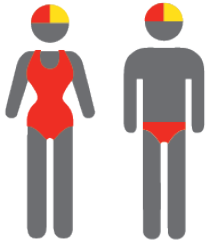


BRIBIE ISLAND

MEMBERSHIP STATISTICS REPORT 2020/2021



169

ACTIVE MEMBERSHIP



4% Increase



526

TOTAL MEMBERSHIP



15% Increase



185

JUNIOR MEMBERSHIP



27% 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 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.

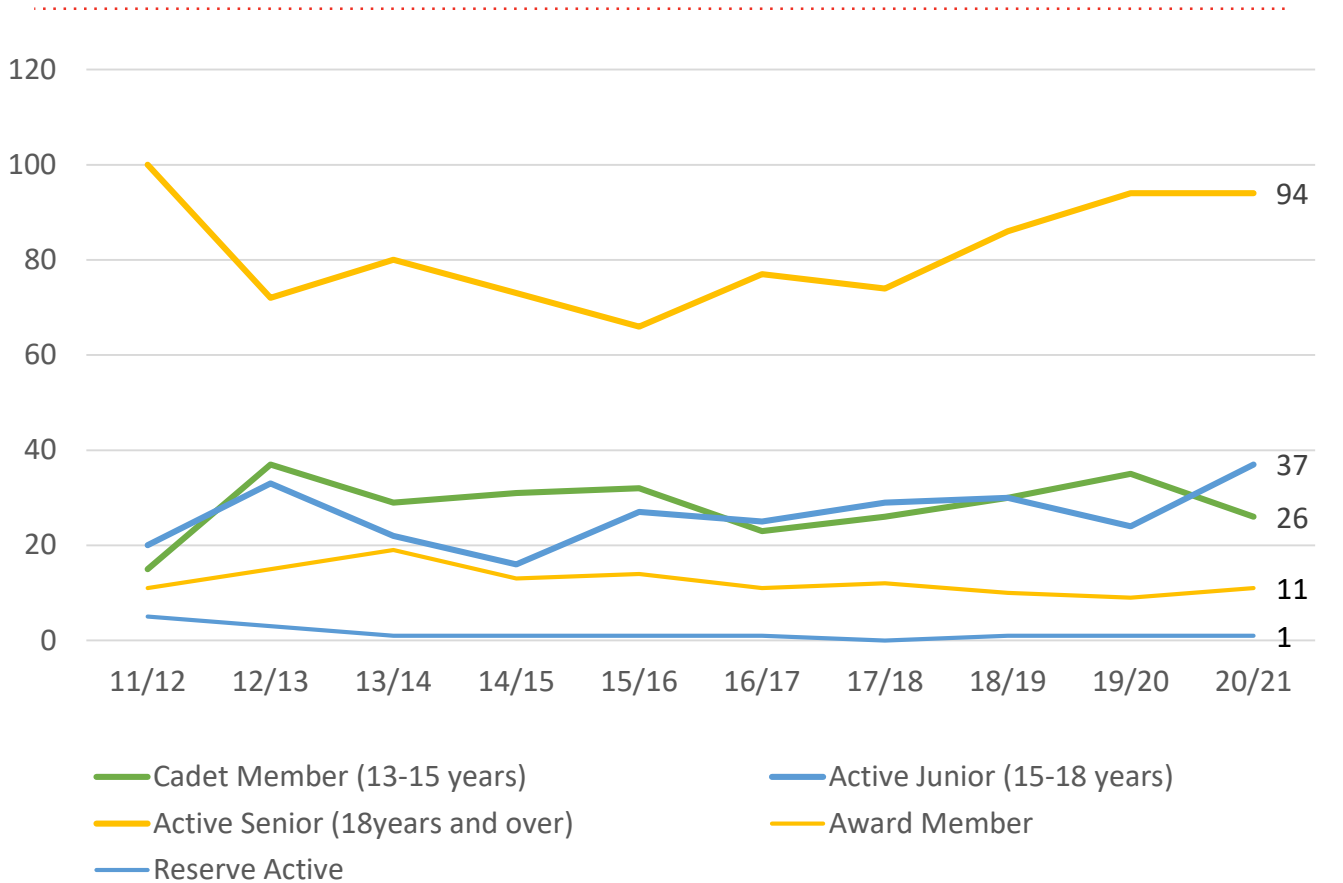
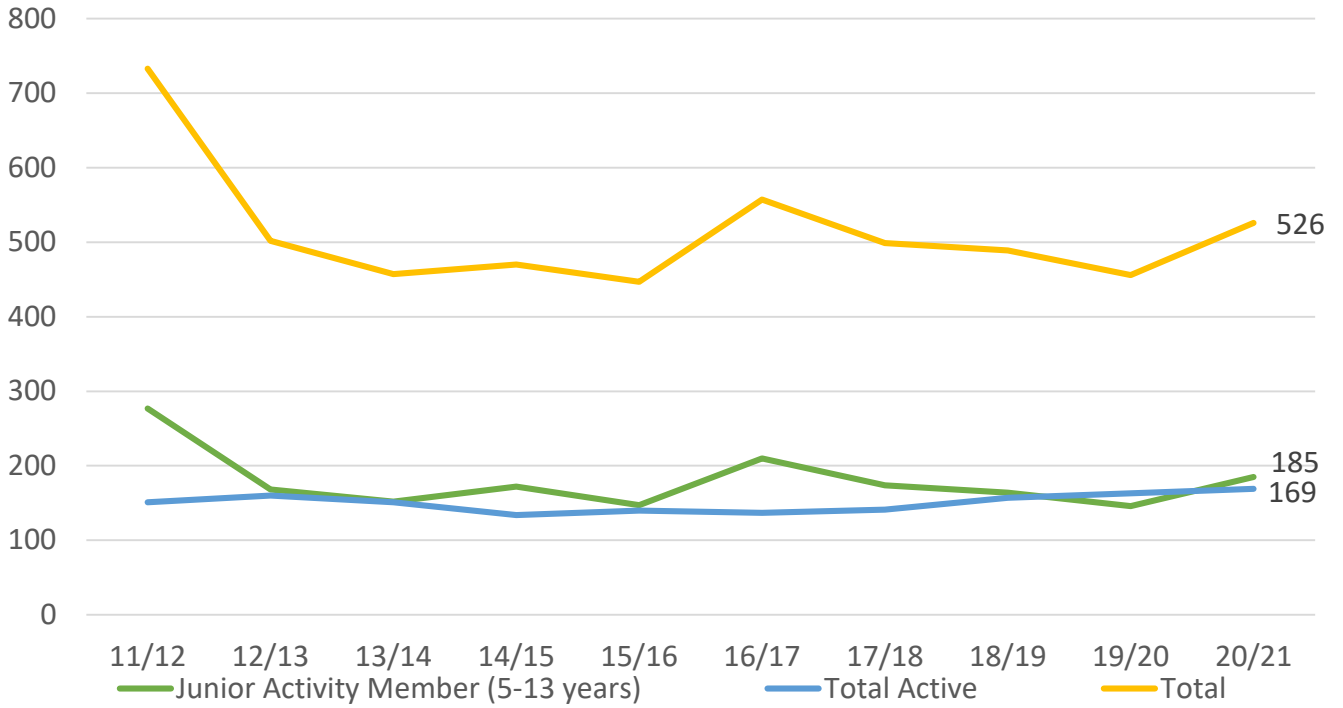
TOTAL MEMBERSHIP

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	3	3	2	4	3	2	0	2	1	3
Junior Activity Member (5-13 years)	277	168	152	172	147	210	174	164	146	185
Cadet Member (13-15 years)	15	37	29	31	32	23	26	30	35	26
Active Junior (15-18 years)	20	33	22	16	27	25	29	30	24	37
Active Senior (18years and over)	100	72	80	73	66	77	74	86	94	94
Award Member	11	15	19	13	14	11	12	10	9	11
Reserve Active	5	3	1	1	1	1	0	1	1	1
Long Service	26	13	9	11	9	7	4	7	8	7
Past Active	10	1	0	0	0	0	0	0	0	0
Associate	243	127	112	118	116	165	146	126	103	127
Life Member	23	27	30	31	30	33	33	33	34	34
General	0	0	0	0	0	0	0	0	0	1
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	3	1	0	2	3	1	0	1	0
Total Active	151	160	151	134	140	137	141	157	163	169
Total	733	502	457	470	447	557	499	489	456	526

	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	19	16	12	22	22	27	14	16	14	21
Under 7	23	15	22	12	19	37	24	18	22	26
Under 8	36	25	19	25	14	28	29	27	21	30
Under 9	46	24	19	22	16	21	24	21	19	29
Under 10	31	25	16	25	26	19	18	22	20	27
Under 11	39	19	19	22	19	30	18	23	17	19
Under 12	31	23	17	18	15	19	24	16	19	18
Under 13	25	20	16	13	14	19	17	16	9	13
Under 14	27	17	12	13	2	9	6	5	5	2
Junior Activities Total	277	184	152	172	147	209	174	164	146	185

TREND ANALYSIS



MEMBERSHIP RETENTION



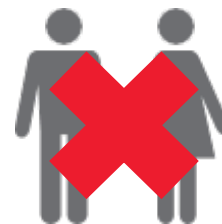
206

BRAND NEW MEMBERS



320%

MEMBERSHIP RETENTION



128

MEMBERS LOST FROM THE ORGANISATION

BRIBIE ISLAND SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	1	0	0%		0	0%	1	100%	3	300%	0	0%	3	200%
Junior Activities	146	83	57%	8	5	3%	58	40%	110	75%	0	0%	185	27%
Cadet Member (13-15 years)	35	31	89%	9	0	0%	4	11%	4	11%	0	0%	26	-26%
Active (15-18 yrs)	24	20	83%		0	0%	4	17%	4	17%	0	0%	37	54%
Active (18yrs and over)	94	85	90%		1	1%	8	9%	4	4%	0	0%	94	0%
Award Member	9	8	89%		0	0%	1	11%	2	22%	0	0%	11	22%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	8	8	100%	1	0	0%	0	0%	0	0%	0	0%	7	-13%
Past Active	0	0			0		0		0		0		0	
Associate	103	49	48%		2	2%	52	50%	78	76%	0	0%	127	23%
Life Member	34	34	100%		0	0%	0	0%	0	0%	0	0%	34	0%
General	0	0			0		0		1		0		1	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	163	145	89%		1	1%	17	10%	14	9%	0		169	4%
Total	456	320	70%		8	2%	128	28%	206	45%	0		526	15%

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

MEMBERSHIP RETENTION

BRIBIE ISLAND SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	35	31	89%	4	11%	5	14%	31
16-18 Years	25	21	84%	4	16%	3	12%	31
19-25 Years	24	24	100%	0	0%	0	0%	31
26-35 Years	12	10	83%	2	17%	0	0%	10
36-50 Years	36	30	83%	5	14%	4	11%	30
51-70 Years	30	28	93%	2	7%	2	7%	35
70+ Years	1	1	100%	0	0%	0	0%	1
Total	163	145	89%	17	10%	14	9%	169

BRIBIE ISLAND SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	14					21		21
Under 7	22	10	71%	4	29%	16	114%	26
Under 8	21	9	41%	13	59%	21	95%	30
Under 9	19	11	52%	9	43%	18	86%	29
Under 10	20	13	68%	6	32%	14	74%	27
Under 11	17	11	55%	9	45%	8	40%	19
Under 12	19	10	59%	4	24%	8	47%	18
Under 13	9	9	47%	10	53%	4	21%	13
Under 14	5	5	56%	3	33%	0	0%	2
Transitioned From JA		5	100%					

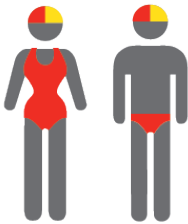
MEMBERSHIP RETENTION

2018/19



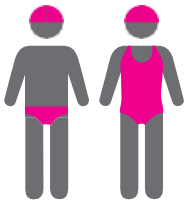
68%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



61%

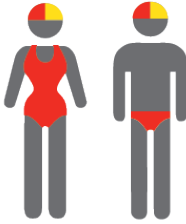
JUNIOR MEMBERSHIP
RETENTION

2019/20



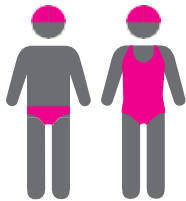
63%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



52%

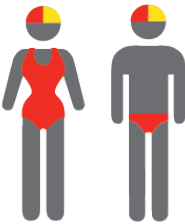
JUNIOR MEMBERSHIP
RETENTION

2020/21



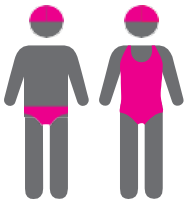
70%

TOTAL MEMBERSHIP
RETENTION



89%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION