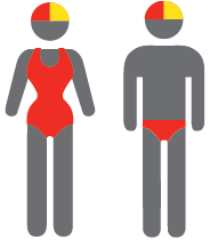


ELLIS BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



95

ACTIVE MEMBERSHIP



4% Decrease



250

TOTAL MEMBERSHIP



5% Decrease



61

JUNIOR MEMBERSHIP



20% 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

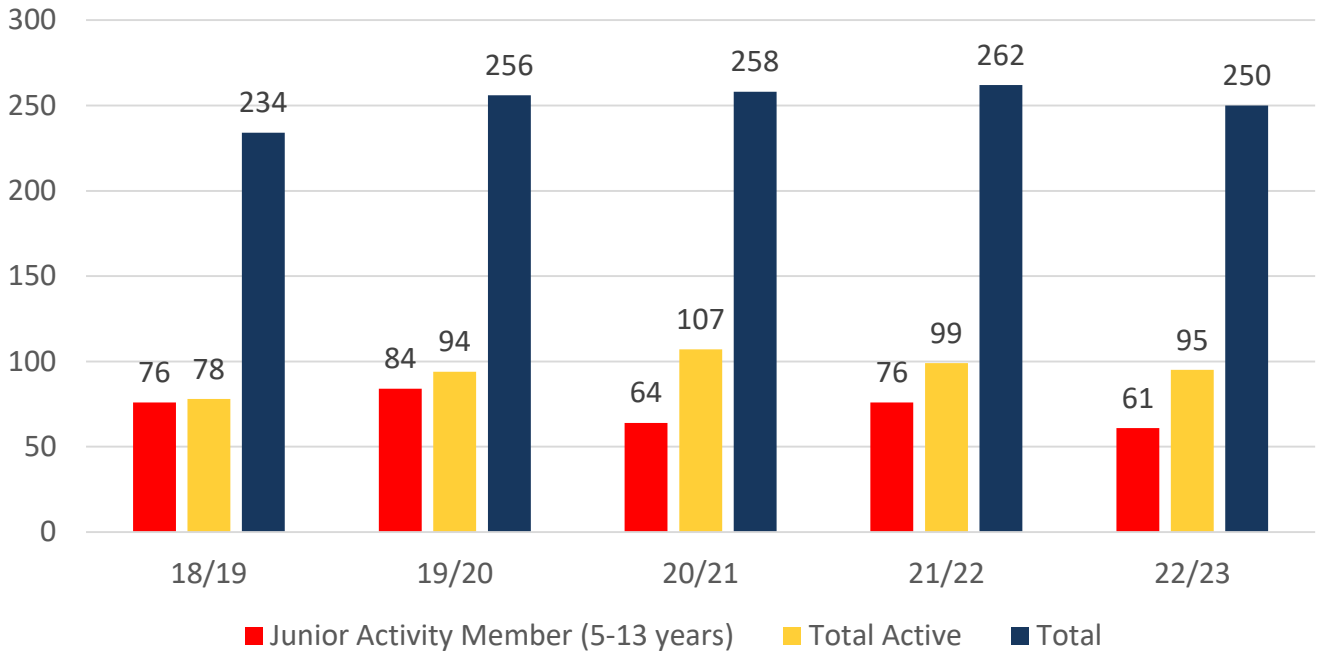
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	4	17	3	25
Junior Activity Member (5-13 years)	76	84	64	76	61
Cadet Member (13-15 years)	5	8	11	10	8
Active Junior (15-18 years)	17	17	19	22	16
Active Senior (18years and over)	47	49	58	49	59
Award Member	6	17	17	16	7
Reserve Active	3	3	2	2	5
Long Service	1	3	3	1	4
Past Active	0	0	0	0	1
Associate	57	43	39	58	41
Life Member	21	21	24	23	23
General	0	7	4	1	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	1	0
Total Active	78	94	107	99	95
Total	234	256	258	262	250

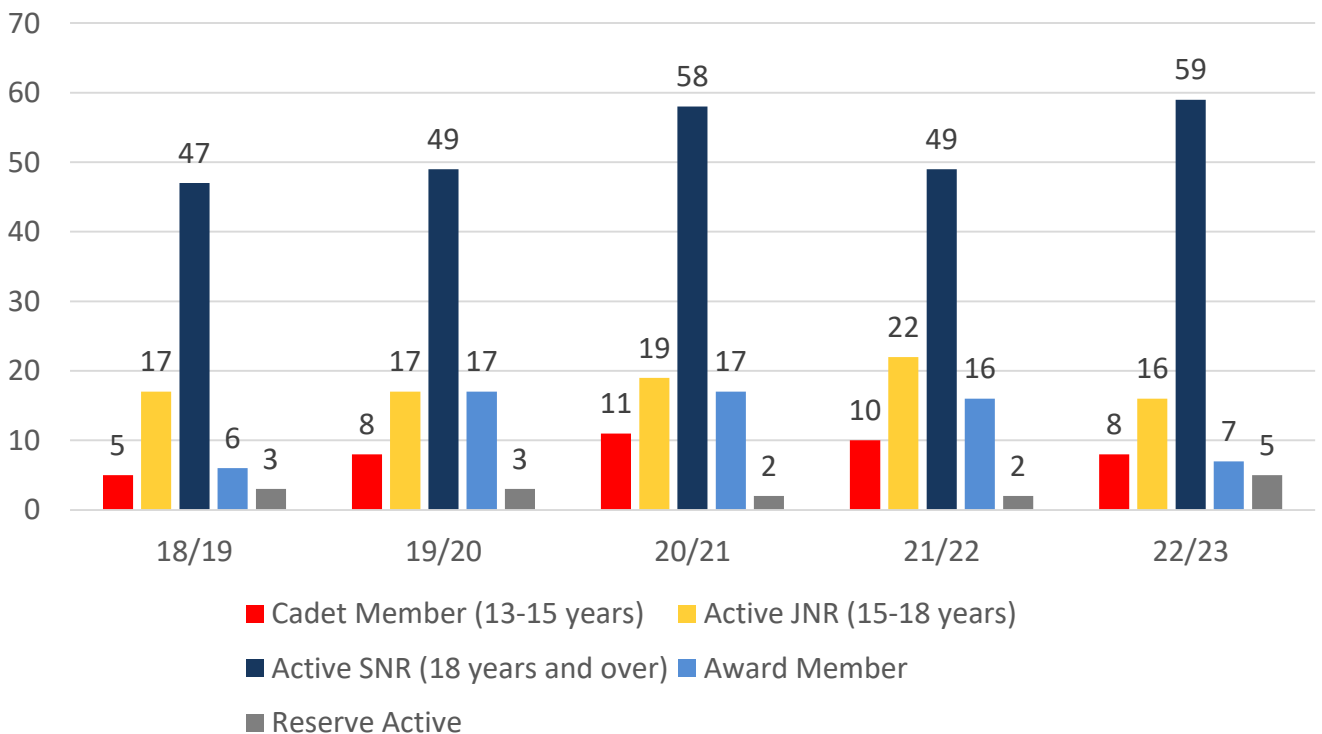
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	6	4	7	2	5
Under 7	5	13	8	14	2
Under 8	9	11	8	9	11
Under 9	7	10	15	10	10
Under 10	7	10	11	16	9
Under 11	9	8	7	12	11
Under 12	9	4	5	8	9
Under 13	9	10	3	5	5
Under 14	10	7	0	5	5
Junior Activities Total	71	77	64	81	67

5 YEAR TREND ANALYSIS

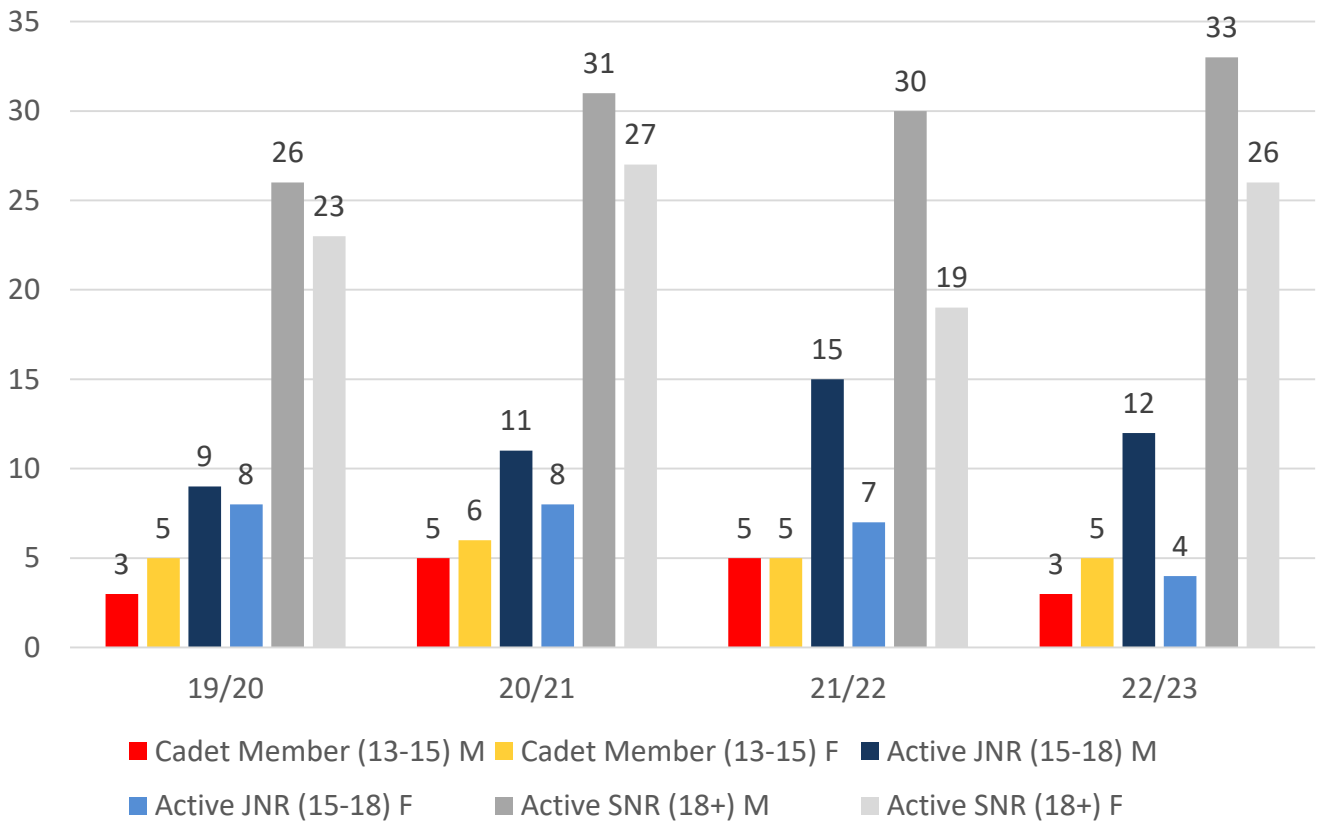
