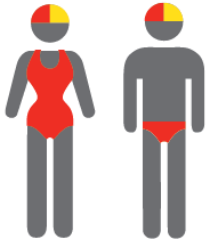




MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



251

ACTIVE MEMBERSHIP



12% Increase



916

TOTAL MEMBERSHIP



1% Increase



233

JUNIOR MEMBERSHIP



2% 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

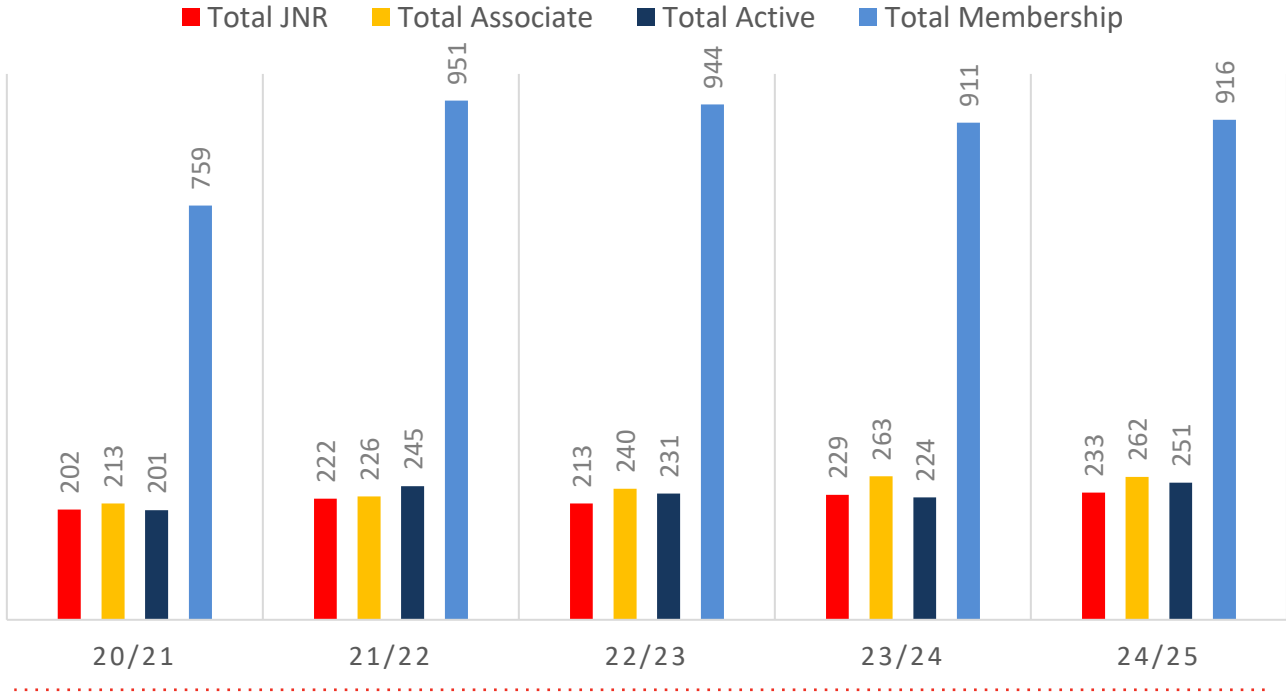
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

Note:

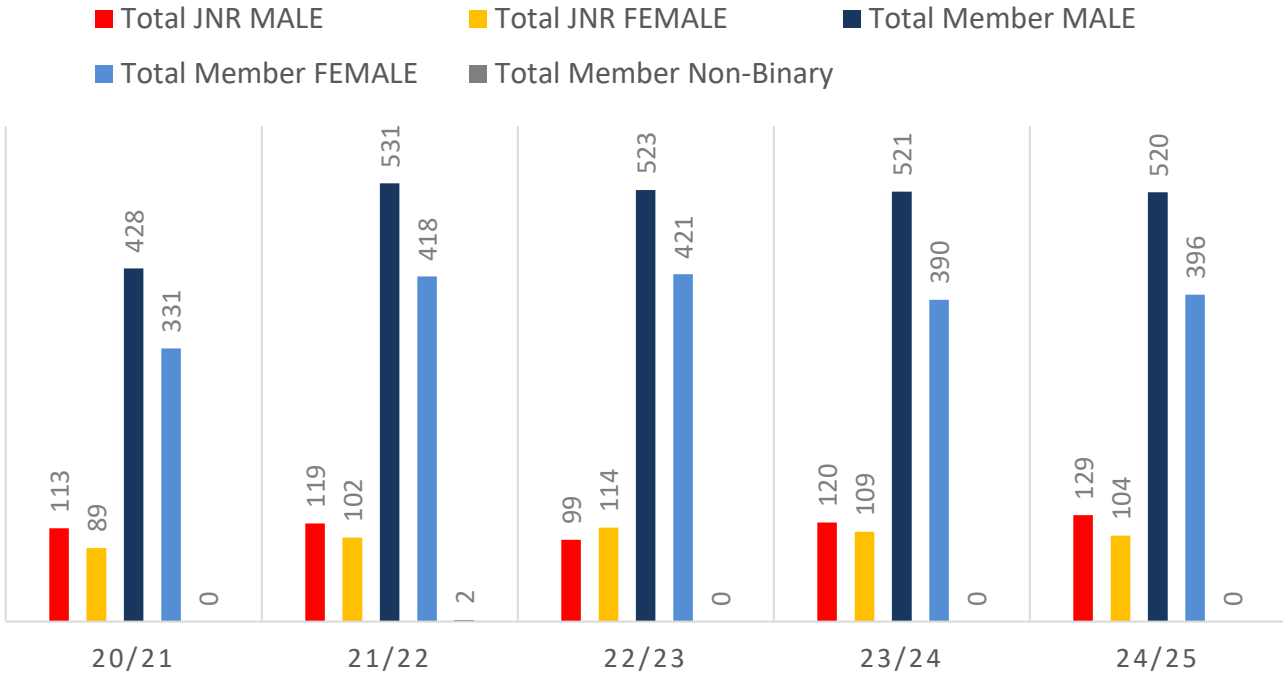
- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5-YEAR TREND ANALYSIS

MEMBERSHIP TOTALS



GENDER BREAKDOWN



MEMBERSHIP RETENTION



256

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



252

MEMBERS LOST FROM THE ORGANISATION

Coolum Beach 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	30	9	30%	6	0	0%	21	70%	11	37%	0	0%	14	-53%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	229	140	61%	11	9	4%	80	35%	101	44%	3	1%	233	2%
Cadet Member (13-15 years)	15	12	80%		1	7%	2	13%	1	7%	1	7%	21	40%
Active (15-18 yrs)	20	17	85%		1	5%	2	10%	0	0%	3	15%	29	45%
Active (18yrs and over)	155	138	89%		0	0%	17	11%	11	7%	11	7%	165	6%
Award Member	32	28	88%		0	0%	4	13%	7	22%	0	0%	36	13%
Reserve Active	2	1	50%	1	0	0%	1	50%	0	0%	0	0%	0	-100%
Long Service	60	57	95%		0	0%	3	5%	0	0%	1	2%	59	-2%
Past Active	54	38	70%		1	2%	15	28%	8	15%	1	2%	48	-11%
Associate	263	146	56%	2	12	5%	105	40%	113	43%	5	2%	262	0%
Life Member	32	30	94%		0	0%	2	6%	1	3%	0	0%	33	3%
General	0	0			0		0		0		0		0	
Honorary	12	12	100%		0	0%	0	0%	3	25%	0	0%	15	25%
Non Member Participant	3	3	100%	2	0	0%	0	0%	0	0%	0	0%	1	-67%
Leave / Restricted	4	4	100%	4	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	224	196	88%		2	1%	26	12%	19	8%	15	7%	251	12%
Total	911	635	70%		24	3%	252	28%	256	28%	25	3%	916	1%

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

MEMBERSHIP RETENTION

Coolum Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	19	16	84%	2	11%	1	5%	27
16-18 Years	28	20	71%	7	25%	0	0%	25
19-25 Years	20	15	75%	5	25%	2	10%	23
26-35 Years	16	15	94%	1	6%	2	13%	17
36-50 Years	61	55	90%	6	10%	6	10%	70
51-70 Years	75	70	93%	5	7%	5	7%	81
70+ Years	5	5	100%	0	0%	3	60%	8
Total	224	196	88%	26	12%	19	8%	251



Coolum Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	37					30		30
Under 7	46	24	65%	12	32%	23	62%	47
Under 8	32	27	59%	16	35%	12	26%	40
Under 9	33	20	63%	11	34%	10	31%	30
Under 10	25	20	61%	13	39%	7	21%	28
Under 11	20	14	56%	10	40%	5	20%	19
Under 12	15	14	70%	6	30%	7	35%	21
Under 13	21	10	67%	3	20%	6	40%	17
Under 14	0	11	52%	9	43%	1	5%	1
Transitioned From JA		0						