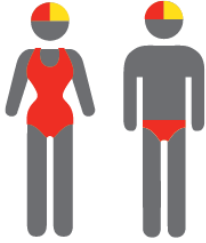


MEMBERSHIP STATISTICS REPORT EOS 2021/22



71

ACTIVE MEMBERSHIP



13% Increase



255

TOTAL MEMBERSHIP



8% Increase



101

JUNIOR MEMBERSHIP



13% 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.

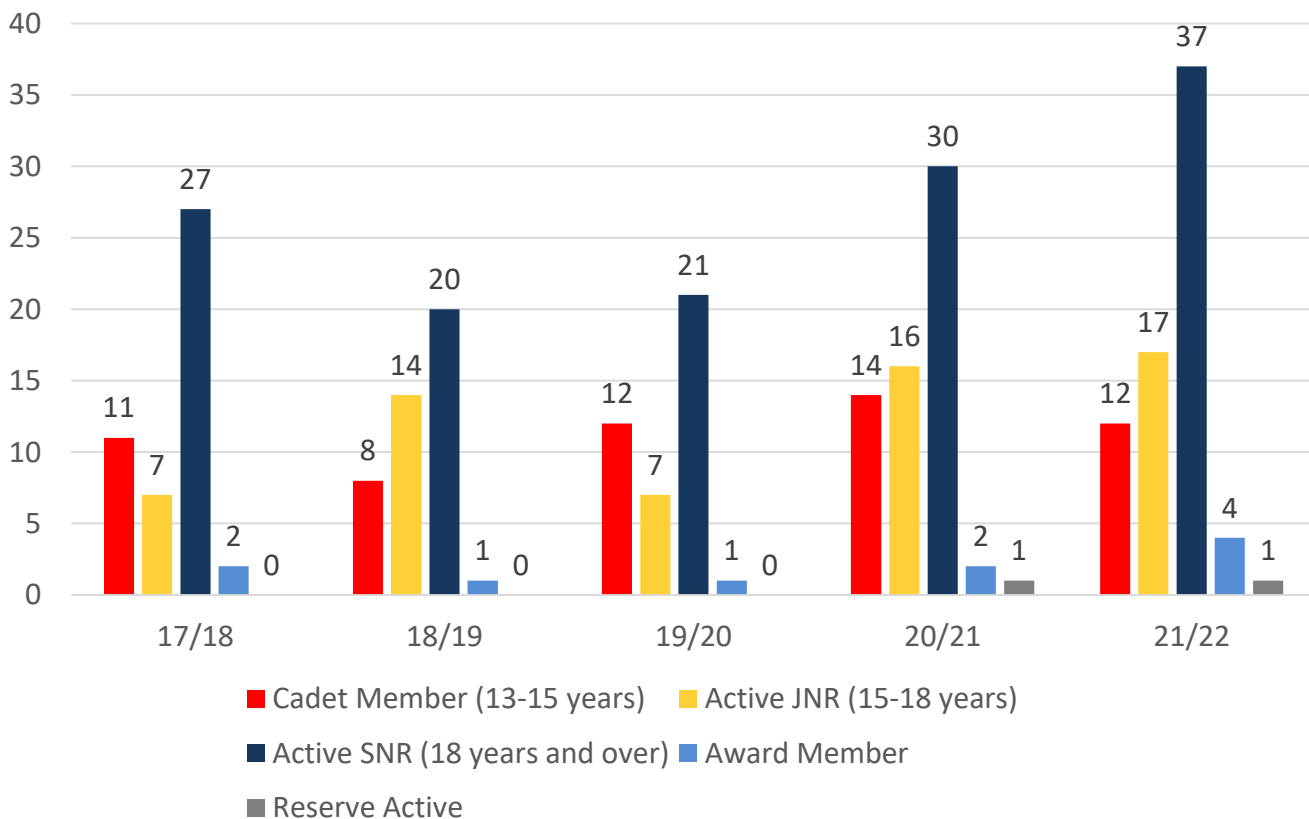
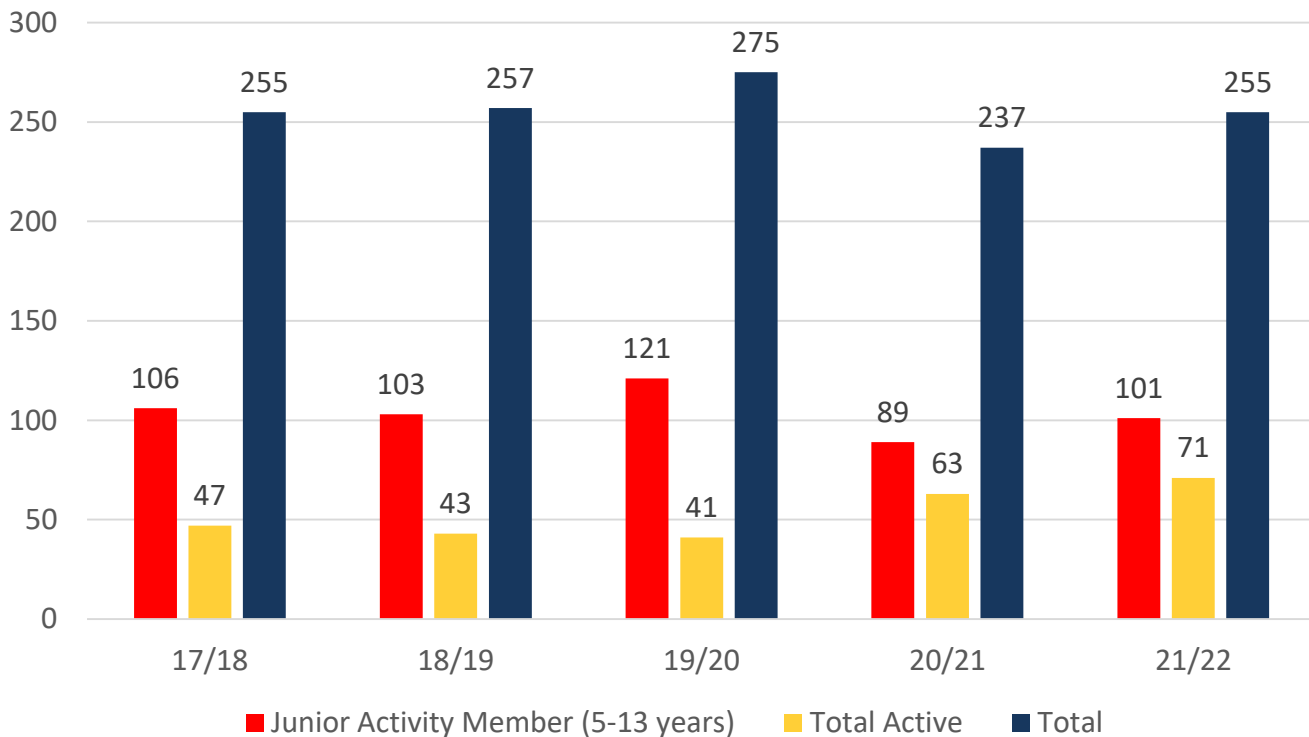
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

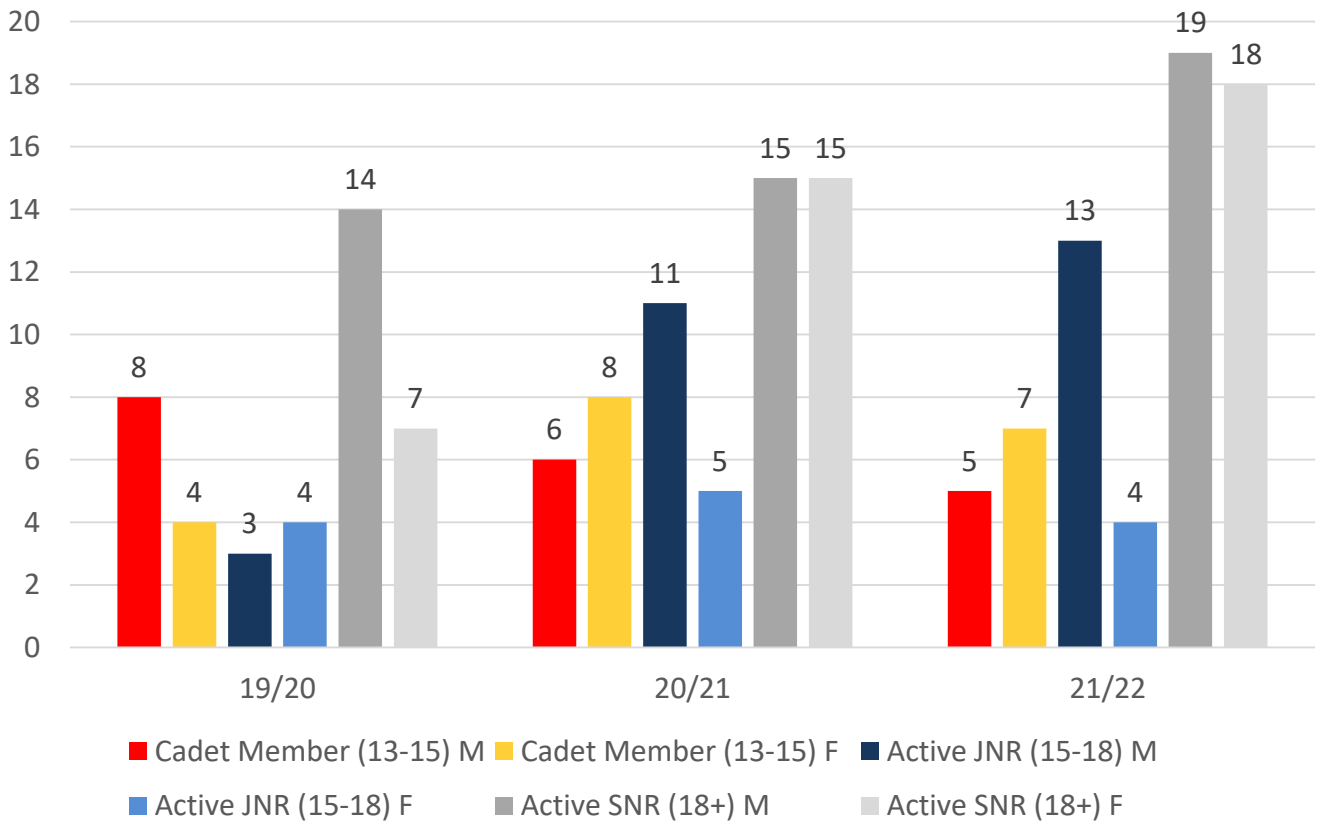
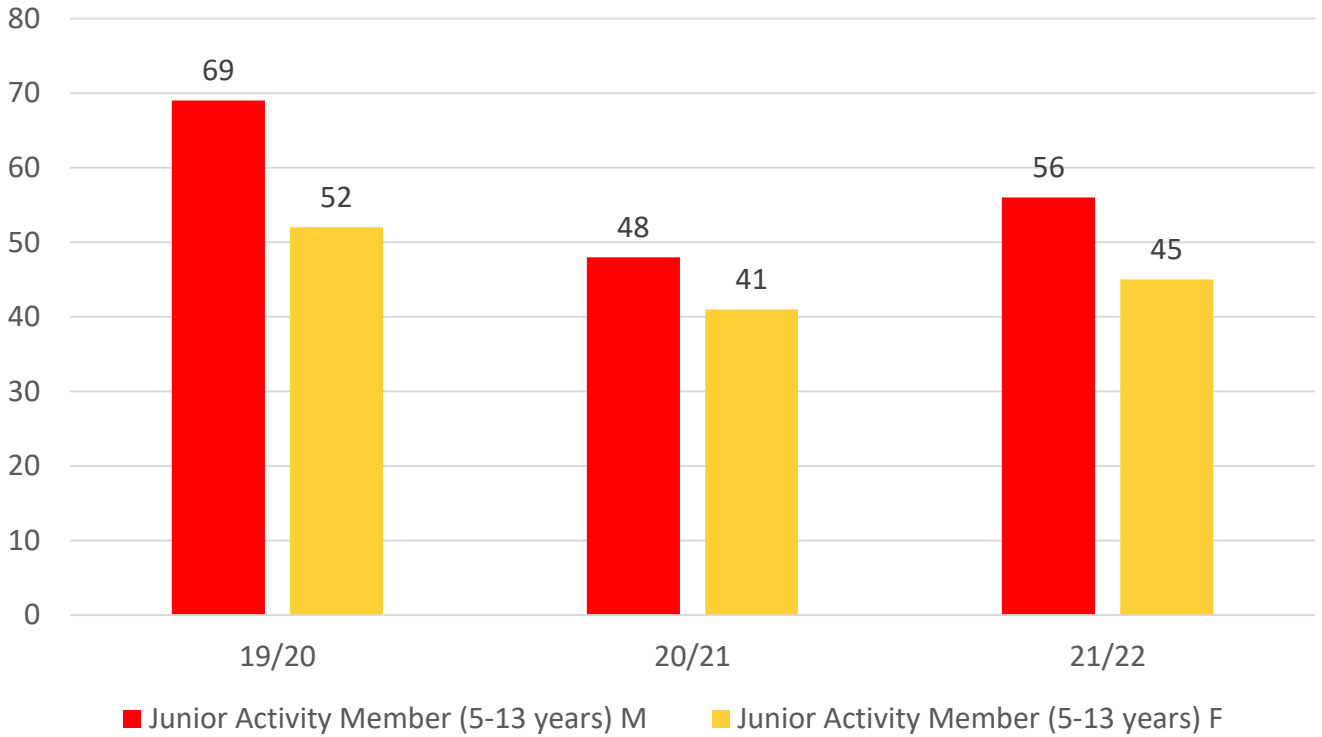
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	3	5	2	3	11
Junior Activity Member (5-13 years)	106	103	121	89	101
Cadet Member (13-15 years)	11	8	12	14	12
Active Junior (15-18 years)	7	14	7	16	17
Active Senior (18years and over)	27	20	21	30	37
Award Member	2	1	1	2	4
Reserve Active	0	0	0	1	1
Long Service	0	0	0	0	0
Past Active	0	1	1	0	0
Associate	87	95	101	73	63
Life Member	8	8	8	8	8
General	0	0	0	0	0
Honorary	3	1	1	1	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	1	0	0	1
Total Active	47	43	41	63	71
Total	255	257	275	237	255

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	14	15	24	15	13
Under 7	24	16	18	12	17
Under 8	10	12	15	12	12
Under 9	10	19	17	15	14
Under 10	12	14	13	10	14
Under 11	10	7	15	9	10
Under 12	11	6	10	11	10
Under 13	6	9	3	3	9
Under 14	9	5	6	2	2
Junior Activities Total	106	103	121	89	101

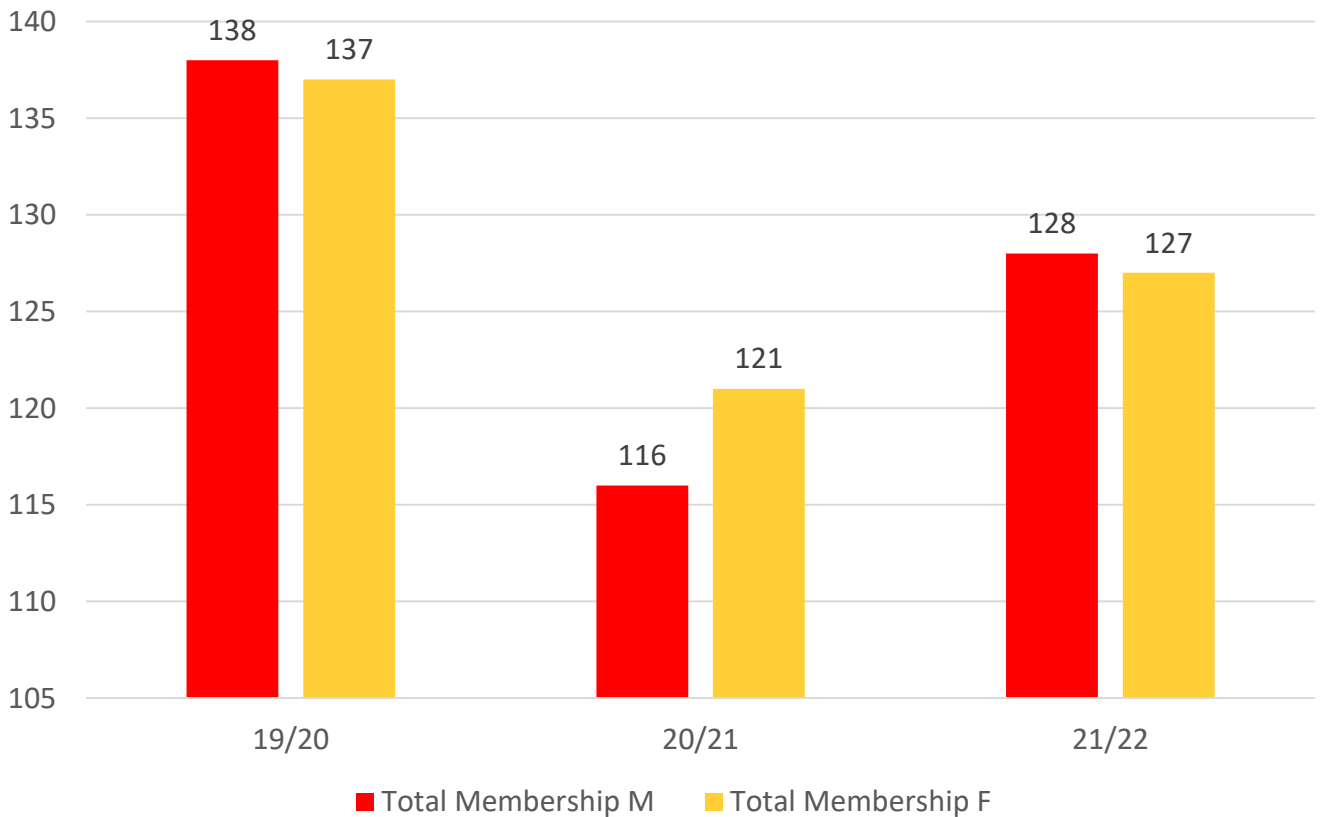
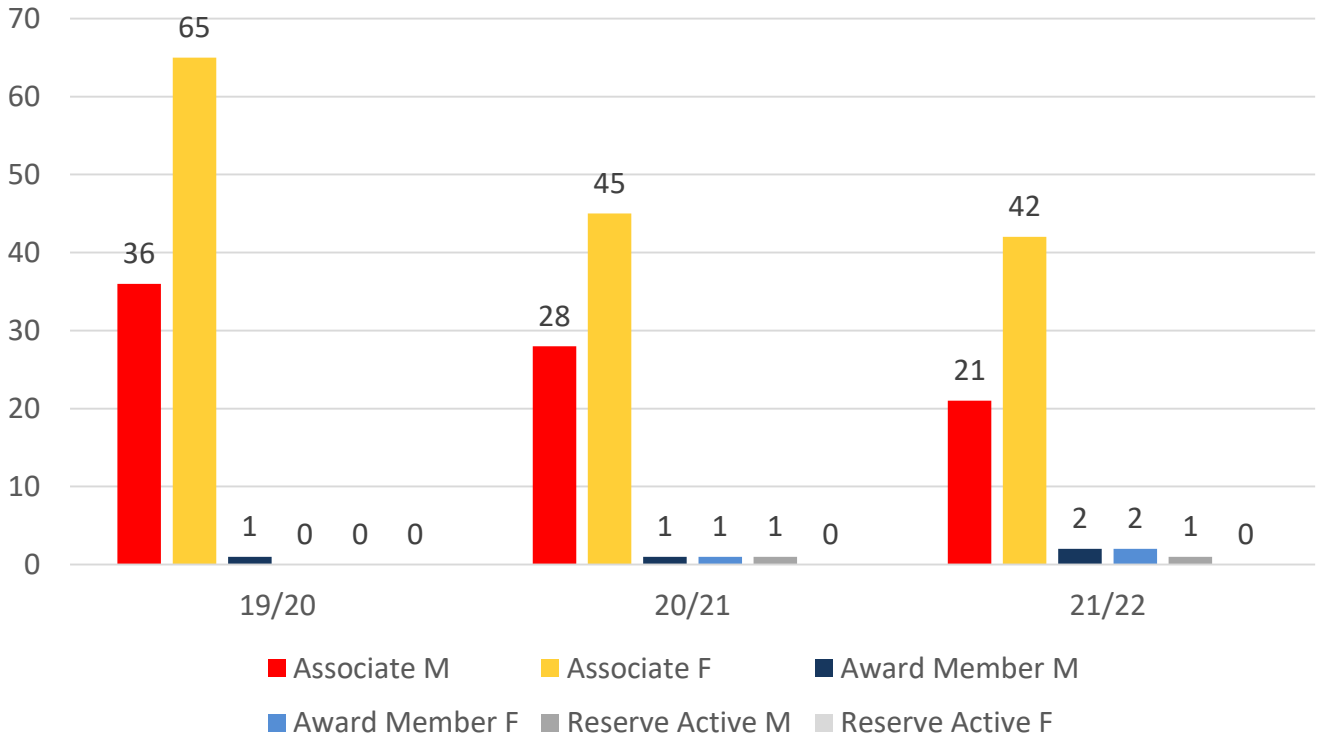
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



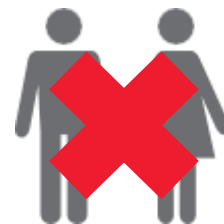
83

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



65

MEMBERS LOST FROM THE ORGANISATION

EIMEO 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	3	1	33%	0	0	0%	2	67%	10	333%	0	0%	11	267%
Junior Activities	89	62	70%	2	1	1%	26	29%	41	46%	0	0%	101	13%
Cadet Member (13-15 years)	14	13	93%	3	0	0%	1	7%	2	14%	0	0%	12	-14%
Active (15-18 yrs)	16	12	75%	-4	0	0%	4	25%	1	6%	0	0%	17	6%
Active (18yrs and over)	30	26	87%	-3	0	0%	4	13%	7	23%	1	3%	37	23%
Award Member	2	2	100%	-1	0	0%	0	0%	1	50%	0	0%	4	100%
Reserve Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	73	45	62%	2	0	0%	28	38%	20	27%	0	0%	63	-14%
Life Member	8	8	100%	0	0	0%	0	0%	0	0%	0	0%	8	0%
General	0	0		0	0		0		0		0		0	
Honorary	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		1		0		1	
Total Active	63	54	86%		0	0%	9	14%	11	17%	1		71	13%
Total	237	171	72%		1	0%	65	27%	83	35%	1		255	8%

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

MEMBERSHIP RETENTION

EIMEO 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	13	93%	1	7%	2	14%	10
16-18 Years	15	11	73%	4	27%	1	7%	18
19-25 Years	4	3	75%	1	25%	0	0%	4
26-35 Years	8	6	75%	2	25%	1	13%	7
36-50 Years	21	20	95%	1	5%	6	29%	30
51-70 Years	1	1	100%	0	0%	1	100%	2
70+ Years	0	0		0		0		0
Total	63	54	86%	9	14%	11	17%	71

EIMEO 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	15					13		13
Under 7	12	11	73%	4	27%	6	40%	17
Under 8	12	7	58%	5	42%	5	42%	12
Under 9	15	10	83%	2	17%	4	33%	14
Under 10	10	11	73%	4	27%	3	20%	14
Under 11	9	7	70%	3	30%	3	30%	10
Under 12	11	7	78%	1	11%	3	33%	10
Under 13	3	5	45%	6	55%	4	36%	9
Under 14	2	2	67%	1	33%	0	0%	2
Transitioned From JA		2	100%					

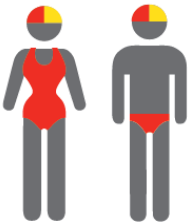
MEMBERSHIP RETENTION

2019/20



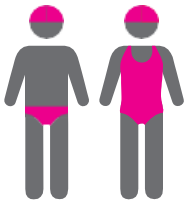
56%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



51%

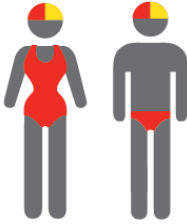
JUNIOR MEMBERSHIP
RETENTION

2020/21



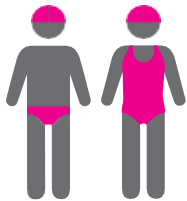
49%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



40%

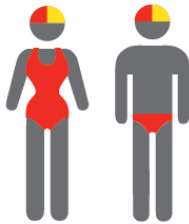
JUNIOR MEMBERSHIP
RETENTION

2021/22



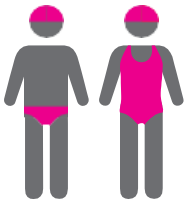
72%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



70%

JUNIOR MEMBERSHIP
RETENTION