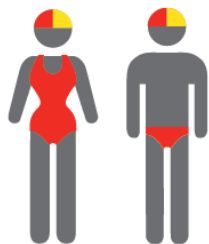


# COOCHIEMUDLO ISLAND

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2021/22



40

ACTIVE MEMBERSHIP



8% Increase



218

TOTAL MEMBERSHIP



22% Increase



94

JUNIOR MEMBERSHIP



24% 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.

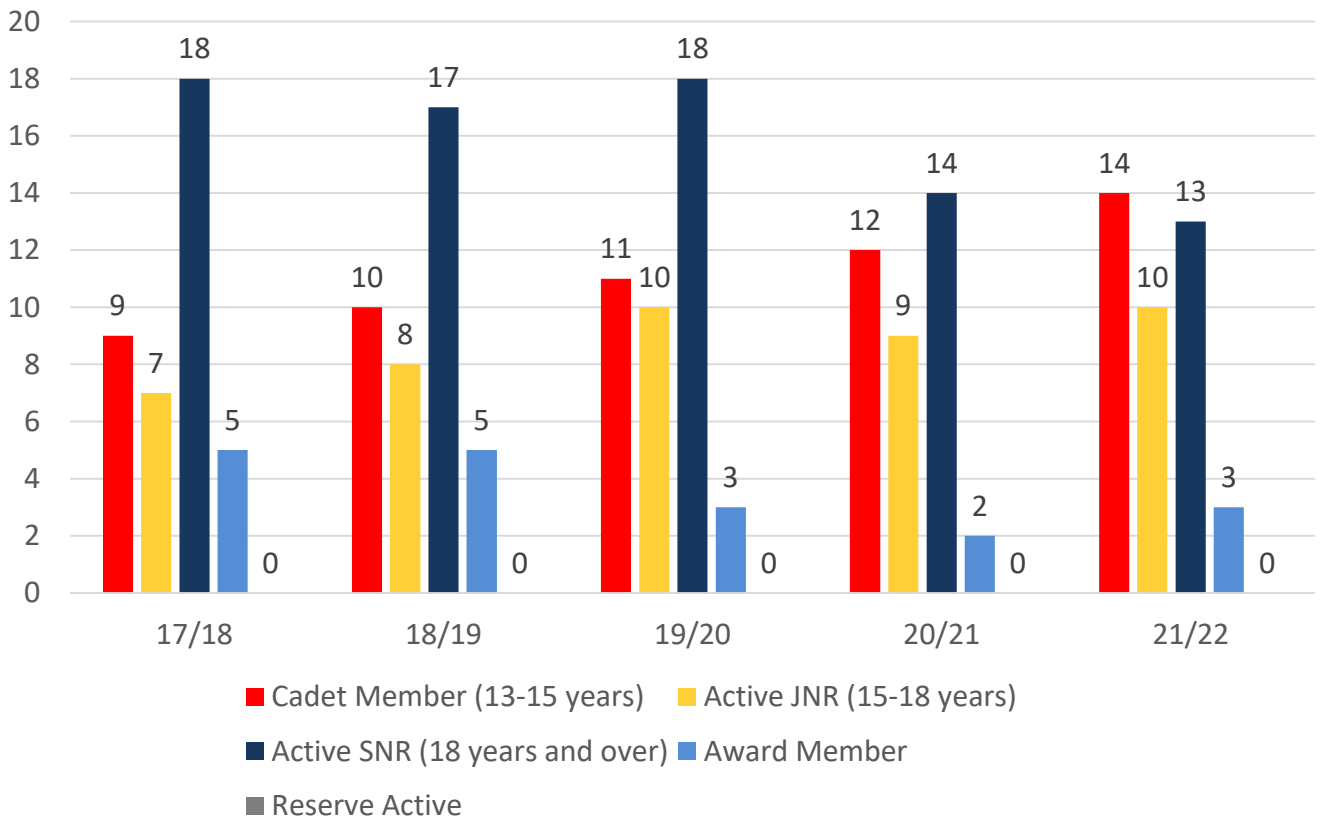
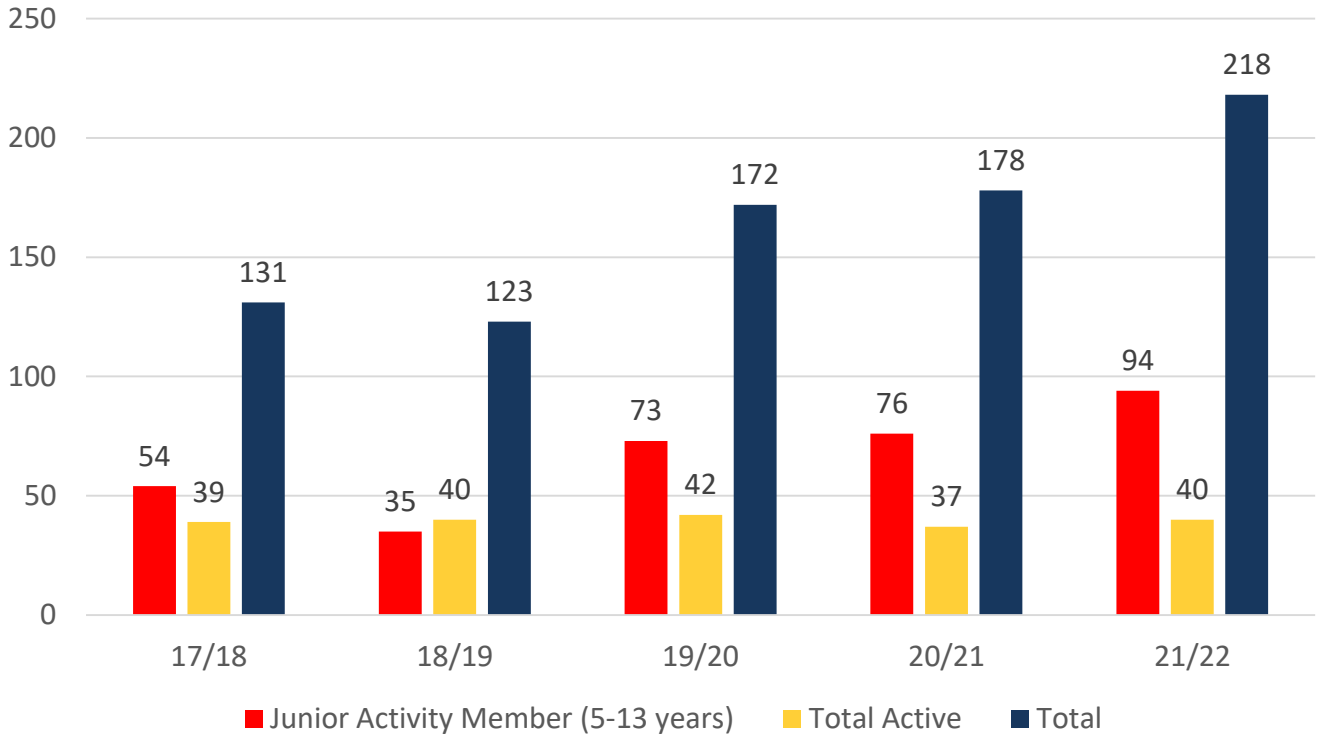
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

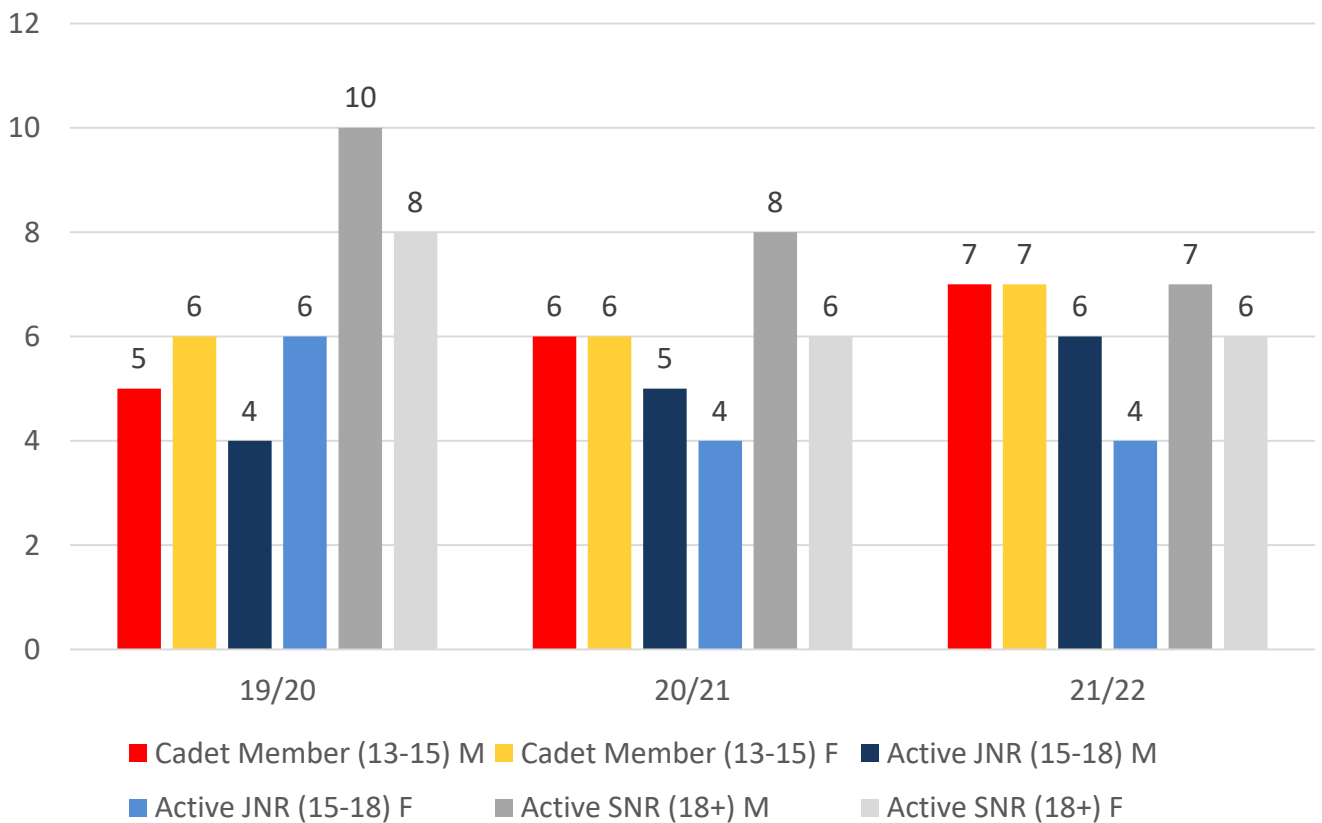
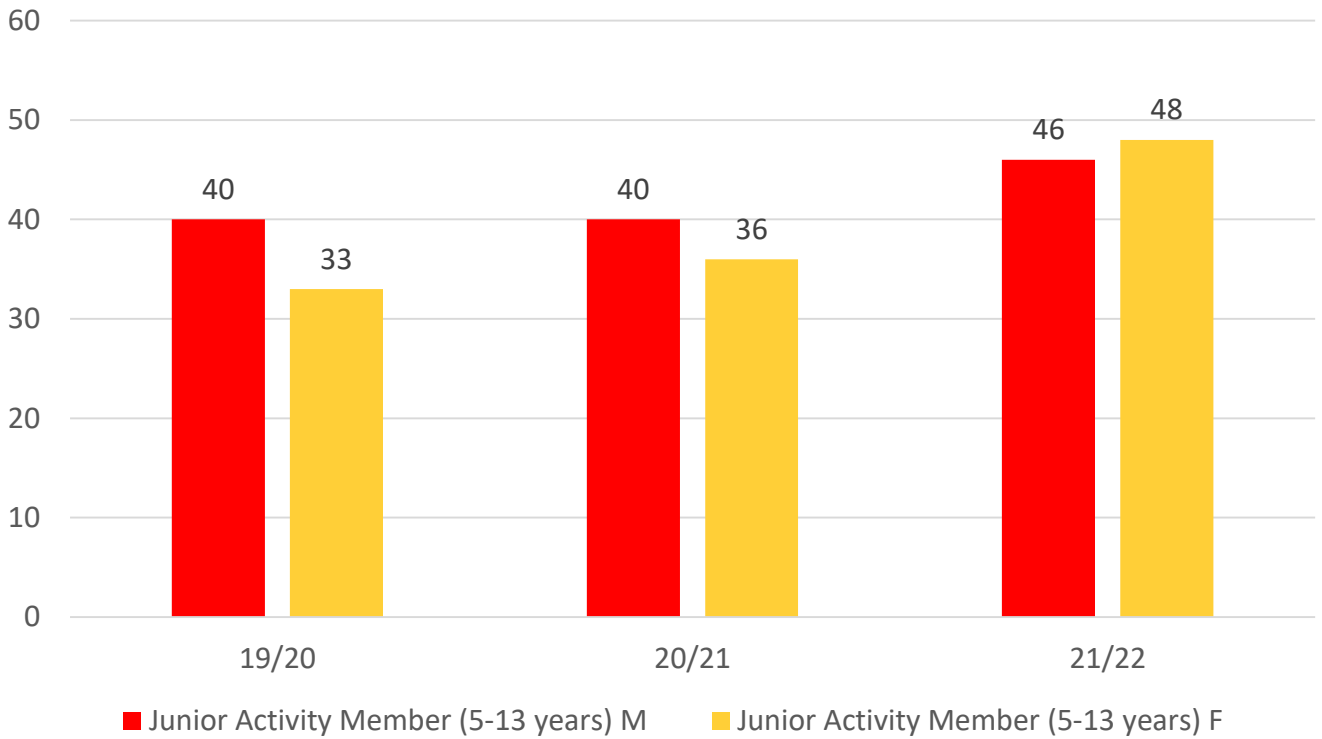
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	14	29	9	7	13
Junior Activity Member (5-13 years)	54	35	73	76	94
Cadet Member (13-15 years)	9	10	11	12	14
Active Junior (15-18 years)	7	8	10	9	10
Active Senior (18years and over)	18	17	18	14	13
Award Member	5	5	3	2	3
Reserve Active	0	0	0	0	0
Long Service	1	1	1	1	2
Past Active	1	1	1	0	0
Associate	14	12	38	50	63
Life Member	6	5	7	7	5
General	2	0	1	0	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	39	40	42	37	40
Total	131	123	172	178	218

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	5	2	8	8	20
Under 7	4	4	7	7	14
Under 8	8	3	14	15	14
Under 9	5	7	8	16	18
Under 10	6	3	9	7	15
Under 11	8	5	12	8	11
Under 12	6	4	8	6	5
Under 13	5	3	5	8	2
Under 14	6	4	2	1	9
Junior Activities Total	53	35	73	76	108

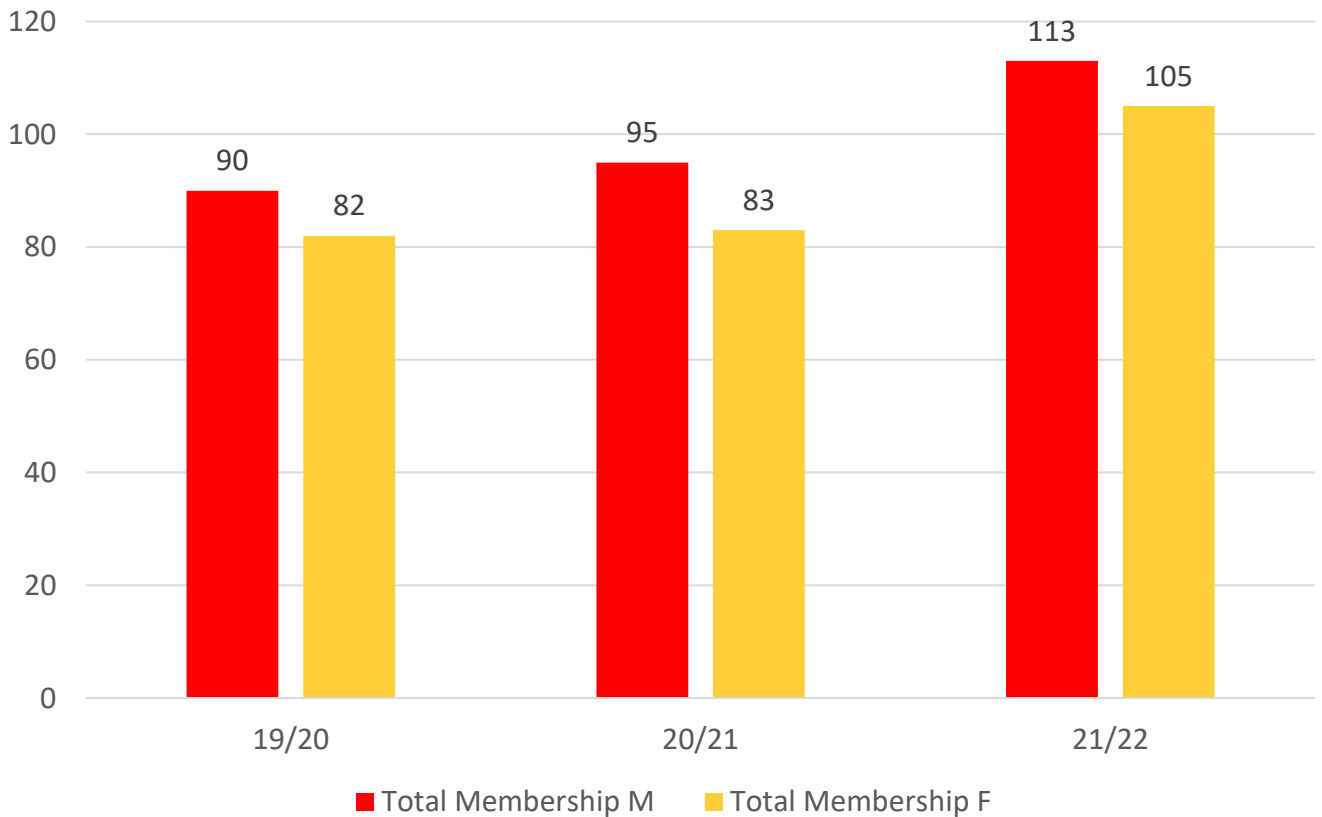
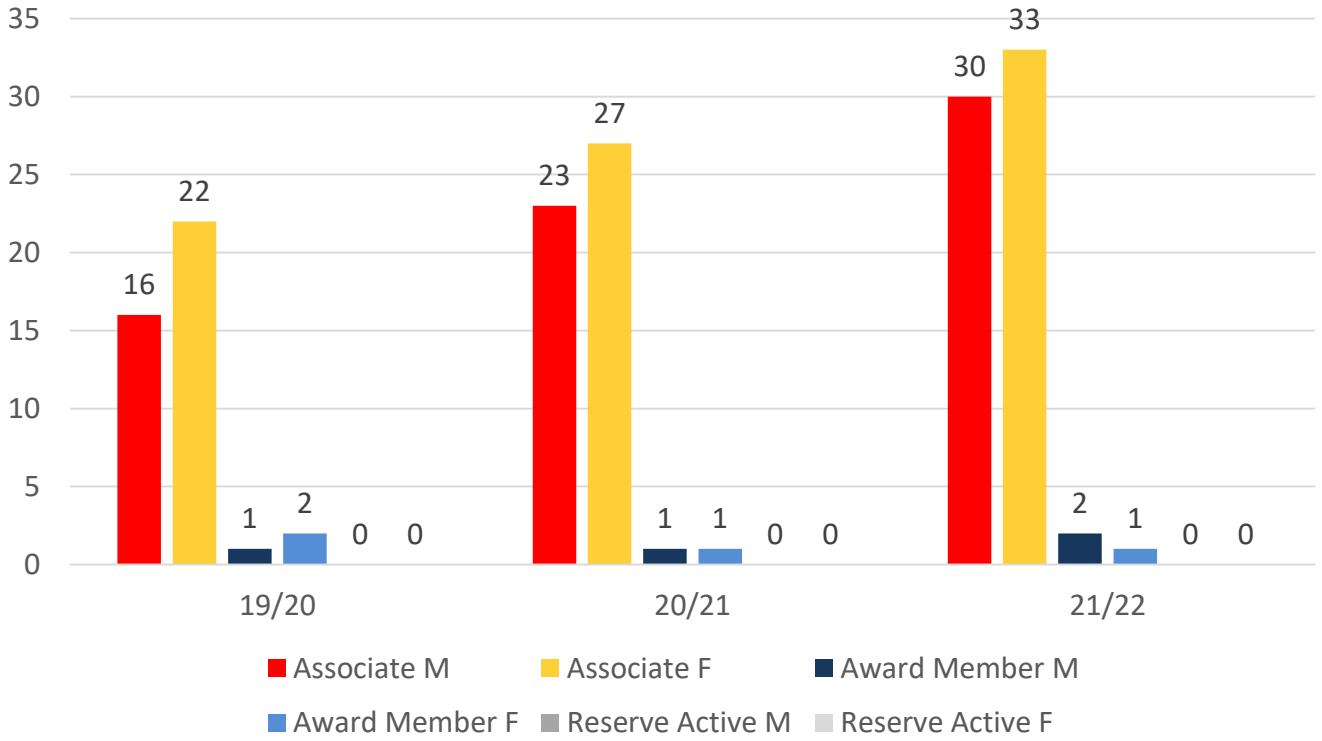
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



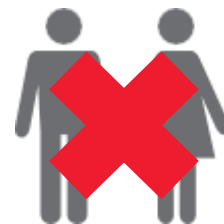
**110**

**BRAND NEW MEMBERS**



**61%**

**MEMBERSHIP RETENTION**



**58**

**MEMBERS LOST FROM THE ORGANISATION**

COOCHIEMUDLO ISLAND 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	7	3	43%	0	0	0%	4	57%	10	143%	0	0%	13	86%
Junior Activities	76	48	63%	5	6	8%	22	29%	51	67%	0	0%	94	24%
Cadet Member (13-15 years)	12	10	83%	-2	0	0%	2	17%	2	17%	0	0%	14	17%
Active (15-18 yrs)	9	6	67%	-2	0	0%	3	33%	2	22%	0	0%	10	11%
Active (18yrs and over)	14	9	64%	-1	2	14%	3	21%	3	21%	0	0%	13	-7%
Award Member	2	2	100%	-1	0	0%	0	0%	0	0%	0	0%	3	50%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	1	1	100%	0	0	0%	0	0%	1	100%	0	0%	2	100%
Past Active	0	0		0	0		0		0		0		0	
Associate	50	23	46%	0	4	8%	23	46%	40	80%	0	0%	63	26%
Life Member	7	6	86%	1	0	0%	1	14%	0	0%	0	0%	5	-29%
General	0	0		0	0		0		1		0		1	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
<b>Total Active</b>	<b>37</b>	<b>27</b>	<b>73%</b>		<b>2</b>	<b>5%</b>	<b>8</b>	<b>22%</b>	<b>7</b>	<b>19%</b>	<b>0</b>		<b>40</b>	<b>8%</b>
<b>Total</b>	<b>178</b>	<b>108</b>	<b>61%</b>		<b>12</b>	<b>7%</b>	<b>58</b>	<b>33%</b>	<b>110</b>	<b>62%</b>	<b>0</b>		<b>218</b>	<b>22%</b>

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

# MEMBERSHIP RETENTION

COOCHIEMUDLO ISLAND 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	7	88%	1	13%	2	25%	14
16-18 Years	11	8	73%	3	27%	2	18%	9
19-25 Years	13	8	62%	4	31%	2	15%	11
26-35 Years	0	0		0		0		0
36-50 Years	2	2	100%	0	0%	1	50%	2
51-70 Years	3	2	67%	0	0%	0	0%	4
70+ Years	0	0		0		0		0
<b>Total</b>	37	27	73%	8	22%	7	19%	40

COOCHIEMUDLO ISLAND 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	8					17		17
Under 7	7	6	75%	2	25%	7	88%	13
Under 8	15	4	57%	2	29%	9	129%	13
Under 9	16	10	67%	3	20%	7	47%	17
Under 10	7	11	69%	3	19%	4	25%	15
Under 11	8	4	57%	3	43%	6	86%	10
Under 12	6	4	50%	4	50%	1	13%	5
Under 13	8	2	33%	3	50%	0	0%	2
Under 14	1	6	75%	2	25%	0	0%	2
Transitioned From JA		1	100%					

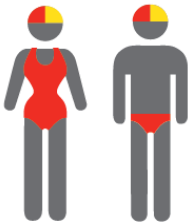
# MEMBERSHIP RETENTION

2019/20



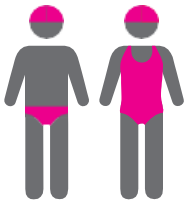
62%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION

2020/21



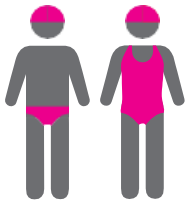
53%

TOTAL MEMBERSHIP  
RETENTION



67%

ACTIVE MEMBERSHIP  
RETENTION



48%

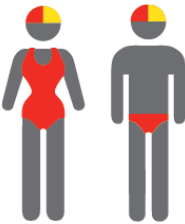
JUNIOR MEMBERSHIP  
RETENTION

2021/22



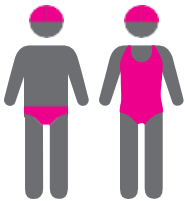
61%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



63%

JUNIOR MEMBERSHIP  
RETENTION