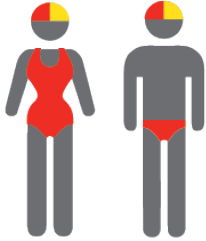




## MEMBERSHIP STATISTICS REPORT 2020/2021



37

ACTIVE MEMBERSHIP



12% Decrease



178

TOTAL MEMBERSHIP



3% Increase



76

JUNIOR MEMBERSHIP



4% 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

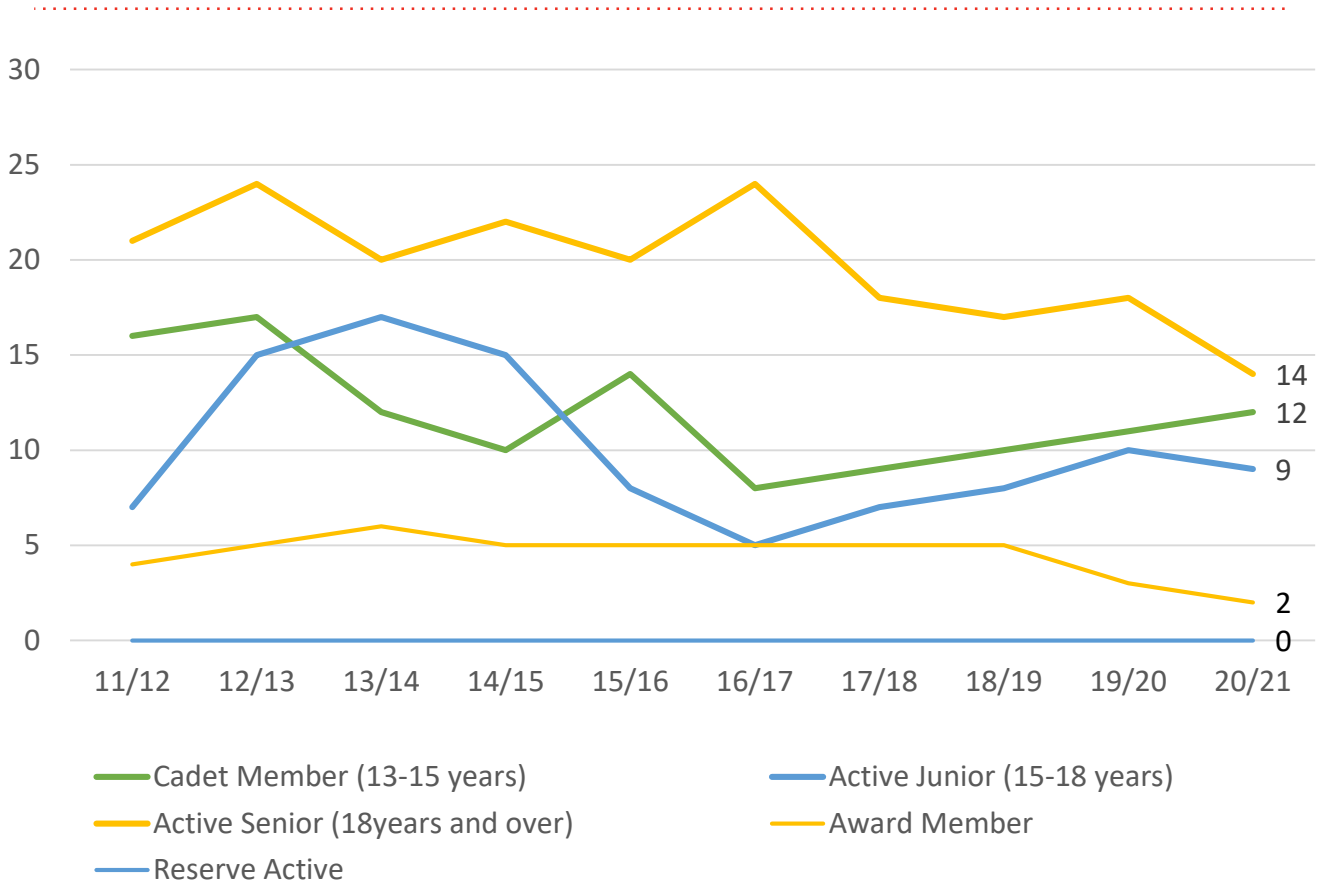
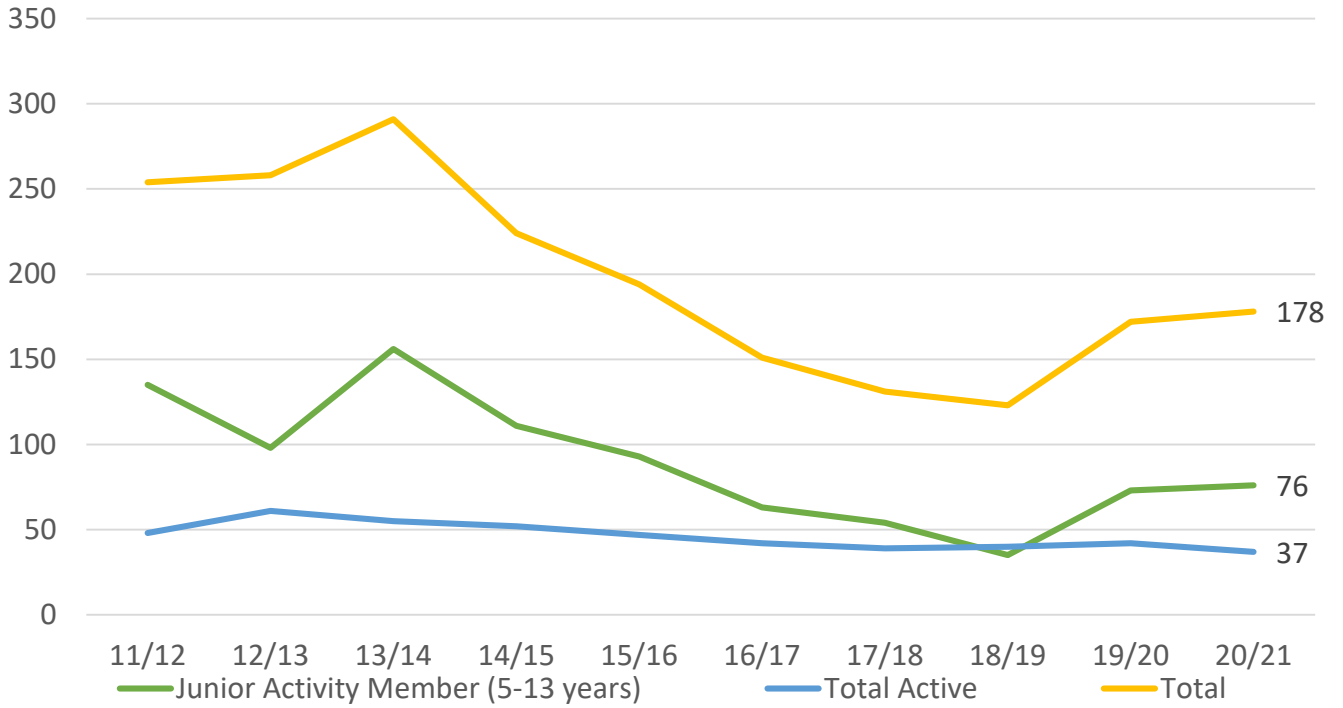
## MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	46	66	2	2	4	13	14	29	9	7
Junior Activity Member (5-13 years)	135	98	156	111	93	63	54	35	73	76
Cadet Member (13-15 years)	16	17	12	10	14	8	9	10	11	12
Active Junior (15-18 years)	7	15	17	15	8	5	7	8	10	9
Active Senior (18years and over)	21	24	20	22	20	24	18	17	18	14
Award Member	4	5	6	5	5	5	5	5	3	2
Reserve Active	0	0	0	0	0	0	0	0	0	0
Long Service	0	0	0	0	1	1	1	1	1	1
Past Active	0	1	1	0	0	1	1	1	1	0
Associate	25	28	71	52	44	25	14	12	38	50
Life Member	0	4	6	6	5	6	6	5	7	7
General	0	0	0	0	0	0	2	0	1	0
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	1	0	0	0	0	0	0
Total Active	48	61	55	52	47	42	39	40	42	37
Total	254	258	291	224	194	151	131	123	172	178

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	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	23	15	17	9	10	7	5	2	8	8
Under 7	13	3	22	14	9	9	4	4	7	7
Under 8	22	12	23	16	16	7	8	3	14	15
Under 9	18	10	18	17	12	9	5	7	8	16
Under 10	13	19	24	12	8	6	6	3	9	7
Under 11	13	12	17	14	12	6	8	5	12	8
Under 12	12	14	18	13	11	9	6	4	8	6
Under 13	10	10	7	10	7	5	5	3	5	8
Under 14	11	11	10	3	6	4	6	4	2	1
Junior Activities Total	135	106	156	108	91	62	53	35	73	76

# TREND ANALYSIS



# MEMBERSHIP RETENTION



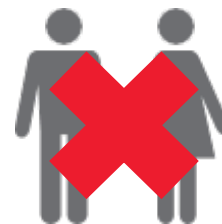
86

BRAND NEW MEMBERS



53%

MEMBERSHIP RETENTION



70

MEMBERS LOST FROM THE ORGANISATION

## Coochiemudlo Island SLSC 2020/21

	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	9	3	33%	3	0	0%	6	67%	7	78%	0	0%	7	-22%
Junior Activities	73	35	48%	3	5	7%	33	45%	44	60%	0	0%	76	4%
Cadet Member (13-15 years)	11	7	64%		0	0%	4	36%	3	27%	0	0%	12	9%
Active (15-18 yrs)	10	7	70%		0	0%	3	30%	0	0%	0	0%	9	-10%
Active (18yrs and over)	18	12	67%		1	6%	5	28%	1	6%	0	0%	14	-22%
Award Member	3	2	67%		0	0%	1	33%	0	0%	0	0%	2	-33%
Reserve Active	0	0			0		0		0		0		0	
Long Service	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Past Active	1	0	0%		1	100%	0	0%	0	0%	0	0%	0	-100%
Associate	38	19	50%		3	8%	16	42%	30	79%	0	0%	50	32%
Life Member	7	6	86%		0	0%	1	14%	1	14%	0	0%	7	0%
General	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
<b>Total Active</b>	<b>42</b>	<b>28</b>	<b>67%</b>		<b>1</b>	<b>2%</b>	<b>13</b>	<b>31%</b>	<b>4</b>	<b>10%</b>	<b>0</b>		<b>37</b>	<b>-12%</b>
<b>Total</b>	<b>172</b>	<b>92</b>	<b>53%</b>		<b>10</b>	<b>6%</b>	<b>70</b>	<b>41%</b>	<b>86</b>	<b>50%</b>	<b>0</b>		<b>178</b>	<b>3%</b>

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

# MEMBERSHIP RETENTION

## Coochiemudlo Island SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	5	63%	3	38%	3	38%	8
16-18 Years	12	8	67%	4	33%	0	0%	11
19-25 Years	13	10	77%	3	23%	1	8%	13
26-35 Years	0	0		0		0		0
36-50 Years	5	3	60%	2	40%	0	0%	2
51-70 Years	4	2	50%	1	25%	0	0%	3
70+ Years	0	0		0		0		0
<b>Total</b>	42	28	67%	13	31%	4	10%	37

## Coochiemudlo Island SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	9					8		8
Under 7	7	5	56%	3	33%	1	11%	7
Under 8	14	5	71%	2	29%	10	143%	15
Under 9	8	7	50%	6	43%	8	57%	16
Under 10	9	2	25%	5	63%	5	63%	7
Under 11	12	3	33%	3	33%	5	56%	8
Under 12	8	3	25%	9	75%	3	25%	6
Under 13	5	5	63%	3	38%	4	50%	8
Under 14	2	3	60%	2	40%	0	0%	1
Transitioned From JA		2	100%					

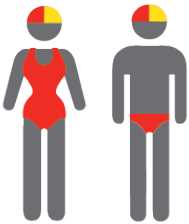
# MEMBERSHIP RETENTION

2018/19



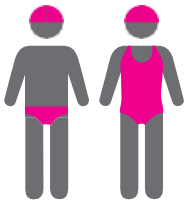
67%

TOTAL MEMBERSHIP  
RETENTION



92%

ACTIVE MEMBERSHIP  
RETENTION



56%

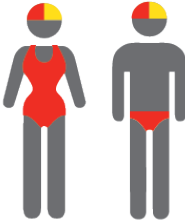
JUNIOR MEMBERSHIP  
RETENTION

2019/20



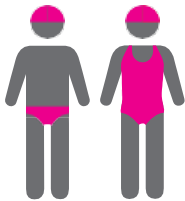
62%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



57%

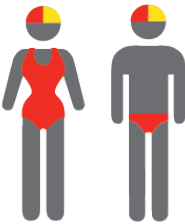
JUNIOR MEMBERSHIP  
RETENTION

2020/21



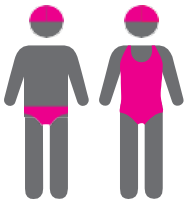
53%

TOTAL MEMBERSHIP  
RETENTION



67%

ACTIVE MEMBERSHIP  
RETENTION



48%

JUNIOR MEMBERSHIP  
RETENTION