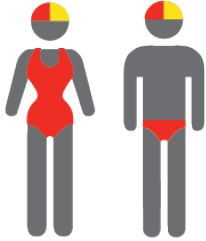


MEMBERSHIP STATISTICS REPORT 2020/2021



173

ACTIVE MEMBERSHIP



7% Increase



637

TOTAL MEMBERSHIP



12% Increase



191

JUNIOR MEMBERSHIP



8% 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.

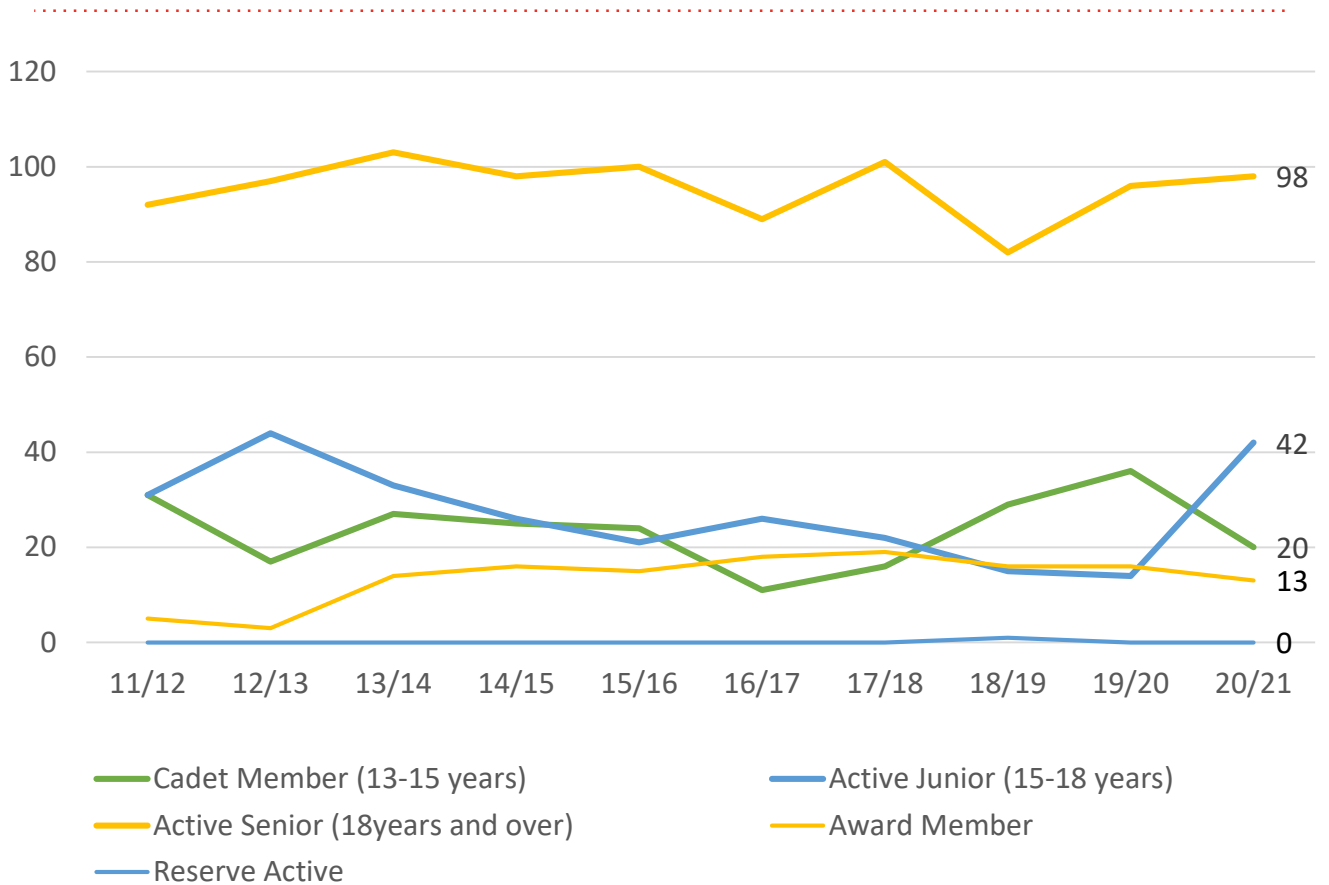
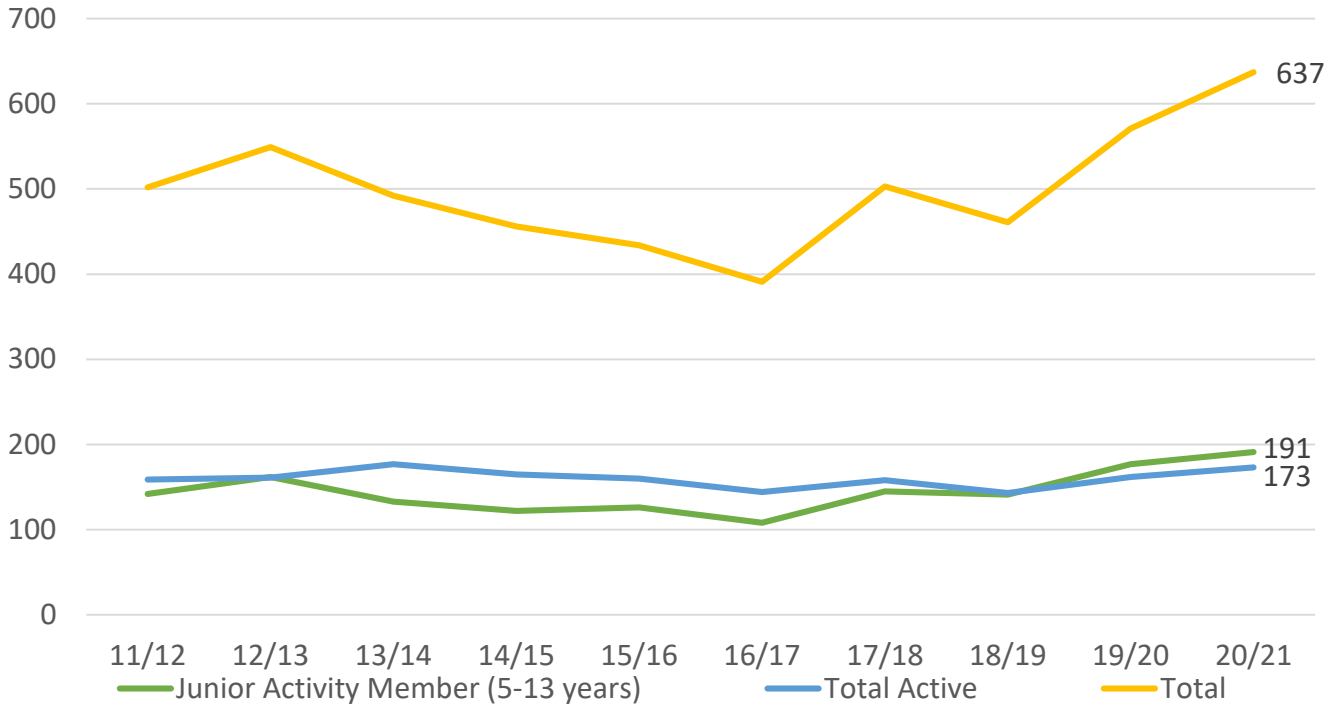
TOTAL MEMBERSHIP

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	9	2	6	1	1	0	17	7	1	2
Junior Activity Member (5-13 years)	142	162	133	122	126	108	145	141	177	191
Cadet Member (13-15 years)	31	17	27	25	24	11	16	29	36	20
Active Junior (15-18 years)	31	44	33	26	21	26	22	15	14	42
Active Senior (18years and over)	92	97	103	98	100	89	101	82	96	98
Award Member	5	3	14	16	15	18	19	16	16	13
Reserve Active	0	0	0	0	0	0	0	1	0	0
Long Service	6	8	7	8	6	10	12	14	13	17
Past Active	13	12	1	1	2	5	5	5	5	11
Associate	156	186	148	138	117	101	142	127	185	214
Life Member	14	16	18	18	19	19	19	19	20	22
General	0	0	0	0	0	0	0	0	0	0
Honorary	3	2	2	2	1	3	4	5	8	7
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	1	2	1	1	0	0	0
Total Active	159	161	177	165	160	144	158	143	162	173
Total	502	549	492	456	434	391	503	461	571	637

	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	9	15	15	18	16	9	18	14	32	21
Under 7	24	25	15	11	13	10	20	24	18	38
Under 8	26	12	18	19	19	9	15	18	31	21
Under 9	15	35	25	15	15	14	16	14	23	36
Under 10	18	25	15	21	13	13	17	11	16	25
Under 11	14	18	13	16	18	12	14	17	17	19
Under 12	17	15	9	15	16	17	11	14	16	18
Under 13	18	12	10	7	13	16	20	11	14	13
Under 14	1	16	13	18	3	8	12	18	9	0
Junior Activities Total	142	173	133	140	126	108	143	141	176	191

TREND ANALYSIS



MEMBERSHIP RETENTION



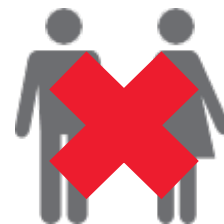
224

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



153

MEMBERS LOST FROM THE ORGANISATION

Broadbeach 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	1	100%	1	0	0%	0	0%	2	200%	0	0%	2	100%
Junior Activities	177	118	67%	19	2	1%	57	32%	92	52%	0	0%	191	8%
Cadet Member (13-15 years)	36	33	92%	14	0	0%	3	8%	1	3%	0	0%	20	-44%
Active (15-18 yrs)	14	13	93%		0	0%	1	7%	1	7%	0	0%	42	200%
Active (18yrs and over)	96	70	73%		2	2%	24	25%	14	15%	0	0%	98	2%
Award Member	16	15	94%	3	0	0%	1	6%	1	6%	0	0%	13	-19%
Reserve Active	0	0			0		0		0		0		0	
Long Service	13	12	92%		0	0%	1	8%	3	23%	0	0%	17	31%
Past Active	5	5	100%		0	0%	0	0%	6	120%	0	0%	11	120%
Associate	185	119	64%	9	1	1%	65	35%	104	56%	0	0%	214	16%
Life Member	20	20	100%		0	0%	0	0%	0	0%	0	0%	22	10%
General	0	0			0		0		0		0		0	
Honorary	8	7	88%		0	0%	1	13%	0	0%	0	0%	7	-13%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	162	131	81%		2	1%	29	18%	17	10%	0		173	7%
Total	571	413	72%		5	1%	153	27%	224	39%	0		637	12%

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

MEMBERSHIP RETENTION

Broadbeach SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	26	25	96%	1	4%	2	8%	31
16-18 Years	20	18	90%	2	10%	0	0%	31
19-25 Years	26	12	46%	14	54%	4	15%	16
26-35 Years	18	13	72%	4	22%	2	11%	14
36-50 Years	26	22	85%	3	12%	7	27%	37
51-70 Years	36	32	89%	4	11%	2	6%	34
70+ Years	10	9	90%	1	10%	1	10%	10
Total	162	131	81%	29	18%	18	11%	173

Broadbeach SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	32					20		21
Under 7	18	22	69%	10	31%	17	53%	38
Under 8	31	11	61%	6	33%	10	56%	21
Under 9	23	22	71%	8	26%	14	45%	36
Under 10	16	12	52%	11	48%	13	57%	25
Under 11	17	11	69%	5	31%	8	50%	19
Under 12	16	10	59%	7	41%	8	47%	18
Under 13	14	11	69%	5	31%	2	13%	13
Under 14	9	10	71%	4	29%	0	0%	0
Transitioned From JA		8	89%					

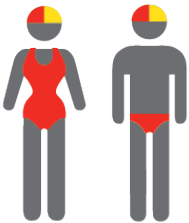
MEMBERSHIP RETENTION

2018/19



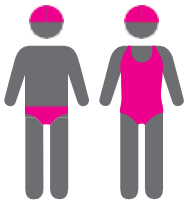
83%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



81%

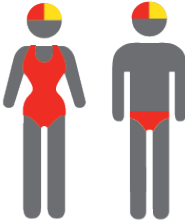
JUNIOR MEMBERSHIP
RETENTION

2019/20



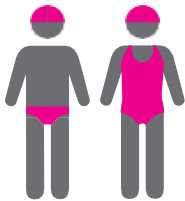
79%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



77%

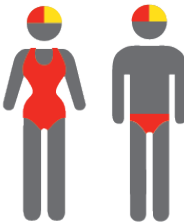
JUNIOR MEMBERSHIP
RETENTION

2020/21



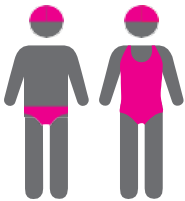
72%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



67%

JUNIOR MEMBERSHIP
RETENTION