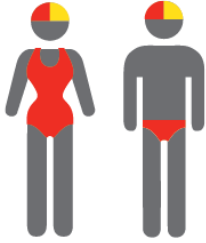


## MEMBERSHIP STATISTICS REPORT EOS 2021/22



63

ACTIVE MEMBERSHIP



13% Increase



344

TOTAL MEMBERSHIP



18% Increase



142

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.

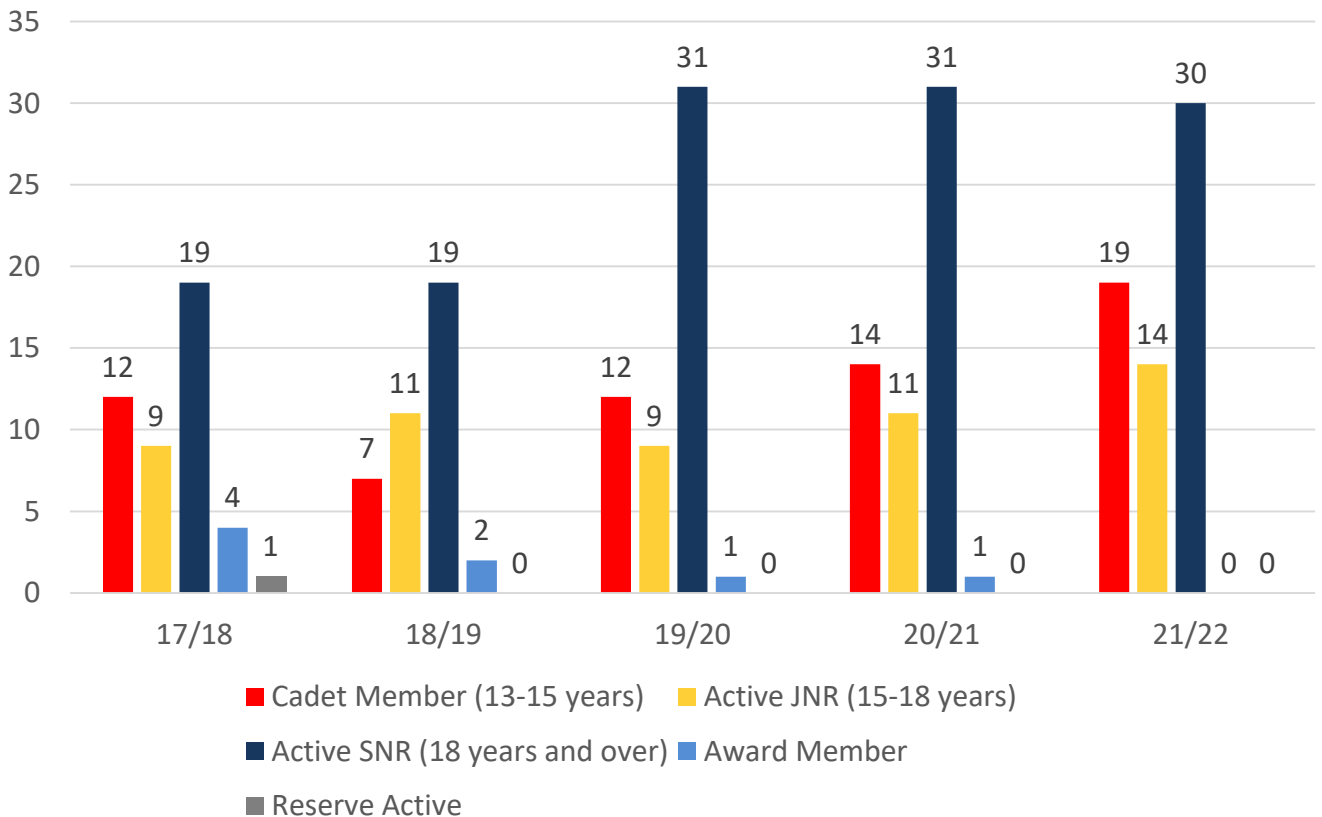
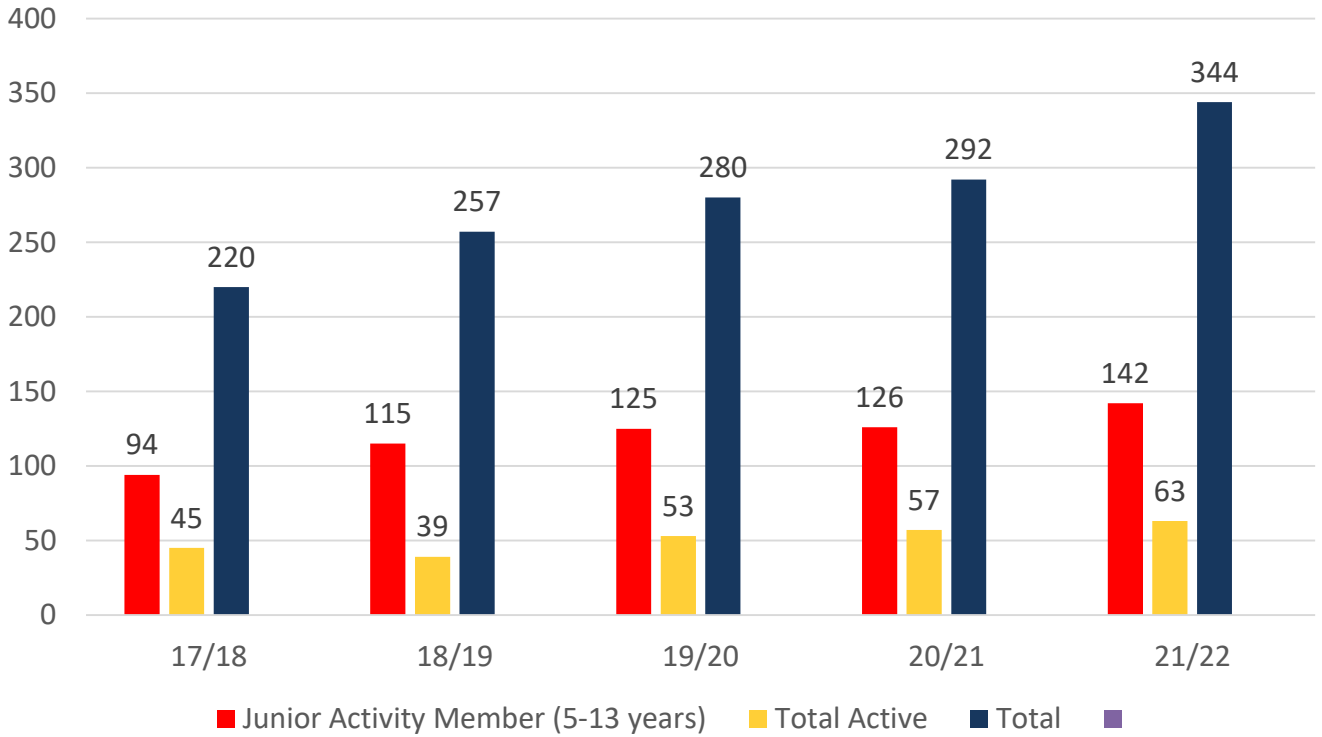
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

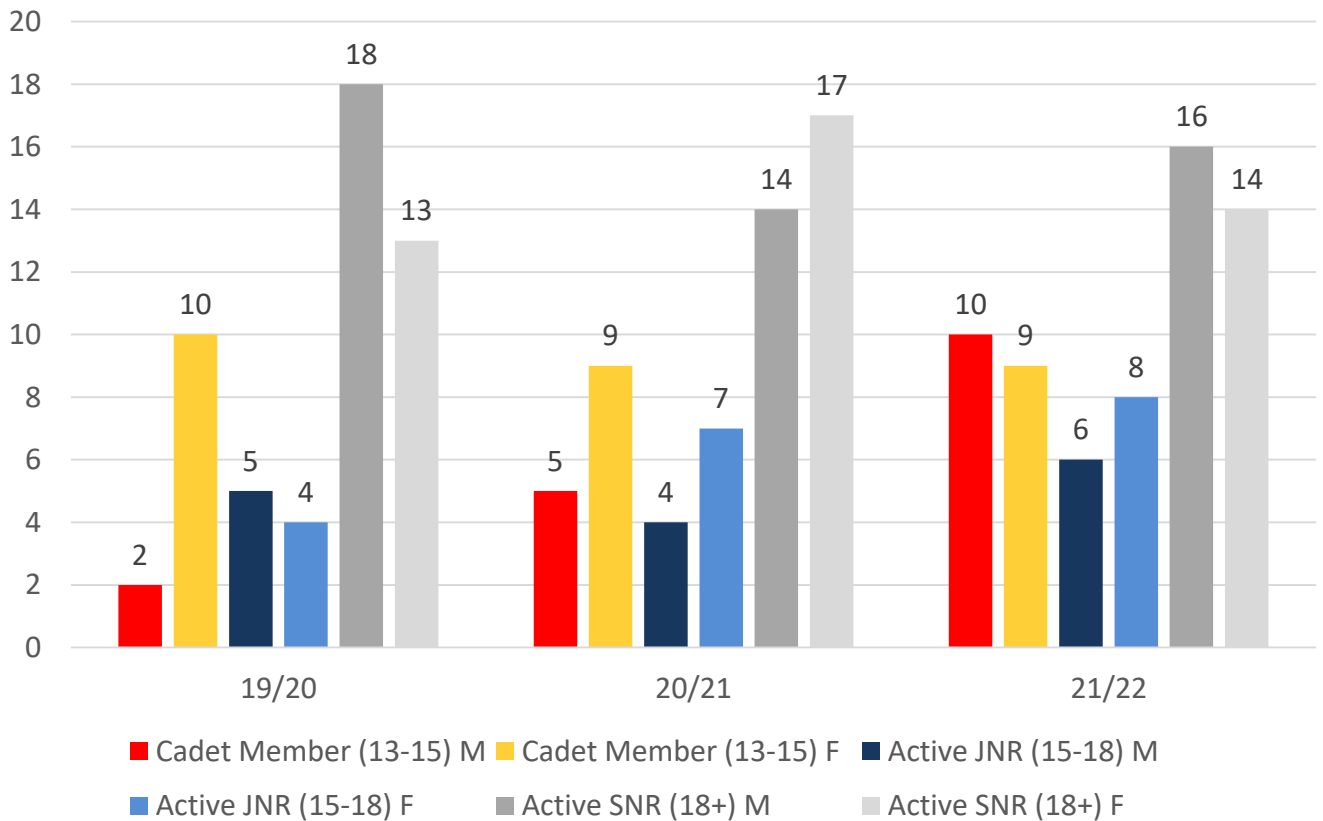
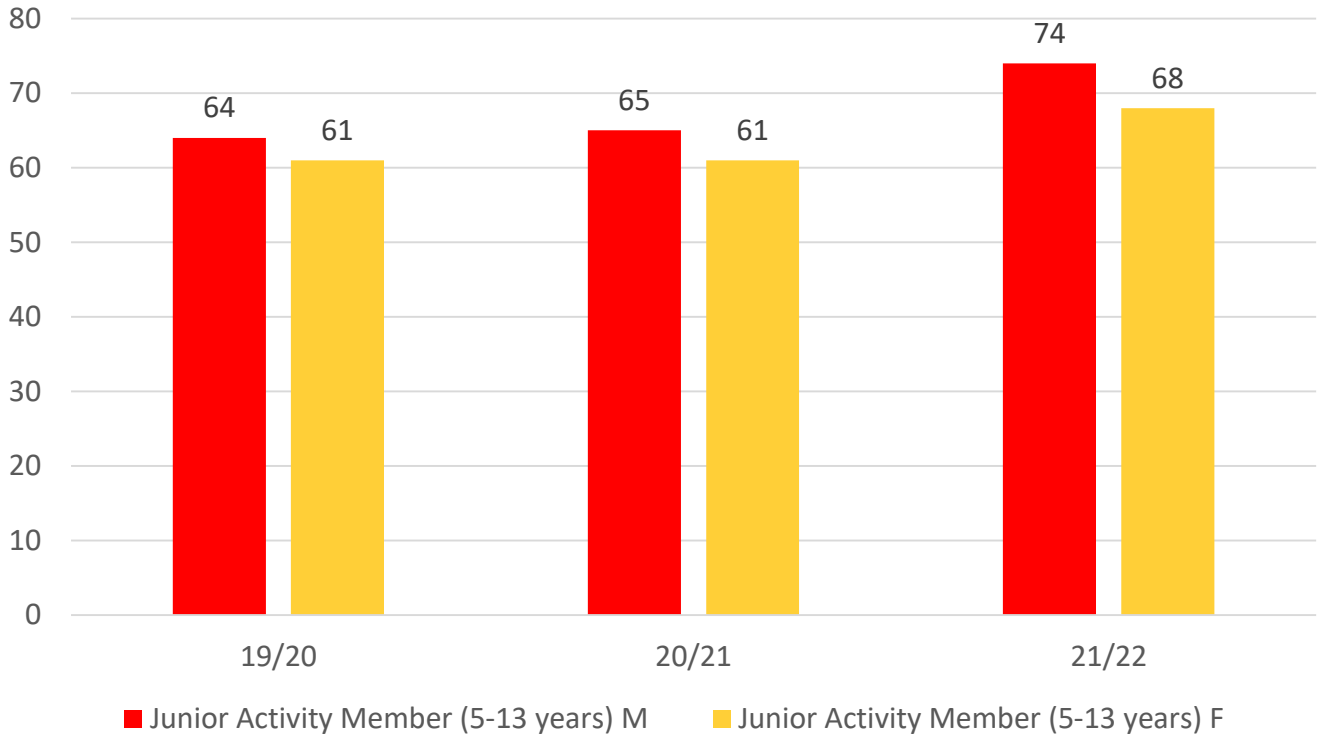
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	1	0	0
Junior Activity Member (5-13 years)	94	115	125	126	142
Cadet Member (13-15 years)	12	7	12	14	19
Active Junior (15-18 years)	9	11	9	11	14
Active Senior (18years and over)	19	19	31	31	30
Award Member	4	2	1	1	0
Reserve Active	1	0	0	0	0
Long Service	3	7	7	6	7
Past Active	2	3	1	2	1
Associate	61	77	78	85	110
Life Member	11	12	12	15	16
General	0	0	0	0	0
Honorary	3	3	3	1	5
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	1	0	0	0
Total Active	45	39	53	57	63
Total	220	257	280	292	344

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	14	11	17	15	7
Under 7	10	17	11	16	15
Under 8	10	17	21	17	21
Under 9	12	16	14	20	19
Under 10	16	14	16	9	21
Under 11	14	15	16	15	14
Under 12	8	9	14	12	20
Under 13	10	8	8	12	13
Under 14	0	8	8	10	16
Junior Activities Total	94	115	125	126	146

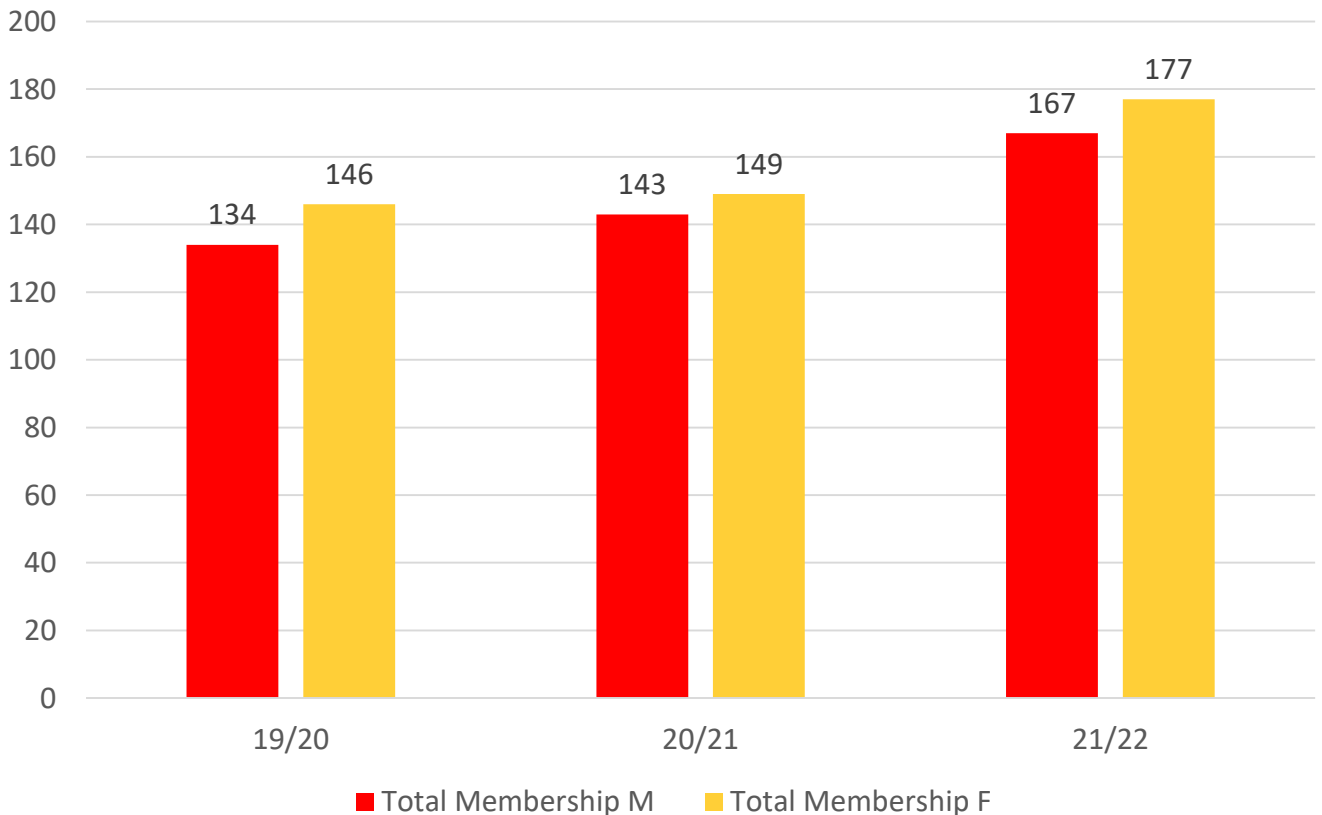
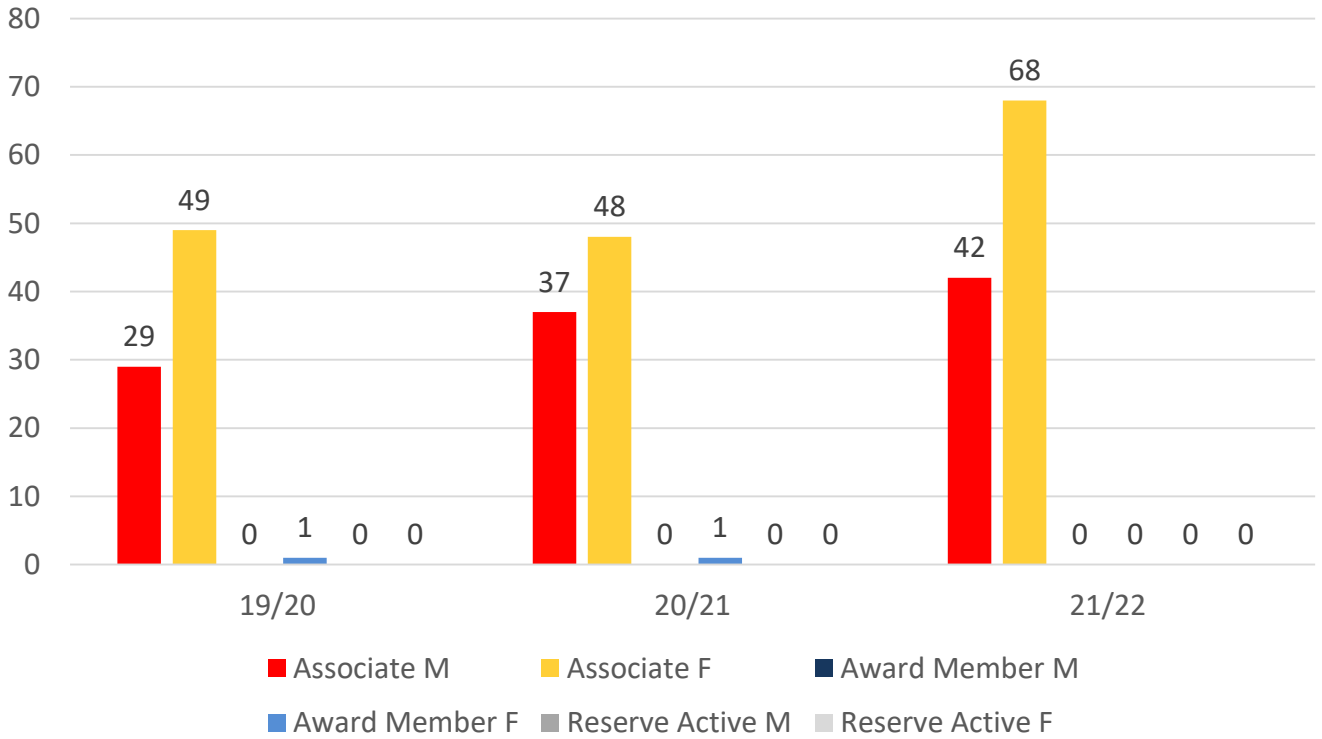
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



97

BRAND NEW MEMBERS



80%

MEMBERSHIP RETENTION



58

MEMBERS LOST FROM THE ORGANISATION

ELLIOTT HEADS 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	0	0		0	0	0	0	0	0	0	0	0	0	
Junior Activities	126	102	81%	8	0	0%	24	19%	44	35%	4	3%	142	13%
Cadet Member (13-15 years)	14	12	86%	-2	0	0%	2	14%	1	7%	4	29%	19	36%
Active (15-18 yrs)	11	8	73%	-5	0	0%	3	27%	1	9%	0	0%	14	27%
Active (18yrs and over)	31	26	84%	1	1	3%	4	13%	5	16%	0	0%	30	-3%
Award Member	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	6	6	100%	0	0	0%	0	0%	1	17%	0	0%	7	17%
Past Active	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Associate	85	62	73%	0	0	0%	23	27%	42	49%	6	7%	110	29%
Life Member	15	15	100%	-1	0	0%	0	0%	0	0%	0	0%	16	7%
General	0	0		0	0		0		0		0		0	
Honorary	1	1	100%	-1	0	0%	0	0%	3	300%	0	0%	5	400%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	57	46	81%		1	2%	10	18%	7	12%	4		63	11%
Total	292	233	80%		1	0%	58	20%	97	33%	14		344	18%

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

# MEMBERSHIP RETENTION

## ELLIOTT HEADS 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	9	7	78%	2	22%	1	11%	17
16-18 Years	15	12	80%	3	20%	1	7%	14
19-25 Years	8	6	75%	1	13%	0	0%	7
26-35 Years	4	3	75%	1	25%	2	50%	4
36-50 Years	20	17	85%	3	15%	3	15%	19
51-70 Years	1	1	100%	0	0%	0	0%	2
70+ Years	0	0		0		0		0
<b>Total</b>	57	46	81%	10	18%	7	12%	63

## ELLIOTT HEADS 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	15					7		7
Under 7	16	11	73%	4	27%	3	20%	15
Under 8	17	15	94%	1	6%	6	38%	21
Under 9	20	14	82%	3	18%	5	29%	19
Under 10	9	15	75%	5	25%	6	30%	21
Under 11	15	8	89%	1	11%	5	56%	14
Under 12	12	12	80%	3	20%	7	47%	20
Under 13	12	10	83%	2	17%	2	17%	13
Under 14	10	10	83%	2	17%	3	25%	12
Transitioned From JA		7	70%					

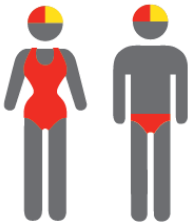
# MEMBERSHIP RETENTION

2019/20



68%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



69%

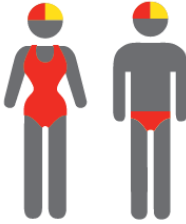
JUNIOR MEMBERSHIP  
RETENTION

2020/21



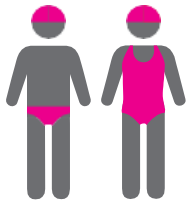
68%

TOTAL MEMBERSHIP  
RETENTION



89%

ACTIVE MEMBERSHIP  
RETENTION



66%

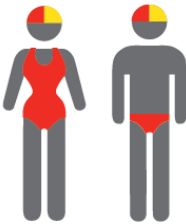
JUNIOR MEMBERSHIP  
RETENTION

2021/22



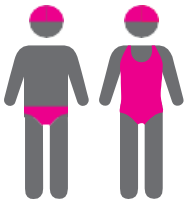
80%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



81%

JUNIOR MEMBERSHIP  
RETENTION