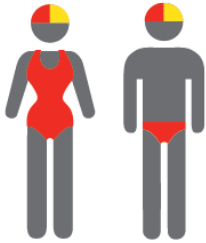


FORREST BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



46

ACTIVE MEMBERSHIP



21% Increase



114

TOTAL MEMBERSHIP



25% Increase



33

JUNIOR MEMBERSHIP



14% 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.

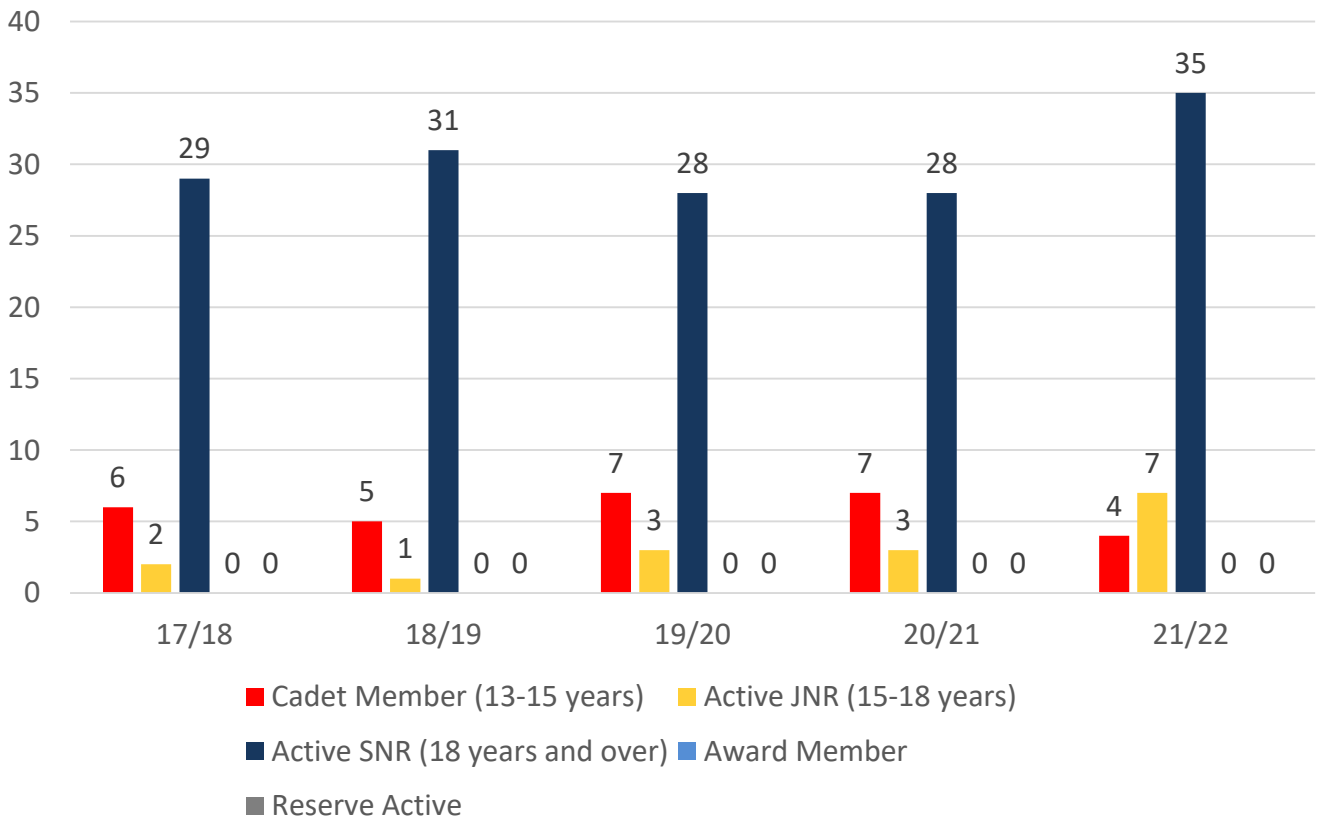
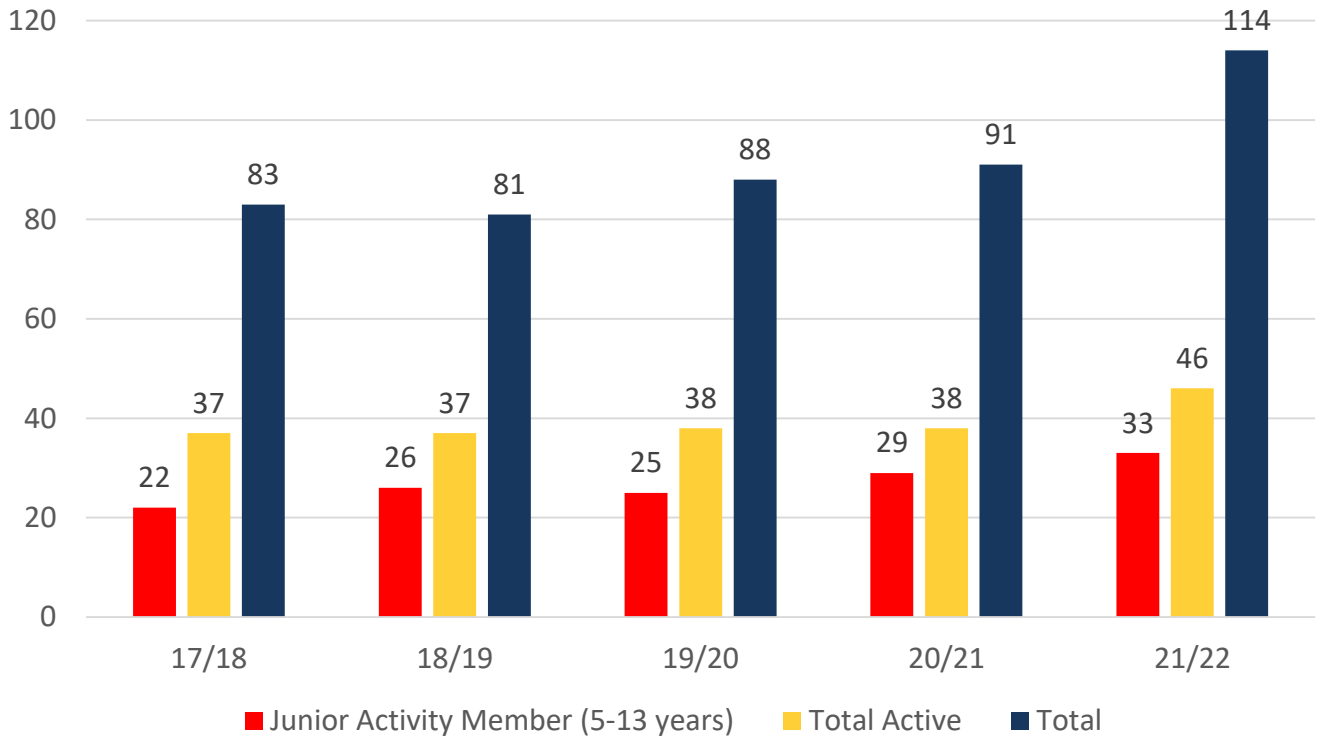
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

