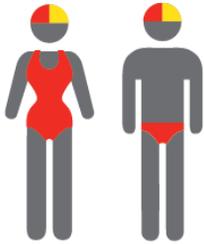


MEMBERSHIP STATISTICS REPORT 2020/2021



57

ACTIVE MEMBERSHIP



8% Increase



292

TOTAL MEMBERSHIP



4% Increase



126

JUNIOR MEMBERSHIP



1% 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.

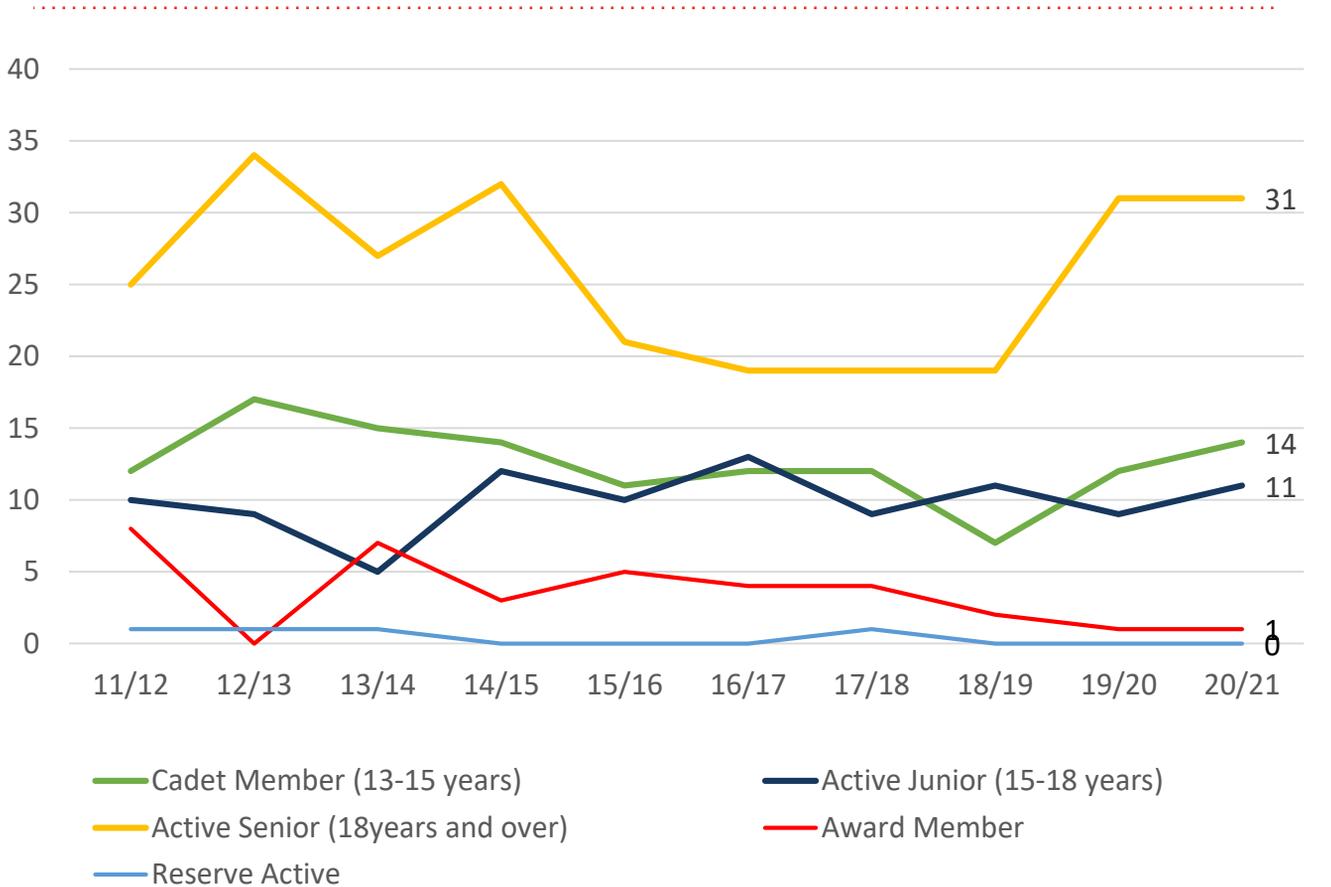
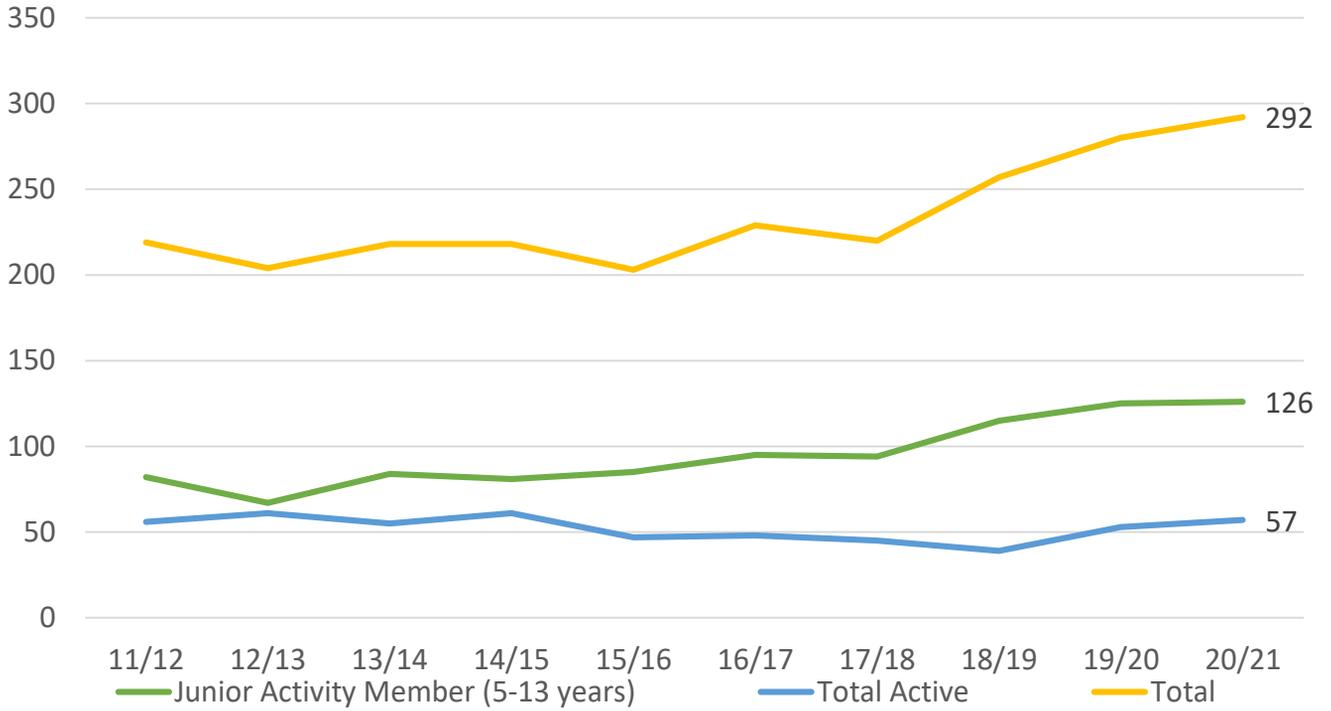
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total									
Probationary	7	0	2	4	1	3	0	0	1	0
Junior Activity Member (5-13 years)	82	67	84	81	85	95	94	115	125	126
Cadet Member (13-15 years)	12	17	15	14	11	12	12	7	12	14
Active Junior (15-18 years)	10	9	5	12	10	13	9	11	9	11
Active Senior (18years and over)	25	34	27	32	21	19	19	19	31	31
Award Member	8	0	7	3	5	4	4	2	1	1
Reserve Active	1	1	1	0	0	0	1	0	0	0
Long Service	0	0	0	0	3	3	3	7	7	6
Past Active	4	1	3	2	0	4	2	3	1	2
Associate	64	61	58	58	54	62	61	77	78	85
Life Member	6	12	12	11	13	13	11	12	12	15
General	0	0	0	1	0	1	0	0	0	0
Honorary	0	2	4	0	0	0	3	3	3	1
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	0	0	1	1	0	0
Total Active	56	61	55	61	47	48	45	39	53	57
Total	219	204	218	218	203	229	220	257	280	292

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total									
Under 6	11	10	11	5	10	13	14	11	17	15
Under 7	11	10	14	14	5	16	10	17	11	16
Under 8	6	13	17	13	14	6	10	17	21	17
Under 9	9	9	12	14	15	16	12	16	14	20
Under 10	8	4	4	10	11	14	16	14	16	9
Under 11	10	9	11	5	10	10	14	15	16	15
Under 12	7	7	5	15	4	15	8	9	14	12
Under 13	8	8	8	2	14	3	10	8	8	12
Under 14	12	6	2	3	1	2	0	8	8	10
Junior Activities Total	82	76	84	81	84	95	94	115	125	126

TREND ANALYSIS



MEMBERSHIP RETENTION



101

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



87

MEMBERS LOST FROM THE ORGANISATION

Elliott Heads SLSC 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	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Junior Activities	125	83	66%	7	2	2%	40	32%	50	40%	0	0%	126	1%
Cadet Member (13-15 years)	12	9	75%		0	0%	3	25%	0	0%	0	0%	14	17%
Active (15-18 yrs)	9	8	89%		0	0%	1	11%	2	22%	0	0%	11	22%
Active (18yrs and over)	31	26	84%		0	0%	5	16%	5	16%	0	0%	31	0%
Award Member	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	7	6	86%		0	0%	1	14%	0	0%	0	0%	6	-14%
Past Active	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	100%
Associate	78	44	56%		0	0%	34	44%	41	53%	0	0%	85	9%
Life Member	12	12	100%		0	0%	0	0%	2	17%	0	0%	15	25%
General	0	0			0		0		0		0		0	
Honorary	3	1	33%		0	0%	2	67%	0	0%	0	0%	1	-67%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	53	44	83%		0	0%	9	17%	7	13%	0		57	8%
Total	280	191	68%		2	1%	87	31%	101	36%	0		292	4%

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

MEMBERSHIP RETENTION

Elliott Heads SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	8	73%	3	27%	0	0%	9
16-18 Years	11	10	91%	1	9%	2	18%	15
19-25 Years	5	4	80%	1	20%	1	20%	8
26-35 Years	4	4	100%	0	0%	1	25%	4
36-50 Years	20	17	85%	3	15%	3	15%	20
51-70 Years	2	1	50%	1	50%	0	0%	1
70+ Years	0	0		0		0		0
Total	53	44	83%	9	17%	7	13%	57

Elliott Heads SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	17					14		15
Under 7	11	8	47%	8	47%	9	53%	16
Under 8	21	10	91%	1	9%	7	64%	17
Under 9	14	13	62%	7	33%	7	33%	20
Under 10	16	9	64%	5	36%	0	0%	9
Under 11	16	10	63%	6	38%	5	31%	15
Under 12	14	7	44%	9	56%	5	31%	12
Under 13	8	11	79%	3	21%	1	7%	12
Under 14	8	8	100%	0	0%	2	25%	10
Transitioned From JA		7	88%					

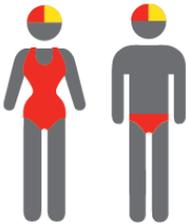
MEMBERSHIP RETENTION

2018/19



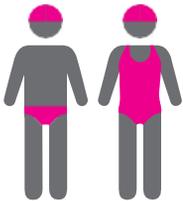
74%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



74%

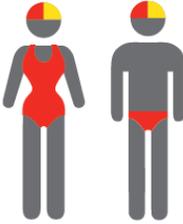
JUNIOR MEMBERSHIP
RETENTION

2019/20



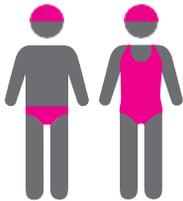
68%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



69%

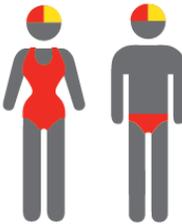
JUNIOR MEMBERSHIP
RETENTION

2020/21



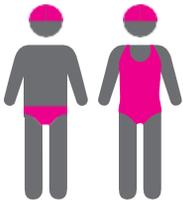
68%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION