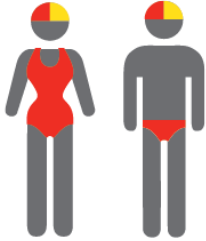


HERVEY BAY

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



96

ACTIVE MEMBERSHIP



22% Increase



300

TOTAL MEMBERSHIP



1% Increase



102

JUNIOR MEMBERSHIP



14% 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 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

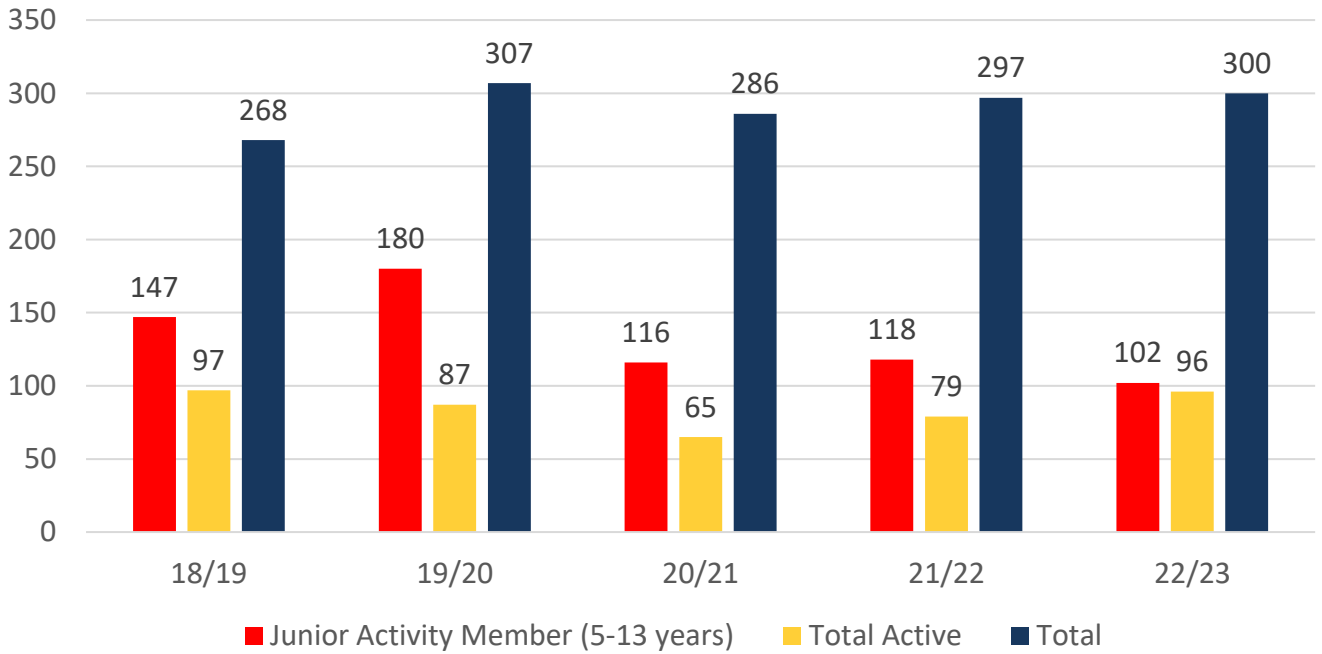
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	12	0	39	17
Junior Activity Member (5-13 years)	147	180	116	118	102
Cadet Member (13-15 years)	8	11	5	6	11
Active Junior (15-18 years)	10	7	5	9	10
Active Senior (18years and over)	65	58	31	49	65
Award Member	14	11	24	15	9
Reserve Active	0	0	0	0	1
Long Service	0	1	5	5	6
Past Active	0	0	0	0	0
Associate	12	14	88	46	59
Life Member	8	13	12	10	13
General	1	0	0	0	0
Honorary	0	0	0	0	7
Non Member Participants	3	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	97	87	65	79	96
Total	268	307	286	297	300

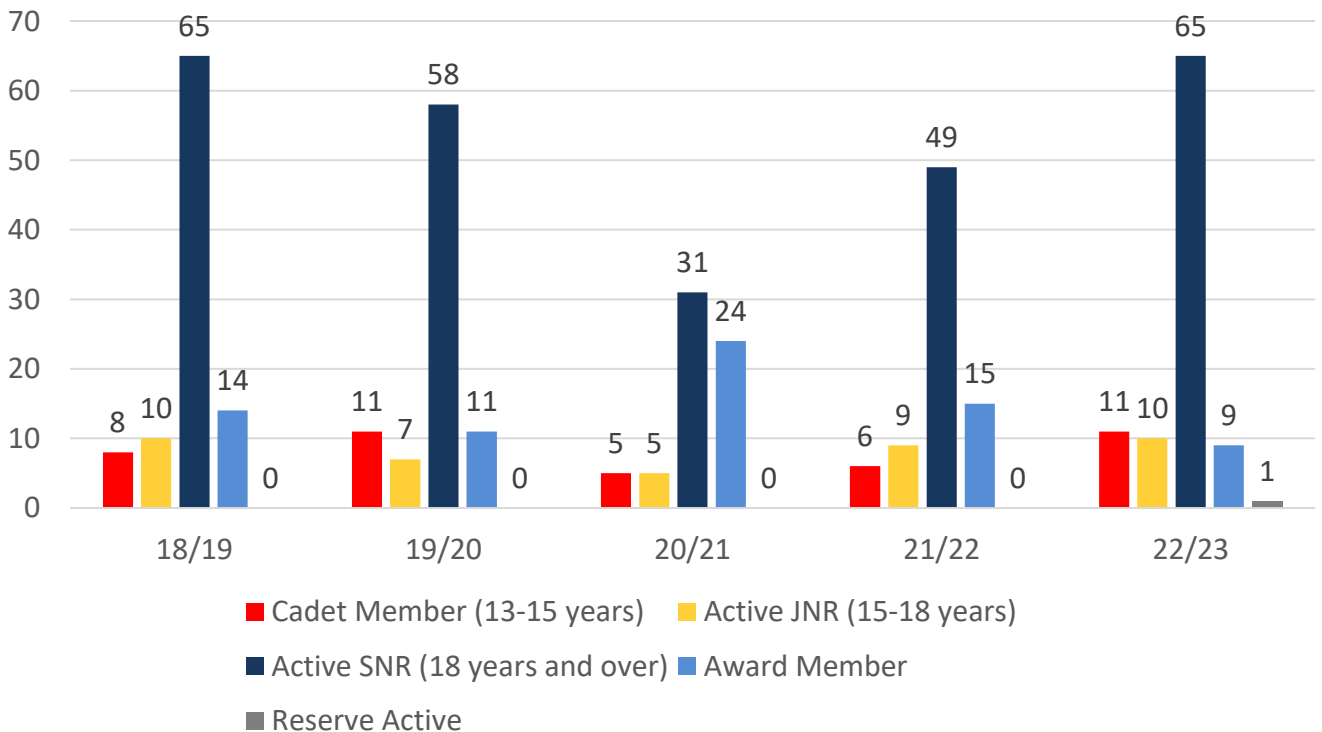
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	14	31	8	11	10
Under 7	25	27	16	10	8
Under 8	21	22	17	23	8
Under 9	24	27	14	20	17
Under 10	22	16	16	14	17
Under 11	14	27	14	12	15
Under 12	13	14	13	11	13
Under 13	5	11	6	13	8
Under 14	9	5	12	6	12
Junior Activities Total	147	180	116	120	108

5 YEAR TREND ANALYSIS

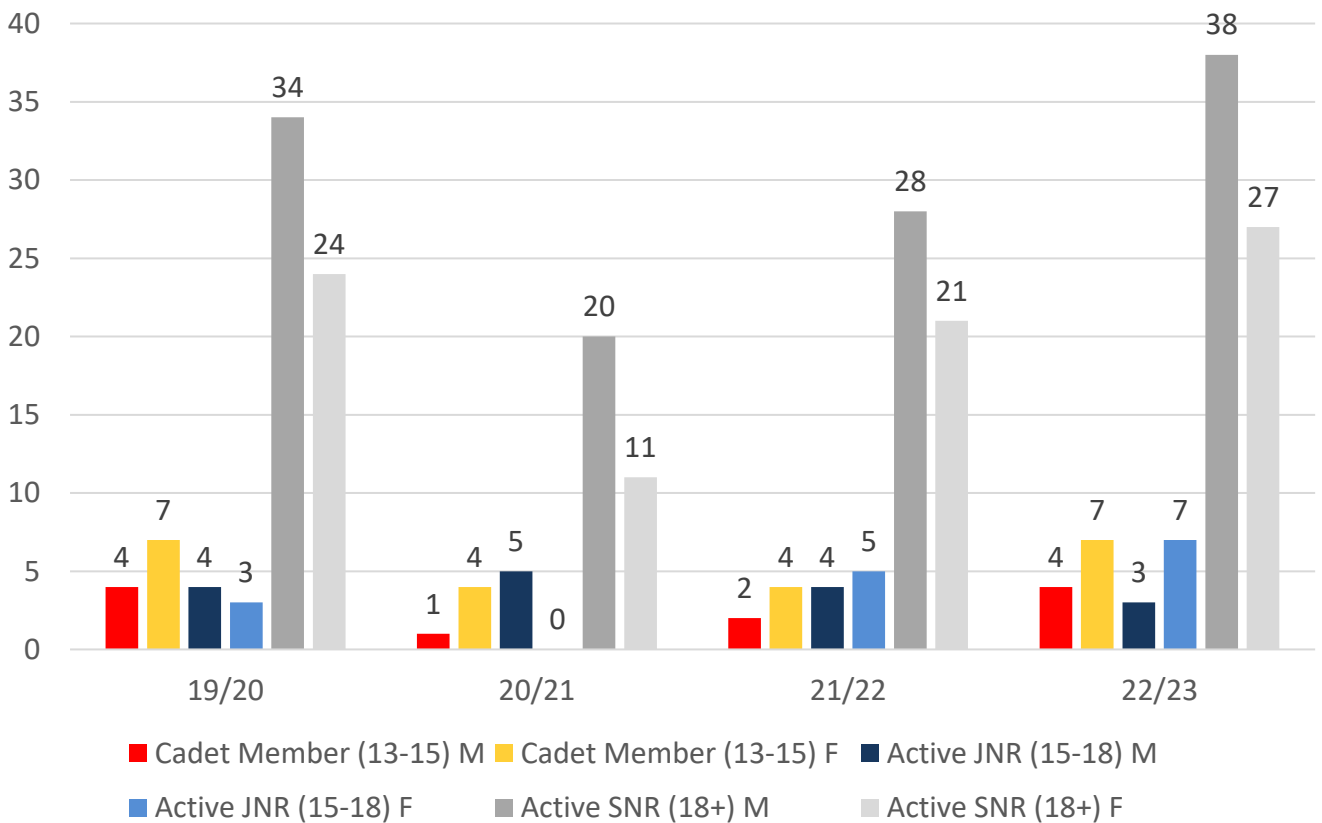
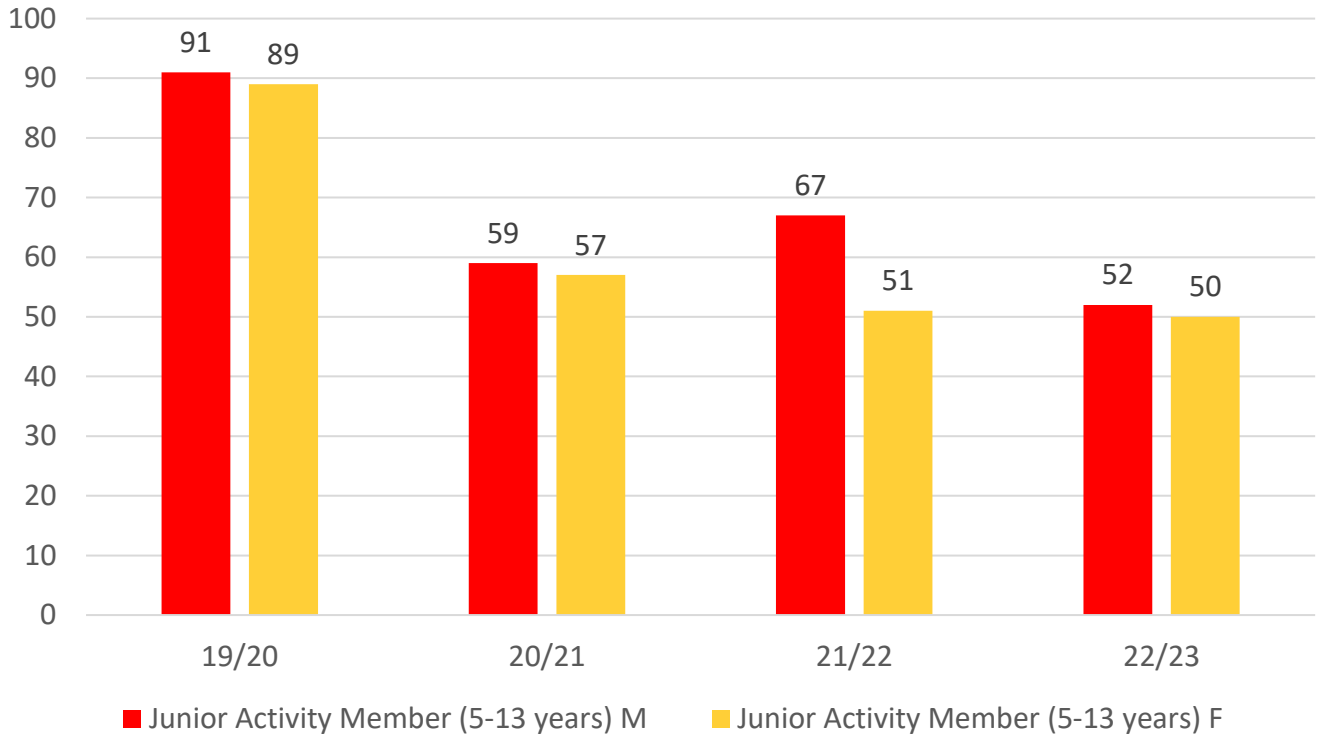
Total Membership



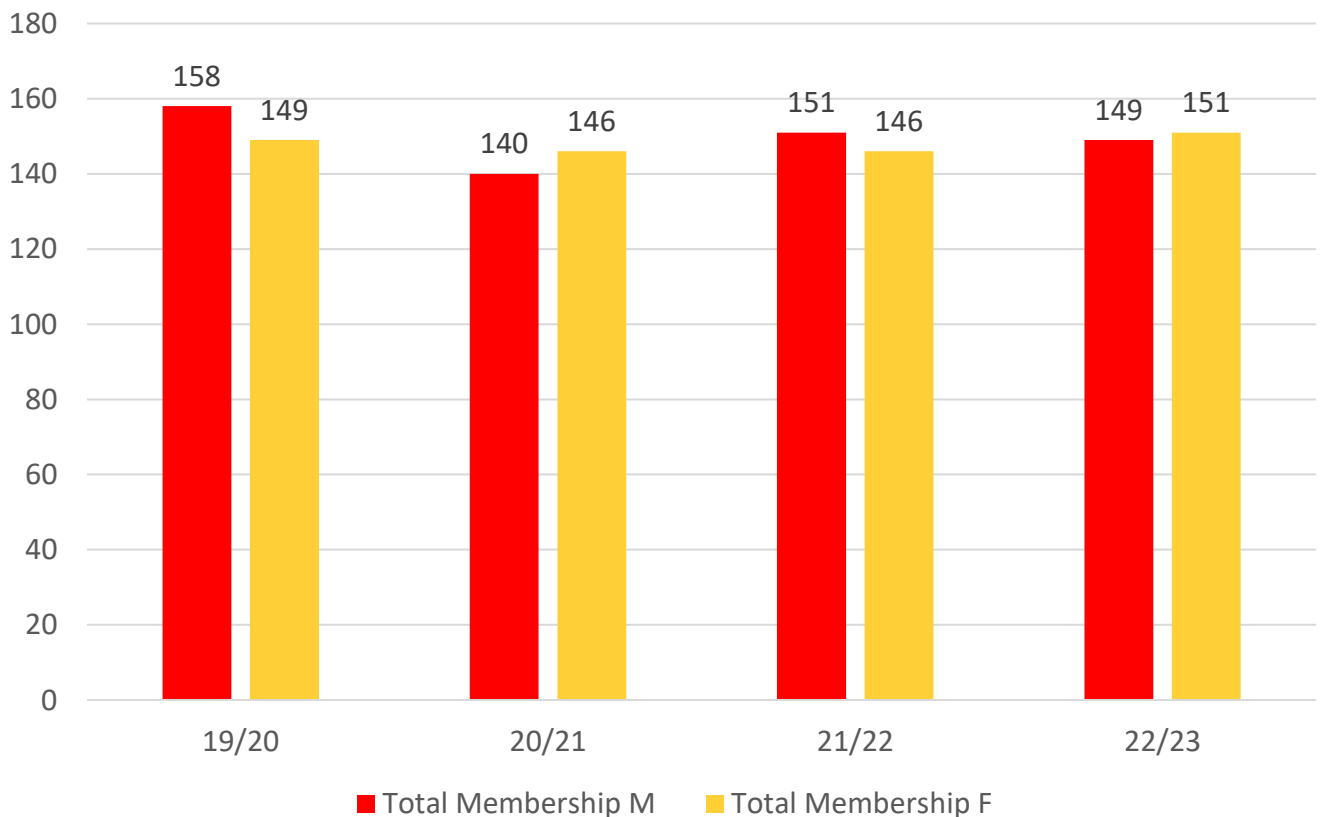
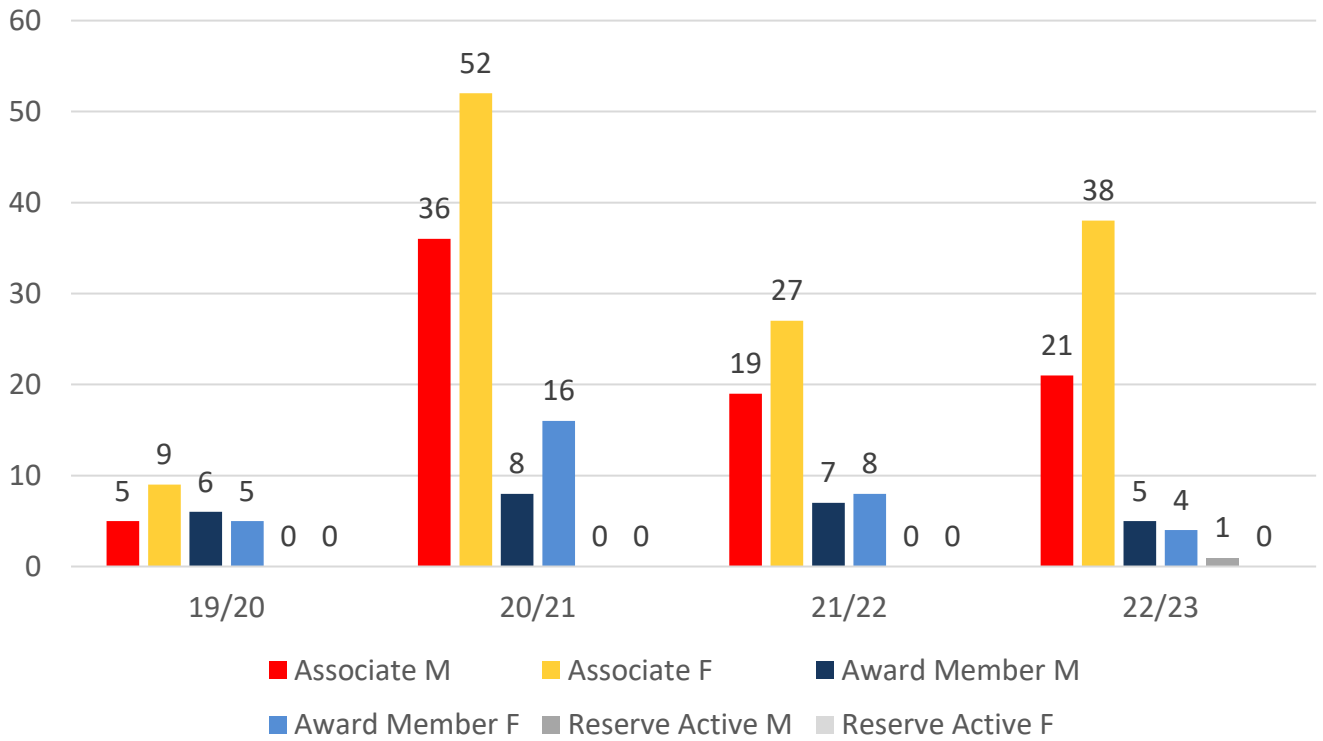
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



103

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



101

MEMBERS LOST FROM THE ORGANISATION

HERVEY BAY 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	39	20	51%	17	0	0%	19	49%	13	33%	1	3%	17	-56%
Junior Activities	118	69	58%	8	1	1%	48	41%	40	34%	1	1%	102	-14%
Cadet Member (13-15 years)	6	5	83%	-6	0	0%	1	17%	0	0%	0	0%	11	83%
Active (15-18 yrs)	9	6	67%	-2	0	0%	3	33%	2	22%	0	0%	10	11%
Active (18yrs and over)	49	47	96%	-5	1	2%	1	2%	12	24%	1	2%	65	33%
Award Member	15	11	73%	3	0	0%	4	27%	1	7%	0	0%	9	-40%
Reserve Active	0	0		-1	0		0		0		0		1	
Long Service	5	5	100%	0	0	0%	0	0%	1	20%	0	0%	6	20%
Past Active	0	0		0	0		0		0		0		0	
Associate	46	20	43%	-14	1	2%	25	54%	24	52%	1	2%	59	28%
Life Member	10	10	100%	0	0	0%	0	0%	3	30%	0	0%	13	30%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		7		0		7	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	79	69	87%		1	1%	9	11%	15	19%	1		96	22%
Total	297	193	65%		3	1%	101	34%	103	35%	4		300	1%

MEMBERSHIP RETENTION

HERVEY BAY 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	7	88%	1	13%	0	0%	11
16-18 Years	9	5	56%	4	44%	2	22%	10
19-25 Years	5	4	80%	1	20%	1	20%	5
26-35 Years	1	1	100%	0	0%	1	100%	4
36-50 Years	35	31	89%	3	9%	7	20%	41
51-70 Years	20	20	100%	0	0%	4	20%	24
70+ Years	1	1	100%	0	0%	0	0%	1
Total	79	69	87%	9	11%	15	19%	96

HERVAY BAY 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	11					10		10
Under 7	10	6	55%	5	45%	2	18%	8
Under 8	23	4	40%	6	60%	4	40%	8
Under 9	20	13	57%	10	43%	4	17%	17
Under 10	14	12	60%	7	35%	4	20%	17
Under 11	12	8	57%	6	43%	7	50%	15
Under 12	11	6	50%	6	50%	7	58%	13
Under 13	12	7	64%	4	36%	1	9%	8
Under 14	5	10	83%	2	17%	1	8%	6
Transitioned From JA		3	60%					

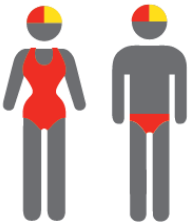
MEMBERSHIP RETENTION

2020/21



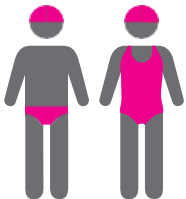
54%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



42%

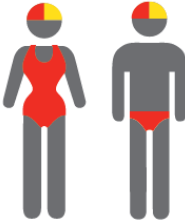
JUNIOR MEMBERSHIP
RETENTION

2021/22



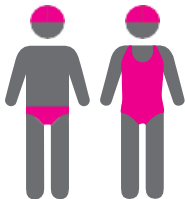
64%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



62%

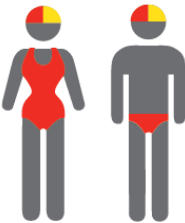
JUNIOR MEMBERSHIP
RETENTION

2022/23



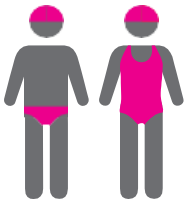
65%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



58%

JUNIOR MEMBERSHIP
RETENTION