



MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



195

ACTIVE MEMBERSHIP



16% Increase



660

TOTAL MEMBERSHIP



11% Increase



212

JUNIOR MEMBERSHIP



9% 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.

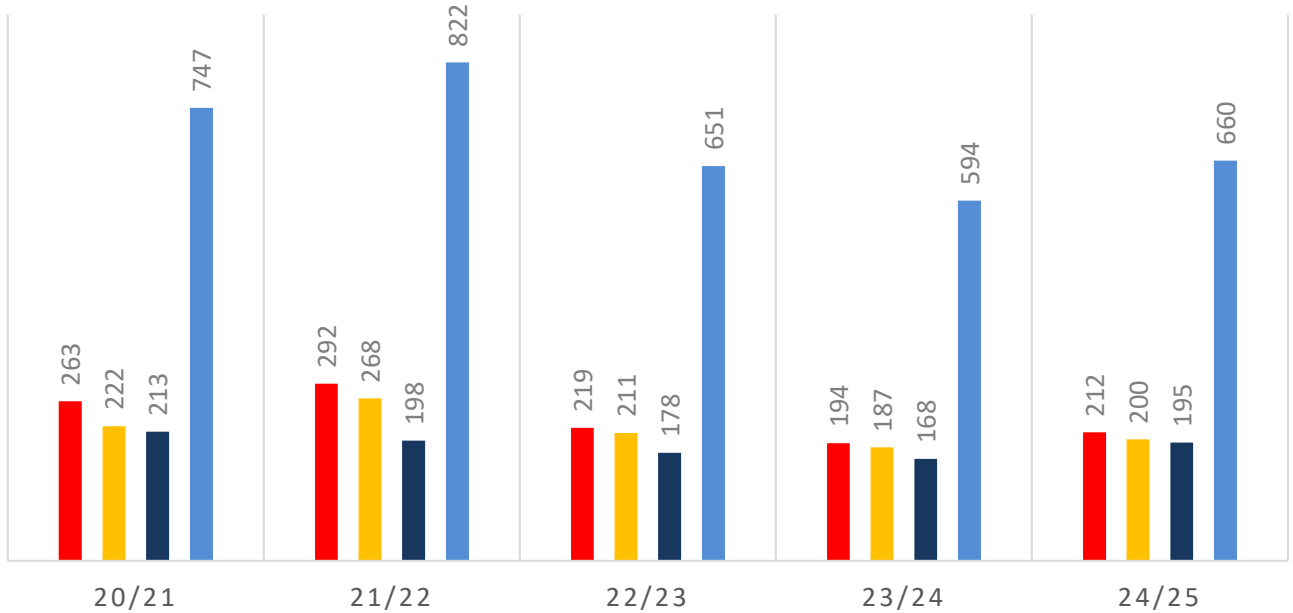
Note:

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

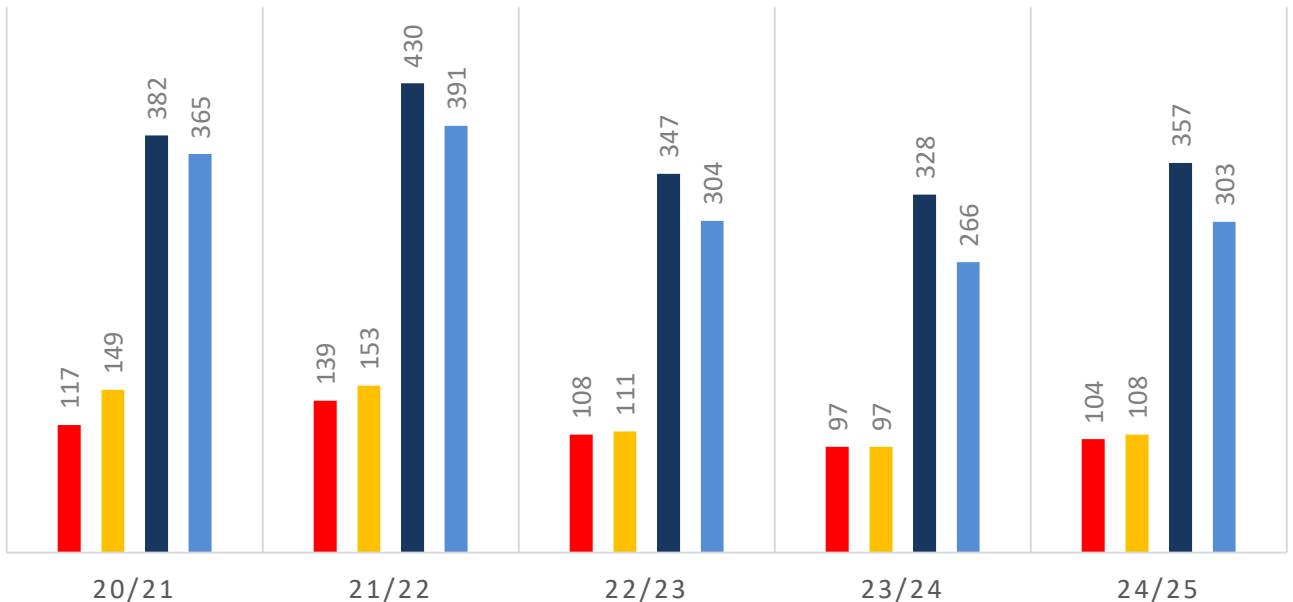
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



201

BRAND NEW MEMBERS



73%

MEMBERSHIP RETENTION



140

MEMBERS LOST FROM THE ORGANISATION

Kawana Waters 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		5		0		6	
Nipper Parent	0	0			0		0		0		2		3	
Junior Activities	194	142	73%	23	7	4%	45	23%	86	44%	7	4%	212	9%
Cadet Member (13-15 years)	12	6	50%		0	0%	6	50%	1	8%	0	0%	27	125%
Active (15-18 yrs)	19	12	63%		1	5%	6	32%	3	16%	2	11%	18	-5%
Active (18yrs and over)	126	107	85%		1	1%	18	14%	16	13%	9	7%	140	11%
Award Member	11	9	82%		0	0%	2	18%	1	9%	0	0%	10	-9%
Reserve Active	0	0			0		0		0		0		0	
Long Service	16	14	88%		0	0%	2	13%	2	13%	1	6%	17	6%
Past Active	0	0			0		0		0		0		0	
Associate	187	119	64%	6	11	6%	57	30%	86	46%	1	1%	200	7%
Life Member	21	21	100%		0	0%	0	0%	0	0%	0	0%	21	0%
General	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	7	3	43%	1	0	0%	4	57%	1	14%	3	43%	6	-14%
Total Active	168	134	80%		2	1%	32	19%	21	13%	11	7%	195	16%
Total	594	434	73%		20	3%	140	24%	201	34%	25	4%	660	11%

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

MEMBERSHIP RETENTION

Kawana Waters 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	13	7	54%	6	46%	1	8%	27
16-18 Years	18	11	61%	6	33%	3	17%	18
19-25 Years	21	17	81%	4	19%	1	5%	22
26-35 Years	13	7	54%	6	46%	3	23%	11
36-50 Years	63	58	92%	4	6%	10	16%	74
51-70 Years	34	28	82%	6	18%	3	9%	37
70+ Years	6	6	100%	0	0%	0	0%	6
Total	168	134	80%	32	19%	21	13%	195

Kawana Waters 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	15					26		26
Under 7	26	14	93%	1	7%	20	133%	36
Under 8	37	19	73%	4	15%	13	50%	34
Under 9	21	25	68%	10	27%	7	19%	32
Under 10	21	16	76%	5	24%	8	38%	25
Under 11	29	13	62%	7	33%	3	14%	18
Under 12	13	23	79%	6	21%	5	17%	28
Under 13	20	8	62%	4	31%	2	15%	10
Under 14	12	15	75%	5	25%	2	10%	2
Transitioned From JA		9	75%					