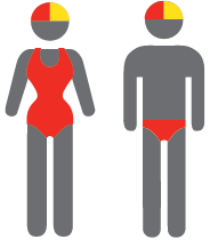


# BURLEIGH HEADS MOWBRAY PARK

## MEMBERSHIP STATISTICS REPORT EOS 2021/22



**345**

**ACTIVE MEMBERSHIP**



**8% Decrease**



**1291**

**TOTAL MEMBERSHIP**



**8% Decrease**



**373**

**JUNIOR MEMBERSHIP**



**16% 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.

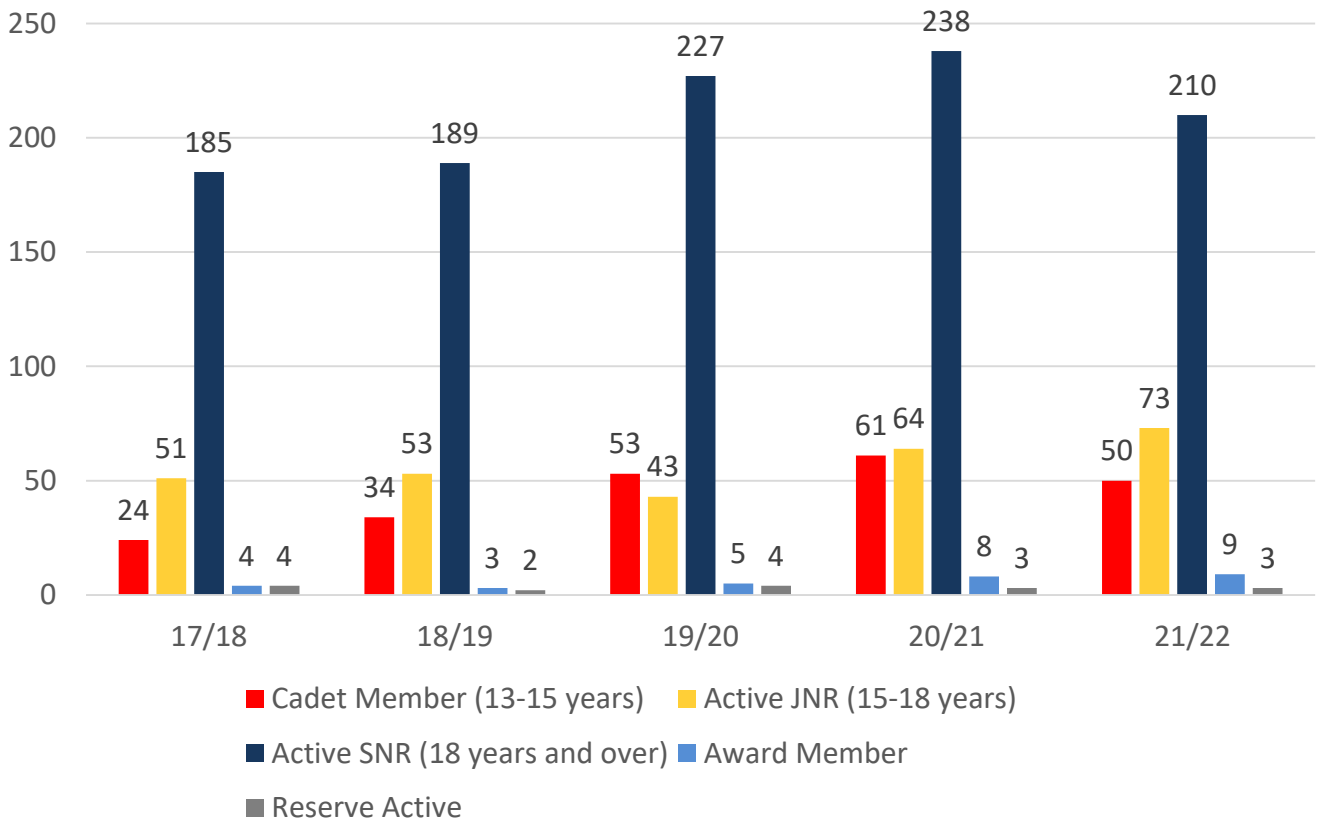
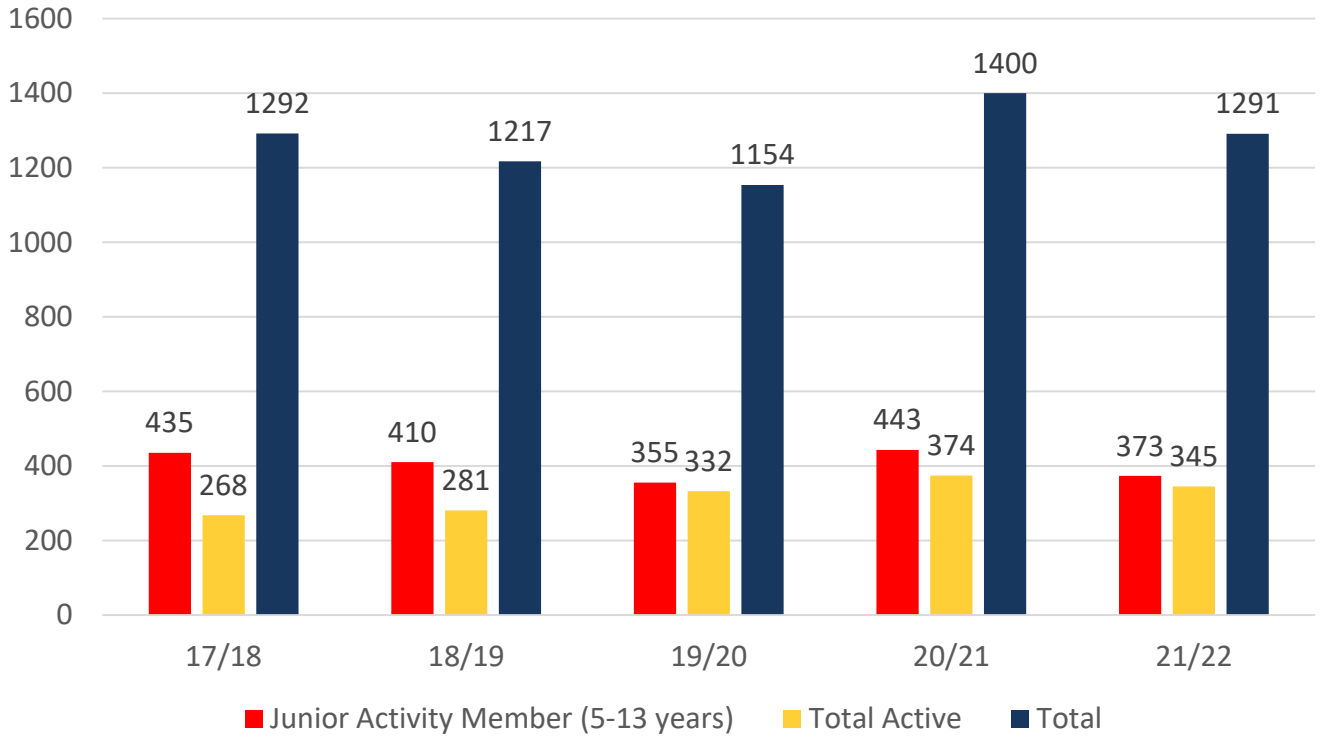
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

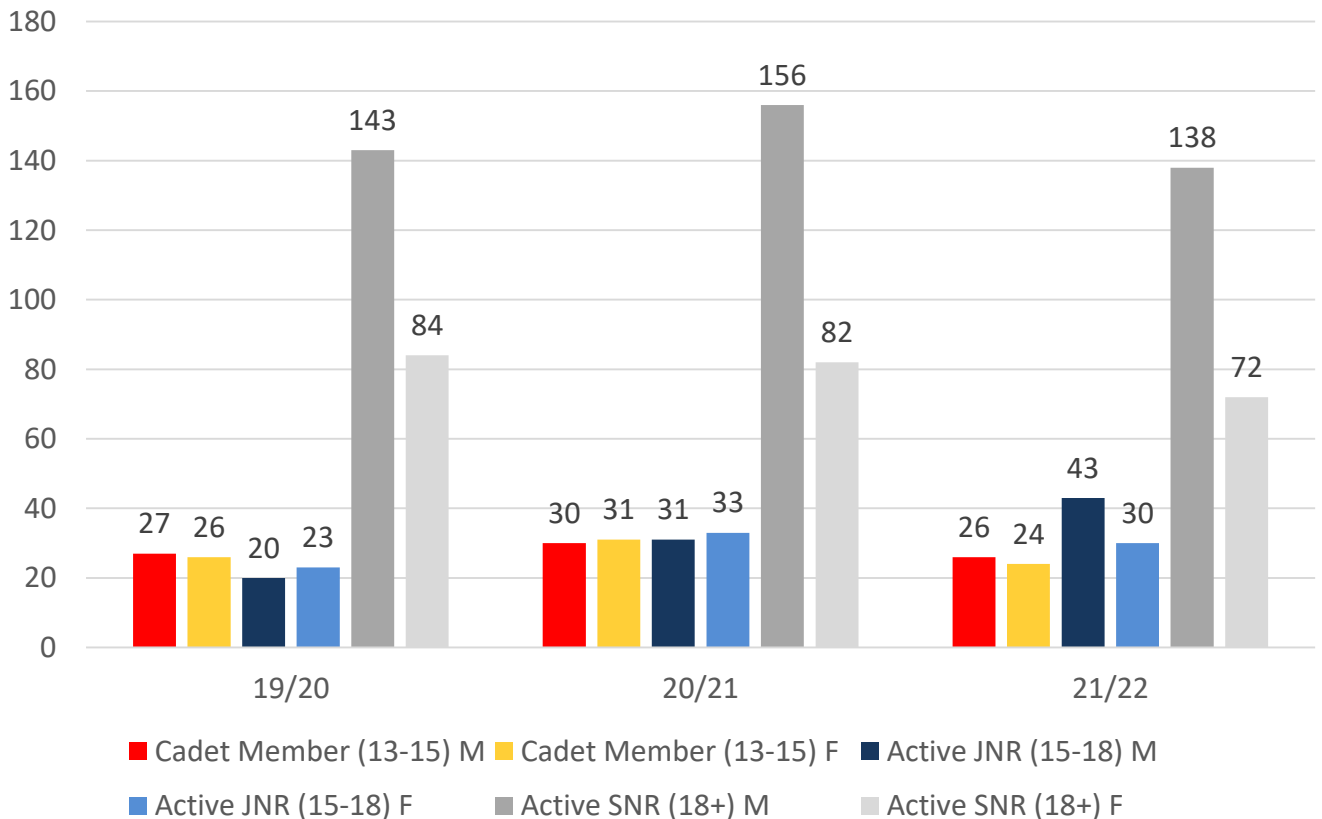
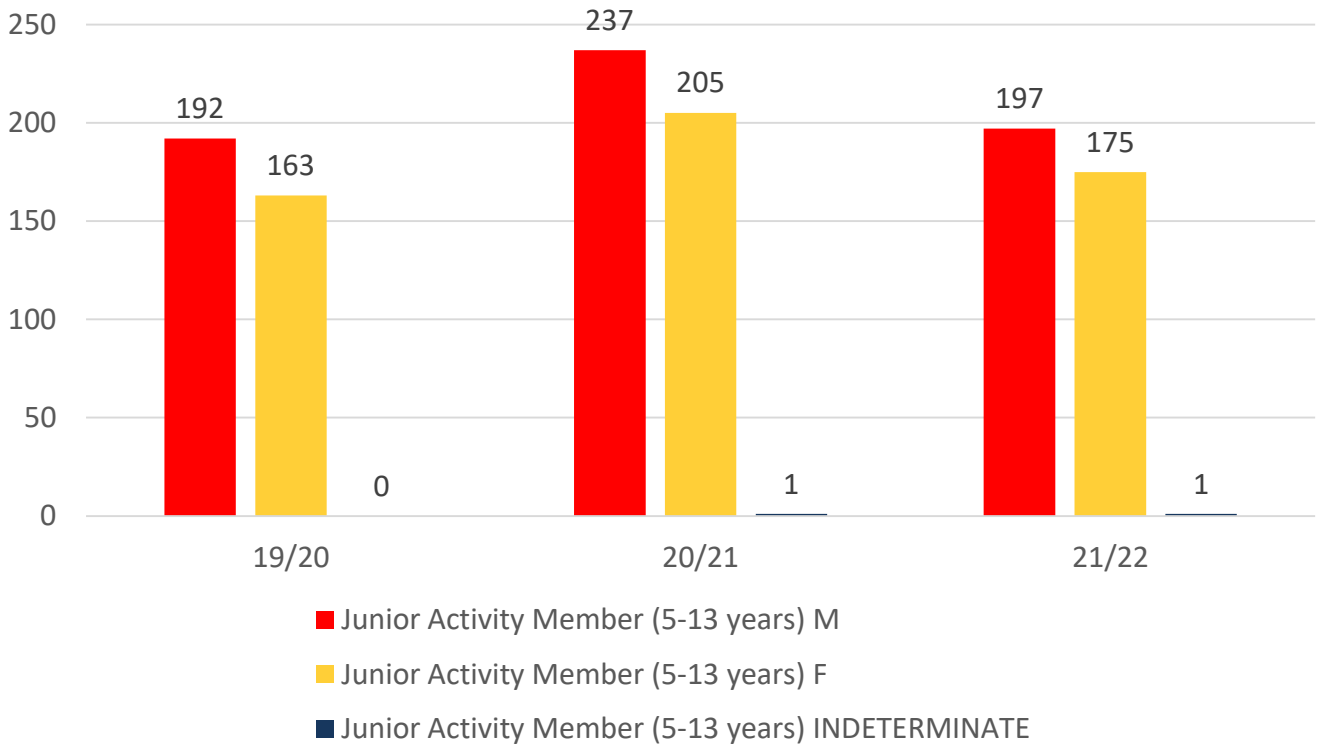
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	1	1	0
Junior Activity Member (5-13 years)	435	410	355	443	373
Cadet Member (13-15 years)	24	34	53	61	50
Active Junior (15-18 years)	51	53	43	64	73
Active Senior (18years and over)	185	189	227	238	210
Award Member	4	3	5	8	9
Reserve Active	4	2	4	3	3
Long Service	59	64	66	74	63
Past Active	34	20	17	29	70
Associate	447	393	326	430	385
Life Member	17	16	22	22	22
General	0	0	1	0	0
Honorary	29	30	30	23	29
Non Member Participants	0	0	0	0	0
Leave / Restricted	3	3	4	4	4
Total Active	268	281	332	374	345
Total	1292	1217	1154	1400	1291

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	64	50	52	64	53
Under 7	62	50	44	70	68
Under 8	69	66	54	65	56
Under 9	66	62	54	64	59
Under 10	51	57	42	45	38
Under 11	42	44	33	44	38
Under 12	32	32	36	42	34
Under 13	23	32	30	37	31
Under 14	26	17	10	11	31
Junior Activities Total	435	410	355	442	408

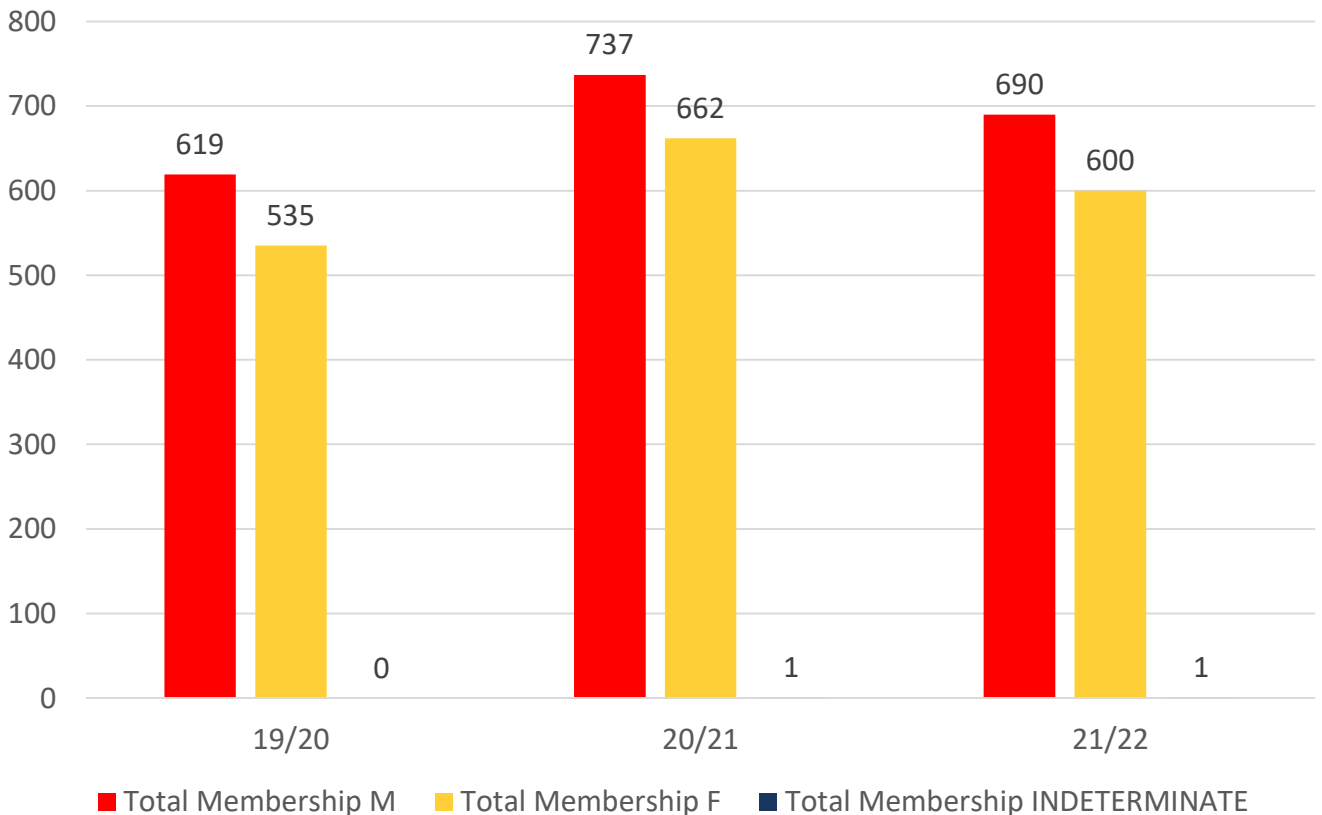
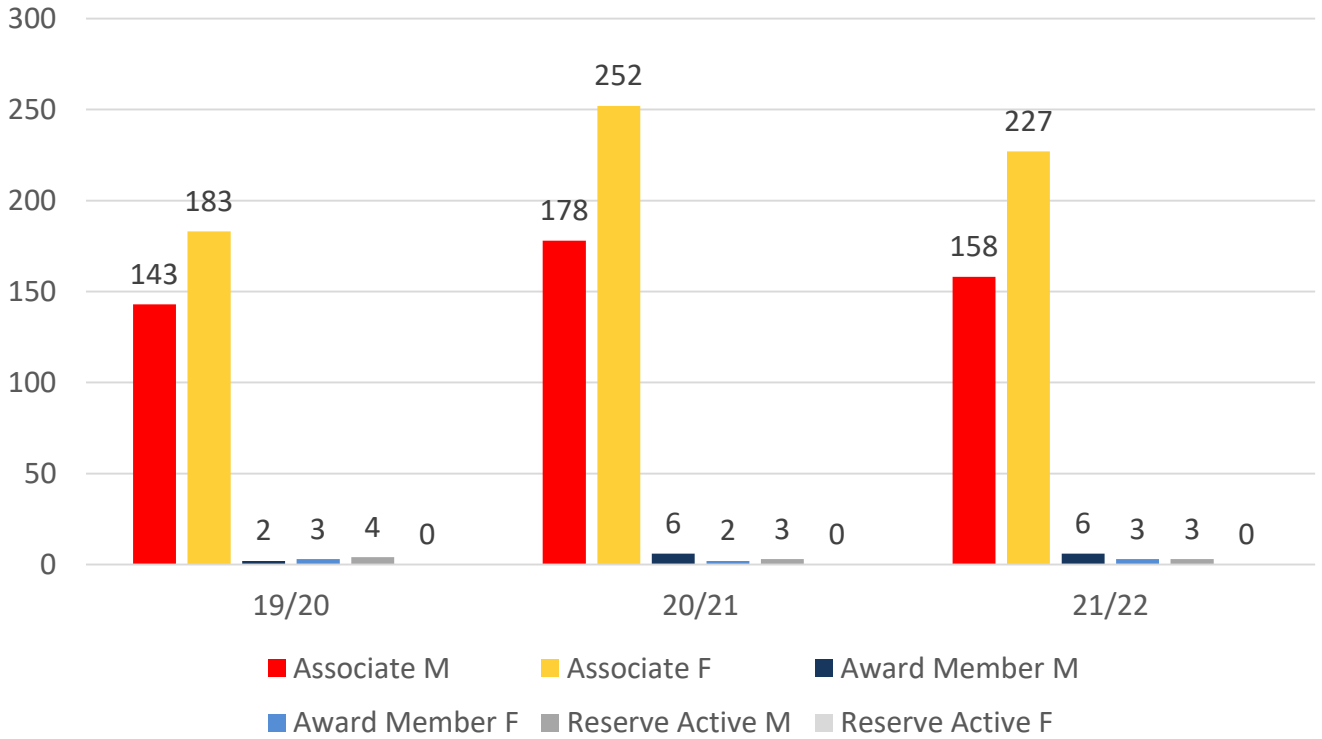
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**344**

**BRAND NEW MEMBERS**



**65%**

**MEMBERSHIP RETENTION**



**461**

**MEMBERS LOST FROM THE ORGANISATION**

BURLEIGH HEADS MOWBRAY PARK 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	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Junior Activities	443	252	57%	31	7	2%	184	42%	137	31%	15	3%	373	-16%
Cadet Member (13-15 years)	61	49	80%	4	3	5%	9	15%	5	8%	0	0%	50	-18%
Active (15-18 yrs)	64	44	69%	-24	6	9%	14	22%	0	0%	5	8%	73	14%
Active (18yrs and over)	238	195	82%	9	8	3%	35	15%	16	7%	8	3%	210	-12%
Award Member	8	5	63%	0	0	0%	3	38%	3	38%	1	13%	9	13%
Reserve Active	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Long Service	74	69	93%	12	1	1%	4	5%	3	4%	3	4%	63	-15%
Past Active	29	20	69%	-40	1	3%	8	28%	9	31%	1	3%	70	141%
Associate	430	225	52%	9	4	1%	201	47%	163	38%	6	1%	385	-10%
Life Member	22	21	95%	-1	0	0%	1	5%	0	0%	0	0%	22	0%
General	0	0		0	0		0		0		0		0	
Honorary	23	22	96%	0	1	4%	0	0%	7	30%	0	0%	29	26%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	4	2	50%	-1	0	0%	2	50%	1	25%	0	0%	4	0%
<b>Total Active</b>	<b>374</b>	<b>296</b>	<b>79%</b>		<b>17</b>	<b>5%</b>	<b>61</b>	<b>16%</b>	<b>24</b>	<b>6%</b>	<b>14</b>		<b>345</b>	<b>-8%</b>
<b>Total</b>	<b>1400</b>	<b>908</b>	<b>65%</b>		<b>31</b>	<b>2%</b>	<b>461</b>	<b>33%</b>	<b>344</b>	<b>25%</b>	<b>39</b>		<b>1291</b>	<b>-8%</b>

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

# MEMBERSHIP RETENTION

## BURLEIGH HEADS MOWBRAY PARK 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	57	45	79%	8	14%	5	9%	54
16-18 Years	61	43	70%	13	21%	0	0%	56
19-25 Years	72	56	78%	14	19%	3	4%	71
26-35 Years	25	18	72%	7	28%	3	12%	18
36-50 Years	106	89	84%	12	11%	12	11%	99
51-70 Years	49	41	84%	7	14%	1	2%	43
70+ Years	4	4	100%	0	0%	0	0%	4
<b>Total</b>	374	296	79%	61	16%	24	6%	345

## BURLEIGH HEADS MOWBRAY PARK 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	65					53		53
Under 7	70	36	55%	25	38%	26	40%	67
Under 8	65	41	59%	28	40%	14	20%	56
Under 9	64	34	52%	31	48%	23	35%	59
Under 10	45	32	50%	31	48%	4	6%	37
Under 11	44	28	62%	17	38%	6	13%	37
Under 12	42	26	59%	18	41%	5	11%	33
Under 13	37	24	57%	16	38%	5	12%	26
Under 14	11	26	70%	11	30%	1	3%	5
Transitioned From JA		5	45%					

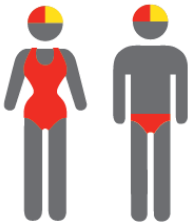
# MEMBERSHIP RETENTION

2019/20



64%

TOTAL MEMBERSHIP  
RETENTION



72%

ACTIVE MEMBERSHIP  
RETENTION



54%

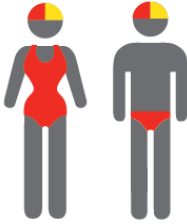
JUNIOR MEMBERSHIP  
RETENTION

2020/21



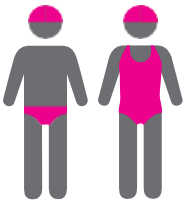
70%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



66%

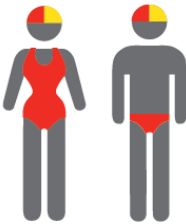
JUNIOR MEMBERSHIP  
RETENTION

2021/22



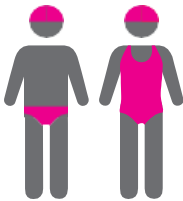
65%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION