

MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



102

ACTIVE MEMBERSHIP



2% Decrease



506

TOTAL MEMBERSHIP



6% Decrease



195

JUNIOR MEMBERSHIP



8% 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.

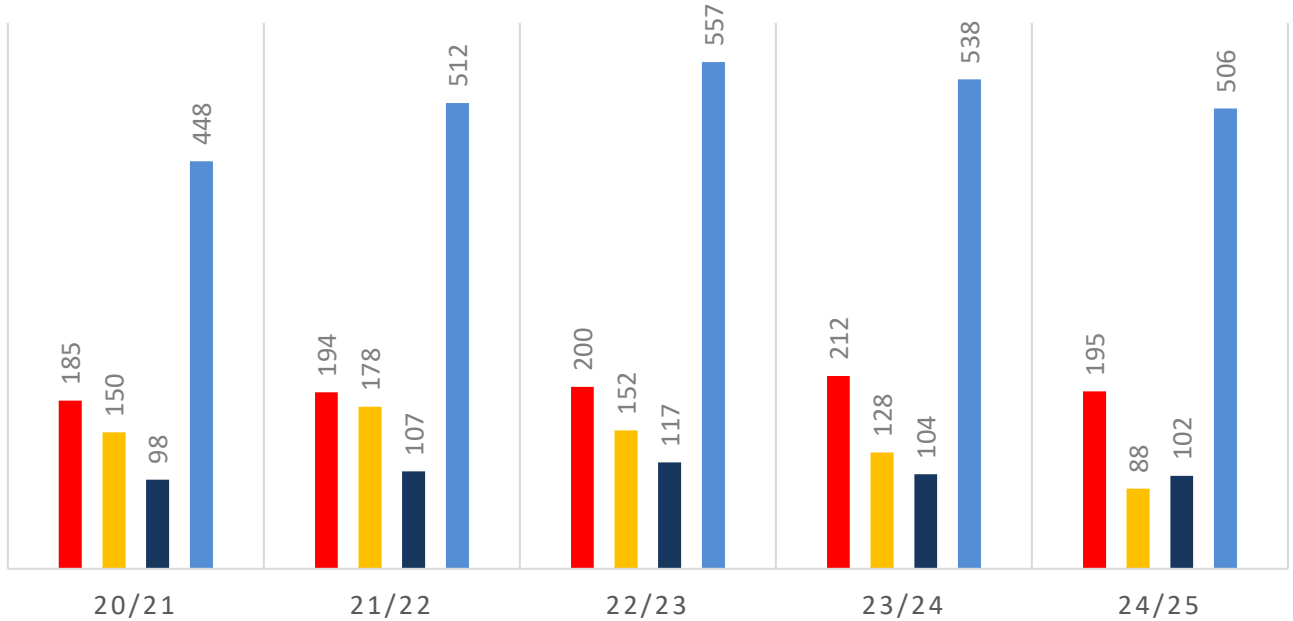
Note:

- Club Membership Statistics are delivered twice each season in January 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.

5 YEAR TREND ANALYSIS

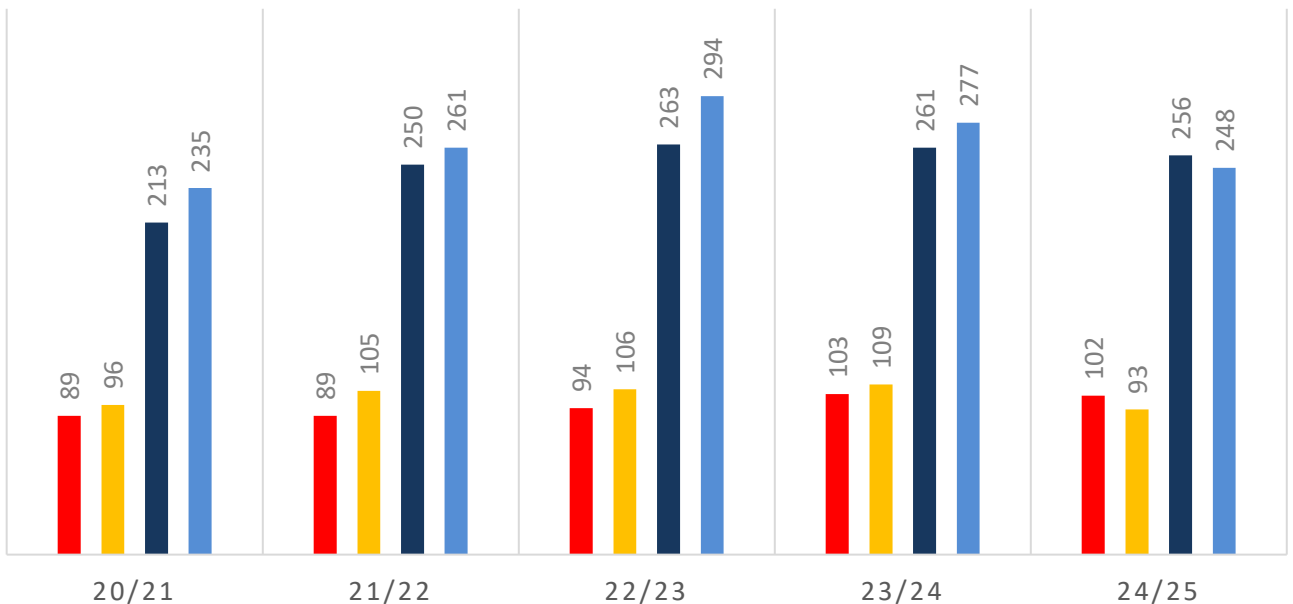
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



141

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



168

MEMBERS LOST FROM
BUNDABERG SLSC

Bundaberg 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	66	37	56%	1	1	2%	28	42%	57	86%	1	2%	94	42%
Nipper Parent	0	0			0		0		1		0		2	
Junior Activities	212	137	65%	9	3	1%	72	34%	66	31%	1	0%	195	-8%
Cadet Member (13-15 years)	20	13	65%		2	10%	5	25%	0	0%	1	5%	17	-15%
Active (15-18 yrs)	20	13	65%		0	0%	7	35%	0	0%	0	0%	17	-15%
Active (18yrs and over)	55	45	82%		2	4%	8	15%	7	13%	2	4%	56	2%
Award Member	6	4	67%		0	0%	2	33%	1	17%	0	0%	8	33%
Reserve Active	3	2	67%		0	0%	1	33%	1	33%	0	0%	4	33%
Long Service	2	2	100%		0	0%	0	0%	1	50%	1	50%	4	100%
Past Active	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Associate	128	87	68%	4	3	2%	38	30%	5	4%	0	0%	88	-31%
Life Member	15	15	100%		0	0%	0	0%	0	0%	0	0%	15	0%
General	1	1	100%	1	0	0%	0	0%	2	200%	0	0%	2	100%
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	6	0	0%		0	0%	6	100%	0	0%	0	0%	1	-83%
Total Active	104	77	74%		4	4%	23	22%	9	9%	3	3%	102	-2%
Total	538	359	67%		11	2%	168	31%	141	26%	6	1%	506	-6%

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

MEMBERSHIP RETENTION

Bundaberg 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%	6	27%	0	0%	17
16-18 Years	18	12	67%	6	33%	0	0%	19
19-25 Years	4	2	50%	2	50%	1	25%	3
26-35 Years	7	6	86%	1	14%	3	43%	8
36-50 Years	33	28	85%	4	12%	4	12%	38
51-70 Years	19	14	74%	4	21%	1	5%	16
70+ Years	1	1	100%	0	0%	0	0%	1
Total	104	77	74%	23	22%	9	9%	102

Bundaberg 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	31					27		28
Under 7	37	22	71%	9	29%	16	52%	37
Under 8	30	23	62%	13	35%	5	14%	28
Under 9	26	21	70%	9	30%	7	23%	28
Under 10	29	16	62%	10	38%	3	12%	19
Under 11	15	14	48%	14	48%	2	7%	16
Under 12	19	11	73%	4	27%	2	13%	13
Under 13	13	13	68%	6	32%	2	11%	15
Under 14	12	8	62%	4	31%	2	15%	11
Transitioned From JA		9	75%					