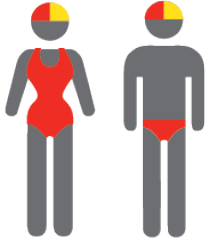


MEMBERSHIP STATISTICS REPORT 2020/2021



374

ACTIVE MEMBERSHIP



13% Increase



1,400

TOTAL MEMBERSHIP



21% Increase



443

JUNIOR MEMBERSHIP



25% 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.

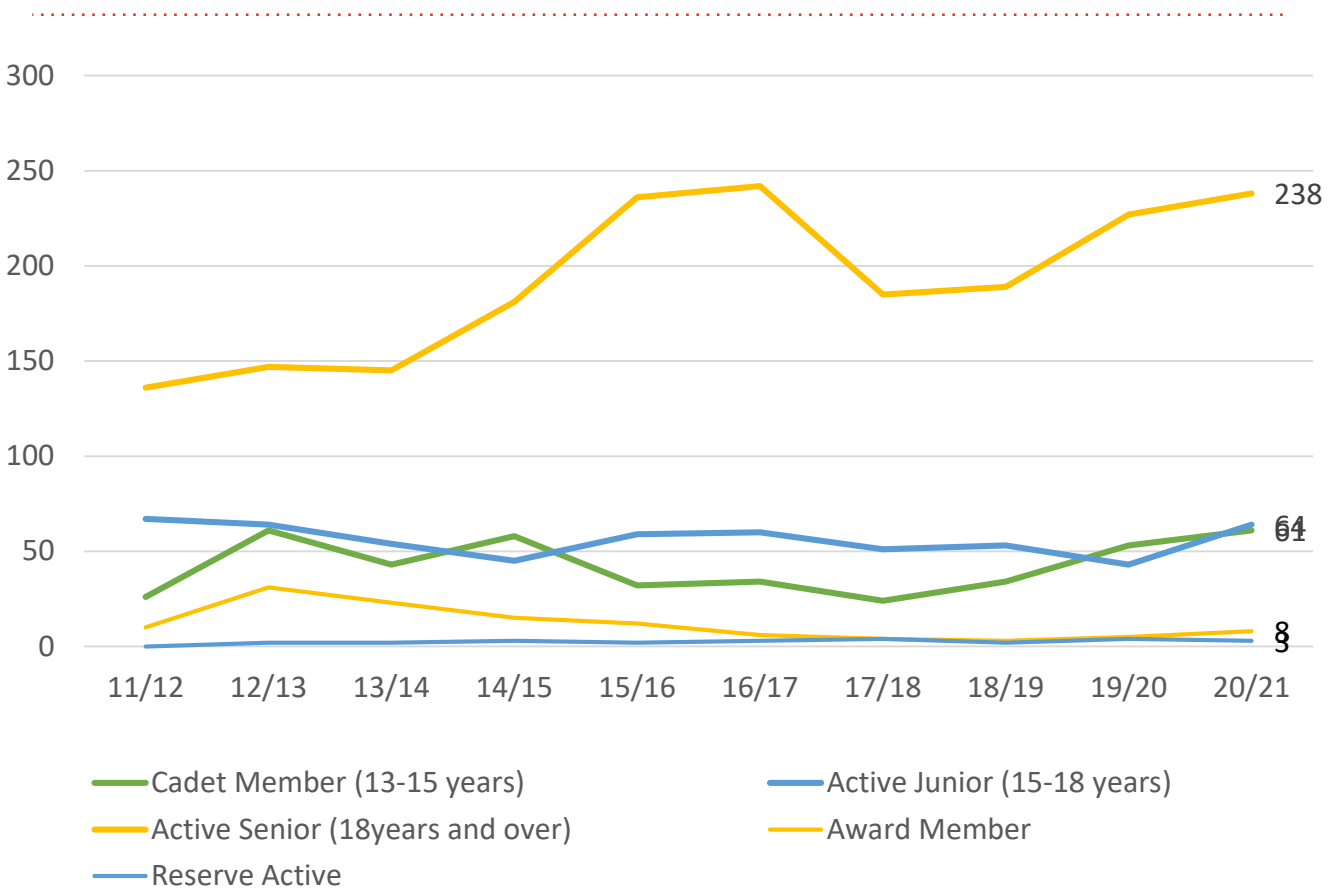
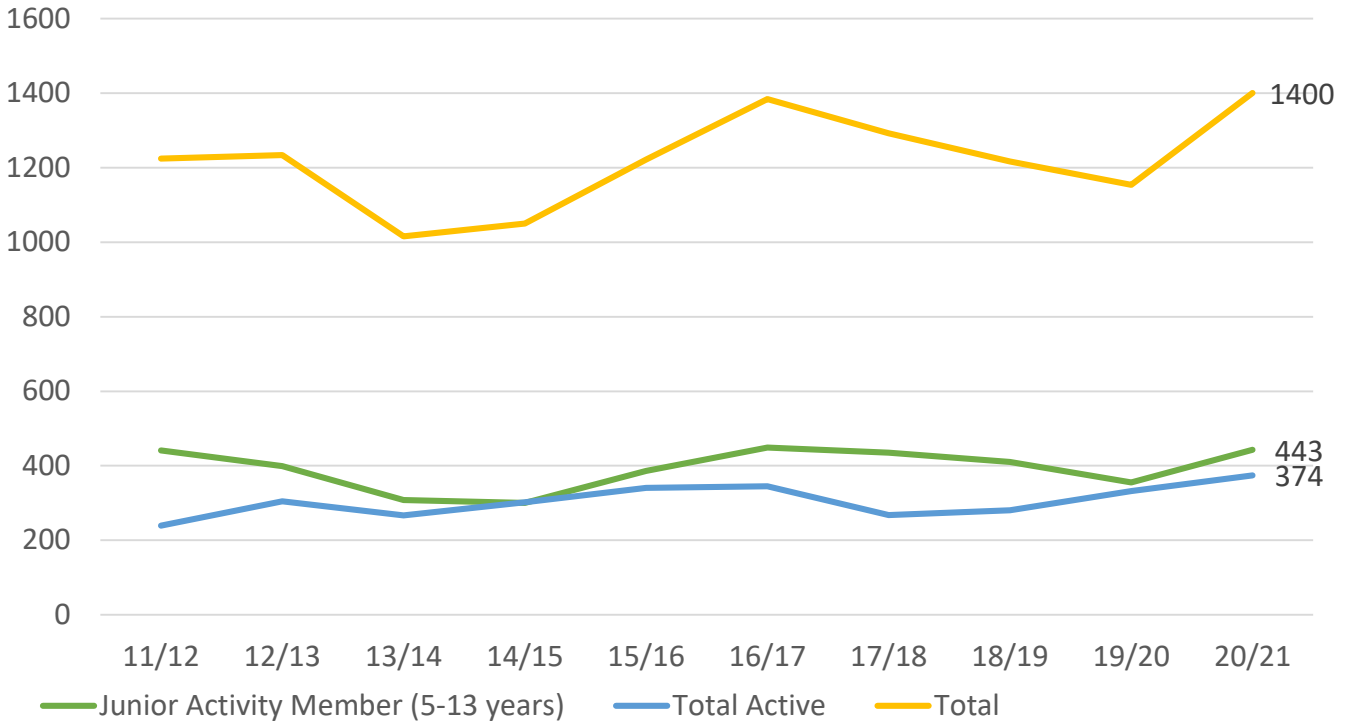
TOTAL MEMBERSHIP

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	101	1	1	0	0	0	0	0	1	1
Junior Activity Member (5-13 years)	441	399	308	300	386	449	435	410	355	443
Cadet Member (13-15 years)	26	61	43	58	32	34	24	34	53	61
Active Junior (15-18 years)	67	64	54	45	59	60	51	53	43	64
Active Senior (18years and over)	136	147	145	181	236	242	185	189	227	238
Award Member	10	31	23	15	12	6	4	3	5	8
Reserve Active	0	2	2	3	2	3	4	2	4	3
Long Service	44	41	50	49	53	60	59	64	66	74
Past Active	10	43	21	11	14	22	34	20	17	29
Associate	343	396	319	336	371	449	447	393	326	430
Life Member	22	22	22	22	23	22	17	16	22	22
General	0	0	0	0	0	0	0	0	1	0
Honorary	24	27	27	28	29	30	29	30	30	23
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	1	2	5	7	3	3	4	4
Total Active	239	305	267	302	341	345	268	281	332	374
Total	1224	1234	1016	1050	1222	1384	1292	1217	1154	1400

	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	41	37	29	48	59	73	64	50	52	64
Under 7	51	42	33	49	61	75	62	50	44	70
Under 8	51	42	37	37	62	78	69	66	54	65
Under 9	61	44	42	33	41	65	66	62	54	64
Under 10	52	47	42	31	43	40	51	57	42	45
Under 11	58	47	35	33	26	42	42	44	33	44
Under 12	52	30	36	40	32	22	32	32	36	42
Under 13	45	50	35	25	38	28	23	32	30	37
Under 14	30	29	19	4	23	26	26	17	10	11
Junior Activities Total	441	368	308	300	385	449	435	410	355	442

TREND ANALYSIS



MEMBERSHIP RETENTION



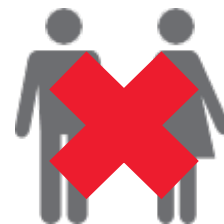
593

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



318

MEMBERS LOST FROM THE ORGANISATION

Burleigh Heads/Mowbray Park 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%	1	100%	0	0%	1	0%
Junior Activities	355	236	66%	19	9	3%	110	31%	226	64%	0	0%	443	25%
Cadet Member (13-15 years)	53	42	79%		5	9%	6	11%	14	26%	0	0%	61	15%
Active (15-18 yrs)	43	37	86%		2	5%	4	9%	20	47%	0	0%	64	49%
Active (18yrs and over)	227	177	78%		2	1%	48	21%	58	26%	0	0%	238	5%
Award Member	5	4	80%		0	0%	1	20%	4	80%	0	0%	8	60%
Reserve Active	4	3	75%	1	1	25%	0	0%	1	25%	0	0%	3	-25%
Long Service	66	56	85%		5	8%	5	8%	13	20%	0	0%	74	12%
Past Active	17	13	76%		1	6%	3	18%	5	29%	0	0%	29	71%
Associate	326	193	59%	11	4	1%	129	40%	248	76%	0	0%	430	32%
Life Member	22	22	100%		0	0%	0	0%	0	0%	0	0%	22	0%
General	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	30	22	73%		0	0%	8	27%	1	3%	0	0%	23	-23%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	4	1	25%		0	0%	3	75%	2	50%	0	0%	4	0%
Total Active	332	263	79%		10	3%	59	18%	97	29%	0		374	13%
Total	1154	807	70%		29	3%	318	28%	593	51%	0		1400	21%

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

MEMBERSHIP RETENTION

Burleigh Heads/Mowbray Park SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	44	34	77%	6	14%	14	32%	57
16-18 Years	49	42	86%	4	8%	20	41%	61
19-25 Years	53	42	79%	11	21%	25	47%	72
26-35 Years	21	16	76%	5	24%	9	43%	25
36-50 Years	123	95	77%	25	20%	20	16%	106
51-70 Years	39	31	79%	8	21%	9	23%	49
70+ Years	3	3	100%	0	0%	0	0%	4
Total	332	263	79%	59	18%	97	29%	374

Burleigh Heads/Mowbray Park SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	52					64		64
Under 7	44	38	73%	14	27%	32	62%	70
Under 8	54	30	68%	12	27%	35	80%	65
Under 9	54	35	65%	18	33%	29	54%	64
Under 10	42	31	57%	23	43%	14	26%	45
Under 11	33	29	69%	11	26%	15	36%	44
Under 12	36	21	64%	12	36%	21	64%	42
Under 13	30	27	75%	7	19%	11	31%	37
Under 14	10	20	67%	9	30%	4	13%	11
Transitioned From JA		5	50%					

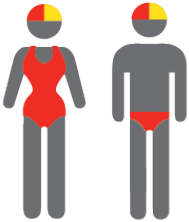
MEMBERSHIP RETENTION

2018/19



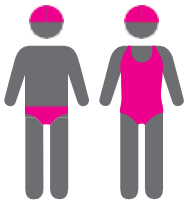
57%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



53%

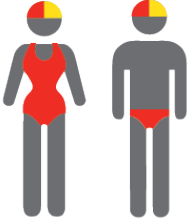
JUNIOR MEMBERSHIP
RETENTION

2019/20



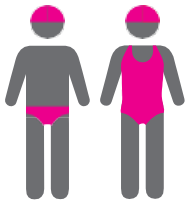
64%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



54%

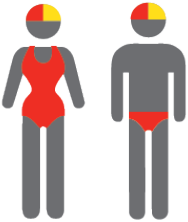
JUNIOR MEMBERSHIP
RETENTION

2020/21



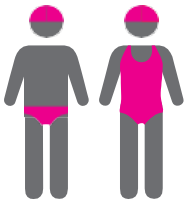
70%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION