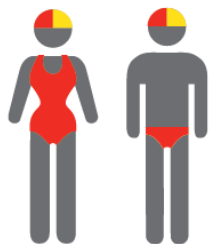


MEMBERSHIP STATISTICS REPORT EOS 2021/22



315

ACTIVE MEMBERSHIP



Equal



1048

TOTAL MEMBERSHIP



7% Increase



363

JUNIOR MEMBERSHIP



13% 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.

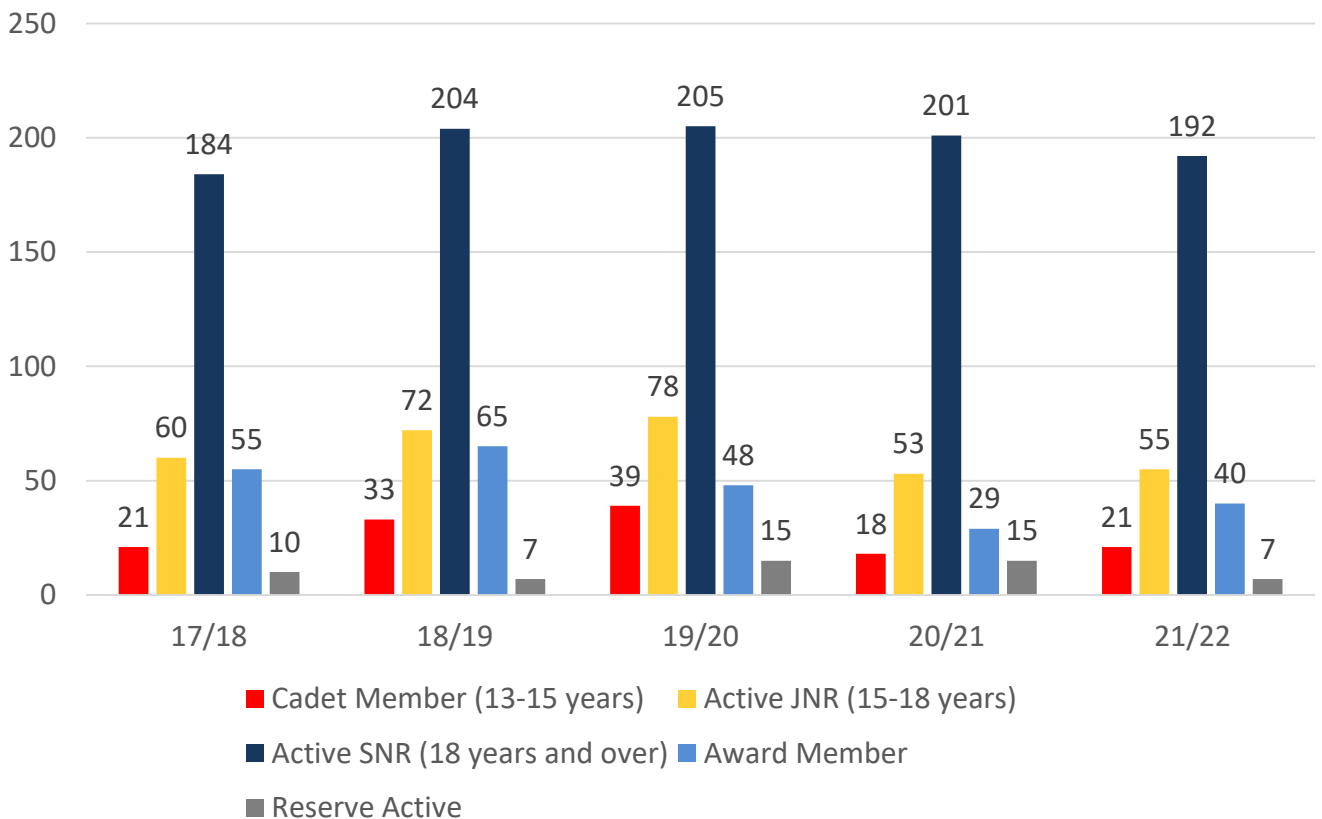
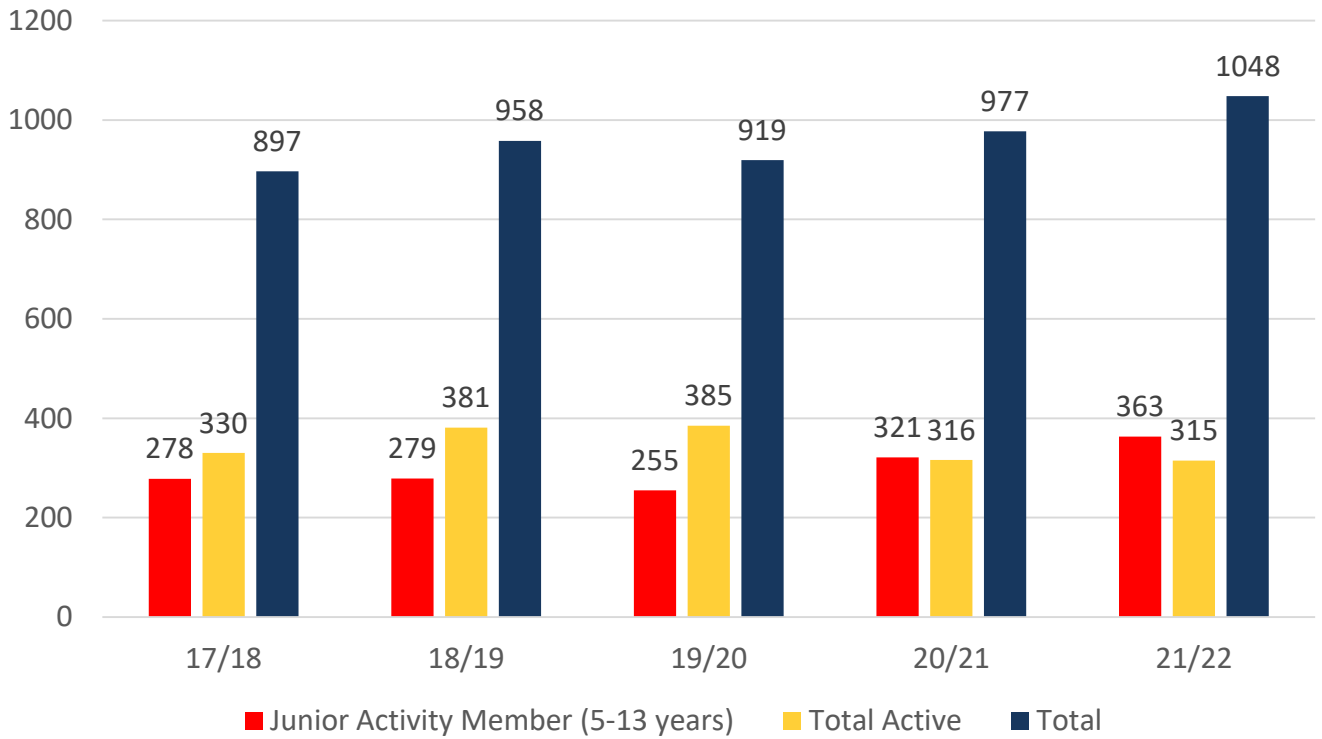
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

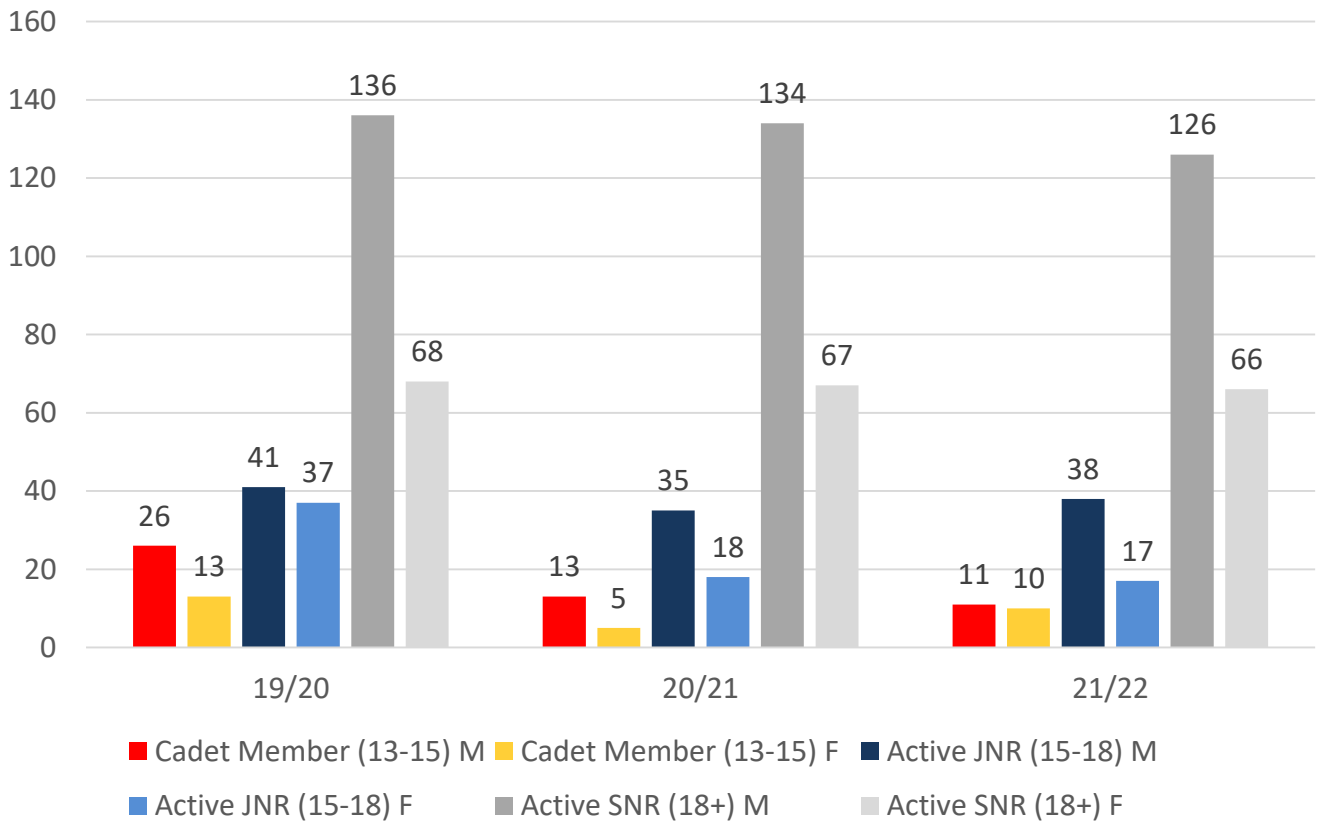
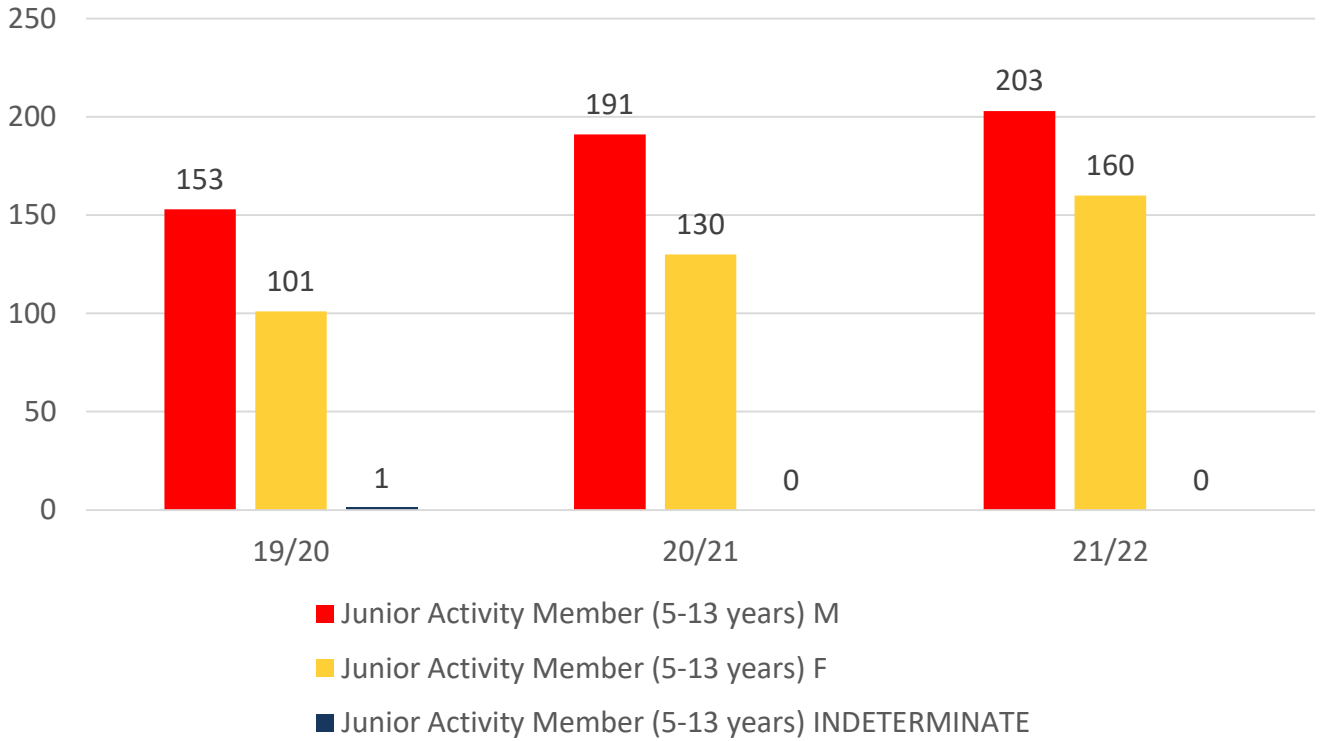
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	4	5	4	5	6
Junior Activity Member (5-13 years)	278	279	255	321	363
Cadet Member (13-15 years)	21	33	39	18	21
Active Junior (15-18 years)	60	72	78	53	55
Active Senior (18years and over)	184	204	205	201	192
Award Member	55	65	48	29	40
Reserve Active	10	7	15	15	7
Long Service	99	103	103	99	103
Past Active	24	22	19	23	21
Associate	125	133	117	176	197
Life Member	17	13	17	17	23
General	0	0	0	0	0
Honorary	20	19	18	18	20
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	3	1	2	0
Total Active	330	381	385	316	315
Total	897	958	919	977	1048

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	32	41	30	46	50
Under 7	43	36	43	49	55
Under 8	39	46	39	63	53
Under 9	33	34	46	42	68
Under 10	31	30	25	43	37
Under 11	24	23	25	27	51
Under 12	32	21	23	25	24
Under 13	25	23	14	22	22
Under 14	19	25	10	4	16
Junior Activities Total	278	279	255	321	376

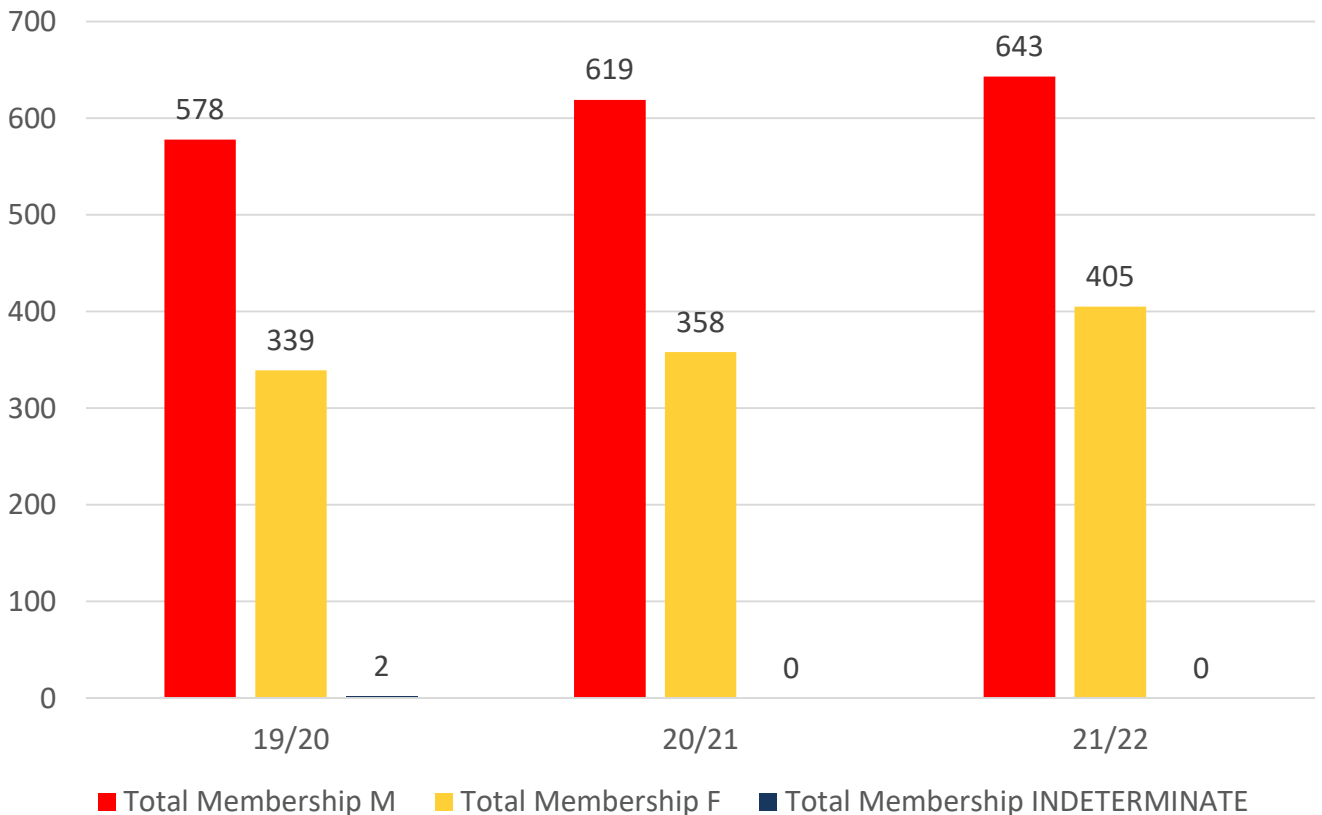
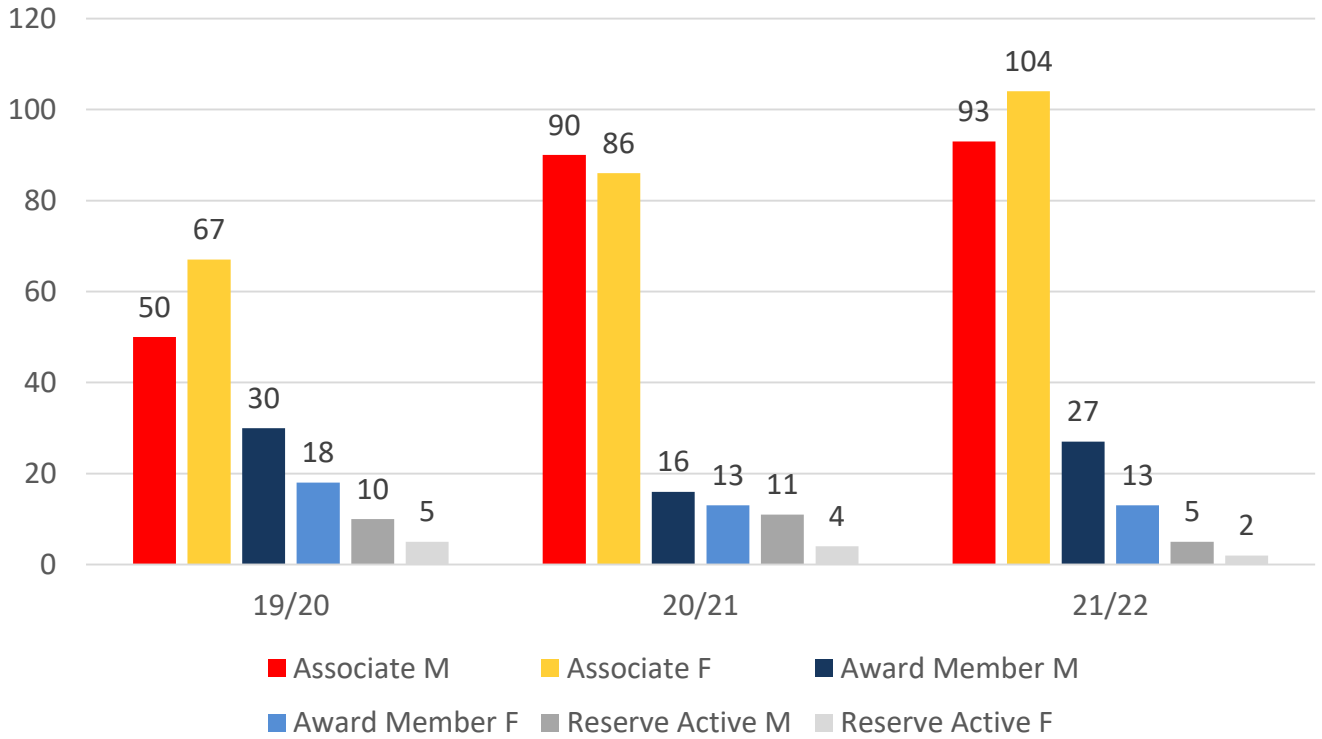
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



343

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



268

MEMBERS LOST FROM THE ORGANISATION

CURRUMBIN 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	5	0	0%	0	0	0%	5	100%	6	120%	0	0%	6	20%
Junior Activities	321	214	67%	13	13	4%	94	29%	155	48%	7	2%	363	13%
Cadet Member (13-15 years)	18	17	94%	-2	1	6%	0	0%	2	11%	0	0%	21	17%
Active (15-18 yrs)	53	37	70%	0	3	6%	13	25%	12	23%	6	11%	55	4%
Active (18yrs and over)	201	141	70%	-8	9	4%	51	25%	32	16%	11	5%	192	-4%
Award Member	29	25	86%	-7	0	0%	4	14%	8	28%	0	0%	40	38%
Reserve Active	15	9	60%	3	2	13%	4	27%	1	7%	0	0%	7	-53%
Long Service	99	86	87%	-8	1	1%	12	12%	7	7%	2	2%	103	4%
Past Active	23	15	65%	-1	1	4%	7	30%	4	17%	1	4%	21	-9%
Associate	176	94	53%	10	6	3%	76	43%	109	62%	4	2%	197	12%
Life Member	17	17	100%	0	0	0%	0	0%	6	35%	0	0%	23	35%
General	0	0		0	0		0		0		0		0	
Honorary	18	16	89%	-2	0	0%	2	11%	1	6%	1	6%	20	11%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	316	229	72%		15	5%	72	23%	55	17%	17		315	0%
Total	977	673	69%		36	4%	268	27%	343	35%	32		1048	7%

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

MEMBERSHIP RETENTION

CURRUMBIN 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	31	28	90%	1	3%	3	10%	27
16-18 Years	49	31	63%	14	29%	14	29%	57
19-25 Years	82	61	74%	17	21%	8	10%	78
26-35 Years	49	26	53%	20	41%	12	24%	44
36-50 Years	69	53	77%	14	20%	12	17%	67
51-70 Years	35	29	83%	6	17%	6	17%	41
70+ Years	1	1	100%	0	0%	0	0%	1
Total	316	229	72%	72	23%	55	17%	315

CURRUMBIN 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	46					50		50
Under 7	49	28	61%	18	39%	27	59%	55
Under 8	63	31	63%	17	35%	21	43%	52
Under 9	42	45	71%	14	22%	22	35%	68
Under 10	43	24	57%	17	40%	10	24%	35
Under 11	27	35	81%	8	19%	14	33%	51
Under 12	25	16	59%	8	30%	6	22%	24
Under 13	22	18	72%	6	24%	3	12%	22
Under 14	4	13	59%	6	27%	2	9%	6
Transitioned From JA		4	100%					

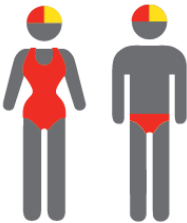
MEMBERSHIP RETENTION

2019/20



68%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



65%

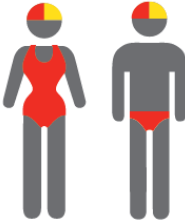
JUNIOR MEMBERSHIP
RETENTION

2020/21



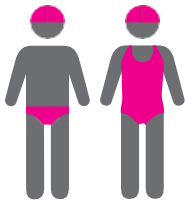
67%

TOTAL MEMBERSHIP
RETENTION



62%

ACTIVE MEMBERSHIP
RETENTION



71%

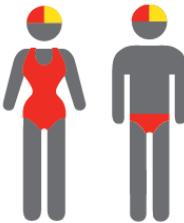
JUNIOR MEMBERSHIP
RETENTION

2021/22



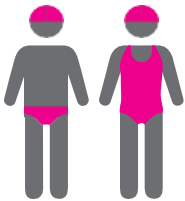
69%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



67%

JUNIOR MEMBERSHIP
RETENTION