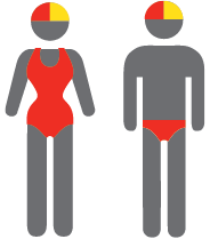


## MEMBERSHIP STATISTICS REPORT EOS 2022/23



**131**

**ACTIVE MEMBERSHIP**



**10% Increase**



**539**

**TOTAL MEMBERSHIP**



**1% Increase**



**176**

**JUNIOR MEMBERSHIP**



**10% 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

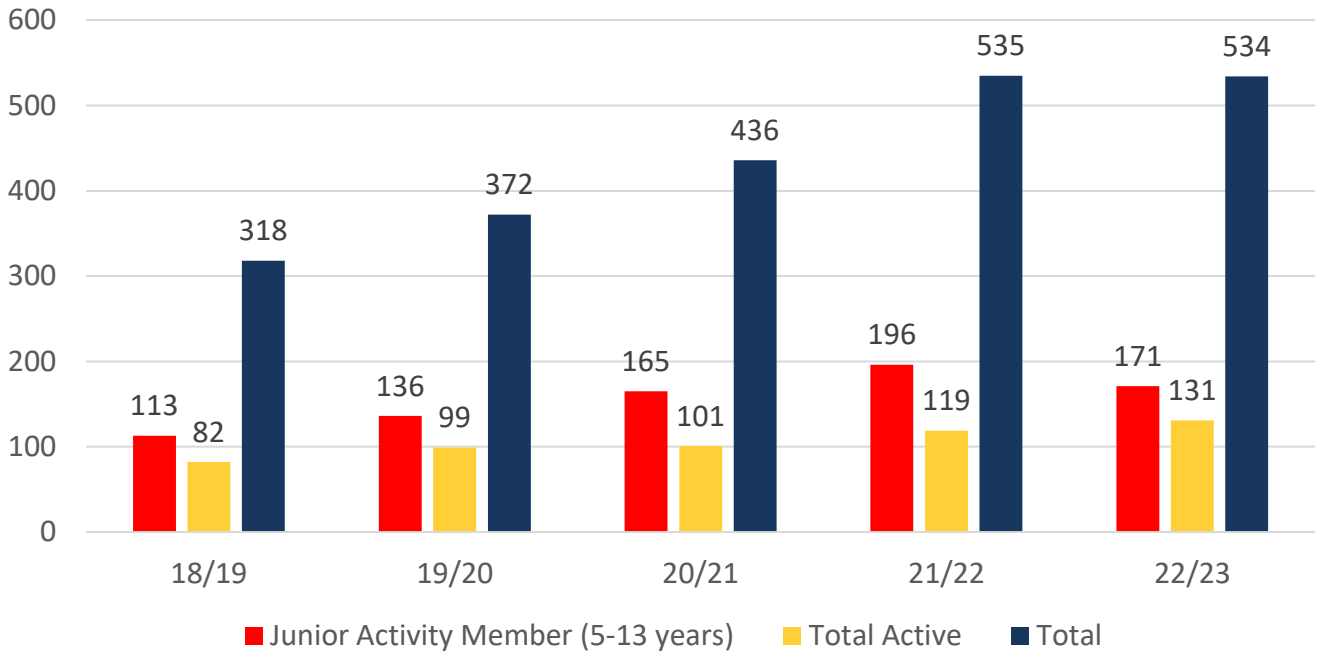
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	1	2	7	2	10
Junior Activity Member (5-13 years)	113	136	165	196	171
Cadet Member (13-15 years)	6	13	11	27	25
Active Junior (15-18 years)	23	14	19	15	20
Active Senior (18years and over)	49	49	51	64	75
Award Member	4	23	20	13	11
Reserve Active	0	0	0	0	0
Long Service	5	4	2	2	2
Past Active	0	0	0	0	0
Associate	101	112	142	198	202
Life Member	16	19	18	18	18
General	0	0	1	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	82	99	101	119	131
Total	318	372	436	535	534

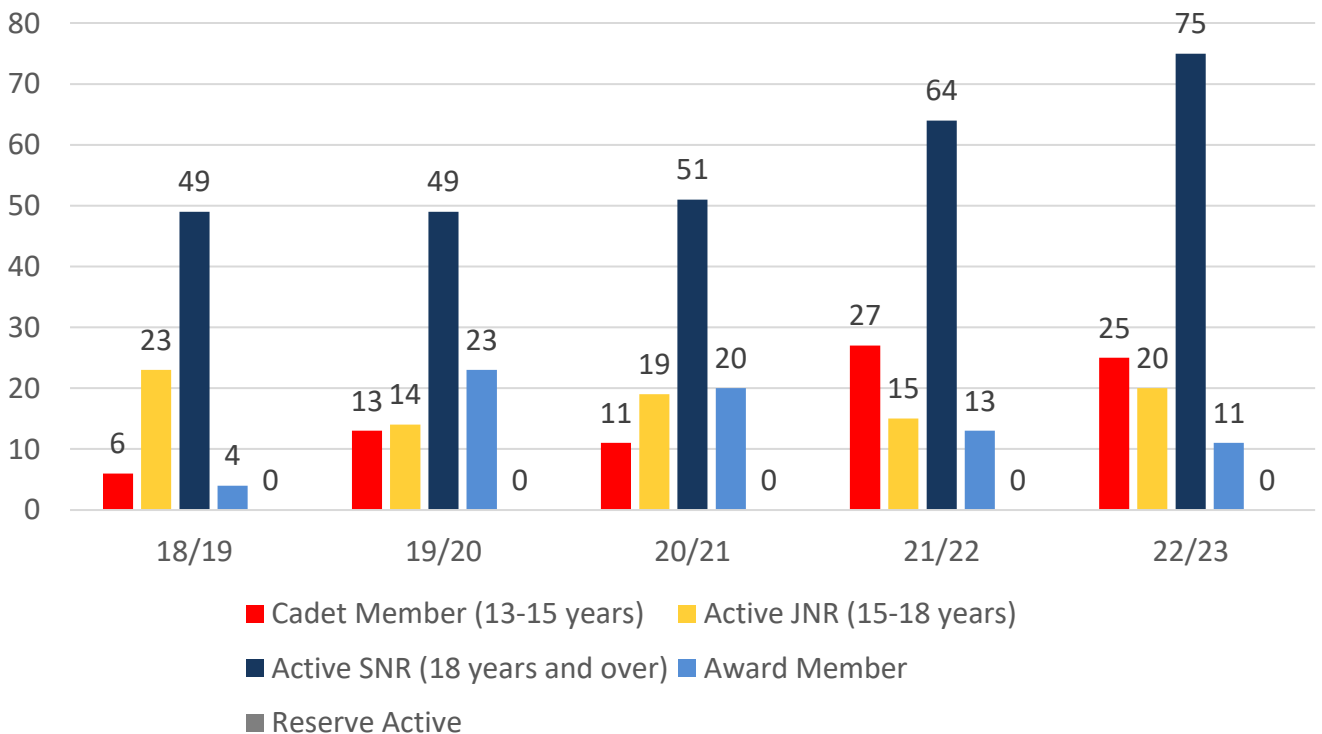
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	14	15	15	27	36
Under 7	10	20	18	24	36
Under 8	19	17	19	23	22
Under 9	13	22	20	22	18
Under 10	12	15	21	24	16
Under 11	11	13	18	23	18
Under 12	18	13	18	23	13
Under 13	8	16	18	13	15
Under 14	8	5	17	18	10
Junior Activities Total	113	136	164	197	184

# 5 YEAR TREND ANALYSIS

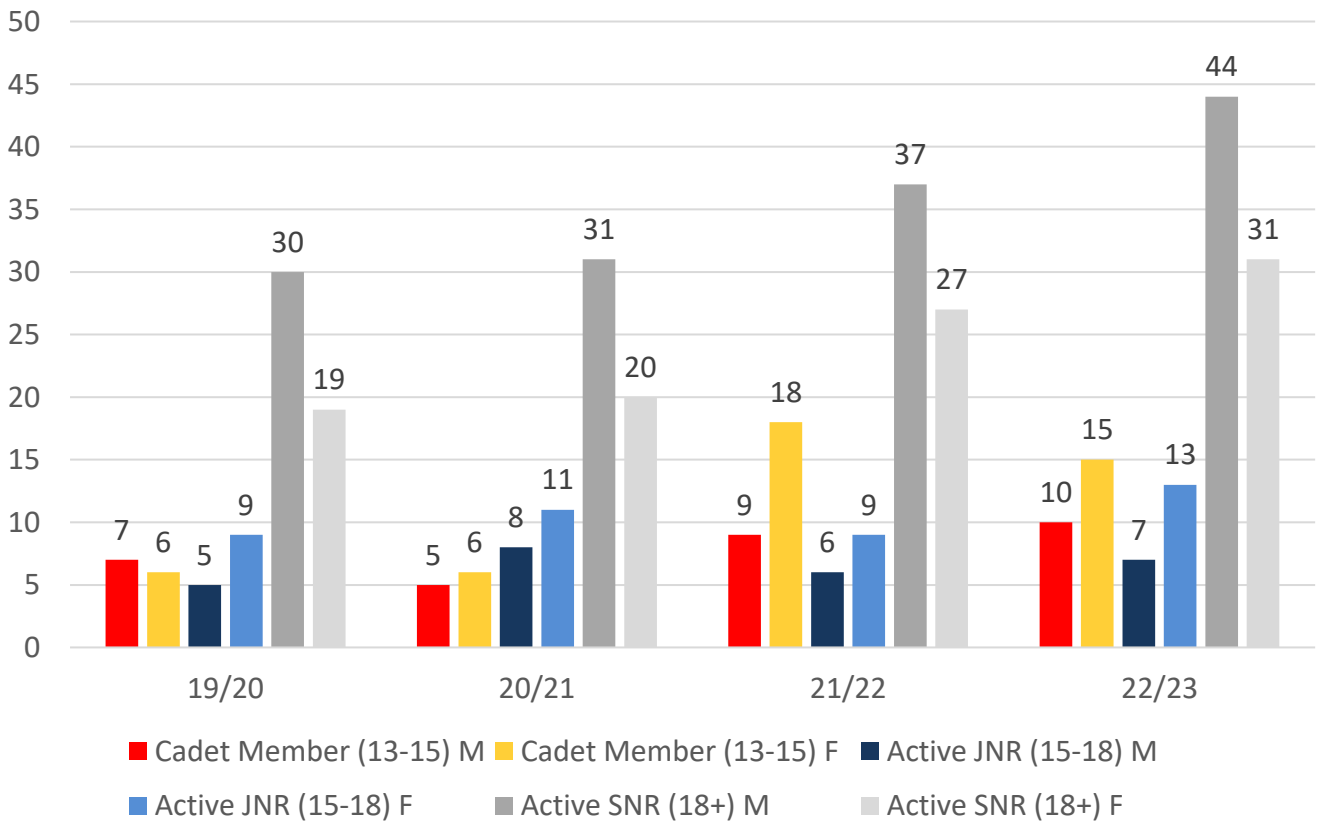
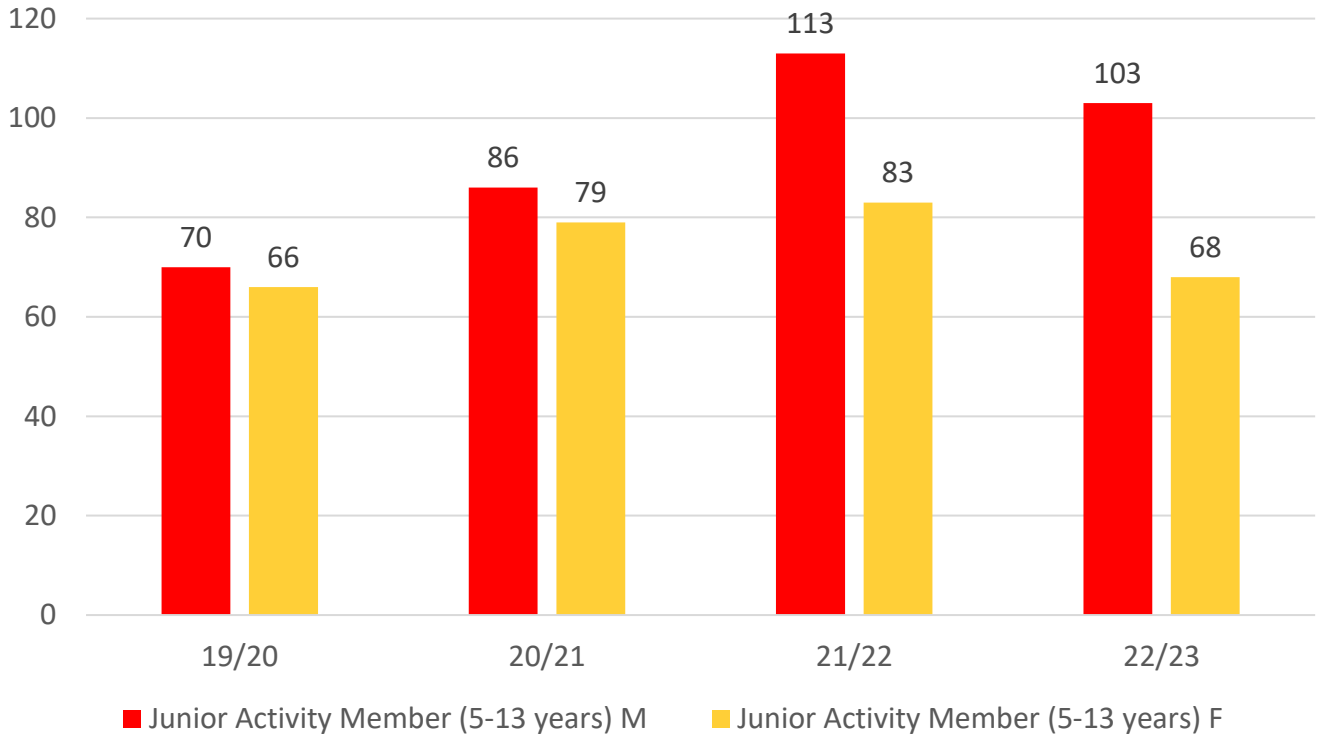
## Total Membership



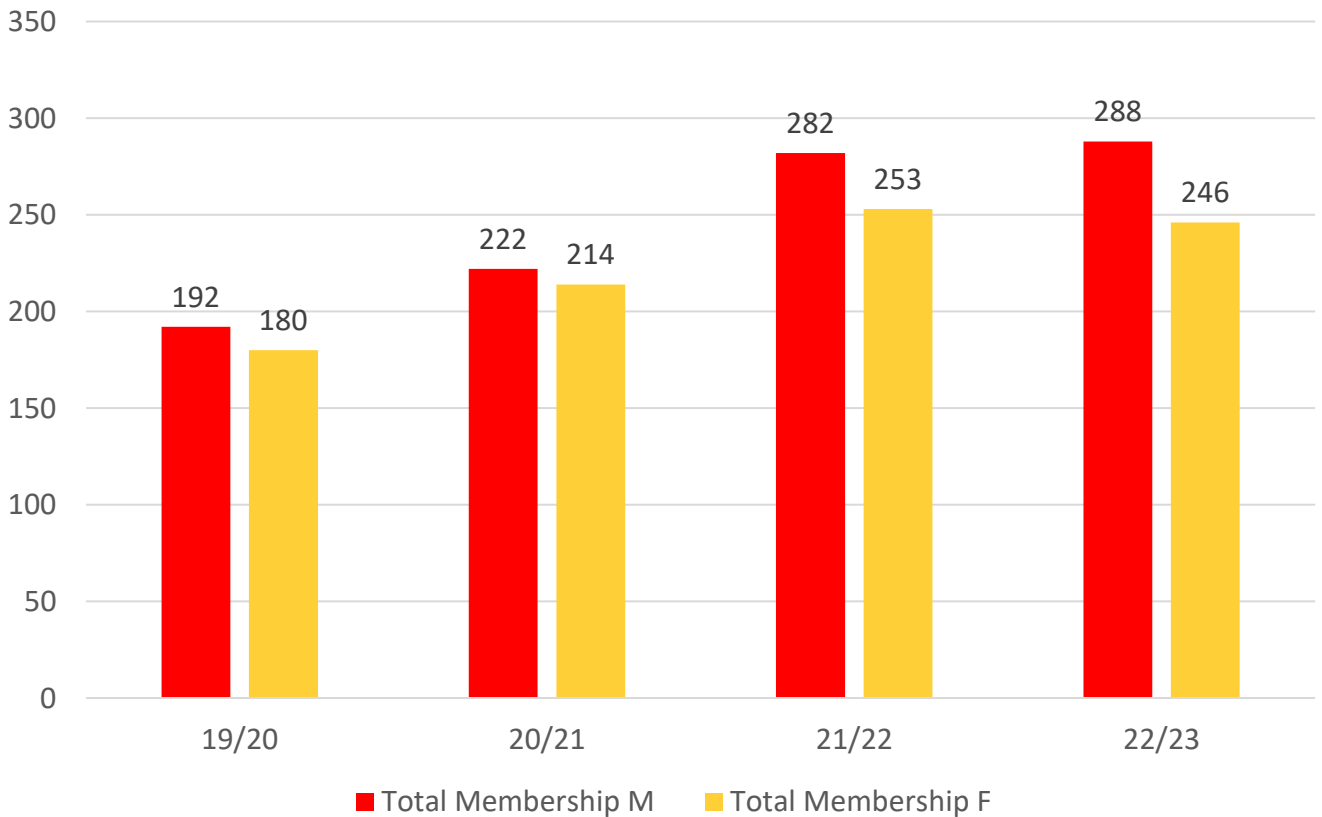
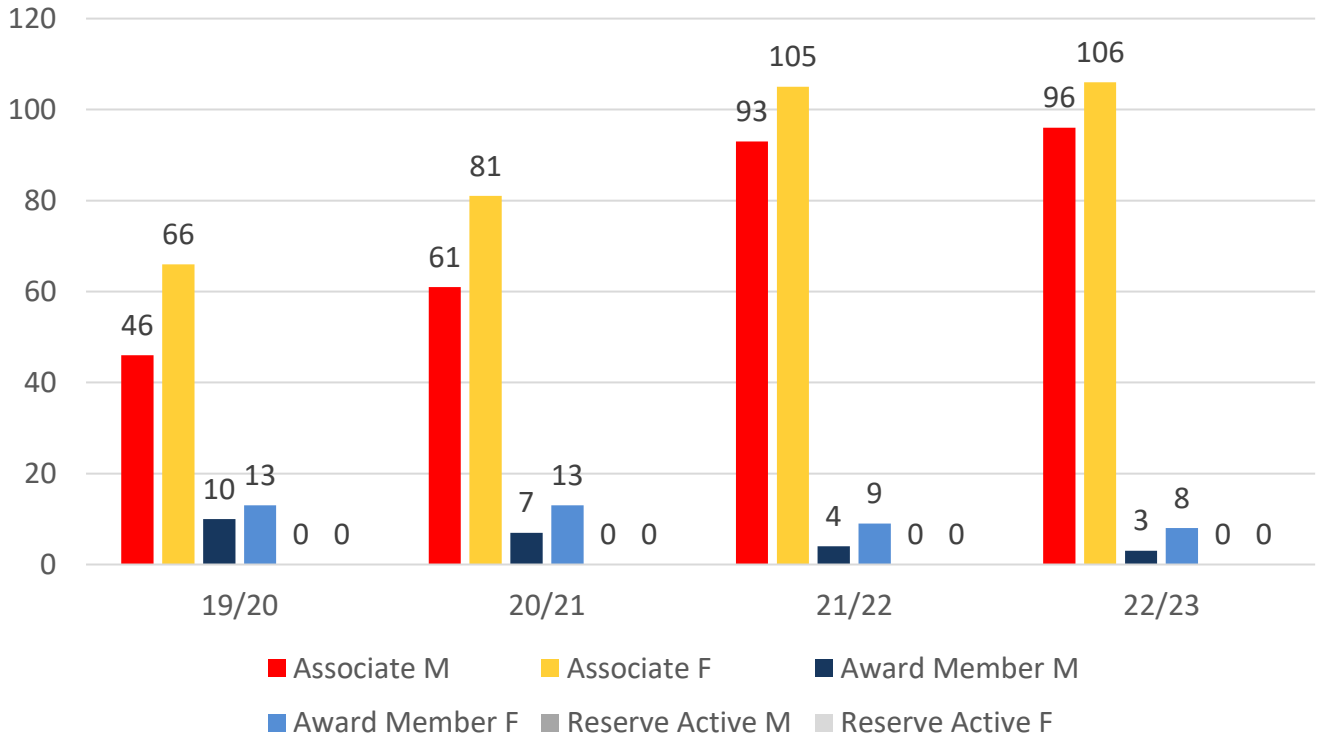
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



193

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



189

MEMBERS LOST FROM THE ORGANISATION

EMU PARK 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	2	0	0%	-2	0	0%	2	100%	8	400%	0	0%	10	400%
Junior Activities	196	107	55%	15	2	1%	87	44%	84	43%	0	0%	176	-10%
Cadet Member (13-15 years)	27	21	78%	-2	1	4%	5	19%	0	0%	2	7%	25	-7%
Active (15-18 yrs)	15	14	93%	-6	0	0%	1	7%	0	0%	0	0%	20	33%
Active (18yrs and over)	64	62	97%	-7	0	0%	2	3%	3	5%	3	5%	75	17%
Award Member	13	12	92%	1	0	0%	1	8%	0	0%	0	0%	11	-15%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	2	1	50%	0	0	0%	1	50%	1	50%	0	0%	2	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	198	104	53%	1	4	2%	90	45%	97	49%	2	1%	202	2%
Life Member	18	18	100%	0	0	0%	0	0%	0	0%	0	0%	18	0%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	119	109	92%		1	1%	9	8%	3	3%	5		131	10%
Total	535	339	63%		7	1%	189	35%	193	36%	7		539	1%

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

# MEMBERSHIP RETENTION

EMU PARK 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	24	20	83%	3	13%	0	0%	24
16-18 Years	17	14	82%	3	18%	0	0%	22
19-25 Years	15	15	100%	0	0%	0	0%	19
26-35 Years	5	5	100%	0	0%	0	0%	8
36-50 Years	39	37	95%	2	5%	1	3%	35
51-70 Years	19	18	95%	1	5%	2	11%	23
70+ Years	0	0		0		0		0
<b>Total</b>	119	109	92%	9	8%	3	3%	131



EMU PARK 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	27					36		36
Under 7	24	19	70%	8	30%	17	63%	36
Under 8	23	18	75%	6	25%	4	17%	22
Under 9	22	9	39%	13	57%	9	39%	18
Under 10	24	9	41%	12	55%	7	32%	16
Under 11	23	12	50%	12	50%	6	25%	18
Under 12	23	11	48%	12	52%	2	9%	13
Under 13	13	12	52%	11	48%	3	13%	15
Under 14	17	8	62%	5	38%	0	0%	2
Transitioned From JA		9	53%					

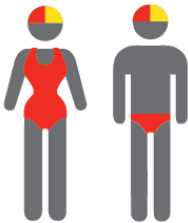
# MEMBERSHIP RETENTION

2020/21



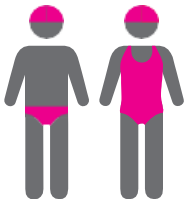
66%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



63%

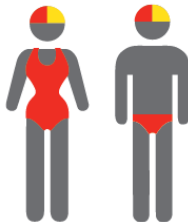
JUNIOR MEMBERSHIP  
RETENTION

2021/22



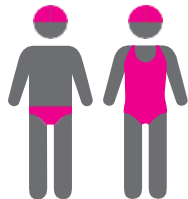
66%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



62%

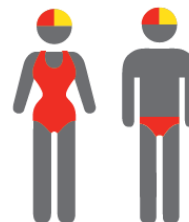
JUNIOR MEMBERSHIP  
RETENTION

2022/23



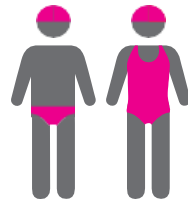
63%

TOTAL MEMBERSHIP  
RETENTION



92%

ACTIVE MEMBERSHIP  
RETENTION



55%

JUNIOR MEMBERSHIP  
RETENTION