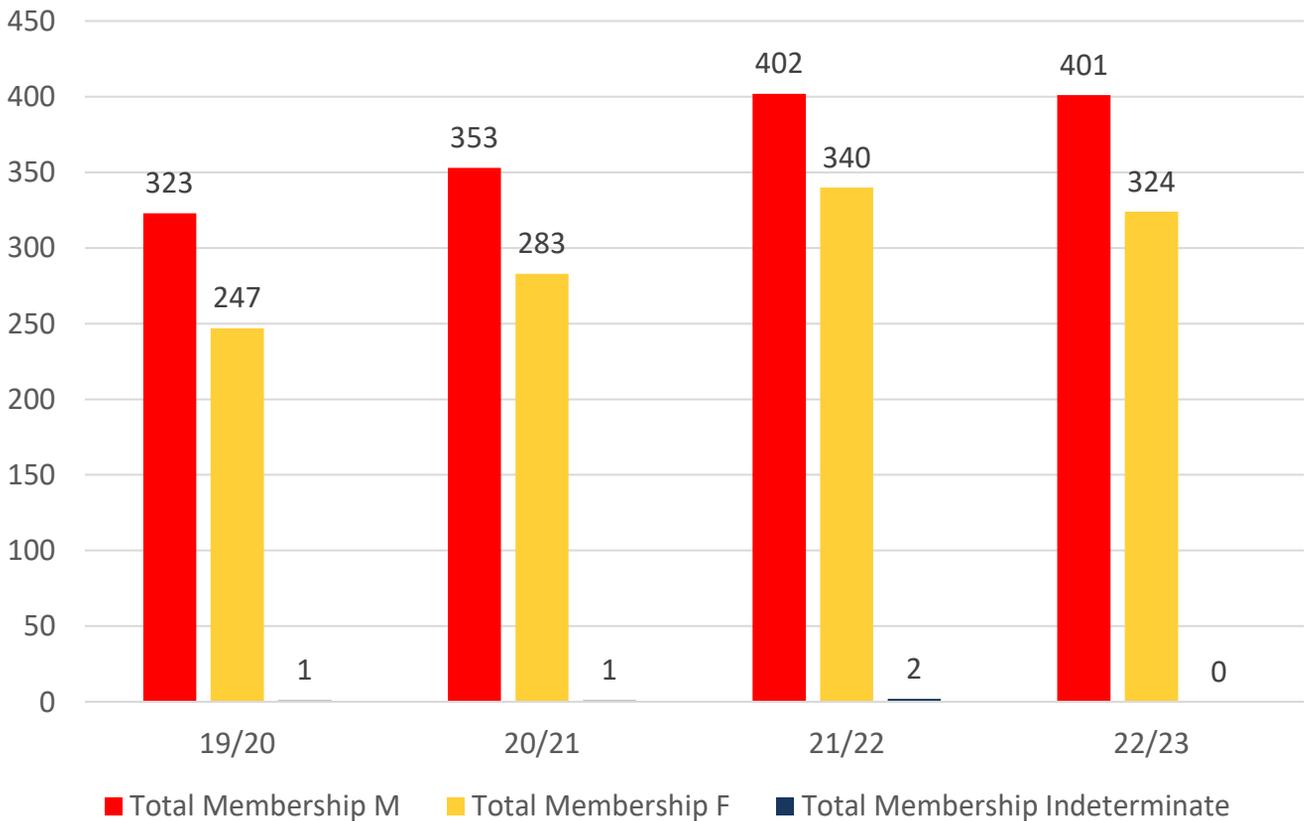
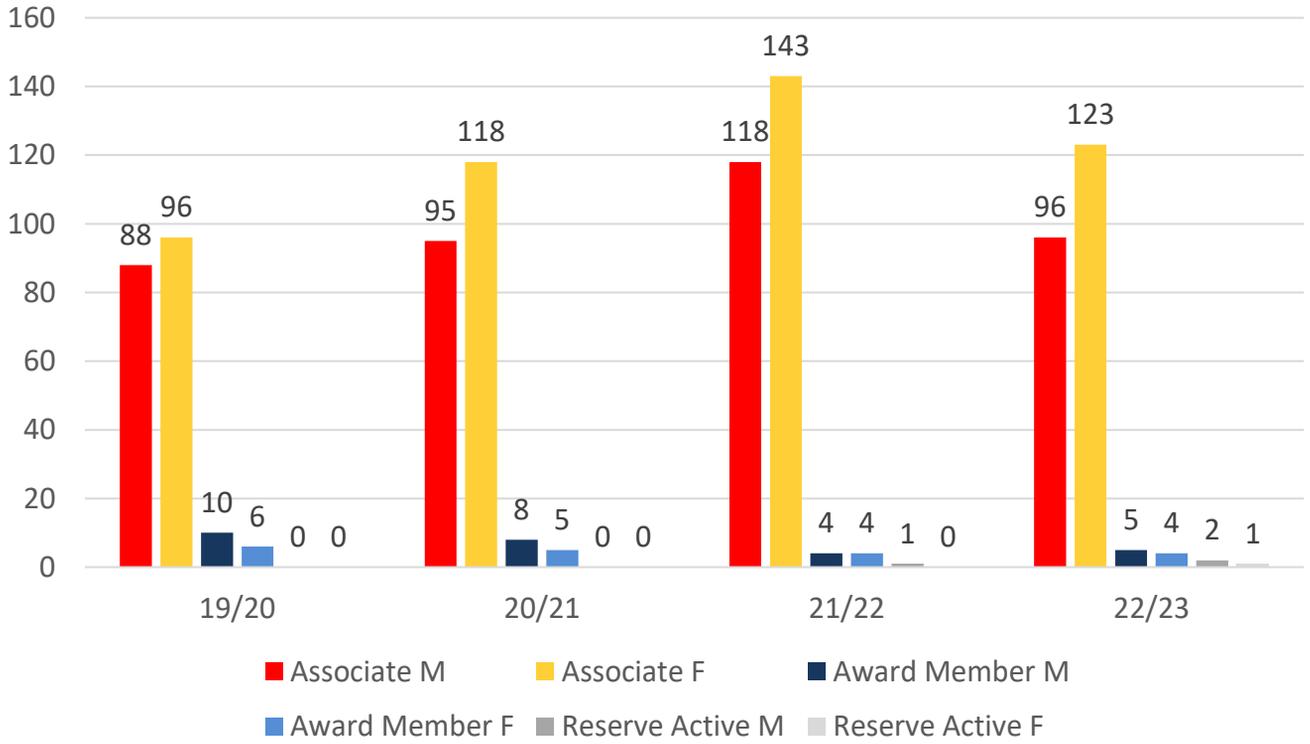
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



205

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



235

MEMBERS LOST FROM THE ORGANISATION

BROADBEACH 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		12		0		12	
Junior Activities	237	145	61%	18	3	1%	89	38%	77	32%	0	0%	204	-14%
Cadet Member (13-15 years)	22	19	86%	0	0	0%	3	14%	2	9%	0	0%	21	-5%
Active (15-18 yrs)	37	30	81%	-10	1	3%	6	16%	3	8%	2	5%	45	22%
Active (18yrs and over)	105	90	86%	-13	0	0%	15	14%	30	29%	13	12%	146	39%
Award Member	8	8	100%	0	0	0%	0	0%	1	13%	0	0%	9	13%
Reserve Active	1	1	100%	-1	0	0%	0	0%	0	0%	1	100%	3	200%
Long Service	20	19	95%	0	0	0%	1	5%	2	10%	2	10%	23	15%
Past Active	23	16	70%	1	0	0%	7	30%	2	9%	1	4%	18	-22%
Associate	263	147	56%	5	3	1%	113	43%	76	29%	1	0%	219	-17%
Life Member	23	23	100%	-2	0	0%	0	0%	0	0%	0	0%	25	9%
General	0	0		0	0		0		0		0		0	
Honorary	3	0	0%	0	2	67%	1	33%	0	0%	0	0%	0	-100%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	173	148	86%		1	1%	24	14%	36	21%	16		224	29%
Total	744	500	67%		9	1%	235	32%	205	28%	20		725	-3%

MEMBERSHIP RETENTION

BROADBEACH 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	15	83%	2	11%	3	17%	25
16-18 Years	36	30	83%	6	17%	3	8%	43
19-25 Years	23	17	74%	6	26%	13	57%	42
26-35 Years	14	13	93%	1	7%	4	29%	20
36-50 Years	37	30	81%	7	19%	8	22%	44
51-70 Years	39	37	95%	2	5%	4	10%	43
70+ Years	6	6	100%	0	0%	1	17%	7
Total	173	148	86%	24	14%	36	21%	224

BROADBEACH 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	28					25		25
Under 7	26	15	54%	12	43%	12	43%	27
Under 8	46	17	65%	8	31%	13	50%	30
Under 9	34	28	61%	17	37%	12	26%	41
Under 10	33	17	50%	17	50%	4	12%	21
Under 11	22	22	67%	11	33%	7	21%	29
Under 12	20	12	55%	10	45%	3	14%	15
Under 13	16	15	75%	5	25%	1	5%	16
Under 14	12	8	50%	8	50%	0	0%	0
Transitioned From JA		11	92%					

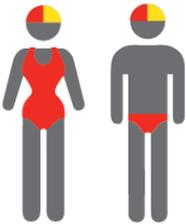
MEMBERSHIP RETENTION

2020/21



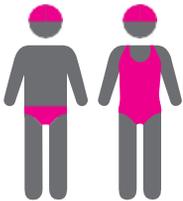
72%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



67%

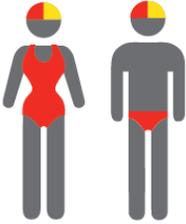
JUNIOR MEMBERSHIP
RETENTION

2021/22



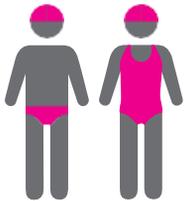
74%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



71%

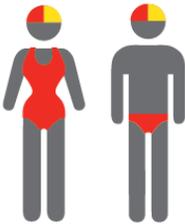
JUNIOR MEMBERSHIP
RETENTION

2022/23



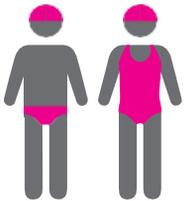
67%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION