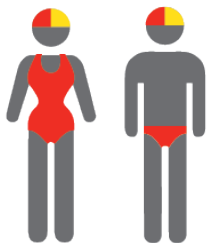


MEMBERSHIP STATISTICS REPORT 2020/2021



180

ACTIVE MEMBERSHIP



19% Decrease



369

TOTAL MEMBERSHIP



4% Decrease



71

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.

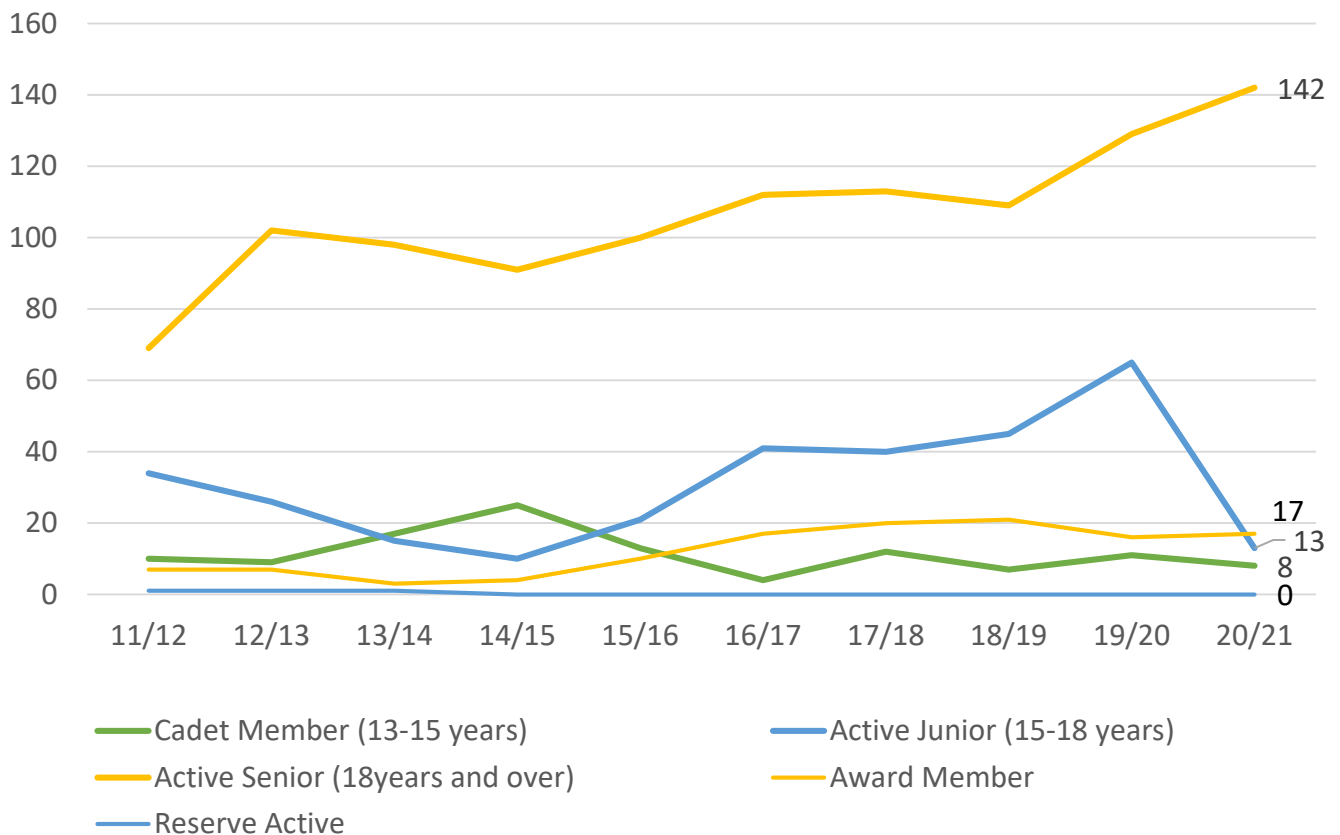
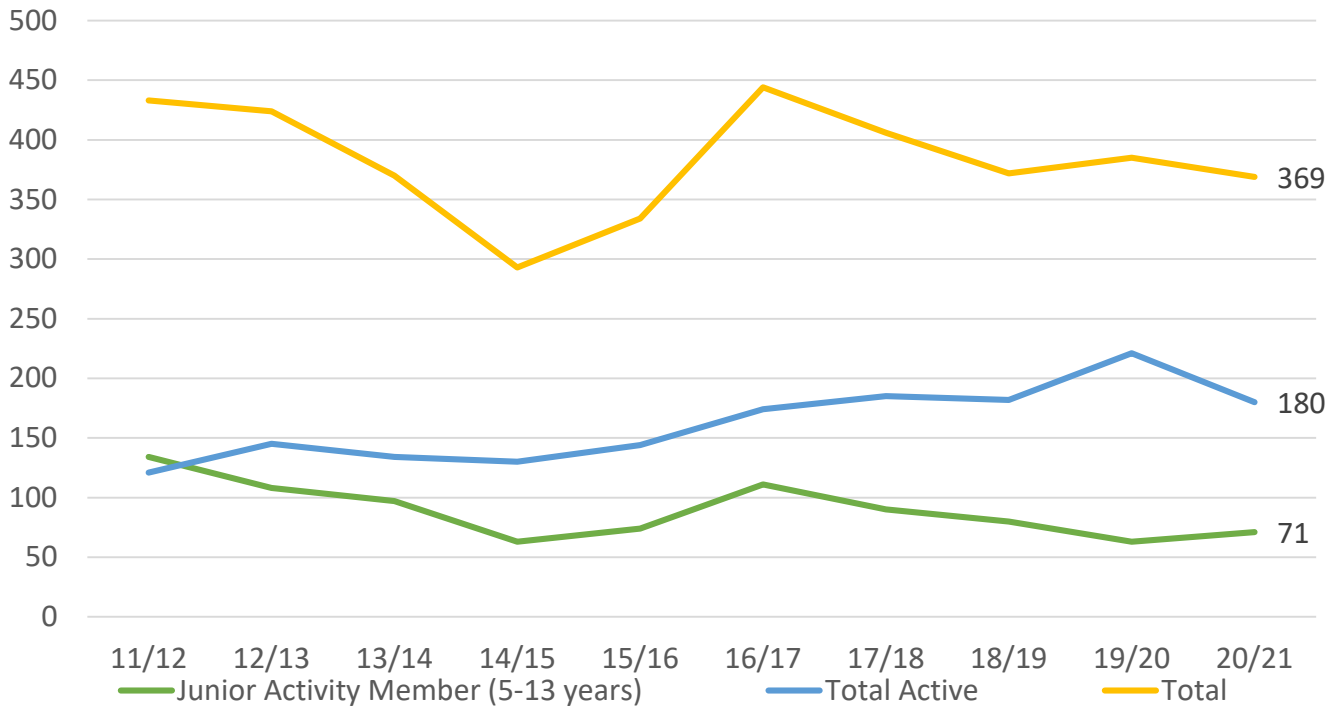
TOTAL MEMBERSHIP

MEMBERSHIP 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	3	21	4	4	3	5	2	4	4	4
Junior Activity Member (5-13 years)	134	108	97	63	74	111	90	80	63	71
Cadet Member (13-15 years)	10	9	17	25	13	4	12	7	11	8
Active Junior (15-18 years)	34	26	15	10	21	41	40	45	65	13
Active Senior (18years and over)	69	102	98	91	100	112	113	109	129	142
Award Member	7	7	3	4	10	17	20	21	16	17
Reserve Active	1	1	1	0	0	0	0	0	0	0
Long Service	24	27	26	20	24	23	26	26	25	25
Past Active	13	7	4	2	2	9	5	1	1	1
Associate	116	94	88	58	64	97	77	60	51	67
Life Member	18	18	17	13	16	18	15	14	14	15
General	0	0	0	1	3	0	0	0	0	0
Honorary	4	3	0	0	4	4	6	5	6	6
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	1	0	2	0	3	0	0	0	0
Total Active	121	145	134	130	144	174	185	182	221	180
Total	433	424	370	293	334	444	406	372	385	369

	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	14	12	6	5	7	20	7	6	4	11
Under 7	17	8	10	5	15	13	13	10	8	7
Under 8	9	9	8	6	9	17	13	10	6	11
Under 9	16	13	12	3	12	15	12	11	8	8
Under 10	12	9	10	11	6	14	7	7	7	9
Under 11	18	13	13	5	14	7	12	11	4	10
Under 12	23	10	7	9	2	16	5	10	7	2
Under 13	13	12	10	8	5	5	16	7	14	7
Under 14	12	21	21	11	4	4	5	8	5	6
Junior Activities Total	134	107	97	63	74	111	90	80	63	71

TREND ANALYSIS



MEMBERSHIP RETENTION



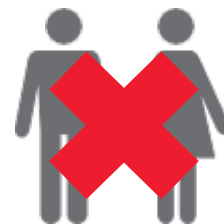
111

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



115

MEMBERS LOST FROM THE ORGANISATION

Coolangatta 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	4	0	0%		0	0%	4	100%	4	100%	0	0%	4	0%
Junior Activities	63	38	60%	2	4	6%	21	33%	35	56%	0	0%	71	13%
Cadet Member (13-15 years)	11	3	27%		0	0%	8	73%	4	36%	0	0%	8	-27%
Active (15-18 yrs)	65	20	31%	9	1	2%	44	68%	2	3%	0	0%	13	-80%
Active (18yrs and over)	129	110	85%		3	2%	16	12%	23	18%	0	0%	142	10%
Award Member	16	12	75%		2	13%	2	13%	1	6%	0	0%	17	6%
Reserve Active	0	0			0		0		0		0		0	
Long Service	25	23	92%		1	4%	1	4%	0	0%	0	0%	25	0%
Past Active	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Associate	51	32	63%	5	1	2%	18	35%	40	78%	0	0%	67	31%
Life Member	14	14	100%		0	0%	0	0%	1	7%	0	0%	15	7%
General	0	0			0		0		0		0		0	
Honorary	6	6	100%		0	0%	0	0%	0	0%	0	0%	6	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	221	145	66%		6	3%	70	32%	30	14%	0		180	-19%
Total	385	258	67%		12	3%	115	30%	111	29%	0		369	-4%

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

MEMBERSHIP RETENTION

Coolangatta SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	13	7	54%	6	46%	4	31%	9
16-18 Years	61	14	23%	46	75%	2	3%	14
19-25 Years	31	24	77%	6	19%	7	23%	35
26-35 Years	26	22	85%	4	15%	0	0%	19
36-50 Years	33	24	73%	6	18%	10	30%	36
51-70 Years	54	51	94%	2	4%	7	13%	60
70+ Years	3	3	100%	0	0%	0	0%	7
Total	221	145	66%	70	32%	30	14%	180

Coolangatta SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	4					11		11
Under 7	8	3	75%	0	0%	4	100%	7
Under 8	6	5	63%	3	38%	6	75%	11
Under 9	8	5	83%	1	17%	3	50%	8
Under 10	7	6	75%	2	25%	3	38%	9
Under 11	4	6	86%	1	14%	4	57%	10
Under 12	7	1	25%	3	75%	1	25%	2
Under 13	14	4	57%	2	29%	3	43%	7
Under 14	5	6	43%	6	43%	0	0%	6
Transitioned From JA		2	40%					

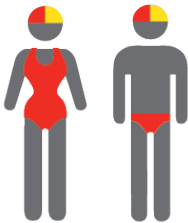
MEMBERSHIP RETENTION

2018/19



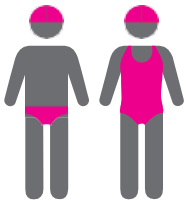
66%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



60%

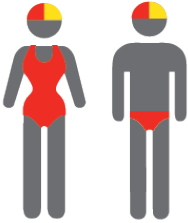
JUNIOR MEMBERSHIP
RETENTION

2019/20



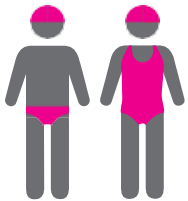
70%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



61%

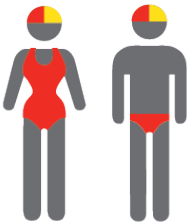
JUNIOR MEMBERSHIP
RETENTION

2020/21



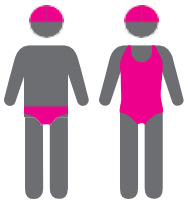
67%

TOTAL MEMBERSHIP
RETENTION



66%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION