



## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



88

ACTIVE MEMBERSHIP



19% Increase



161

TOTAL MEMBERSHIP



14% Decrease



42

JUNIOR MEMBERSHIP



40% 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.

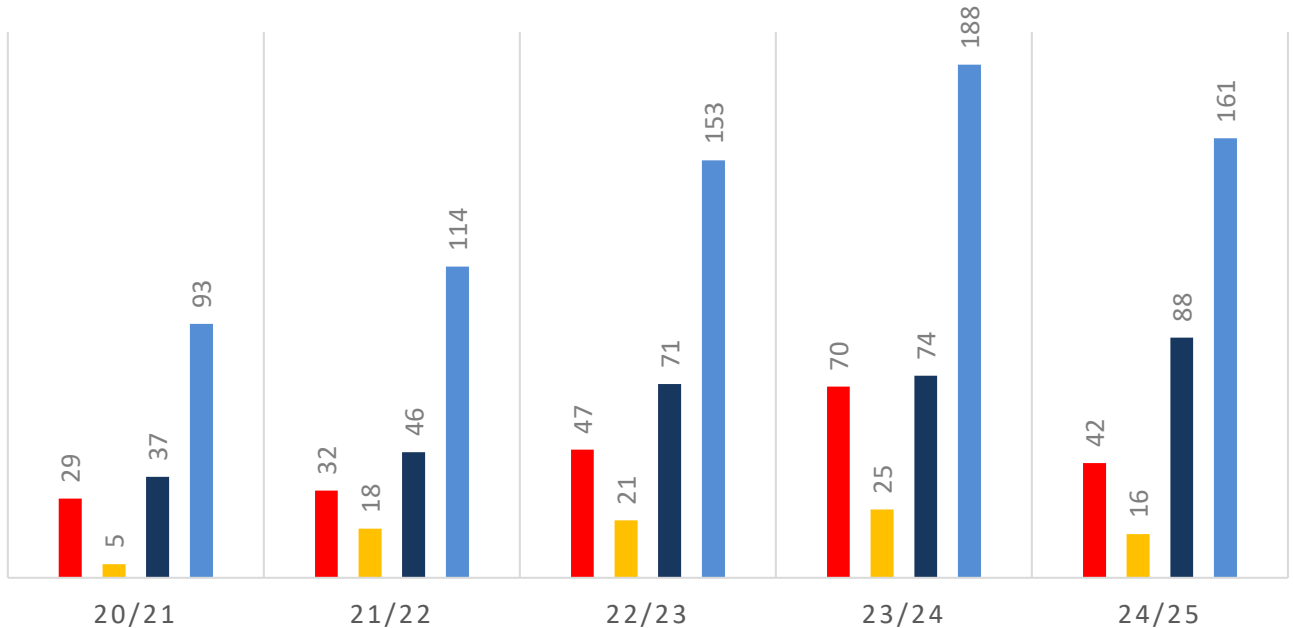
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5-YEAR TREND ANALYSIS

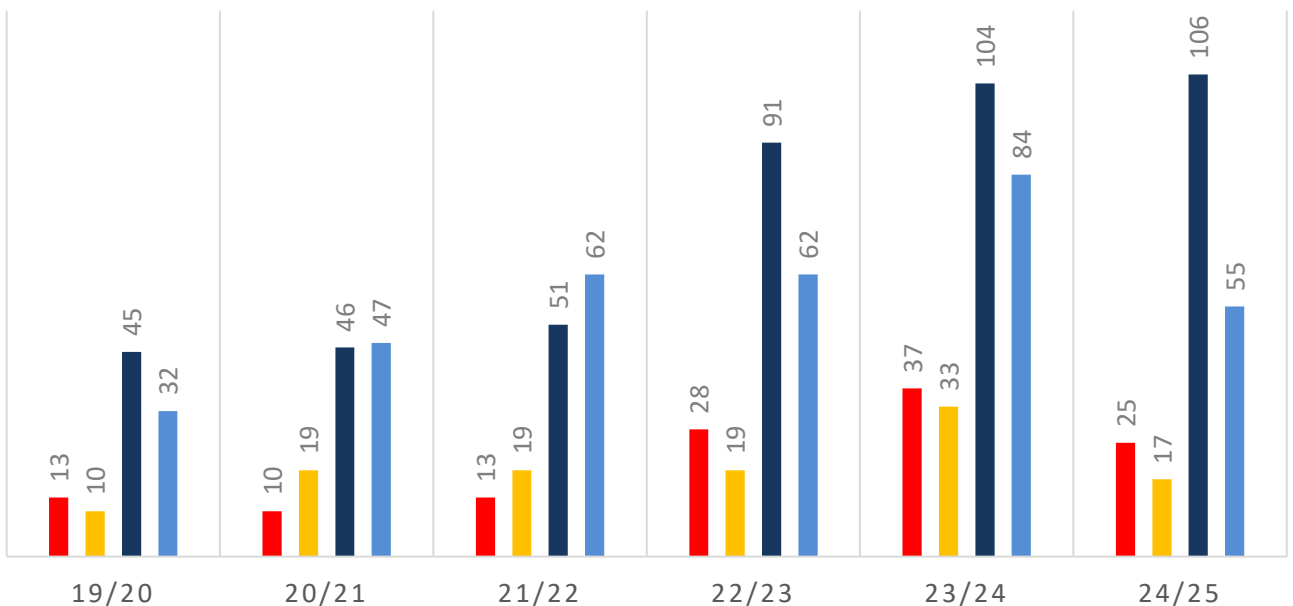
## MEMBERSHIP TOTALS

■ Junior Activities ■ Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



49

BRAND NEW MEMBERS



60%

MEMBERSHIP RETENTION



76

MEMBERS LOST FROM THE ORGANISATION

Forrest Beach 24/25 Mid-Season													
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25
Probationary	0	0			0		0		0		0		0
Nipper Parent	0	0			0		0		0		0		0
Junior Activities	70	32	46%	12	0	0%	38	54%	22	31%	0	0%	42 -40%
Cadet Member (13-15 years)	14	9	64%		0	0%	5	36%	9	64%	0	0%	22 57%
Active (15-18 yrs)	17	11	65%		0	0%	6	35%	11	65%	0	0%	30 76%
Active (18yrs and over)	43	33	77%		0	0%	10	23%	1	2%	0	0%	36 -16%
Award Member	0	0			0		0		0		0		0
Reserve Active	0	0			0		0		0		0		0
Long Service	0	0			0		0		0		0		0
Past Active	0	0			0		0		0		0		0
Associate	25	11	44%	1	0	0%	14	56%	6	24%	0	0%	16 -36%
Life Member	13	13	100%		0	0%	0	0%	0	0%	0	0%	13 0%
General	0	0			0		0		0		0		0
Honorary	0	0			0		0		0		0		0
Non Member Participant	0	0			0		0		0		0		0
Leave / Restricted	6	3	50%	1	0	0%	3	50%	0	0%	0	0%	2 -67%
<b>Total Active</b>	<b>74</b>	<b>53</b>	<b>72%</b>		<b>0</b>	<b>0%</b>	<b>21</b>	<b>28%</b>	<b>21</b>	<b>28%</b>	<b>0</b>	<b>0%</b>	<b>88 19%</b>
<b>Total</b>	<b>188</b>	<b>112</b>	<b>60%</b>		<b>0</b>	<b>0%</b>	<b>76</b>	<b>40%</b>	<b>49</b>	<b>26%</b>	<b>0</b>	<b>0%</b>	<b>161 -14%</b>

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

# MEMBERSHIP RETENTION

## Forrest Beach 24/25 Mid-Season

Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	16	11	69%	5	31%	13	81%	27
16-18 Years	16	9	56%	7	44%	7	44%	25
19-25 Years	2	2	100%	0	0%	0	0%	4
26-35 Years	10	8	80%	2	20%	0	0%	6
36-50 Years	23	16	70%	7	30%	0	0%	18
51-70 Years	7	7	100%	0	0%	1	14%	8
70+ Years	0	0		0		0		0
<b>Total</b>	74	53	72%	21	28%	21	28%	88



## Forrest Beach 24/25 Mid-Season

Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	7					4		5
Under 7	4	3	43%	4	57%	3	43%	5
Under 8	13	2	50%	2	50%	2	50%	4
Under 9	8	4	31%	9	69%	1	8%	5
Under 10	2	3	38%	5	63%	1	13%	4
Under 11	5	0	0%	2	100%	1	50%	1
Under 12	5	1	20%	4	80%	0	0%	1
Under 13	14	3	60%	2	40%	7	140%	10
Under 14	12	9	64%	5	36%	3	21%	7
Transitioned From JA		7	58%					