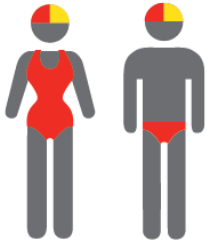


MEMBERSHIP STATISTICS REPORT EOS 2022/23



67

ACTIVE MEMBERSHIP



14% Decrease



135

TOTAL MEMBERSHIP



13% Decrease



30

JUNIOR MEMBERSHIP



3% 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

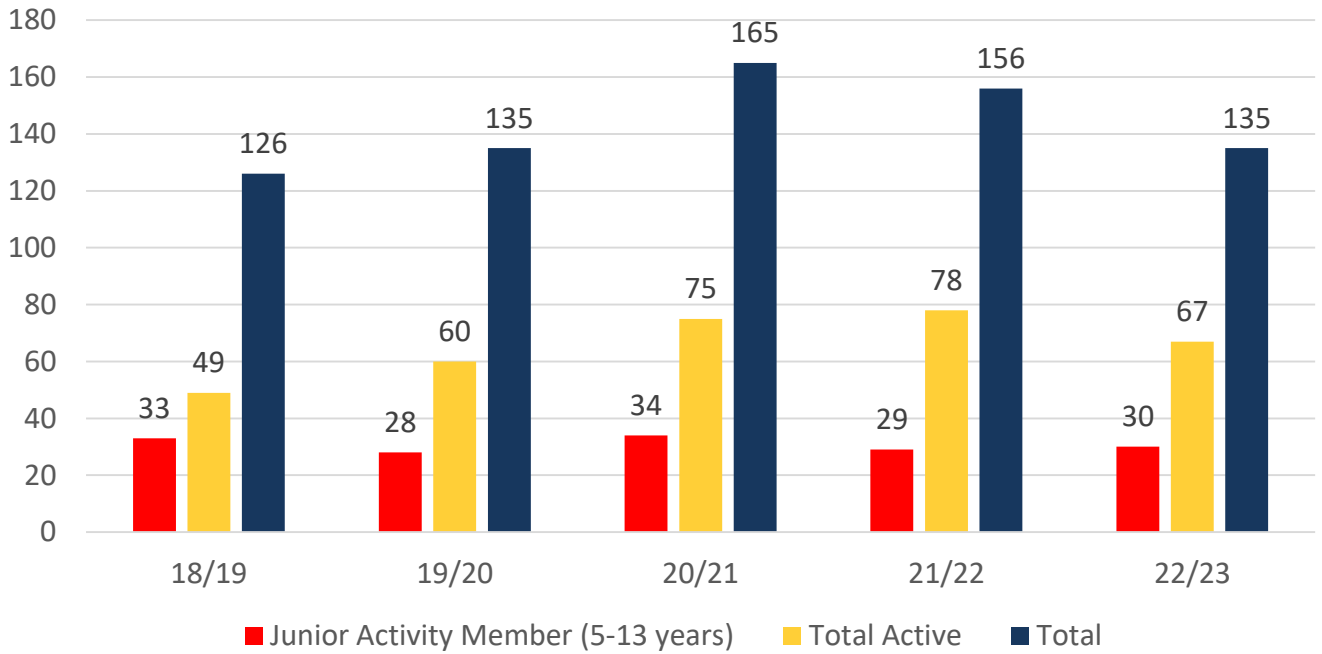
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	1	0	0	4	3
Junior Activity Member (5-13 years)	33	28	34	29	30
Cadet Member (13-15 years)	2	14	4	11	7
Active Junior (15-18 years)	12	8	22	18	12
Active Senior (18years and over)	27	31	42	42	39
Award Member	7	7	7	7	9
Reserve Active	1	0	0	0	0
Long Service	0	0	0	0	0
Past Active	2	1	1	1	1
Associate	25	32	37	30	21
Life Member	14	14	14	14	13
General	2	0	4	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	49	60	75	78	67
Total	126	135	165	156	135

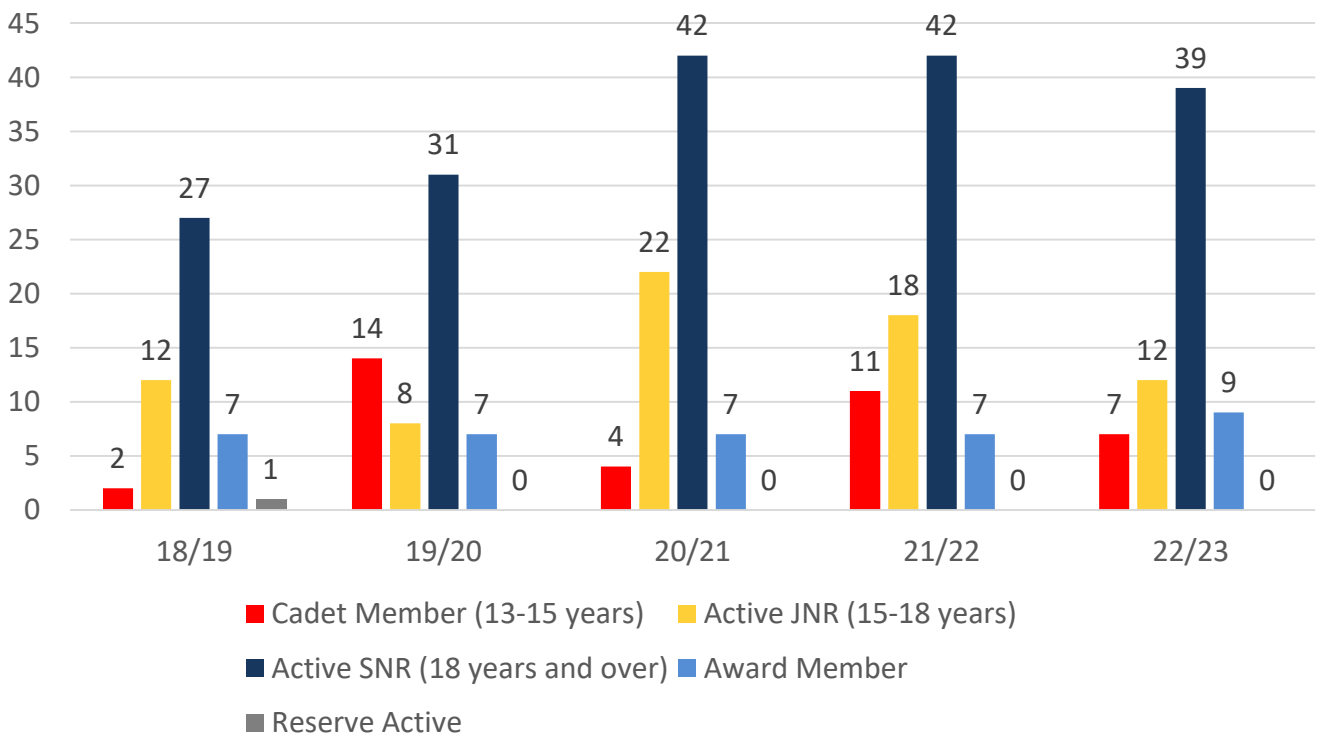
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	1	0	5	2	3
Under 7	0	3	3	5	3
Under 8	4	2	5	6	4
Under 9	3	3	2	4	6
Under 10	2	3	4	1	4
Under 11	5	2	3	3	1
Under 12	6	5	2	4	4
Under 13	3	6	3	2	3
Under 14	9	3	7	4	2
Junior Activities Total	33	27	34	31	30

5 YEAR TREND ANALYSIS

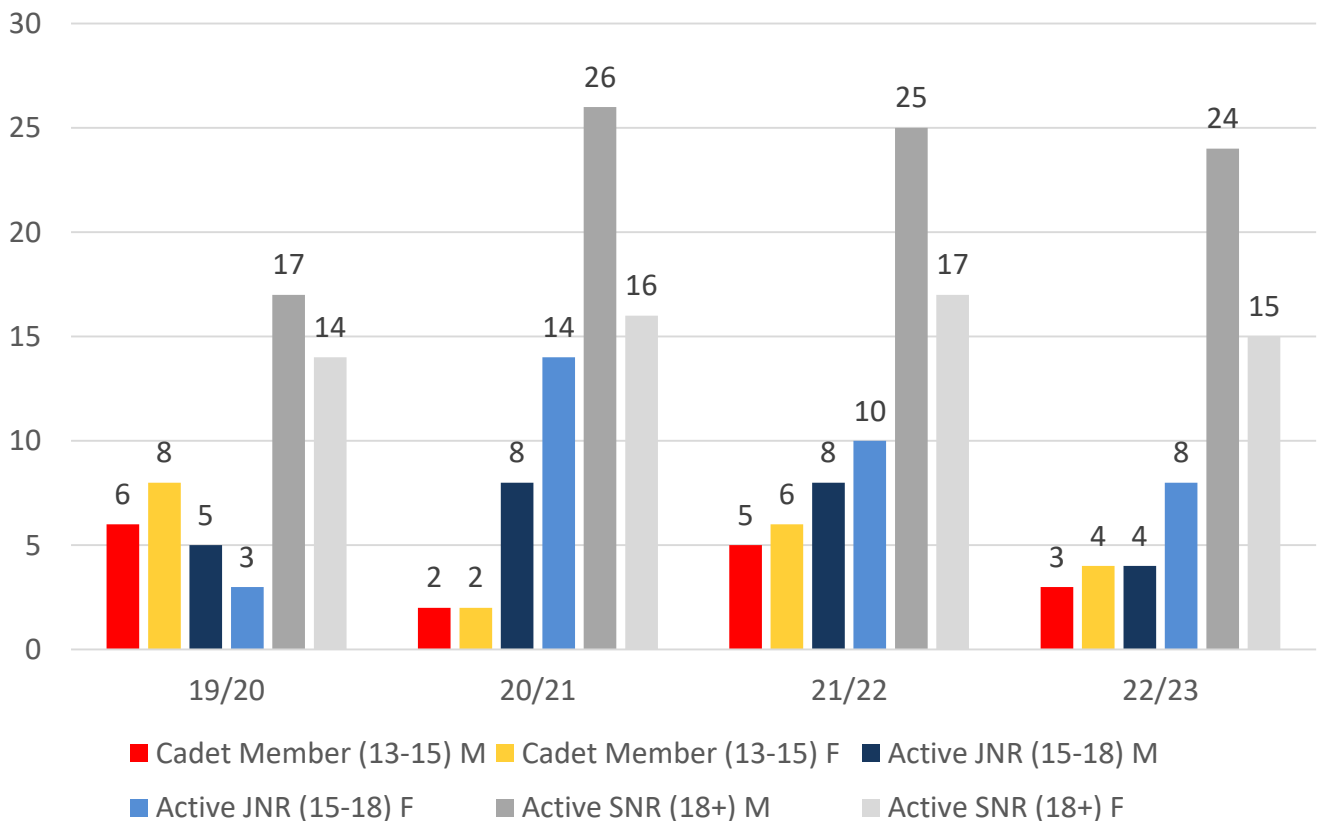
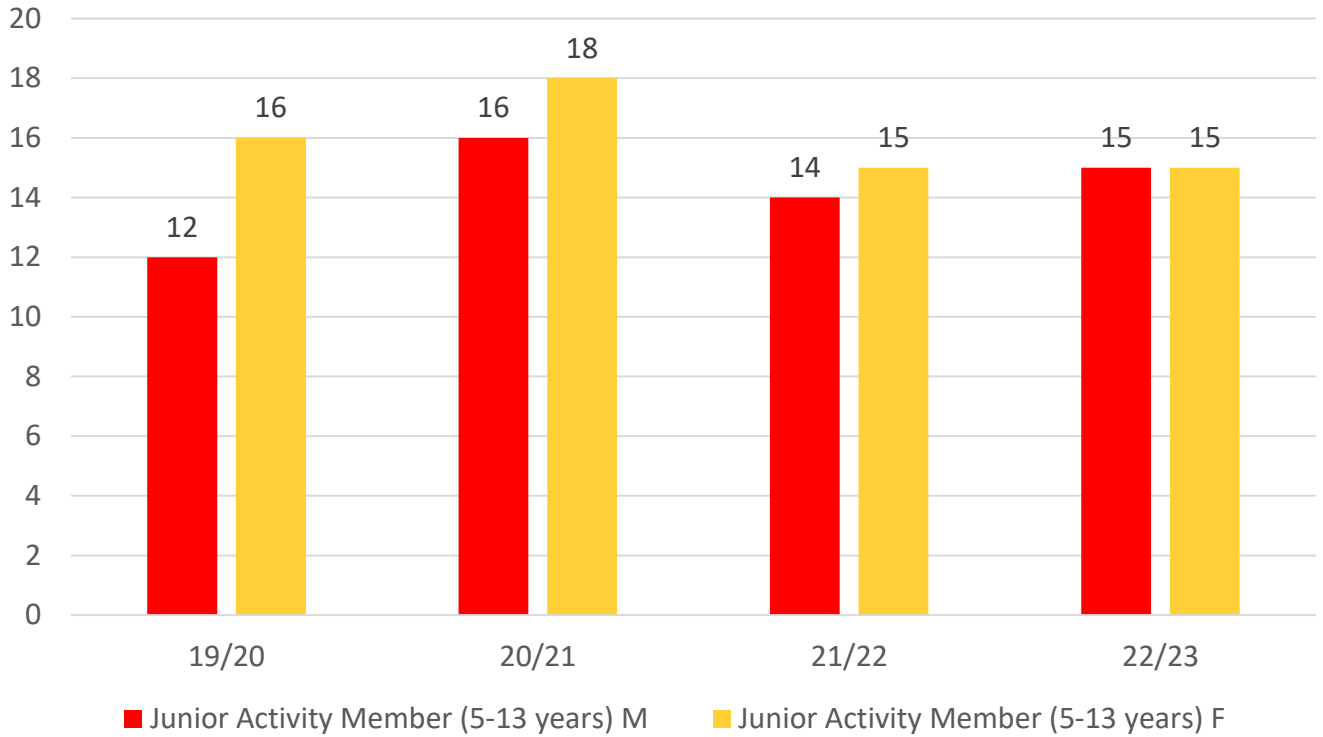
Total Membership



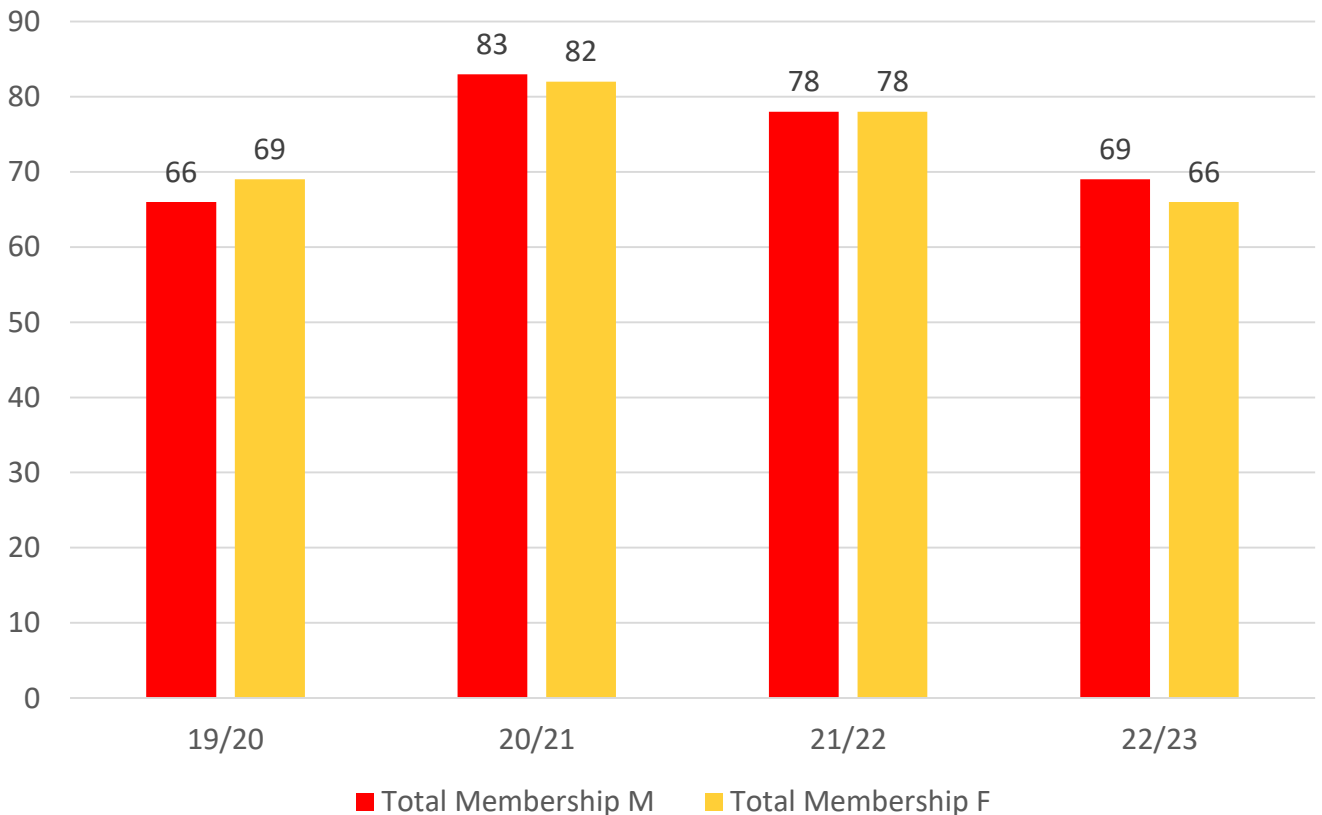
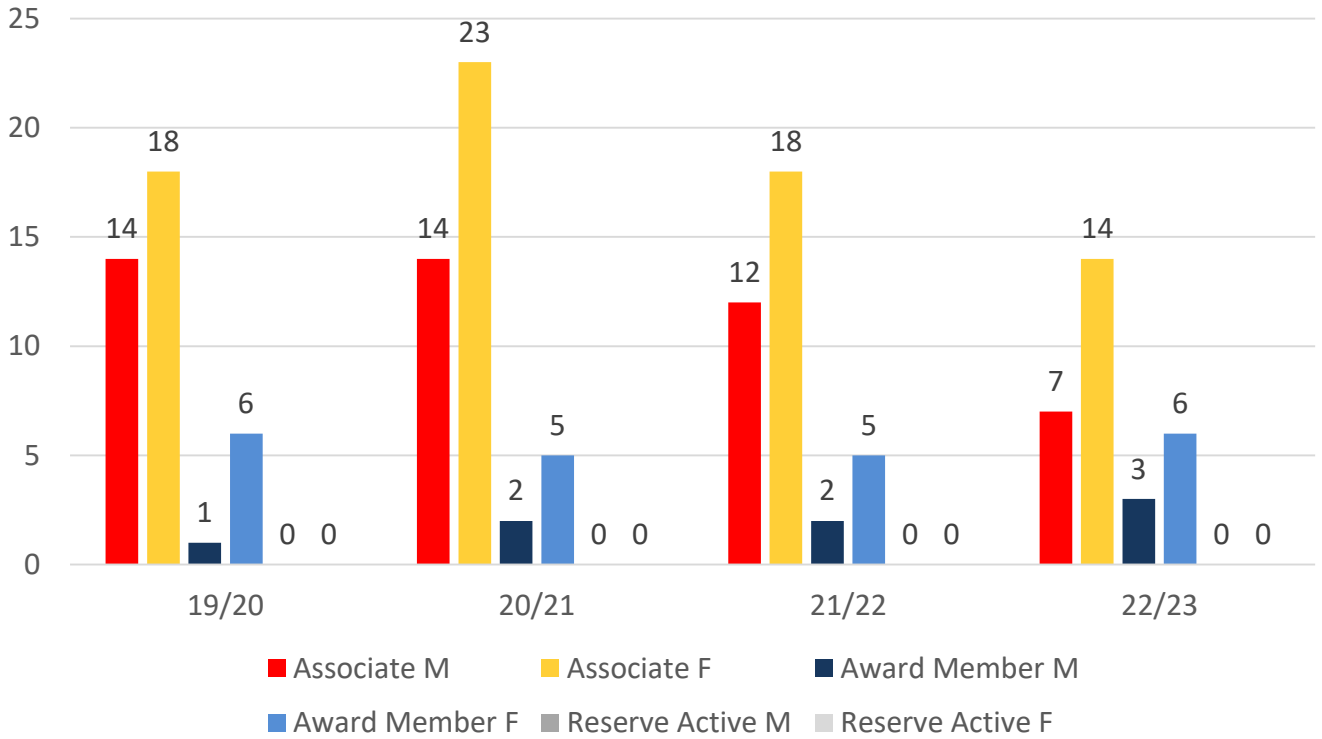
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



20

BRAND NEW MEMBERS



74%

MEMBERSHIP RETENTION



36

MEMBERS LOST FROM ETTY BAY

ETTY BAY 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	4	1	25%	1	0	0%	3	75%	3	75%	0	0%	3	-25%
Junior Activities	29	22	76%	1	3	10%	4	14%	9	31%	0	0%	30	3%
Cadet Member (13-15 years)	11	9	82%	2	0	0%	2	18%	0	0%	0	0%	7	-36%
Active (15-18 yrs)	18	13	72%	1	0	0%	5	28%	0	0%	0	0%	12	-33%
Active (18yrs and over)	42	35	83%	-4	1	2%	6	14%	0	0%	0	0%	39	-7%
Award Member	7	6	86%	-2	0	0%	1	14%	1	14%	0	0%	9	29%
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	30	15	50%	1	1	3%	14	47%	7	23%	0	0%	21	-30%
Life Member	14	13	93%	0	0	0%	1	7%	0	0%	0	0%	13	-7%
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	78	63	81%		1	1%	14	18%	1	1%	0		67	-14%
Total	156	115	74%		5	3%	36	23%	20	13%	0		135	-13%

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

MEMBERSHIP RETENTION

ETTY BAY 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	9	82%	2	18%	0	0%	7
16-18 Years	19	13	68%	6	32%	0	0%	15
19-25 Years	8	5	63%	3	38%	0	0%	5
26-35 Years	1	1	100%	0	0%	0	0%	2
36-50 Years	23	20	87%	2	9%	0	0%	20
51-70 Years	16	15	94%	1	6%	1	6%	18
70+ Years	0	0		0		0		0
Total	78	63	81%	14	18%	1	1%	67

ETTY BAY 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	2					3		3
Under 7	5	1	50%	1	50%	2	100%	3
Under 8	6	3	60%	1	20%	1	20%	4
Under 9	4	5	83%	1	17%	1	17%	6
Under 10	1	3	75%	1	25%	1	25%	4
Under 11	3	1	100%	0	0%	0	0%	1
Under 12	4	3	100%	0	0%	1	33%	4
Under 13	2	3	75%	0	0%	0	0%	3
Under 14	2	2	100%	0	0%	0	0%	2
Transitioned From JA		1	50%					

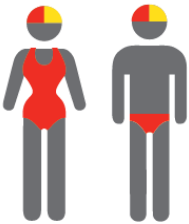
MEMBERSHIP RETENTION

2020/21



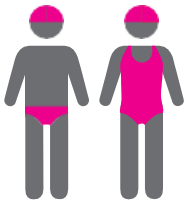
92%

TOTAL MEMBERSHIP
RETENTION



92%

ACTIVE MEMBERSHIP
RETENTION



93%

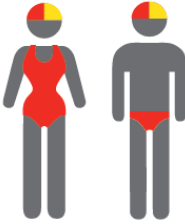
JUNIOR MEMBERSHIP
RETENTION

2021/22



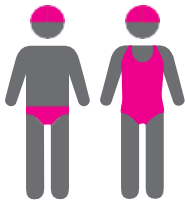
78%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



82%

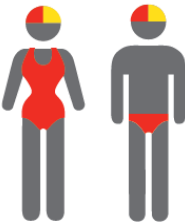
JUNIOR MEMBERSHIP
RETENTION

2022/23



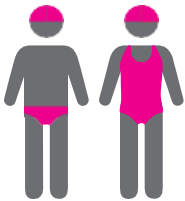
74%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



76%

JUNIOR MEMBERSHIP
RETENTION