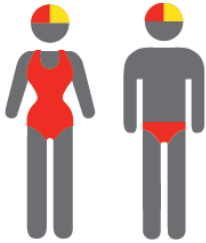


MEMBERSHIP STATISTICS REPORT 2020/2021



101

ACTIVE MEMBERSHIP



2% Increase



436

TOTAL MEMBERSHIP



17% Increase



165

JUNIOR MEMBERSHIP



21% 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.

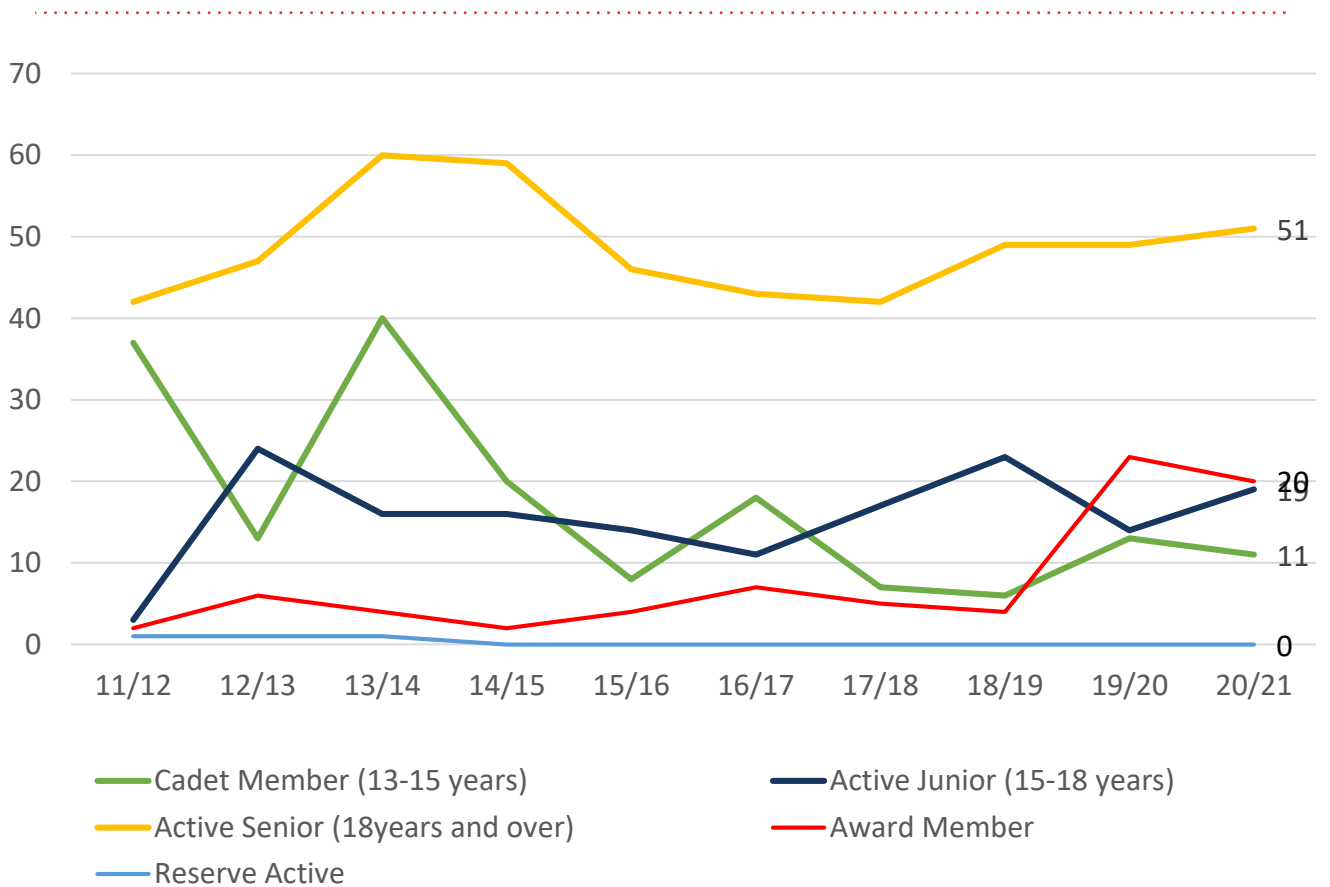
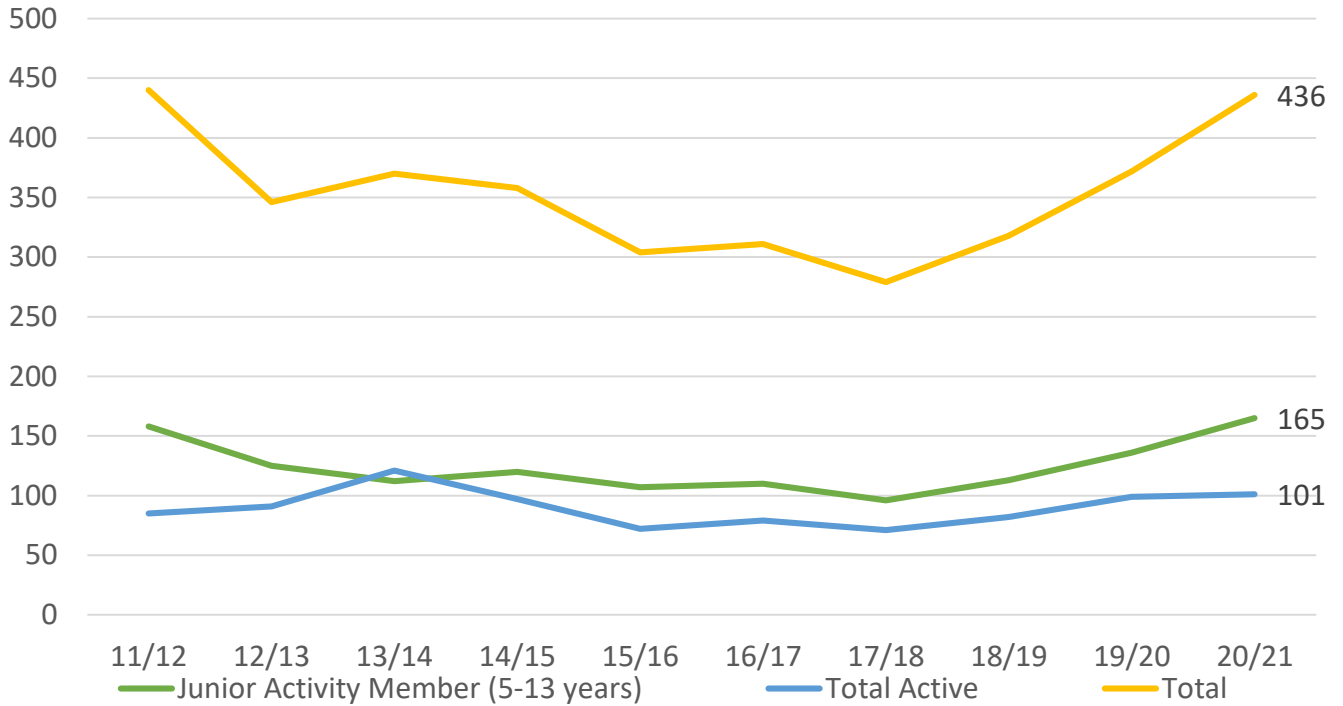
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	18	5	2	7	3	1	6	1	2	7
Junior Activity Member (5-13 years)	158	125	112	120	107	110	96	113	136	165
Cadet Member (13-15 years)	37	13	40	20	8	18	7	6	13	11
Active Junior (15-18 years)	3	24	16	16	14	11	17	23	14	19
Active Senior (18years and over)	42	47	60	59	46	43	42	49	49	51
Award Member	2	6	4	2	4	7	5	4	23	20
Reserve Active	1	1	1	0	0	0	0	0	0	0
Long Service	6	6	5	5	4	4	3	5	4	2
Past Active	0	0	1	1	0	0	1	0	0	0
Associate	161	112	115	111	102	99	85	101	112	142
Life Member	11	7	14	16	16	12	16	16	19	18
General	0	0	0	0	0	0	0	0	0	1
Honorary	1	0	0	1	0	1	0	0	0	0
Non Member Participants	0	0	0	0	0	1	0	0	0	0
Leave / Restricted	0	0	0	0	0	4	1	0	0	0
Total Active	85	91	121	97	72	79	71	82	99	101
Total	440	346	370	358	304	311	279	318	372	436

	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	20	11	12	12	11	9	8	14	15	15
Under 7	24	7	11	21	12	12	15	10	20	18
Under 8	20	17	20	21	20	10	11	19	17	19
Under 9	15	18	16	22	16	19	11	13	22	20
Under 10	21	15	14	13	16	17	12	12	15	21
Under 11	19	15	7	10	9	20	16	11	13	18
Under 12	14	16	13	9	8	8	9	18	13	18
Under 13	11	18	12	9	7	9	8	8	16	18
Under 14	14	11	7	3	8	5	6	8	5	17
Junior Activities Total	158	128	112	120	107	109	96	113	136	164

TREND ANALYSIS



MEMBERSHIP RETENTION



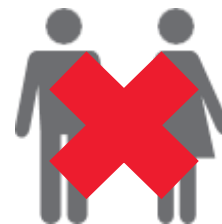
190

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



122

MEMBERS LOST FROM THE ORGANISATION

Emu Park 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	2	0	0%		0	0%	2	100%	7	350%	0	0%	7	250%
Junior Activities	136	86	63%	3	0	0%	50	37%	82	60%	0	0%	165	21%
Cadet Member (13-15 years)	13	9	69%	2	1	8%	3	23%	4	31%	0	0%	11	-15%
Active (15-18 yrs)	14	11	79%		0	0%	3	21%	5	36%	0	0%	19	36%
Active (18yrs and over)	49	37	76%		2	4%	10	20%	10	20%	0	0%	51	4%
Award Member	23	21	91%	2	0	0%	2	9%	1	4%	0	0%	20	-13%
Reserve Active	0	0			0		0		0		0		0	
Long Service	4	2	50%	1	1	25%	1	25%	1	25%	0	0%	2	-50%
Past Active	0	0			0		0		0		0		0	
Associate	112	63	56%	1	0	0%	49	44%	80	71%	0	0%	142	27%
Life Member	19	17	89%		0	0%	2	11%	0	0%	0	0%	18	-5%
General	0	0			0		0		0		0		1	
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	99	78	79%		3	3%	18	18%	20	20%	0		101	2%
Total	372	246	66%		4	1%	122	33%	190	51%	0		436	17%

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

MEMBERSHIP RETENTION

Emu Park SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	10	71%	3	21%	6	43%	12
16-18 Years	14	10	71%	4	29%	3	21%	17
19-25 Years	12	10	83%	2	17%	5	42%	17
26-35 Years	9	5	56%	2	22%	2	22%	6
36-50 Years	39	35	90%	4	10%	2	5%	38
51-70 Years	11	8	73%	3	27%	2	18%	11
70+ Years	0	0		0		0		0
Total	99	78	79%	18	18%	20	20%	101

Emu Park SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	15					15		15
Under 7	20	8	53%	7	47%	10	67%	18
Under 8	17	13	65%	7	35%	6	30%	19
Under 9	22	11	65%	6	35%	9	53%	20
Under 10	15	12	55%	10	45%	9	41%	21
Under 11	13	11	73%	4	27%	7	47%	18
Under 12	13	8	62%	5	38%	10	77%	18
Under 13	16	10	77%	3	23%	8	62%	18
Under 14	5	9	56%	7	44%	8	50%	17
Transitioned From JA		4	80%					

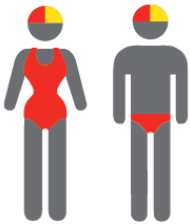
MEMBERSHIP RETENTION

2018/19



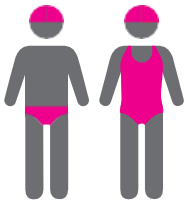
51%

TOTAL MEMBERSHIP
RETENTION



61%

ACTIVE MEMBERSHIP
RETENTION



48%

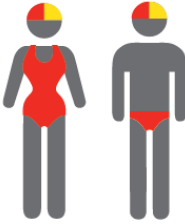
JUNIOR MEMBERSHIP
RETENTION

2019/20



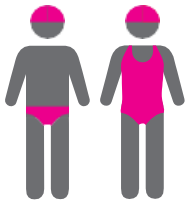
72%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



69%

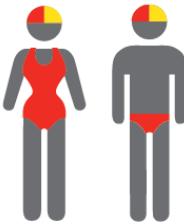
JUNIOR MEMBERSHIP
RETENTION

2020/21



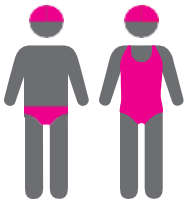
66%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



63%

JUNIOR MEMBERSHIP
RETENTION