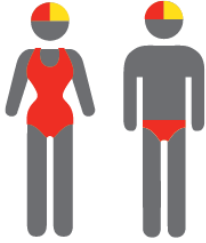


BURLEIGH HEADS MOWBRAY PARK

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



345

ACTIVE MEMBERSHIP



15% Decrease



1310

TOTAL MEMBERSHIP



9% Increase



387

JUNIOR MEMBERSHIP



14% 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

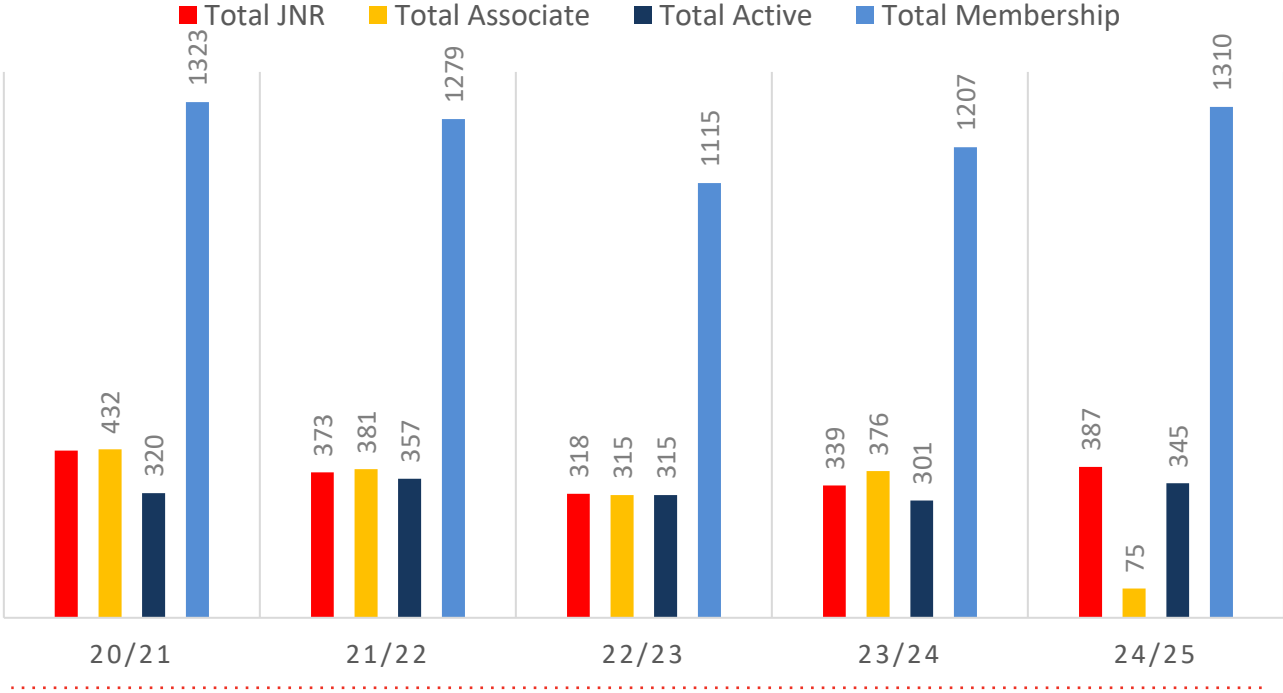
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

Note:

