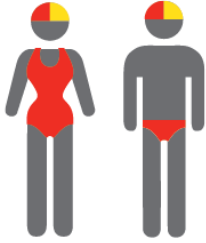


MEMBERSHIP STATISTICS REPORT 2021/2022



99

ACTIVE MEMBERSHIP



7% Decrease



263

TOTAL MEMBERSHIP



2% Increase



76

JUNIOR MEMBERSHIP



19% 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.

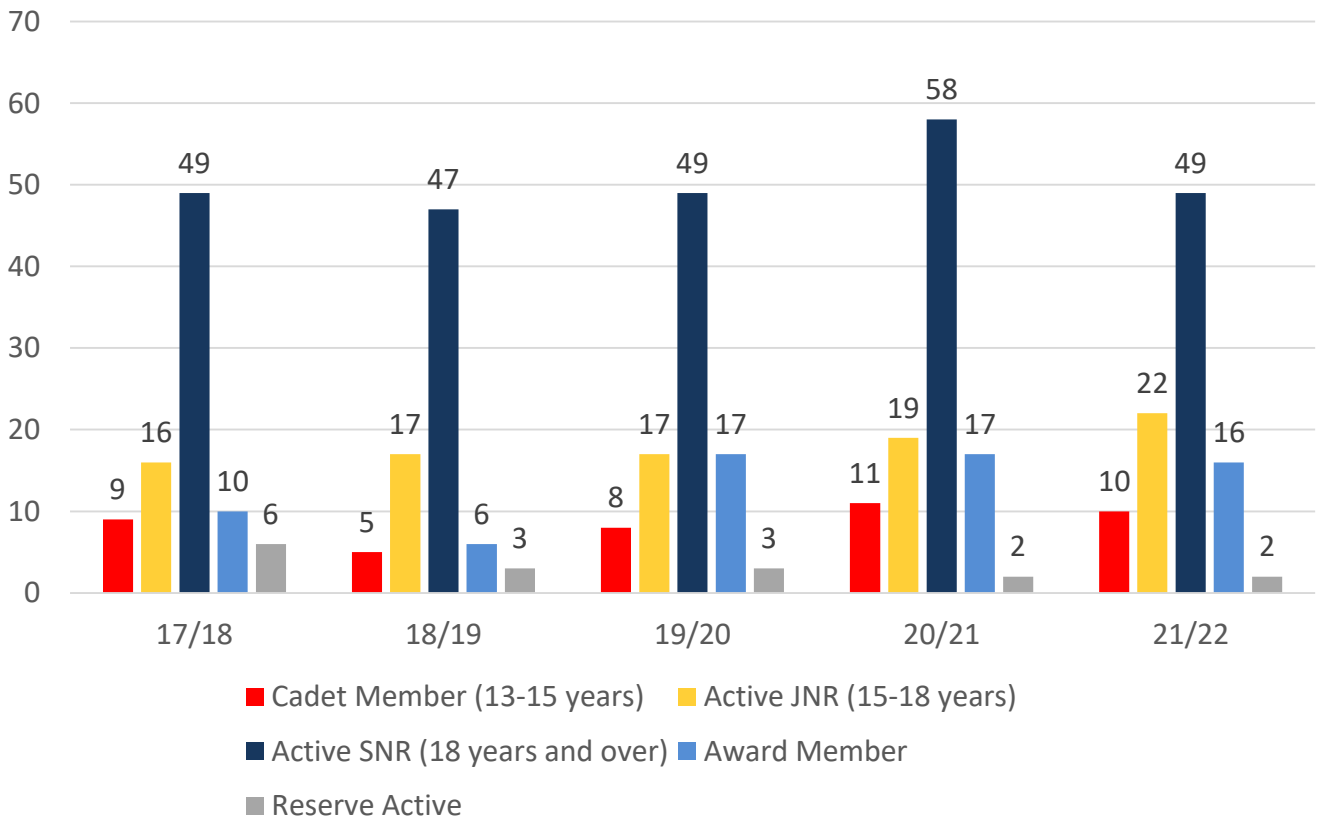
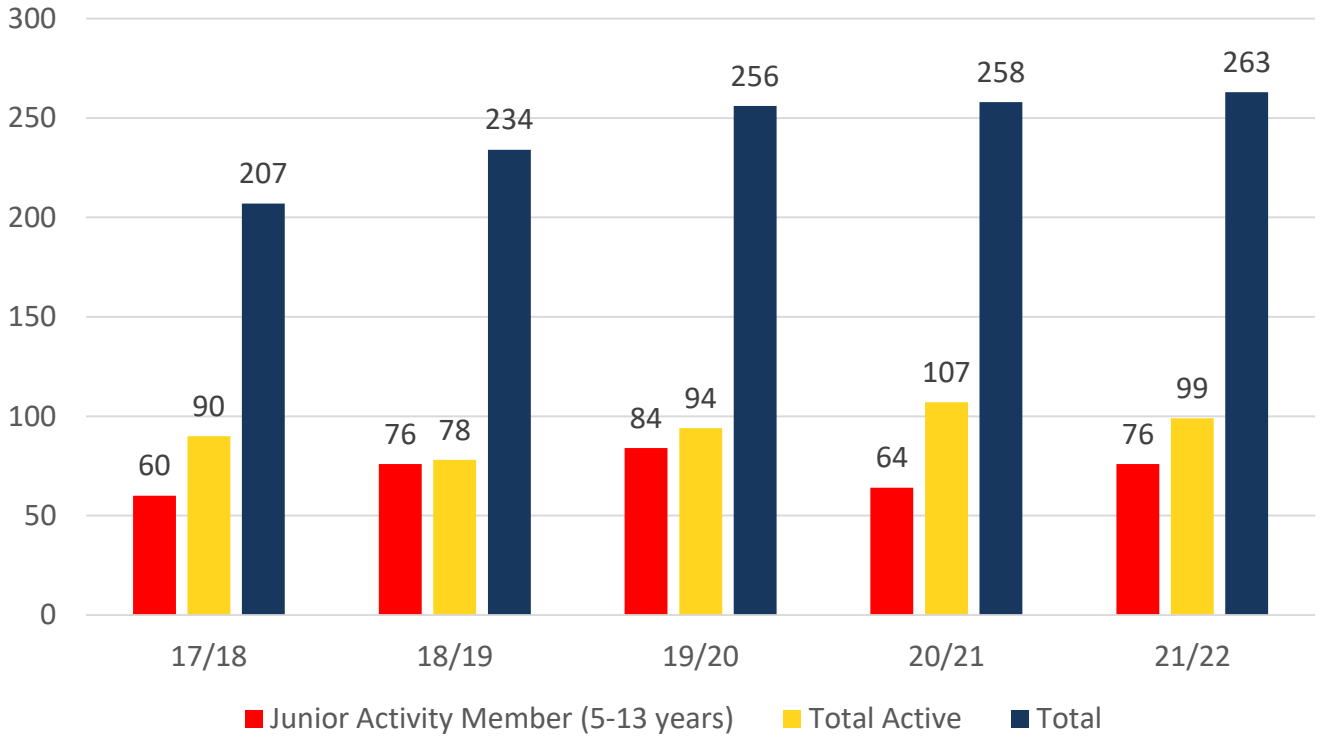
TOTAL MEMBERSHIP

MEMBERSHIP 2012-2022

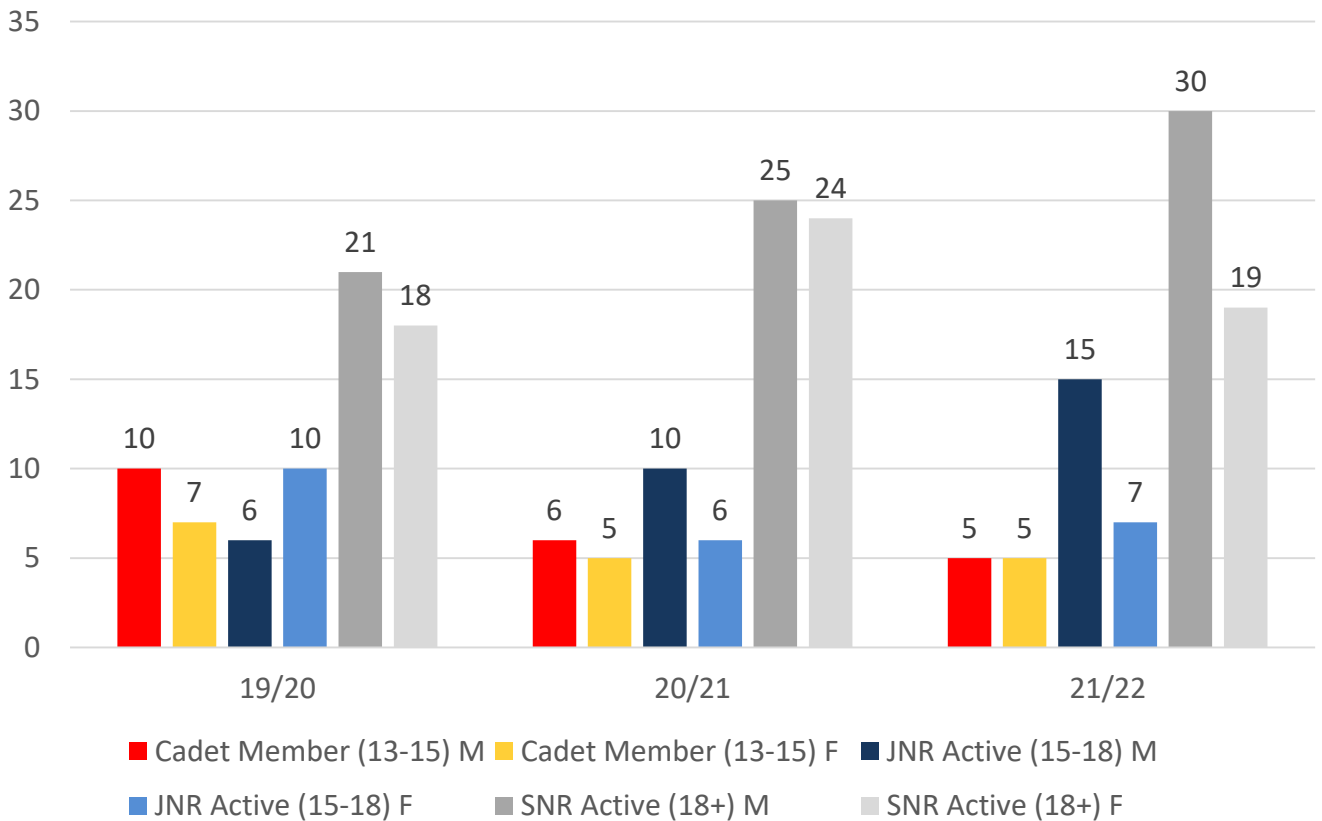
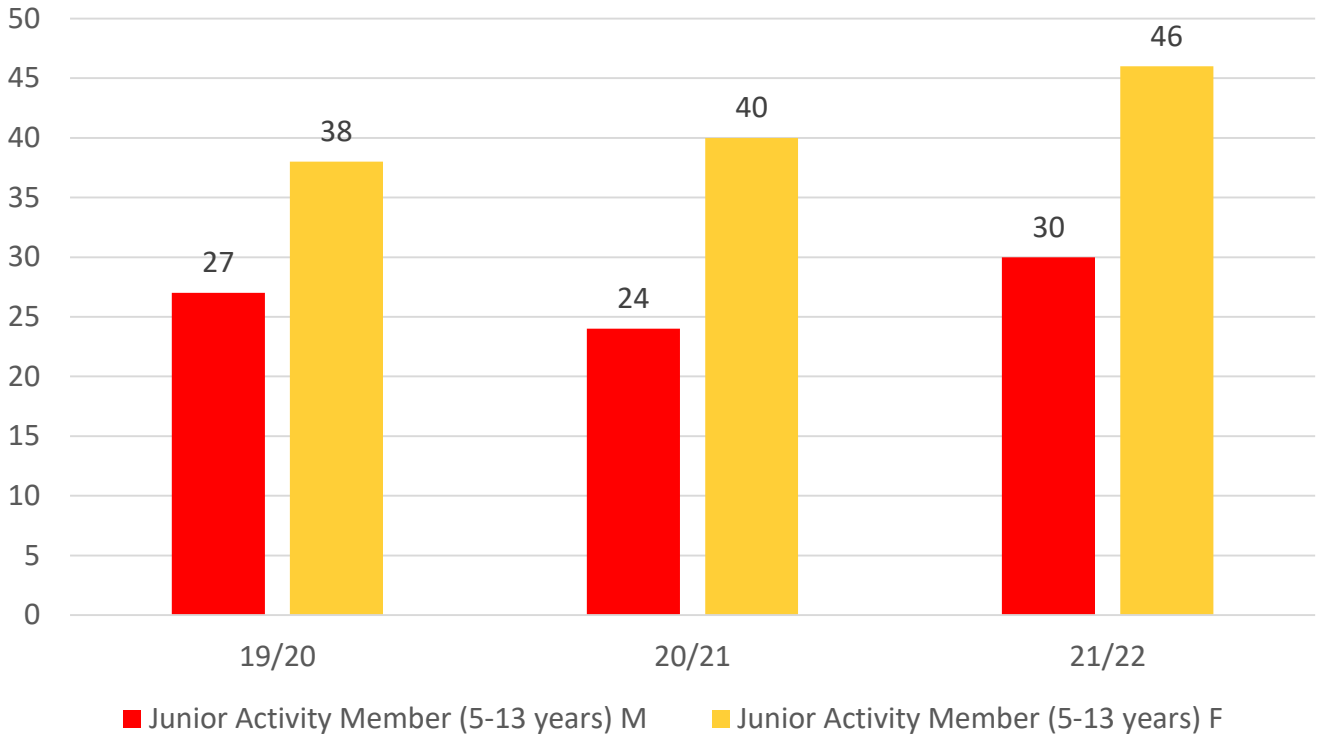
	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	12	1	1	2	1	5	0	4	17	4
Junior Activity Member (5-13 years)	144	67	108	83	70	60	76	84	64	76
Cadet Member (13-15 years)	34	7	12	12	15	9	5	8	11	10
Active Junior (15-18 years)	26	18	15	10	7	16	17	17	19	22
Active Senior (18years and over)	50	32	24	28	41	49	47	49	58	49
Award Member	26	4	12	21	9	10	6	17	17	16
Reserve Active	1	1	10	9	5	6	3	3	2	2
Long Service	0	0	0	0	2	1	1	3	3	1
Past Active	9	0	0	0	0	0	0	0	0	0
Associate	168	76	128	80	51	32	57	43	39	58
Life Member	21	21	24	21	20	19	21	21	24	23
General	0	0	0	0	2	0	0	7	4	1
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	0	0	1	0	0	1
Total Active	137	62	73	80	77	90	78	94	107	99
Total	491	227	334	266	223	207	234	256	258	263

	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	9	5	15	7	5	1	6	4	7	2
Under 7	5	6	20	7	6	10	5	13	8	14
Under 8	7	7	19	12	7	4	9	11	8	9
Under 9	12	8	12	13	9	4	7	10	15	10
Under 10	9	10	14	15	10	8	7	10	11	16
Under 11	5	9	12	9	13	7	9	8	7	12
Under 12	9	7	8	16	9	10	9	4	5	8
Under 13	7	8	6	4	11	8	9	10	3	5
Under 14	6	7	3	0	0	8	10	7	0	0
Junior Activities Total	69	67	109	83	70	60	71	77	64	76

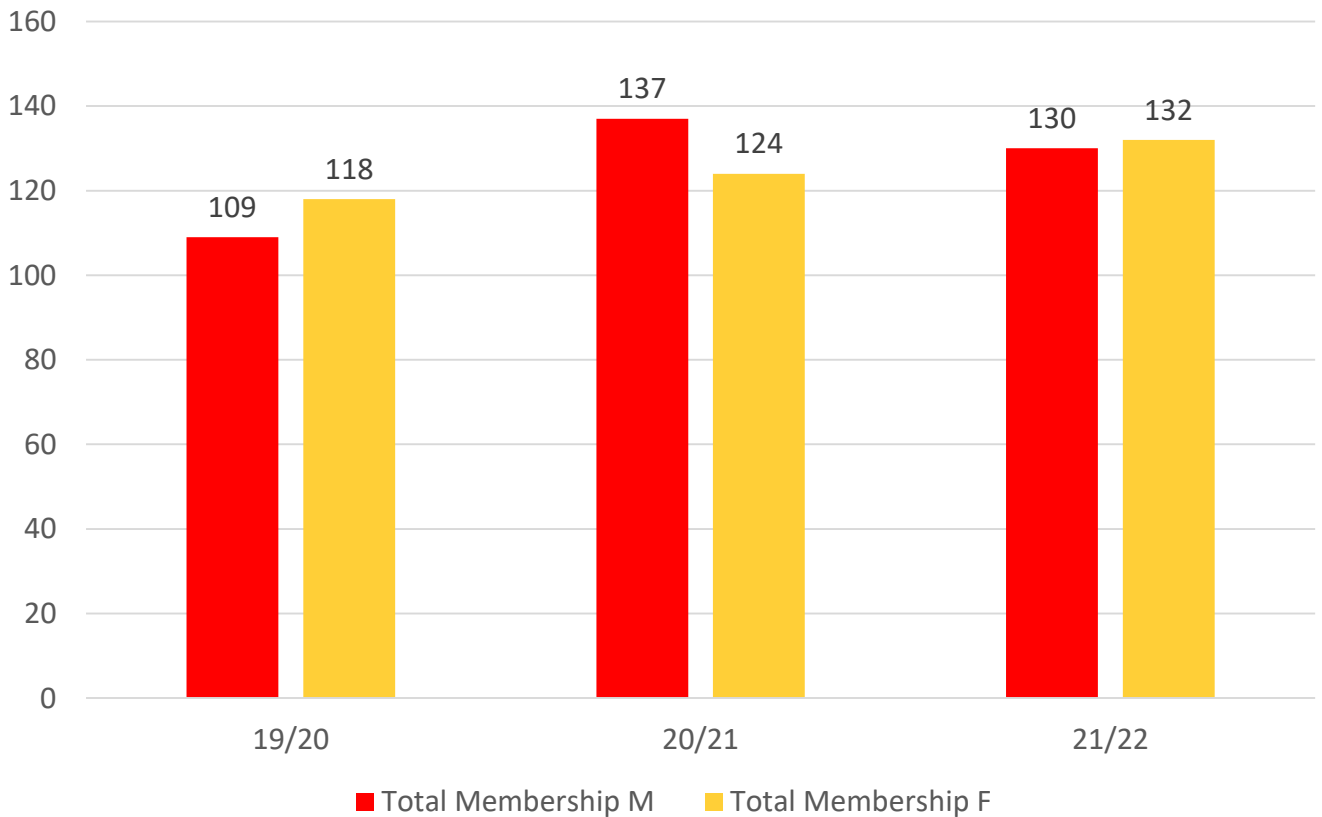
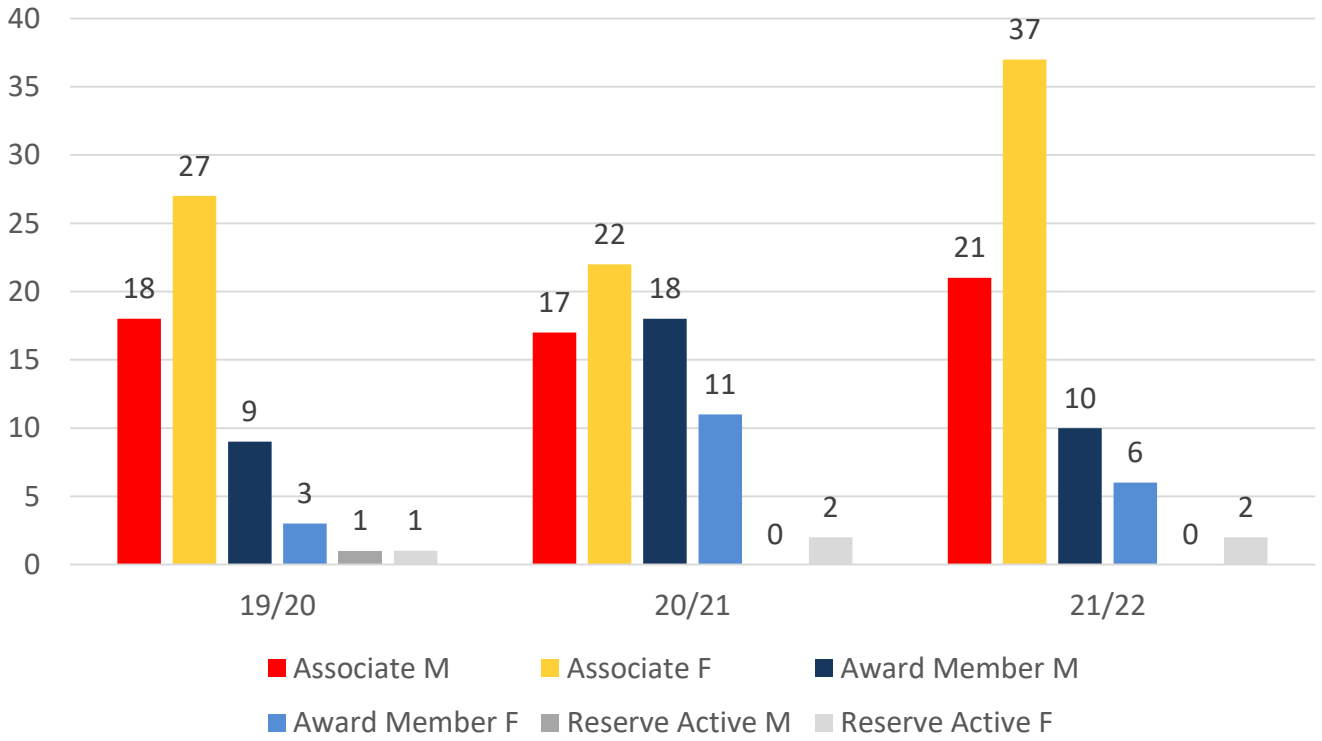
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



89

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



83

MEMBERS LOST FROM THE ORGANISATION

ELLIS BEACH SLSC 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	20	7	35%	6	0	0%	13	65%	3	15%	0	0%	4	-80%
Junior Activities	64	44	69%	2	0	0%	20	31%	34	53%	0	0%	76	19%
Cadet Member (13-15 years)	11	10	91%	3	0	0%	1	9%	3	27%	0	0%	10	-9%
Active (15-18 yrs)	16	14	88%	-3	0	0%	2	13%	5	31%	0	0%	22	38%
Active (18yrs and over)	49	37	76%	-3	3	6%	9	18%	9	18%	0	0%	49	0%
Award Member	29	13	45%	-2	0	0%	16	55%	1	3%	0	0%	16	-45%
Reserve Active	2	2	100%	0	0	0%	0	0%	0	0%	0	0%	2	0%
Long Service	3	1	33%	0	1	33%	1	33%	0	0%	0	0%	1	-67%
Past Active	0	0		0	0		0		0		0		0	
Associate	39	23	59%	-2	0	0%	16	41%	33	85%	0	0%	58	49%
Life Member	24	23	96%	0	0	0%	1	4%	0	0%	0	0%	23	-4%
General	4	0	0%	0	0	0%	4	100%	1	25%	0	0%	1	-75%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-1	0		0		0		0		1	
Total Active	107	76	71%		3	3%	28	26%	18	17%	0		99	-7%
Total	261	174	67%		4	2%	83	32%	89	34%	0		263	1%

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

MEMBERSHIP RETENTION

ELLIS BEACH SLSC 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	20	17	85%	3	15%	4	20%	16
16-18 Years	13	9	69%	4	31%	4	31%	18
19-25 Years	14	5	36%	8	57%	3	21%	8
26-35 Years	11	7	64%	3	27%	3	27%	11
36-50 Years	36	27	75%	8	22%	4	11%	34
51-70 Years	13	11	85%	2	15%	0	0%	12
70+ Years	0	0		0		0		0
Total	107	76	71%	28	26%	18	17%	99

ELLIS BEACH SLSC 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	7					2		2
Under 7	8	5	71%	2	29%	9	129%	14
Under 8	8	4	50%	4	50%	5	63%	9
Under 9	15	6	75%	2	25%	4	50%	10
Under 10	11	8	53%	7	47%	8	53%	16
Under 11	7	8	73%	3	27%	4	36%	12
Under 12	5	6	86%	1	14%	2	29%	8
Under 13	3	5	100%	0	0%	0	0%	5
Under 14	0	2	67%	1	33%	0	0%	0
Transitioned From JA		0						

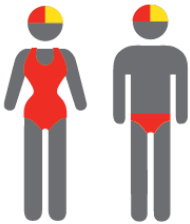
MEMBERSHIP RETENTION

2019/20



62%

TOTAL MEMBERSHIP
RETENTION



59%

ACTIVE MEMBERSHIP
RETENTION



64%

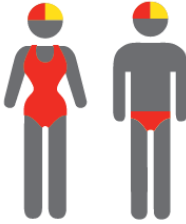
JUNIOR MEMBERSHIP
RETENTION

2020/21



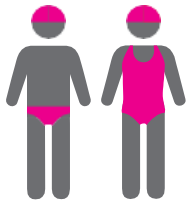
66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



64%

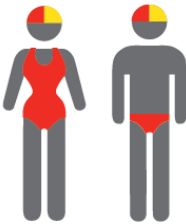
JUNIOR MEMBERSHIP
RETENTION

2021/22



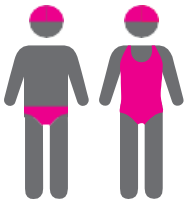
67%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



69%

JUNIOR MEMBERSHIP
RETENTION