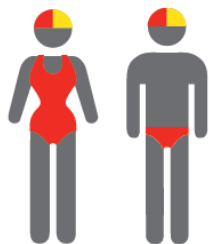


# COOLUM BEACH

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2022/23



233

ACTIVE MEMBERSHIP



8% Decrease



982

TOTAL MEMBERSHIP



3% Increase



212

JUNIOR MEMBERSHIP



5% 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

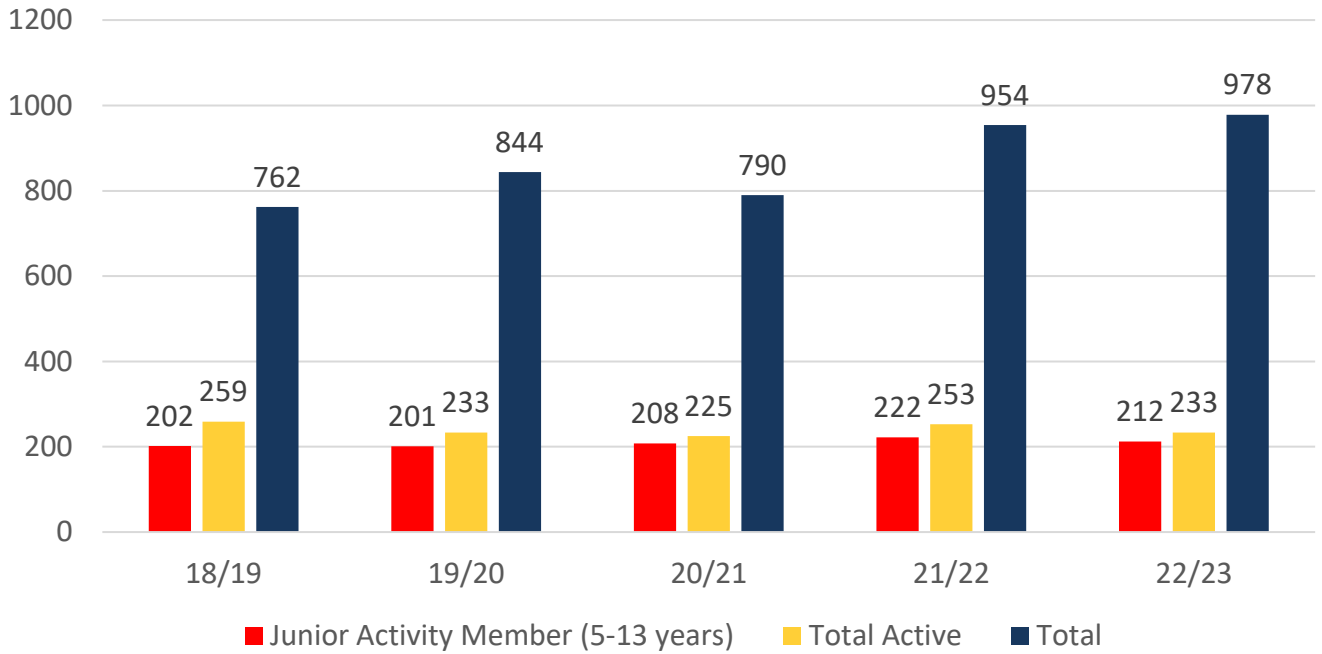
## MEMBERSHIP 2018-2023

|                                     | 18/19 | 19/20 | 20/21 | 21/22 | 22/23 |
|-------------------------------------|-------|-------|-------|-------|-------|
|                                     | Total | Total | Total | Total | Total |
| Probationary                        | 11    | 13    | 10    | 10    | 10    |
| Junior Activity Member (5-13 years) | 202   | 201   | 208   | 222   | 212   |
| Cadet Member (13-15 years)          | 33    | 40    | 38    | 31    | 13    |
| Active Junior (15-18 years)         | 27    | 22    | 20    | 25    | 22    |
| Active Senior (18years and over)    | 161   | 140   | 134   | 164   | 164   |
| Award Member                        | 37    | 31    | 33    | 33    | 34    |
| Reserve Active                      | 1     | 0     | 0     | 0     | 0     |
| Long Service                        | 45    | 54    | 61    | 62    | 60    |
| Past Active                         | 22    | 109   | 14    | 125   | 166   |
| Associate                           | 179   | 200   | 215   | 223   | 239   |
| Life Member                         | 28    | 28    | 29    | 29    | 32    |
| General                             | 0     | 0     | 0     | 0     | 0     |
| Honorary                            | 0     | 1     | 25    | 25    | 25    |
| Non Member Participants             | 13    | 3     | 3     | 1     | 0     |
| Leave / Restricted                  | 3     | 2     | 0     | 4     | 1     |
| Total Active                        | 259   | 233   | 225   | 253   | 233   |
| Total                               | 762   | 844   | 790   | 954   | 978   |

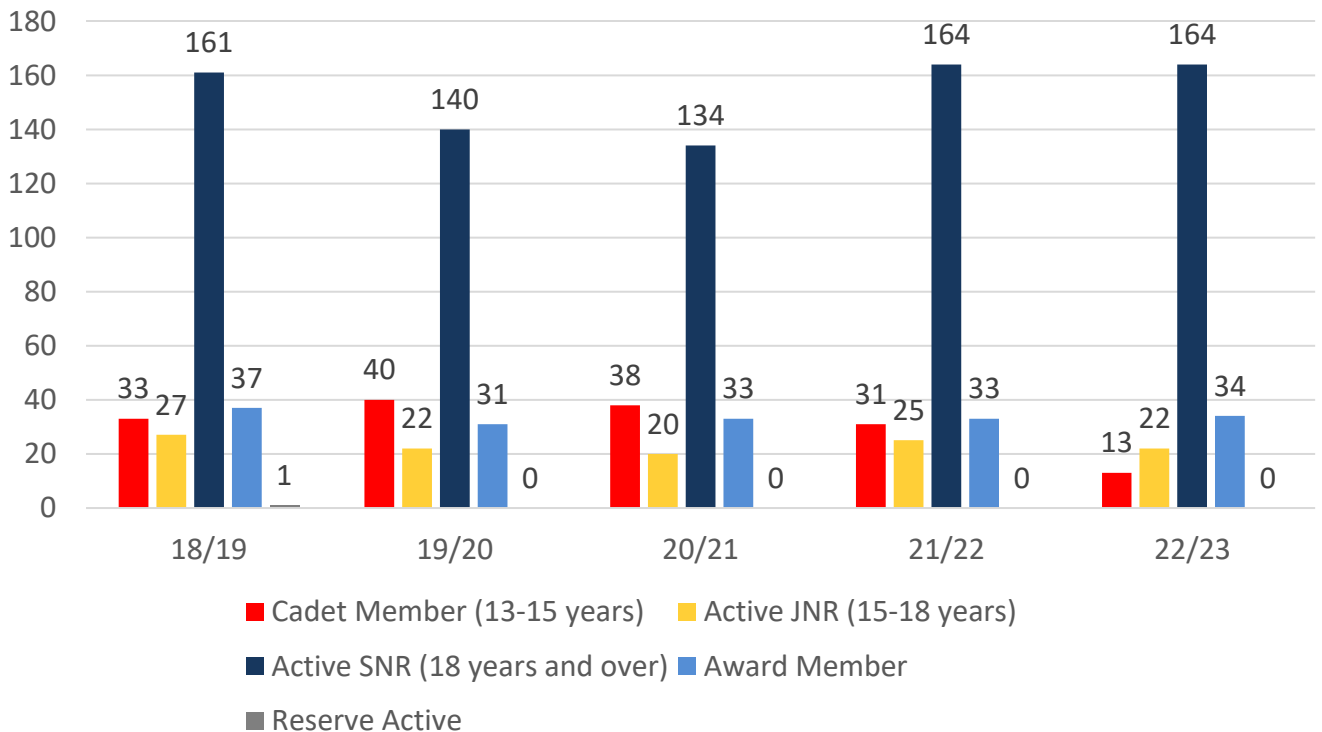
|                         | 18/19 | 19/20 | 20/21 | 21/22 | 22/23 |
|-------------------------|-------|-------|-------|-------|-------|
|                         | Total | Total | Total | Total | Total |
| Under 6                 | 27    | 29    | 29    | 35    | 32    |
| Under 7                 | 31    | 37    | 32    | 38    | 41    |
| Under 8                 | 29    | 33    | 28    | 34    | 30    |
| Under 9                 | 26    | 22    | 30    | 30    | 23    |
| Under 10                | 27    | 29    | 21    | 34    | 23    |
| Under 11                | 17    | 15    | 22    | 18    | 20    |
| Under 12                | 25    | 20    | 22    | 21    | 22    |
| Under 13                | 18    | 16    | 18    | 12    | 20    |
| Under 14                | 2     | 0     | 6     | 12    | 8     |
| Junior Activities Total | 202   | 201   | 208   | 234   | 219   |

# 5 YEAR TREND ANALYSIS

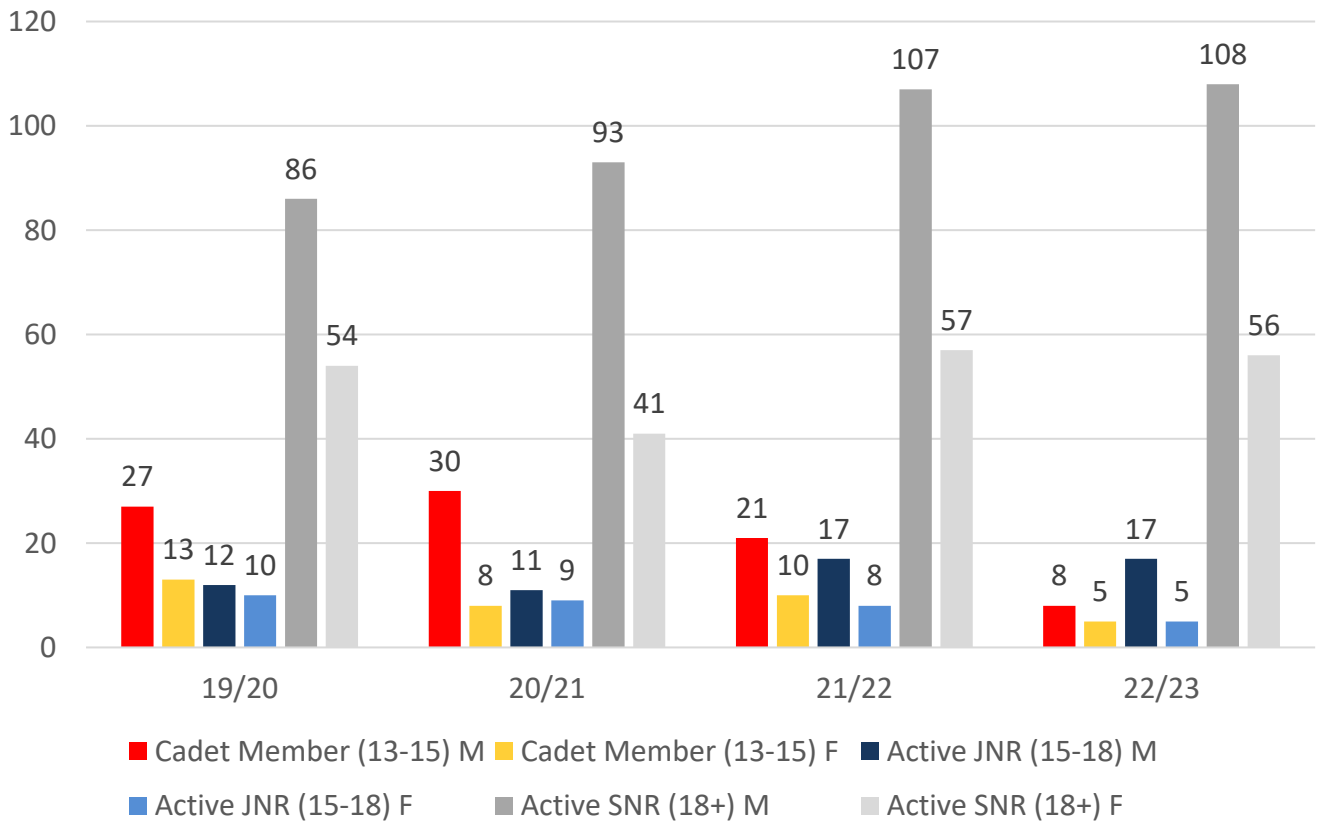
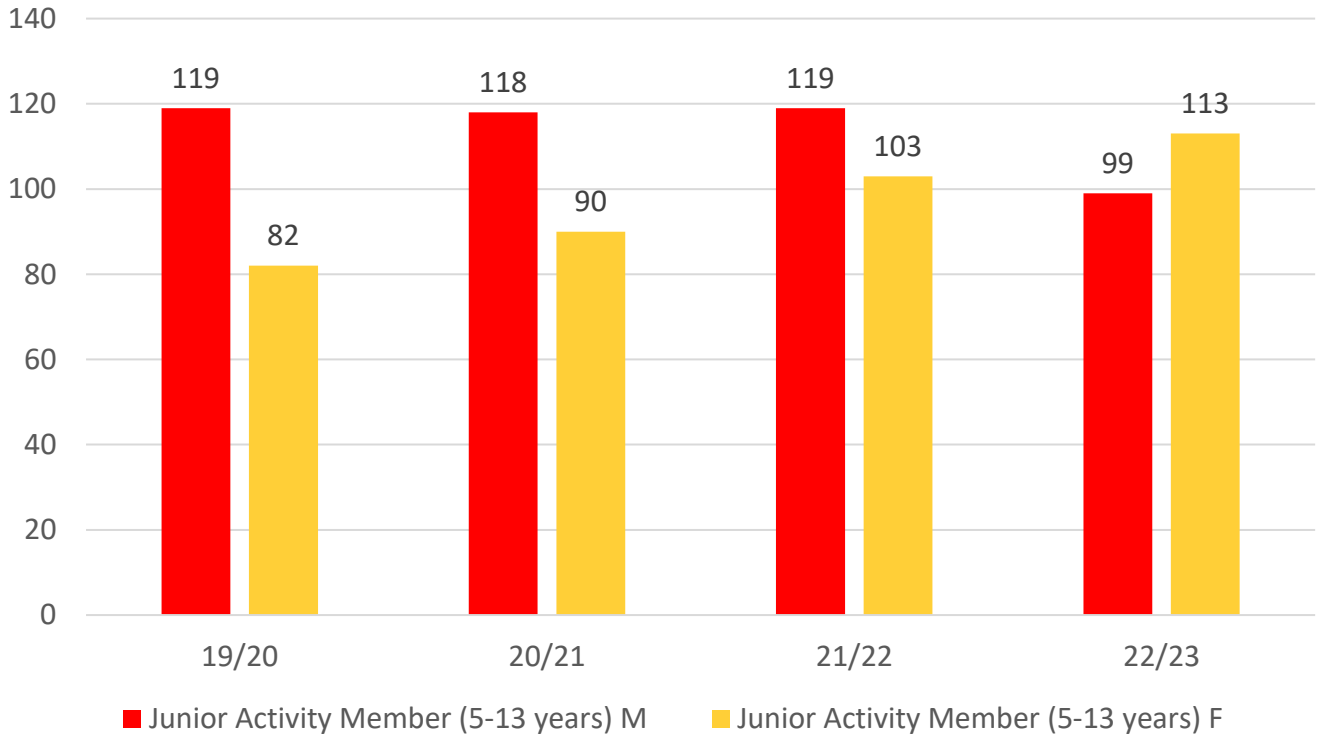
## Total Membership



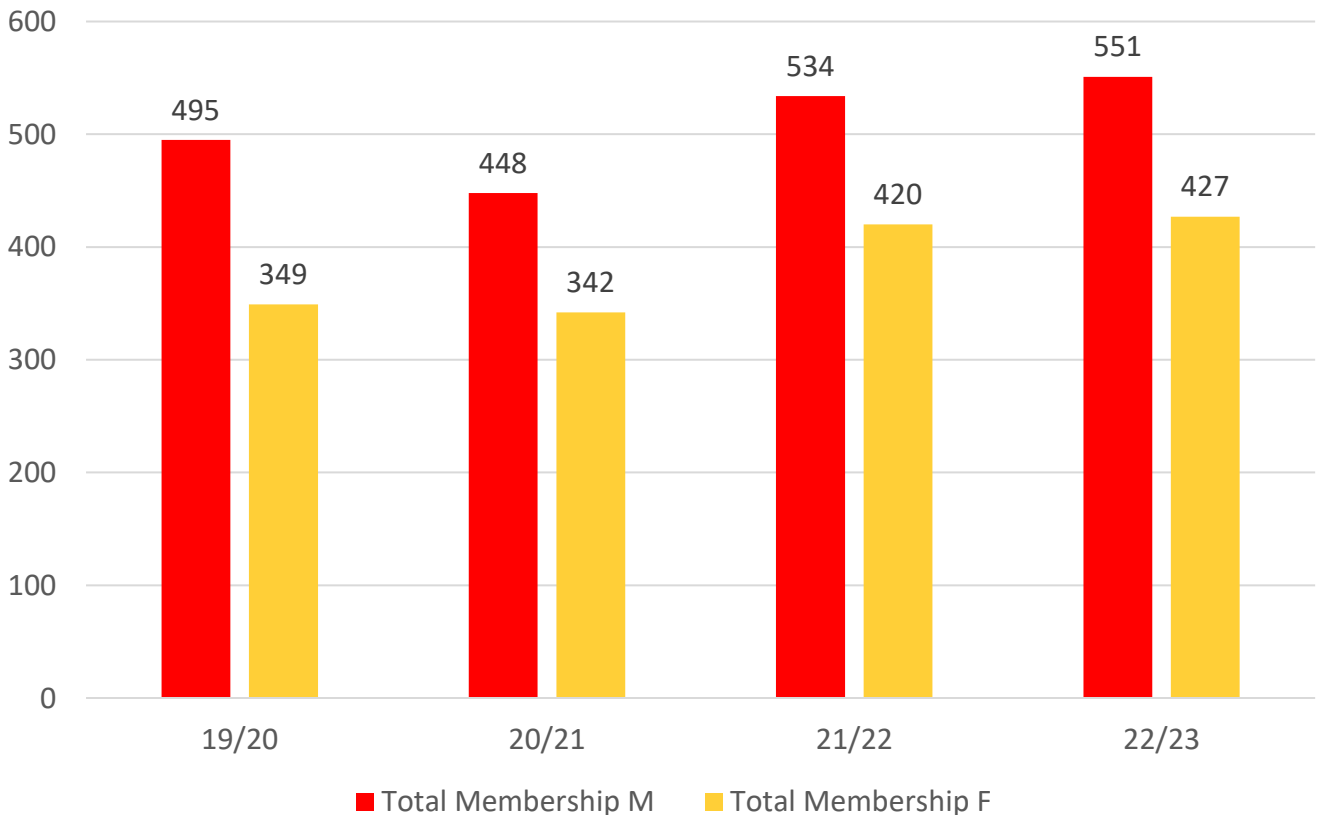
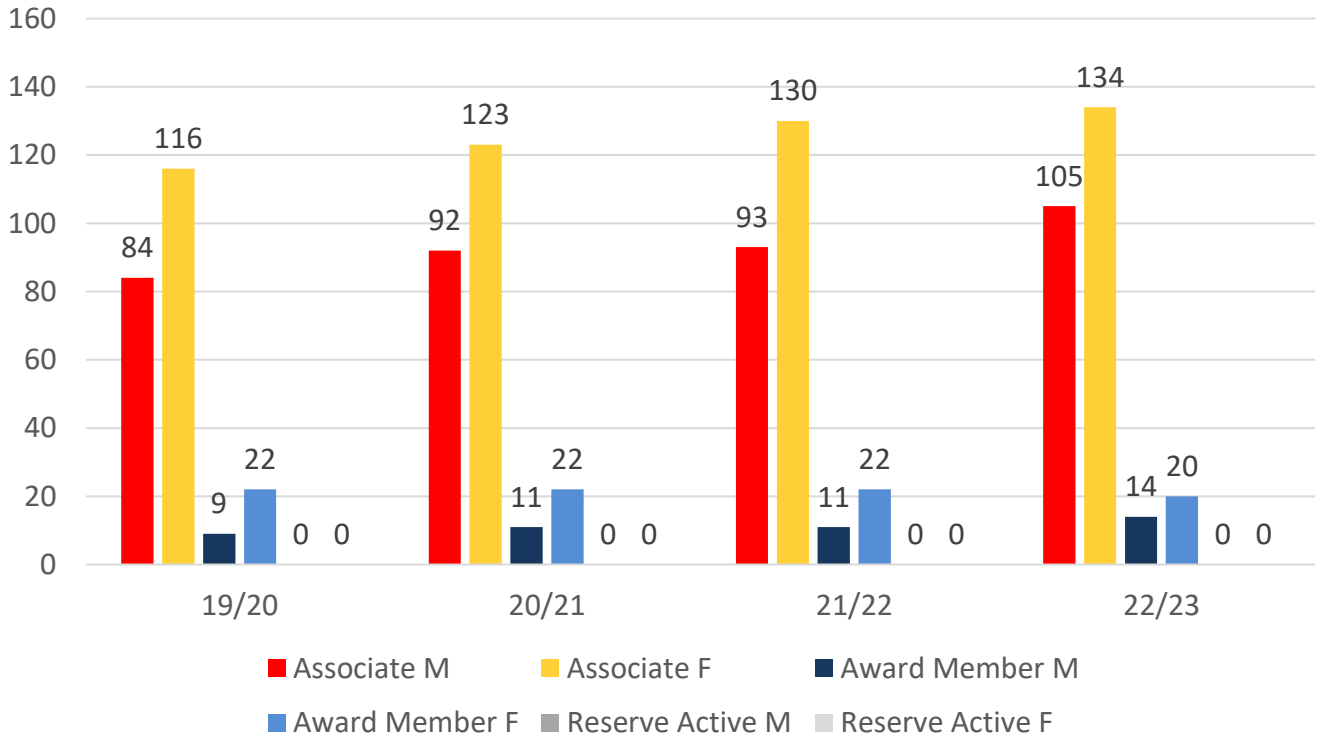
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**279**

**BRAND NEW MEMBERS**



**72%**

**MEMBERSHIP RETENTION**



**232**

**MEMBERS LOST FROM THE ORGANISATION**

| COOLUM BEACH 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               | 10                 | 1                             | 10%  | 1                                 | 0                           | 0% | 9                     | 90% | 10                | 100% | 0                             | 0% | 10                 | 0%   |
| Junior Activities          | 222                | 120                           | 54%  | 6                                 | 15                          | 7% | 87                    | 39% | 97                | 44%  | 1                             | 0% | 212                | -5%  |
| Cadet Member (13-15 years) | 31                 | 20                            | 65%  | 8                                 | 1                           | 3% | 10                    | 32% | 1                 | 3%   | 0                             | 0% | 13                 | -58% |
| Active (15-18 yrs)         | 25                 | 16                            | 64%  | -5                                | 2                           | 8% | 7                     | 28% | 1                 | 4%   | 0                             | 0% | 22                 | -12% |
| Active (18yrs and over)    | 164                | 141                           | 86%  | 1                                 | 5                           | 3% | 18                    | 11% | 20                | 12%  | 4                             | 2% | 164                | 0%   |
| Award Member               | 33                 | 30                            | 91%  | -4                                | 0                           | 0% | 3                     | 9%  | 0                 | 0%   | 0                             | 0% | 34                 | 3%   |
| Reserve Active             | 0                  | 0                             |      | 0                                 | 0                           |    | 0                     |     | 0                 |      | 0                             |    | 0                  |      |
| Long Service               | 62                 | 61                            | 98%  | 3                                 | 0                           | 0% | 1                     | 2%  | 2                 | 3%   | 0                             | 0% | 60                 | -3%  |
| Past Active                | 125                | 123                           | 98%  | -8                                | 1                           | 1% | 1                     | 1%  | 26                | 21%  | 9                             | 7% | 166                | 33%  |
| Associate                  | 223                | 117                           | 52%  | 1                                 | 11                          | 5% | 95                    | 43% | 121               | 54%  | 2                             | 1% | 239                | 7%   |
| Life Member                | 29                 | 29                            | 100% | -3                                | 0                           | 0% | 0                     | 0%  | 0                 | 0%   | 0                             | 0% | 32                 | 10%  |
| 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     | 1                  | 1                             | 100% | 0                                 | 0                           | 0% | 0                     | 0%  | 0                 | 0%   | 0                             | 0% | 1                  | 0%   |
| Leave / Restricted         | 4                  | 3                             | 75%  | 0                                 | 0                           | 0% | 1                     | 25% | 1                 | 25%  | 0                             | 0% | 4                  | 0%   |
| Total Active               | 253                | 207                           | 82%  |                                   | 8                           | 3% | 38                    | 15% | 22                | 9%   | 4                             |    | 233                | -8%  |
| Total                      | 954                | 687                           | 72%  |                                   | 35                          | 4% | 232                   | 24% | 279               | 29%  | 16                            |    | 982                | 3%   |

# MEMBERSHIP RETENTION

## COOLUM BEACH 2022/23

| Active Members | 2021/22 | Retained |      | Left SLS |     | Recruited |     | 2022/23 |
|----------------|---------|----------|------|----------|-----|-----------|-----|---------|
|                | No.     | No.      | %    | No.      | %   | No.       | %   | No.     |
| 13-15 Years    | 34      | 23       | 68%  | 10       | 29% | 1         | 3%  | 18      |
| 16-18 Years    | 29      | 19       | 66%  | 8        | 28% | 1         | 3%  | 26      |
| 19-25 Years    | 26      | 20       | 77%  | 6        | 23% | 5         | 19% | 33      |
| 26-35 Years    | 26      | 21       | 81%  | 3        | 12% | 4         | 15% | 20      |
| 36-50 Years    | 59      | 51       | 86%  | 7        | 12% | 5         | 8%  | 56      |
| 51-70 Years    | 75      | 69       | 92%  | 4        | 5%  | 6         | 8%  | 76      |
| 70+ Years      | 4       | 4        | 100% | 0        | 0%  | 1         | 25% | 4       |
| <b>Total</b>   | 253     | 207      | 82%  | 38       | 15% | 23        | 9%  | 233     |

## COOLUM BEACH 2022/23

| Age Group            | 2021/22 | Retained |     | Left SLS |     | Recruited |     | 2022/23 |
|----------------------|---------|----------|-----|----------|-----|-----------|-----|---------|
| Under 6              | 35      |          |     |          |     | 32        |     | 32      |
| Under 7              | 38      | 18       | 51% | 14       | 40% | 23        | 66% | 41      |
| Under 8              | 34      | 20       | 53% | 17       | 45% | 9         | 24% | 30      |
| Under 9              | 30      | 15       | 44% | 15       | 44% | 8         | 24% | 23      |
| Under 10             | 34      | 18       | 60% | 10       | 33% | 5         | 17% | 23      |
| Under 11             | 18      | 16       | 47% | 17       | 50% | 4         | 12% | 20      |
| Under 12             | 21      | 12       | 67% | 5        | 28% | 10        | 56% | 22      |
| Under 13             | 12      | 15       | 71% | 4        | 19% | 5         | 24% | 20      |
| Under 14             | 0       | 6        | 50% | 5        | 42% | 1         | 8%  | 1       |
| Transitioned From JA |         | 0        |     |          |     |           |     |         |

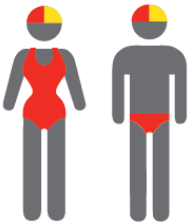
# MEMBERSHIP RETENTION

2020/21



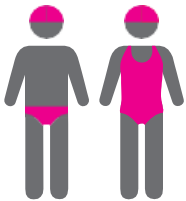
56%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



51%

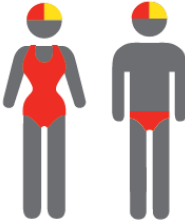
JUNIOR MEMBERSHIP  
RETENTION

2021/22



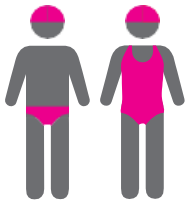
74%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



64%

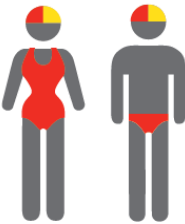
JUNIOR MEMBERSHIP  
RETENTION

2022/23



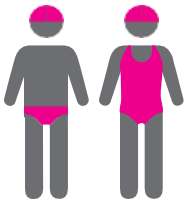
72%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



54%

JUNIOR MEMBERSHIP  
RETENTION