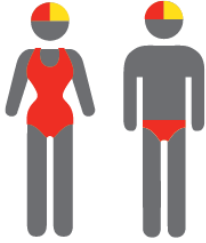


MEMBERSHIP STATISTICS REPORT 2021/22



78

ACTIVE MEMBERSHIP



3% Increase



157

TOTAL MEMBERSHIP



5% Decrease



29

JUNIOR MEMBERSHIP



15% 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.

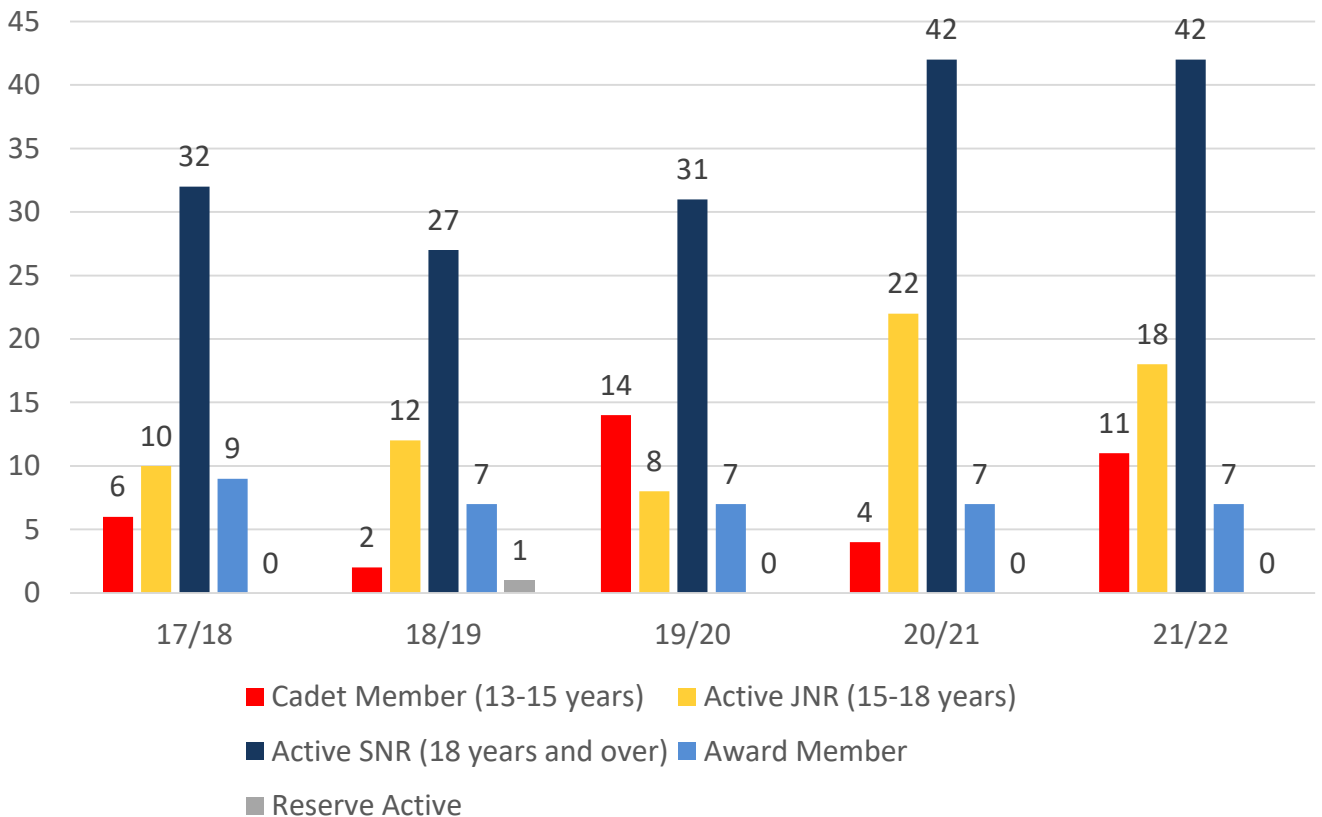
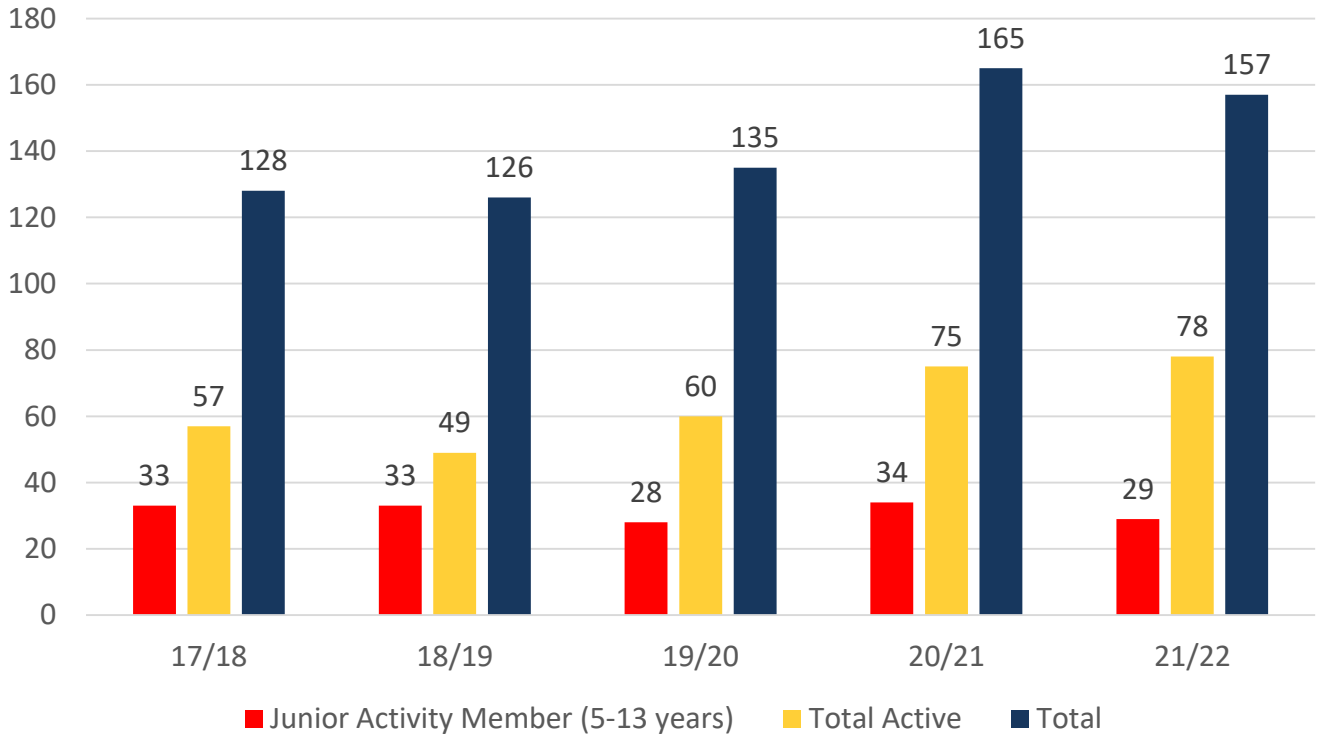
TOTAL MEMBERSHIP

MEMBERSHIP 2012-2022

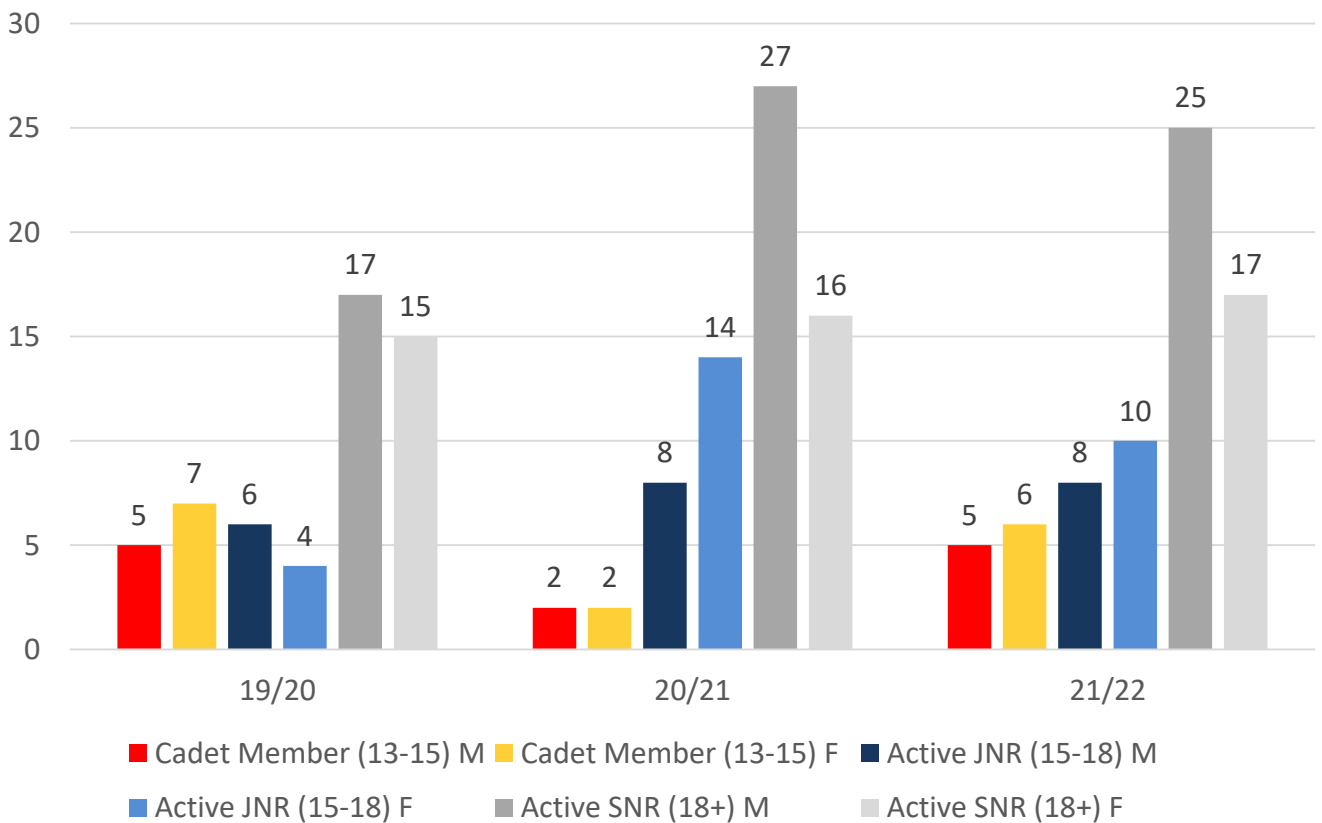
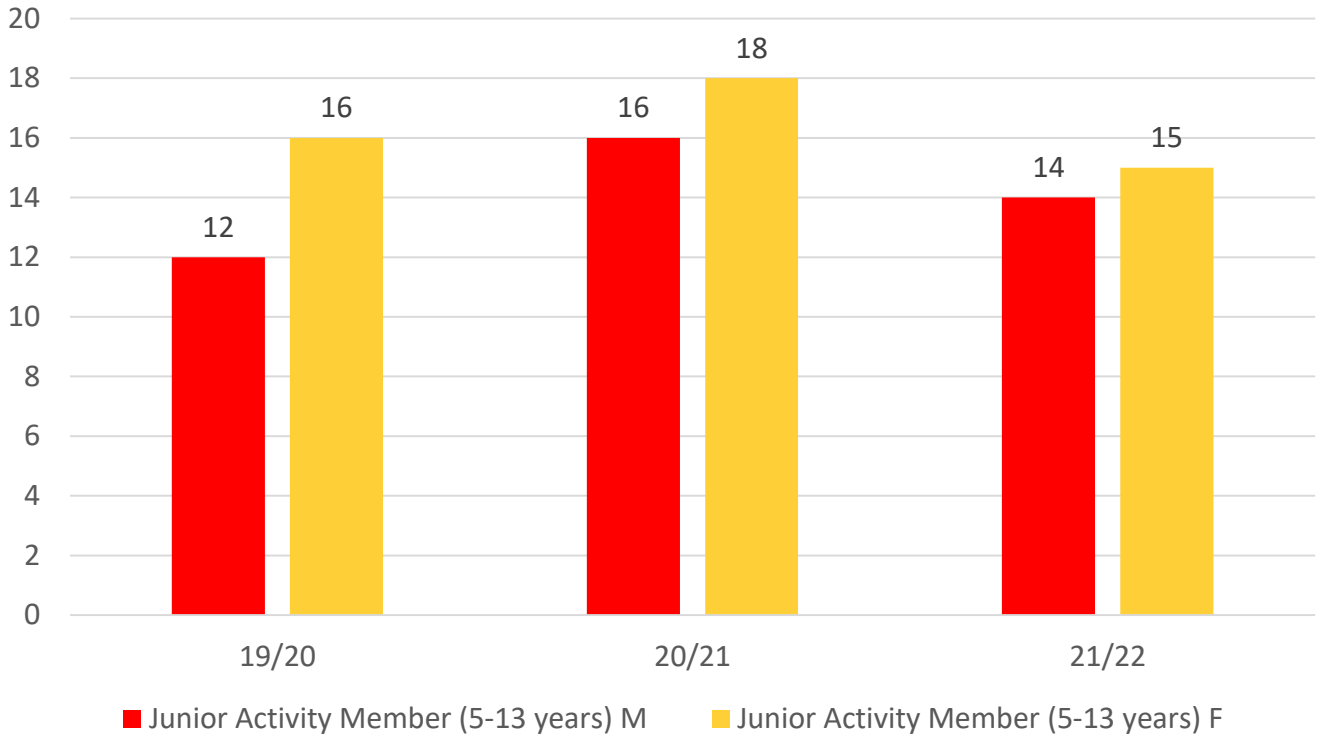
	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	24	2	0	0	0	0	1	0	0	5
Junior Activity Member (5-13 years)	44	28	35	36	52	33	33	28	34	29
Cadet Member (13-15 years)	10	8	6	7	13	6	2	14	4	11
Active Junior (15-18 years)	20	13	18	15	14	10	12	8	22	18
Active Senior (18years and over)	11	13	14	18	30	32	27	31	42	42
Award Member	1	5	9	11	14	9	7	7	7	7
Reserve Active	0	0	0	0	0	0	1	0	0	0
Long Service	0	0	0	0	0	0	0	0	0	0
Past Active	6	11	3	3	1	1	2	1	1	1
Associate	54	30	4	16	0	23	25	32	37	30
Life Member	14	6	6	6	6	14	14	14	14	14
General	0	9	45	26	53	0	2	0	4	0
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	0	0	0	0
Total Active	42	39	47	51	71	57	49	60	75	78
Total	184	125	140	138	183	128	126	135	165	157

	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	3	2	1	2	2	0	1	0	5	2
Under 7	0	2	4	1	3	2	0	3	3	5
Under 8	2	5	2	7	4	3	4	2	5	6
Under 9	3	6	6	3	8	3	3	3	2	4
Under 10	8	2	8	5	8	6	2	3	4	1
Under 11	5	3	2	9	7	7	5	2	3	3
Under 12	5	3	4	2	11	3	6	5	2	4
Under 13	3	3	5	3	6	7	3	6	3	2
Under 14	6	2	3	4	3	2	9	3	7	2
Junior Activities Total	35	28	35	36	52	33	33	27	34	29

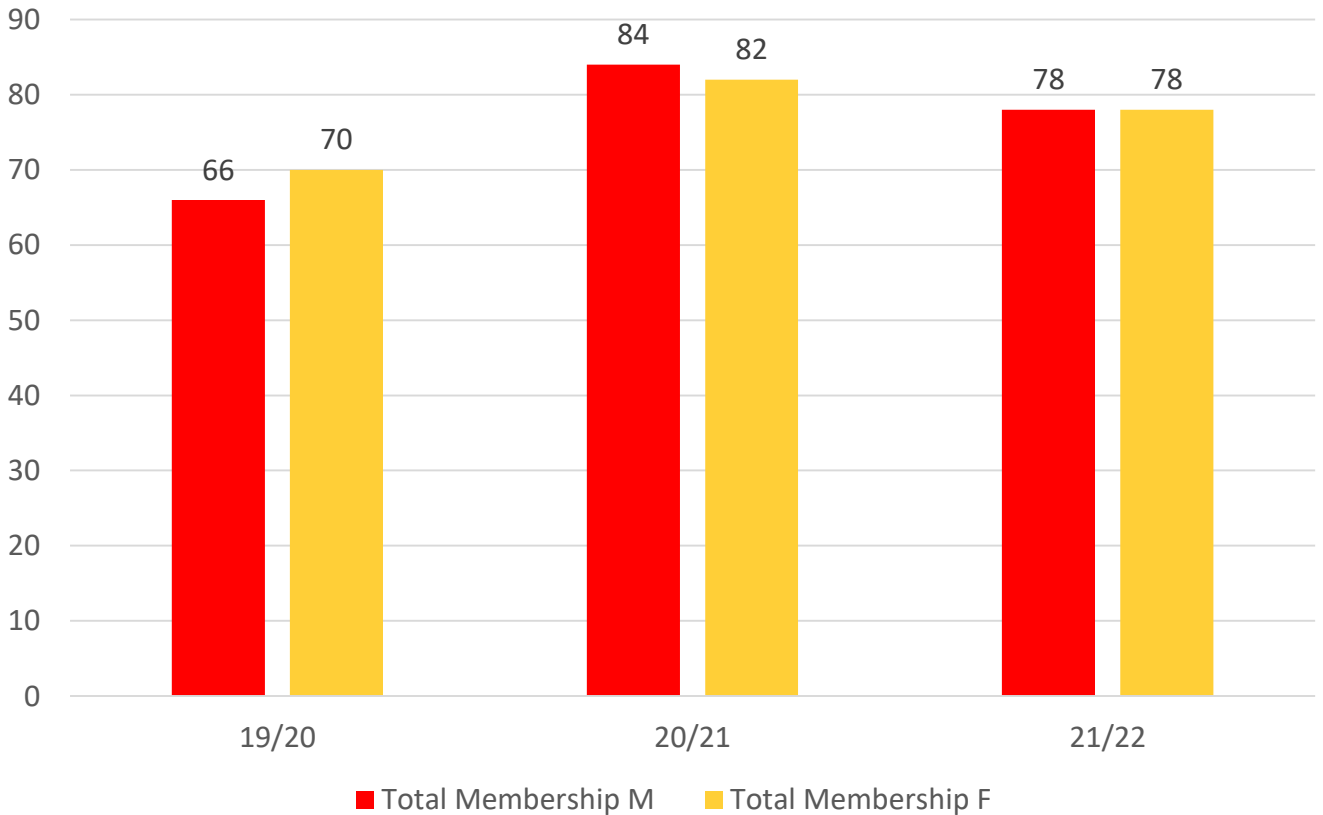
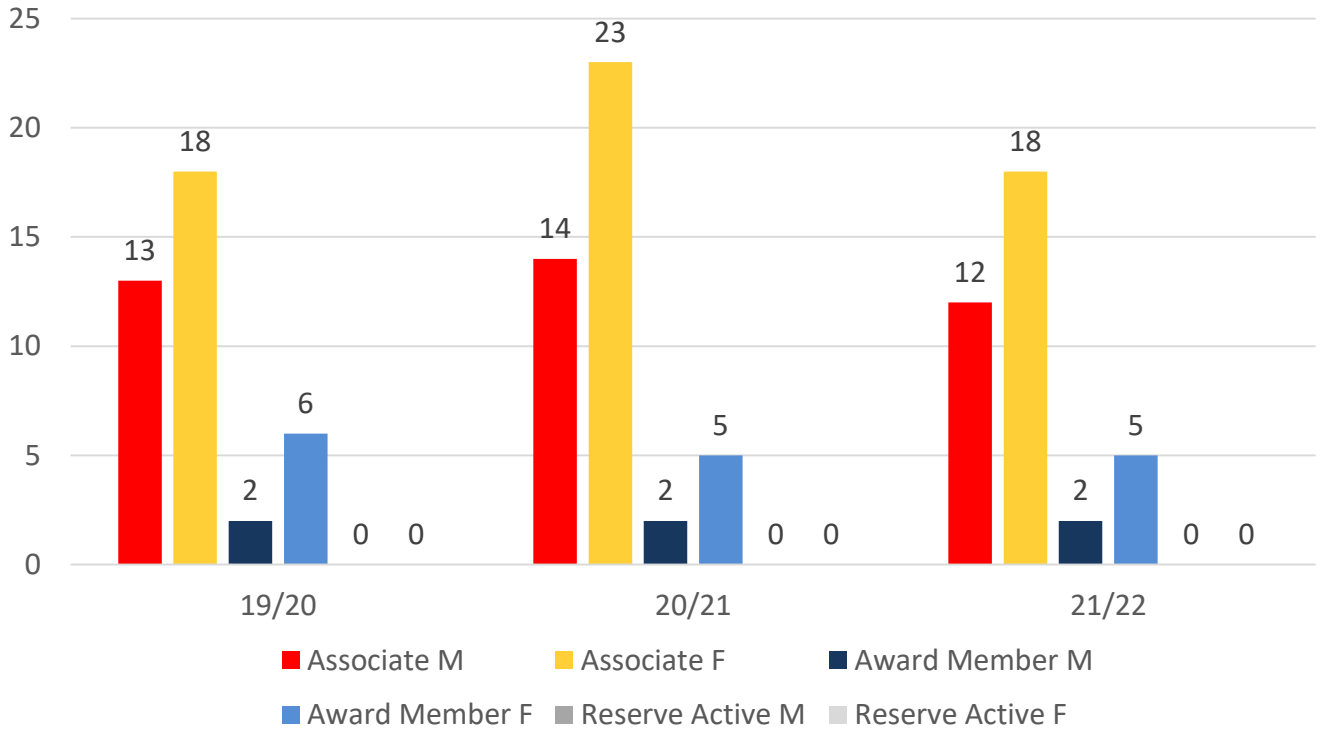
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



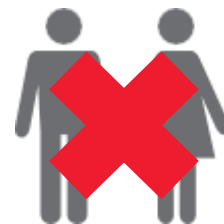
27

BRAND NEW MEMBERS



78%

MEMBERSHIP RETENTION



36

MEMBERS LOST FROM THE ORGANISATION

ETTY BAY 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	0	0		0	0	0	0	5		0		5		
Junior Activities	34	28	82%	7	0	0%	6	18%	8	24%	0	0%	29	-15%
Cadet Member (13-15 years)	4	4	100%	-7	0	0%	0	0%	0	0%	0	0%	11	175%
Active (15-18 yrs)	22	18	82%	2	0	0%	4	18%	2	9%	0	0%	18	-18%
Active (18yrs and over)	43	36	84%	-3	0	0%	7	16%	3	7%	0	0%	42	-2%
Award Member	7	6	86%	-1	0	0%	1	14%	0	0%	0	0%	7	0%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Associate	37	21	57%	0	0	0%	16	43%	9	24%	0	0%	30	-19%
Life Member	14	14	100%	0	0	0%	0	0%	0	0%	0	0%	14	0%
General	4	2	50%	2	0	0%	2	50%	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	0	0		0	0		0		0		0		0	
Total Active	76	64	84%		0	0%	12	16%	5	7%	0		78	3%
Total	166	130	78%		0	0%	36	22%	27	16%	0		157	-5%

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

MEMBERSHIP RETENTION

ETTY BAY SLSC 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	10	8	80%	2	20%	0	0%	11
16-18 Years	16	14	88%	2	13%	2	13%	19
19-25 Years	13	8	62%	5	38%	0	0%	8
26-35 Years	0	0		0		0		1
36-50 Years	20	19	95%	1	5%	3	15%	23
51-70 Years	17	15	88%	2	12%	0	0%	16
70+ Years	0	0		0		0		0
Total	76	64	84%	12	16%	5	7%	78

ETTY BAY SLSC 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	5					2		2
Under 7	3	4	80%	1	20%	1	20%	5
Under 8	5	3	100%	0	0%	3	100%	6
Under 9	2	4	80%	1	20%	0	0%	4
Under 10	4	0	0%	2	100%	1	50%	1
Under 11	3	3	75%	1	25%	0	0%	3
Under 12	2	3	100%	0	0%	1	33%	4
Under 13	3	2	100%	0	0%	0	0%	2
Under 14	7	3	100%	0	0%	0	0%	2
Transitioned From JA		6	86%					

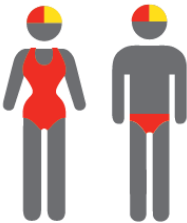
MEMBERSHIP RETENTION

2019/20



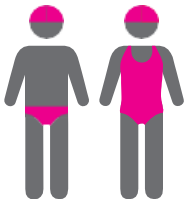
86%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



88%

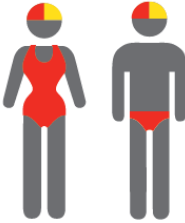
JUNIOR MEMBERSHIP
RETENTION

2020/21



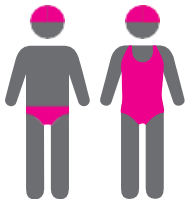
92%

TOTAL MEMBERSHIP
RETENTION



92%

ACTIVE MEMBERSHIP
RETENTION



93%

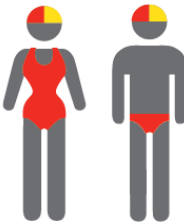
JUNIOR MEMBERSHIP
RETENTION

2021/22



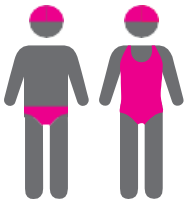
78%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



82%

JUNIOR MEMBERSHIP
RETENTION