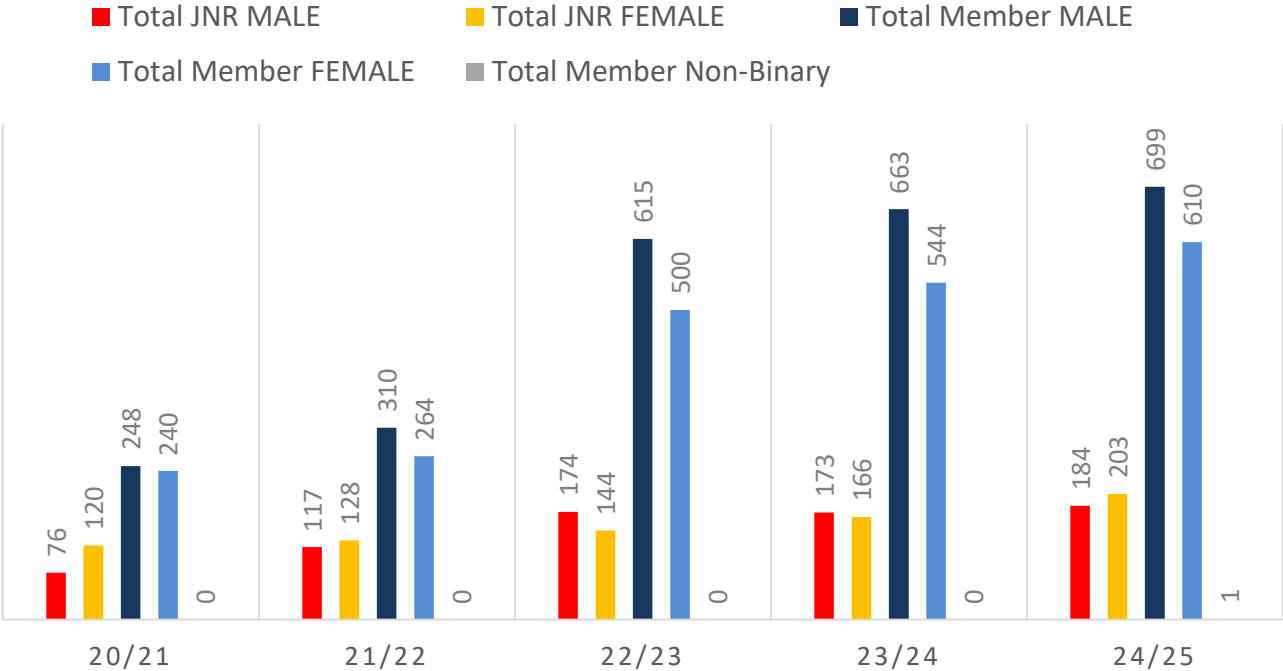
- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5-YEAR TREND ANALYSIS

MEMBERSHIP TOTALS



GENDER BREAKDOWN



MEMBERSHIP RETENTION



406

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



354

MEMBERS LOST FROM THE ORGANISATION

Burleigh Heads 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	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-
Nipper Parent	0	0			0		0		165		6		324	
Junior Activities	339	220	65%	16	7	2%	112	33%	163	48%	20	6%	387	14%
Cadet Member (13-15 years)	38	29	76%	4	1	3%	8	21%	4	11%	4	11%	33	-13%
Active (15-18 yrs)	47	36	77%		4	9%	7	15%	6	13%	5	11%	64	36%
Active (18yrs and over)	208	176	85%		3	1%	29	14%	32	15%	26	13%	241	16%
Award Member	6	6	100%		0	0%	0	0%	0	0%	0	0%	6	0%
Reserve Active	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Long Service	81	73	90%		0	0%	8	10%	6	7%	5	6%	91	12%
Past Active	48	35	73%		0	0%	13	27%	4	8%	0	0%	43	-10%
Associate	376	207	55%	165	6	2%	163	43%	26	7%	7	2%	75	-80%
Life Member	20	19	95%		0	0%	1	5%	0	0%	0	0%	20	0%
General	2	0	0%		0	0%	2	100%	0	0%	0	0%	0	-
Honorary	29	25	86%		0	0%	4	14%	0	0%	0	0%	25	-14%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	10	3	30%	3	1	10%	6	60%	0	0%	0	0%	0	-
Total Active	301	249	83%		8	3%	44	15%	42	14%	35	12%	345	15%
Total	1207	831	69%		22	2%	354	29%	406	34%	73	6%	1310	9%

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

MEMBERSHIP RETENTION

Burleigh Heads 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	41	32	78%	7	17%	4	10%	38
16-18 Years	43	33	77%	7	16%	5	12%	56
19-25 Years	78	58	74%	19	24%	15	19%	89
26-35 Years	20	14	70%	5	25%	7	35%	22
36-50 Years	76	70	92%	5	7%	8	11%	88
51-70 Years	39	38	97%	1	3%	3	8%	47
70+ Years	4	4	100%	0	0%	0	0%	5
Total	301	249	83%	44	15%	42	14%	345

Burleigh Heads 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	47					62		62
Under 7	43	31	66%	15	32%	30	64%	62
Under 8	59	24	56%	16	37%	16	37%	45
Under 9	38	39	66%	19	32%	19	32%	62
Under 10	38	22	58%	16	42%	13	34%	34
Under 11	33	24	63%	13	34%	6	16%	35
Under 12	27	22	67%	11	33%	10	30%	34
Under 13	32	22	81%	5	19%	3	11%	27
Under 14	21	23	72%	9	28%	3	9%	24
Transitioned From JA		13	62%					