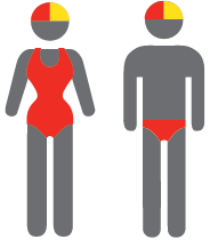


MEMBERSHIP STATISTICS REPORT 2020/2021



65

ACTIVE MEMBERSHIP



25% Decrease



286

TOTAL MEMBERSHIP



7% Decrease



116

JUNIOR MEMBERSHIP



36% 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.

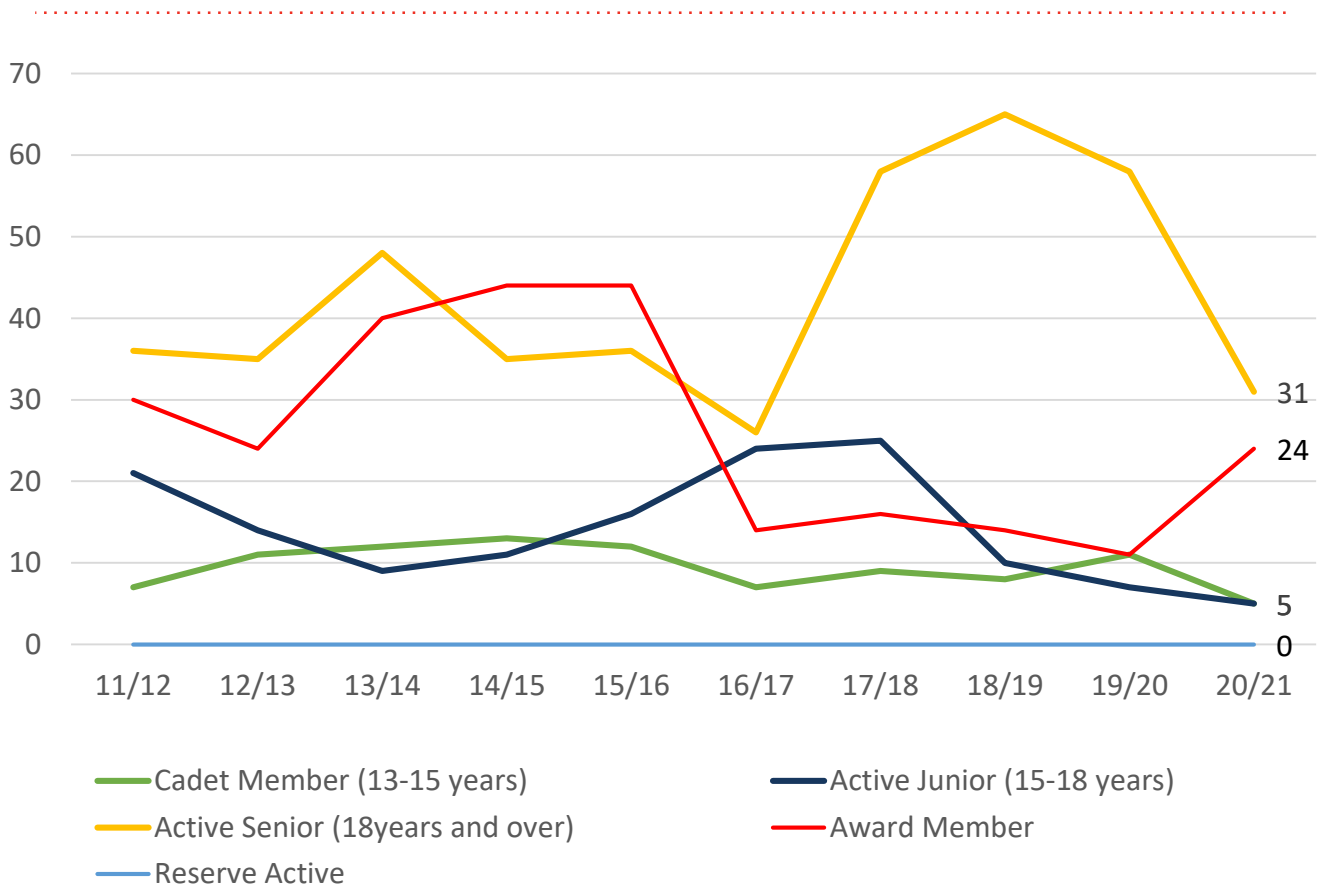
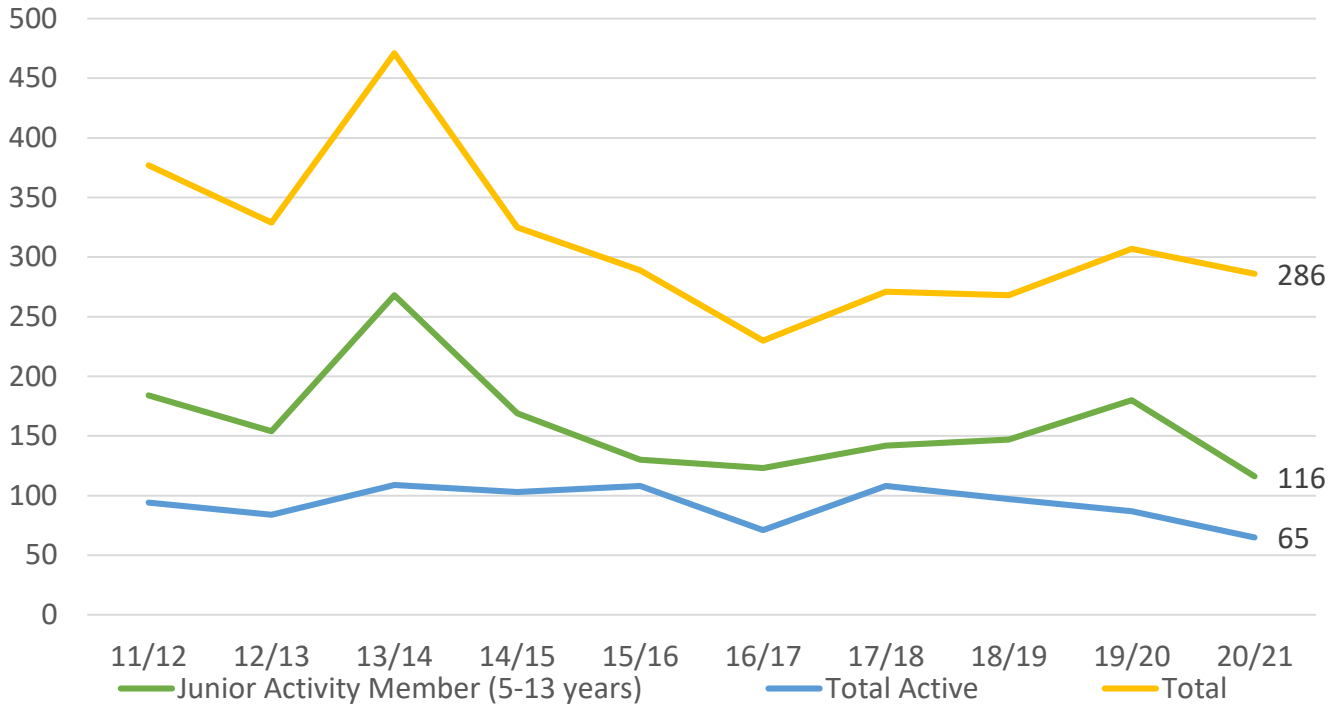
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	32	24	10	0	0	2	3	0	12	0
Junior Activity Member (5-13 years)	184	154	268	169	130	123	142	147	180	116
Cadet Member (13-15 years)	7	11	12	13	12	7	9	8	11	5
Active Junior (15-18 years)	21	14	9	11	16	24	25	10	7	5
Active Senior (18years and over)	36	35	48	35	36	26	58	65	58	31
Award Member	30	24	40	44	44	14	16	14	11	24
Reserve Active	0	0	0	0	0	0	0	0	0	0
Long Service	0	0	2	1	1	0	0	0	1	5
Past Active	0	0	0	0	0	1	0	0	0	0
Associate	59	57	71	43	39	21	10	12	14	88
Life Member	8	9	8	9	10	10	8	8	13	12
General	0	0	3	0	0	2	0	1	0	0
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	3	0	0
Leave / Restricted	0	1	0	0	1	0	0	0	0	0
Total Active	94	84	109	103	108	71	108	97	87	65
Total	377	329	471	325	289	230	271	268	307	286

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	17	15	31	9	15	16	20	14	31	8
Under 7	22	15	34	29	10	22	21	25	27	16
Under 8	24	17	35	21	19	16	24	21	22	17
Under 9	26	28	35	22	14	17	22	24	27	14
Under 10	27	21	39	22	15	15	17	22	16	16
Under 11	16	11	24	16	20	10	15	14	27	14
Under 12	28	14	24	16	12	15	8	13	14	13
Under 13	13	13	21	11	11	9	12	5	11	6
Under 14	11	18	25	13	10	3	3	9	5	12
Junior Activities Total	184	152	268	159	126	123	142	147	180	116

TREND ANALYSIS



MEMBERSHIP RETENTION



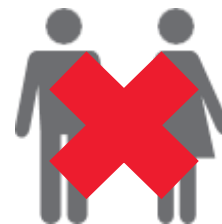
120

BRAND NEW MEMBERS



54%

MEMBERSHIP RETENTION



141

MEMBERS LOST FROM THE ORGANISATION

Hervey Bay SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	12	8	67%	8	0	0%	4	33%	0	0%	0	0%	0	-100%
Junior Activities	180	76	42%	2	0	0%	104	58%	42	23%	0	0%	116	-36%
Cadet Member (13-15 years)	11	9	82%	5	0	0%	2	18%	1	9%	0	0%	5	-55%
Active (15-18 yrs)	7	5	71%	1	0	0%	2	29%	1	14%	0	0%	5	-29%
Active (18yrs and over)	58	40	69%	11	0	0%	18	31%	2	3%	0	0%	31	-47%
Award Member	11	7	64%		0	0%	4	36%	8	73%	0	0%	24	118%
Reserve Active	0	0			0		0		0		0		0	
Long Service	1	1	100%		0	0%	0	0%	0	0%	0	0%	5	400%
Past Active	0	0			0		0		0		0		0	
Associate	14	8	57%		0	0%	6	43%	66	471%	0	0%	88	529%
Life Member	13	12	92%		0	0%	1	8%	0	0%	0	0%	12	-8%
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	0	0			0		0		0		0		0	
Total Active	87	61	70%		0	0%	26	30%	12	14%	0		65	-25%
Total	307	166	54%		0	0%	141	46%	120	39%	0		286	-7%

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

MEMBERSHIP RETENTION

Hervey Bay SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	10	9	90%	1	10%	2	20%	5
16-18 Years	8	5	63%	3	38%	3	38%	16
19-25 Years	4	2	50%	2	50%	1	25%	3
26-35 Years	6	2	33%	4	67%	1	17%	2
36-50 Years	34	22	65%	12	35%	3	9%	20
51-70 Years	24	20	83%	4	17%	2	8%	19
70+ Years	1	1	100%	0	0%	0	0%	0
Total	87	61	70%	26	30%	12	14%	65

Hervey Bay SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	31					8		8
Under 7	27	10	32%	21	68%	6	19%	16
Under 8	22	11	41%	16	59%	6	22%	17
Under 9	27	10	45%	12	55%	4	18%	14
Under 10	16	11	41%	16	59%	5	19%	16
Under 11	27	11	69%	5	31%	3	19%	14
Under 12	14	9	33%	18	67%	4	15%	13
Under 13	11	4	29%	10	71%	2	14%	6
Under 14	5	8	73%	3	27%	4	36%	12
Transitioned From JA		2	40%					

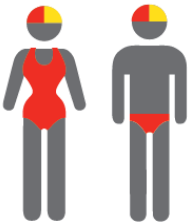
MEMBERSHIP RETENTION

2018/19



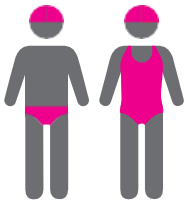
54%

TOTAL MEMBERSHIP
RETENTION



51%

ACTIVE MEMBERSHIP
RETENTION



56%

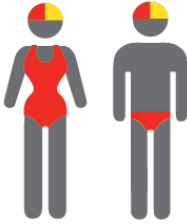
JUNIOR MEMBERSHIP
RETENTION

2019/20



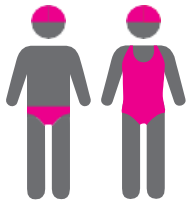
48%

TOTAL MEMBERSHIP
RETENTION



59%

ACTIVE MEMBERSHIP
RETENTION



38%

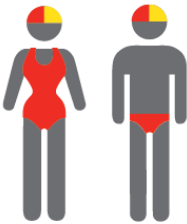
JUNIOR MEMBERSHIP
RETENTION

2020/21



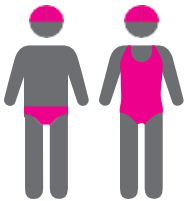
54%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



42%

JUNIOR MEMBERSHIP
RETENTION