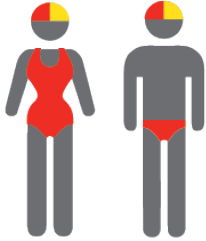


DICKY BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



317

ACTIVE MEMBERSHIP



3% Increase



1,136

TOTAL MEMBERSHIP



12% Increase



392

JUNIOR MEMBERSHIP



20% 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.

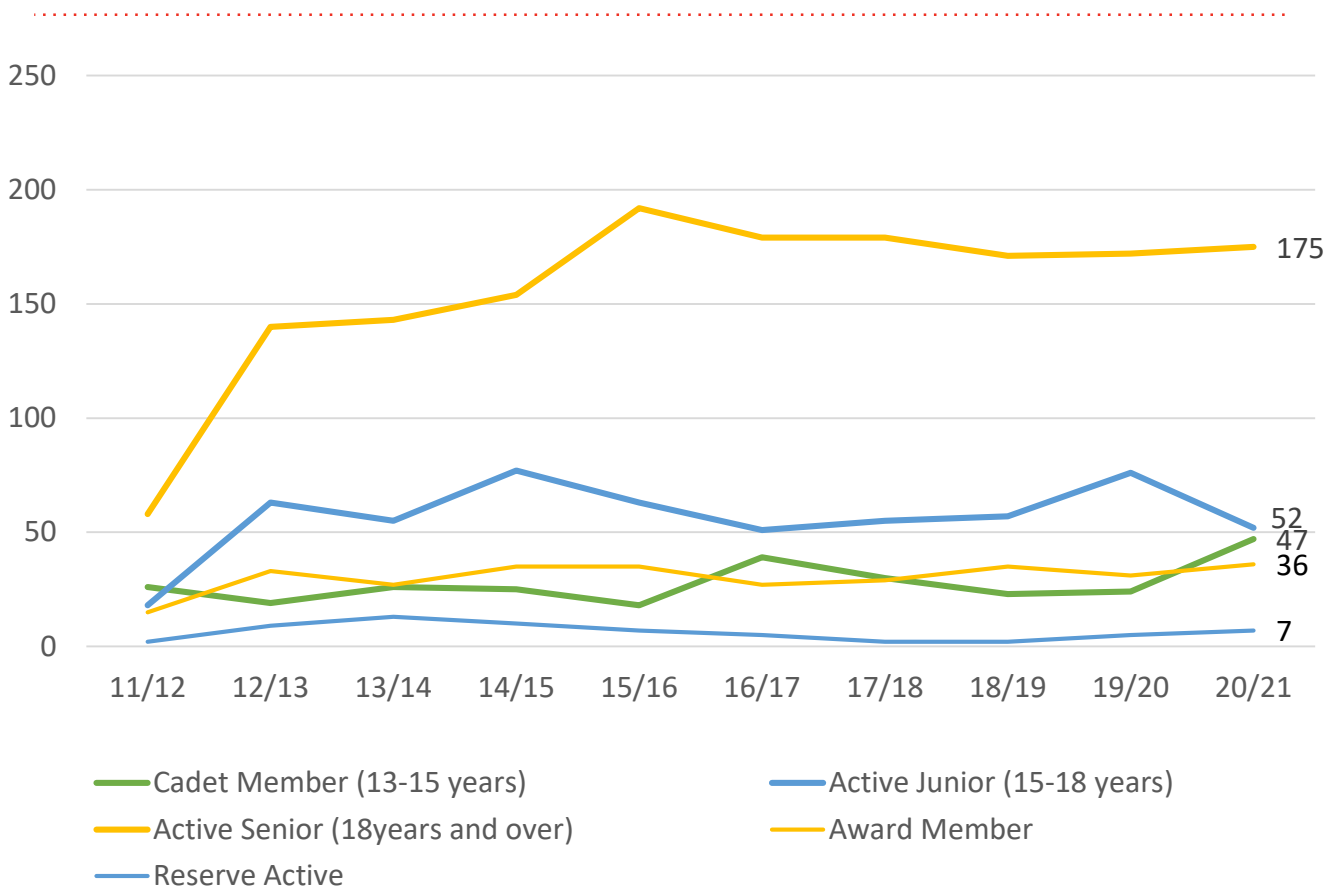
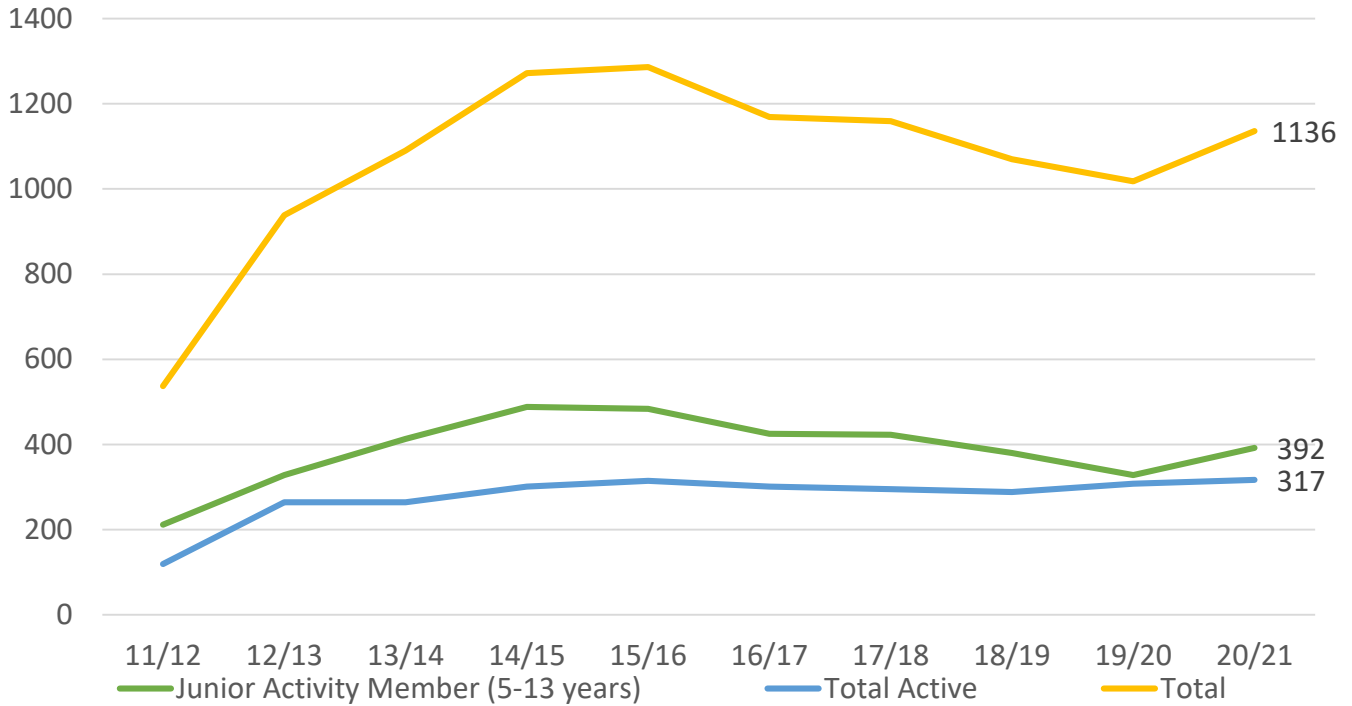
TOTAL MEMBERSHIP

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	5	33	29	26	26	29	29	20	32	18
Junior Activity Member (5-13 years)	212	328	413	488	484	425	423	380	328	392
Cadet Member (13-15 years)	26	19	26	25	18	39	30	23	24	47
Active Junior (15-18 years)	18	63	55	77	63	51	55	57	76	52
Active Senior (18years and over)	58	140	143	154	192	179	179	171	172	175
Award Member	15	33	27	35	35	27	29	35	31	36
Reserve Active	2	9	13	10	7	5	2	2	5	7
Long Service	14	20	24	26	30	29	26	29	31	33
Past Active	1	0	1	0	0	0	0	0	0	0
Associate	161	270	339	411	409	363	367	331	297	357
Life Member	25	17	17	17	17	18	16	16	15	15
General	0	0	0	0	0	0	0	1	0	1
Honorary	0	4	2	1	2	3	3	4	6	2
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	2	1	2	3	1	0	1	1	1
Total Active	119	264	264	301	315	301	295	288	308	317
Total	537	938	1090	1272	1286	1169	1159	1070	1018	1136

	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	19	36	39	71	59	54	43	30	12	38
Under 7	28	34	56	65	84	65	84	55	41	54
Under 8	33	40	70	85	61	73	74	60	46	62
Under 9	22	53	70	56	70	49	59	51	54	48
Under 10	25	53	55	64	51	44	44	61	43	52
Under 11	21	42	39	55	49	46	35	44	41	43
Under 12	26	31	27	39	46	40	32	35	36	35
Under 13	19	29	33	32	32	27	27	27	32	33
Under 14	19	24	24	23	32	27	25	17	23	27
Junior Activities Total	212	342	413	490	484	425	423	380	328	392

TREND ANALYSIS



MEMBERSHIP RETENTION



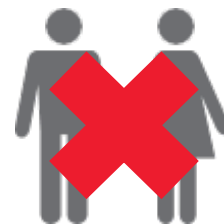
467

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



334

MEMBERS LOST FROM THE ORGANISATION

DICKY 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	32	1	3%		0	0%	31	97%	17	53%	0	0%	18	-44%
Junior Activities	328	214	65%	21	4	1%	110	34%	199	61%	0	0%	392	20%
Cadet Member (13-15 years)	24	20	83%		0	0%	4	17%	11	46%	0	0%	47	96%
Active (15-18 yrs)	76	48	63%	3	3	4%	25	33%	7	9%	0	0%	52	-32%
Active (18yrs and over)	172	156	91%		1	1%	15	9%	17	10%	0	0%	175	2%
Award Member	31	24	77%		0	0%	7	23%	8	26%	0	0%	36	16%
Reserve Active	5	5	100%		0	0%	0	0%	1	20%	0	0%	7	40%
Long Service	31	27	87%		1	3%	3	10%	5	16%	0	0%	33	6%
Past Active	0	0			0		0		0		0		0	
Associate	297	156	53%		5	2%	136	46%	201	68%	0	0%	357	20%
Life Member	15	14	93%		0	0%	1	7%	0	0%	0	0%	15	0%
General	0	0			0		0		1		0		1	
Honorary	6	4	67%	2	0	0%	2	33%	0	0%	0	0%	2	-67%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Total Active	308	253	82%		4	1%	51	17%	44	14%	0		317	3%
Total	1018	670	66%		14	1%	334	33%	467	46%	0		1136	12%

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

MEMBERSHIP RETENTION

DICKY BEACH SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	32	25	78%	7	22%	7	22%	33
16-18 Years	76	48	63%	25	33%	15	20%	68
19-25 Years	29	21	72%	8	28%	1	3%	33
26-35 Years	28	28	100%	0	0%	7	25%	31
36-50 Years	88	80	91%	8	9%	10	11%	93
51-70 Years	52	49	94%	2	4%	4	8%	57
70+ Years	3	2	67%	1	33%	0	0%	2
Total	308	253	82%	51	17%	44	14%	317

DICKY BEACH SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	12					38		38
Under 7	41	7	58%	5	42%	47	392%	54
Under 8	46	28	68%	12	29%	34	83%	62
Under 9	54	28	61%	17	37%	20	43%	48
Under 10	43	31	57%	23	43%	21	39%	52
Under 11	41	25	58%	17	40%	18	42%	43
Under 12	36	25	61%	16	39%	10	24%	35
Under 13	32	25	69%	10	28%	8	22%	33
Under 14	23	25	78%	7	22%	3	9%	27
Transitioned From JA		20	87%					

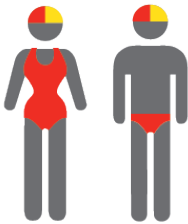
MEMBERSHIP RETENTION

2018/19



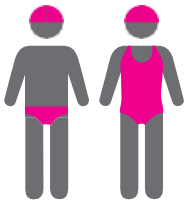
56%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



51%

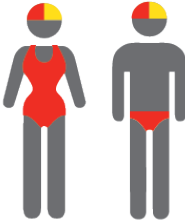
JUNIOR MEMBERSHIP
RETENTION

2019/20



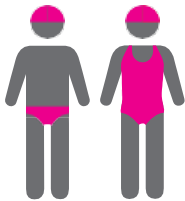
60%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



55%

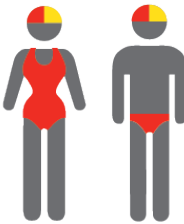
JUNIOR MEMBERSHIP
RETENTION

2020/21



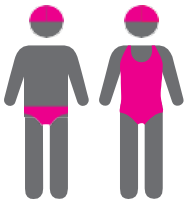
66%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION