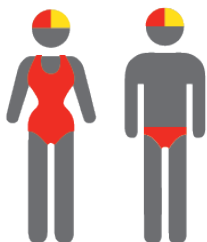


COOLUM BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



225

ACTIVE MEMBERSHIP



3% Increase/Decrease



790

TOTAL MEMBERSHIP



6% Increase/Decrease



208

JUNIOR MEMBERSHIP



3% Increase/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.

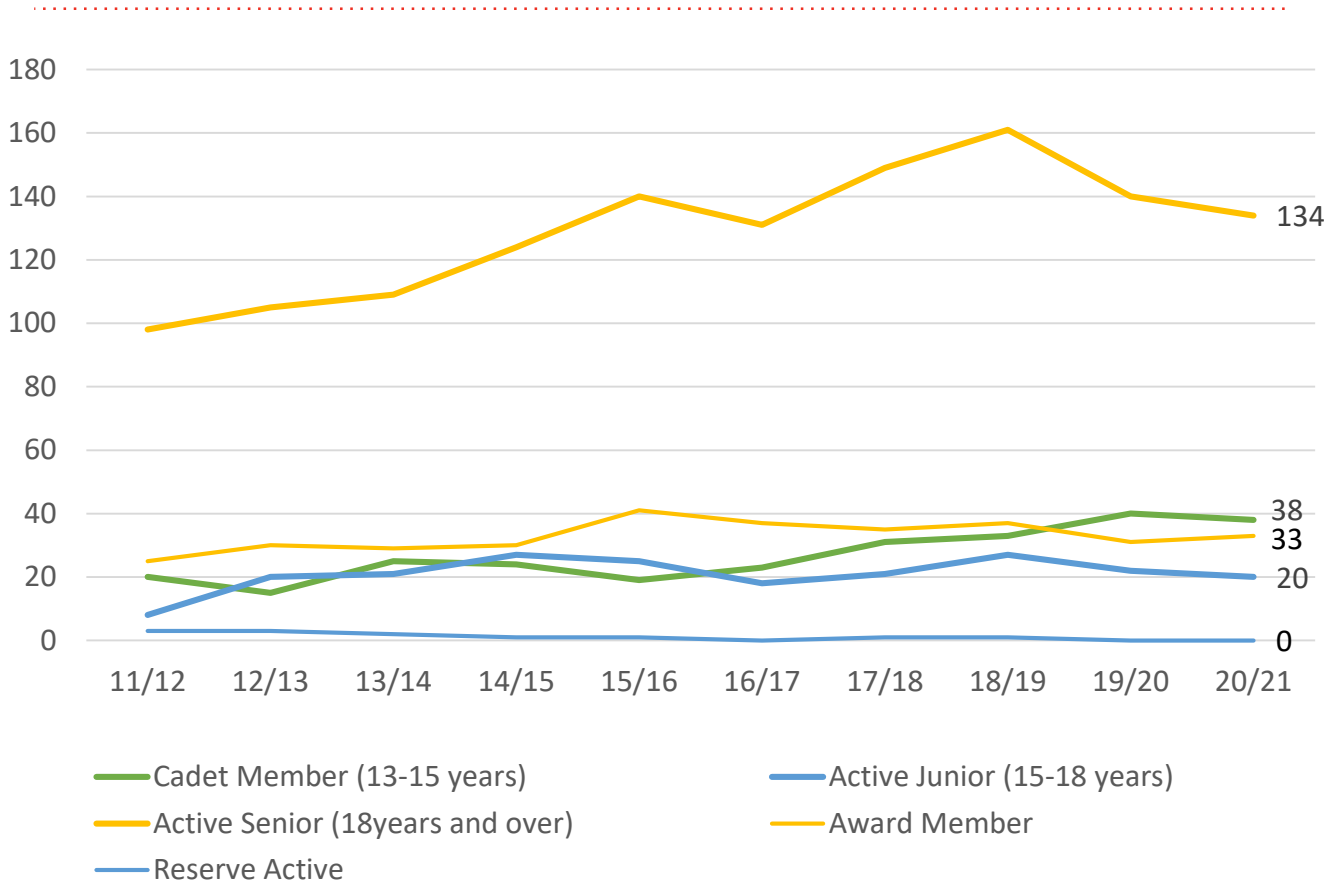
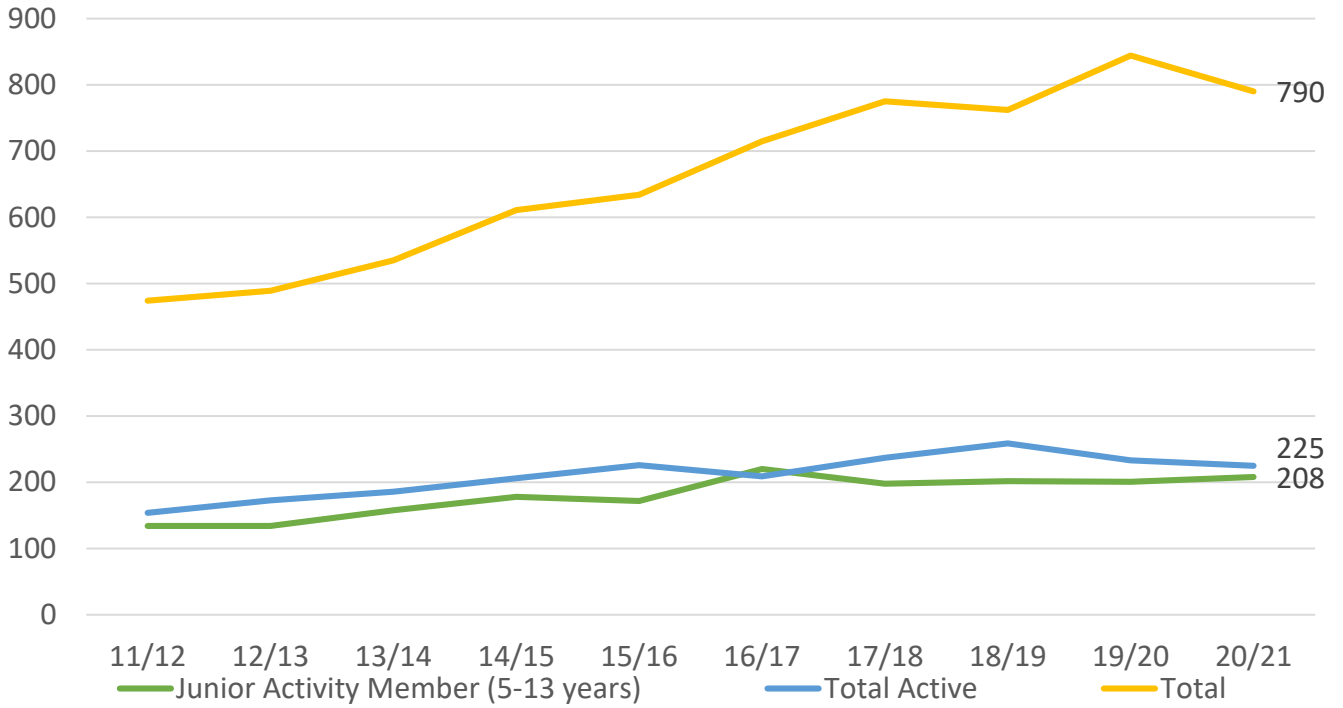
TOTAL MEMBERSHIP

MEMBERSHIP 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	18	17	11	6	3	4	21	11	13	10
Junior Activity Member (5-13 years)	134	134	158	178	172	220	198	202	201	208
Cadet Member (13-15 years)	20	15	25	24	19	23	31	33	40	38
Active Junior (15-18 years)	8	20	21	27	25	18	21	27	22	20
Active Senior (18years and over)	98	105	109	124	140	131	149	161	140	134
Award Member	25	30	29	30	41	37	35	37	31	33
Reserve Active	3	3	2	1	1	0	1	1	0	0
Long Service	21	26	24	25	31	39	41	45	54	61
Past Active	0	0	0	0	0	0	56	22	109	14
Associate	111	104	123	163	152	206	188	179	200	215
Life Member	29	28	30	28	29	28	28	28	28	29
General	0	0	0	0	0	1	0	0	0	0
Honorary	7	5	1	0	2	0	0	0	1	25
Non Member Participants	0	0	1	1	14	6	5	13	3	3
Leave / Restricted	0	2	1	4	5	2	1	3	2	0
Total Active	154	173	186	206	226	209	237	259	233	225
Total	474	489	535	611	634	715	775	762	844	790

	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	7	12	8	11	10	13	12	27	29	29
Under 7	19	10	19	14	18	17	10	31	37	32
Under 8	18	10	22	40	29	43	30	29	33	28
Under 9	21	29	28	23	28	29	40	26	22	30
Under 10	23	17	20	32	24	41	21	27	29	21
Under 11	17	19	20	24	18	26	37	17	15	22
Under 12	13	20	20	18	23	19	17	25	20	22
Under 13	10	16	10	16	11	20	20	18	16	18
Under 14	6	12	11	11	11	12	11	2	0	6
Junior Activities Total	134	145	158	189	172	220	198	202	201	208

TREND ANALYSIS



MEMBERSHIP RETENTION



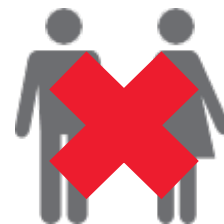
318

BRAND NEW MEMBERS



56%

MEMBERSHIP RETENTION



345

MEMBERS LOST FROM THE ORGANISATION

COOLUM BEACH 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	13	6	46%	3	0	0%	7	54%	7	54%	0	0%	10	-23%
Junior Activities	201	103	51%	11	6	3%	92	46%	116	58%	0	0%	208	3%
Cadet Member (13-15 years)	40	31	78%		0	0%	9	23%	6	15%	0	0%	38	-5%
Active (15-18 yrs)	22	16	73%		1	5%	5	23%	2	9%	0	0%	20	-9%
Active (18yrs and over)	140	114	81%	4	4	3%	22	16%	24	17%	0	0%	134	-4%
Award Member	31	30	97%		0	0%	1	3%	3	10%	0	0%	33	6%
Reserve Active	0	0			0		0		0		0		0	
Long Service	54	51	94%		1	2%	2	4%	3	6%	0	0%	61	13%
Past Active	109	8	7%		6	6%	95	87%	2	2%	0	0%	14	-87%
Associate	200	83	42%		8	4%	109	55%	130	65%	0	0%	215	8%
Life Member	28	28	100%		0	0%	0	0%	0	0%	0	0%	29	4%
General	0	0			0		0		0		0		0	
Honorary	1	1	100%		0	0%	0	0%	23	2300%	0	0%	25	2400%
Non Member Participant	3	1	33%		0	0%	2	67%	2	67%	0	0%	3	0%
Leave / Restricted	2	0	0%		1	50%	1	50%	0	0%	0	0%	0	-100%
Total Active	233	191	82%		5	2%	37	16%	35	15%	0		225	-3%
Total	844	472	56%		27	3%	345	41%	318	38%	0		790	-6%

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

MEMBERSHIP RETENTION

COOLUM BEACH SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	34	27	79%	7	21%	8	24%	37
16-18 Years	34	21	62%	11	32%	0	0%	23
19-25 Years	22	13	59%	7	32%	1	5%	18
26-35 Years	21	17	81%	4	19%	1	5%	17
36-50 Years	58	53	91%	5	9%	12	21%	61
51-70 Years	58	54	93%	3	5%	13	22%	65
70+ Years	6	6	100%	0	0%	0	0%	4
Total	233	191	82%	37	16%	35	15%	225

COOLUM BEACH SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	29					29		29
Under 7	37	9	31%	19	66%	23	79%	32
Under 8	33	15	41%	19	51%	13	35%	28
Under 9	22	17	52%	15	45%	13	39%	30
Under 10	29	11	50%	11	50%	10	45%	21
Under 11	15	17	59%	11	38%	5	17%	22
Under 12	20	11	73%	4	27%	11	73%	22
Under 13	16	11	55%	9	45%	7	35%	18
Under 14	0	12	75%	4	25%	5	31%	6
Transitioned From JA		0						

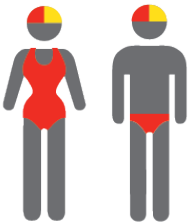
MEMBERSHIP RETENTION

2018/19



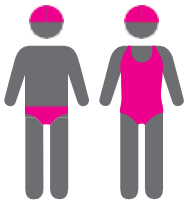
60%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



55%

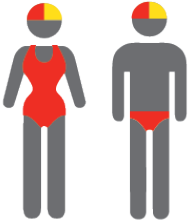
JUNIOR MEMBERSHIP
RETENTION

2019/20



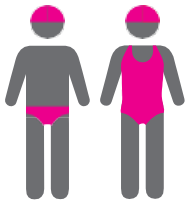
63%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



51%

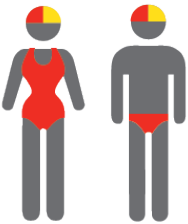
JUNIOR MEMBERSHIP
RETENTION

2020/21



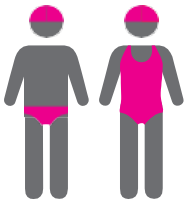
56%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



51%

JUNIOR MEMBERSHIP
RETENTION