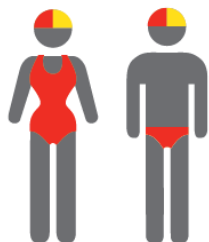


COOLUM BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



253

ACTIVE MEMBERSHIP



12% Increase



954

TOTAL MEMBERSHIP



21% Increase



222

JUNIOR MEMBERSHIP



7% 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.

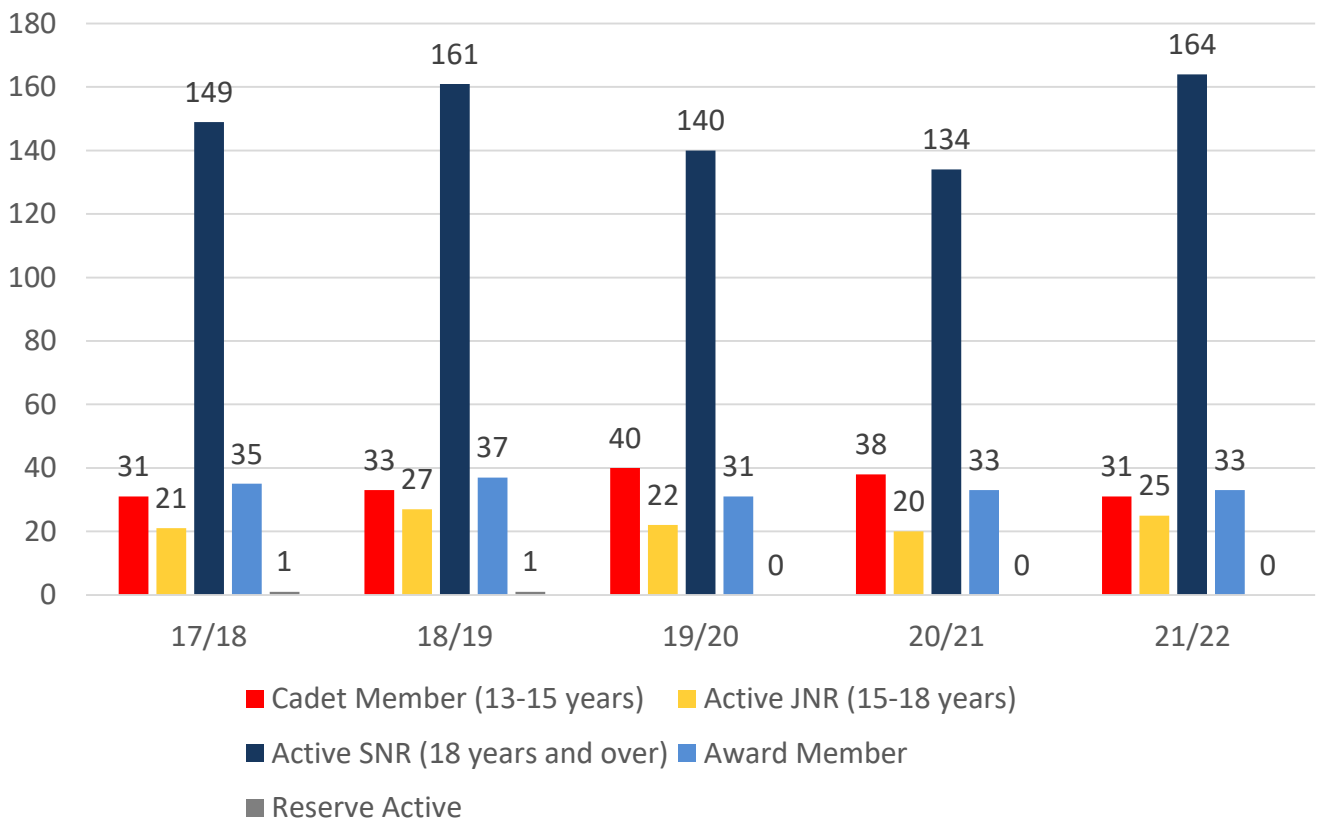
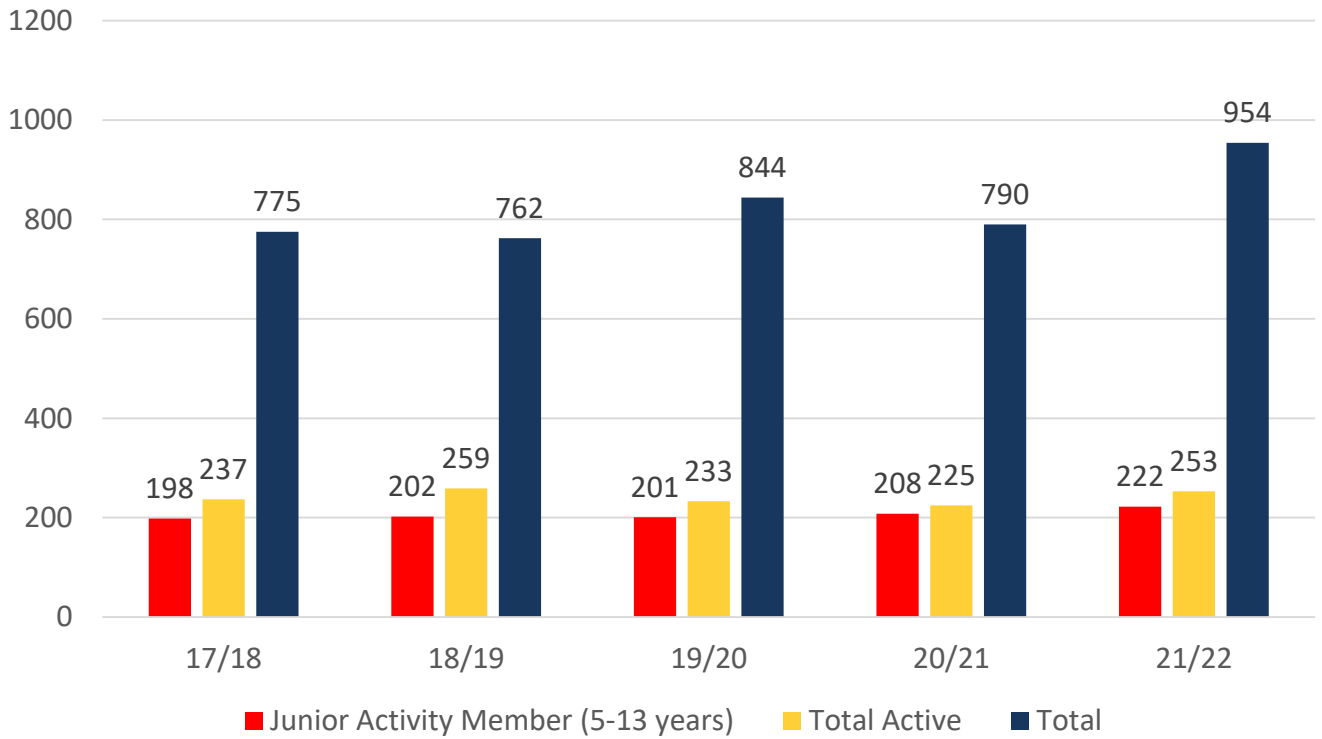
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

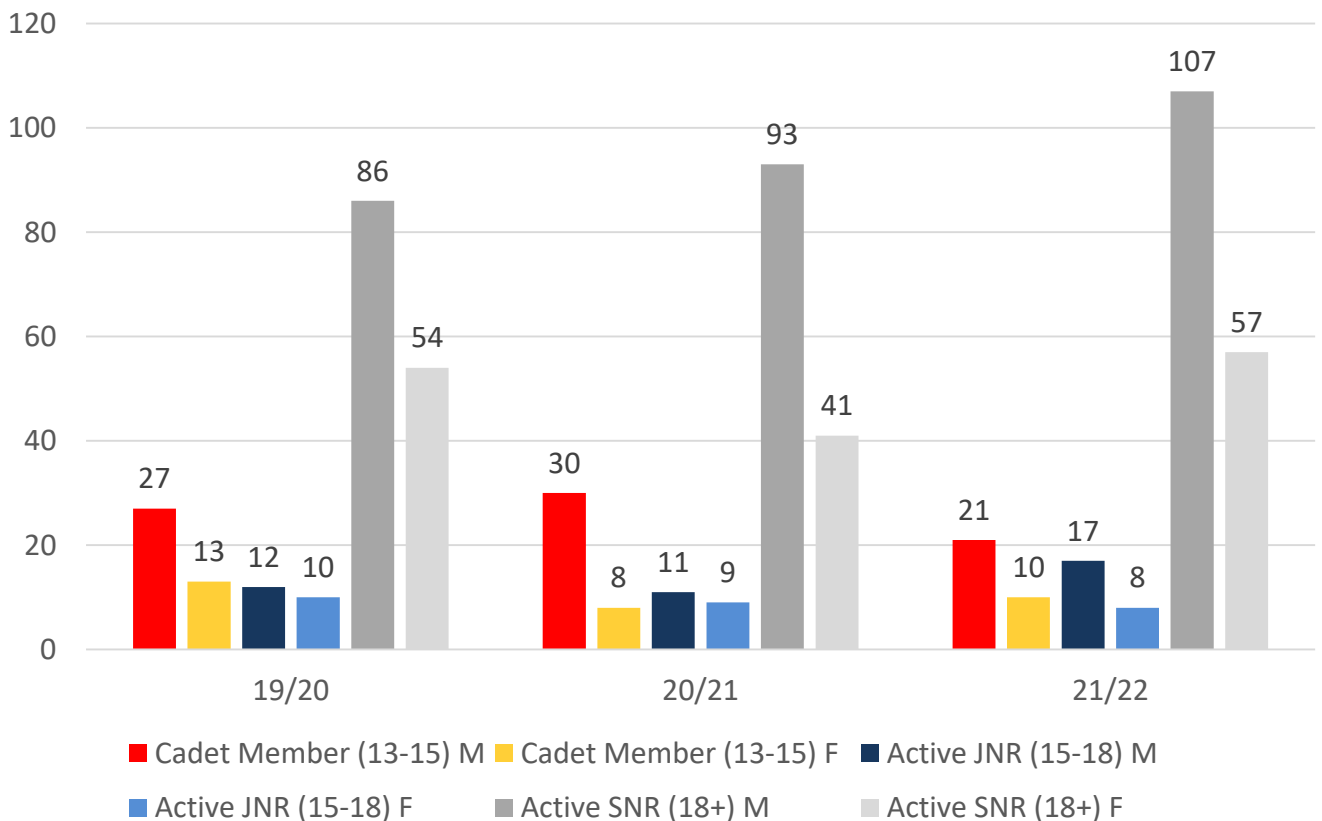
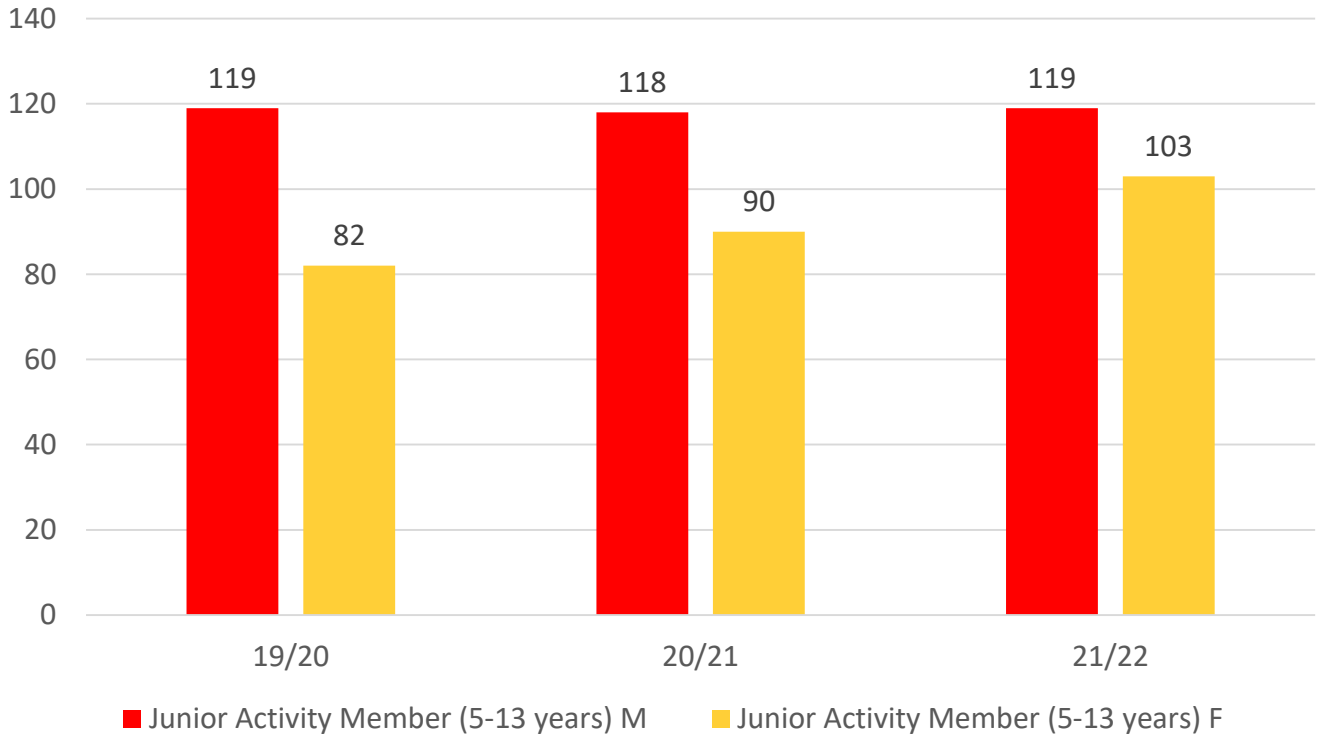
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	21	11	13	10	10
Junior Activity Member (5-13 years)	198	202	201	208	222
Cadet Member (13-15 years)	31	33	40	38	31
Active Junior (15-18 years)	21	27	22	20	25
Active Senior (18years and over)	149	161	140	134	164
Award Member	35	37	31	33	33
Reserve Active	1	1	0	0	0
Long Service	41	45	54	61	62
Past Active	56	22	109	14	125
Associate	188	179	200	215	223
Life Member	28	28	28	29	29
General	0	0	0	0	0
Honorary	0	0	1	25	25
Non Member Participants	5	13	3	3	1
Leave / Restricted	1	3	2	0	4
Total Active	237	259	233	225	253
Total	775	762	844	790	954

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	12	27	29	29	35
Under 7	10	31	37	32	38
Under 8	30	29	33	28	34
Under 9	40	26	22	30	30
Under 10	21	27	29	21	34
Under 11	37	17	15	22	18
Under 12	17	25	20	22	21
Under 13	20	18	16	18	12
Under 14	11	2	0	6	12
Junior Activities Total	198	202	201	208	234

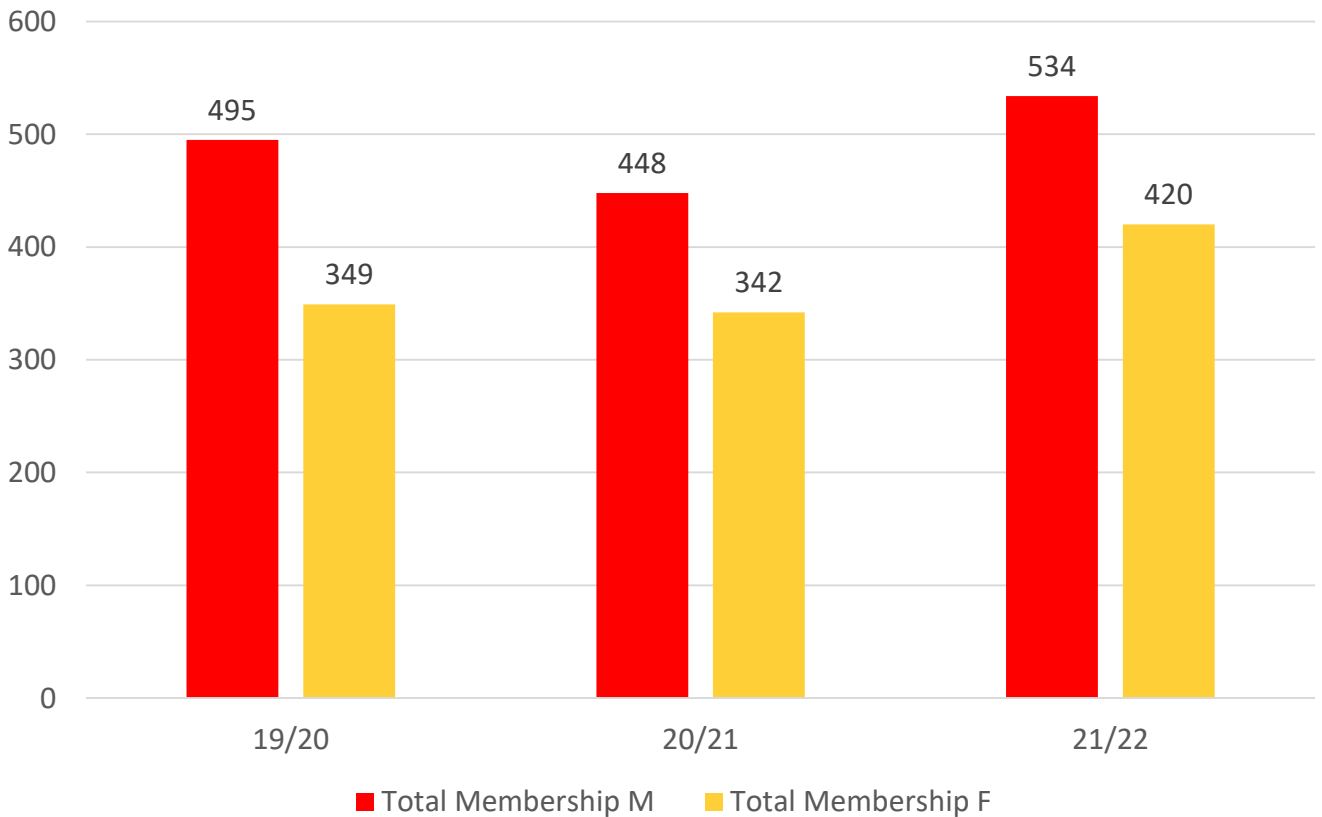
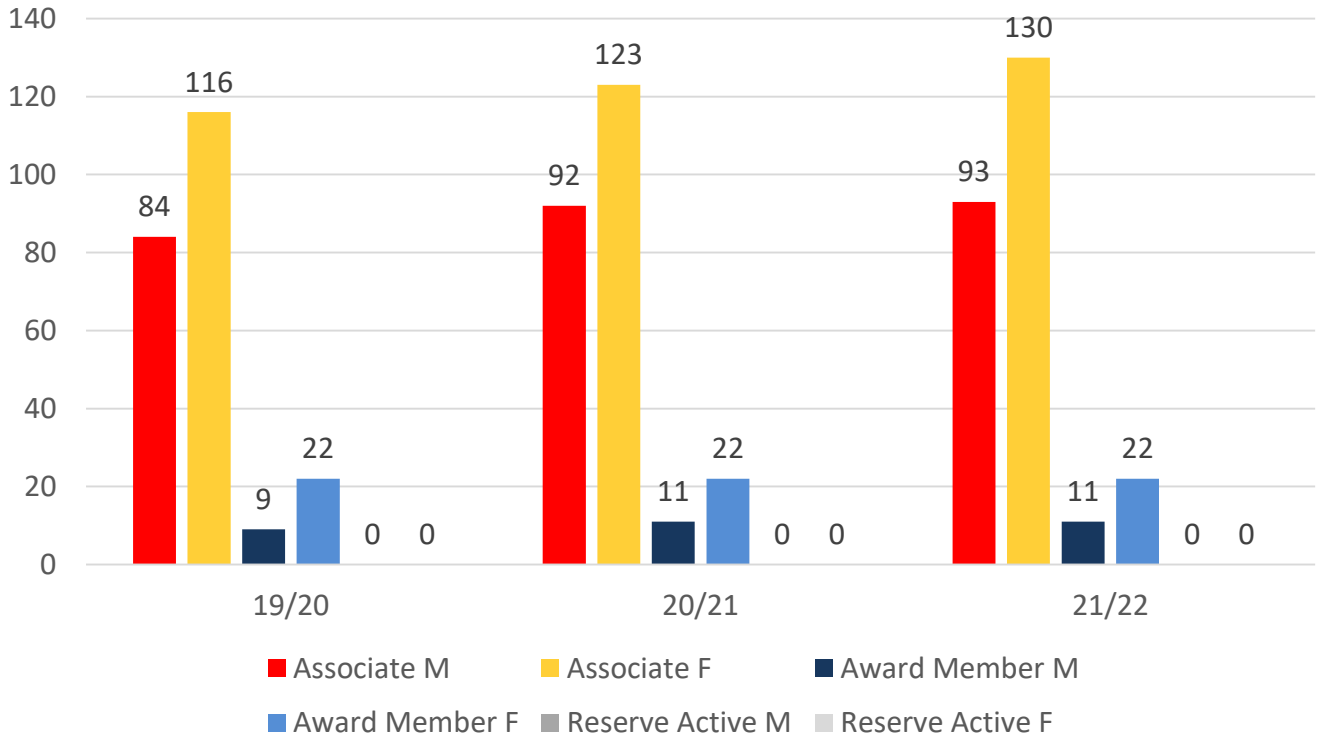
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



344

BRAND NEW MEMBERS



74%

MEMBERSHIP RETENTION



196

MEMBERS LOST FROM THE ORGANISATION

COOLUM BEACH 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	10	3	30%	3	0	0%	7	70%	10	100%	0	0%	10	0%
Junior Activities	208	134	64%	12	4	2%	70	34%	96	46%	4	2%	222	7%
Cadet Member (13-15 years)	38	29	76%	2	0	0%	9	24%	4	11%	0	0%	31	-18%
Active (15-18 yrs)	20	17	85%	-3	1	5%	2	10%	3	15%	2	10%	25	25%
Active (18yrs and over)	134	115	86%	-4	1	1%	18	13%	32	24%	13	10%	164	22%
Award Member	33	30	91%	3	0	0%	3	9%	6	18%	0	0%	33	0%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	61	56	92%	-4	0	0%	5	8%	2	3%	0	0%	62	2%
Past Active	14	13	93%	-7	0	0%	1	7%	99	707%	6	43%	125	793%
Associate	215	132	61%	1	4	2%	79	37%	91	42%	1	0%	223	4%
Life Member	29	29	100%	0	0	0%	0	0%	0	0%	0	0%	29	0%
General	0	0		0	0		0		0		0		0	
Honorary	25	25	100%	0	0	0%	0	0%	0	0%	0	0%	25	0%
Non Member Participant	3	1	33%	0	0	0%	2	67%	0	0%	0	0%	1	-67%
Leave / Restricted	0	0		-3	0		0		1		0		4	
Total Active	225	191	85%		2	1%	32	14%	45	20%	15		253	12%
Total	790	584	74%		10	1%	196	25%	344	44%	26		954	21%

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

MEMBERSHIP RETENTION

COOLUM BEACH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	37	31	84%	6	16%	4	11%	34
16-18 Years	23	15	65%	7	30%	4	17%	29
19-25 Years	18	14	78%	4	22%	7	39%	26
26-35 Years	17	13	76%	4	24%	13	76%	26
36-50 Years	61	50	82%	10	16%	8	13%	59
51-70 Years	65	64	98%	1	2%	9	14%	75
70+ Years	4	4	100%	0	0%	0	0%	4
Total	225	191	85%	32	14%	45	20%	253

COOLUM BEACH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	29					35		35
Under 7	32	16	55%	13	45%	22	76%	38
Under 8	28	22	69%	9	28%	11	34%	34
Under 9	30	20	71%	8	29%	9	32%	30
Under 10	21	22	73%	7	23%	11	37%	34
Under 11	22	14	67%	7	33%	3	14%	18
Under 12	22	18	82%	4	18%	3	14%	21
Under 13	18	10	45%	10	45%	2	9%	12
Under 14	6	10	56%	8	44%	0	0%	0
Transitioned From JA		2	33%					

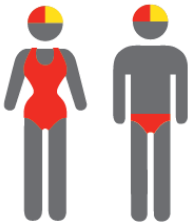
MEMBERSHIP RETENTION

2019/20



63%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



51%

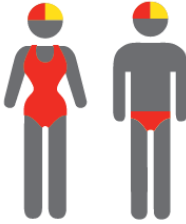
JUNIOR MEMBERSHIP
RETENTION

2020/21



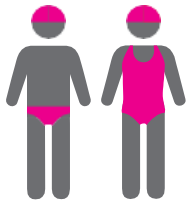
56%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



51%

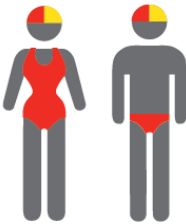
JUNIOR MEMBERSHIP
RETENTION

2021/22



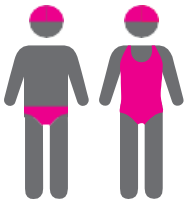
74%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION