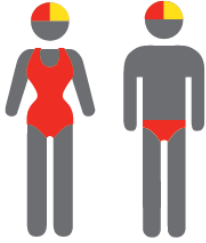


MEMBERSHIP STATISTICS REPORT EOS 2022/23



66

ACTIVE MEMBERSHIP



5% Increase



301

TOTAL MEMBERSHIP



13% Decrease



108

JUNIOR MEMBERSHIP



24% Decrease

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

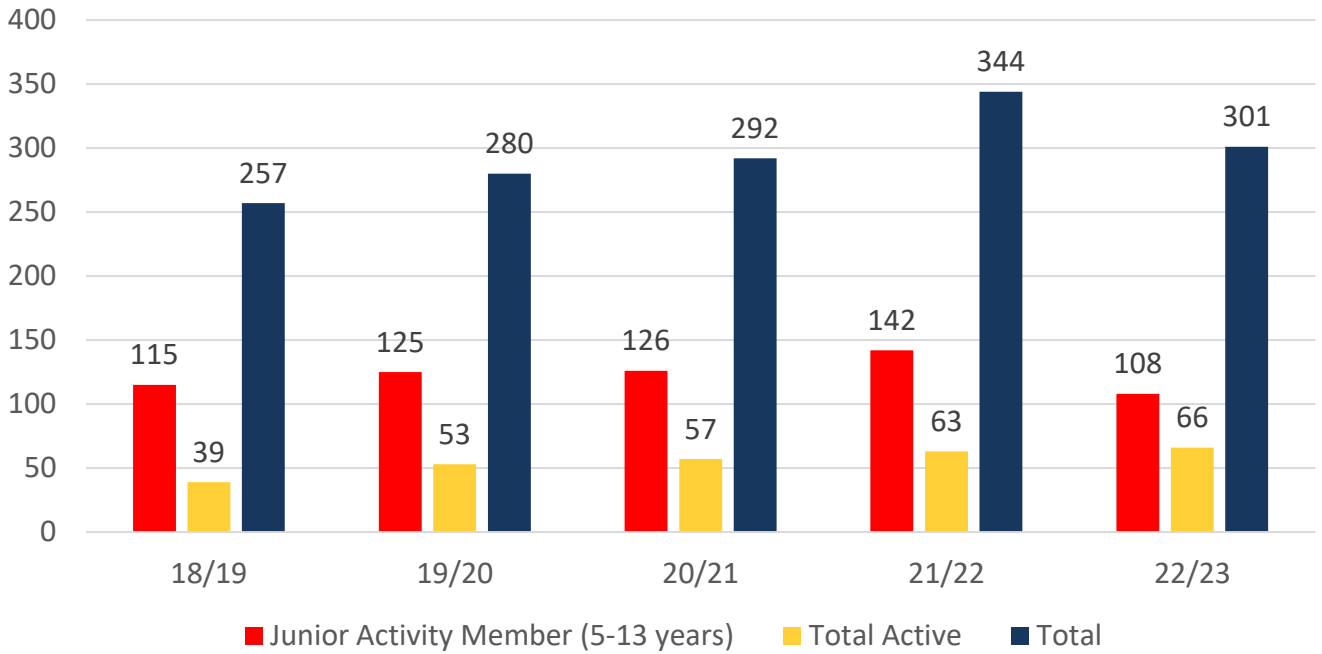
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	1	0	0	1
Junior Activity Member (5-13 years)	115	125	126	142	108
Cadet Member (13-15 years)	7	12	14	19	18
Active Junior (15-18 years)	11	9	11	14	14
Active Senior (18years and over)	19	31	31	30	34
Award Member	2	1	1	0	0
Reserve Active	0	0	0	0	0
Long Service	7	7	6	7	7
Past Active	3	1	2	1	1
Associate	77	78	85	110	99
Life Member	12	12	15	16	16
General	0	0	0	0	0
Honorary	3	3	1	5	3
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	0	0
Total Active	39	53	57	63	66
Total	257	280	292	344	301

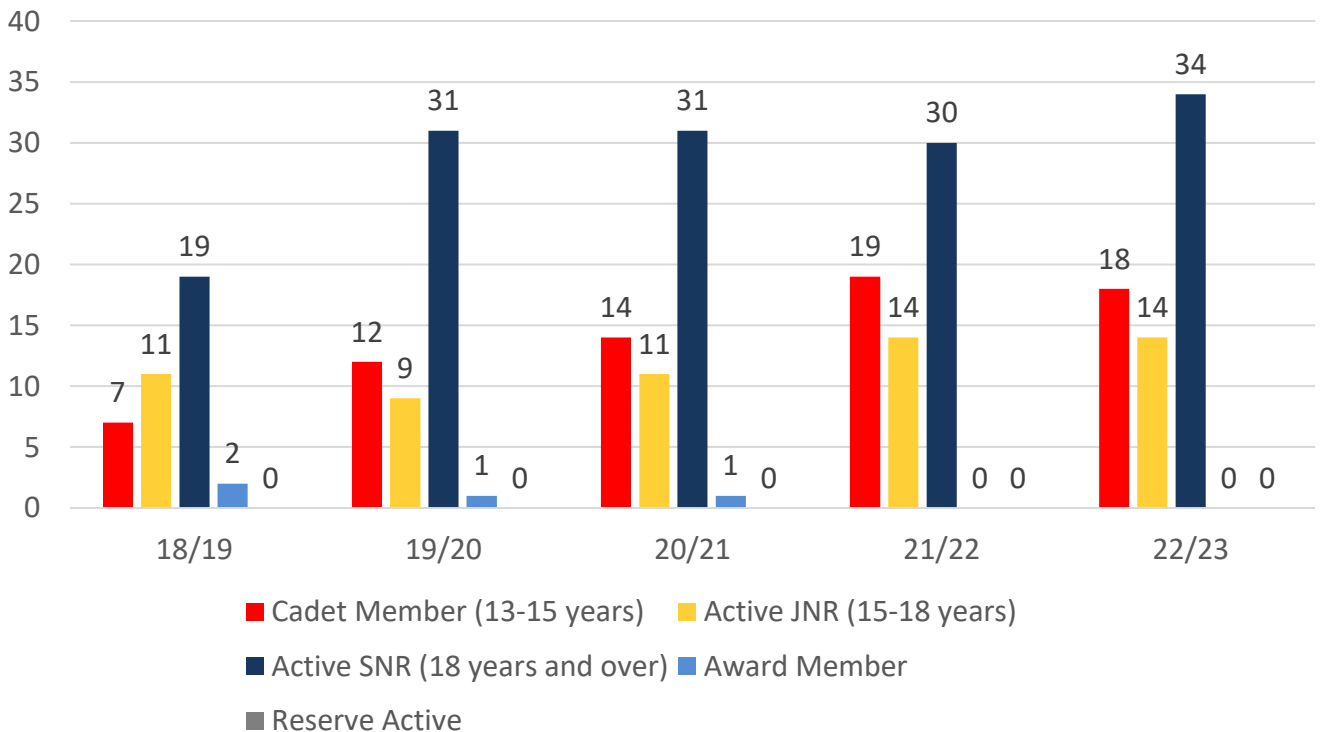
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	11	17	15	7	10
Under 7	17	11	16	15	10
Under 8	17	21	17	21	17
Under 9	16	14	20	19	16
Under 10	14	16	9	21	16
Under 11	15	16	15	14	15
Under 12	9	14	12	20	10
Under 13	8	8	12	13	12
Under 14	8	8	10	16	7
Junior Activities Total	115	125	126	146	113

5 YEAR TREND ANALYSIS

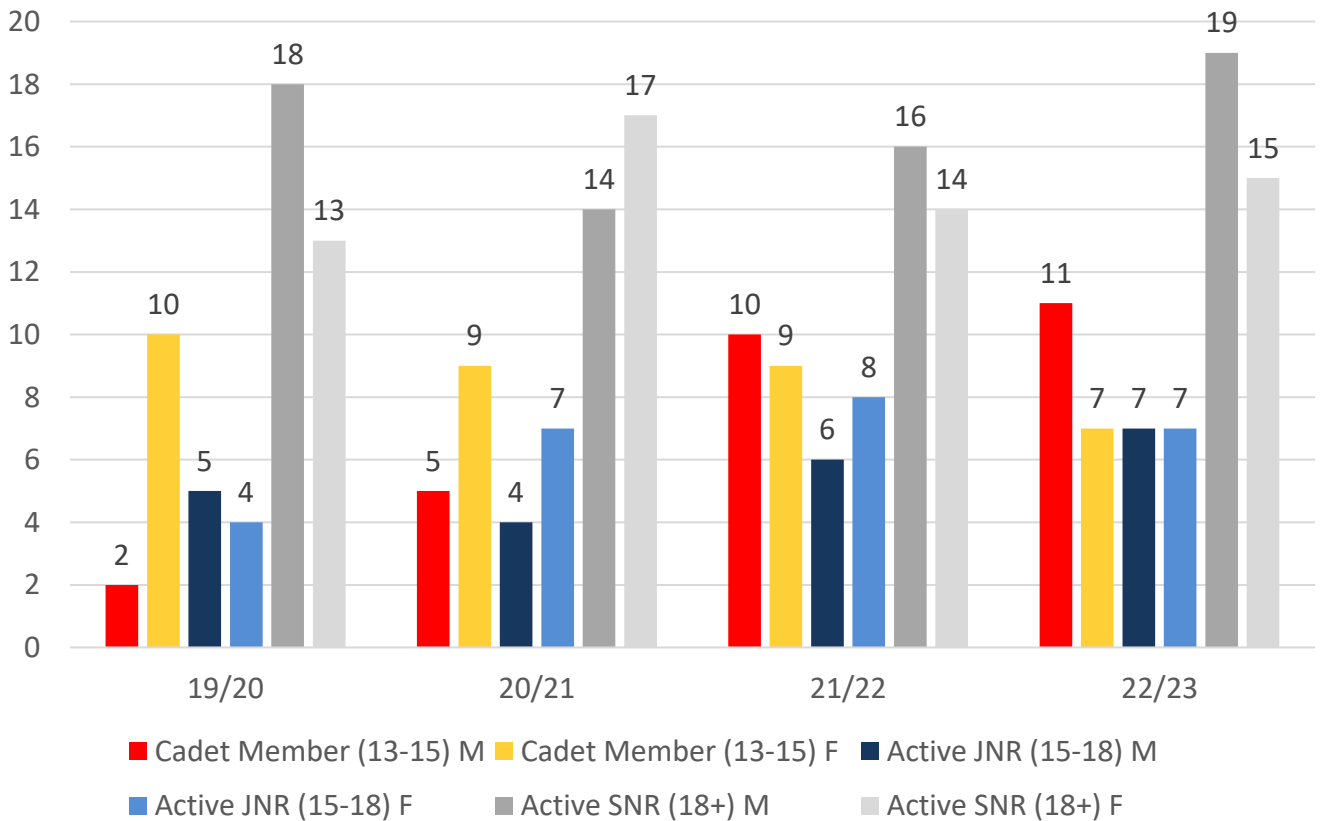
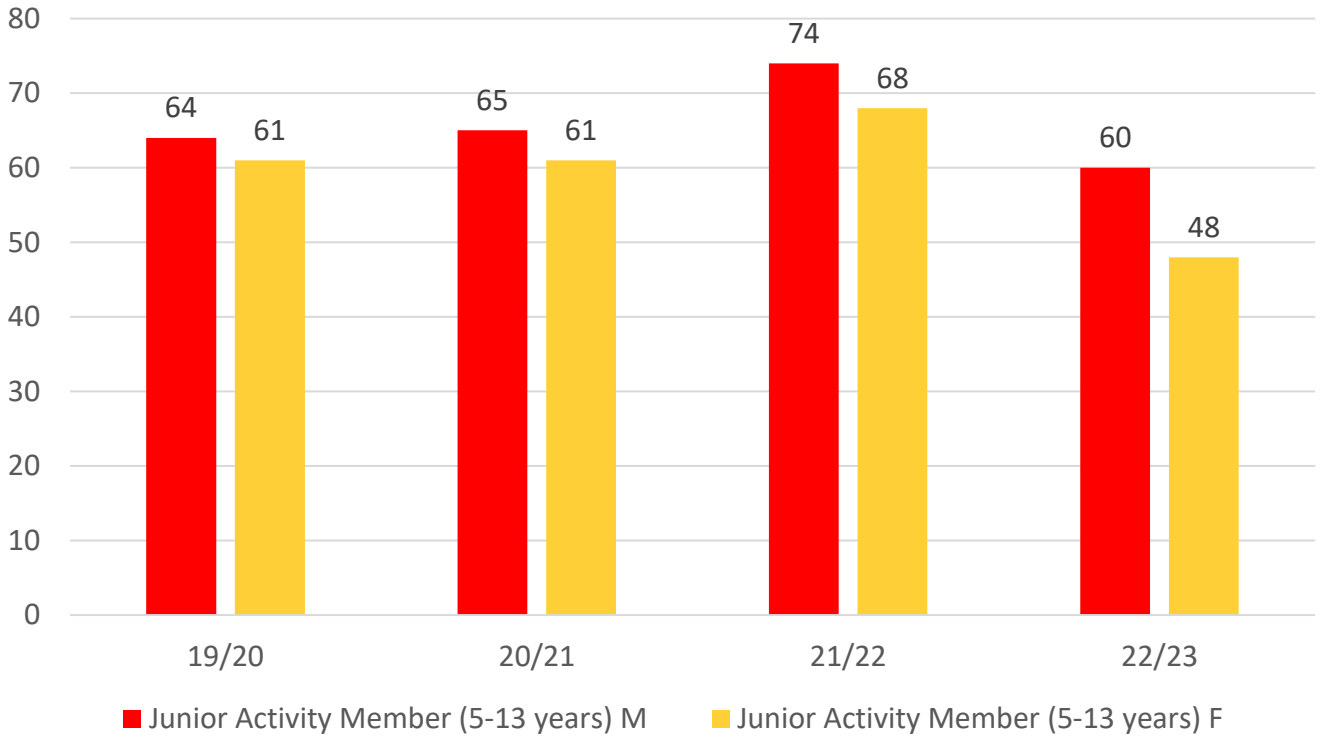
Total Membership



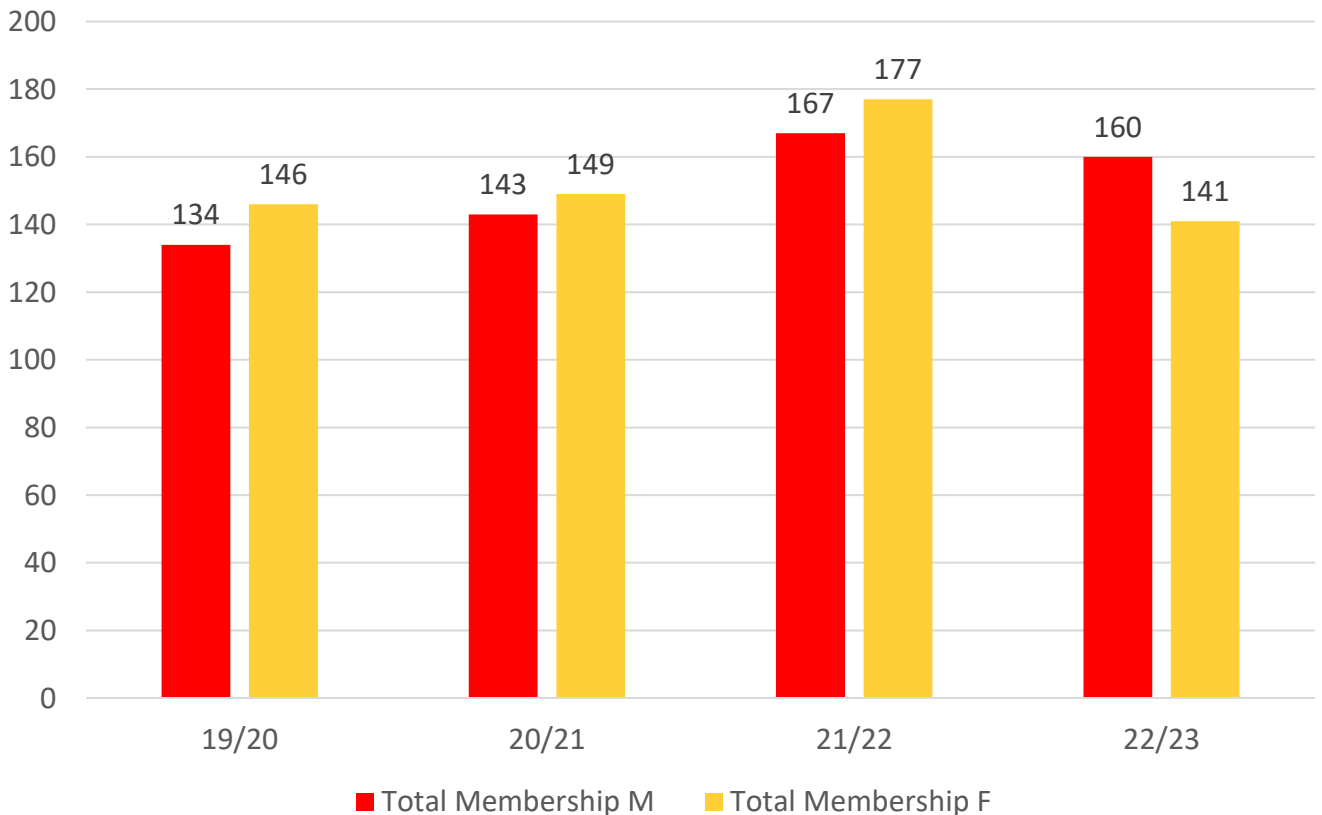
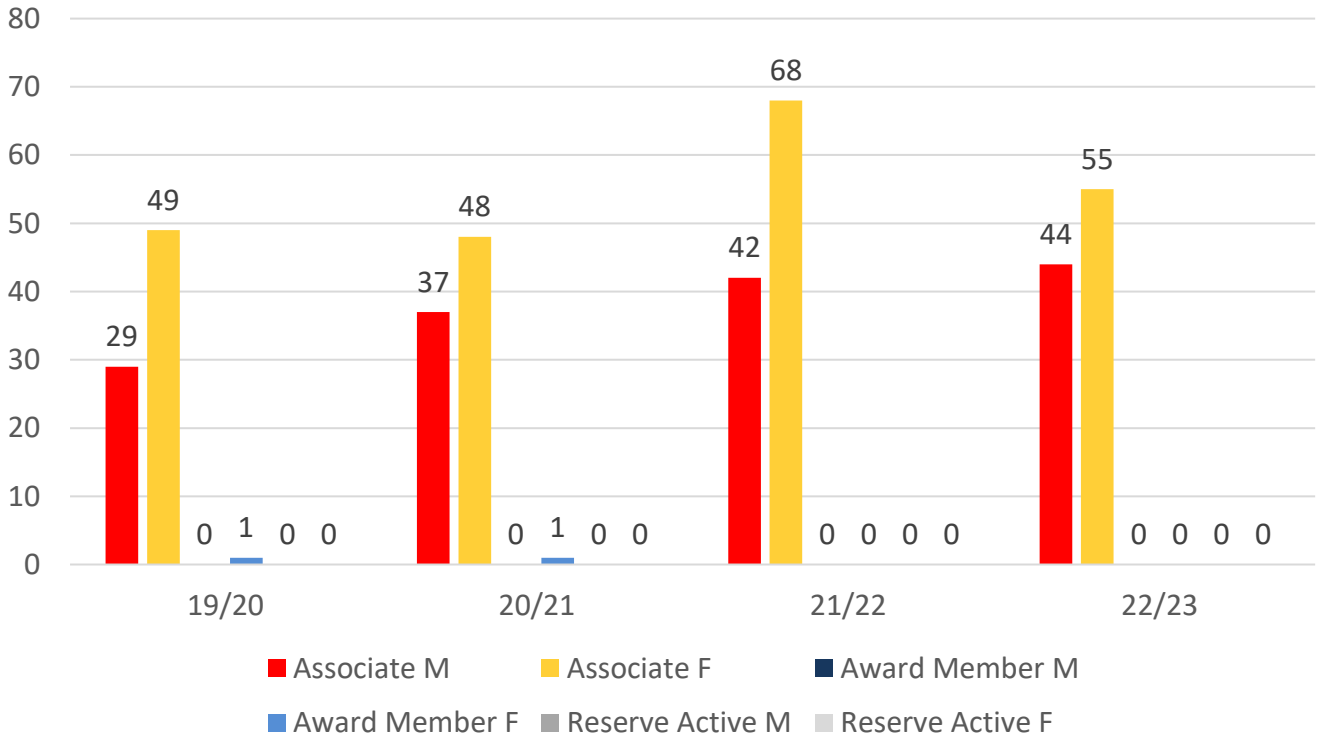
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



63

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



109

MEMBERS LOST FROM THE ORGANISATION

ELLIOTT HEADS 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	0	0		0	0		0		1		0		1	
Junior Activities	142	86	61%	11	1	1%	55	39%	31	22%	2	1%	108	-24%
Cadet Member (13-15 years)	19	13	68%	-4	0	0%	6	32%	0	0%	1	5%	18	-5%
Active (15-18 yrs)	14	12	86%	-2	0	0%	2	14%	0	0%	0	0%	14	0%
Active (18yrs and over)	30	24	80%	-8	0	0%	6	20%	2	7%	0	0%	34	13%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	7	7	100%	0	0	0%	0	0%	0	0%	0	0%	7	0%
Past Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Associate	110	72	65%	3	0	0%	38	35%	29	26%	1	1%	99	-10%
Life Member	16	16	100%	0	0	0%	0	0%	0	0%	0	0%	16	0%
General	0	0		0	0		0		0		0		0	
Honorary	5	3	60%	0	0	0%	2	40%	0	0%	0	0%	3	-40%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	63	49	78%		0	0%	14	22%	2	3%	1		66	5%
Total	344	234	68%		1	0%	109	32%	63	18%	4		301	-13%

MEMBERSHIP RETENTION

ELLIOTT HEADS 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	17	12	71%	5	29%	0	0%	18
16-18 Years	14	11	79%	3	21%	0	0%	14
19-25 Years	7	6	86%	1	14%	0	0%	9
26-35 Years	4	3	75%	1	25%	1	25%	5
36-50 Years	19	15	79%	4	21%	0	0%	15
51-70 Years	2	2	100%	0	0%	1	50%	5
70+ Years	0	0		0		0		0
Total	63	49	78%	14	22%	2	3%	66

ELLIOTT HEADS 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	7					10		10
Under 7	15	5	71%	2	29%	5	71%	10
Under 8	21	10	67%	5	33%	7	47%	17
Under 9	19	13	62%	8	38%	3	14%	16
Under 10	21	13	68%	6	32%	2	11%	16
Under 11	14	13	62%	8	38%	2	10%	15
Under 12	20	8	57%	6	43%	2	14%	10
Under 13	13	11	55%	9	45%	0	0%	12
Under 14	12	7	54%	5	38%	0	0%	2
Transitioned From JA		6	50%					

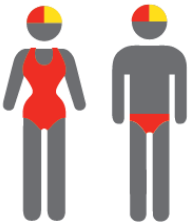
MEMBERSHIP RETENTION

2020/21



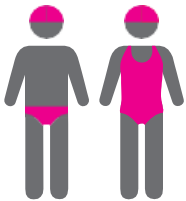
68%

TOTAL MEMBERSHIP
RETENTION



89%

ACTIVE MEMBERSHIP
RETENTION



66%

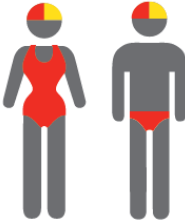
JUNIOR MEMBERSHIP
RETENTION

2021/22



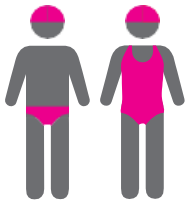
80%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



81%

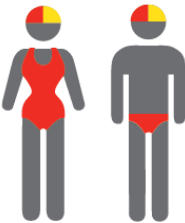
JUNIOR MEMBERSHIP
RETENTION

2022/23



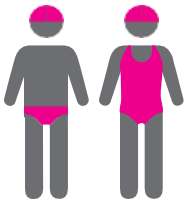
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION