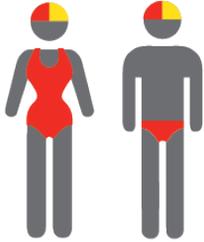


MEMBERSHIP STATISTICS REPORT 2020/2021



107

ACTIVE MEMBERSHIP



14% Increase



258

TOTAL MEMBERSHIP



1% Increase



64

JUNIOR MEMBERSHIP



24% 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.

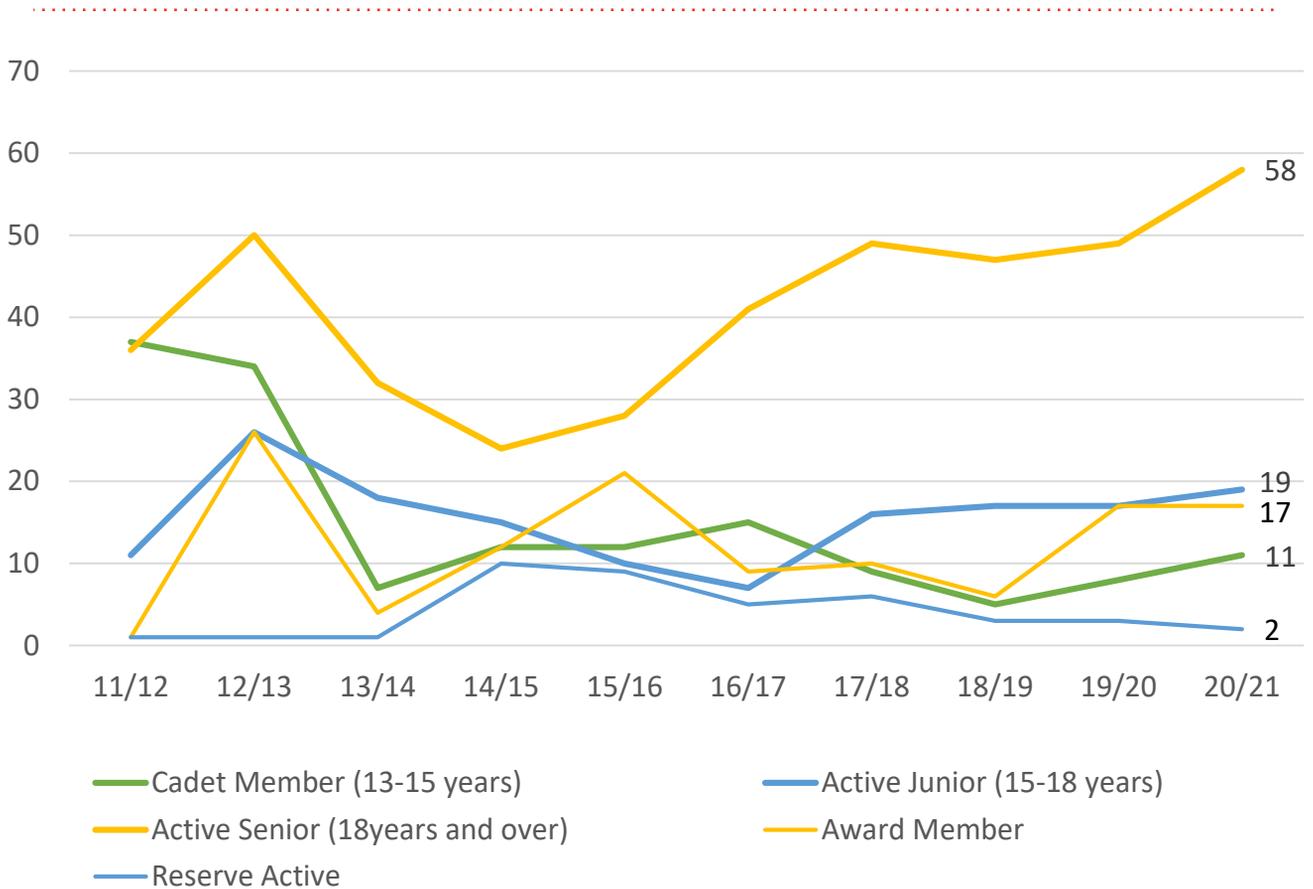
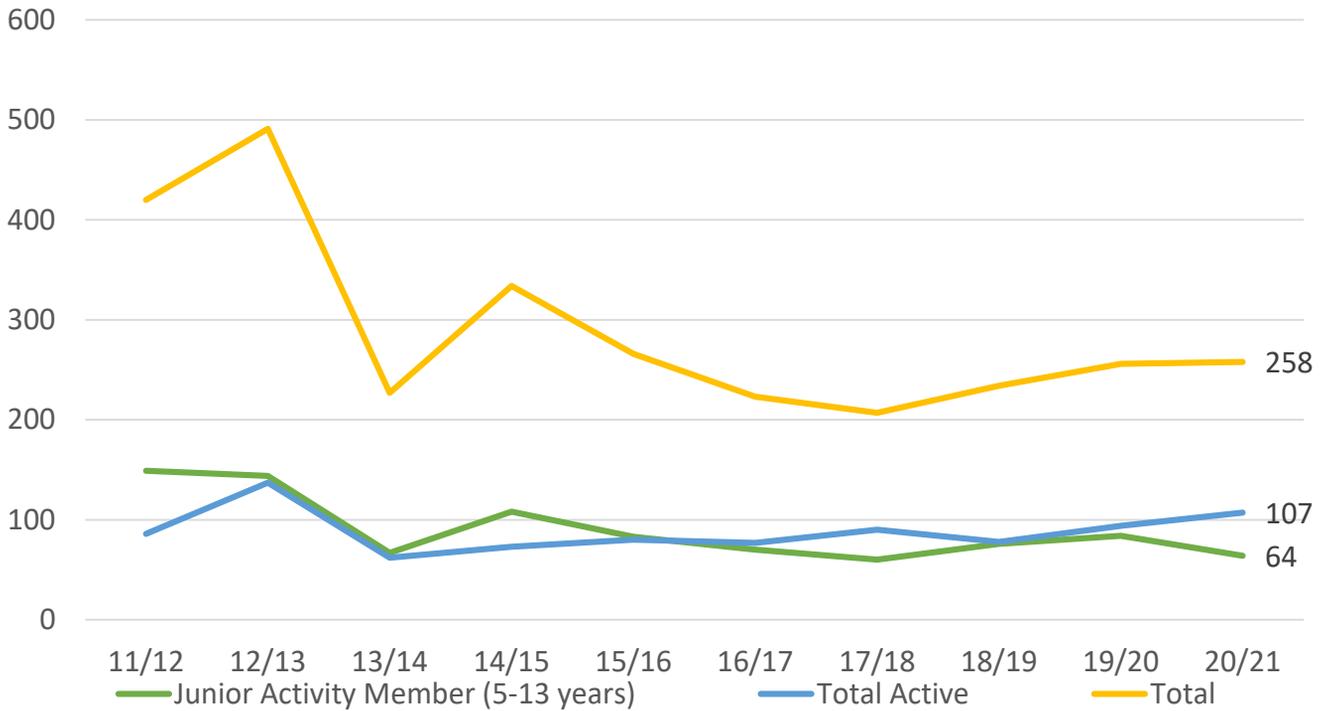
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total									
Probationary	14	12	1	1	2	1	5	0	4	17
Junior Activity Member (5-13 years)	149	144	67	108	83	70	60	76	84	64
Cadet Member (13-15 years)	37	34	7	12	12	15	9	5	8	11
Active Junior (15-18 years)	11	26	18	15	10	7	16	17	17	19
Active Senior (18years and over)	36	50	32	24	28	41	49	47	49	58
Award Member	1	26	4	12	21	9	10	6	17	17
Reserve Active	1	1	1	10	9	5	6	3	3	2
Long Service	0	0	0	0	0	2	1	1	3	3
Past Active	11	9	0	0	0	0	0	0	0	0
Associate	139	168	76	128	80	51	32	57	43	39
Life Member	21	21	21	24	21	20	19	21	21	24
General	0	0	0	0	0	2	0	0	7	4
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	1	0	0
Total Active	86	137	62	73	80	77	90	78	94	107
Total	420	491	227	334	266	223	207	234	256	258

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total									
Under 6	7	9	5	15	7	5	1	6	4	7
Under 7	16	5	6	20	7	6	10	5	13	8
Under 8	21	7	7	19	12	7	4	9	11	8
Under 9	18	12	8	12	13	9	4	7	10	15
Under 10	17	9	10	14	15	10	8	7	10	11
Under 11	20	5	9	12	9	13	7	9	8	7
Under 12	13	9	7	8	16	9	10	9	4	5
Under 13	18	7	8	6	4	11	8	9	10	3
Under 14	19	6	7	3	0	0	8	10	7	0
Junior Activities Total	149	69	67	109	83	70	60	71	77	64

TREND ANALYSIS



MEMBERSHIP RETENTION



90

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



87

MEMBERS LOST FROM THE ORGANISATION

ELLIS BEACH 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	4	0	0%		0	0%	4	100%	13	325%	0	0%	17	325%
Junior Activities	84	54	64%	19	0	0%	30	36%	29	35%	0	0%	64	-24%
Cadet Member (13-15 years)	8	3	38%		1	13%	4	50%	0	0%	0	0%	11	38%
Active (15-18 yrs)	17	11	65%		0	0%	6	35%	2	12%	0	0%	19	12%
Active (18yrs and over)	49	40	82%		0	0%	9	18%	14	29%	0	0%	58	18%
Award Member	17	14	82%		0	0%	3	18%	2	12%	0	0%	17	0%
Reserve Active	3	2	67%		0	0%	1	33%	0	0%	0	0%	2	-33%
Long Service	3	1	33%		0	0%	2	67%	2	67%	0	0%	3	0%
Past Active	0	0			0		0		0		0		0	
Associate	43	19	44%	1	0	0%	24	56%	21	49%	0	0%	39	-9%
Life Member	21	20	95%		0	0%	1	5%	3	14%	0	0%	24	14%
General	7	4	57%	4	0	0%	3	43%	4	57%	0	0%	4	-43%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	94	70	74%		1	1%	23	24%	18	19%	0		107	14%
Total	256	168	66%		1	0%	87	34%	90	35%	0		258	1%

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

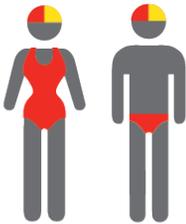
MEMBERSHIP RETENTION

2018/19



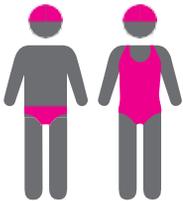
71%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



73%

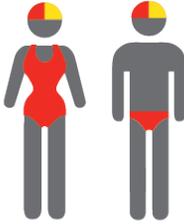
JUNIOR MEMBERSHIP
RETENTION

2019/20



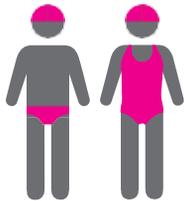
62%

TOTAL MEMBERSHIP
RETENTION



59%

ACTIVE MEMBERSHIP
RETENTION



64%

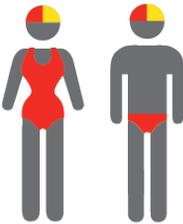
JUNIOR MEMBERSHIP
RETENTION

2020/21



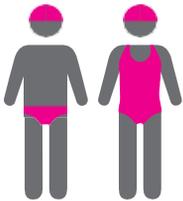
66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION