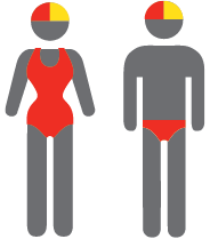


DICKY BEACH

MEMBERSHIP STATISTICS REPORT EOS 2021/22



297

ACTIVE MEMBERSHIP



6% Decrease



1181

TOTAL MEMBERSHIP



4% Increase



411

JUNIOR MEMBERSHIP



5% 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.

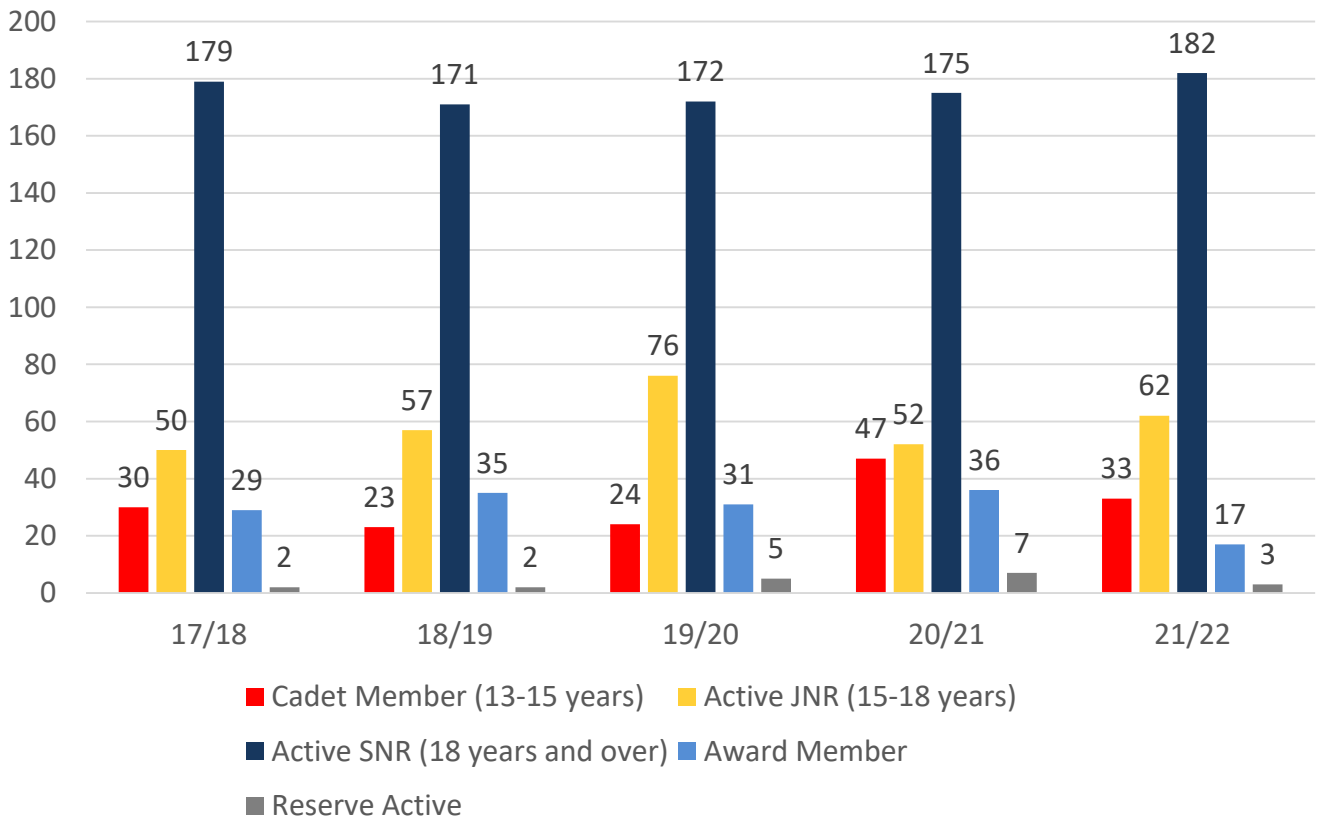
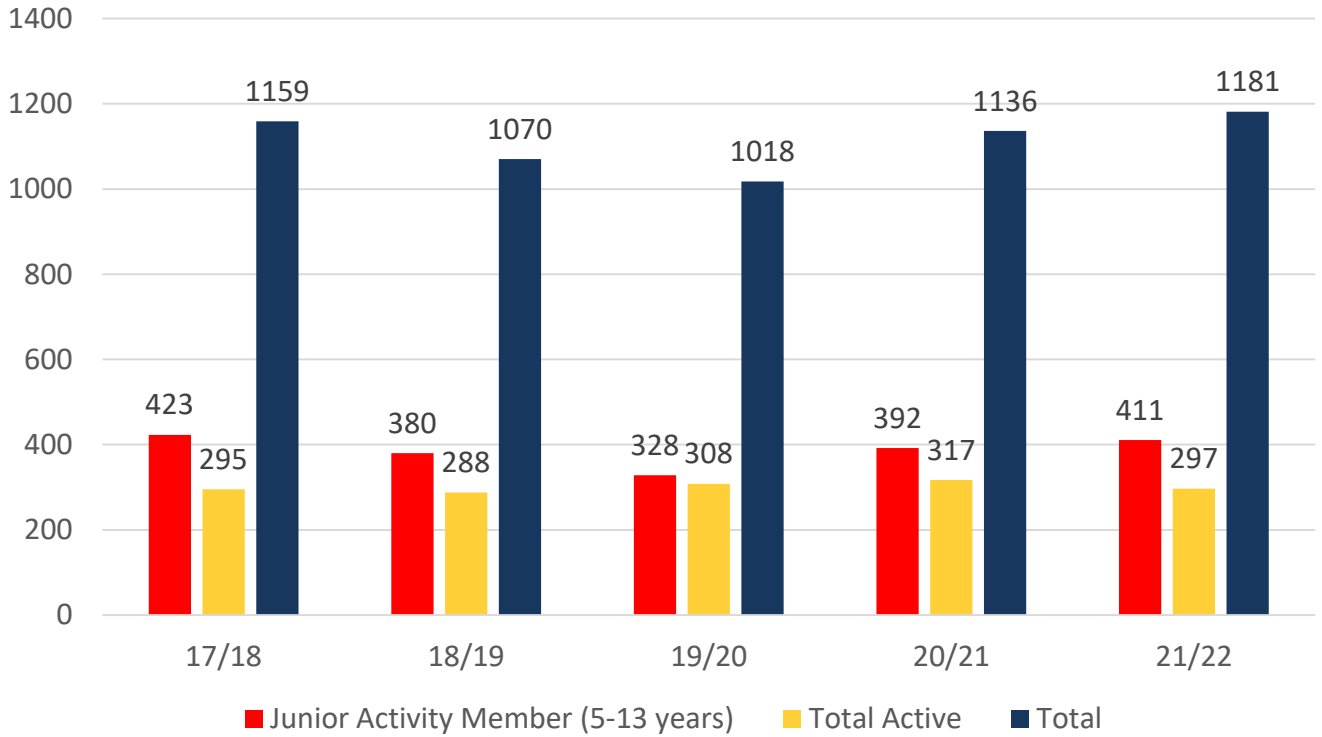
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

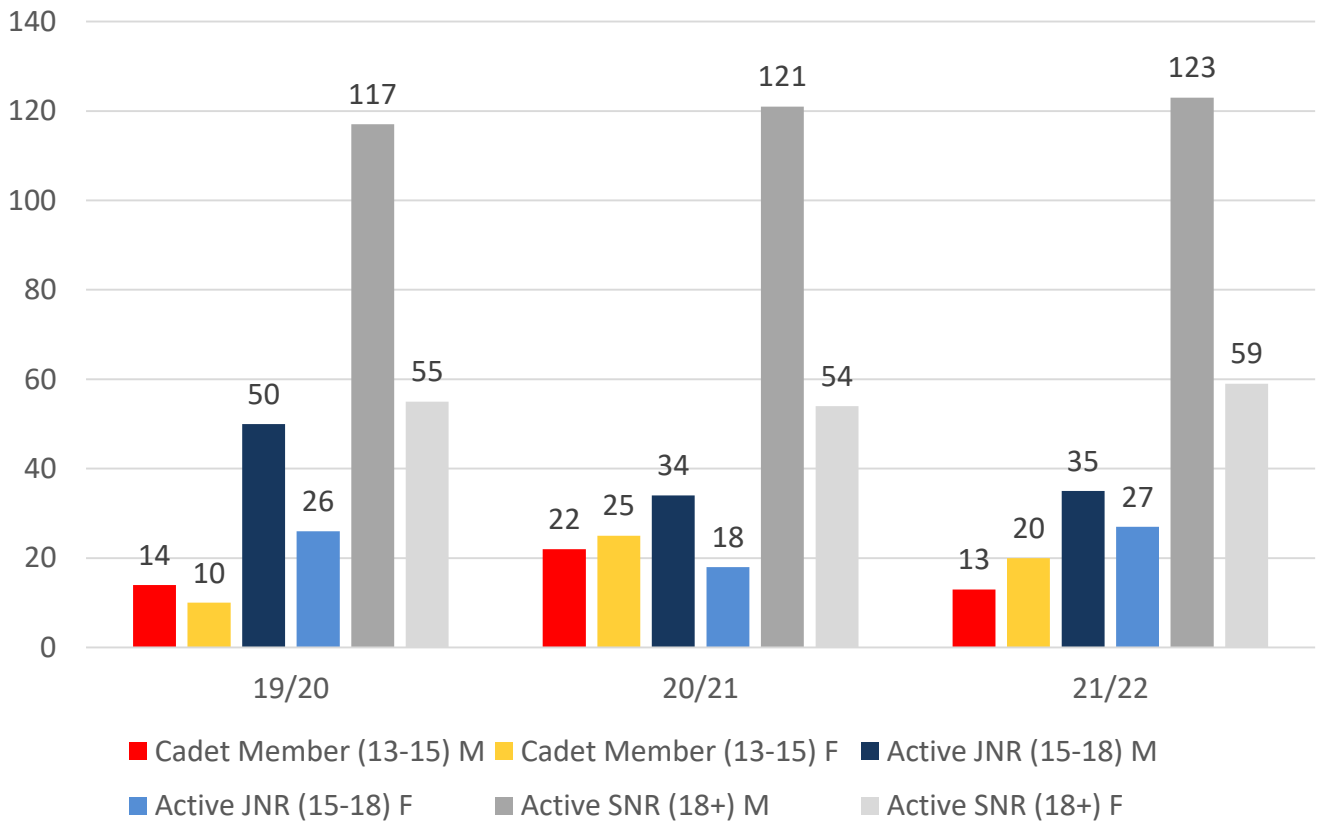
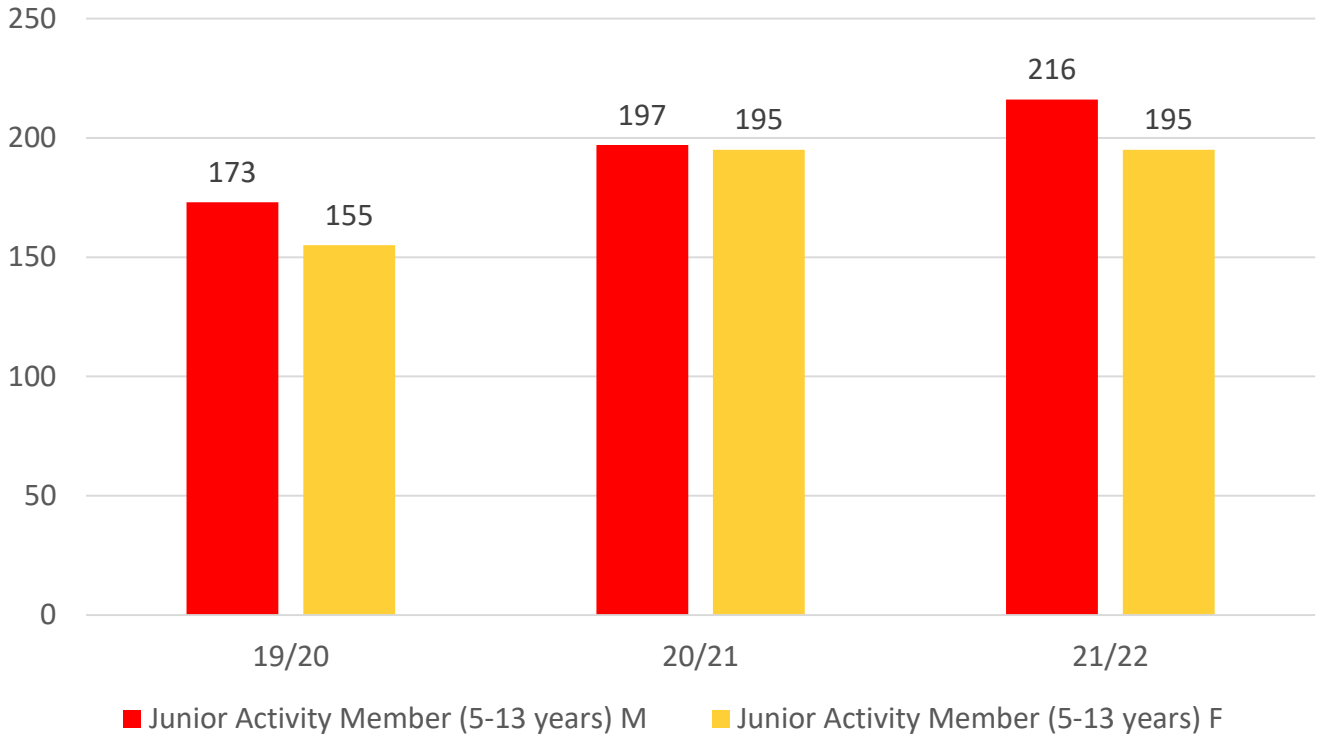
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	29	20	32	18	9
Junior Activity Member (5-13 years)	423	380	328	392	411
Cadet Member (13-15 years)	30	23	24	47	33
Active Junior (15-18 years)	55	57	76	52	62
Active Senior (18years and over)	179	171	172	175	182
Award Member	29	35	31	36	17
Reserve Active	2	2	5	7	3
Long Service	26	29	31	33	33
Past Active	0	0	0	0	1
Associate	367	331	297	357	382
Life Member	16	16	15	15	16
General	0	1	0	1	0
Honorary	3	4	6	2	1
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	1	1	1	31
Total Active	295	288	308	317	297
Total	1159	1070	1018	1136	1181

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	43	30	12	38	35
Under 7	84	55	41	54	82
Under 8	74	60	46	62	63
Under 9	59	51	54	48	54
Under 10	44	61	43	52	43
Under 11	35	44	41	43	44
Under 12	32	35	36	35	27
Under 13	27	27	32	33	36
Under 14	25	17	23	27	28
Junior Activities Total	423	380	328	392	412

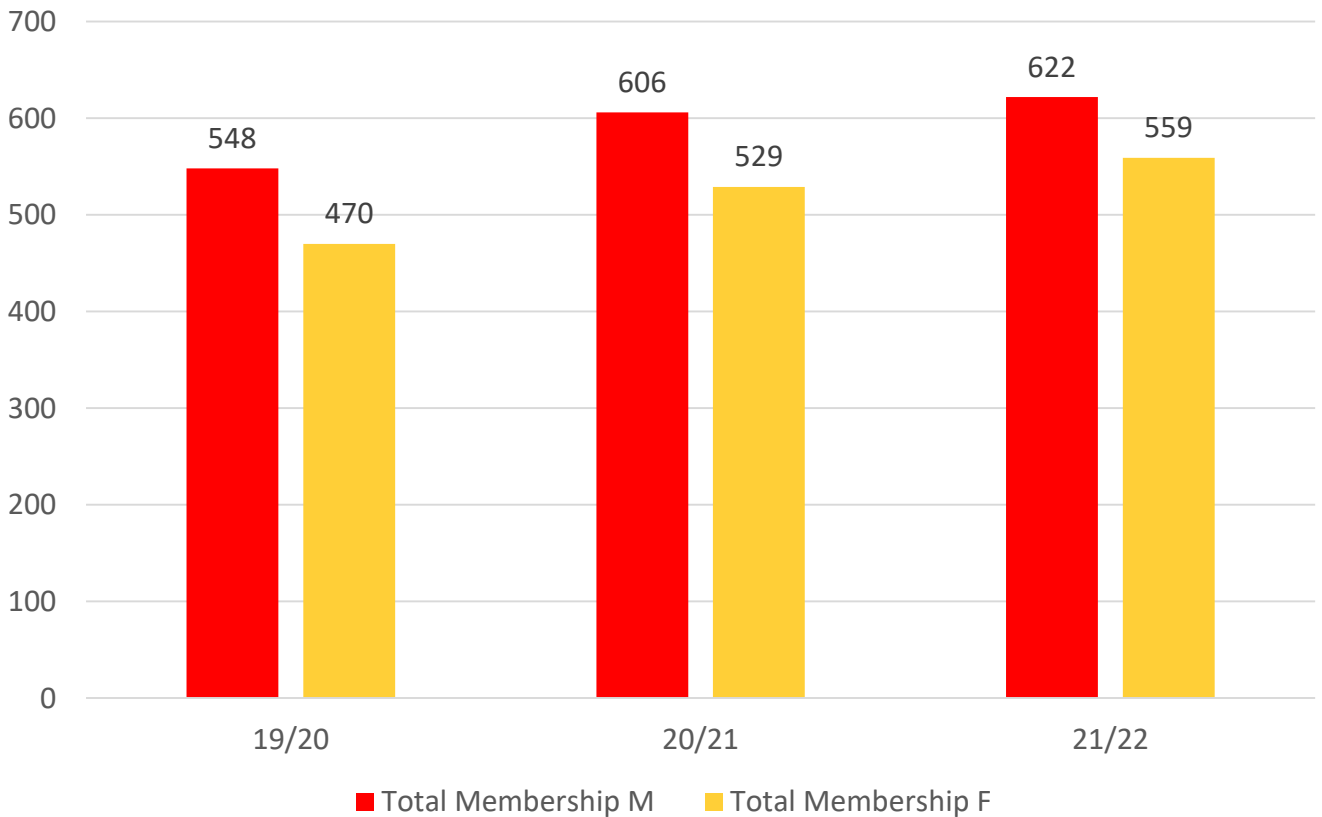
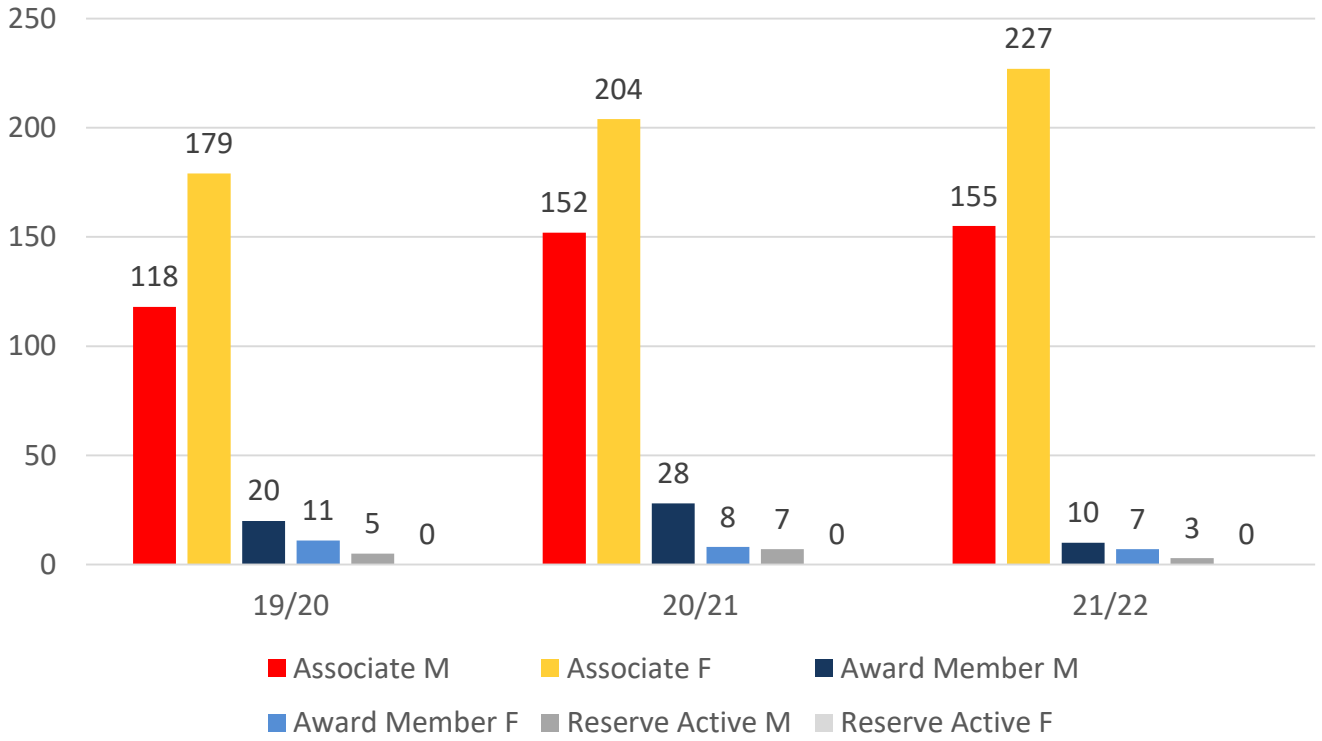
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



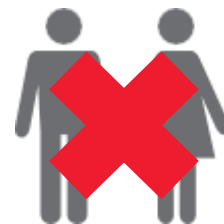
426

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



390

MEMBERS LOST FROM THE ORGANISATION

DICKY BEACH 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	18	7	39%	6	0	0%	11	61%	8	44%	0	0%	9	-50%
Junior Activities	392	243	62%	24	2	1%	147	38%	187	48%	5	1%	411	5%
Cadet Member (13-15 years)	47	35	74%	3	3	6%	9	19%	0	0%	1	2%	33	-30%
Active (15-18 yrs)	52	28	54%	-15	2	4%	22	42%	15	29%	4	8%	62	19%
Active (18yrs and over)	175	150	86%	-8	3	2%	22	13%	19	11%	5	3%	182	4%
Award Member	36	30	83%	17	0	0%	6	17%	2	6%	2	6%	17	-53%
Reserve Active	7	5	71%	2	0	0%	2	29%	0	0%	0	0%	3	-57%
Long Service	33	30	91%	-1	0	0%	3	9%	1	3%	1	3%	33	0%
Past Active	0	0		-1	0		0		0		0		1	
Associate	357	188	53%	0	3	1%	166	46%	190	53%	4	1%	382	7%
Life Member	15	15	100%	-1	0	0%	0	0%	0	0%	0	0%	16	7%
General	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	-26	0	0%	0	0%	4	400%	0	0%	31	3000%
Total Active	317	248	78%		8	3%	61	19%	36	11%	12		297	-6%
Total	1136	733	65%		13	1%	390	34%	426	38%	22		1181	4%

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

MEMBERSHIP RETENTION

DICKY BEACH 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	33	26	79%	5	15%	4	12%	43
16-18 Years	68	38	56%	27	40%	11	16%	57
19-25 Years	33	22	67%	11	33%	2	6%	26
26-35 Years	31	23	74%	7	23%	8	26%	23
36-50 Years	93	83	89%	9	10%	9	10%	94
51-70 Years	57	54	95%	2	4%	2	4%	50
70+ Years	2	2	100%	0	0%	0	0%	4
Total	317	248	78%	61	19%	36	11%	297

DICKY BEACH 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	38					35		35
Under 7	54	26	68%	12	32%	55	145%	82
Under 8	62	30	56%	23	43%	32	59%	63
Under 9	48	35	56%	27	44%	18	29%	54
Under 10	52	26	54%	21	44%	17	35%	43
Under 11	43	30	58%	22	42%	13	25%	44
Under 12	35	20	47%	23	53%	7	16%	27
Under 13	33	28	80%	7	20%	7	20%	36
Under 14	27	24	73%	9	27%	3	9%	27
Transitioned From JA		24	89%					

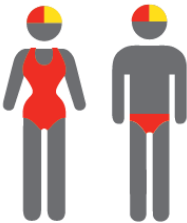
MEMBERSHIP RETENTION

2019/20



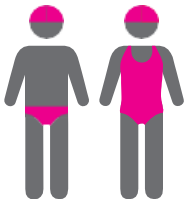
60%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



55%

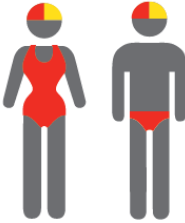
JUNIOR MEMBERSHIP
RETENTION

2020/21



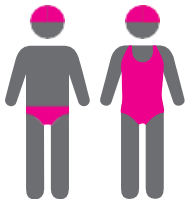
66%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



65%

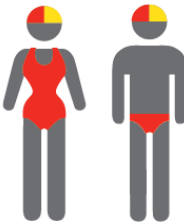
JUNIOR MEMBERSHIP
RETENTION

2021/22



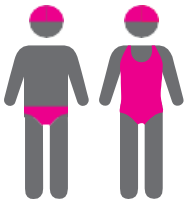
65%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION