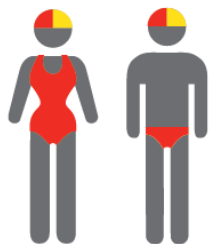


COOCHIEMUDLO ISLAND

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



32

ACTIVE MEMBERSHIP



20% Decrease



181

TOTAL MEMBERSHIP



17% Decrease



83

JUNIOR MEMBERSHIP



12% 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

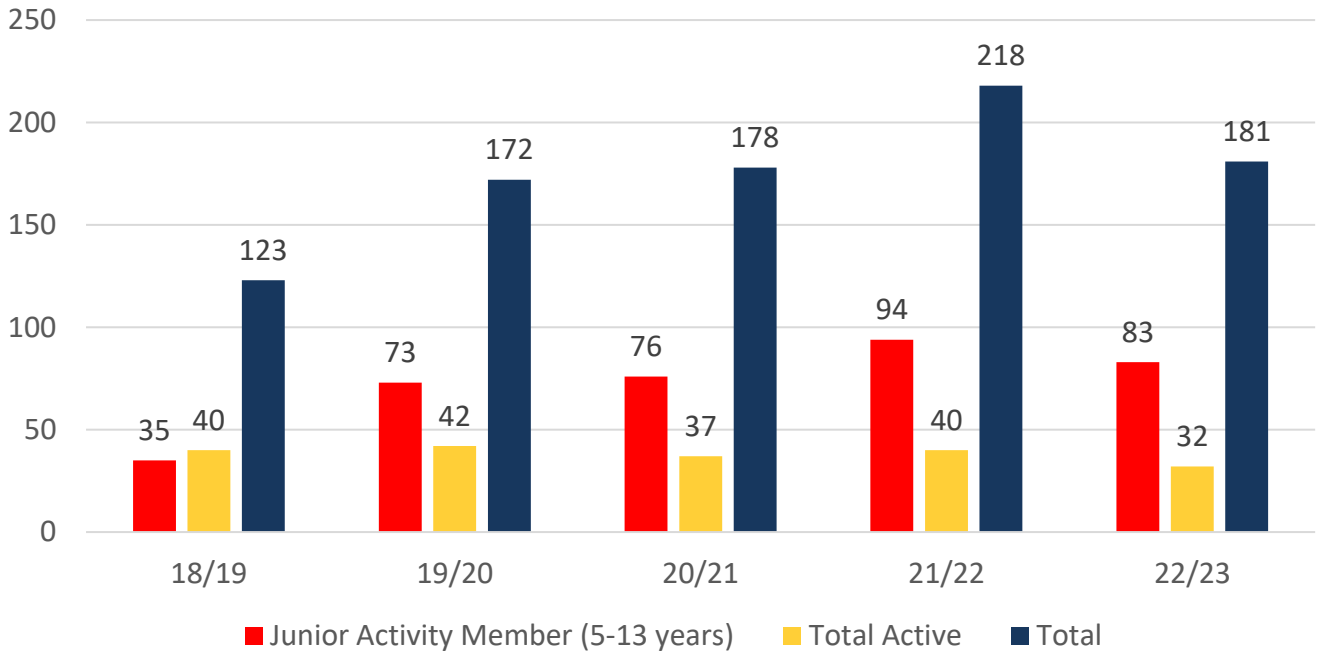
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	29	9	7	13	15
Junior Activity Member (5-13 years)	35	73	76	94	83
Cadet Member (13-15 years)	10	11	12	14	8
Active Junior (15-18 years)	8	10	9	10	4
Active Senior (18years and over)	17	18	14	13	16
Award Member	5	3	2	3	4
Reserve Active	0	0	0	0	0
Long Service	1	1	1	2	2
Past Active	1	1	0	0	0
Associate	12	38	50	63	43
Life Member	5	7	7	5	5
General	0	1	0	1	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	40	42	37	40	32
Total	123	172	178	218	181

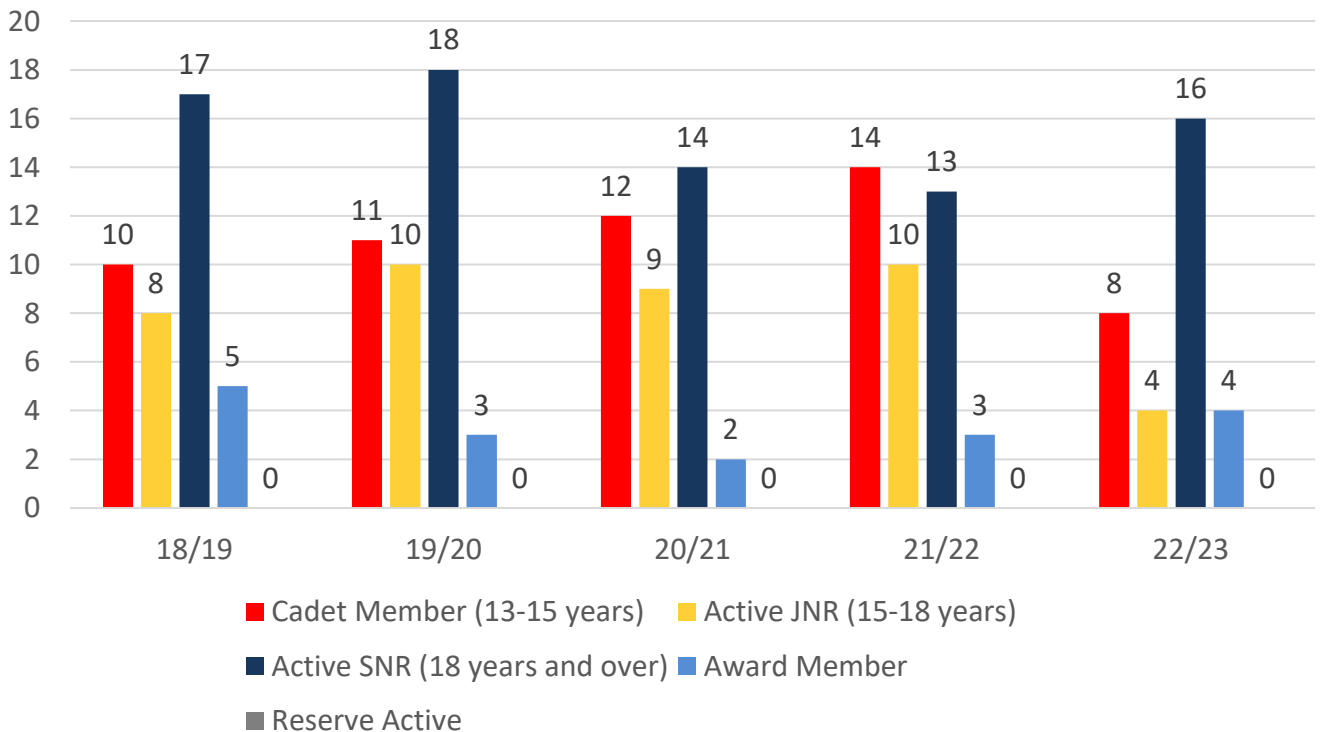
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	2	8	8	20	8
Under 7	4	7	7	14	21
Under 8	3	14	15	14	13
Under 9	7	8	16	18	13
Under 10	3	9	7	15	14
Under 11	5	12	8	11	10
Under 12	4	8	6	5	4
Under 13	3	5	8	2	4
Under 14	4	2	1	9	0
Junior Activities Total	35	73	76	108	87

5 YEAR TREND ANALYSIS

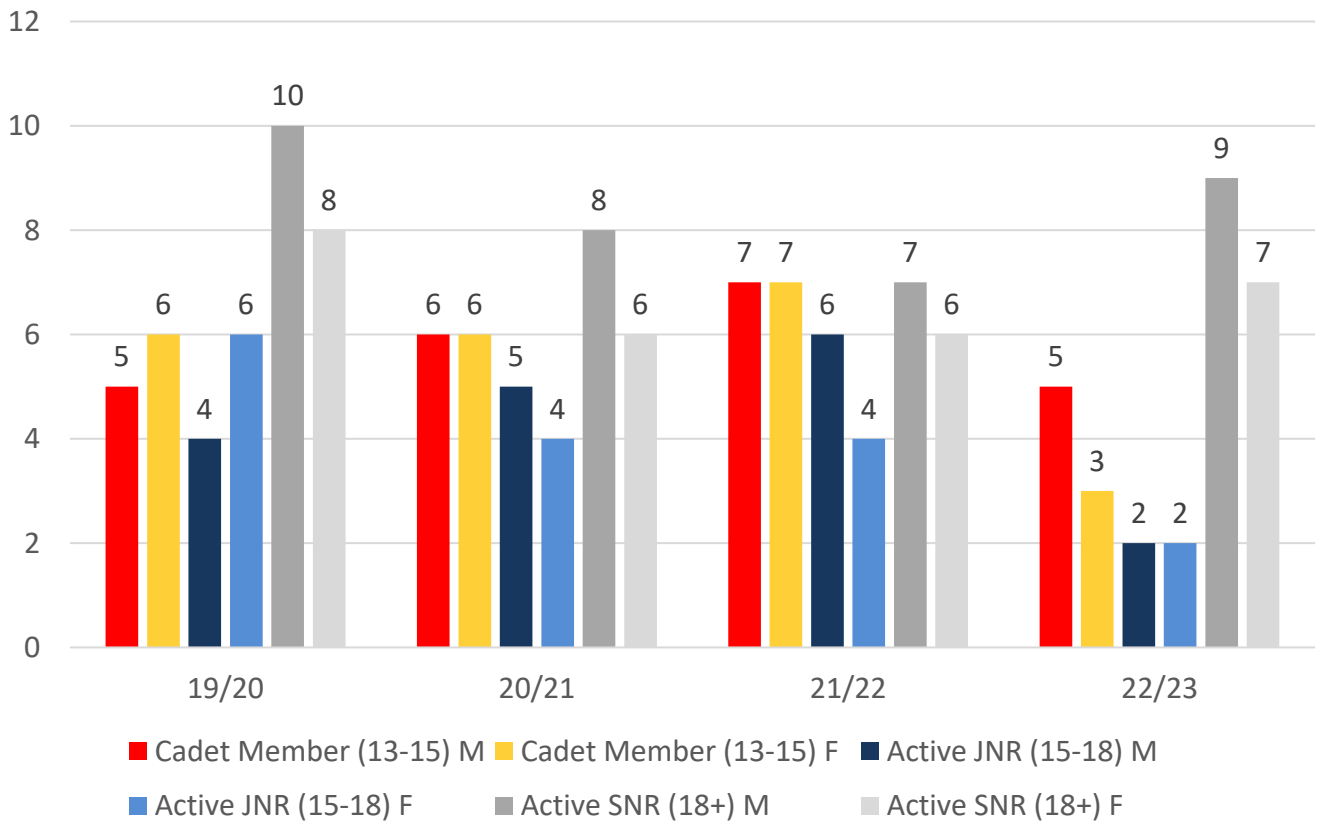
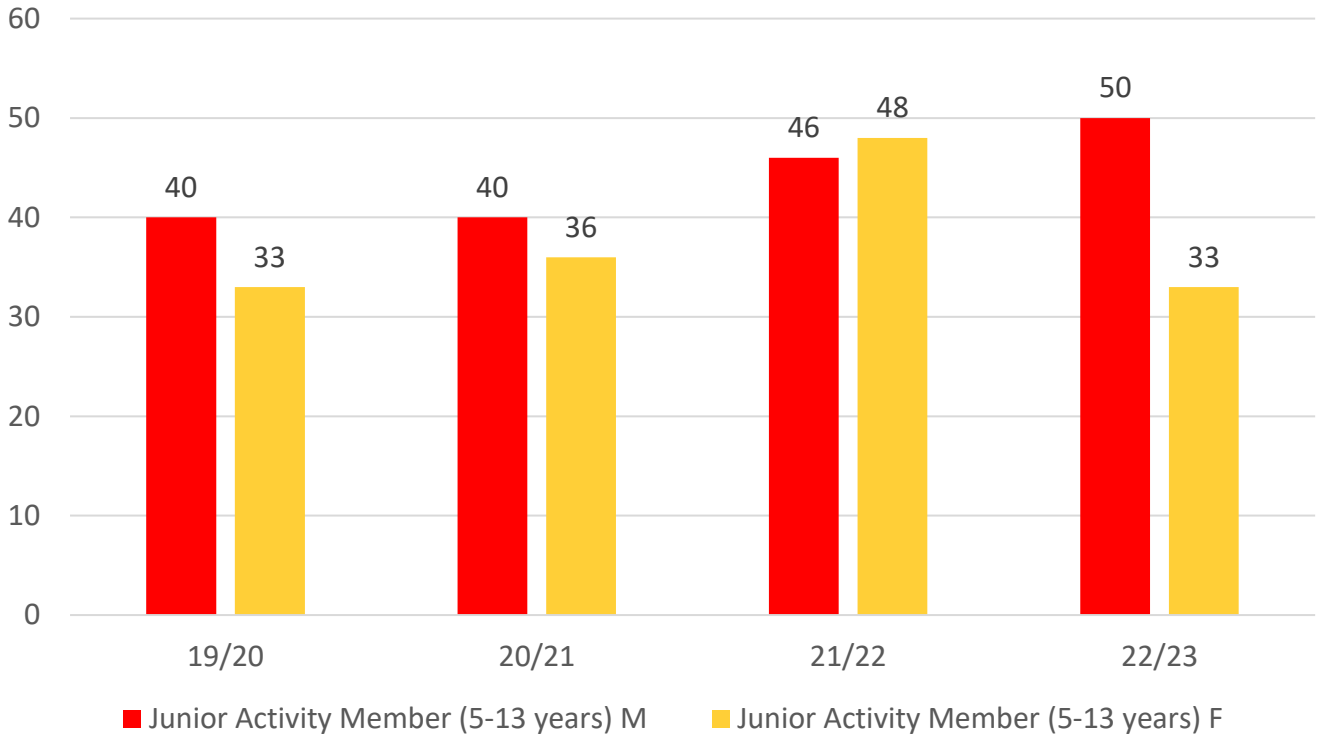
Total Membership



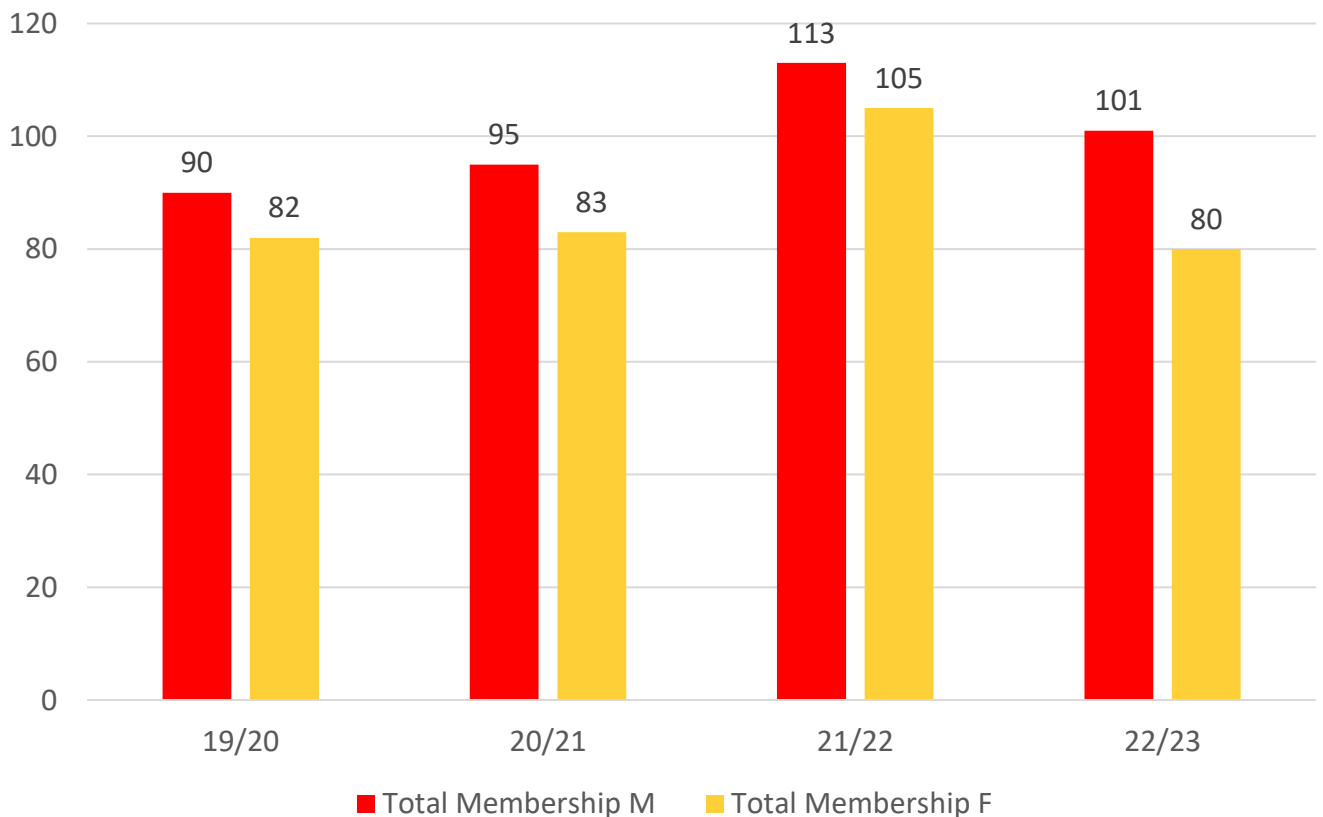
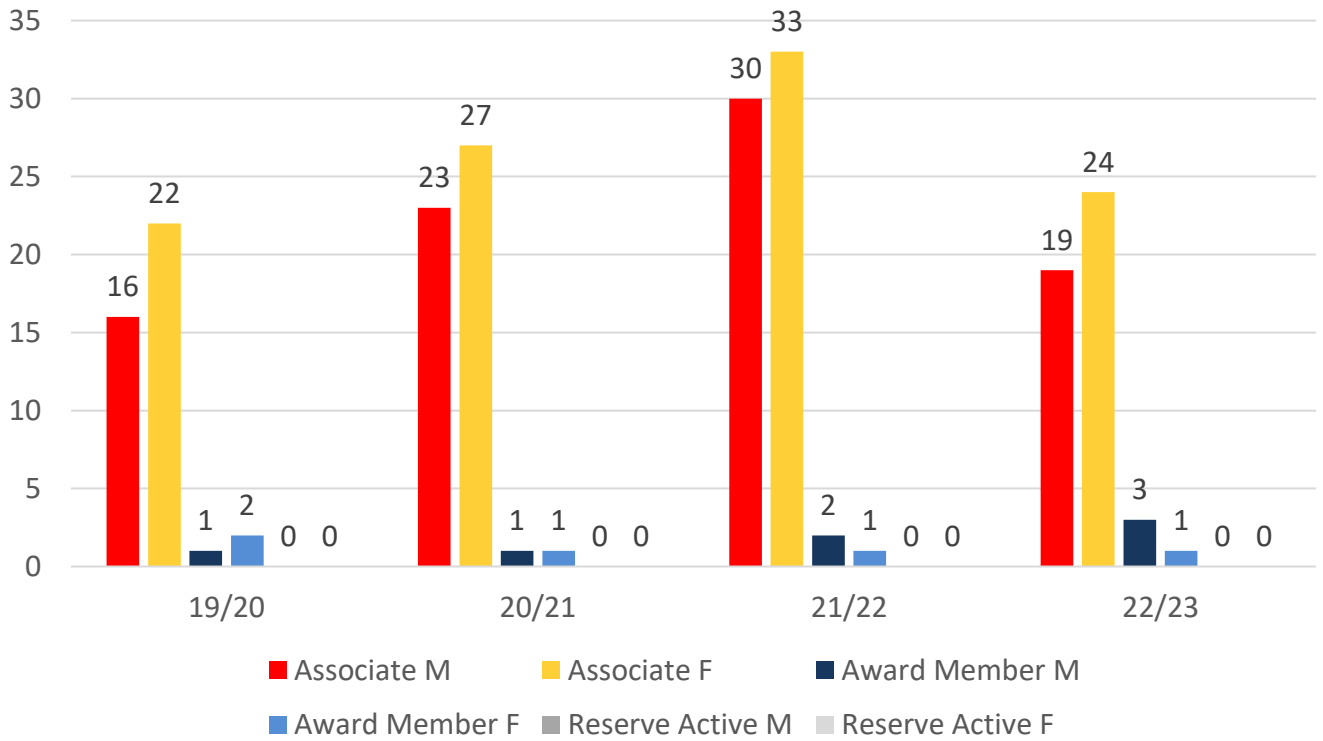
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



64

BRAND NEW MEMBERS



51%

MEMBERSHIP RETENTION



106

MEMBERS LOST FROM THE ORGANISATION

COOCHIEMUDLO ISLAND 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	13	5	38%	3	0	0%	8	62%	13	100%	0	0%	15	15%
Junior Activities	94	42	45%	-3	0	0%	52	55%	36	38%	2	2%	83	-12%
Cadet Member (13-15 years)	14	8	57%	1	0	0%	6	43%	1	7%	0	0%	8	-43%
Active (15-18 yrs)	10	6	60%	2	0	0%	4	40%	0	0%	0	0%	4	-60%
Active (18yrs and over)	13	10	77%	-3	0	0%	3	23%	2	15%	1	8%	16	23%
Award Member	3	3	100%	0	0	0%	0	0%	0	0%	1	33%	4	33%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	2	2	100%	0	0	0%	0	0%	0	0%	0	0%	2	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	63	30	48%	0	0	0%	33	52%	12	19%	1	2%	43	-32%
Life Member	5	5	100%	0	0	0%	0	0%	0	0%	0	0%	5	0%
General	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	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		0	0		0		0		0		0	
Total Active	40	27	68%		0	0%	13	33%	3	8%	2		32	-20%
Total	218	112	51%		0	0%	106	49%	64	29%	5		181	-17%

MEMBERSHIP RETENTION

COOCHIEMUDLO ISLAND 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	8	57%	6	43%	1	7%	8
16-18 Years	9	5	56%	4	44%	0	0%	4
19-25 Years	11	9	82%	2	18%	1	9%	13
26-35 Years	0	0		0		0		1
36-50 Years	2	1	50%	1	50%	1	50%	2
51-70 Years	4	4	100%	0	0%	0	0%	4
70+ Years	0	0		0		0		0
Total	40	27	68%	13	33%	3	8%	32

COOCHIEMUDLO ISLAND 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	20					8		8
Under 7	13	8	40%	9	45%	10	50%	20
Under 8	13	6	46%	7	54%	5	38%	12
Under 9	17	8	62%	5	38%	5	38%	13
Under 10	15	10	59%	7	41%	2	12%	13
Under 11	10	6	40%	9	60%	3	20%	9
Under 12	5	3	30%	7	70%	0	0%	4
Under 13	2	1	20%	4	80%	3	60%	4
Under 14	2	0	0%	2	100%	0	0%	0
Transitioned From JA		0	0%					

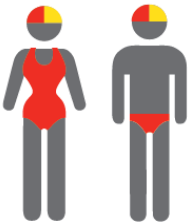
MEMBERSHIP RETENTION

2020/21



53%

TOTAL MEMBERSHIP
RETENTION



67%

ACTIVE MEMBERSHIP
RETENTION



48%

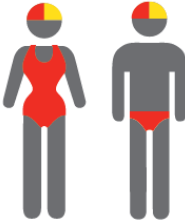
JUNIOR MEMBERSHIP
RETENTION

2021/22



61%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



63%

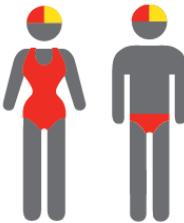
JUNIOR MEMBERSHIP
RETENTION

2022/23



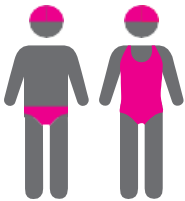
51%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



45%

JUNIOR MEMBERSHIP
RETENTION