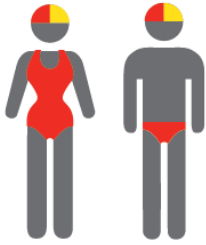


DICKY BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



323

ACTIVE MEMBERSHIP



9% Increase



1145

TOTAL MEMBERSHIP



3% Decrease



406

JUNIOR MEMBERSHIP



1% 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

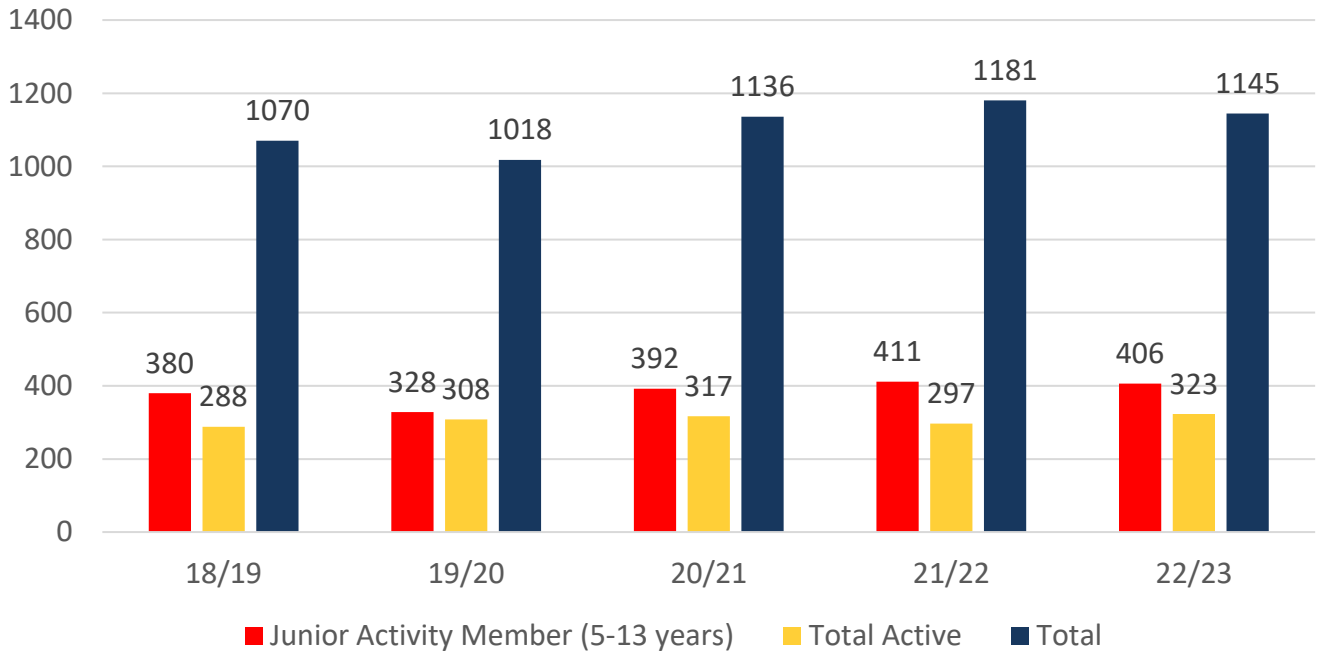
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	20	32	18	9	4
Junior Activity Member (5-13 years)	380	328	392	411	406
Cadet Member (13-15 years)	23	24	47	33	24
Active Junior (15-18 years)	57	76	52	62	56
Active Senior (18years and over)	171	172	175	182	225
Award Member	35	31	36	17	13
Reserve Active	2	5	7	3	5
Long Service	29	31	33	33	36
Past Active	0	0	0	1	0
Associate	331	297	357	382	348
Life Member	16	15	15	16	17
General	1	0	1	0	0
Honorary	4	6	2	1	1
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	1	1	31	10
Total Active	288	308	317	297	323
Total	1070	1018	1136	1181	1145

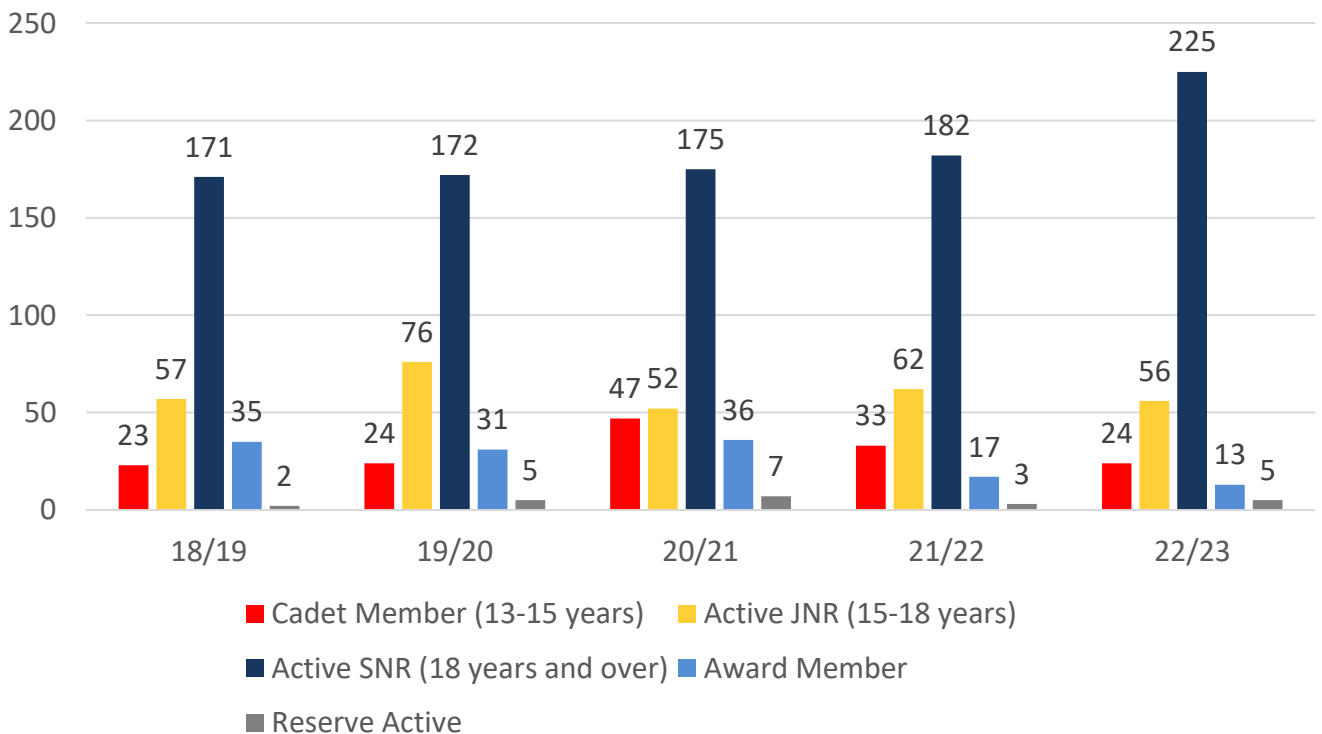
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	30	12	38	35	35
Under 7	55	41	54	82	37
Under 8	60	46	62	63	76
Under 9	51	54	48	54	57
Under 10	61	43	52	43	58
Under 11	44	41	43	44	41
Under 12	35	36	35	27	46
Under 13	27	32	33	36	29
Under 14	17	23	27	28	33
Junior Activities Total	380	328	392	412	412

5 YEAR TREND ANALYSIS

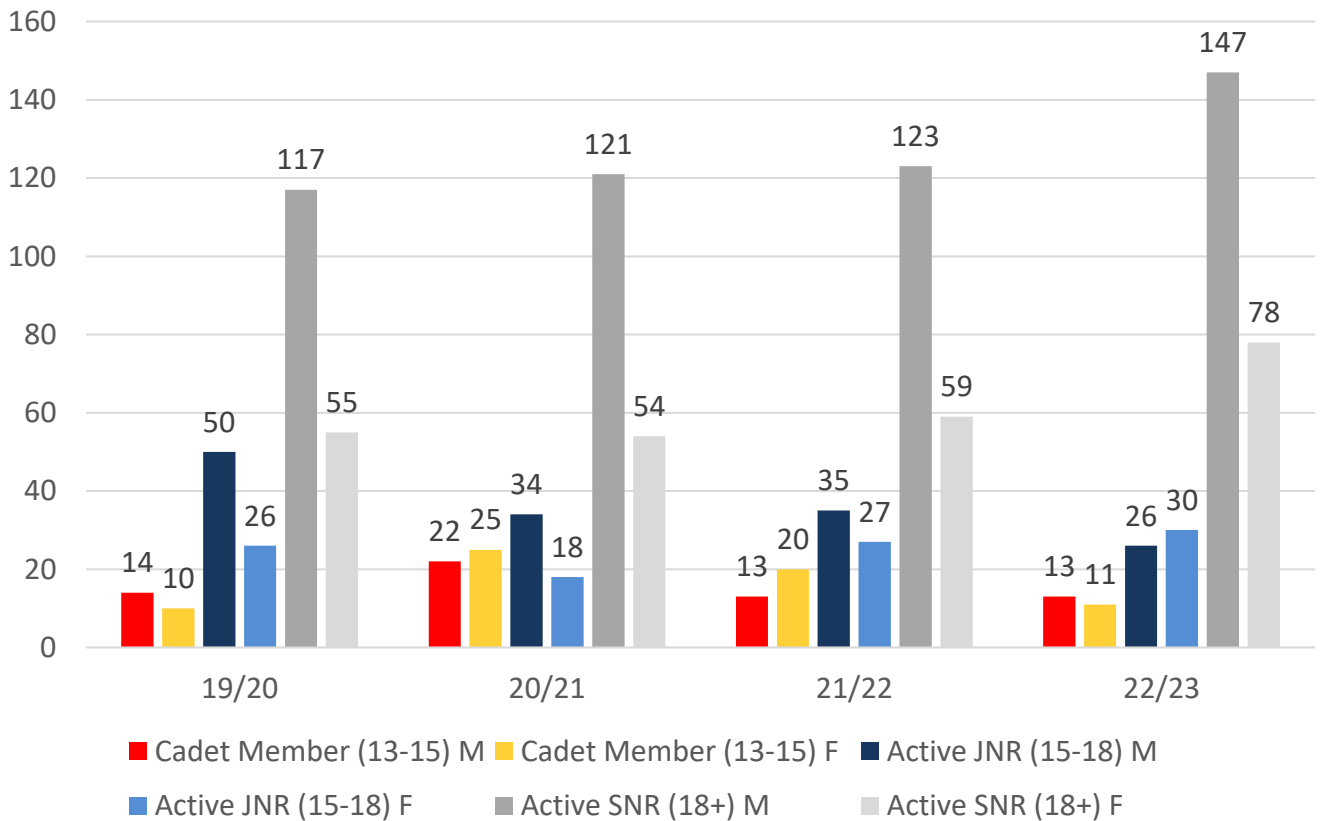
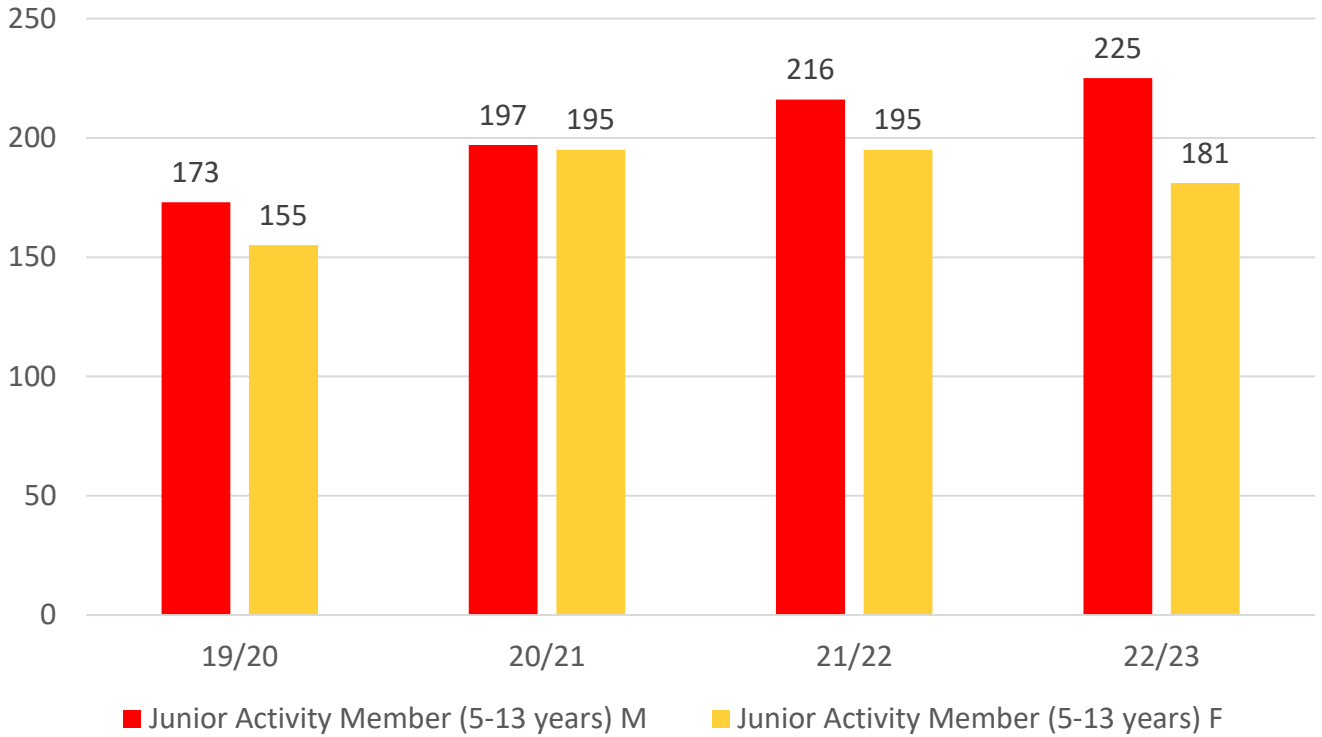
Total Membership



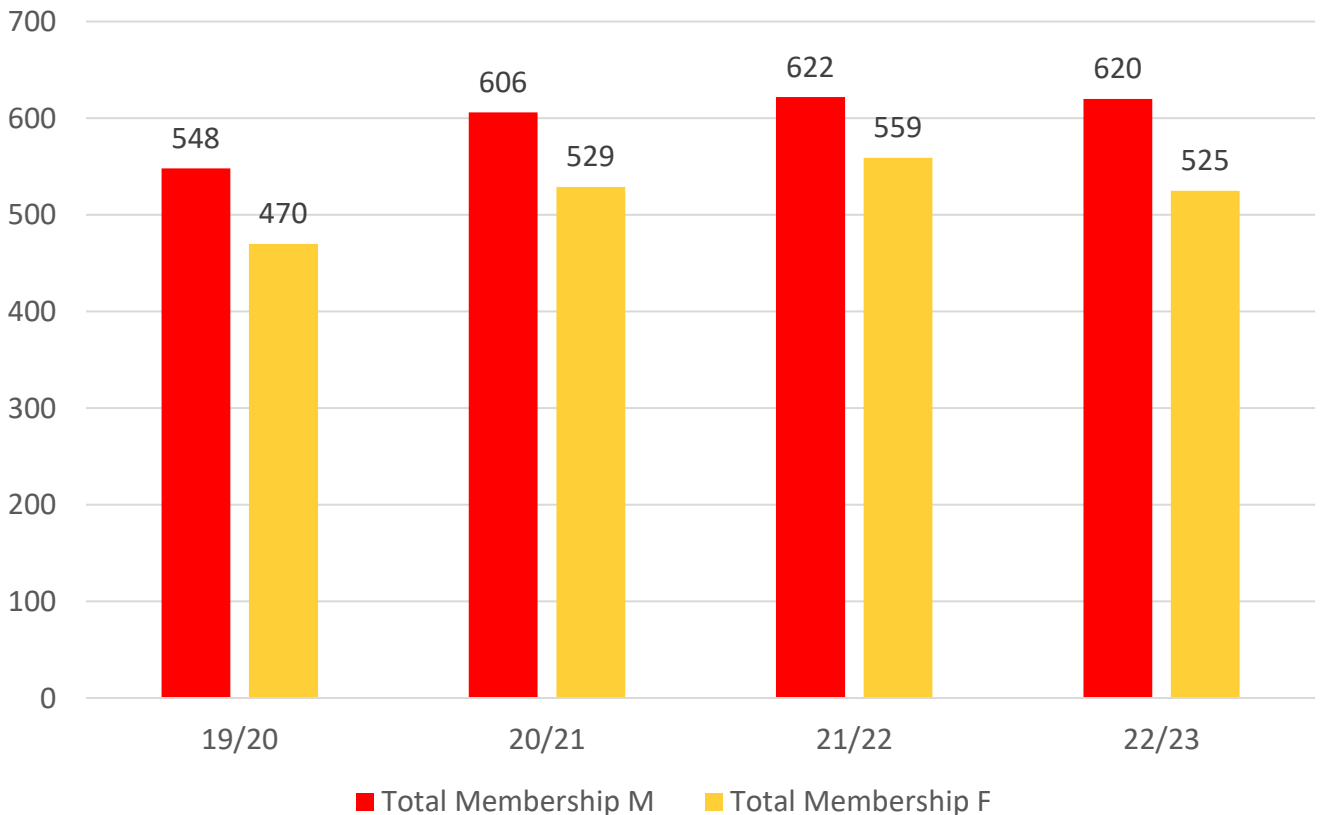
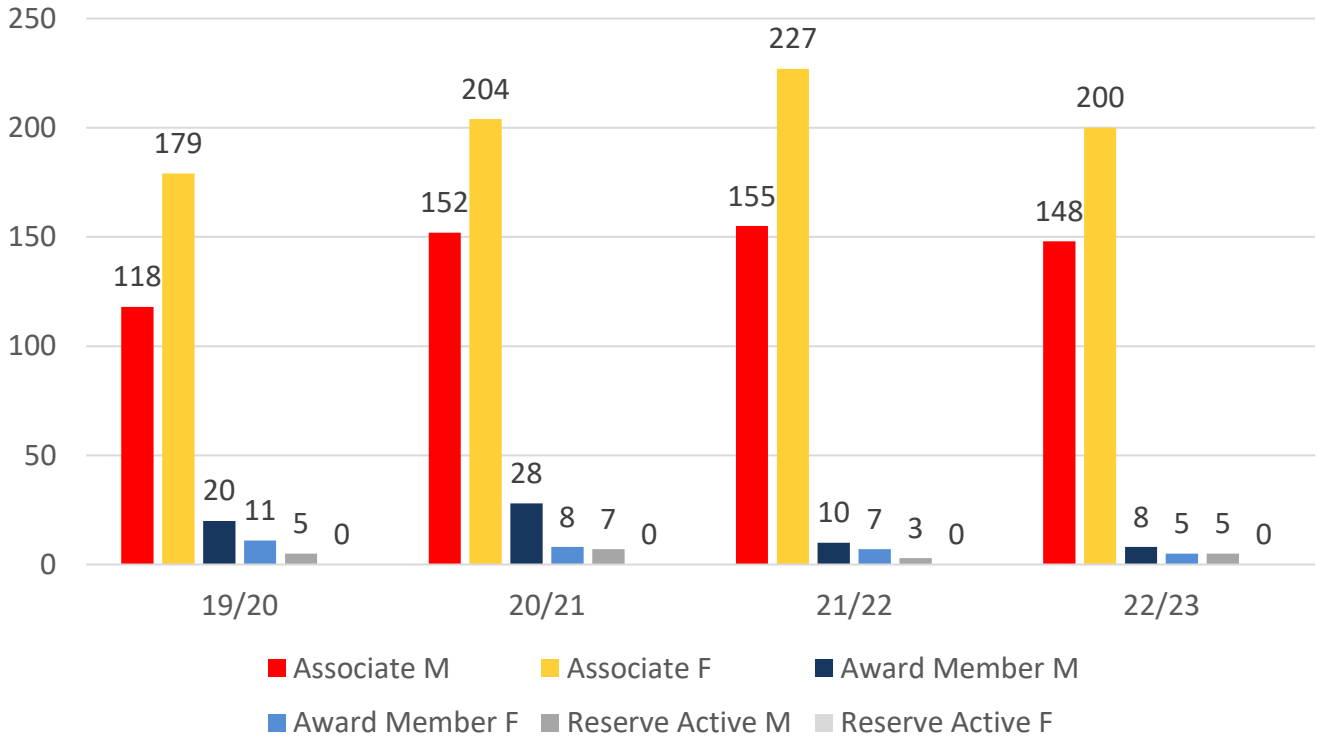
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



345

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



385

MEMBERS LOST FROM THE ORGANISATION

DICKY BEACH 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	9	6	67%	6	0	0%	3	33%	4	44%	0	0%	4	-56%
Junior Activities	411	255	62%	24	8	2%	148	36%	163	40%	12	3%	406	-1%
Cadet Member (13-15 years)	33	25	76%	2	1	3%	7	21%	1	3%	0	0%	24	-27%
Active (15-18 yrs)	62	41	66%	-10	3	5%	18	29%	4	6%	1	2%	56	-10%
Active (18yrs and over)	182	161	88%	-32	6	3%	15	8%	27	15%	5	3%	225	24%
Award Member	17	14	82%	1	0	0%	3	18%	0	0%	0	0%	13	-24%
Reserve Active	3	3	100%	-1	0	0%	0	0%	1	33%	0	0%	5	67%
Long Service	33	31	94%	-4	1	3%	1	3%	0	0%	1	3%	36	9%
Past Active	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Associate	382	204	53%	9	6	2%	172	45%	143	37%	10	3%	348	-9%
Life Member	16	16	100%	0	0	0%	0	0%	1	6%	0	0%	17	6%
General	0	0		0	0		0		0		0		0	
Honorary	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	31	14	45%	5	0	0%	17	55%	1	3%	0	0%	10	-68%
Total Active	297	244	82%		10	3%	43	14%	33	11%	6		323	9%
Total	1181	771	65%		25	2%	385	33%	345	29%	29		1145	-3%

MEMBERSHIP RETENTION

DICKY BEACH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	43	33	77%	8	19%	2	5%	35
16-18 Years	57	38	67%	17	30%	3	5%	56
19-25 Years	26	19	73%	6	23%	7	27%	39
26-35 Years	23	18	78%	3	13%	4	17%	21
36-50 Years	94	88	94%	4	4%	14	15%	109
51-70 Years	50	44	88%	5	10%	3	6%	58
70+ Years	4	4	100%	0	0%	0	0%	5
Total	297	244	82%	43	14%	33	11%	323

DICKY BEACH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	35					34		35
Under 7	82	16	46%	18	51%	18	51%	37
Under 8	63	45	55%	37	45%	31	38%	76
Under 9	54	32	51%	29	46%	21	33%	56
Under 10	43	35	65%	18	33%	20	37%	55
Under 11	44	27	63%	15	35%	11	26%	41
Under 12	27	29	66%	13	30%	15	34%	46
Under 13	36	20	74%	7	26%	9	33%	29
Under 14	27	29	81%	7	19%	4	11%	31
Transitioned From JA		22	81%					

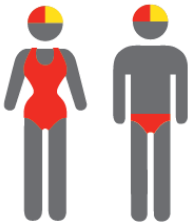
MEMBERSHIP RETENTION

2020/21



66%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



65%

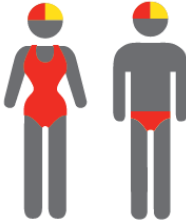
JUNIOR MEMBERSHIP
RETENTION

2021/22



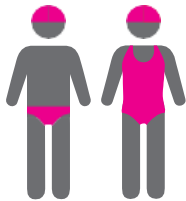
65%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



62%

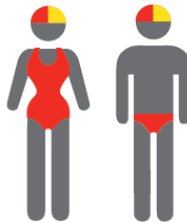
JUNIOR MEMBERSHIP
RETENTION

2022/23



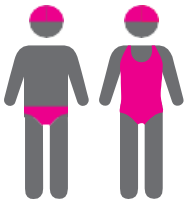
65%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION