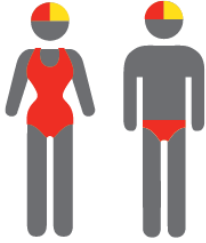


MEMBERSHIP STATISTICS REPORT EOS 2022/23



70

ACTIVE MEMBERSHIP



1% Decrease



254

TOTAL MEMBERSHIP



Equal



107

JUNIOR MEMBERSHIP



6% 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

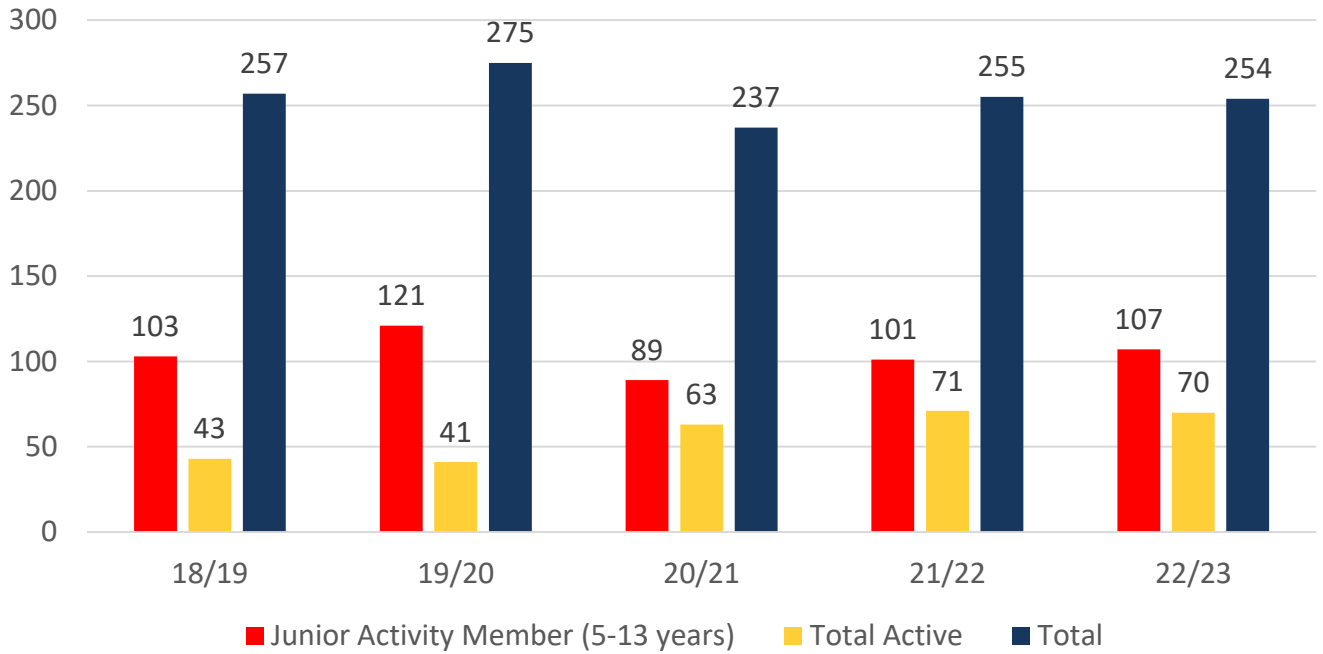
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	5	2	3	11	10
Junior Activity Member (5-13 years)	103	121	89	101	107
Cadet Member (13-15 years)	8	12	14	12	9
Active Junior (15-18 years)	14	7	16	17	10
Active Senior (18years and over)	20	21	30	37	33
Award Member	1	1	2	4	17
Reserve Active	0	0	1	1	1
Long Service	0	0	0	0	0
Past Active	1	1	0	0	0
Associate	95	101	73	63	59
Life Member	8	8	8	8	8
General	0	0	0	0	0
Honorary	1	1	1	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	1	0
Total Active	43	41	63	71	70
Total	257	275	237	255	254

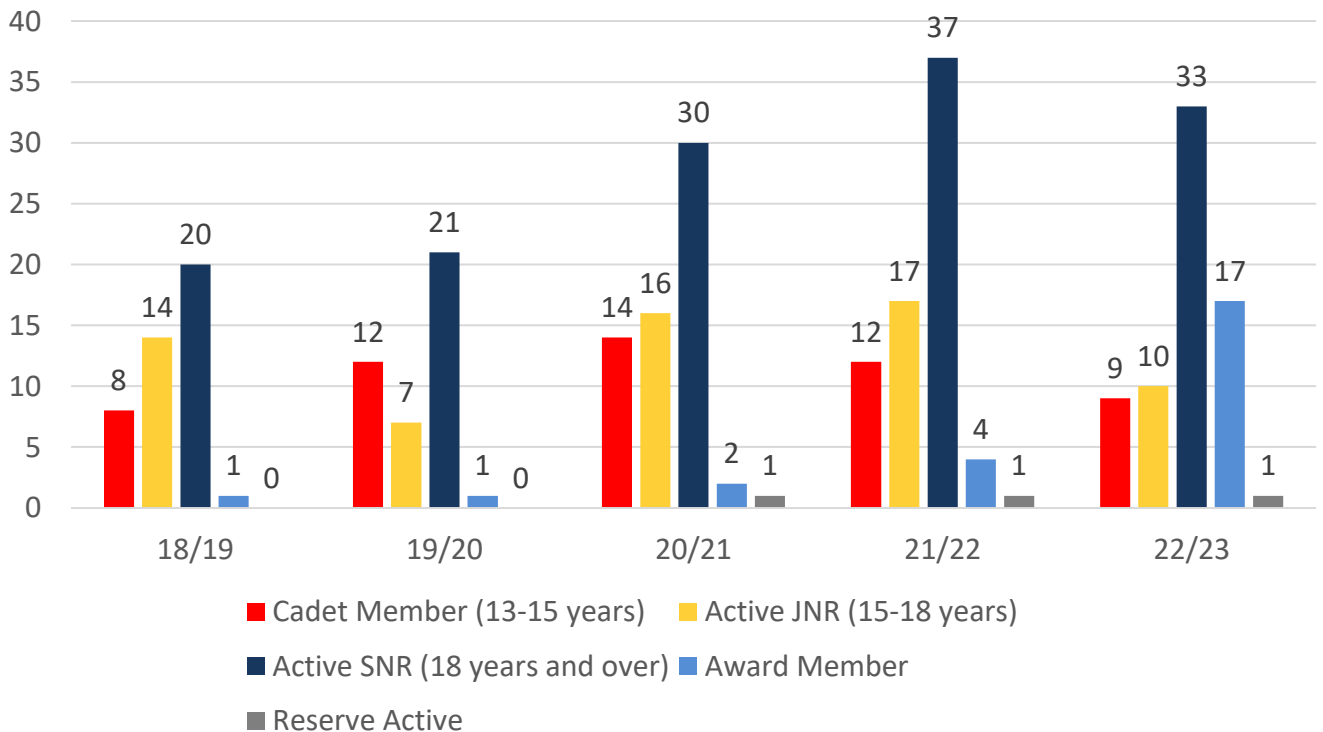
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	15	24	15	13	20
Under 7	16	18	12	17	17
Under 8	12	15	12	12	15
Under 9	19	17	15	14	12
Under 10	14	13	10	14	12
Under 11	7	15	9	10	8
Under 12	6	10	11	10	10
Under 13	9	3	3	9	11
Under 14	5	6	2	2	7
Junior Activities Total	103	121	89	101	112

5 YEAR TREND ANALYSIS

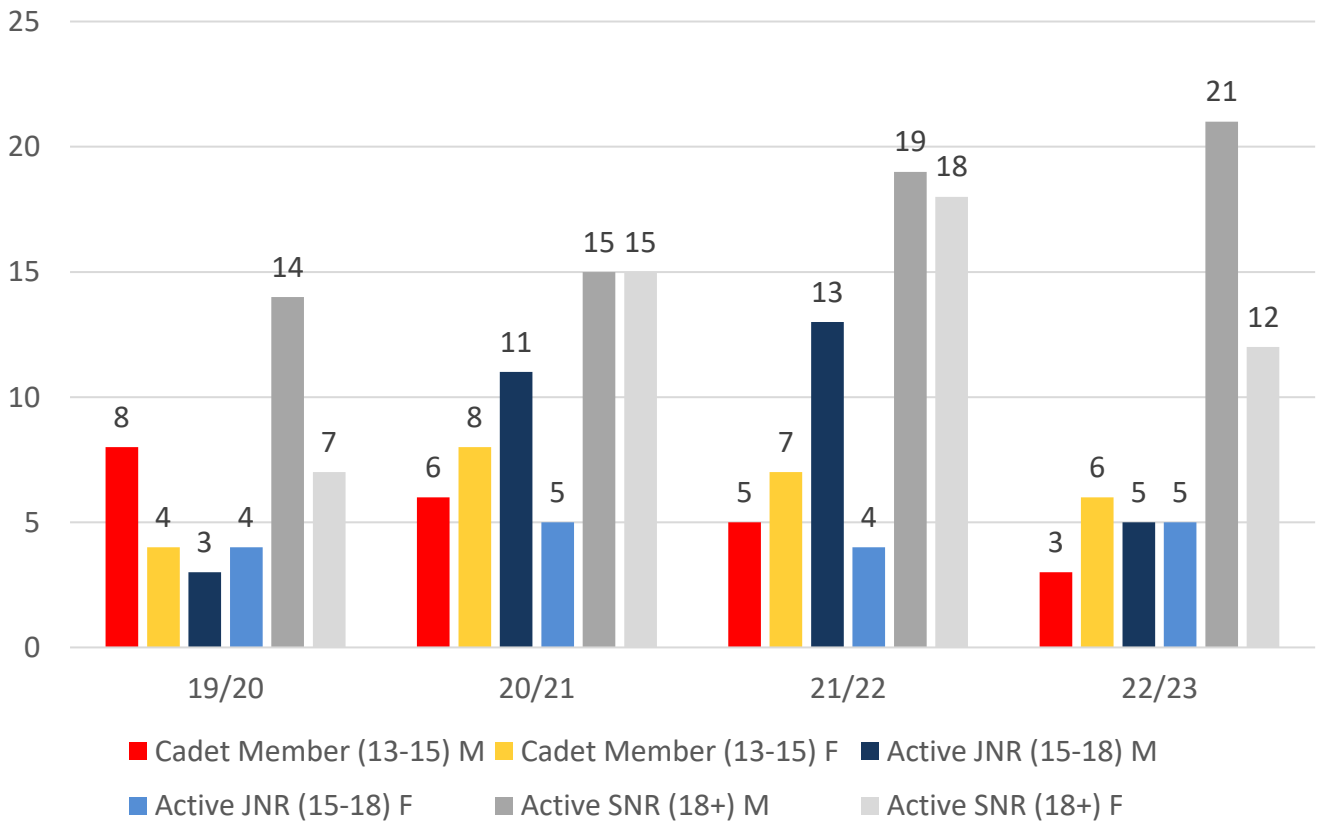
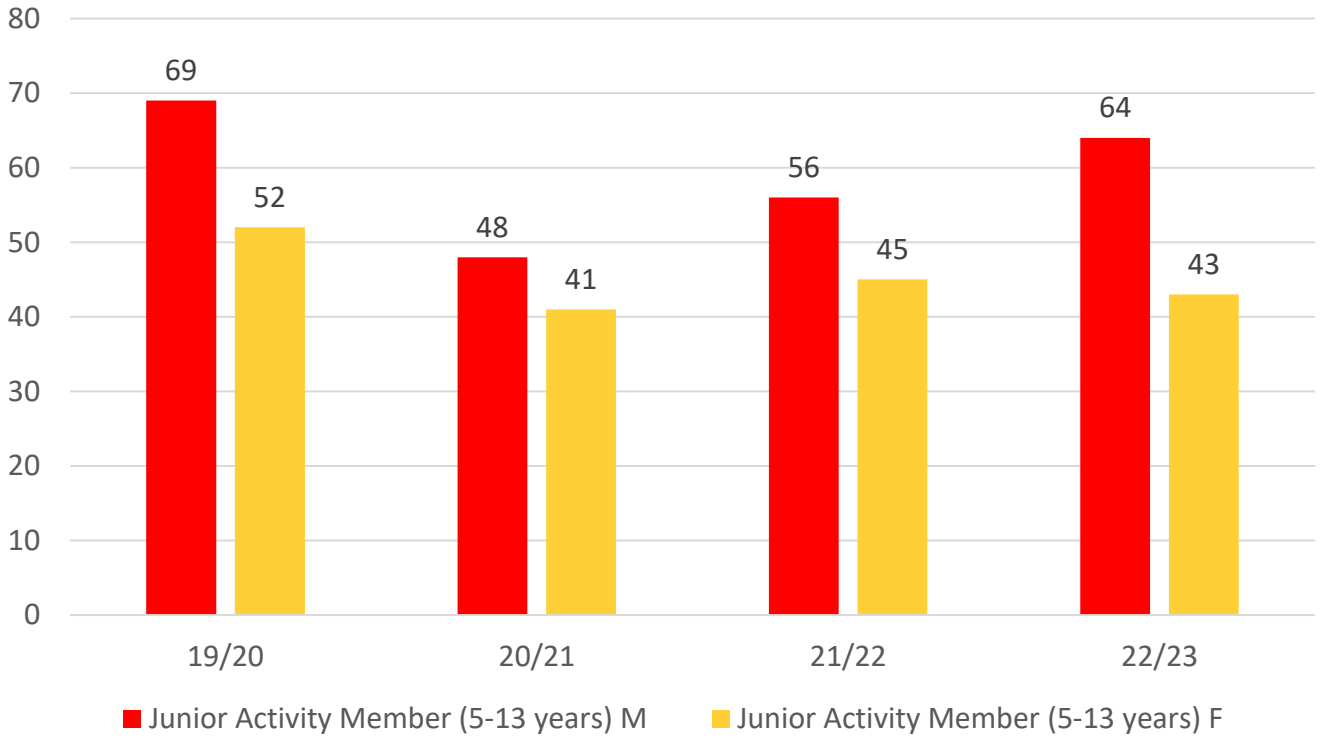
Total Membership



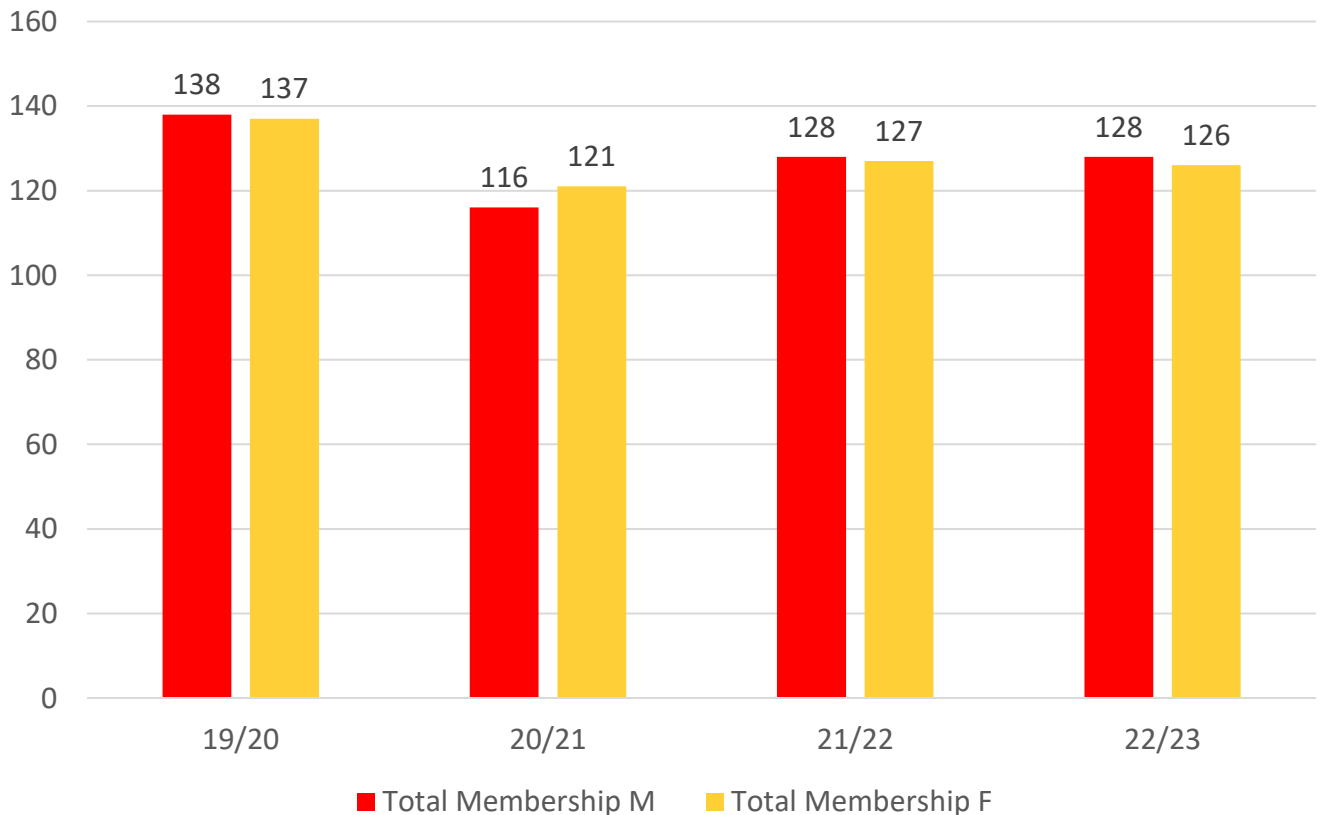
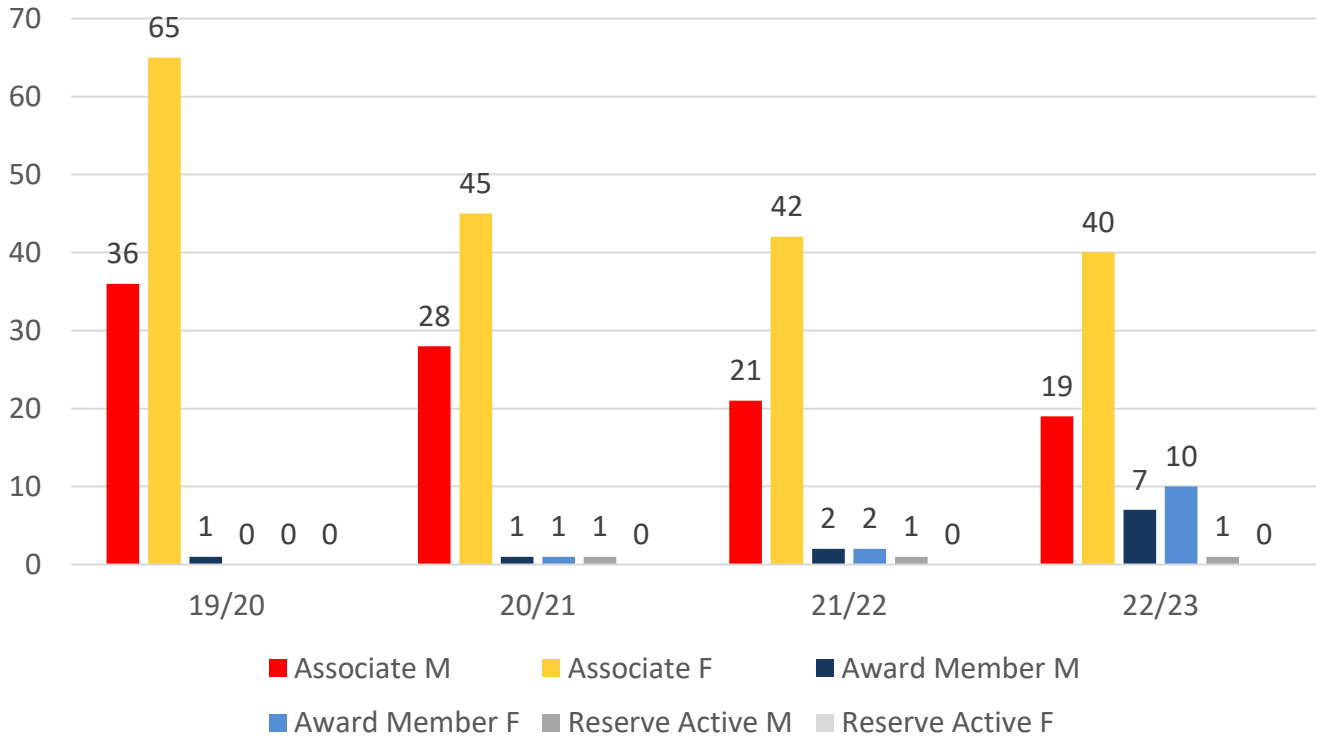
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



84

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



86

MEMBERS LOST FROM THE ORGANISATION

EIMEO 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	11	3	27%	-3	0	0%	8	73%	4	36%	0	0%	10	-9%
Junior Activities	101	67	66%	4	0	0%	34	34%	43	43%	1	1%	107	6%
Cadet Member (13-15 years)	12	8	67%	1	0	0%	4	33%	2	17%	0	0%	9	-25%
Active (15-18 yrs)	17	10	59%	0	0	0%	7	41%	0	0%	0	0%	10	-41%
Active (18yrs and over)	37	31	84%	0	0	0%	6	16%	2	5%	0	0%	33	-11%
Award Member	4	3	75%	-13	0	0%	1	25%	1	25%	0	0%	17	325%
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	63	38	60%	11	0	0%	25	40%	32	51%	0	0%	59	-6%
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	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Total Active	71	53	75%		0	0%	18	25%	5	7%	0		70	-1%
Total	255	169	66%		0	0%	86	34%	84	33%	1		254	0%

MEMBERSHIP RETENTION

EIMEO 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	10	7	70%	3	30%	2	20%	8
16-18 Years	18	11	61%	7	39%	0	0%	12
19-25 Years	4	3	75%	1	25%	0	0%	7
26-35 Years	7	6	86%	1	14%	1	14%	8
36-50 Years	30	24	80%	6	20%	0	0%	29
51-70 Years	2	2	100%	0	0%	2	100%	6
70+ Years	0	0		0		0		0
Total	71	53	75%	18	25%	5	7%	70

EIMEO 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	13					20		20
Under 7	17	8	62%	5	38%	9	69%	17
Under 8	12	8	47%	9	53%	7	41%	15
Under 9	14	11	92%	1	8%	1	8%	12
Under 10	14	10	71%	4	29%	2	14%	12
Under 11	10	8	57%	6	43%	0	0%	8
Under 12	10	8	80%	2	20%	2	20%	10
Under 13	9	9	90%	1	10%	1	10%	11
Under 14	2	4	44%	5	56%	1	11%	2
Transitioned From JA		1	50%					

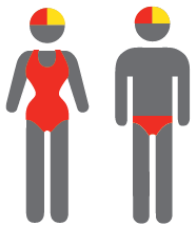
MEMBERSHIP RETENTION

2020/21



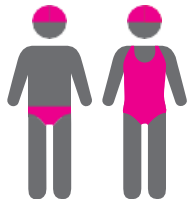
49%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



40%

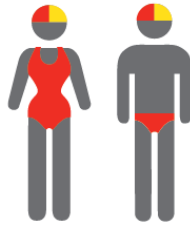
JUNIOR MEMBERSHIP
RETENTION

2021/22



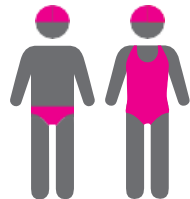
72%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



70%

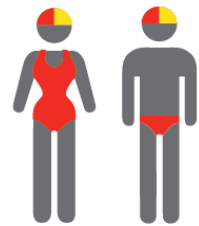
JUNIOR MEMBERSHIP
RETENTION

2022/23



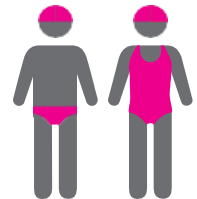
66%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION