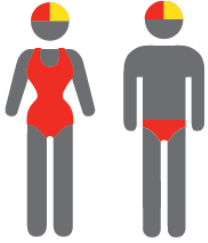


## MEMBERSHIP STATISTICS REPORT EOS 2022/23



125

ACTIVE MEMBERSHIP



13% Increase



558

TOTAL MEMBERSHIP



8% Increase



193

JUNIOR MEMBERSHIP



1% 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

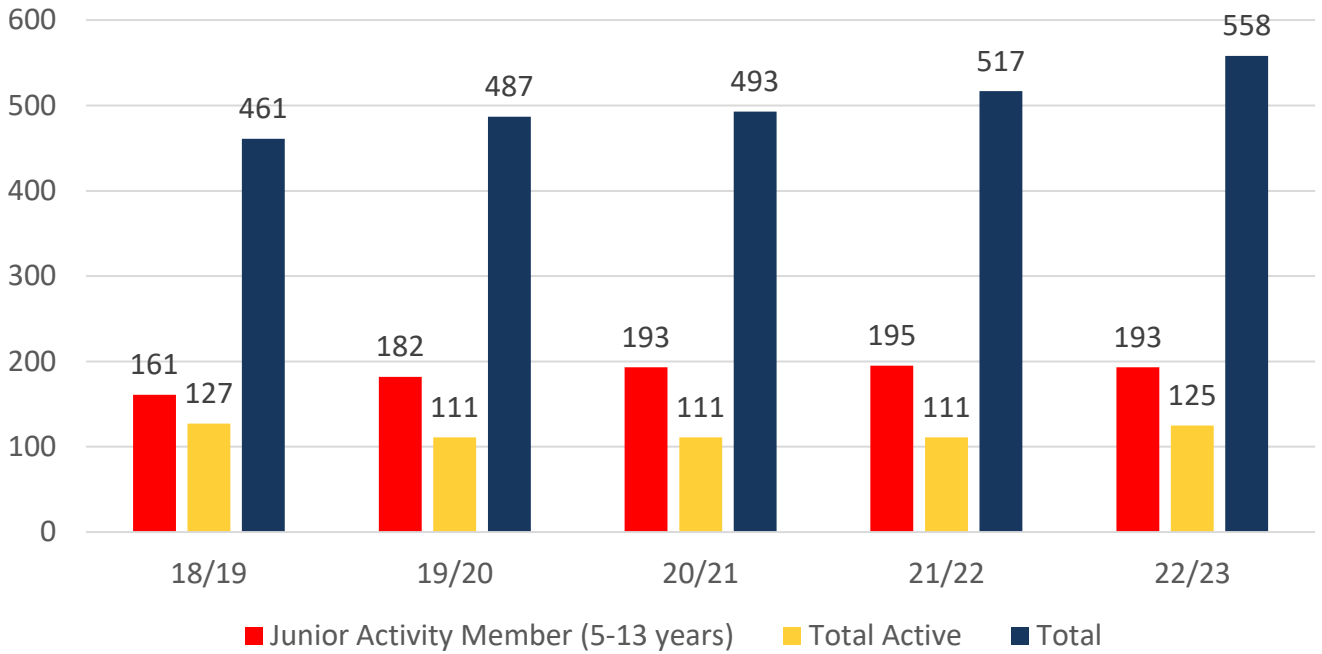
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	1	0	1	1	66
Junior Activity Member (5-13 years)	161	183	193	195	193
Cadet Member (13-15 years)	28	23	20	22	25
Active Junior (15-18 years)	28	21	23	23	26
Active Senior (18years and over)	61	59	59	58	67
Award Member	7	5	4	5	4
Reserve Active	3	3	5	3	3
Long Service	3	3	4	6	2
Past Active	2	2	1	1	0
Associate	141	167	161	177	152
Life Member	19	18	19	22	16
General	1	0	0	0	1
Honorary	2	1	1	3	2
Non Member Participants	0	0	0	0	0
Leave / Restricted	4	2	2	1	1
Total Active	127	111	111	111	125
Total	461	487	493	517	558

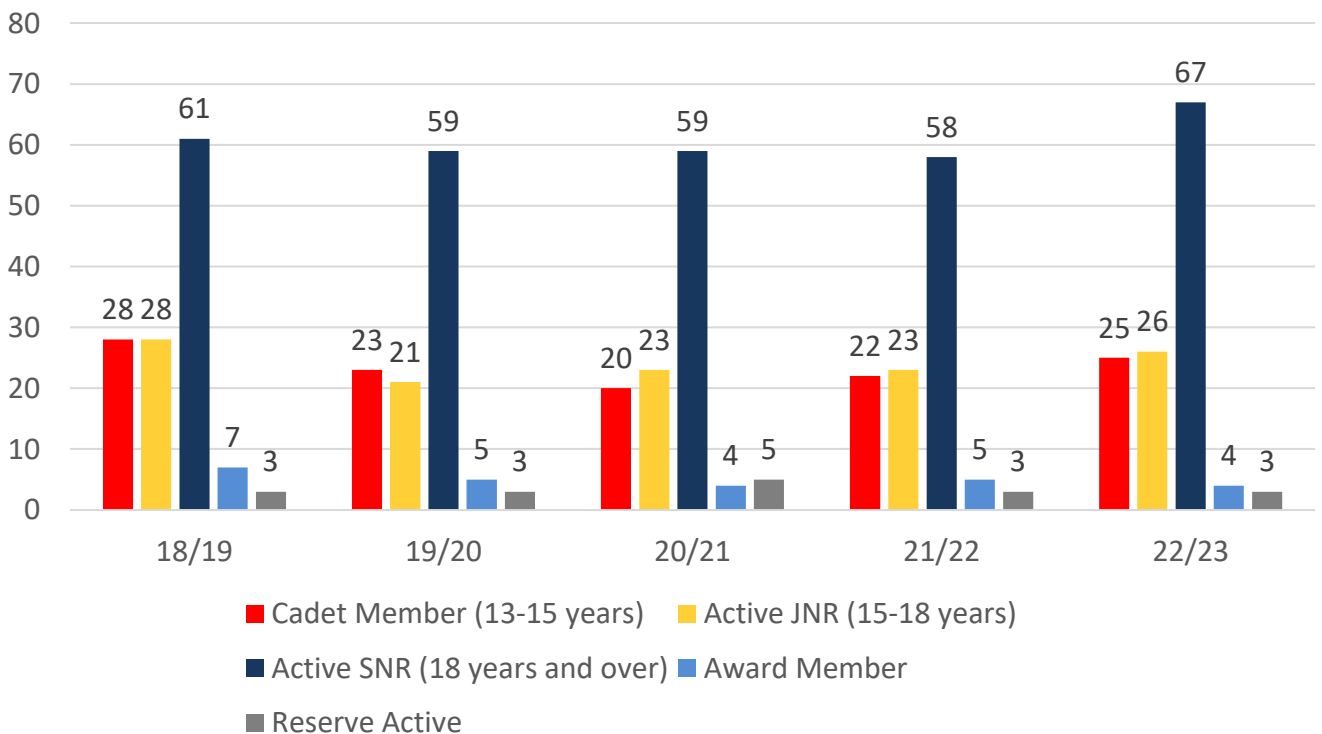
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	13	21	25	20	30
Under 7	21	19	32	26	30
Under 8	24	25	15	36	30
Under 9	24	27	26	26	31
Under 10	21	21	24	23	26
Under 11	23	20	21	22	23
Under 12	18	24	18	16	22
Under 13	10	13	18	12	13
Under 14	7	13	12	14	15
Junior Activities Total	161	183	191	195	220

# 5 YEAR TREND ANALYSIS

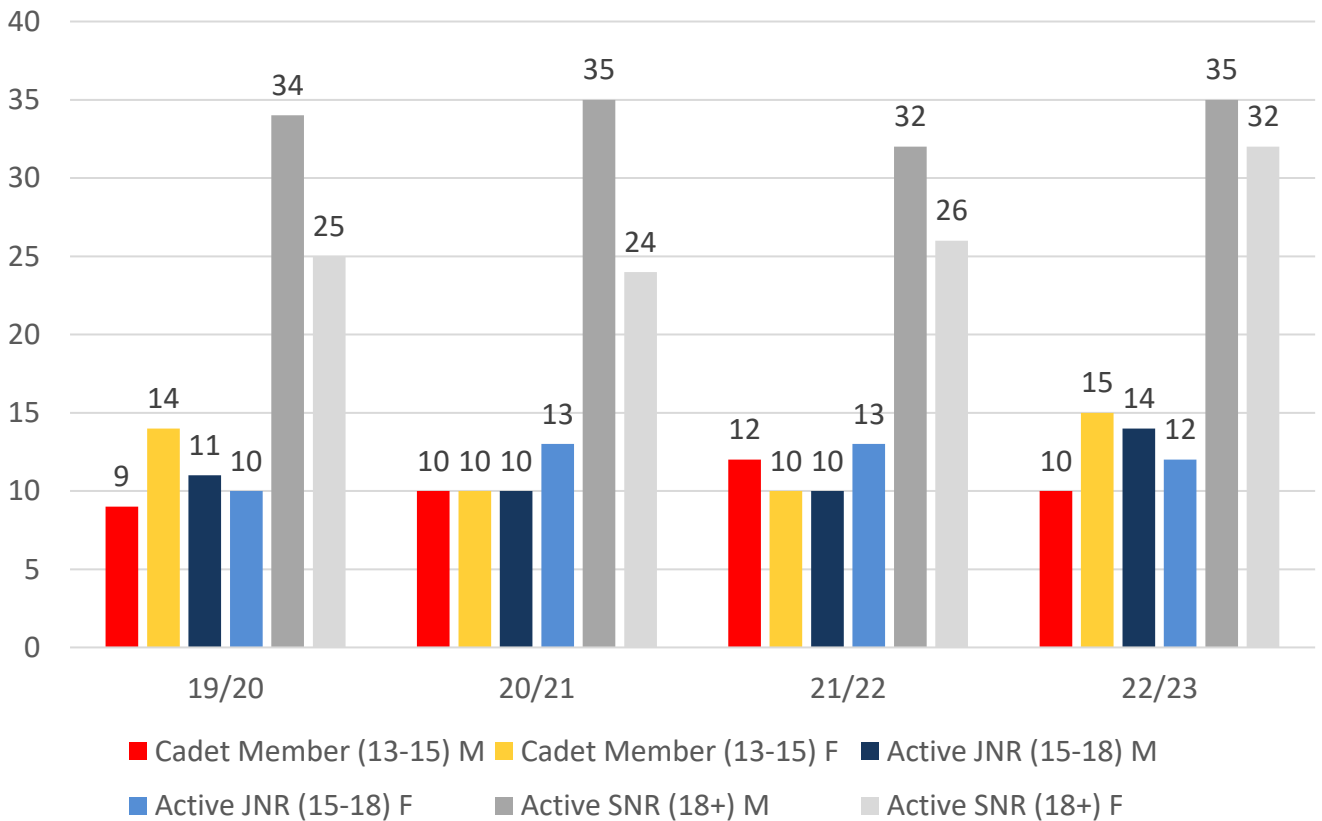
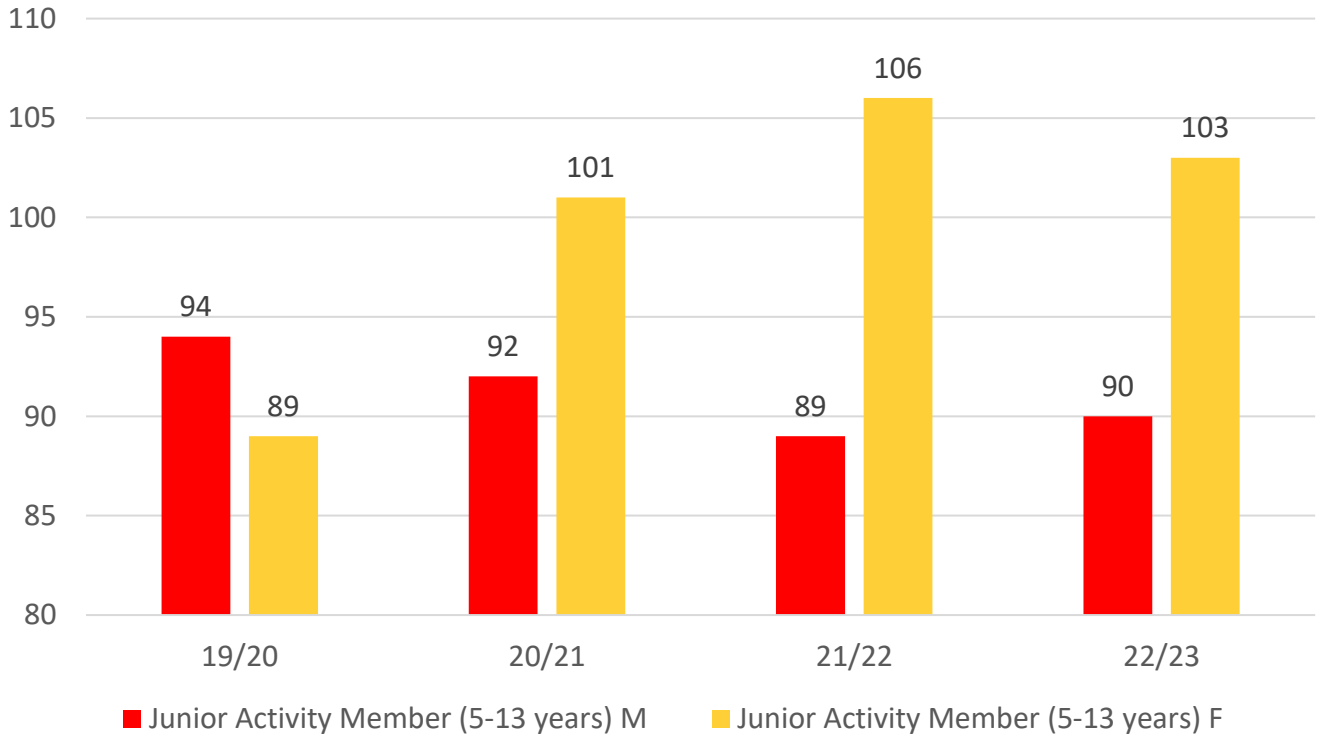
## Total Membership



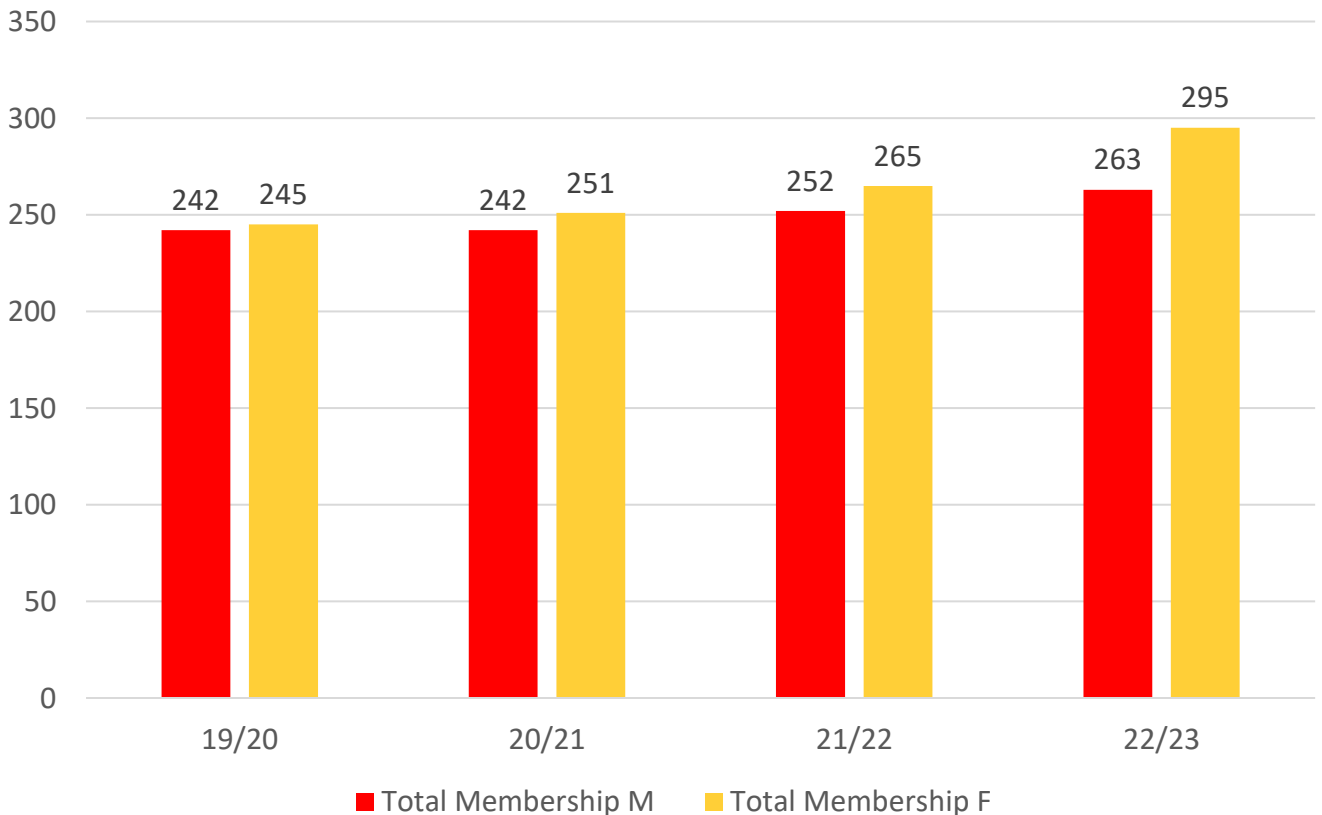
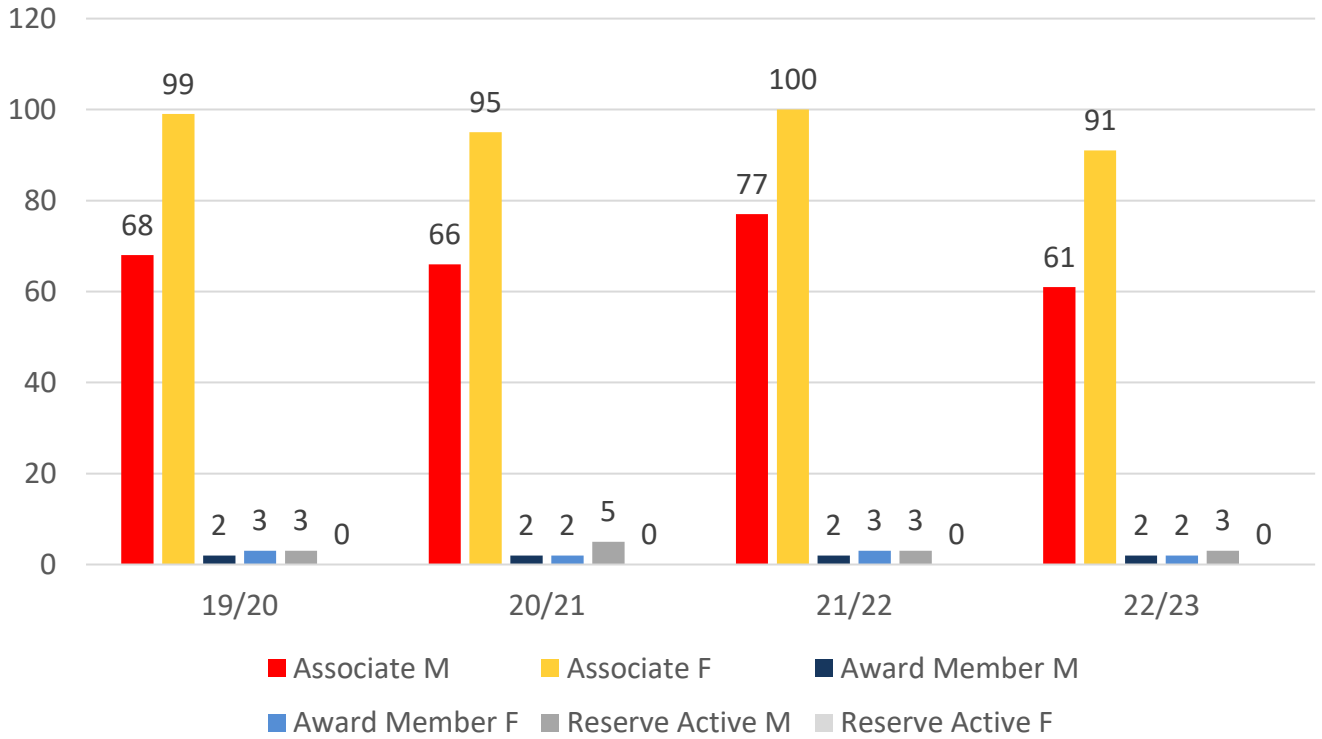
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**180**

**BRAND NEW MEMBERS**



**71%**

**MEMBERSHIP RETENTION**



**146**

**MEMBERS LOST FROM THE ORGANISATION**

BUNDABERG 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	1	1	100%	-1	0	0%	0	0%	64	6400%	0	0%	66	6500%
Junior Activities	195	139	71%	18	2	1%	54	28%	67	34%	5	3%	193	-1%
Cadet Member (13-15 years)	22	17	77%	-3	0	0%	5	23%	4	18%	1	5%	25	14%
Active (15-18 yrs)	23	17	74%	-7	0	0%	6	26%	2	9%	0	0%	26	13%
Active (18yrs and over)	58	46	79%	-14	1	2%	11	19%	3	5%	4	7%	67	16%
Award Member	5	5	100%	1	0	0%	0	0%	0	0%	0	0%	4	-20%
Reserve Active	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Long Service	6	3	50%	1	2	33%	1	17%	0	0%	0	0%	2	-67%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	177	117	66%	6	0	0%	60	34%	39	22%	2	1%	152	-14%
Life Member	22	15	68%	-1	0	0%	7	32%	0	0%	0	0%	16	-27%
General	0	0		-1	0		0		0		0		1	
Honorary	3	1	33%	0	0	0%	2	67%	1	33%	0	0%	2	-33%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
<b>Total Active</b>	<b>111</b>	<b>88</b>	<b>79%</b>		<b>1</b>	<b>1%</b>	<b>22</b>	<b>20%</b>	<b>9</b>	<b>8%</b>	<b>5</b>		<b>125</b>	<b>13%</b>
<b>Total</b>	<b>517</b>	<b>366</b>	<b>71%</b>		<b>5</b>	<b>1%</b>	<b>146</b>	<b>28%</b>	<b>180</b>	<b>35%</b>	<b>12</b>		<b>558</b>	<b>8%</b>

# MEMBERSHIP RETENTION

BUNDABERG 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	15	83%	3	17%	3	17%	24
16-18 Years	22	15	68%	7	32%	3	14%	27
19-25 Years	9	6	67%	3	33%	1	11%	11
26-35 Years	9	8	89%	1	11%	0	0%	9
36-50 Years	39	33	85%	5	13%	1	3%	35
51-70 Years	14	11	79%	3	21%	1	7%	18
70+ Years	0	0		0		0		1
<b>Total</b>	111	88	79%	22	20%	9	8%	125

BUNDABERG 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	20					23		23
Under 7	26	15	75%	5	25%	14	70%	29
Under 8	36	17	65%	8	31%	10	38%	28
Under 9	26	23	64%	13	36%	7	19%	31
Under 10	23	18	69%	8	31%	6	23%	24
Under 11	22	16	70%	6	26%	2	9%	20
Under 12	16	18	82%	4	18%	3	14%	21
Under 13	12	10	63%	6	38%	1	6%	11
Under 14	14	11	92%	1	8%	1	8%	6
Transitioned From JA		11	79%					

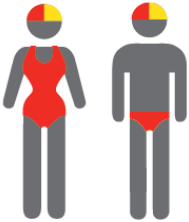
# MEMBERSHIP RETENTION

2020/21



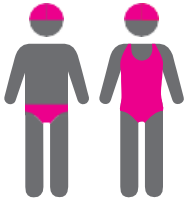
69%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



68%

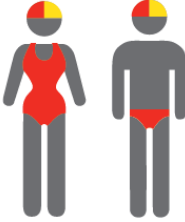
JUNIOR MEMBERSHIP  
RETENTION

2021/22



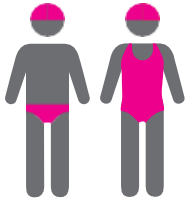
68%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



64%

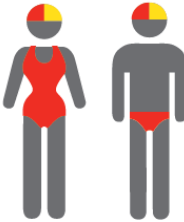
JUNIOR MEMBERSHIP  
RETENTION

2022/23



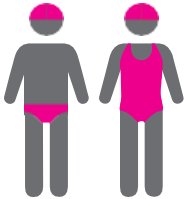
71%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



71%

JUNIOR MEMBERSHIP  
RETENTION