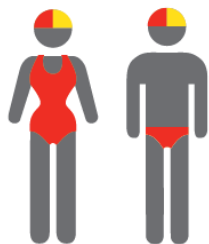


MEMBERSHIP STATISTICS REPORT 2021/2022



148

ACTIVE MEMBERSHIP



1% Decrease



411

TOTAL MEMBERSHIP



9% Decrease



125

JUNIOR MEMBERSHIP



19% 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.

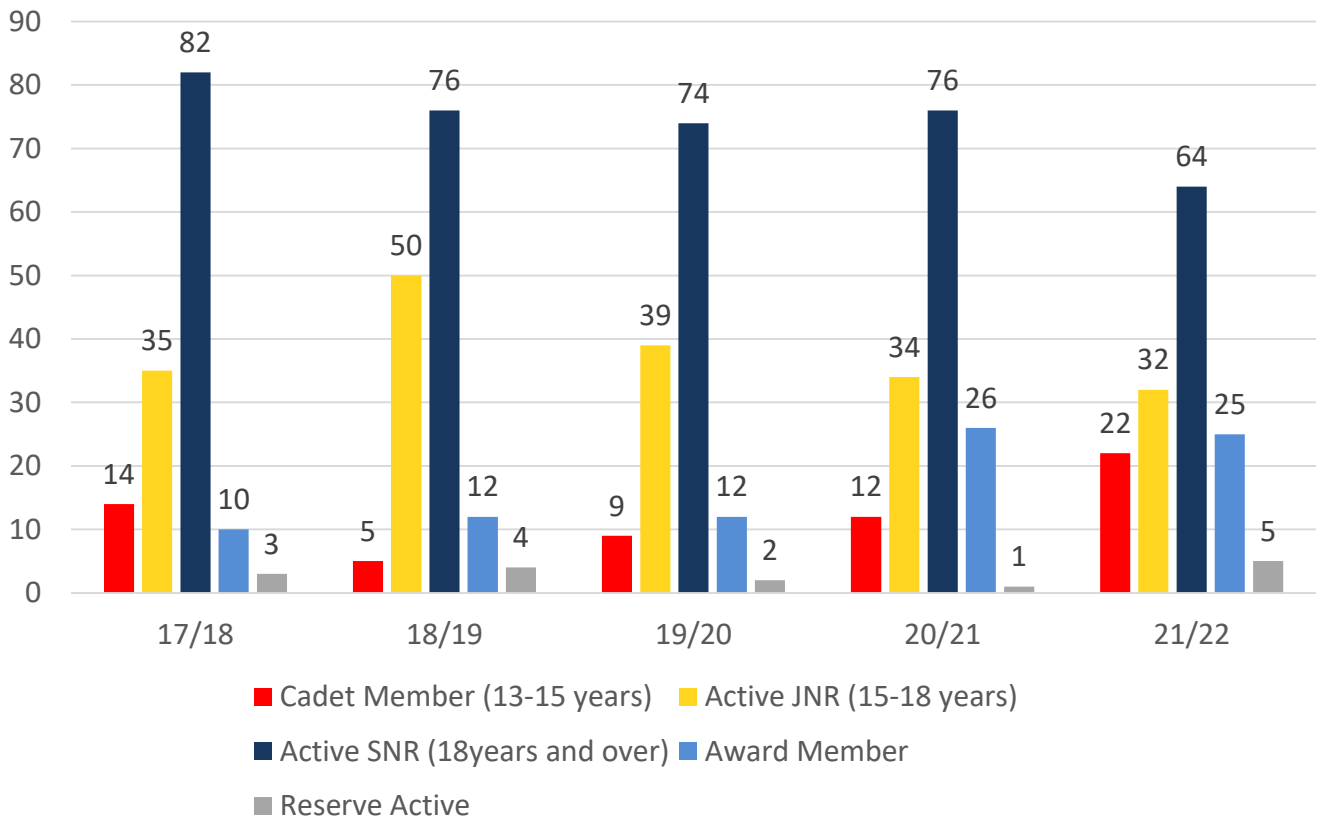
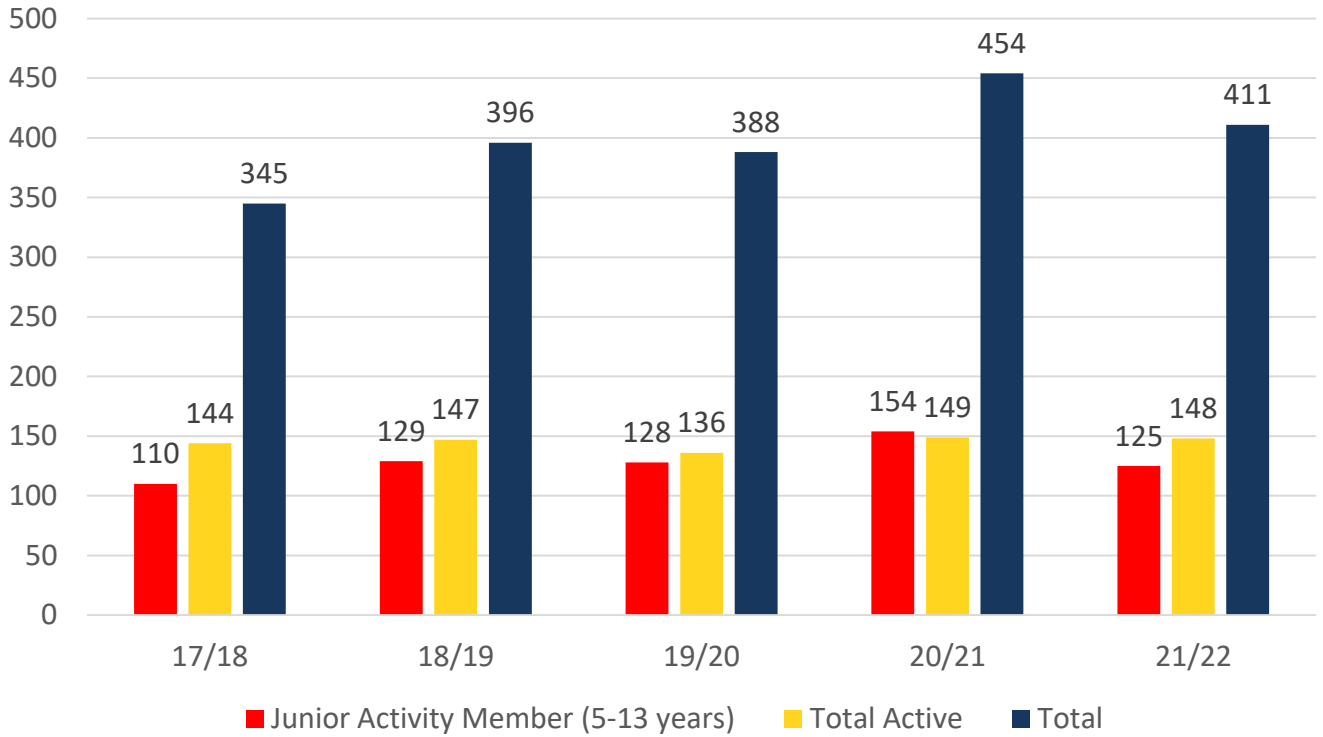
TOTAL MEMBERSHIP

MEMBERSHIP 2012-2022

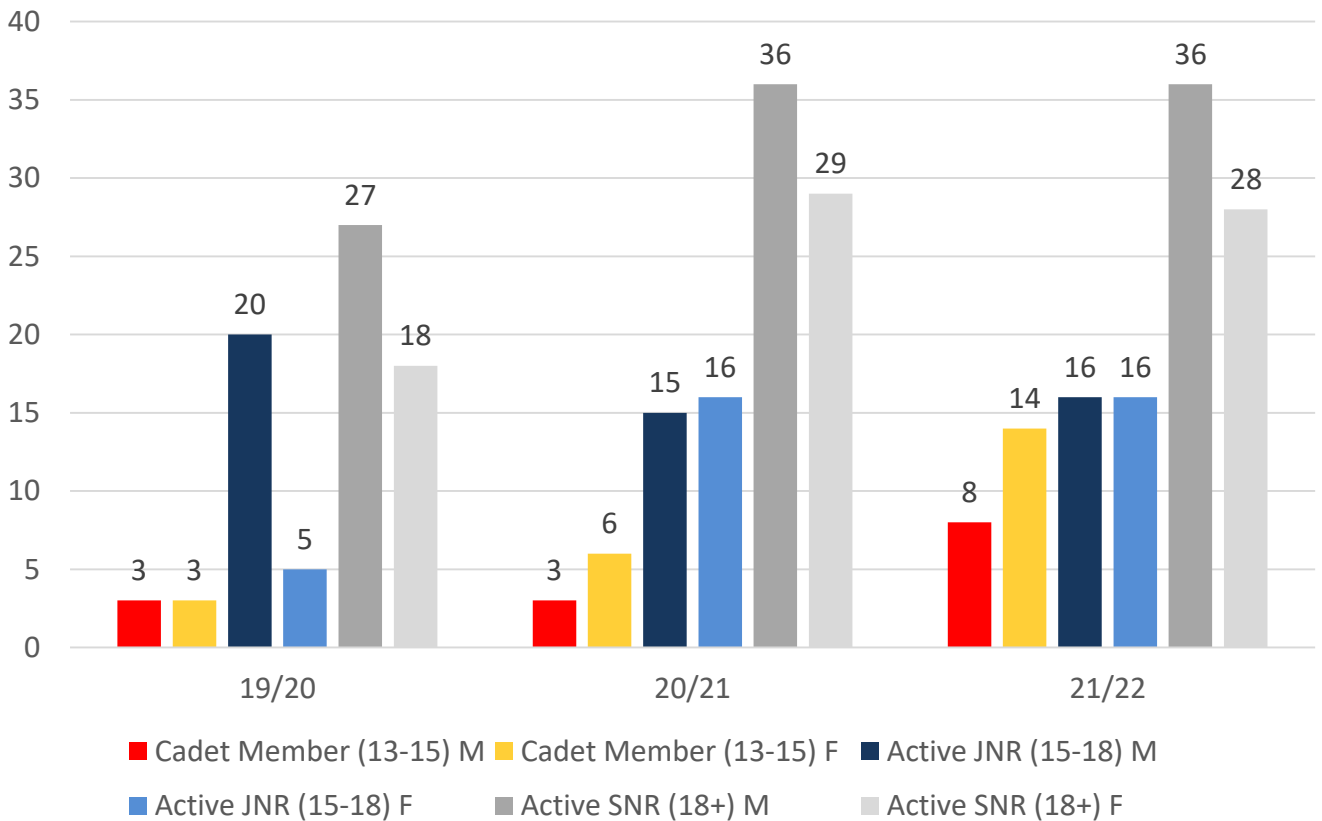
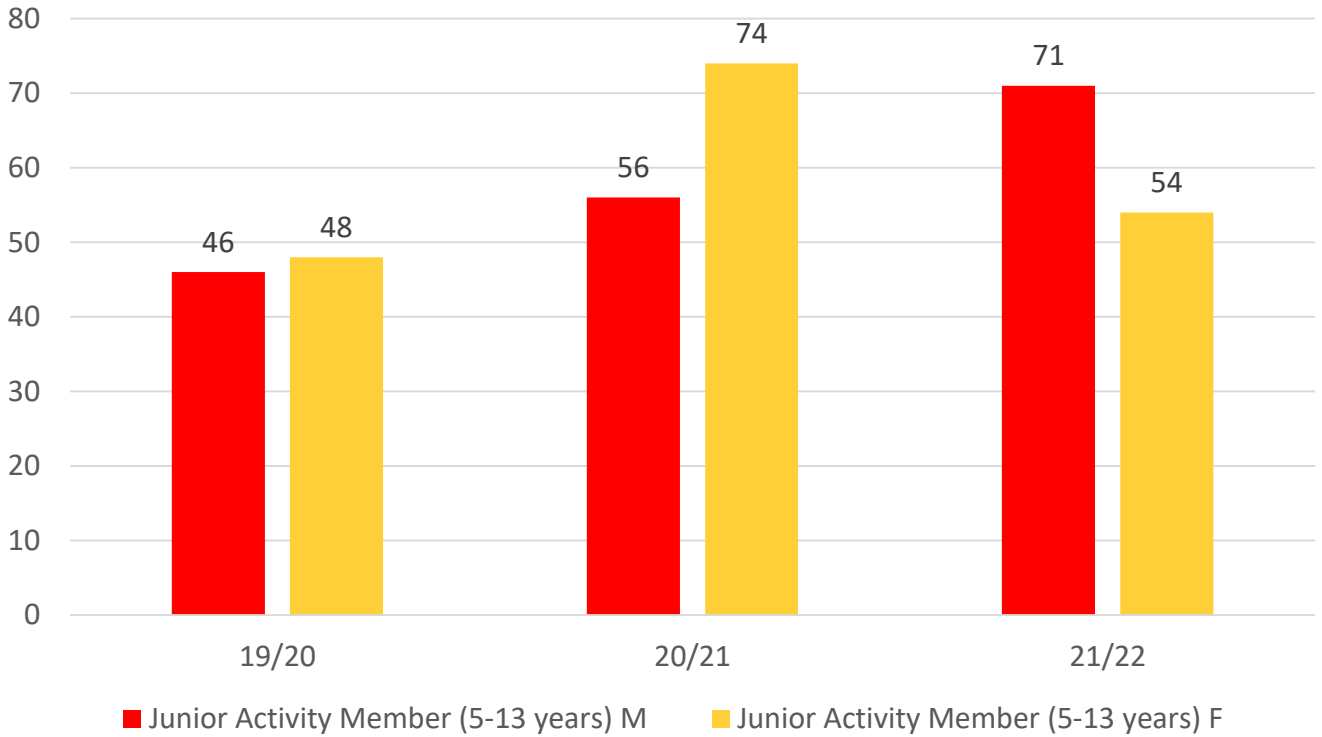
	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	41	18	41	52	9	4	20	44	64	1
Junior Activity Member (5-13 years)	128	111	181	139	95	110	129	128	154	125
Cadet Member (13-15 years)	22	21	18	38	26	14	5	9	12	22
Active Junior (15-18 years)	12	20	23	24	28	35	50	39	34	32
Active Senior (18years and over)	51	59	68	71	81	82	76	74	76	64
Award Member	5	11	12	21	14	10	12	12	26	25
Reserve Active	4	5	8	14	3	3	4	2	1	5
Long Service	1	9	10	8	9	7	8	8	9	7
Past Active	4	3	3	3	1	0	0	0	0	0
Associate	52	28	39	29	39	66	76	49	53	100
Life Member	12	9	9	10	15	14	15	21	25	28
General	0	0	1	0	0	0	0	1	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	1	0	0	1	1	0	2
Total Active	94	116	129	168	152	144	147	136	149	148
Total	332	294	413	410	320	345	396	388	454	411

	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	14	14	6	11	6	9	11	6	12	9
Under 7	7	12	23	16	11	11	21	18	12	18
Under 8	23	13	25	23	15	17	27	13	20	19
Under 9	24	14	24	18	12	14	15	19	22	19
Under 10	42	15	24	22	14	17	13	14	20	18
Under 11	50	12	17	16	13	11	14	10	23	15
Under 12	52	10	17	12	12	13	11	18	11	18
Under 13	57	11	20	16	10	10	12	13	15	9
Under 14	47	10	21	4	2	7	5	14	14	0
Junior Activities Total	316	111	177	138	95	109	129	125	149	125

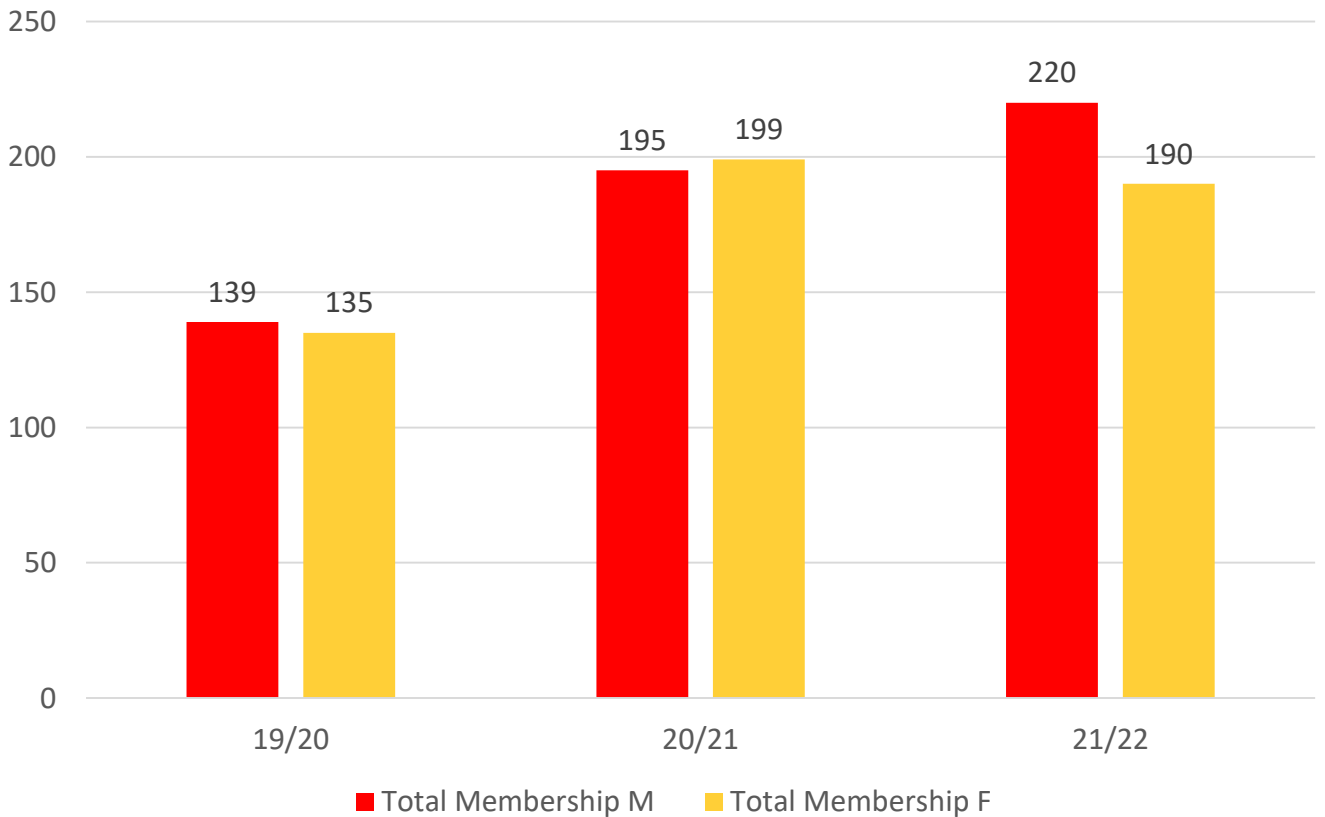
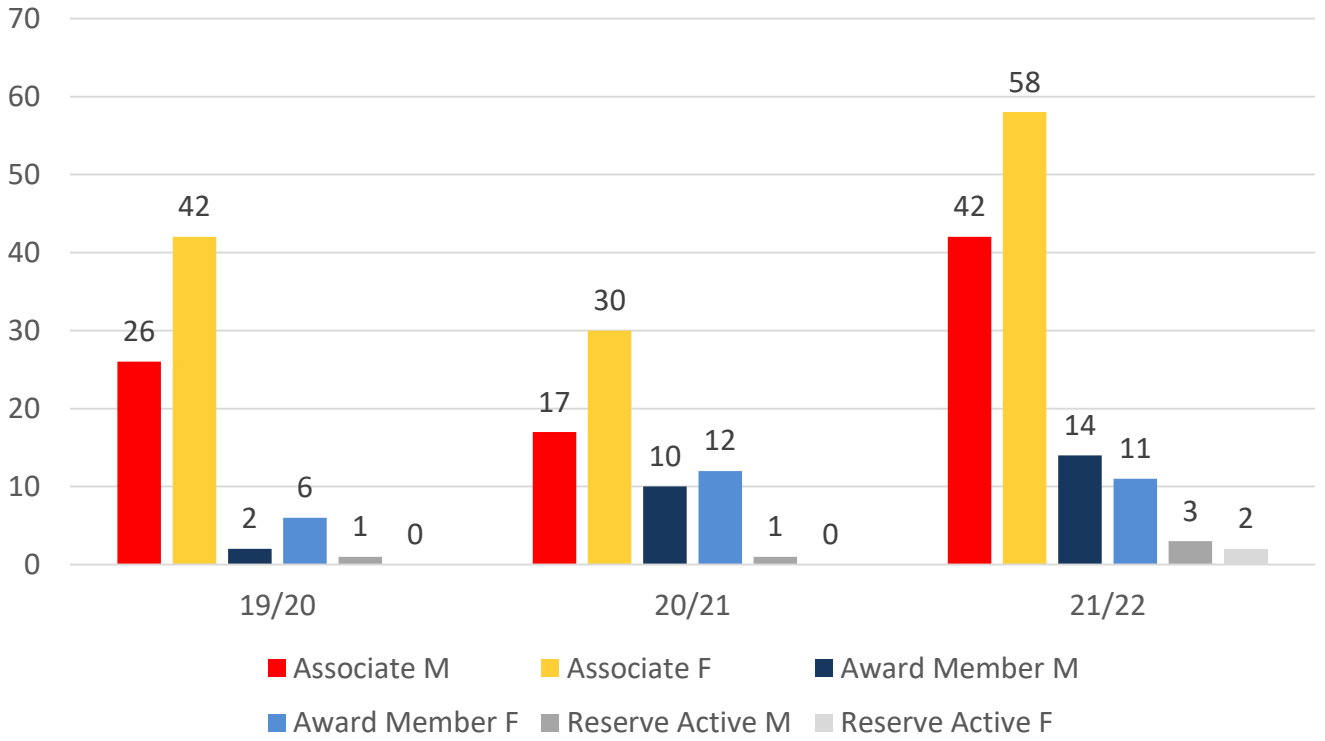
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



190

BRAND NEW MEMBERS



56%

MEMBERSHIP RETENTION



171

MEMBERS LOST FROM THE ORGANISATION

CAIRNS SLSC 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	61	15	25%	15	0	0%	46	75%	1	2%	0	0%	1	-98%
Junior Activities	130	74	57%	17	1	1%	55	42%	68	52%	0	0%	125	-4%
Cadet Member (13-15 years)	9	7	78%	-9	0	0%	2	22%	6	67%	0	0%	22	144%
Active (15-18 yrs)	31	14	45%	-7	0	0%	17	55%	11	35%	0	0%	32	3%
Active (18yrs and over)	65	42	65%	6	0	0%	23	35%	28	43%	0	0%	64	-2%
Award Member	22	13	59%	-6	0	0%	9	41%	6	27%	0	0%	25	14%
Reserve Active	1	1	100%	-3	0	0%	0	0%	1	100%	0	0%	5	400%
Long Service	6	6	100%	3	0	0%	0	0%	4	67%	0	0%	7	17%
Past Active	0	0		0	0		0		0		0		0	
Associate	47	27	57%	-12	1	2%	19	40%	61	130%	0	0%	100	113%
Life Member	22	22	100%	-2	0	0%	0	0%	4	18%	0	0%	28	27%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-2	0		0		0		0		2	
Total Active	128	77	60%		0	0%	51	40%	52	41%	0		148	16%
Total	394	221	56%		2	1%	171	43%	190	48%	0		411	4%

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

MEMBERSHIP RETENTION

CAIRNS SLSC 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	8	73%	3	27%	11	100%	33
16-18 Years	25	11	44%	14	56%	6	24%	20
19-25 Years	20	12	60%	8	40%	4	20%	16
26-35 Years	10	4	40%	6	60%	5	50%	9
36-50 Years	27	18	67%	9	33%	15	56%	36
51-70 Years	35	24	69%	11	31%	11	31%	34
70+ Years	0	0		0		0		0
Total	128	77	60%	51	40%	52	41%	148

CAIRNS SLSC 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	13					9		9
Under 7	13	8	62%	3	23%	10	77%	18
Under 8	17	7	54%	5	38%	12	92%	19
Under 9	19	7	41%	10	59%	11	65%	19
Under 10	16	8	42%	11	58%	9	47%	18
Under 11	19	10	63%	6	38%	5	31%	15
Under 12	9	10	53%	9	47%	8	42%	18
Under 13	12	5	56%	4	44%	4	44%	9
Under 14	10	7	58%	5	42%	0	0%	0
Transitioned From JA		8	80%					

MEMBERSHIP RETENTION

2019/20



61%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION

2020/21



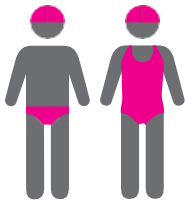
78%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



80%

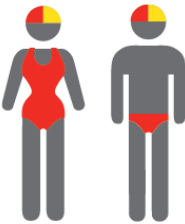
JUNIOR MEMBERSHIP
RETENTION

2021/22



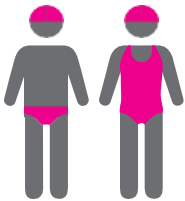
56%

TOTAL MEMBERSHIP
RETENTION



60%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION