



## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



306

ACTIVE MEMBERSHIP



1% Decrease



1126

TOTAL MEMBERSHIP



7% Increase



391

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.

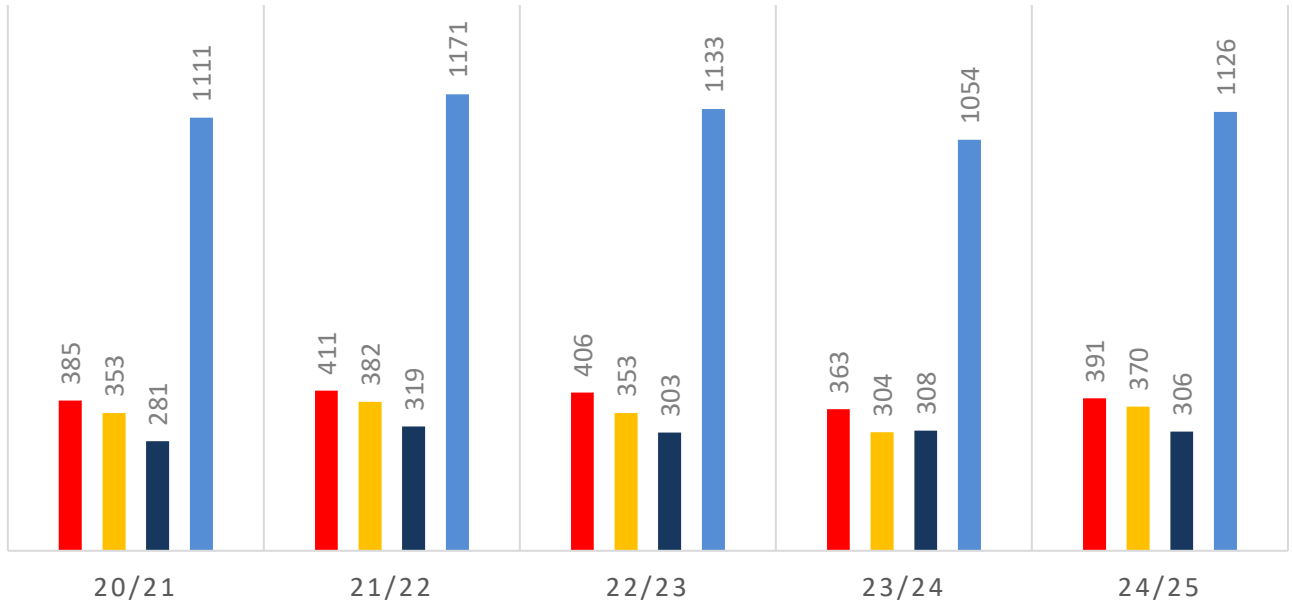
### Note:

- 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 Reserve members.

# 5 YEAR TREND ANALYSIS

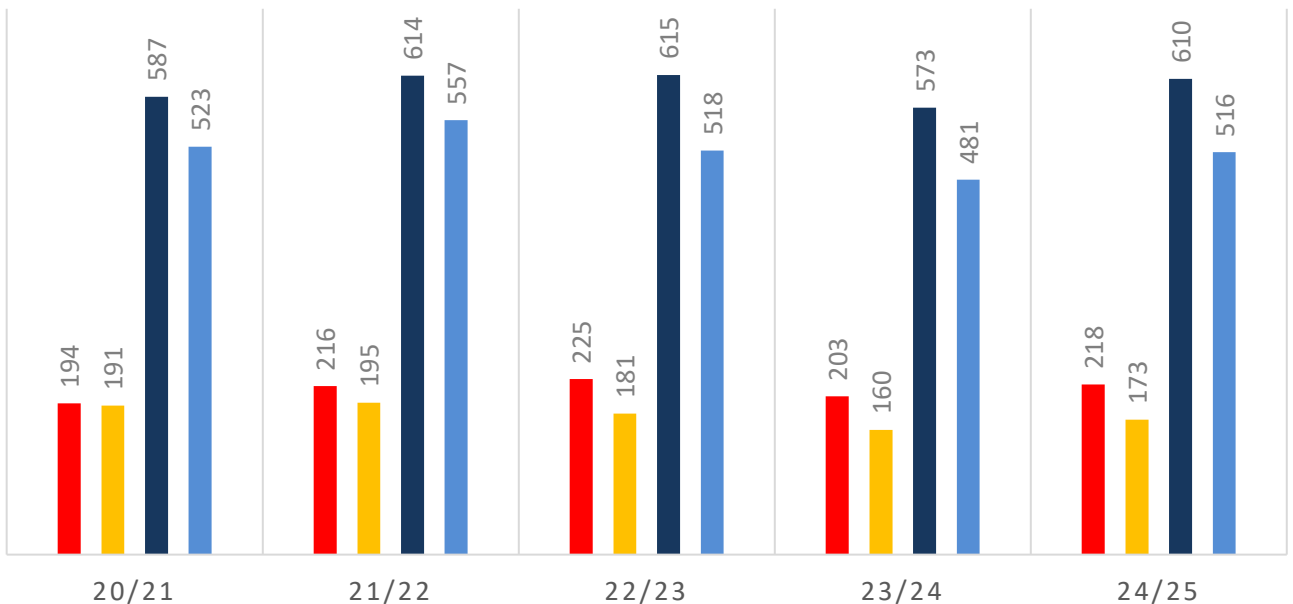
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



404

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



348

MEMBERS LOST FROM THE ORGANISATION

Dicky Beach 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	8	5	63%	5	0	0%	3	38%	2	25%	0	0%	2	-75%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	363	216	60%	19	1	0%	146	40%	183	50%	11	3%	391	8%
Cadet Member (13-15 years)	30	25	83%		0	0%	5	17%	3	10%	2	7%	39	30%
Active (15-18 yrs)	49	35	71%	2	1	2%	13	27%	2	4%	0	0%	35	-29%
Active (18yrs and over)	210	167	80%		9	4%	34	16%	18	9%	5	2%	211	0%
Award Member	14	14	100%		0	0%	0	0%	1	7%	0	0%	16	14%
Reserve Active	5	4	80%		0	0%	1	20%	1	20%	0	0%	5	0%
Long Service	34	31	91%	1	1	3%	2	6%	0	0%	2	6%	32	-6%
Past Active	0	0			0		0		0		0		1	
Associate	304	171	56%	5	2	1%	131	43%	193	63%	11	4%	370	22%
Life Member	16	16	100%		0	0%	0	0%	0	0%	0	0%	17	6%
General	13	0	0%		1	8%	12	92%	0	0%	0	0%	0	-100%
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	6	5	83%	1	0	0%	1	17%	1	17%	0	0%	5	-17%
Total Active	308	245	80%		10	3%	53	17%	25	8%	7	2%	306	-1%
Total	1054	691	66%		15	1%	348	33%	404	38%	31	3%	1126	7%

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

# MEMBERSHIP RETENTION

Dicky Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	37	34	92%	3	8%	3	8%	38
16-18 Years	49	32	65%	15	31%	2	4%	45
19-25 Years	31	17	55%	9	29%	5	16%	34
26-35 Years	18	12	67%	5	28%	3	17%	12
36-50 Years	101	83	82%	16	16%	8	8%	101
51-70 Years	65	60	92%	5	8%	4	6%	69
70+ Years	7	7	100%	0	0%	0	0%	7
<b>Total</b>	308	245	80%	53	17%	25	8%	306

Dicky Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	22					30		30
Under 7	40	13	59%	7	32%	39	177%	54
Under 8	53	22	55%	18	45%	39	98%	65
Under 9	63	29	55%	24	45%	25	47%	56
Under 10	51	33	52%	30	48%	17	27%	51
Under 11	46	28	55%	22	43%	12	24%	42
Under 12	38	26	57%	20	43%	9	20%	35
Under 13	31	24	63%	14	37%	8	21%	32
Under 14	21	22	71%	9	29%	3	10%	25
Transitioned From JA		19	90%					