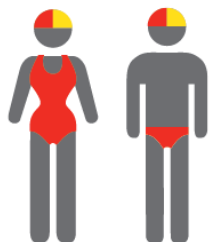


MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



306

ACTIVE MEMBERSHIP



2% Increase



911

TOTAL MEMBERSHIP



2% Increase



281

JUNIOR MEMBERSHIP



8% 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

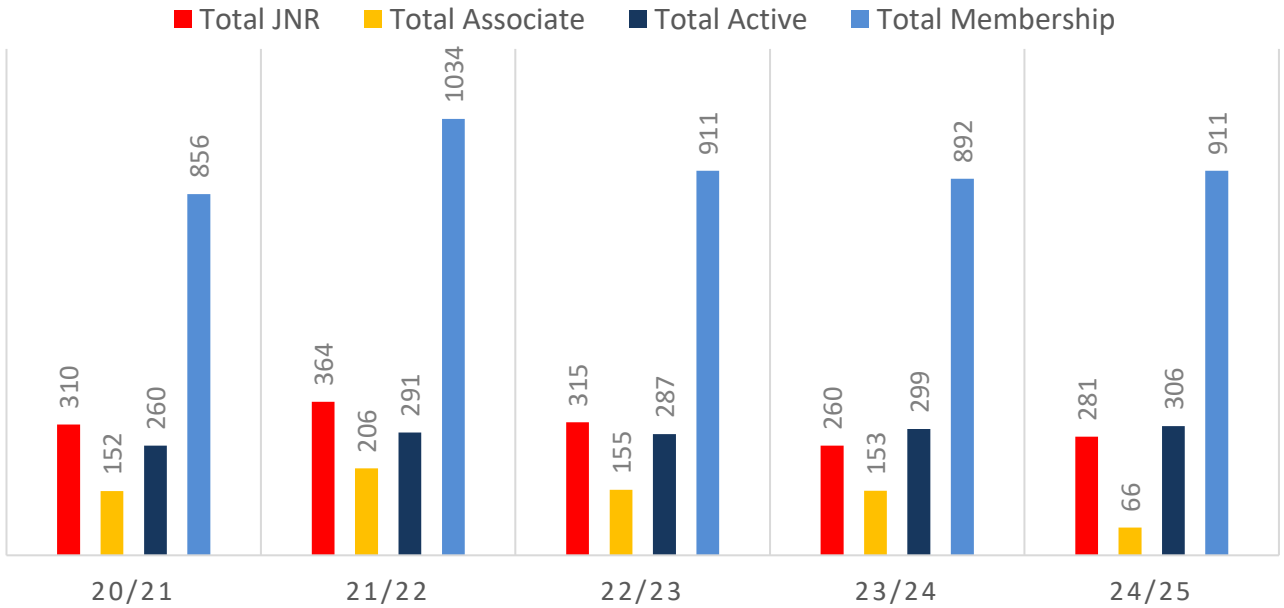
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

Note:

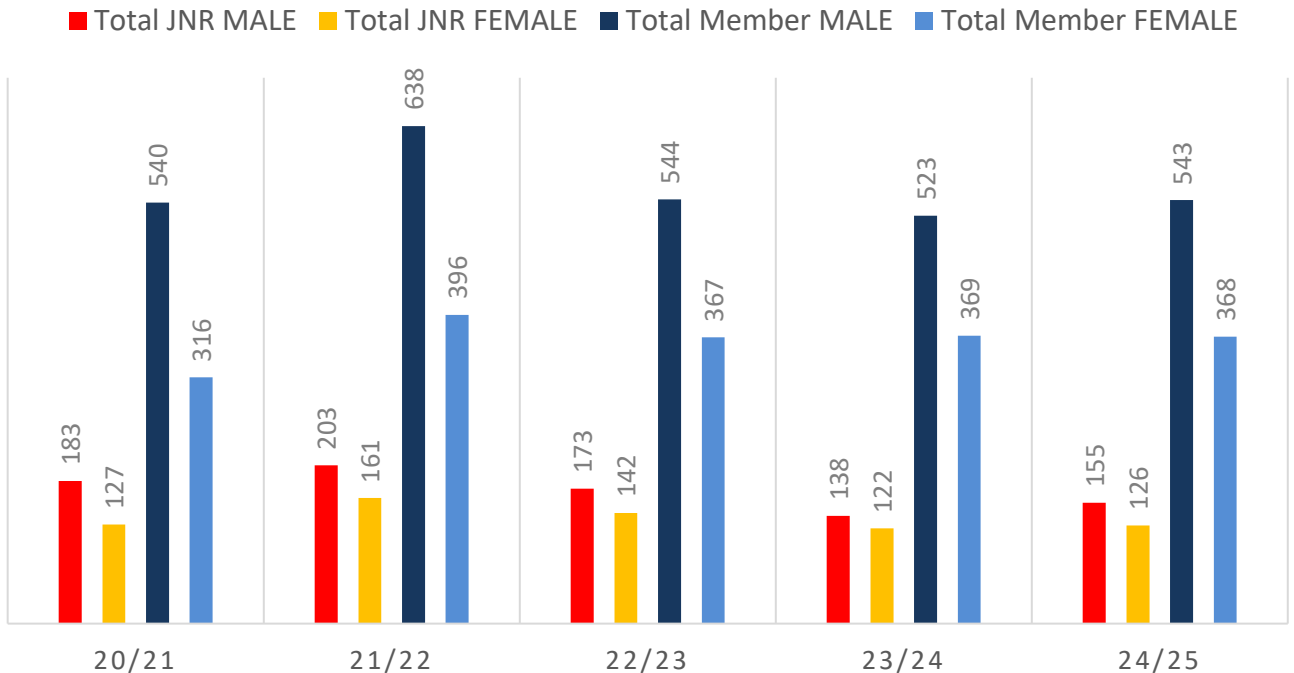
- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5 YEAR TREND ANALYSIS

MEMBERSHIP TOTALS



GENDER BREAKDOWN



MEMBERSHIP RETENTION



248

BRAND NEW MEMBERS



71%

MEMBERSHIP RETENTION



223

MEMBERS LOST FROM THE ORGANISATION

Currumbin 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	15	7	47%	7	1	7%	7	47%	1	7%	0	0%	1	-93%
Nipper Parent	0	0			0		0		64		0		100	
Junior Activities	260	172	66%	3	6	2%	82	32%	109	42%	3	1%	281	8%
Cadet Member (13-15 years)	34	25	74%	8	2	6%	7	21%	3	9%	1	3%	21	-38%
Active (15-18 yrs)	38	31	82%		4	11%	3	8%	7	18%	5	13%	43	13%
Active (18yrs and over)	179	138	77%		12	7%	29	16%	32	18%	11	6%	193	8%
Award Member	36	27	75%		1	3%	8	22%	5	14%	1	3%	41	14%
Reserve Active	12	7	58%		1	8%	4	33%	0	0%	0	0%	8	-33%
Long Service	105	95	90%		5	5%	5	5%	3	3%	3	3%	102	-3%
Past Active	14	9	64%		0	0%	5	36%	1	7%	2	14%	20	43%
Associate	153	89	58%	40	0	0%	64	42%	17	11%	0	0%	66	-57%
Life Member	12	12	100%		0	0%	0	0%	4	33%	0	0%	18	50%
General	0	0			0		0		1		0		1	
Honorary	16	16	100%	2	0	0%	0	0%	1	6%	0	0%	15	-6%
Non Member Participant	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-
Leave / Restricted	17	8	47%	7	0	0%	9	53%	0	0%	0	0%	1	-94%
Total Active	299	228	76%		20	7%	51	17%	47	16%	18	6%	306	2%
Total	892	637	71%		32	4%	223	25%	248	28%	26	3%	911	2%

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

MEMBERSHIP RETENTION

Currumbin 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	41	30	73%	7	17%	4	10%	31
16-18 Years	46	37	80%	5	11%	11	24%	46
19-25 Years	62	44	71%	10	16%	13	21%	71
26-35 Years	40	30	75%	10	25%	9	23%	37
36-50 Years	66	51	77%	12	18%	9	14%	67
51-70 Years	41	33	80%	7	17%	1	2%	49
70+ Years	3	3	100%	0	0%	0	0%	5
Total	299	228	76%	51	17%	47	16%	306

Currumbin 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	39					35		36
Under 7	40	26	67%	12	31%	28	72%	54
Under 8	36	29	73%	11	28%	15	38%	44
Under 9	34	16	44%	20	56%	9	25%	26
Under 10	33	24	71%	9	26%	16	47%	40
Under 11	26	22	67%	11	33%	1	3%	24
Under 12	26	18	69%	7	27%	3	12%	21
Under 13	26	20	77%	5	19%	2	8%	22
Under 14	0	17	65%	7	27%	0	0%	14
Transitioned From JA		0						