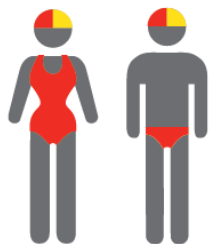


MEMBERSHIP STATISTICS REPORT EOS 2022/23



244

ACTIVE MEMBERSHIP



59% Increase



553

TOTAL MEMBERSHIP



76% Increase



123

JUNIOR MEMBERSHIP



112% 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

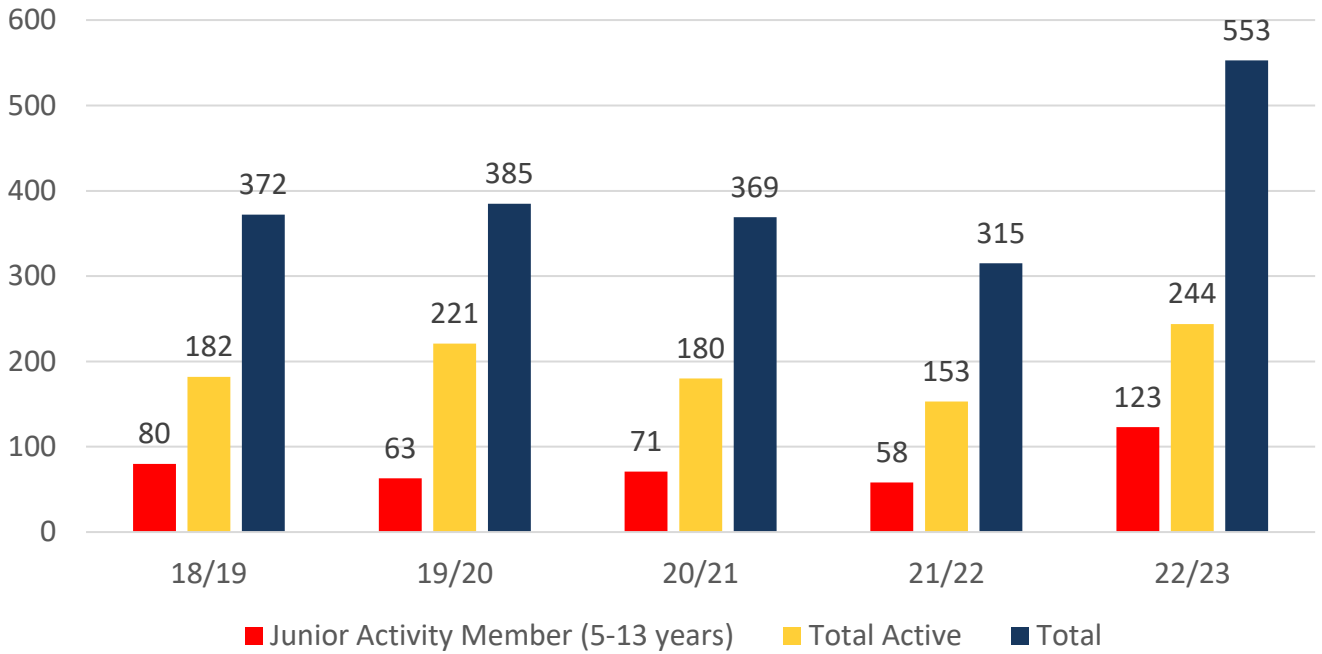
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	4	4	4	3	8
Junior Activity Member (5-13 years)	80	63	71	58	123
Cadet Member (13-15 years)	7	11	8	9	76
Active Junior (15-18 years)	45	65	13	12	14
Active Senior (18years and over)	109	129	142	119	140
Award Member	21	16	17	13	14
Reserve Active	0	0	0	0	0
Long Service	26	25	25	24	22
Past Active	1	1	1	0	0
Associate	60	51	67	53	117
Life Member	14	14	15	17	18
General	0	0	0	0	1
Honorary	5	6	6	7	7
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	13
Total Active	182	221	180	153	244
Total	372	385	369	315	553

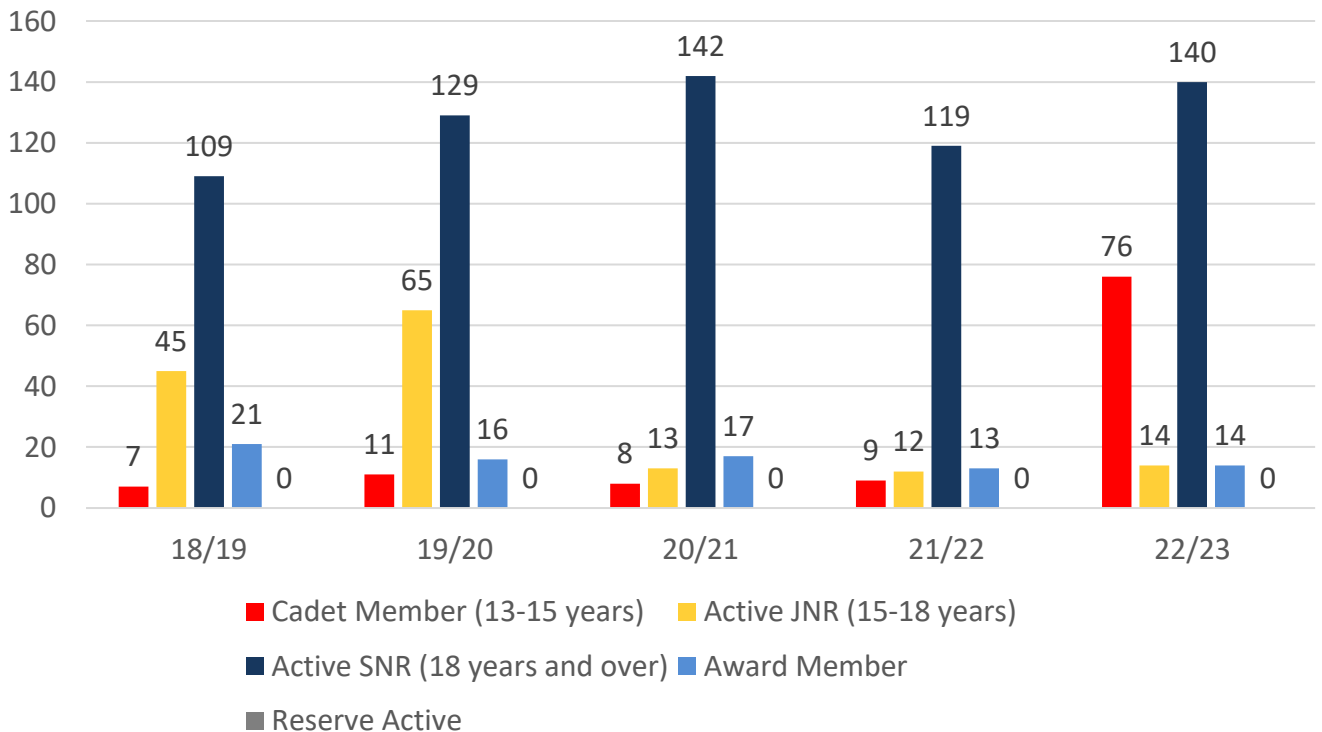
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	6	4	11	7	26
Under 7	10	8	7	8	19
Under 8	10	6	11	7	17
Under 9	11	8	8	13	12
Under 10	7	7	9	3	18
Under 11	11	4	10	6	11
Under 12	10	7	2	8	7
Under 13	7	14	7	2	9
Under 14	8	5	6	5	40
Junior Activities Total	80	63	71	59	159

5 YEAR TREND ANALYSIS

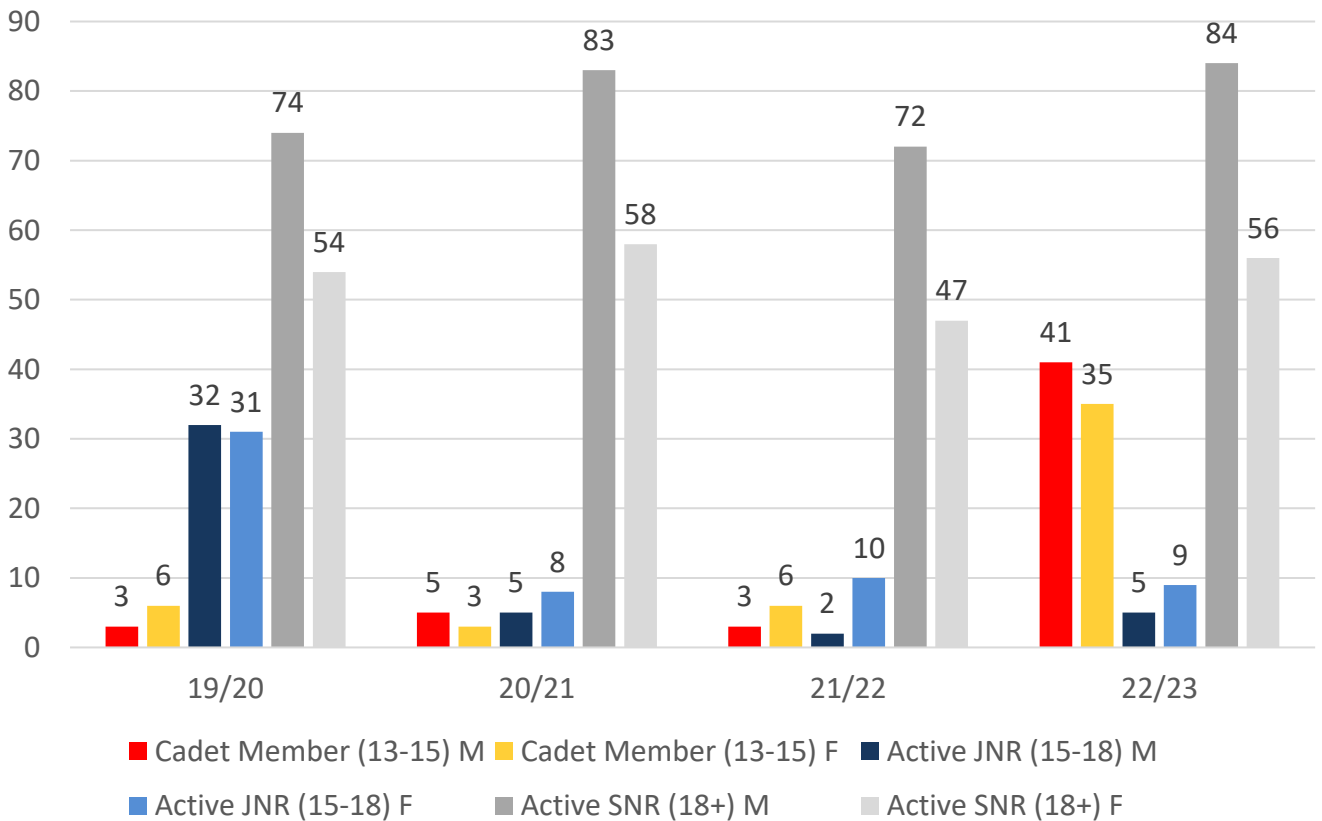
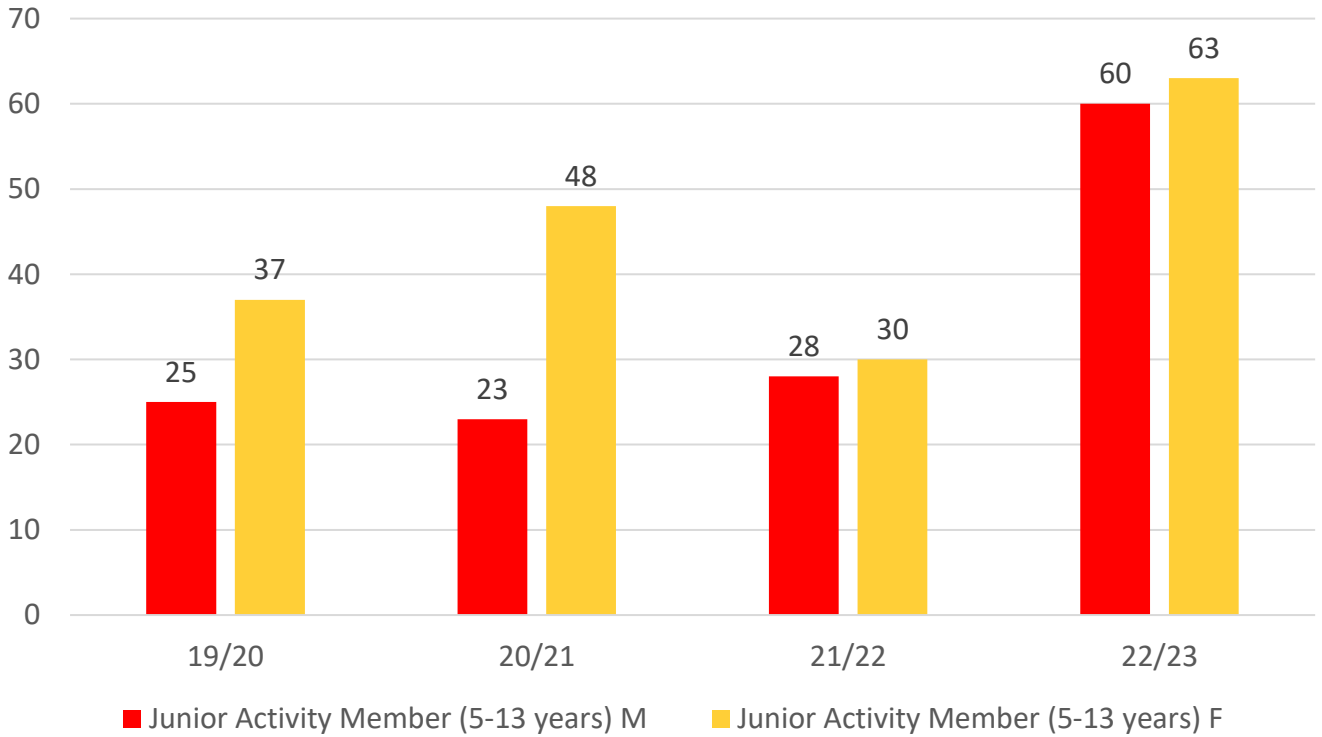
Total Membership



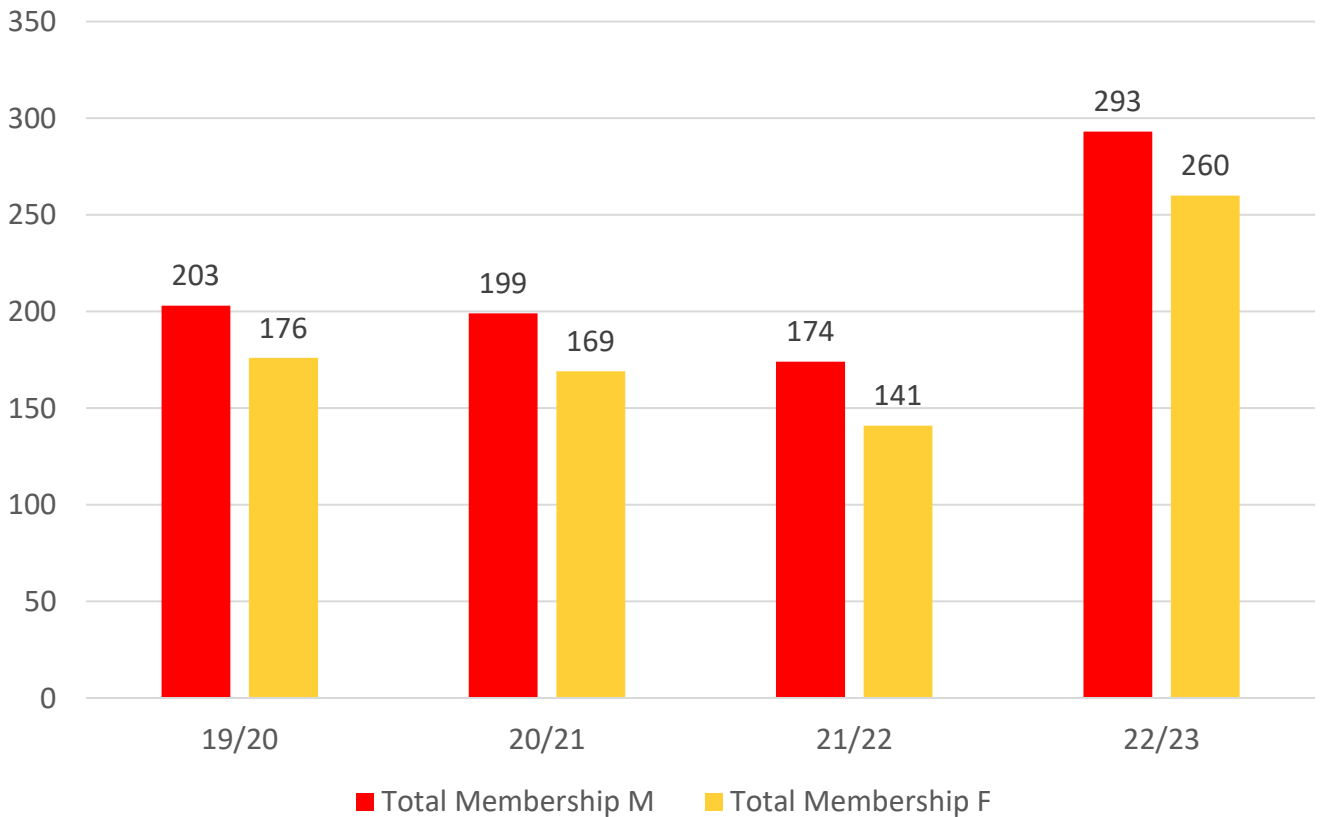
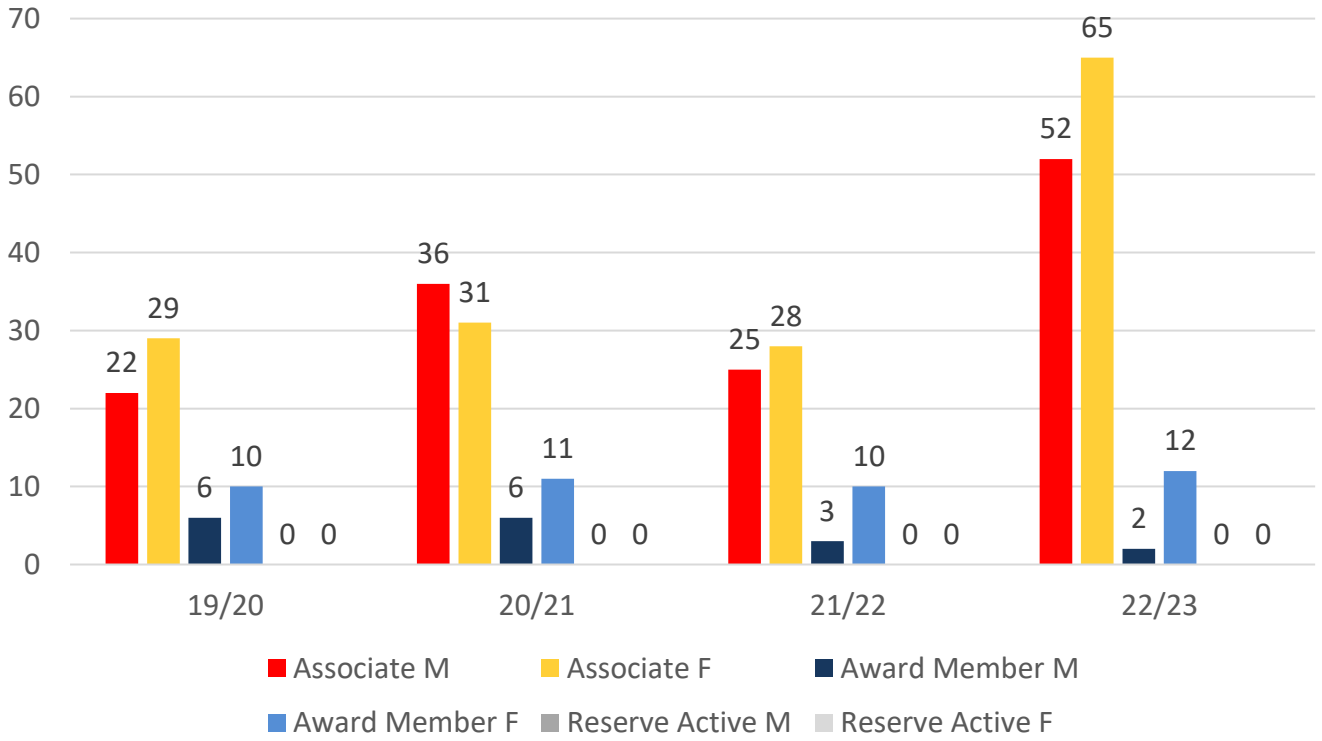
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



279

BRAND NEW MEMBERS



81%

MEMBERSHIP RETENTION



56

MEMBERS LOST FROM THE ORGANISATION

COOLANGATTA 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	3	1	33%	1	0	0%	2	67%	8	267%	0	0%	8	167%
Junior Activities	58	40	69%	3	0	0%	18	31%	82	141%	4	7%	123	112%
Cadet Member (13-15 years)	9	5	56%	0	1	11%	3	33%	69	767%	2	22%	76	744%
Active (15-18 yrs)	12	8	67%	-1	1	8%	3	25%	3	25%	2	17%	14	17%
Active (18yrs and over)	119	104	87%	-2	2	2%	13	11%	29	24%	5	4%	140	18%
Award Member	13	13	100%	1	0	0%	0	0%	2	15%	0	0%	14	8%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	24	21	88%	2	1	4%	2	8%	0	0%	3	13%	22	-8%
Past Active	0	0		0	0		0		0		0		0	
Associate	53	38	72%	2	0	0%	15	28%	78	147%	3	6%	117	121%
Life Member	17	17	100%	-1	0	0%	0	0%	0	0%	0	0%	18	6%
General	0	0		0	0		0		1		0		1	
Honorary	7	7	100%	0	0	0%	0	0%	0	0%	0	0%	7	0%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-5	0		0		7		1		13	
Total Active	153	130	85%		4	3%	19	12%	103	67%	9		244	59%
Total	315	254	81%		5	2%	56	18%	279	89%	20		553	76%

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

MEMBERSHIP RETENTION

COOLANGATTA 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	4	50%	3	38%	71	888%	79
16-18 Years	12	8	67%	3	25%	1	8%	11
19-25 Years	25	23	92%	1	4%	2	8%	24
26-35 Years	16	16	100%	0	0%	7	44%	22
36-50 Years	28	23	82%	5	18%	11	39%	37
51-70 Years	57	50	88%	6	11%	10	18%	64
70+ Years	7	6	86%	1	14%	1	14%	7
Total	153	130	85%	19	12%	103	67%	244

COOLANGATTA 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	7					26		26
Under 7	7	4	57%	3	43%	14	200%	19
Under 8	7	6	86%	1	14%	9	129%	17
Under 9	13	3	43%	4	57%	9	129%	12
Under 10	3	9	69%	4	31%	9	69%	18
Under 11	6	3	100%	0	0%	7	233%	11
Under 12	8	5	83%	1	17%	2	33%	7
Under 13	2	5	63%	3	38%	4	50%	9
Under 14	5	1	50%	1	50%	2	100%	4
Transitioned From JA		4	80%					

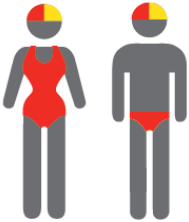
MEMBERSHIP RETENTION

2020/21



67%

TOTAL MEMBERSHIP
RETENTION



66%

ACTIVE MEMBERSHIP
RETENTION



60%

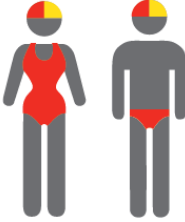
JUNIOR MEMBERSHIP
RETENTION

2021/22



66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



56%

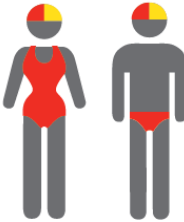
JUNIOR MEMBERSHIP
RETENTION

2022/23



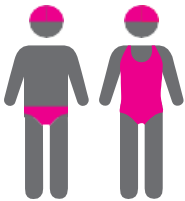
81%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



69%

JUNIOR MEMBERSHIP
RETENTION