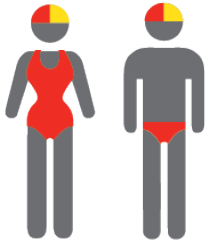


## MEMBERSHIP STATISTICS REPORT 2020/2021



63

ACTIVE MEMBERSHIP



54% Increase



237

TOTAL MEMBERSHIP



14% Decrease



89

JUNIOR MEMBERSHIP



26% 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

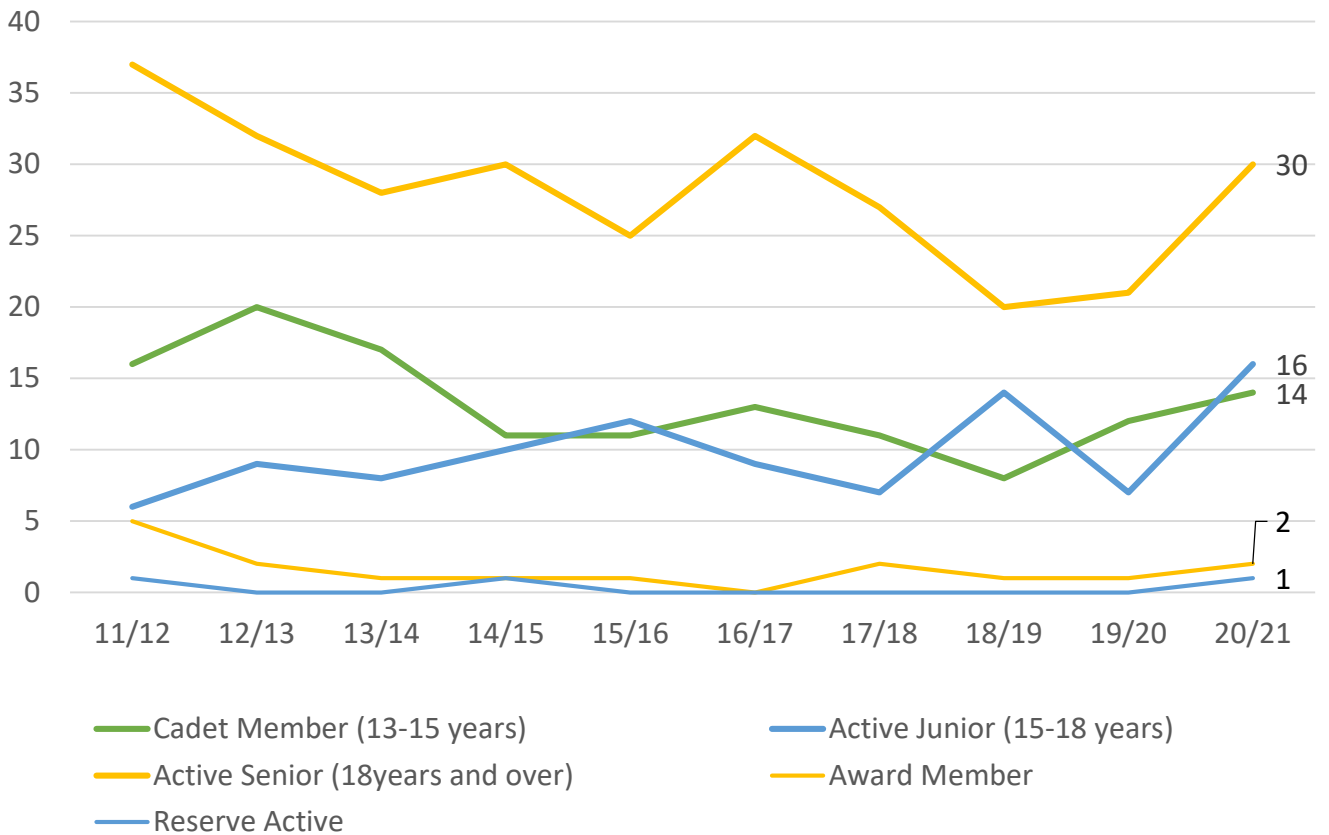
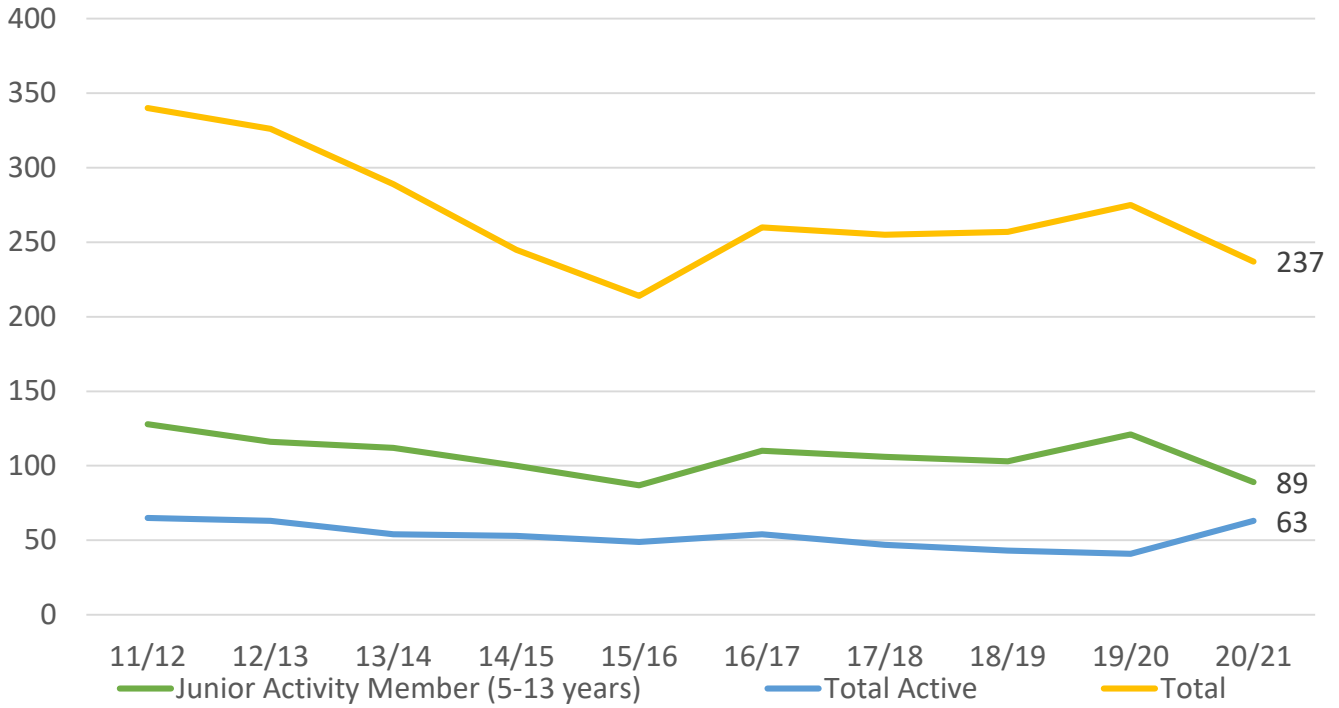
## MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	72	5	0	0	2	0	3	5	2	3
Junior Activity Member (5-13 years)	128	116	112	100	87	110	106	103	121	89
Cadet Member (13-15 years)	16	20	17	11	11	13	11	8	12	14
Active Junior (15-18 years)	6	9	8	10	12	9	7	14	7	16
Active Senior (18years and over)	37	32	28	30	25	32	27	20	21	30
Award Member	5	2	1	1	1	0	2	1	1	2
Reserve Active	1	0	0	1	0	0	0	0	0	1
Long Service	0	0	0	0	0	0	0	0	0	0
Past Active	0	0	0	0	0	0	0	1	1	0
Associate	73	86	121	90	69	84	87	95	101	73
Life Member	2	2	2	2	6	8	8	8	8	8
General	0	54	0	0	0	0	0	0	0	0
Honorary	0	0	0	0	0	3	3	1	1	1
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	1	1	1	1	0	0
Total Active	65	63	54	53	49	54	47	43	41	63
Total	340	326	289	245	214	260	255	257	275	237

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	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	18	18	14	16	14	15	14	15	24	15
Under 7	14	16	21	14	16	12	24	16	18	12
Under 8	14	12	14	12	14	17	10	12	15	12
Under 9	17	15	15	12	7	14	10	19	17	15
Under 10	13	18	12	12	10	10	12	14	13	10
Under 11	16	18	10	10	8	13	10	7	15	9
Under 12	12	14	12	9	8	11	11	6	10	11
Under 13	12	11	9	10	7	8	6	9	3	3
Under 14	12	8	5	5	3	10	9	5	6	2
Junior Activities Total	128	130	112	100	87	110	106	103	121	89

# TREND ANALYSIS



# MEMBERSHIP RETENTION



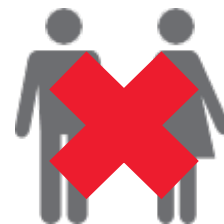
**103**

**BRAND NEW MEMBERS**



**49%**

**MEMBERSHIP RETENTION**



**133**

**MEMBERS LOST FROM THE ORGANISATION**

Eimeo 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	2	1	50%	1	0	0%	1	50%	3	150%	0	0%	3	50%
Junior Activities	121	48	40%	3	4	3%	69	57%	44	36%	0	0%	89	-26%
Cadet Member (13-15 years)	12	11	92%	3	0	0%	1	8%	6	50%	0	0%	14	17%
Active (15-18 yrs)	7	4	57%		0	0%	3	43%	6	86%	0	0%	16	129%
Active (18yrs and over)	21	15	71%		2	10%	4	19%	10	48%	0	0%	30	43%
Award Member	1	0	0%		1	100%	0	0%	1	100%	0	0%	2	100%
Reserve Active	0	0			0		0		0		0		1	
Long Service	0	0			0		0		0		0		0	
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	101	45	45%	5	1	1%	55	54%	33	33%	0	0%	73	-28%
Life Member	8	8	100%		0	0%	0	0%	0	0%	0	0%	8	0%
General	0	0			0		0		0		0		0	
Honorary	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
<b>Total Active</b>	<b>41</b>	<b>30</b>	<b>73%</b>		<b>3</b>	<b>7%</b>	<b>8</b>	<b>20%</b>	<b>23</b>	<b>56%</b>	<b>0</b>		<b>63</b>	<b>54%</b>
<b>Total</b>	<b>275</b>	<b>134</b>	<b>49%</b>		<b>8</b>	<b>3%</b>	<b>133</b>	<b>48%</b>	<b>103</b>	<b>37%</b>	<b>0</b>		<b>237</b>	<b>-14%</b>

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

# MEMBERSHIP RETENTION

Eimeo 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	9	8	89%	1	11%	8	89%	14
16-18 Years	10	7	70%	3	30%	4	40%	15
19-25 Years	2	1	50%	0	0%	2	100%	4
26-35 Years	5	3	60%	1	20%	5	100%	8
36-50 Years	13	10	77%	2	15%	4	31%	21
51-70 Years	2	1	50%	1	50%	0	0%	1
70+ Years	0	0		0		0		0
<b>Total</b>	41	30	73%	8	20%	23	56%	63

Eimeo 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	24					15		15
Under 7	18	6	25%	17	71%	6	25%	12
Under 8	15	9	50%	8	44%	3	17%	12
Under 9	17	9	60%	6	40%	6	40%	15
Under 10	13	6	35%	11	65%	4	24%	10
Under 11	15	6	46%	7	54%	3	23%	9
Under 12	10	6	40%	8	53%	5	33%	11
Under 13	3	2	20%	7	70%	1	10%	3
Under 14	6	1	33%	2	67%	1	33%	2
Transitioned From JA		3	50%					

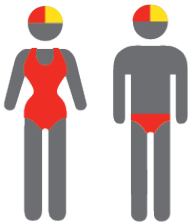
# MEMBERSHIP RETENTION

2018/19



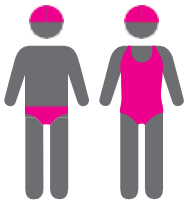
52%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



43%

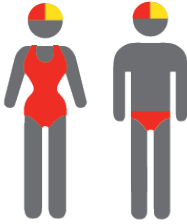
JUNIOR MEMBERSHIP  
RETENTION

2019/20



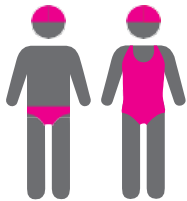
56%

TOTAL MEMBERSHIP  
RETENTION



63%

ACTIVE MEMBERSHIP  
RETENTION



51%

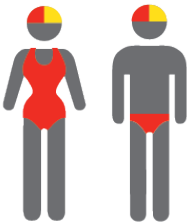
JUNIOR MEMBERSHIP  
RETENTION

2020/21



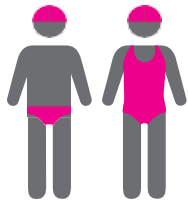
49%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



40%

JUNIOR MEMBERSHIP  
RETENTION