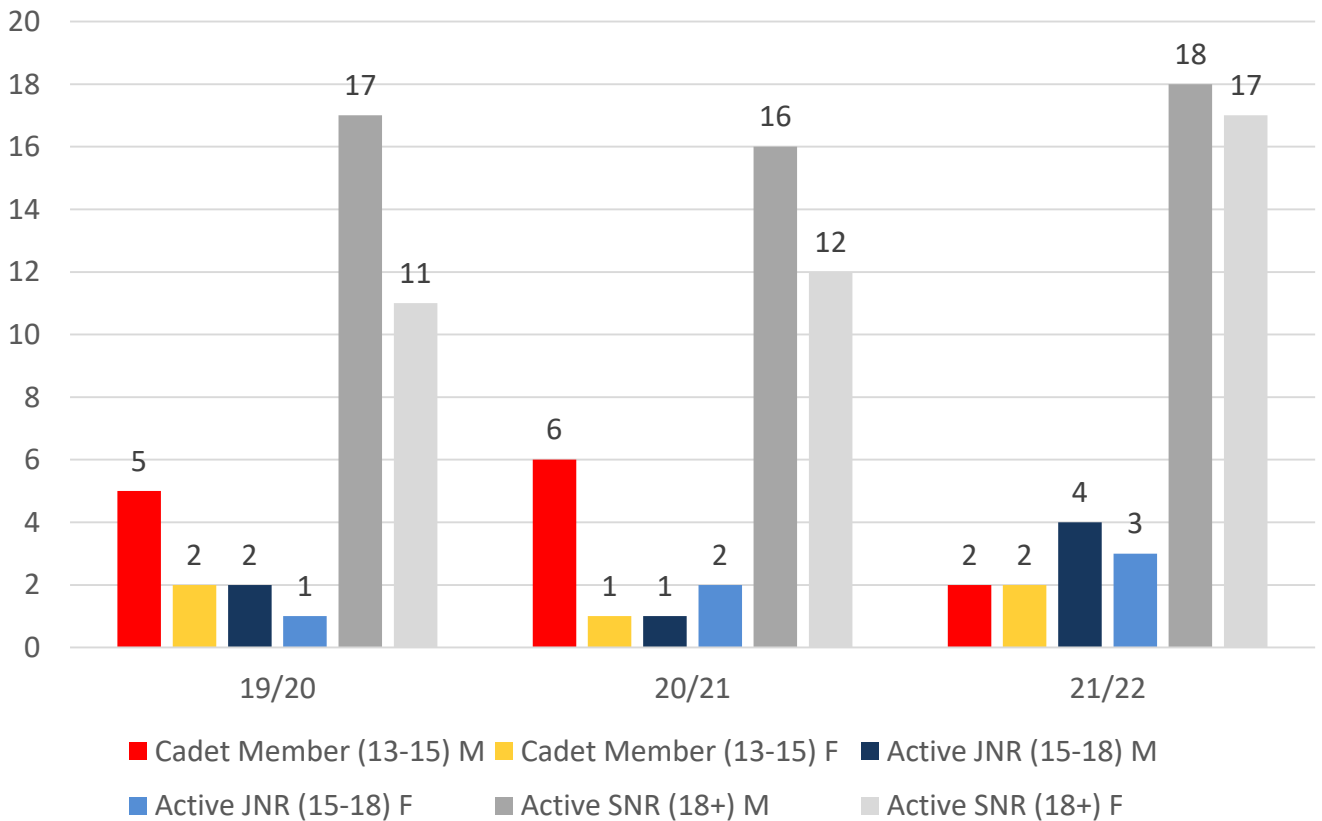
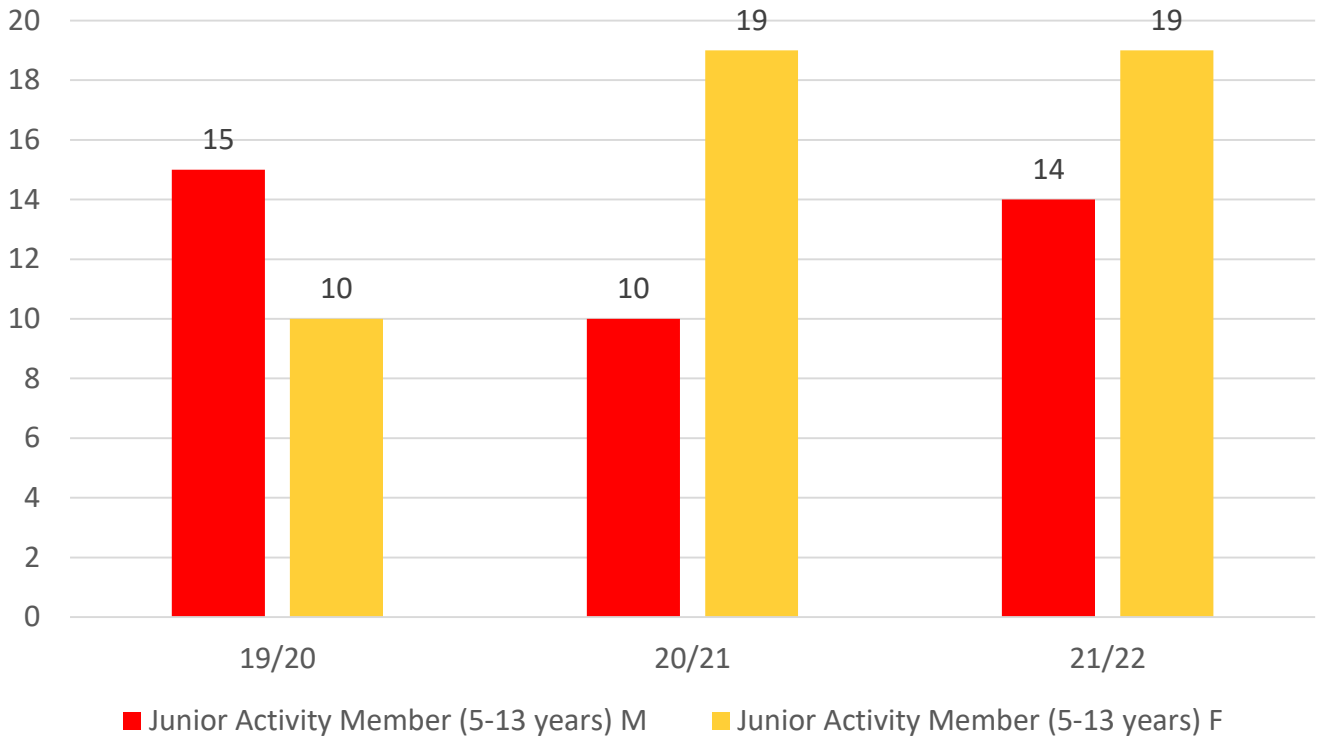
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	0	6	4
Junior Activity Member (5-13 years)	22	26	25	29	33
Cadet Member (13-15 years)	6	5	7	7	4
Active Junior (15-18 years)	2	1	3	3	7
Active Senior (18years and over)	29	31	28	28	35
Award Member	0	0	0	0	0
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	11	5	14	6	18
Life Member	13	13	11	12	13
General	0	0	0	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	37	37	38	38	46
Total	83	81	88	91	114

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	0	1	1	4	4
Under 7	2	0	2	0	5
Under 8	1	3	2	3	1
Under 9	3	3	3	3	3
Under 10	5	4	3	4	5
Under 11	3	5	4	4	5
Under 12	0	4	5	5	3
Under 13	6	1	4	4	4
Under 14	1	5	1	2	4
Junior Activities Total	21	26	25	29	34

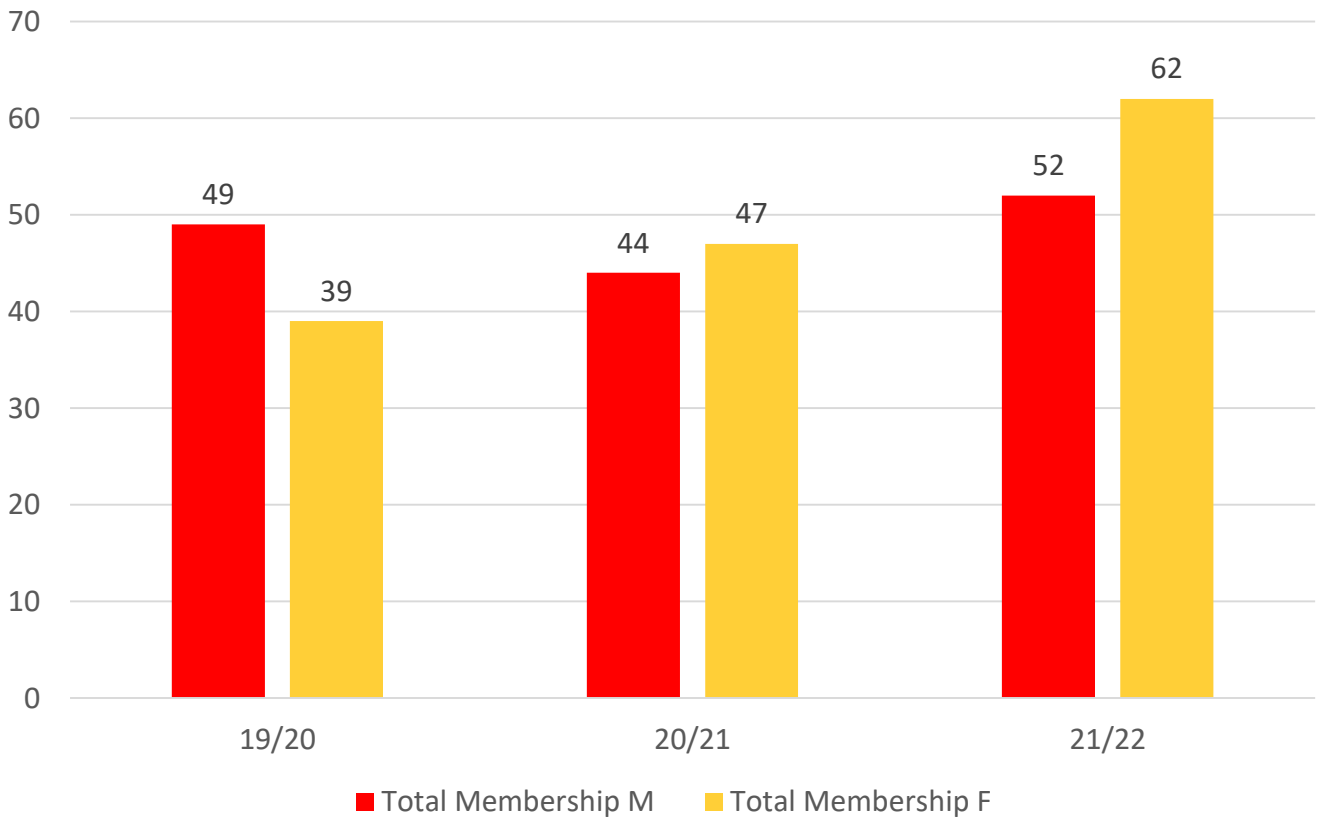
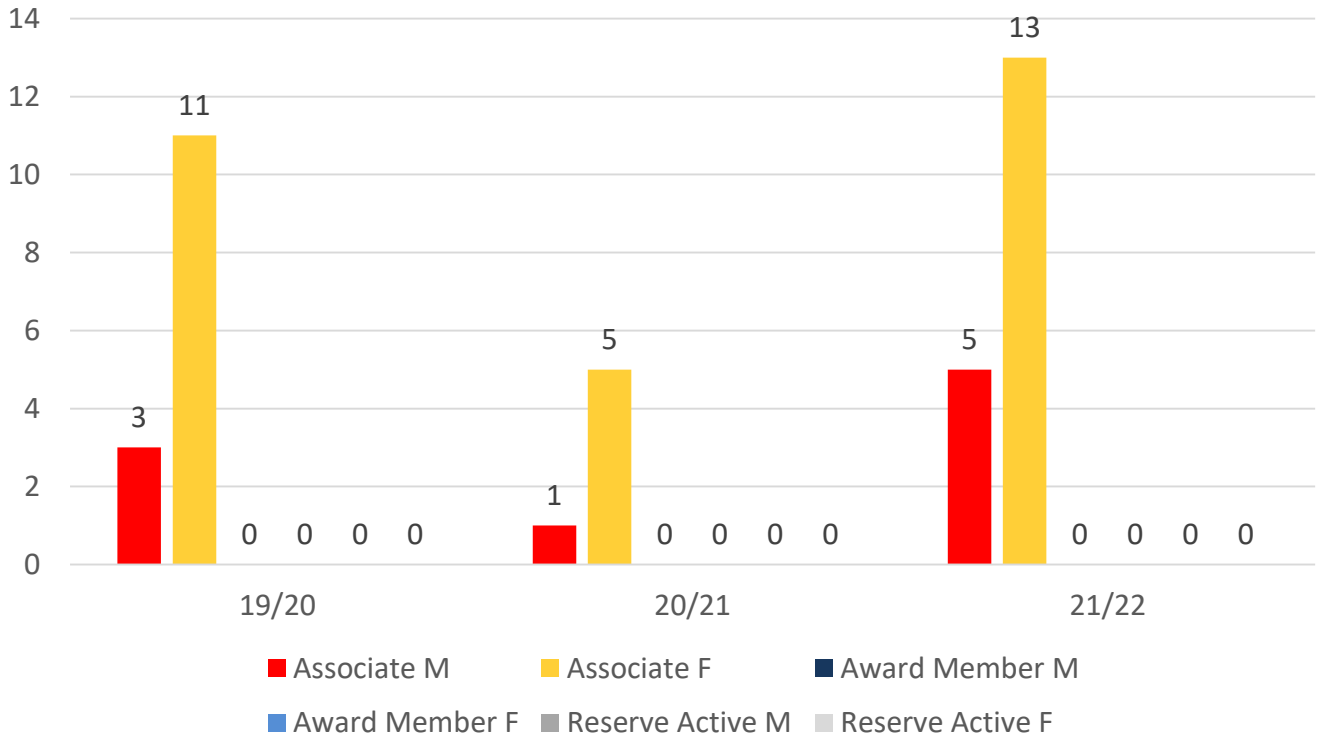
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



37

BRAND NEW MEMBERS



85%

MEMBERSHIP RETENTION



14

MEMBERS LOST FROM THE ORGANISATION

FORREST BEACH 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	6	2	33%	1	0	0%	4	67%	3	50%	0	0%	4	-33%
Junior Activities	29	23	79%	2	0	0%	6	21%	12	41%	0	0%	33	14%
Cadet Member (13-15 years)	7	6	86%	3	0	0%	1	14%	1	14%	0	0%	4	-43%
Active (15-18 yrs)	3	2	67%	-5	0	0%	1	33%	0	0%	0	0%	7	133%
Active (18yrs and over)	28	27	96%	-1	0	0%	1	4%	7	25%	0	0%	35	25%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	6	5	83%	0	0	0%	1	17%	13	217%	0	0%	18	200%
Life Member	12	12	100%	0	0	0%	0	0%	1	8%	0	0%	13	8%
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	38	35	92%		0	0%	3	8%	8	21%	0		46	21%
Total	91	77	85%		0	0%	14	15%	37	41%	0		114	25%

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

MEMBERSHIP RETENTION

FORREST BEACH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	5	4	80%	1	20%	1	20%	4
16-18 Years	5	4	80%	1	20%	0	0%	7
19-25 Years	0	0		0		0		0
26-35 Years	4	4	100%	0	0%	2	50%	6
36-50 Years	20	19	95%	1	5%	3	15%	22
51-70 Years	4	4	100%	0	0%	2	50%	7
70+ Years	0	0		0		0		0
Total	38	35	92%	3	8%	8	21%	46

FORREST BEACH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	4					4		4
Under 7	0	4	100%	0	0%	1	25%	5
Under 8	3	0		0		1		1
Under 9	3	2	67%	1	33%	1	33%	3
Under 10	4	3	100%	0	0%	2	67%	5
Under 11	4	4	100%	0	0%	1	25%	5
Under 12	5	2	50%	2	50%	1	25%	3
Under 13	4	4	80%	1	20%	0	0%	4
Under 14	2	2	50%	2	50%	1	25%	3
Transitioned From JA		2	100%					

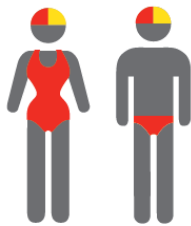
MEMBERSHIP RETENTION

2019/20



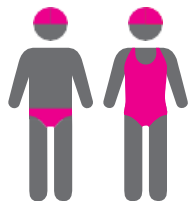
79%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



73%

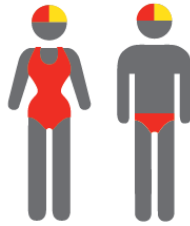
JUNIOR MEMBERSHIP
RETENTION

2020/21



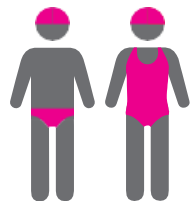
67%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



60%

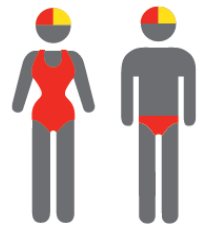
JUNIOR MEMBERSHIP
RETENTION

2021/22



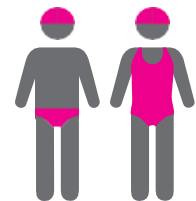
85%

TOTAL MEMBERSHIP
RETENTION



92%

ACTIVE MEMBERSHIP
RETENTION



79%

JUNIOR MEMBERSHIP
RETENTION