

## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



56

ACTIVE MEMBERSHIP



10% Increase



256

TOTAL MEMBERSHIP



3% Increase



95

JUNIOR MEMBERSHIP



12% 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.

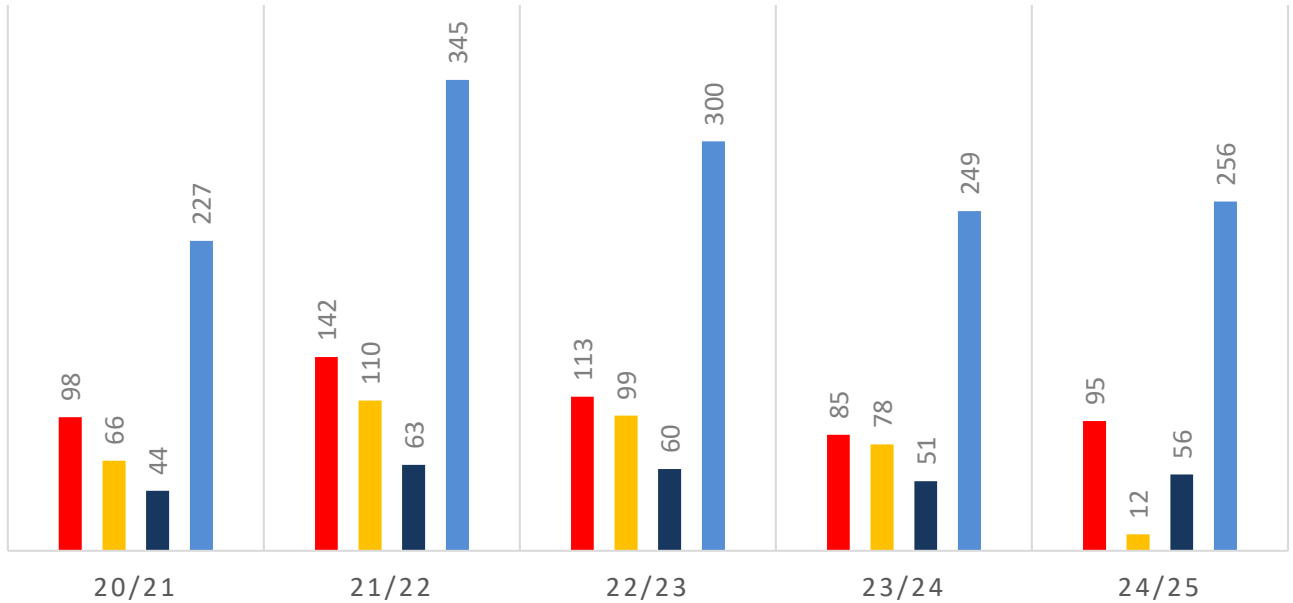
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5 YEAR TREND ANALYSIS

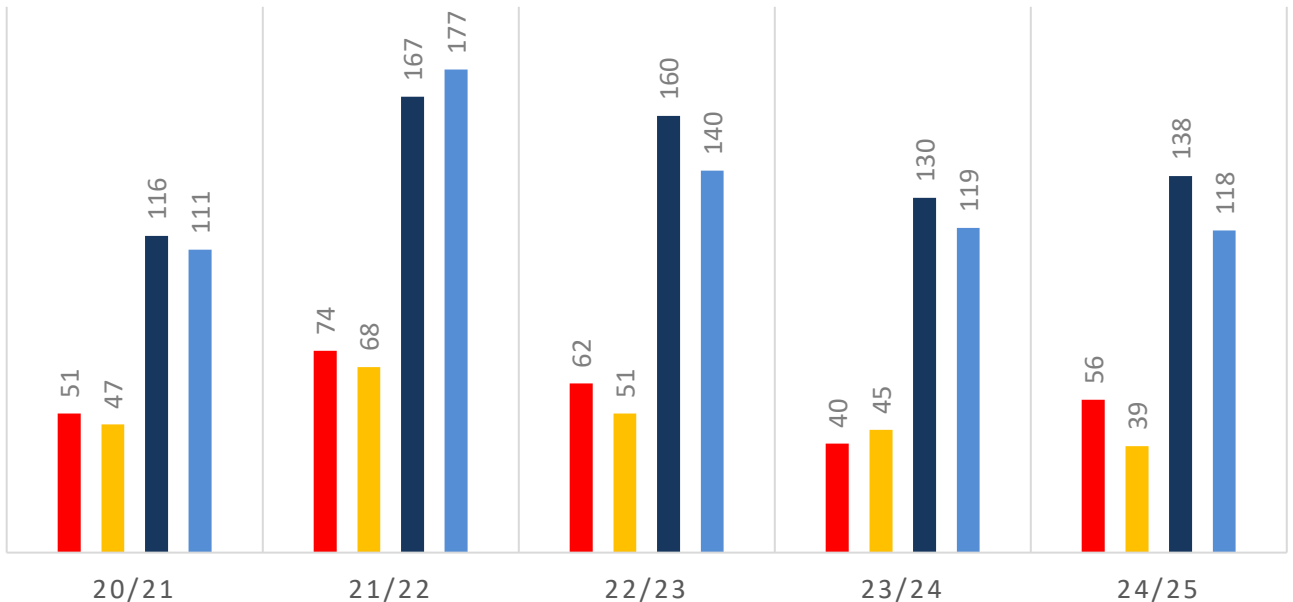
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



89

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



88

MEMBERS LOST FROM ELLIOTT HEADS

Elliott Heads 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-
Nipper Parent	0	0			0		0		35		3		65	
Junior Activities	85	48	56%	4	0	0%	37	44%	49	58%	2	2%	95	12%
Cadet Member (13-15 years)	11	7	64%		0	0%	4	36%	1	9%	2	18%	11	0%
Active (15-18 yrs)	17	12	71%		0	0%	5	29%	0	0%	0	0%	13	-24%
Active (18yrs and over)	21	19	90%		0	0%	2	10%	0	0%	0	0%	27	29%
Award Member	2	2	100%		0	0%	0	0%	0	0%	0	0%	4	100%
Reserve Active	0	0			0		0		1		0		1	
Long Service	5	5	100%		0	0%	0	0%	0	0%	0	0%	5	0%
Past Active	4	3	75%		0	0%	1	25%	0	0%	0	0%	3	-25%
Associate	78	41	53%	29	0	0%	37	47%	0	0%	0	0%	12	-85%
Life Member	17	16	94%	1	1	6%	0	0%	0	0%	0	0%	15	-12%
General	0	0			0		0		0		0		0	
Honorary	2	2	100%		0	0%	0	0%	3	150%	0	0%	5	150%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	6	4	67%	4	0	0%	2	33%	0	0%	0	0%	0	-
Total Active	51	40	78%		0	0%	11	22%	2	4%	2	4%	56	10%
Total	249	160	64%		1	0%	88	35%	89	36%	7	3%	256	3%

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

# MEMBERSHIP RETENTION

Elliott Heads 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	12	67%	6	33%	1	6%	12
16-18 Years	10	7	70%	3	30%	0	0%	13
19-25 Years	4	4	100%	0	0%	0	0%	6
26-35 Years	3	3	100%	0	0%	0	0%	3
36-50 Years	13	11	85%	2	15%	0	0%	16
51-70 Years	3	3	100%	0	0%	1	33%	6
70+ Years	0	0		0		0		0
<b>Total</b>	51	40	78%	11	22%	2	4%	56

Elliott Heads 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	5					13		13
Under 7	10	4	80%	1	20%	9	180%	13
Under 8	4	6	60%	4	40%	12	120%	19
Under 9	16	4	100%	0	0%	7	175%	11
Under 10	17	11	69%	5	31%	6	38%	17
Under 11	11	11	65%	6	35%	1	6%	12
Under 12	13	5	45%	6	55%	1	9%	7
Under 13	6	3	23%	10	77%	0	0%	3
Under 14	3	3	50%	3	50%	0	0%	0
Transitioned From JA		1	33%					