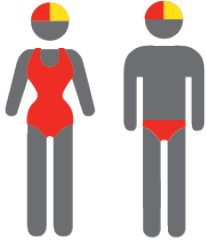


MEMBERSHIP STATISTICS REPORT 2020/2021



66

ACTIVE MEMBERSHIP



8% Increase



191

TOTAL MEMBERSHIP



3% Decrease



59

JUNIOR MEMBERSHIP



11% 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.

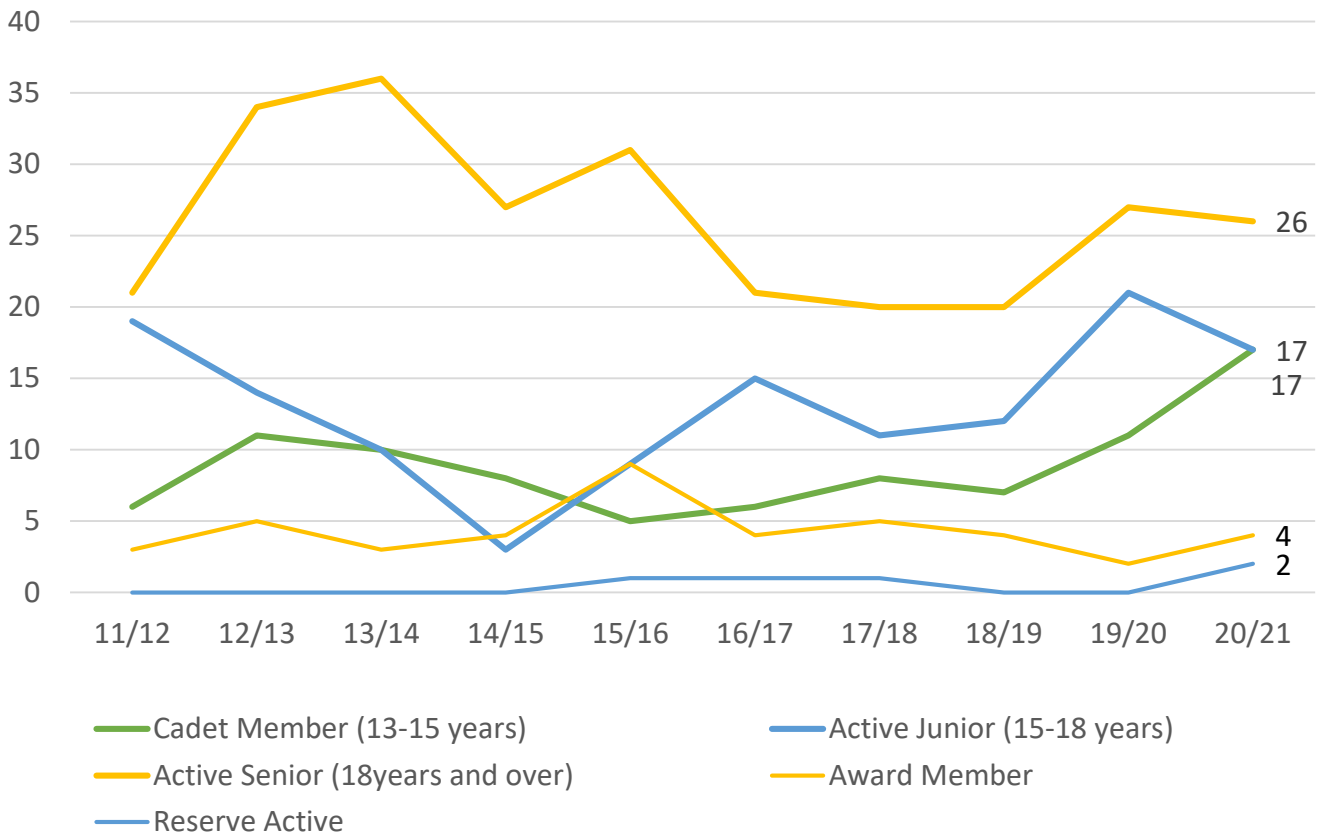
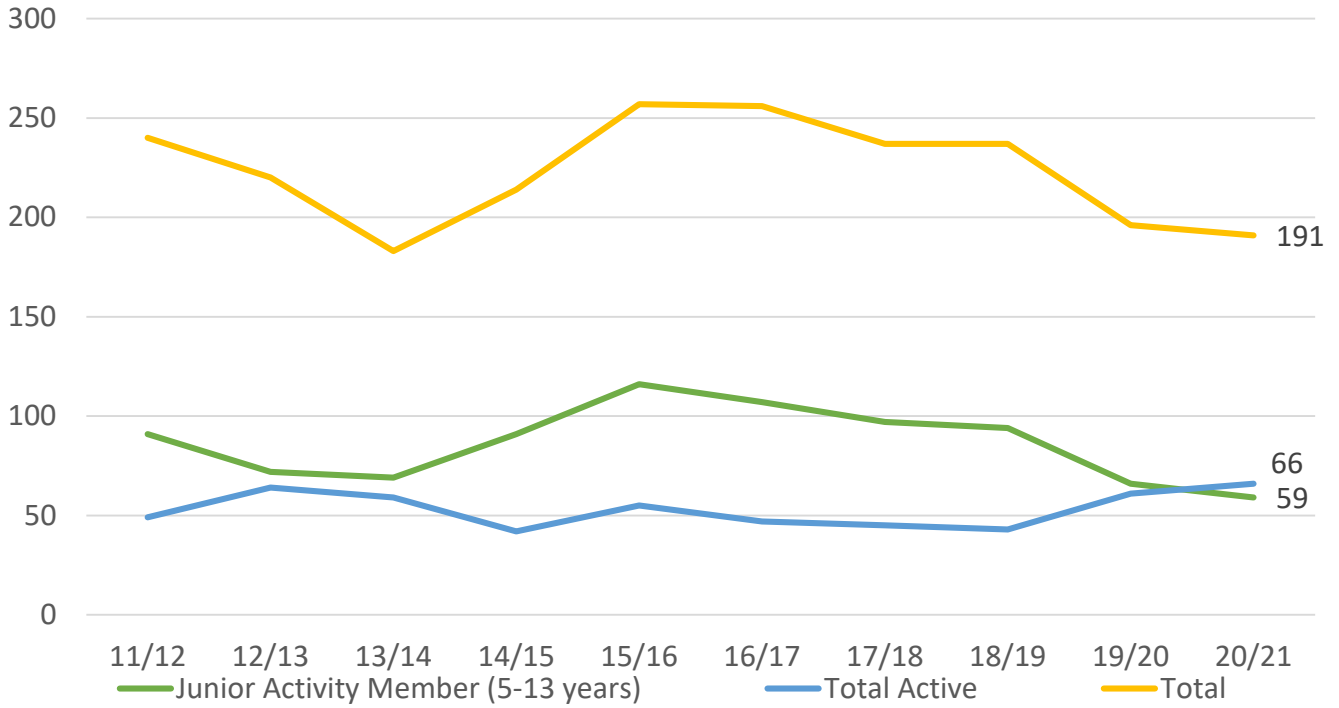
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	9	6	2	5	4	1	1	1	1	3
Junior Activity Member (5-13 years)	91	72	69	91	116	107	97	94	66	59
Cadet Member (13-15 years)	6	11	10	8	5	6	8	7	11	17
Active Junior (15-18 years)	19	14	10	3	9	15	11	12	21	17
Active Senior (18years and over)	21	34	36	27	31	21	20	20	27	26
Award Member	3	5	3	4	9	4	5	4	2	4
Reserve Active	0	0	0	0	1	1	1	0	0	2
Long Service	0	1	0	0	0	0	0	0	0	0
Past Active	0	0	0	0	0	0	0	0	0	0
Associate	87	72	47	71	76	95	87	91	59	54
Life Member	4	5	5	5	6	6	7	8	9	9
General	0	0	1	0	0	0	0	0	0	0
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	0	0	0	0	0	0
Total Active	49	64	59	42	55	47	45	43	61	66
Total	240	220	183	214	257	256	237	237	196	191

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	3	6	7	12	10	12	9	5	1	5
Under 7	13	7	7	15	11	17	14	12	6	1
Under 8	14	4	7	16	21	12	18	18	11	8
Under 9	12	15	11	10	21	22	14	17	13	13
Under 10	12	12	11	17	11	9	14	13	11	10
Under 11	12	11	10	5	19	10	11	9	7	11
Under 12	13	9	6	9	10	12	7	8	6	6
Under 13	9	10	7	4	10	7	6	6	6	4
Under 14	3	3	3	3	3	6	4	6	5	1
Junior Activities Total	91	77	69	91	116	107	97	94	66	59

TREND ANALYSIS



MEMBERSHIP RETENTION



40

BRAND NEW MEMBERS



77%

MEMBERSHIP RETENTION



44

MEMBERS LOST FROM THE ORGANISATION

Bilinga SLSC 2020/21														
	2019/20 Members hip	Retained from previous season		Transfers between Club Categories	Transferre d out of the club		Left the organisati on		Brand new members		Transfers In from other clubs		2020/21 Membersh ip	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	1	1	100%	1	0	0%	0	0%	3	300%	0	0%	3	200%
Junior Activities	66	48	73%	6	0	0%	18	27%	17	26%	0	0%	59	-11%
Cadet Member (13-15 years)	11	9	82%		0	0%	2	18%	3	27%	0	0%	17	55%
Active (15-18 yrs)	21	17	81%		0	0%	4	19%	0	0%	0	0%	17	-19%
Active (18yrs and over)	27	22	81%		1	4%	4	15%	4	15%	0	0%	26	-4%
Award Member	2	2	100%		0	0%	0	0%	0	0%	0	0%	4	100%
Reserve Active	0	0			0		0		0		0		2	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	59	43	73%	2	0	0%	16	27%	13	22%	0	0%	54	-8%
Life Member	9	9	100%		0	0%	0	0%	0	0%	0	0%	9	0%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	61	50	82%		1	2%	10	16%	7	11%	0		66	8%
Total	196	151	77%		1	1%	44	22%	40	20%	0		191	-3%

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

MEMBERSHIP RETENTION

Bilinga SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	16	89%	2	11%	3	17%	14
16-18 Years	14	10	71%	4	29%	0	0%	20
19-25 Years	9	8	89%	1	11%	4	44%	10
26-35 Years	1	1	100%	0	0%	0	0%	4
36-50 Years	10	9	90%	1	10%	0	0%	10
51-70 Years	9	6	67%	2	22%	0	0%	8
70+ Years	0	0		0		0		0
Total	61	50	82%	10	16%	7	11%	66

Bilinga SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	1					5		5
Under 7	6	1	100%	0	0%	0	0%	1
Under 8	11	6	100%	0	0%	2	33%	8
Under 9	13	10	91%	1	9%	3	27%	13
Under 10	11	8	62%	5	38%	2	15%	10
Under 11	7	9	82%	2	18%	2	18%	11
Under 12	6	4	57%	3	43%	2	29%	6
Under 13	6	3	50%	3	50%	1	17%	4
Under 14	5	3	50%	3	50%	0	0%	1
Transitioned From JA		4	80%					

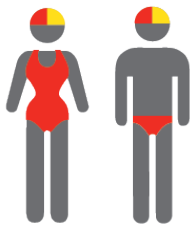
MEMBERSHIP RETENTION

2018/19



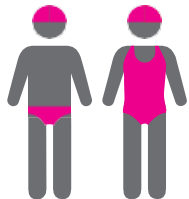
76%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



78%

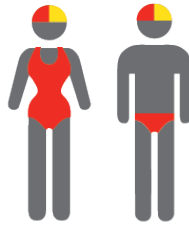
JUNIOR MEMBERSHIP
RETENTION

2019/20



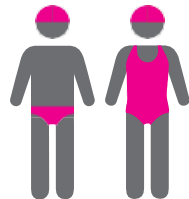
59%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



56%

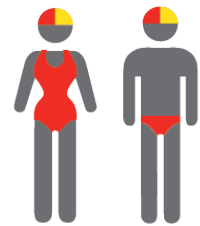
JUNIOR MEMBERSHIP
RETENTION

2020/21



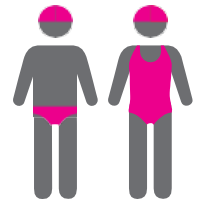
77%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



73%

JUNIOR MEMBERSHIP
RETENTION