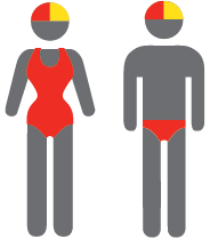


## MEMBERSHIP STATISTICS REPORT EOS 2021/22



**153**

**ACTIVE MEMBERSHIP**



**15% Decrease**



**315**

**TOTAL MEMBERSHIP**



**15% Decrease**



**58**

**JUNIOR MEMBERSHIP**



**18% 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.

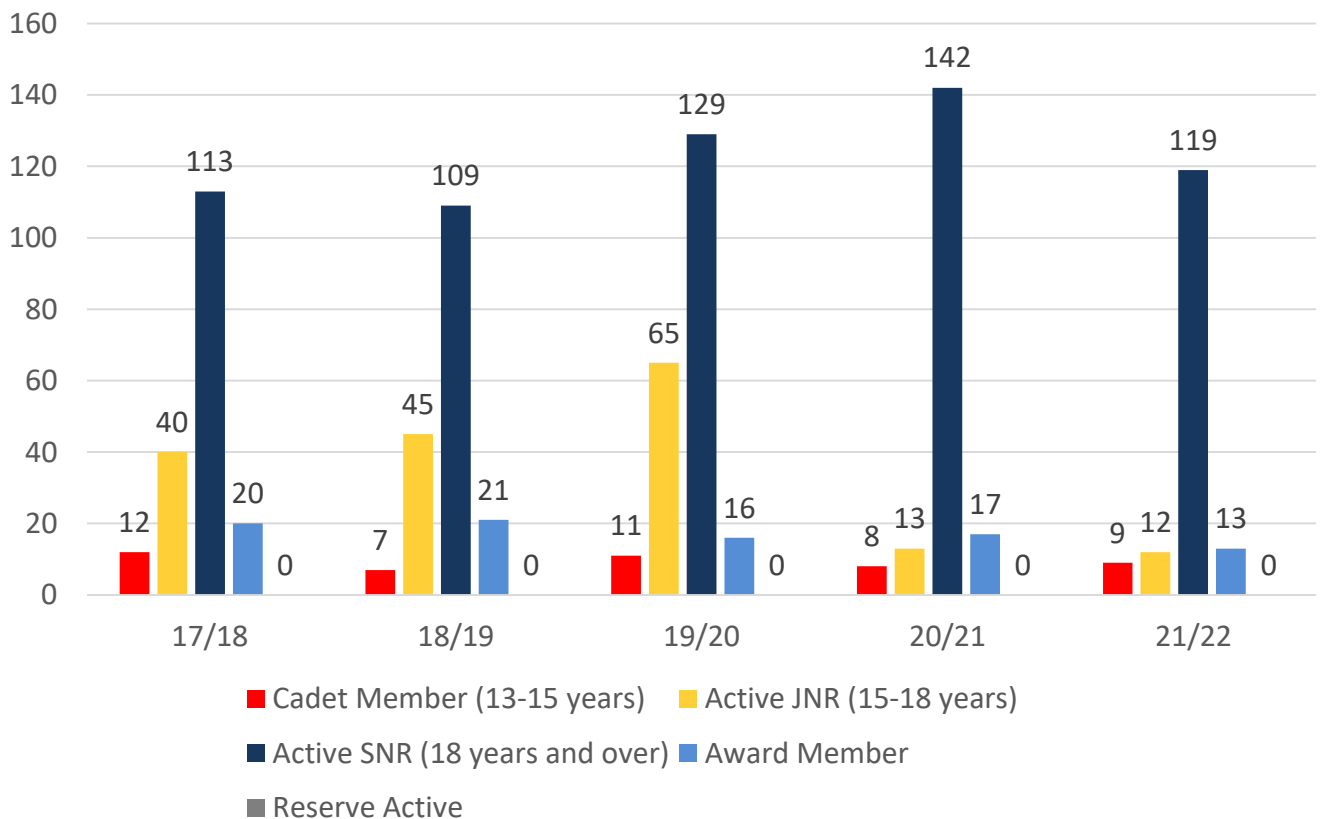
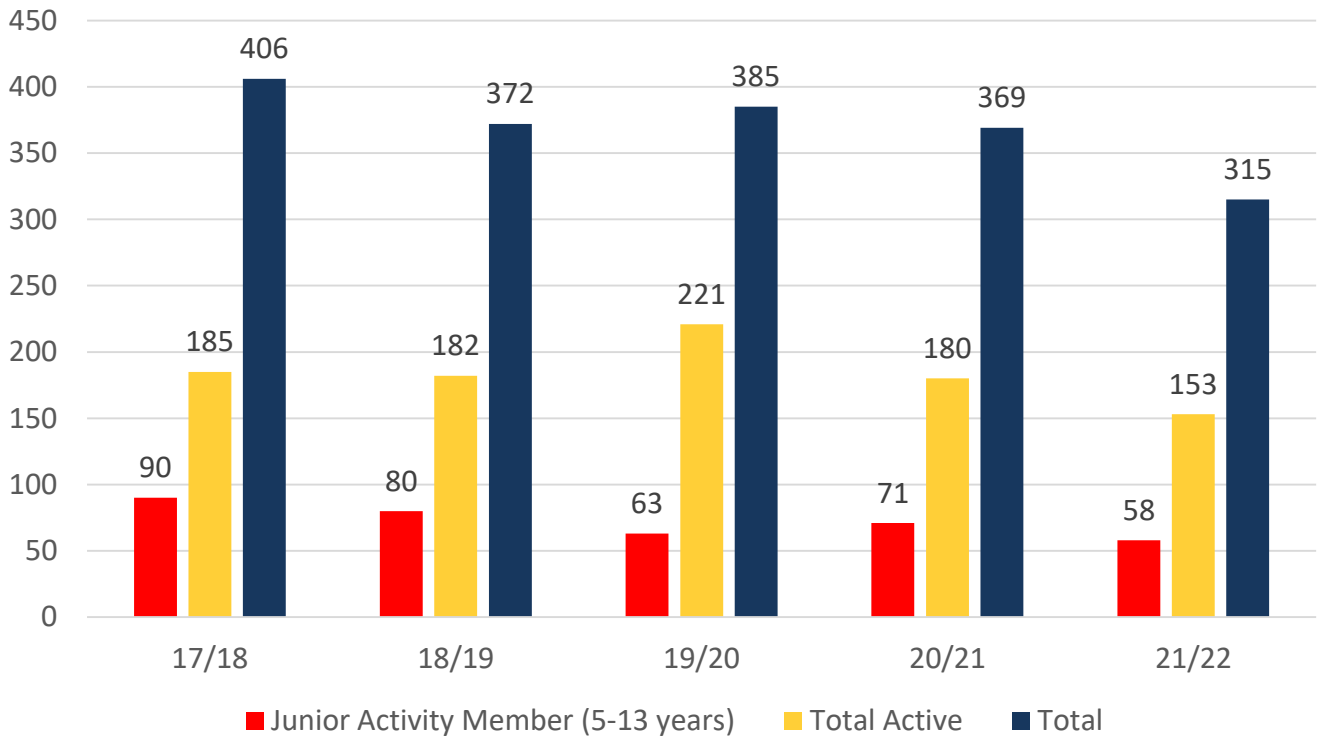
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

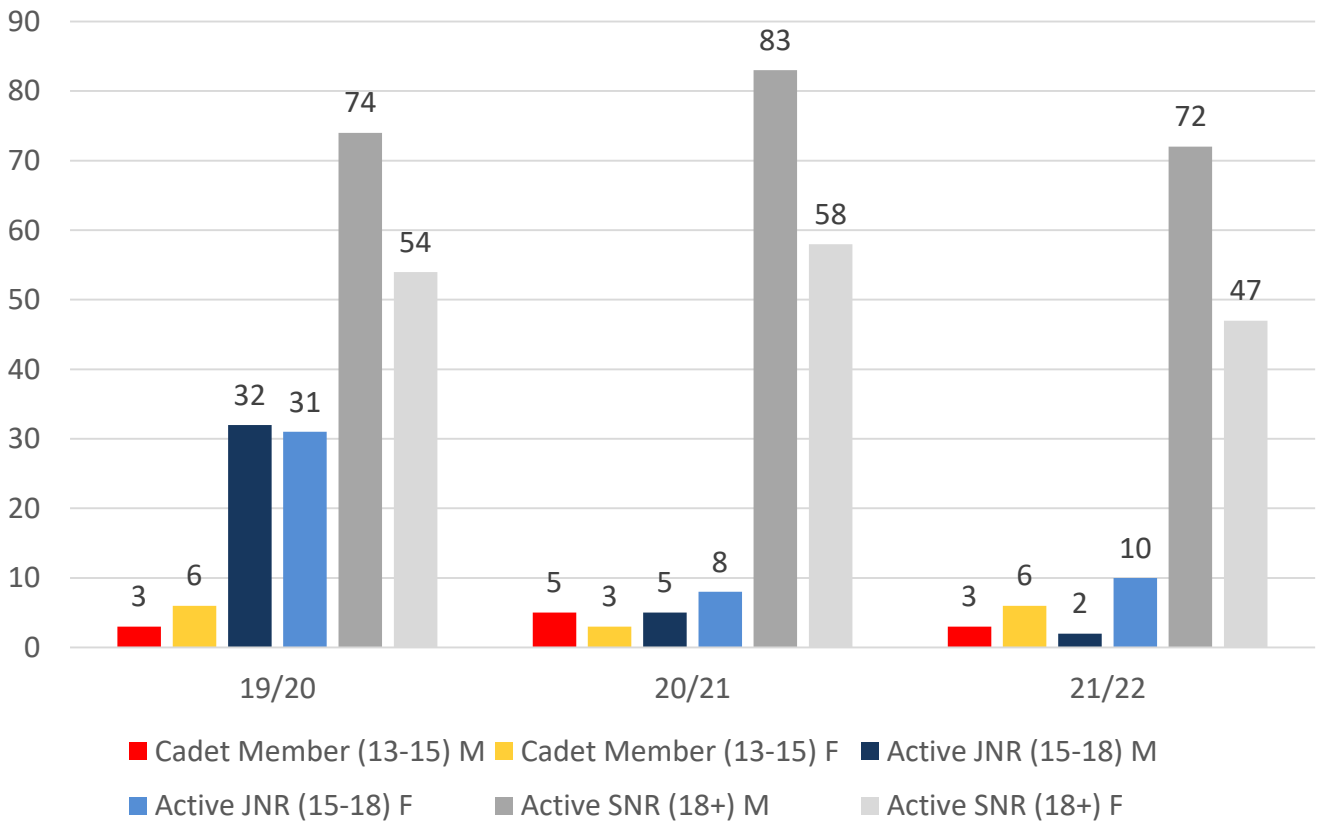
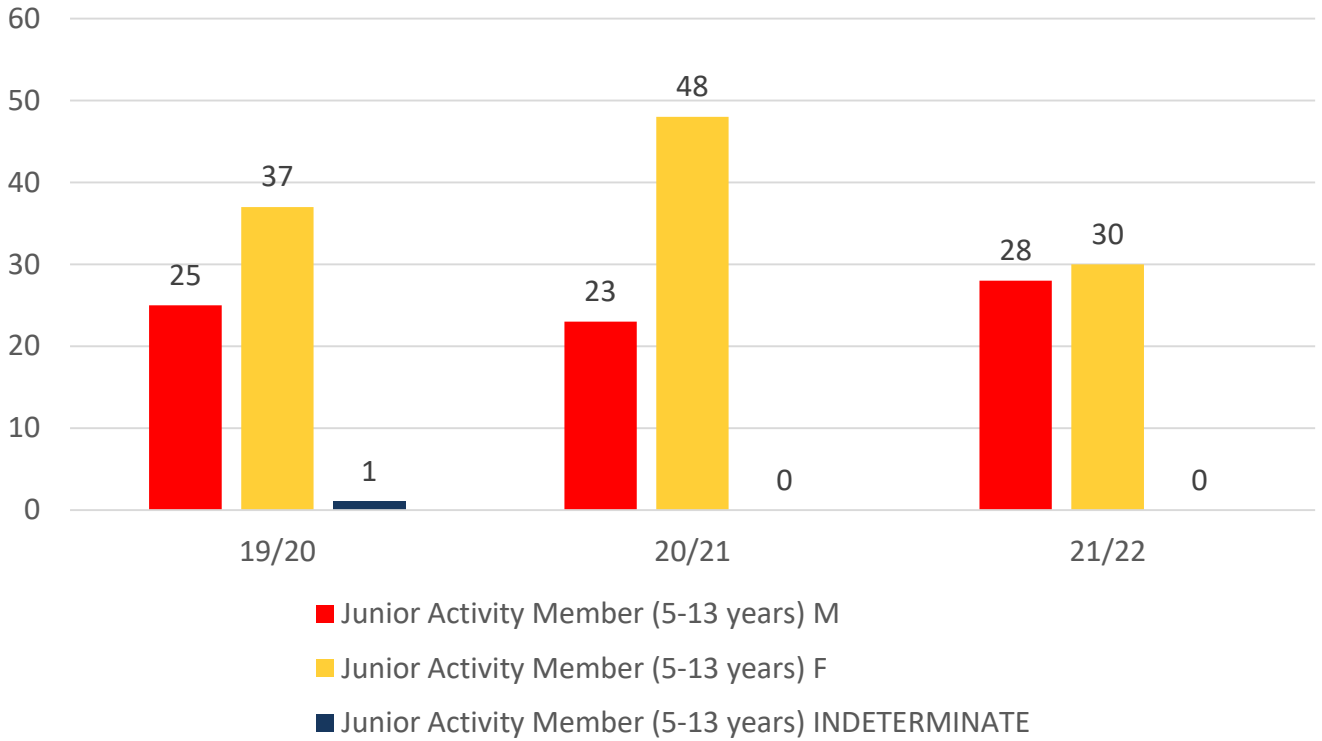
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	2	4	4	4	3
Junior Activity Member (5-13 years)	90	80	63	71	58
Cadet Member (13-15 years)	12	7	11	8	9
Active Junior (15-18 years)	40	45	65	13	12
Active Senior (18years and over)	113	109	129	142	119
Award Member	20	21	16	17	13
Reserve Active	0	0	0	0	0
Long Service	26	26	25	25	24
Past Active	5	1	1	1	0
Associate	77	60	51	67	53
Life Member	15	14	14	15	17
General	0	0	0	0	0
Honorary	6	5	6	6	7
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	185	182	221	180	153
Total	406	372	385	369	315

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	7	6	4	11	7
Under 7	13	10	8	7	8
Under 8	13	10	6	11	7
Under 9	12	11	8	8	13
Under 10	7	7	7	9	3
Under 11	12	11	4	10	6
Under 12	5	10	7	2	8
Under 13	16	7	14	7	2
Under 14	5	8	5	6	5
Junior Activities Total	90	80	63	71	59

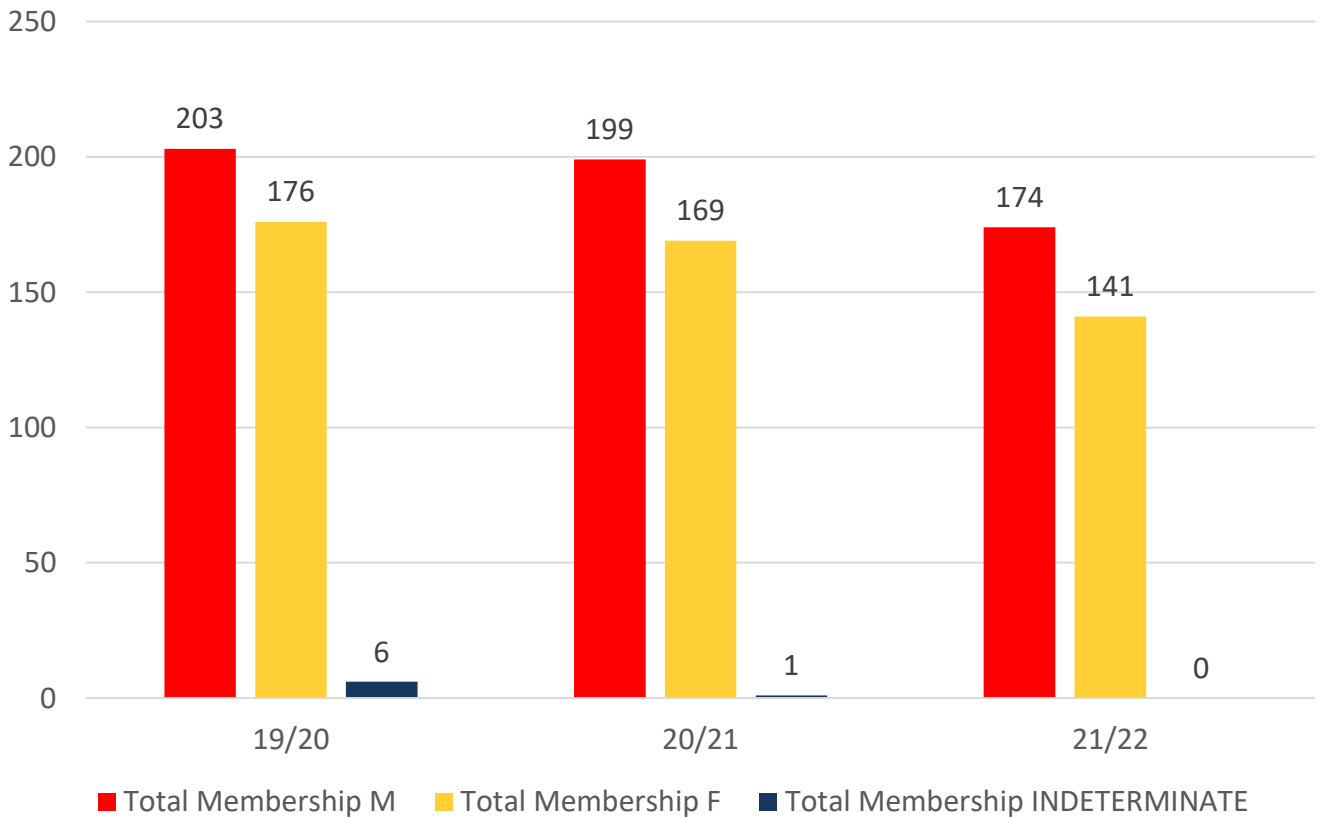
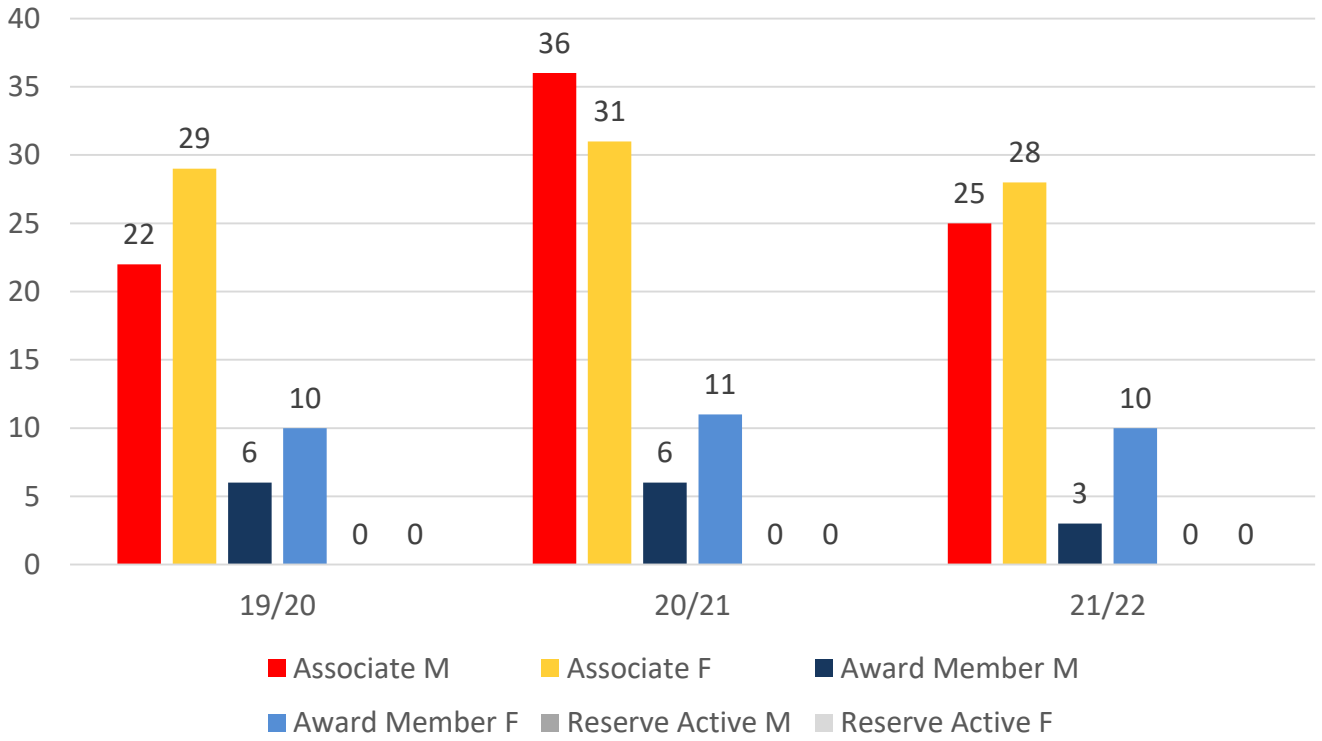
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



67

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



105

MEMBERS LOST FROM THE ORGANISATION

COOLANGATTA 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	4	0	0%	0	0	0%	4	100%	3	75%	0	0%	3	-25%
Junior Activities	71	40	56%	4	5	7%	26	37%	21	30%	1	1%	58	-18%
Cadet Member (13-15 years)	8	5	63%	-4	0	0%	3	38%	0	0%	0	0%	9	13%
Active (15-18 yrs)	13	8	62%	0	1	8%	4	31%	3	23%	1	8%	12	-8%
Active (18yrs and over)	142	107	75%	-2	11	8%	24	17%	8	6%	2	1%	119	-16%
Award Member	17	13	76%	0	1	6%	3	18%	0	0%	0	0%	13	-24%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	25	22	88%	0	1	4%	2	8%	1	4%	1	4%	24	-4%
Past Active	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Associate	67	27	40%	4	2	3%	38	57%	30	45%	0	0%	53	-21%
Life Member	15	15	100%	-2	0	0%	0	0%	0	0%	0	0%	17	13%
General	0	0		0	0		0		0		0		0	
Honorary	6	6	100%	0	0	0%	0	0%	1	17%	0	0%	7	17%
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>180</b>	<b>133</b>	<b>74%</b>		<b>13</b>	<b>7%</b>	<b>34</b>	<b>19%</b>	<b>11</b>	<b>6%</b>	<b>3</b>		<b>153</b>	<b>-15%</b>
<b>Total</b>	<b>369</b>	<b>243</b>	<b>66%</b>		<b>21</b>	<b>6%</b>	<b>105</b>	<b>28%</b>	<b>67</b>	<b>18%</b>	<b>5</b>		<b>315</b>	<b>-15%</b>

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

# MEMBERSHIP RETENTION

## COOLANGATTA 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	9	6	67%	3	33%	0	0%	8
16-18 Years	14	8	57%	5	36%	3	21%	12
19-25 Years	35	21	60%	13	37%	3	9%	25
26-35 Years	19	15	79%	3	16%	0	0%	16
36-50 Years	36	27	75%	5	14%	1	3%	28
51-70 Years	60	51	85%	4	7%	3	5%	57
70+ Years	7	5	71%	1	14%	1	14%	7
<b>Total</b>	180	133	74%	34	19%	11	6%	153

## COOLANGATTA 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	11					7		7
Under 7	7	6	55%	4	36%	1	9%	7
Under 8	11	2	29%	5	71%	5	71%	7
Under 9	8	8	73%	3	27%	4	36%	13
Under 10	9	3	38%	4	50%	0	0%	3
Under 11	10	5	56%	4	44%	1	11%	6
Under 12	2	6	60%	3	30%	2	20%	8
Under 13	7	1	50%	1	50%	1	50%	2
Under 14	6	5	71%	1	14%	0	0%	5
Transitioned From JA		4	67%					

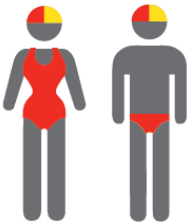
# MEMBERSHIP RETENTION

2019/20



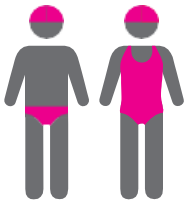
70%

TOTAL MEMBERSHIP  
RETENTION



71%

ACTIVE MEMBERSHIP  
RETENTION



61%

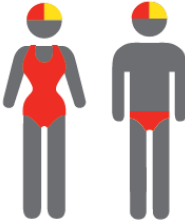
JUNIOR MEMBERSHIP  
RETENTION

2020/21



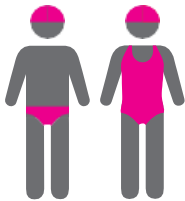
67%

TOTAL MEMBERSHIP  
RETENTION



66%

ACTIVE MEMBERSHIP  
RETENTION



60%

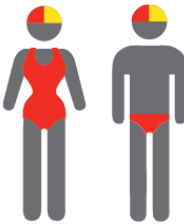
JUNIOR MEMBERSHIP  
RETENTION

2021/22



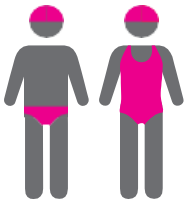
66%

TOTAL MEMBERSHIP  
RETENTION



74%

ACTIVE MEMBERSHIP  
RETENTION



54%

JUNIOR MEMBERSHIP  
RETENTION