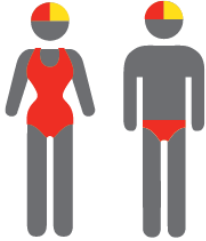


## MEMBERSHIP STATISTICS REPORT EOS 2021/22



79

ACTIVE MEMBERSHIP



22% Increase



297

TOTAL MEMBERSHIP



4% Increase



118

JUNIOR MEMBERSHIP



2% 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.

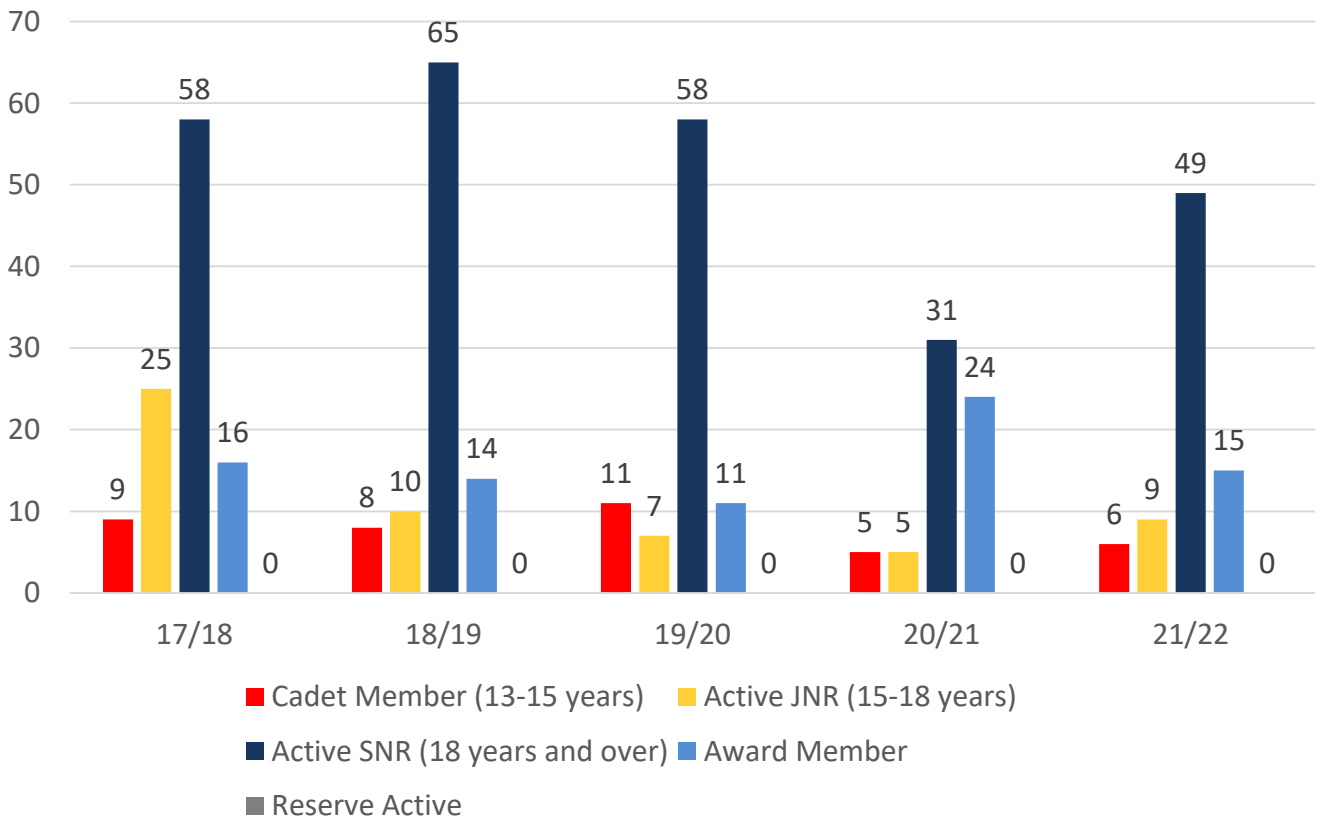
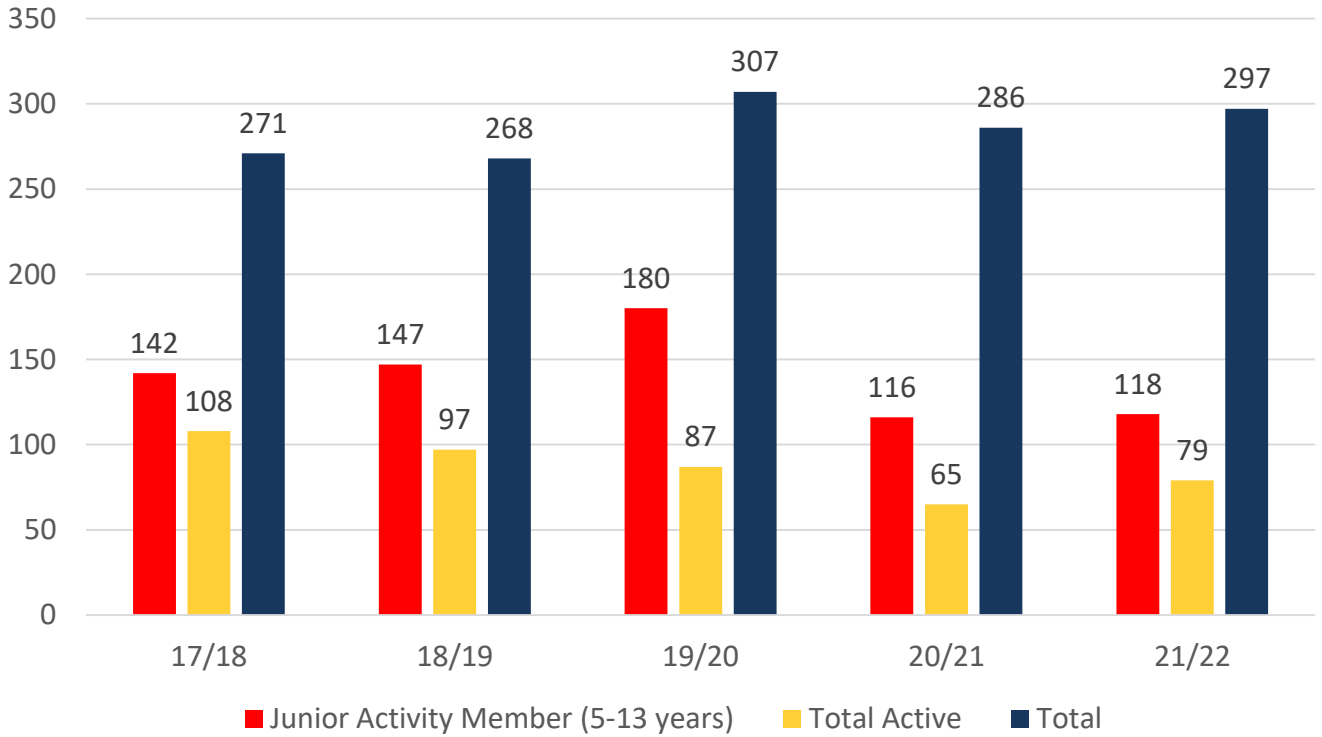
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

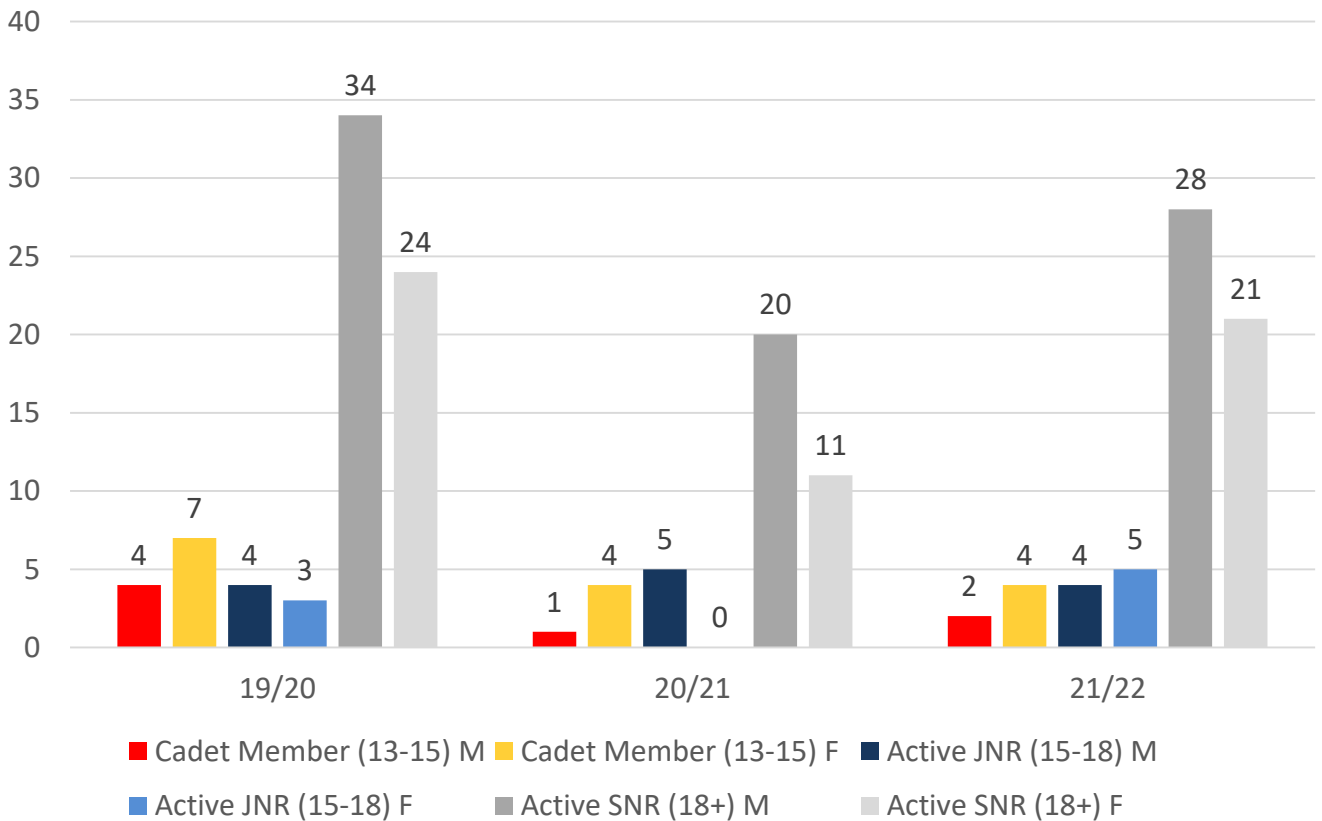
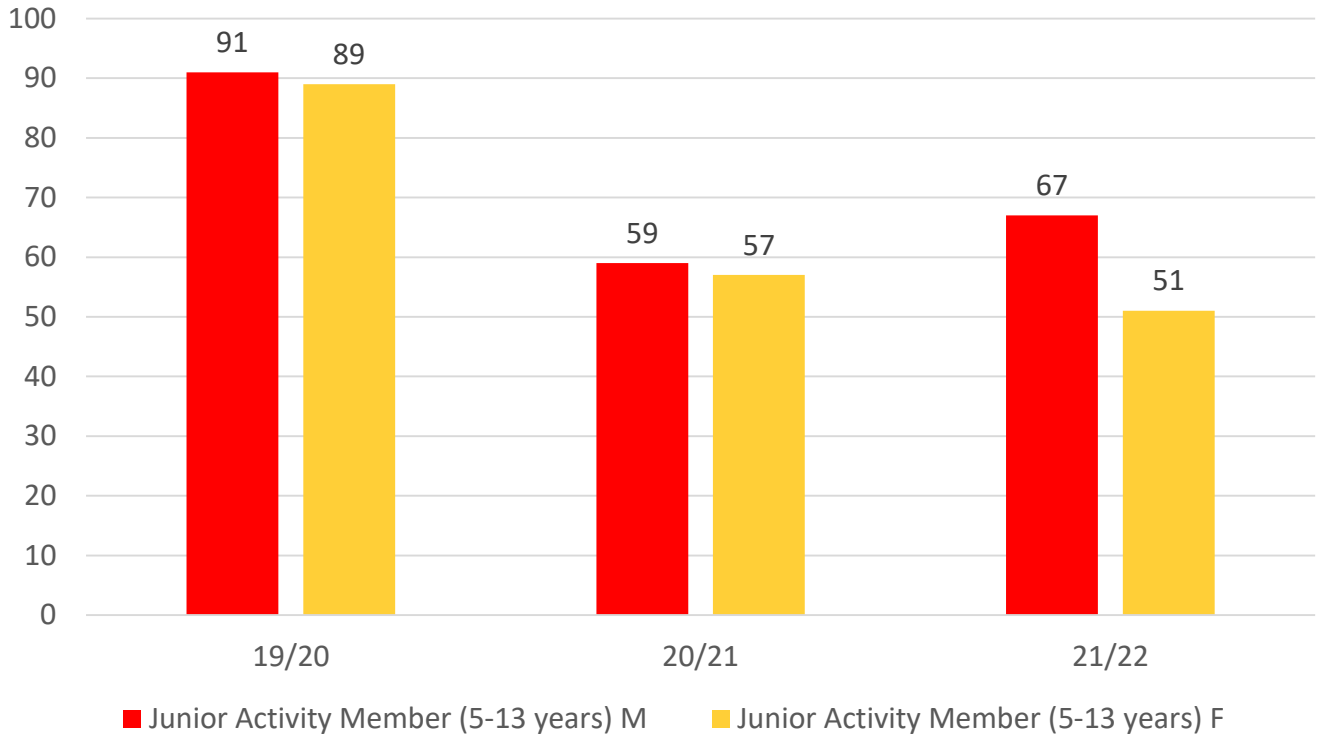
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	3	0	12	0	39
Junior Activity Member (5-13 years)	142	147	180	116	118
Cadet Member (13-15 years)	9	8	11	5	6
Active Junior (15-18 years)	25	10	7	5	9
Active Senior (18years and over)	58	65	58	31	49
Award Member	16	14	11	24	15
Reserve Active	0	0	0	0	0
Long Service	0	0	1	5	5
Past Active	0	0	0	0	0
Associate	10	12	14	88	46
Life Member	8	8	13	12	10
General	0	1	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	3	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	108	97	87	65	79
Total	271	268	307	286	297

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	20	14	31	8	11
Under 7	21	25	27	16	10
Under 8	24	21	22	17	23
Under 9	22	24	27	14	20
Under 10	17	22	16	16	14
Under 11	15	14	27	14	12
Under 12	8	13	14	13	11
Under 13	12	5	11	6	13
Under 14	3	9	5	12	6
Junior Activities Total	142	147	180	116	120

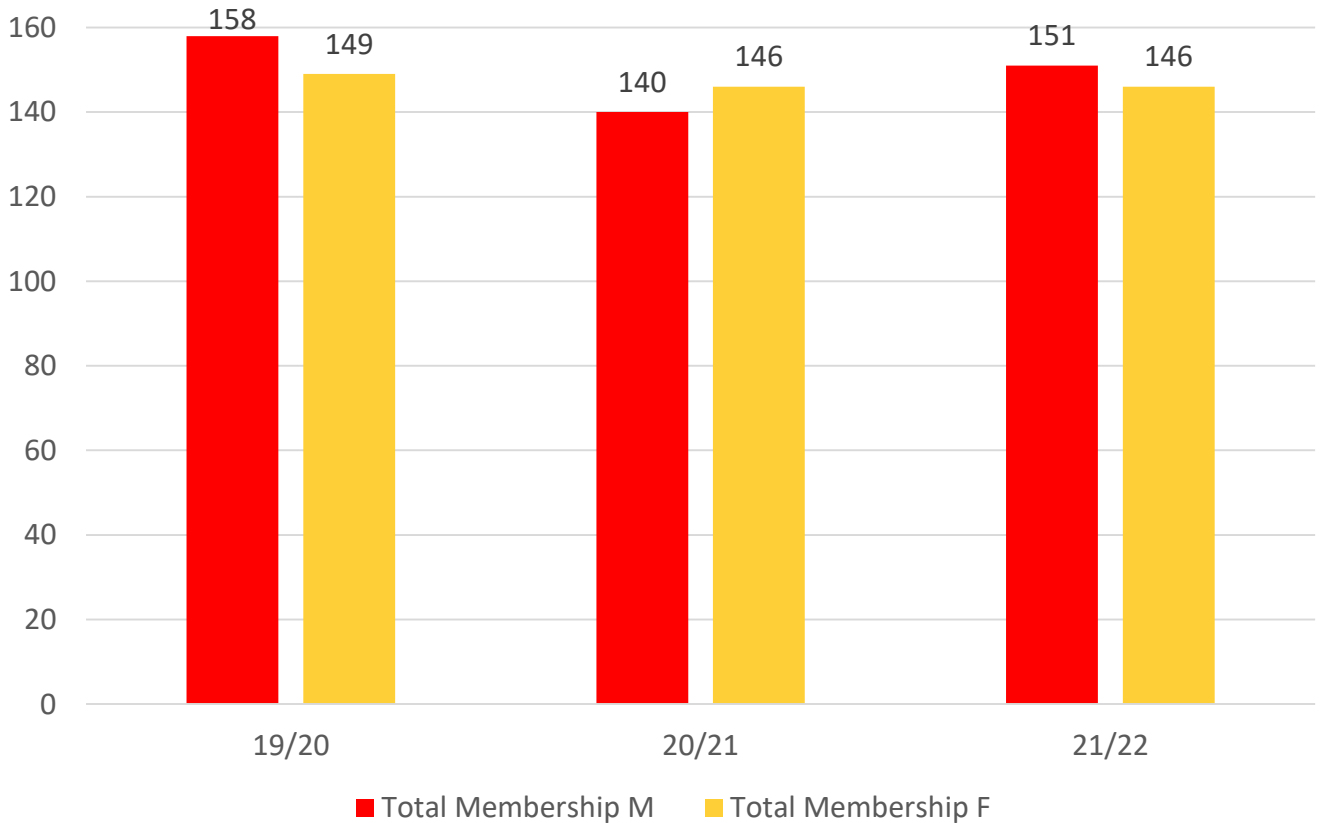
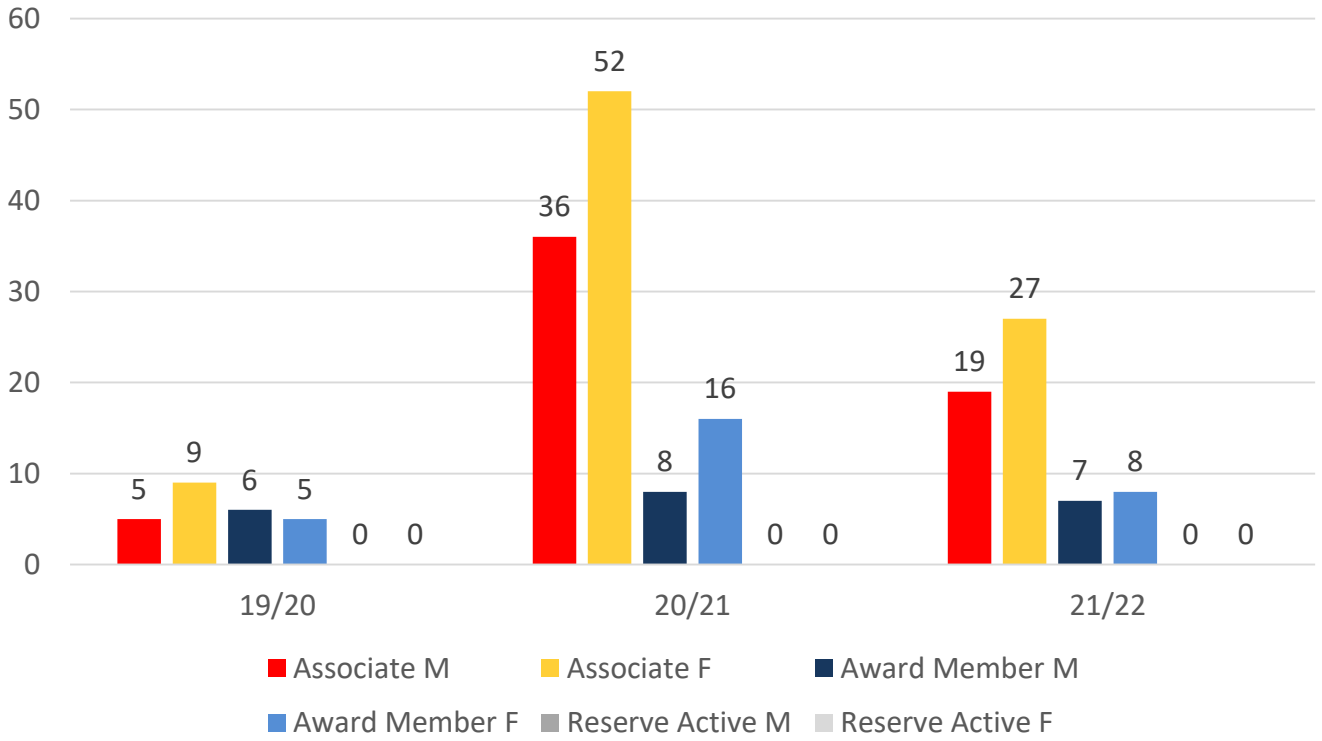
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**113**

**BRAND NEW MEMBERS**



**64%**

**MEMBERSHIP RETENTION**



**99**

**MEMBERS LOST FROM THE ORGANISATION**

HERVEY BAY 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	0	0		0	0		0		39		0		39	
Junior Activities	116	72	62%	4	2	2%	42	36%	50	43%	0	0%	118	2%
Cadet Member (13-15 years)	5	1	20%	-3	0	0%	4	80%	2	40%	0	0%	6	20%
Active (15-18 yrs)	5	2	40%	-6	0	0%	3	60%	1	20%	0	0%	9	80%
Active (18yrs and over)	31	25	81%	-14	1	3%	5	16%	10	32%	0	0%	49	58%
Award Member	24	16	67%	6	0	0%	8	33%	5	21%	0	0%	15	-38%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	5	5	100%	0	0	0%	0	0%	0	0%	0	0%	5	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	88	54	61%	14	0	0%	34	39%	6	7%	0	0%	46	-48%
Life Member	12	9	75%	-1	0	0%	3	25%	0	0%	0	0%	10	-17%
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	65	44	68%		1	2%	20	31%	18	28%	0		79	22%
Total	286	184	64%		3	1%	99	35%	113	40%	0		297	4%

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

# MEMBERSHIP RETENTION

HERVEY BAY 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	5	2	40%	3	60%	2	40%	8
16-18 Years	16	7	44%	9	56%	2	13%	9
19-25 Years	3	3	100%	0	0%	2	67%	5
26-35 Years	2	0	0%	1	50%	1	50%	1
36-50 Years	20	17	85%	3	15%	9	45%	35
51-70 Years	19	15	79%	4	21%	2	11%	20
70+ Years	0	0		0		0		1
<b>Total</b>	65	44	68%	20	31%	18	28%	79

HERVEY BAY 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	8					11		11
Under 7	16	4	50%	3	38%	6	75%	10
Under 8	17	11	69%	5	31%	12	75%	23
Under 9	14	13	76%	4	24%	7	41%	20
Under 10	16	10	71%	3	21%	4	29%	14
Under 11	14	10	63%	6	38%	2	13%	12
Under 12	13	11	79%	3	21%	0	0%	11
Under 13	6	7	54%	6	46%	5	38%	12
Under 14	12	2	33%	4	67%	3	50%	5
Transitioned From JA		4	33%					

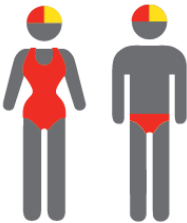
# MEMBERSHIP RETENTION

2019/20



48%

TOTAL MEMBERSHIP  
RETENTION



59%

ACTIVE MEMBERSHIP  
RETENTION



38%

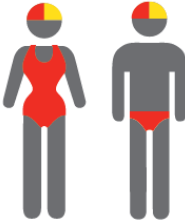
JUNIOR MEMBERSHIP  
RETENTION

2020/21



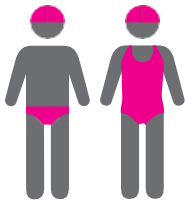
54%

TOTAL MEMBERSHIP  
RETENTION



70%

ACTIVE MEMBERSHIP  
RETENTION



42%

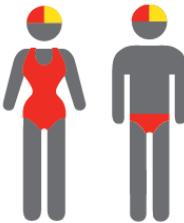
JUNIOR MEMBERSHIP  
RETENTION

2021/22



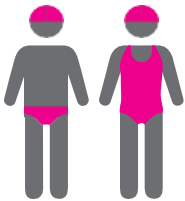
64%

TOTAL MEMBERSHIP  
RETENTION



68%

ACTIVE MEMBERSHIP  
RETENTION



62%

JUNIOR MEMBERSHIP  
RETENTION