



## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



91

ACTIVE MEMBERSHIP



1% Increase



323

TOTAL MEMBERSHIP



8% Increase



112

JUNIOR MEMBERSHIP



12% 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.

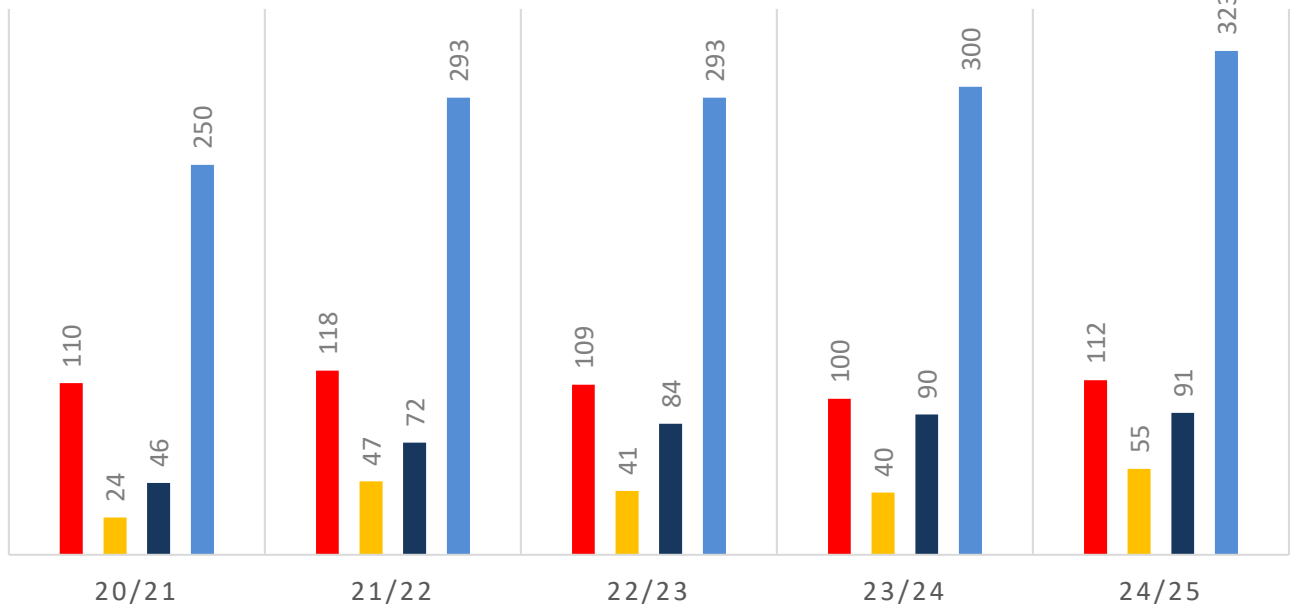
### Note:;

- Club Membership Statistics are delivered twice each season in 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

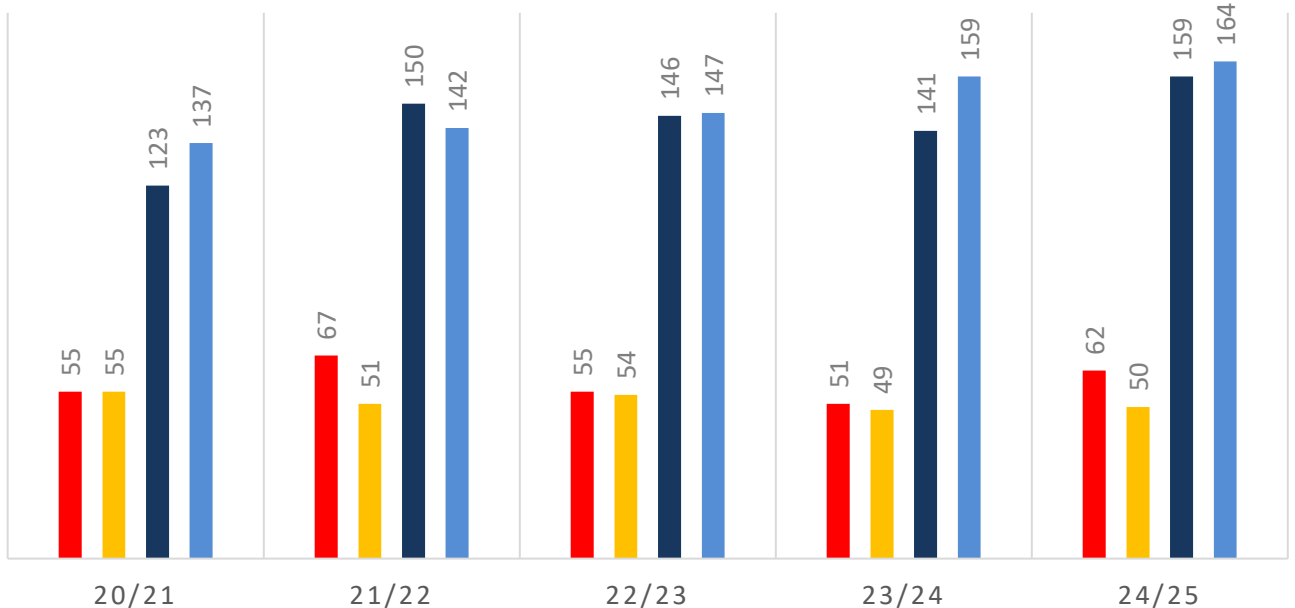
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

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



# MEMBERSHIP RETENTION



**113**

**BRAND NEW MEMBERS**



**70%**

**MEMBERSHIP RETENTION**



**66**

**MEMBERS LOST FROM HERVEY BAY SLSC**

Hervey Bay 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	36	21	58%	18	1	3%	14	39%	26	72%	0	0%	29	-19%
Nipper Parent	0	0			0		0		0		0		2	
Junior Activities	100	68	68%	3	11	11%	21	21%	47	47%	0	0%	112	12%
Cadet Member (13-15 years)	15	15	100%	8	0	0%	0	0%	3	20%	0	0%	10	-33%
Active (15-18 yrs)	9	7	78%		1	11%	1	11%	2	22%	0	0%	19	111%
Active (18yrs and over)	58	45	78%	1	5	9%	8	14%	8	14%	2	3%	54	-7%
Award Member	8	4	50%		2	25%	2	25%	0	0%	0	0%	8	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	8	7	88%		1	13%	0	0%	0	0%	0	0%	7	-13%
Past Active	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Associate	40	26	65%		4	10%	10	25%	17	43%	0	0%	55	38%
Life Member	13	12	92%		0	0%	1	8%	0	0%	0	0%	12	-8%
General	0	0			0		0		0		0		0	
Honorary	11	4	36%		0	0%	7	64%	8	73%	0	0%	13	18%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
<b>Total Active</b>	<b>90</b>	<b>71</b>	<b>79%</b>		<b>8</b>	<b>9%</b>	<b>11</b>	<b>12%</b>	<b>13</b>	<b>14%</b>	<b>2</b>	<b>2%</b>	<b>91</b>	<b>1%</b>
<b>Total</b>	<b>300</b>	<b>209</b>	<b>70%</b>	<b>1</b>	<b>25</b>	<b>8%</b>	<b>66</b>	<b>22%</b>	<b>113</b>	<b>38%</b>	<b>2</b>	<b>1%</b>	<b>323</b>	<b>8%</b>

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

# MEMBERSHIP RETENTION

Hervey Bay 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	16	16	100%	0	0%	5	31%	18
16-18 Years	7	6	86%	1	14%	0	0%	11
19-25 Years	3	2	67%	0	0%	0	0%	5
26-35 Years	7	3	43%	4	57%	3	43%	6
36-50 Years	35	27	77%	3	9%	3	9%	31
51-70 Years	21	16	76%	3	14%	2	10%	19
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	90	71	79%	11	12%	13	14%	91

Hervey Bay 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	9					7		7
Under 7	15	6	67%	3	33%	9	100%	15
Under 8	9	9	60%	5	33%	9	60%	18
Under 9	9	5	56%	4	44%	5	56%	10
Under 10	13	6	67%	2	22%	7	78%	13
Under 11	19	11	85%	1	8%	4	31%	15
Under 12	11	15	79%	3	16%	2	11%	17
Under 13	11	7	64%	2	18%	2	18%	9
Under 14	4	6	55%	0	0%	2	18%	8
Transitioned From JA		3	75%					