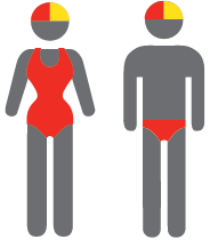


BURLEIGH HEADS MOWBRAY PARK

MEMBERSHIP STATISTICS REPORT EOS 2022/23



292

ACTIVE MEMBERSHIP



15% Decrease



1128

TOTAL MEMBERSHIP



13% Decrease



322

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

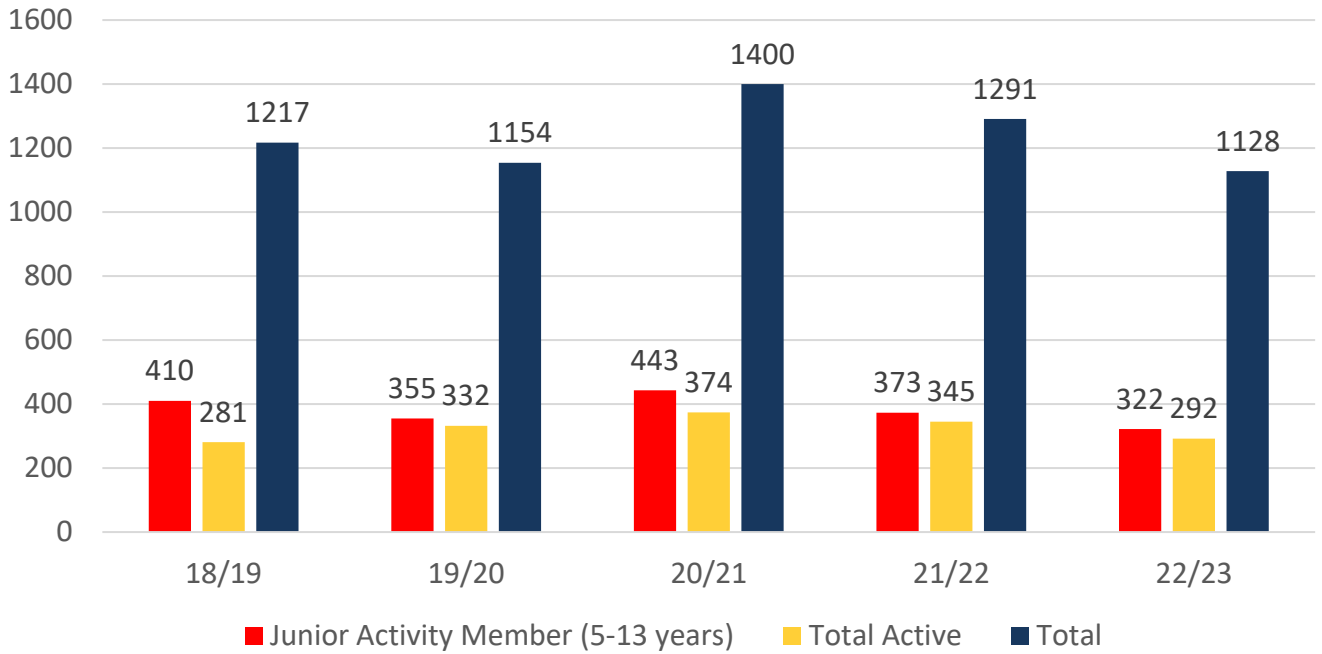
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	1	1	0	1
Junior Activity Member (5-13 years)	410	355	443	373	322
Cadet Member (13-15 years)	34	53	61	50	31
Active Junior (15-18 years)	53	43	64	73	52
Active Senior (18years and over)	189	227	238	210	200
Award Member	3	5	8	9	7
Reserve Active	2	4	3	3	2
Long Service	64	66	74	63	67
Past Active	20	17	29	70	71
Associate	393	326	430	385	320
Life Member	16	22	22	22	20
General	0	1	0	0	1
Honorary	30	30	23	29	31
Non Member Participants	0	0	0	0	1
Leave / Restricted	3	4	4	4	2
Total Active	281	332	374	345	292
Total	1217	1154	1400	1291	1128

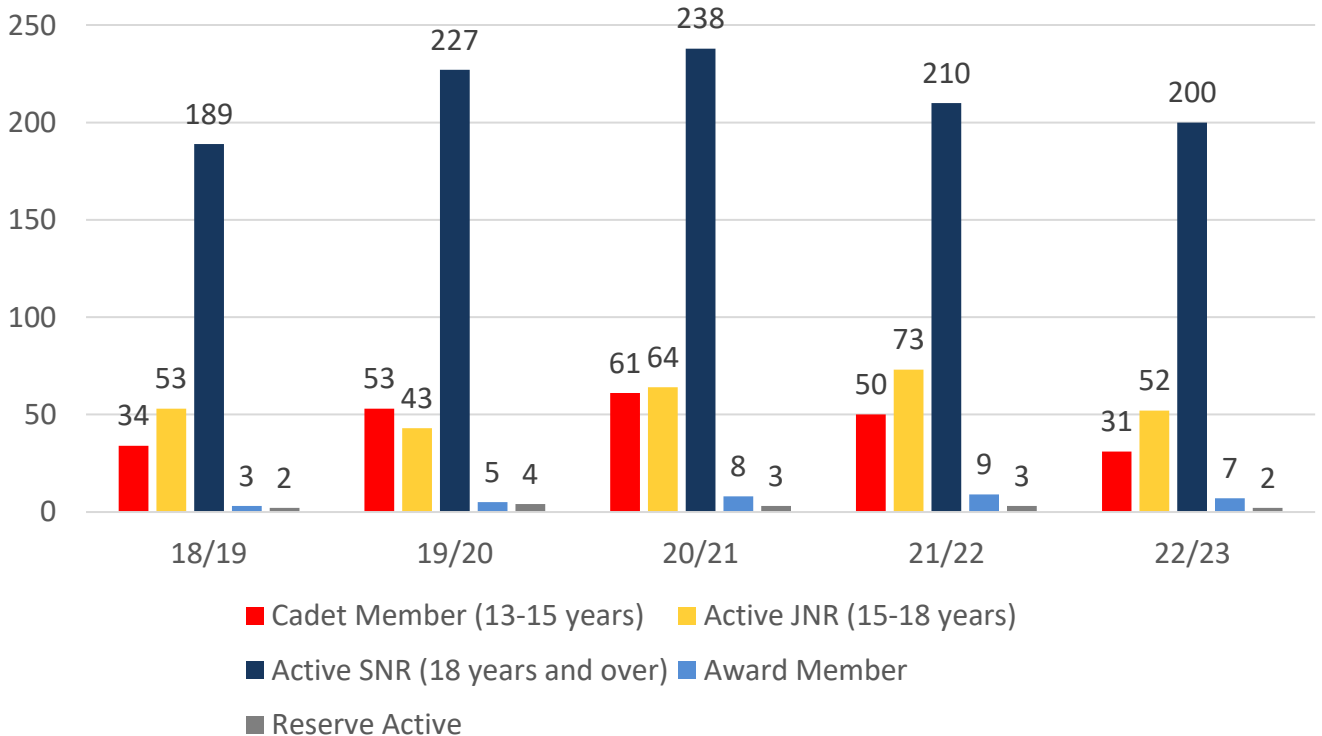
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	50	52	64	53	37
Under 7	50	44	70	68	51
Under 8	66	54	65	56	41
Under 9	62	54	64	59	30
Under 10	57	42	45	38	42
Under 11	44	33	44	38	33
Under 12	32	36	42	34	29
Under 13	32	30	37	31	33
Under 14	17	10	11	31	26
Junior Activities Total	410	355	442	408	322

5 YEAR TREND ANALYSIS

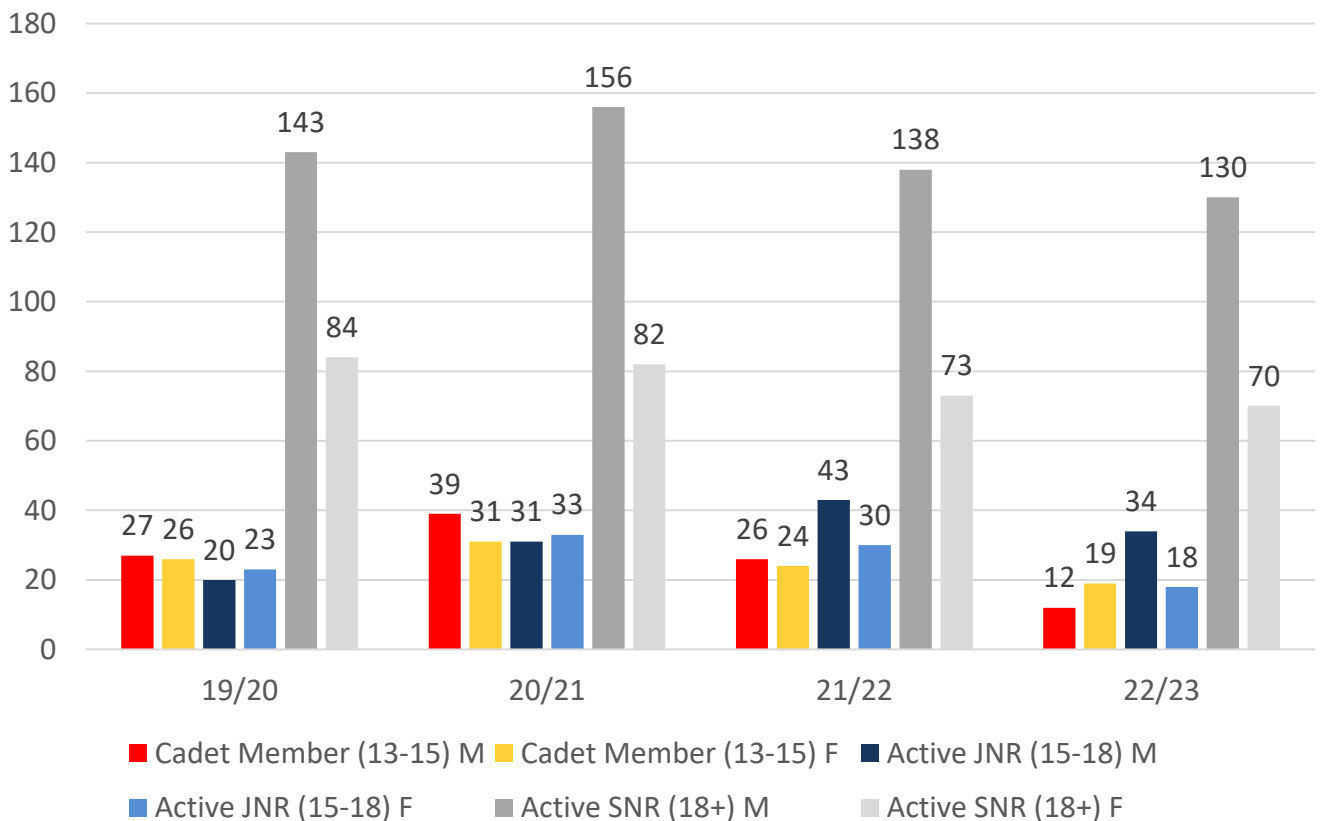
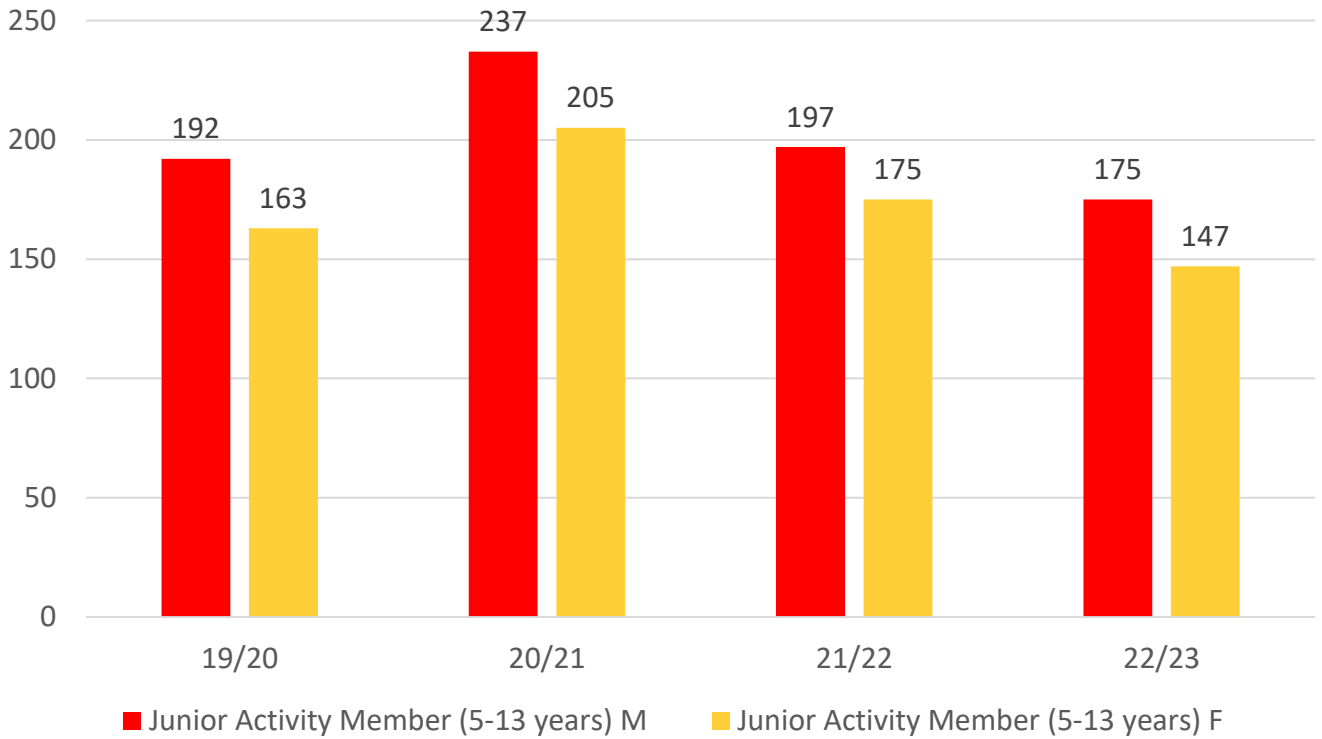
Total Membership



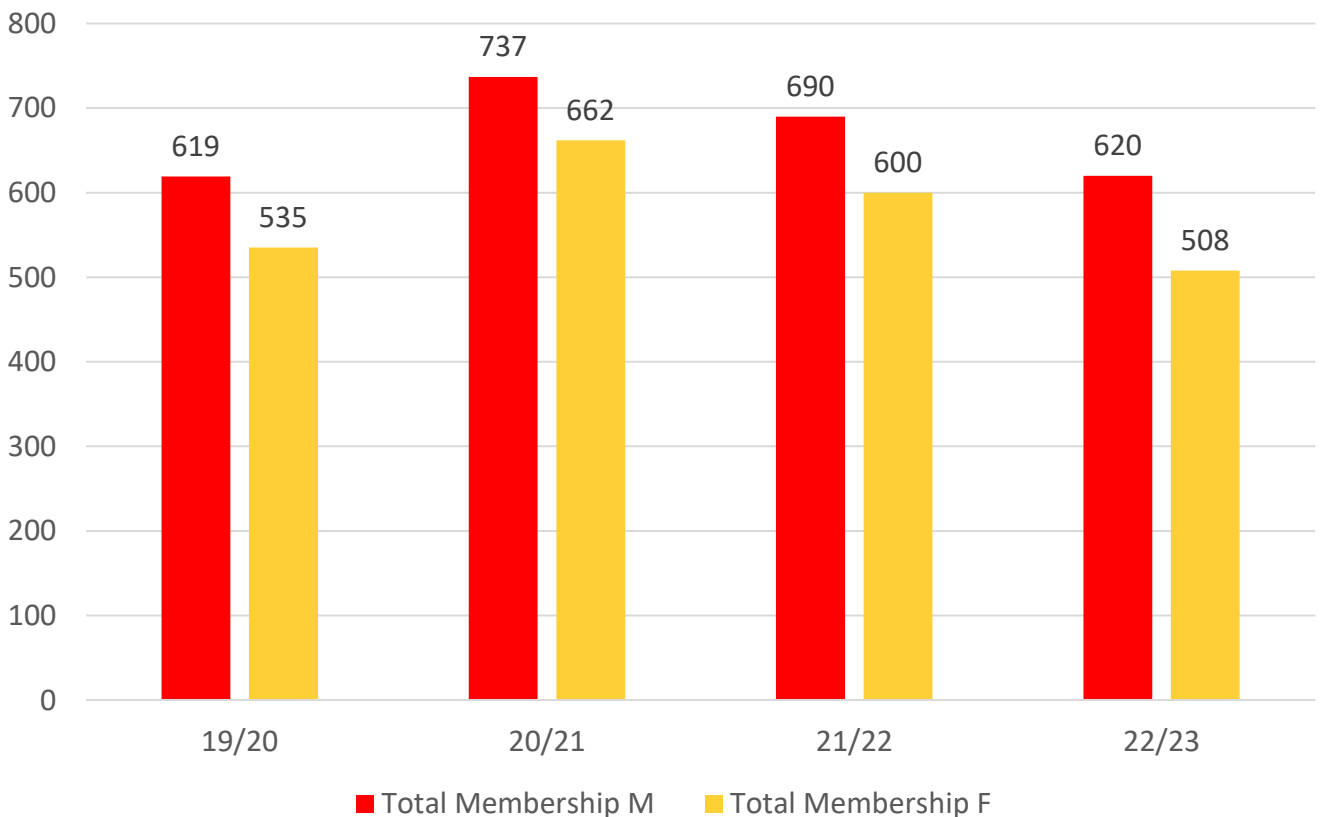
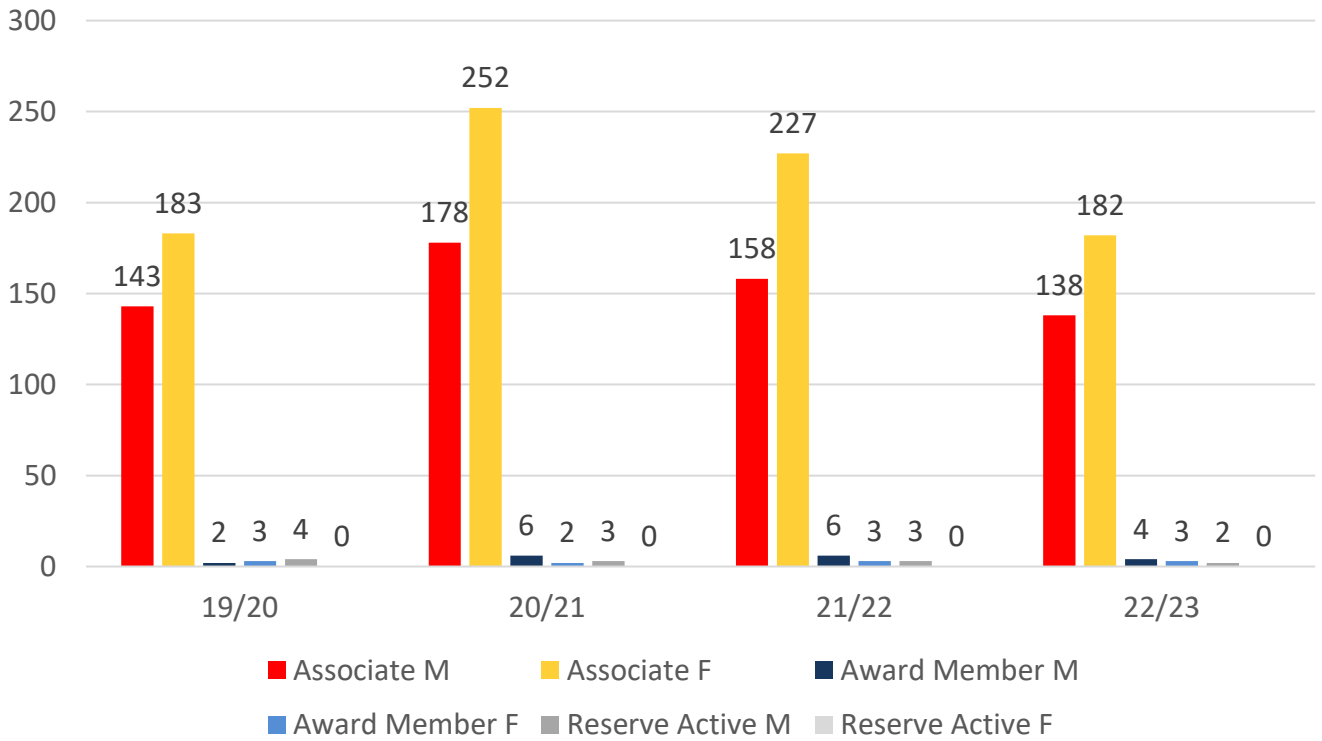
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



296

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



472

MEMBERS LOST FROM THE ORGANISATION

BURLEIGH HEADS MOWBRAY PARK 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	0	1		0		1		
Junior Activities	373	195	52%	-4	8	2%	170	46%	116	31%	7	2%	322	-14%
Cadet Member (13-15 years)	50	38	76%	13	0	0%	12	24%	3	6%	3	6%	31	-38%
Active (15-18 yrs)	73	57	78%	17	3	4%	13	18%	4	5%	8	11%	52	-29%
Active (18yrs and over)	210	164	78%	1	6	3%	40	19%	24	11%	13	6%	200	-5%
Award Member	9	6	67%	0	0	0%	3	33%	1	11%	0	0%	7	-22%
Reserve Active	3	2	67%	1	0	0%	1	33%	1	33%	0	0%	2	-33%
Long Service	63	50	79%	-7	7	11%	6	10%	6	10%	4	6%	67	6%
Past Active	70	50	71%	-17	1	1%	19	27%	3	4%	1	1%	71	1%
Associate	385	180	47%	-1	2	1%	203	53%	135	35%	4	1%	320	-17%
Life Member	22	20	91%	0	0	0%	2	9%	0	0%	0	0%	20	-9%
General	0	0		0	0		0		1		0		1	
Honorary	29	29	100%	-2	0	0%	0	0%	0	0%	0	0%	31	7%
Non Member Participant	0	0		0	0		0		1		0		1	
Leave / Restricted	4	1	25%	-1	0	0%	3	75%	0	0%	0	0%	2	-50%
Total Active	345	267	77%		9	3%	69	20%	33	10%	24		292	-15%
Total	1291	792	61%		27	2%	472	37%	296	23%	40		1128	-13%

MEMBERSHIP RETENTION

BURLEIGH HEAD MOWBRAY PARK 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	54	42	78%	12	22%	4	7%	39
16-18 Years	56	43	77%	11	20%	3	5%	51
19-25 Years	71	57	80%	12	17%	10	14%	70
26-35 Years	18	13	72%	5	28%	3	17%	16
36-50 Years	99	74	75%	23	23%	9	9%	68
51-70 Years	43	35	81%	5	12%	4	9%	44
70+ Years	4	3	75%	1	25%	0	0%	4
Total	345	267	77%	69	20%	33	10%	292

BURLEIGH HEAD MOWBRAY PARK 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	53					37		37
Under 7	67	34	64%	19	36%	16	30%	51
Under 8	56	29	43%	37	55%	12	18%	41
Under 9	59	27	48%	27	48%	3	5%	30
Under 10	37	25	42%	32	54%	13	22%	42
Under 11	37	22	59%	15	41%	10	27%	33
Under 12	33	20	54%	15	41%	8	22%	29
Under 13	26	21	64%	12	36%	11	33%	33
Under 14	5	14	54%	12	46%	6	23%	26
Transitioned From JA		3	60%					

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%

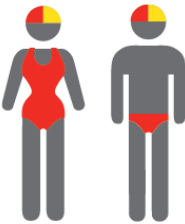
JUNIOR MEMBERSHIP
RETENTION

2022/23



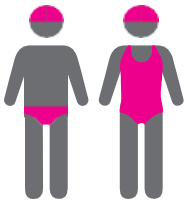
61%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



52%

JUNIOR MEMBERSHIP
RETENTION