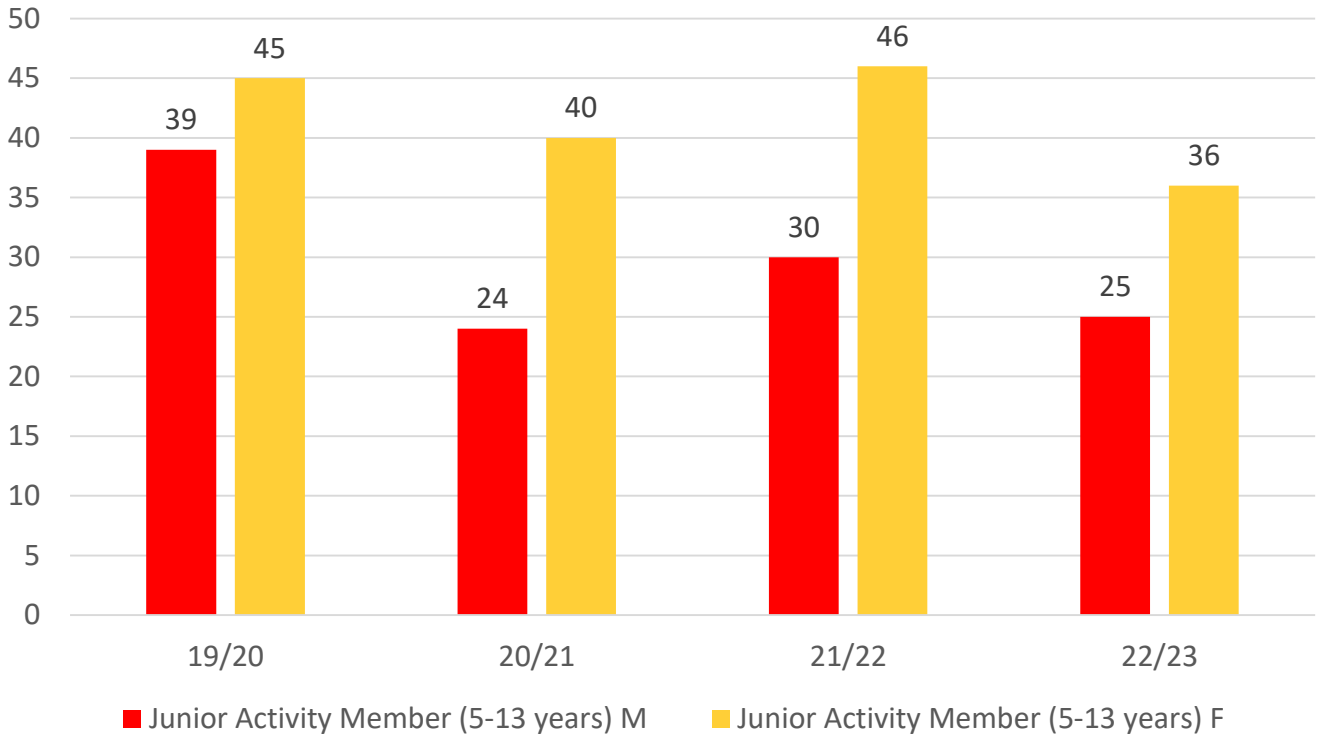
Total Membership



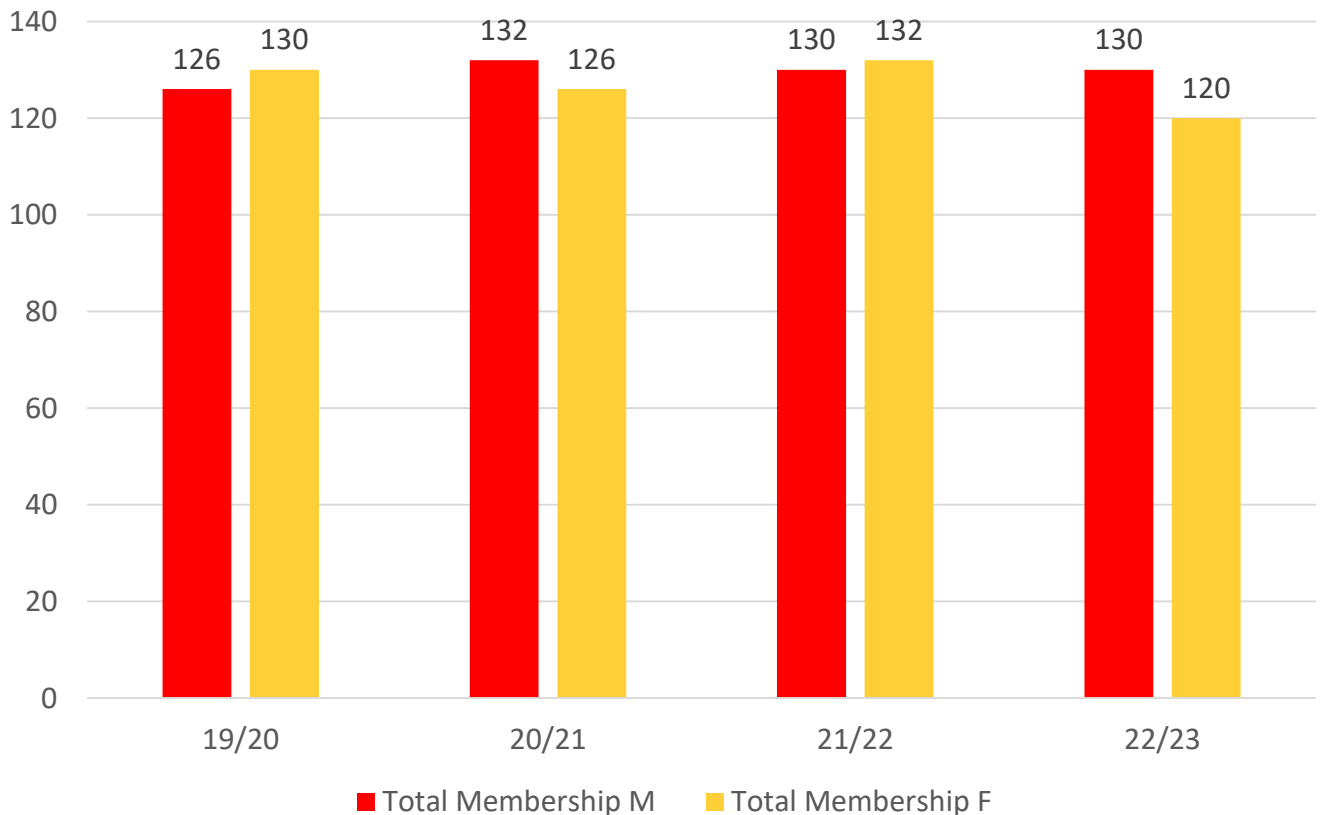
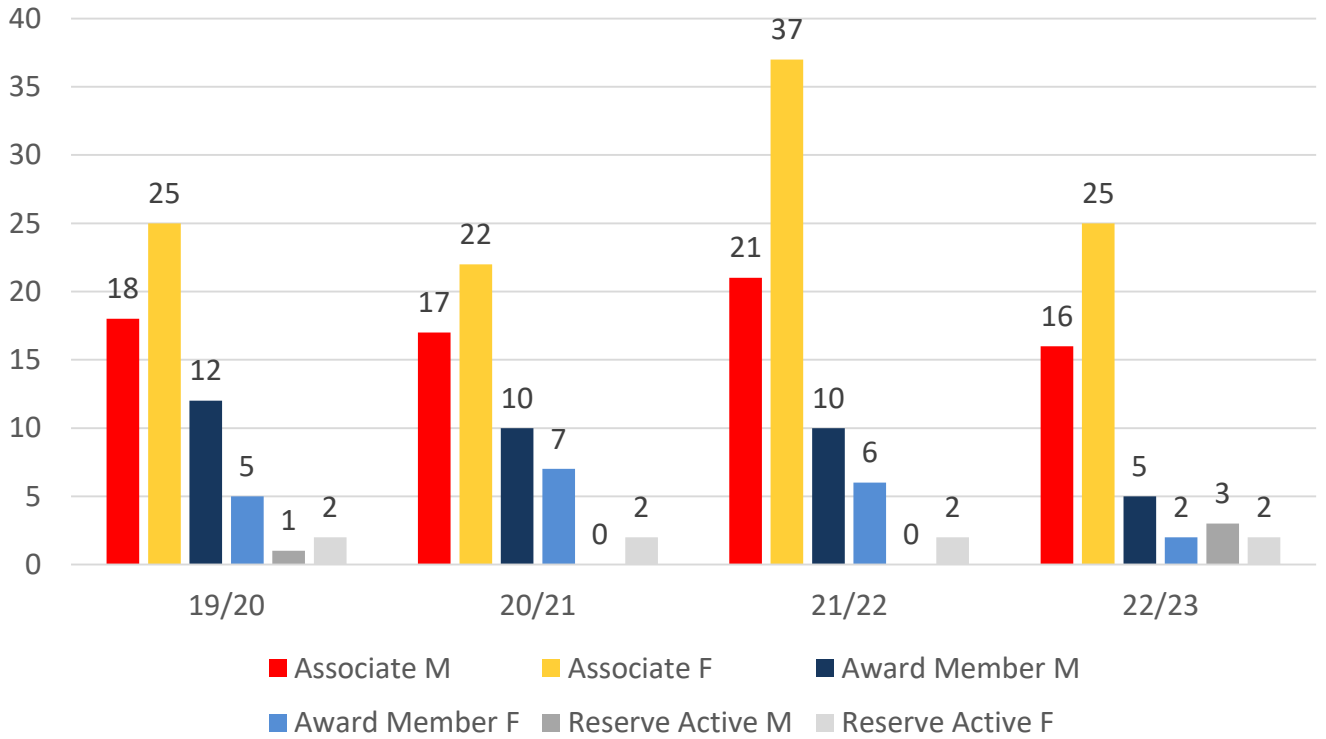
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



73

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



83

MEMBERS LOST FROM ELLIS BEACH

ELLIS BEACH 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	3	1	33%	-1	0	0%	2	67%	23	767%	0	0%	25	733%
Junior Activities	76	45	59%	5	0	0%	31	41%	21	28%	0	0%	61	-20%
Cadet Member (13-15 years)	10	7	70%	-1	1	10%	2	20%	0	0%	0	0%	8	-20%
Active (15-18 yrs)	22	15	68%	1	1	5%	6	27%	2	9%	0	0%	16	-27%
Active (18yrs and over)	49	41	84%	-10	0	0%	8	16%	8	16%	0	0%	59	20%
Award Member	16	12	75%	5	0	0%	4	25%	0	0%	0	0%	7	-56%
Reserve Active	2	2	100%	-1	0	0%	0	0%	2	100%	0	0%	5	150%
Long Service	1	1	100%	-3	0	0%	0	0%	0	0%	0	0%	4	300%
Past Active	0	0		0	0		0		1		0		1	
Associate	58	29	50%	3	0	0%	29	50%	15	26%	0	0%	41	-29%
Life Member	23	23	100%	1	0	0%	0	0%	1	4%	0	0%	23	0%
General	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	99	77	78%		2	2%	20	20%	12	12%	0		95	-4%
Total	262	177	68%		2	1%	83	32%	73	28%	0		250	-5%

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

MEMBERSHIP RETENTION

ELLIS BEACH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	16	10	63%	4	25%	1	6%	13
16-18 Years	18	13	72%	5	28%	1	6%	16
19-25 Years	8	6	75%	2	25%	1	13%	8
26-35 Years	11	6	55%	5	45%	2	18%	5
36-50 Years	34	30	88%	4	12%	3	9%	35
51-70 Years	12	12	100%	0	0%	4	33%	18
70+ Years	0	0		0		0		0
Total	99	77	78%	20	20%	12	12%	95



ELLIS BEACH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	2					5		5
Under 7	14	1	50%	1	50%	1	50%	2
Under 8	9	8	57%	6	43%	3	21%	11
Under 9	10	5	56%	4	44%	4	44%	9
Under 10	16	7	70%	3	30%	2	20%	9
Under 11	12	8	50%	8	50%	3	19%	11
Under 12	8	7	58%	5	42%	2	17%	9
Under 13	5	4	50%	4	50%	1	13%	5
Under 14	0	5	100%	0	0%	0	0%	0
Transitioned From JA		0						

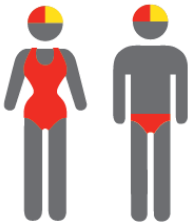
MEMBERSHIP RETENTION

2020/21



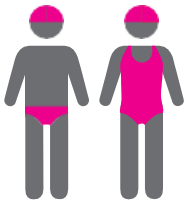
66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



64%

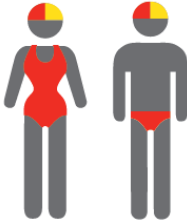
JUNIOR MEMBERSHIP
RETENTION

2021/22



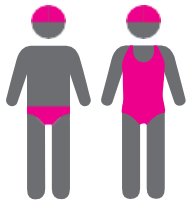
67%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



69%

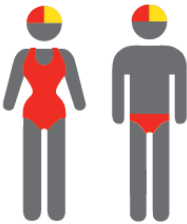
JUNIOR MEMBERSHIP
RETENTION

2022/23



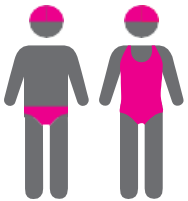
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION