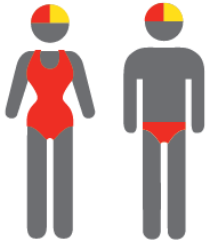


## MEMBERSHIP STATISTICS REPORT 2020/2021



111

ACTIVE MEMBERSHIP



0% Increase



493

TOTAL MEMBERSHIP



1% Increase



193

JUNIOR MEMBERSHIP



5% 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

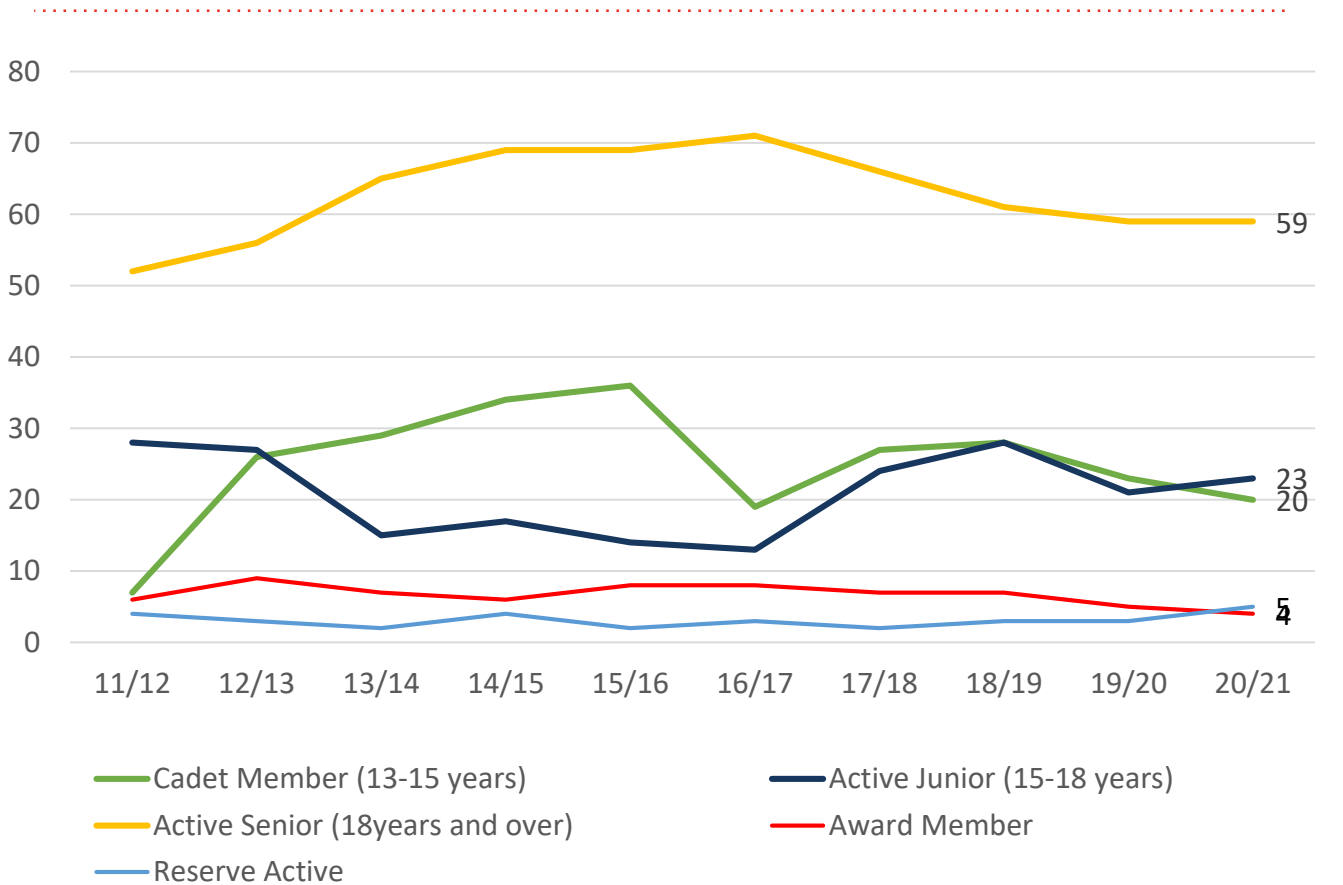
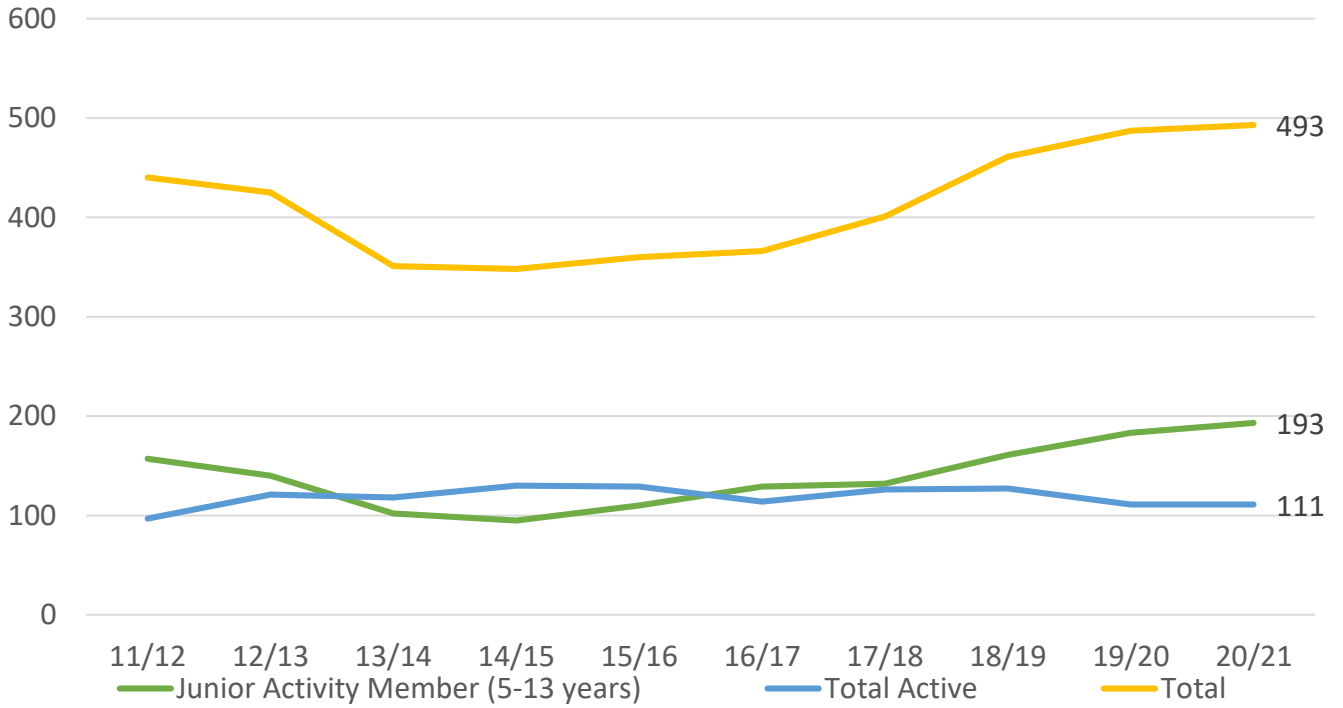
## MEMBERSHIP 2011-2021

	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	30	5	5	5	5	0	0	1	0	1
Junior Activity Member (5-13 years)	157	140	102	95	110	129	132	161	183	193
Cadet Member (13-15 years)	7	26	29	34	36	19	27	28	23	20
Active Junior (15-18 years)	28	27	15	17	14	13	24	28	21	23
Active Senior (18years and over)	52	56	65	69	69	71	66	61	59	59
Award Member	6	9	7	6	8	8	7	7	5	4
Reserve Active	4	3	2	4	2	3	2	3	3	5
Long Service	1	1	1	2	1	2	2	3	3	4
Past Active	2	3	2	0	0	0	1	2	2	1
Associate	124	131	100	97	94	102	116	141	167	161
Life Member	19	18	17	16	16	13	19	19	18	19
General	0	0	0	0	1	0	1	1	0	0
Honorary	10	6	4	3	3	4	2	2	1	1
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	2	0	1	2	2	4	2	2
Total Active	97	121	118	130	129	114	126	127	111	111
Total	440	425	351	348	360	366	401	461	487	493

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	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	17	16	11	9	10	15	9	13	21	25
Under 7	16	23	11	11	9	15	24	21	19	32
Under 8	20	14	13	14	17	16	10	24	25	15
Under 9	25	10	11	12	16	14	18	24	27	26
Under 10	17	17	12	8	11	14	21	21	21	24
Under 11	16	24	16	14	8	10	13	23	20	21
Under 12	14	9	9	21	17	6	13	18	24	18
Under 13	12	17	10	6	22	15	8	10	13	18
Under 14	20	18	9	0	0	23	16	7	13	12
Junior Activities Total	157	148	102	95	110	128	132	161	183	191

# TREND ANALYSIS



# MEMBERSHIP RETENTION



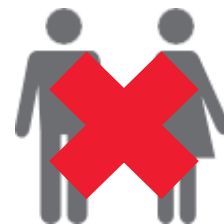
**155**

**BRAND NEW MEMBERS**



**69%**

**MEMBERSHIP RETENTION**



**143**

**MEMBERS LOST FROM THE ORGANISATION**

Bundaberg 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	0	0			0		0		1		0		1	
Junior Activities	183	124	68%	9	2	1%	57	31%	78	43%	0	0%	193	5%
Cadet Member (13-15 years)	23	18	78%		0	0%	5	22%	2	9%	0	0%	20	-13%
Active (15-18 yrs)	21	16	76%		0	0%	5	24%	2	10%	0	0%	23	10%
Active (18yrs and over)	59	50	85%		3	5%	6	10%	4	7%	0	0%	59	0%
Award Member	5	4	80%		0	0%	1	20%	0	0%	0	0%	4	-20%
Reserve Active	3	3	100%		0	0%	0	0%	0	0%	0	0%	5	67%
Long Service	3	3	100%		0	0%	0	0%	1	33%	0	0%	4	33%
Past Active	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Associate	167	98	59%	3	1	1%	68	41%	66	40%	0	0%	161	-4%
Life Member	18	18	100%		0	0%	0	0%	1	6%	0	0%	19	6%
General	0	0			0		0		0		0		0	
Honorary	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Total Active	111	91	82%		3	3%	17	15%	8	7%	0		111	0%
Total	487	338	69%		6	1%	143	29%	155	32%	0		493	1%

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

# MEMBERSHIP RETENTION

## Bundaberg SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	20	16	80%	4	20%	2	10%	15
16-18 Years	24	18	75%	6	25%	2	8%	28
19-25 Years	9	4	44%	3	33%	1	11%	8
26-35 Years	7	7	100%	0	0%	0	0%	6
36-50 Years	39	34	87%	4	10%	2	5%	39
51-70 Years	12	12	100%	0	0%	1	8%	15
70+ Years	0	0		0		0		0
<b>Total</b>	111	91	82%	17	15%	8	7%	111

## Bundaberg SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	21					25		25
Under 7	19	13	62%	8	38%	19	90%	32
Under 8	25	11	58%	8	42%	4	21%	15
Under 9	27	13	52%	12	48%	13	52%	26
Under 10	21	22	81%	5	19%	2	7%	24
Under 11	20	15	71%	5	24%	6	29%	21
Under 12	24	13	65%	6	30%	5	25%	18
Under 13	13	15	63%	9	38%	3	13%	18
Under 14	13	11	85%	2	15%	1	8%	12
Transitioned From JA		11	85%					

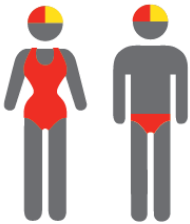
# MEMBERSHIP RETENTION

2018/19



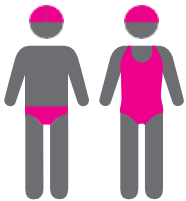
74%

TOTAL MEMBERSHIP  
RETENTION



71%

ACTIVE MEMBERSHIP  
RETENTION



70%

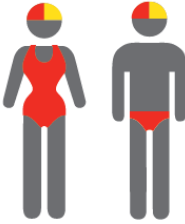
JUNIOR MEMBERSHIP  
RETENTION

2019/20



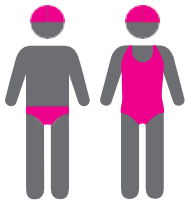
64%

TOTAL MEMBERSHIP  
RETENTION



66%

ACTIVE MEMBERSHIP  
RETENTION



60%

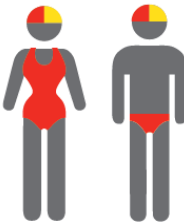
JUNIOR MEMBERSHIP  
RETENTION

2020/21



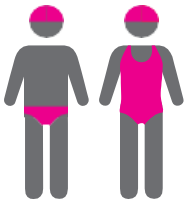
69%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



68%

JUNIOR MEMBERSHIP  
RETENTION