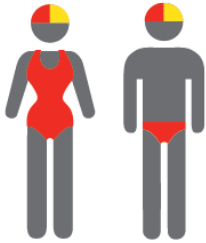


KAWANA WATERS

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



194

ACTIVE MEMBERSHIP



20% Decrease



819

TOTAL MEMBERSHIP



5% Increase



292

JUNIOR MEMBERSHIP



10% 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.

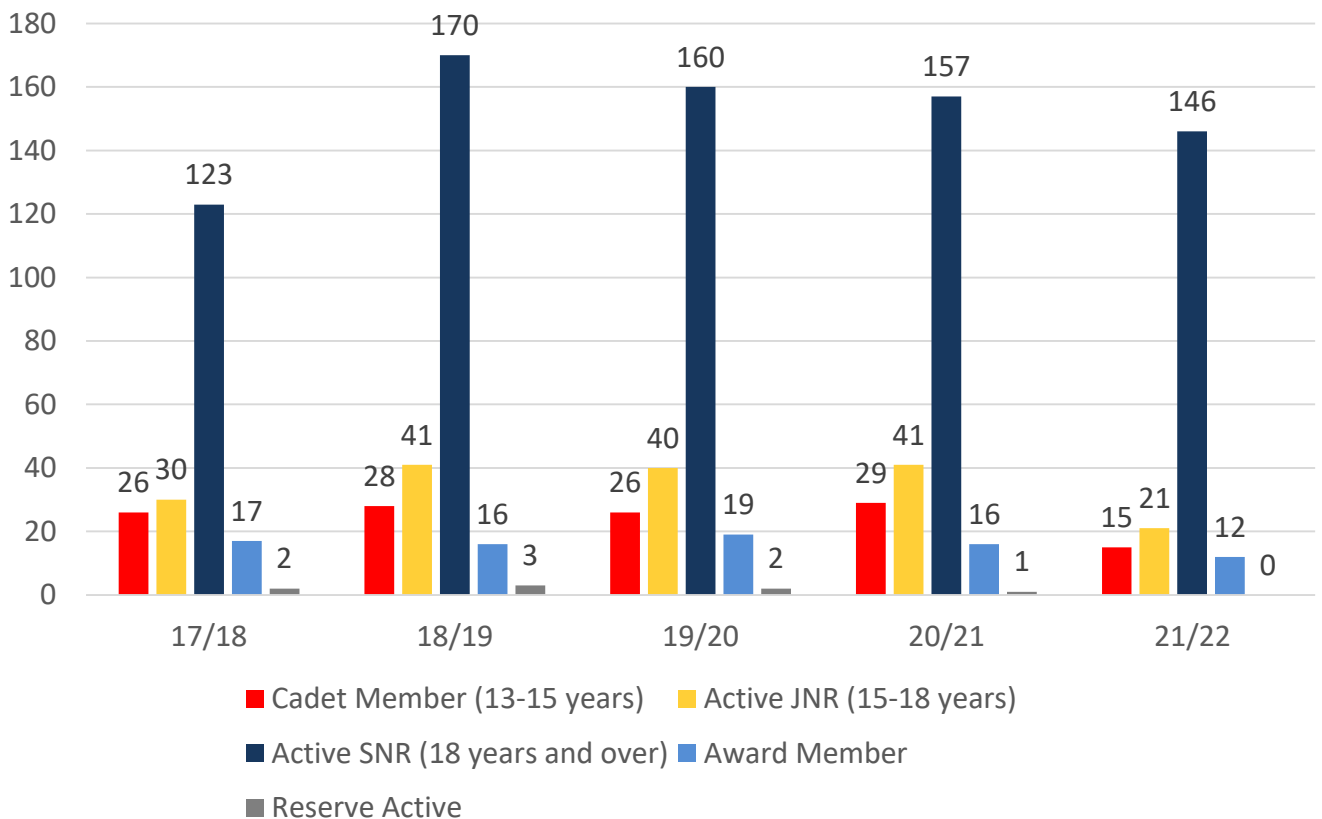
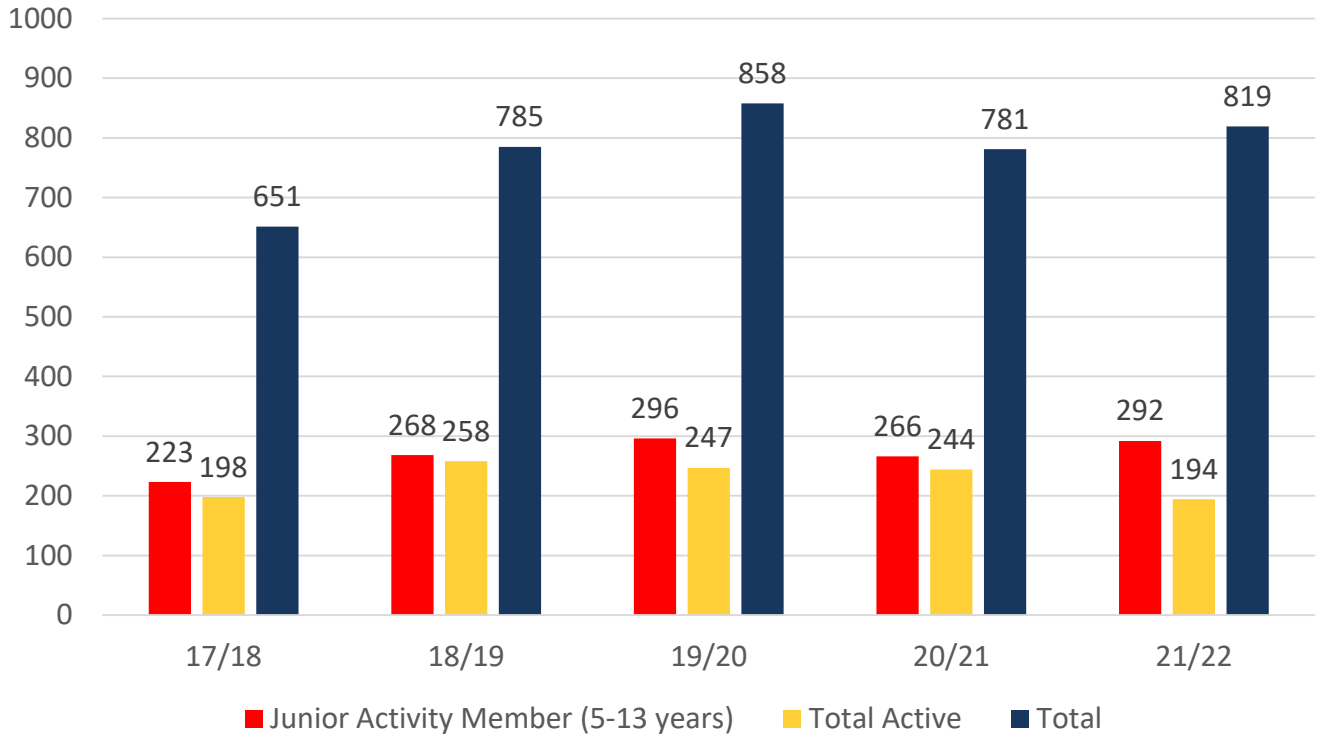
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

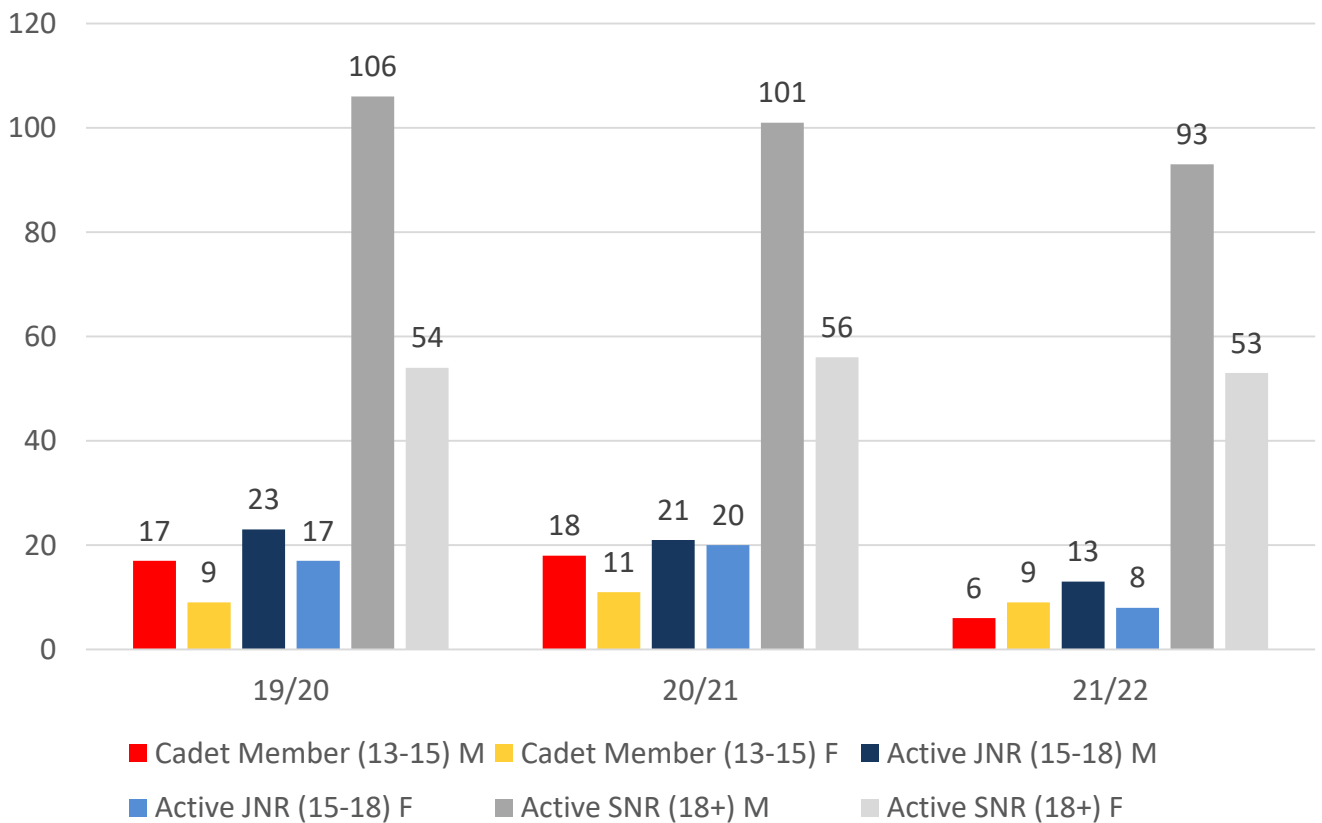
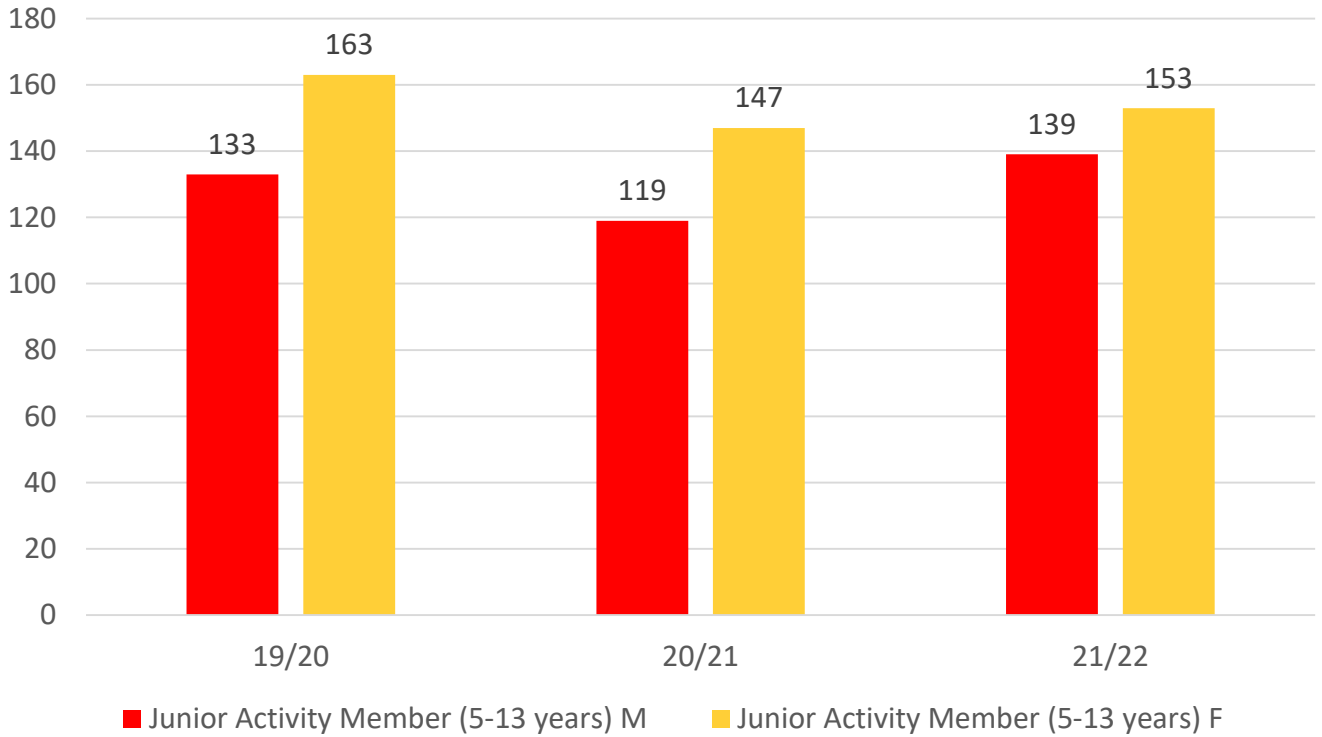
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	10	19	8	4	7
Junior Activity Member (5-13 years)	223	268	296	266	292
Cadet Member (13-15 years)	26	28	26	29	15
Active Junior (15-18 years)	30	41	40	41	21
Active Senior (18years and over)	123	170	160	157	146
Award Member	17	16	19	16	12
Reserve Active	2	3	2	1	0
Long Service	17	23	24	23	17
Past Active	2	1	0	0	0
Associate	178	196	261	222	285
Life Member	17	19	19	20	21
General	2	0	2	0	0
Honorary	1	0	0	0	0
Non Member Participants	1	0	0	0	0
Leave / Restricted	2	1	1	2	3
Total Active	198	258	247	244	194
Total	651	785	858	781	819

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	29	44	44	42	45
Under 7	27	41	56	41	51
Under 8	40	39	38	45	50
Under 9	31	39	43	40	47
Under 10	24	35	36	32	32
Under 11	21	22	28	26	32
Under 12	18	24	23	23	18
Under 13	18	15	17	16	12
Under 14	15	9	11	1	7
Junior Activities Total	223	268	296	266	294

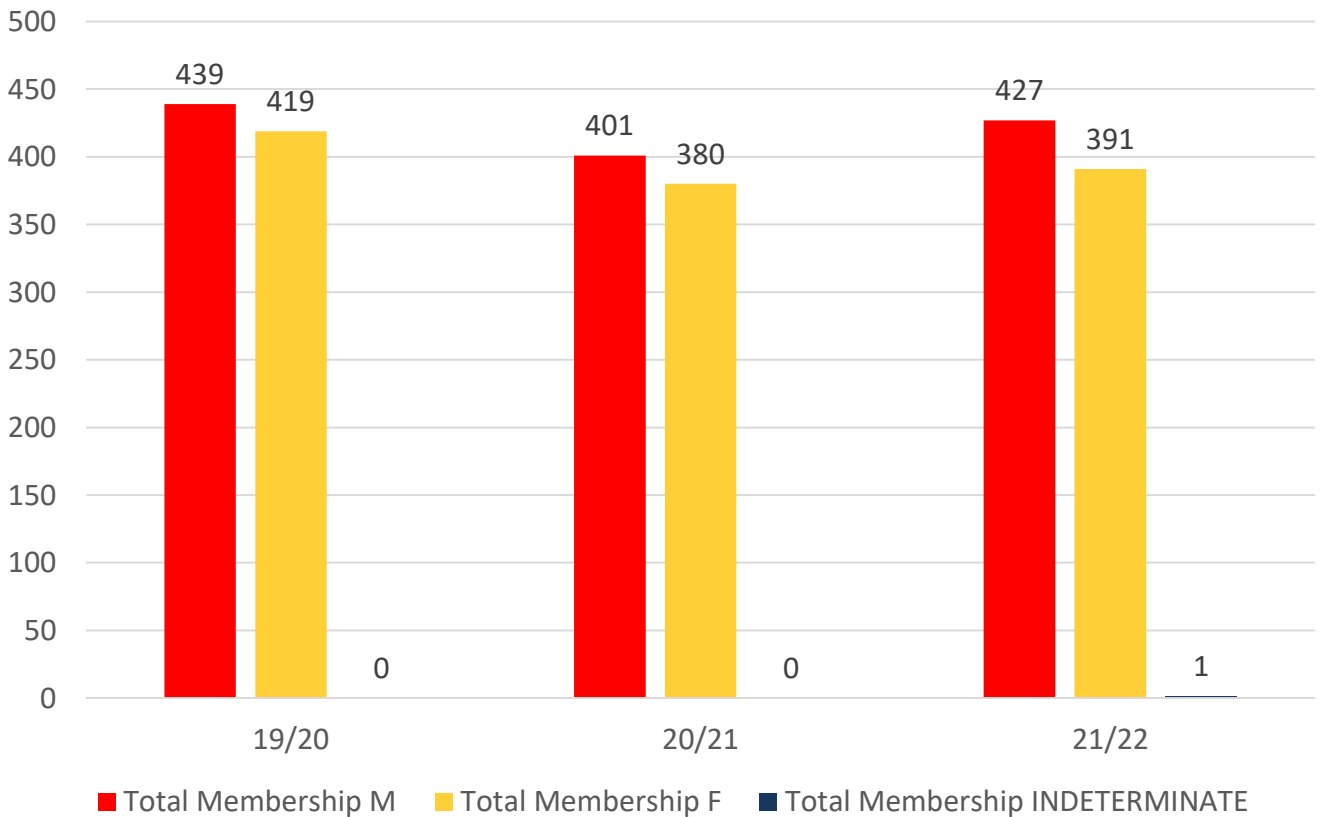
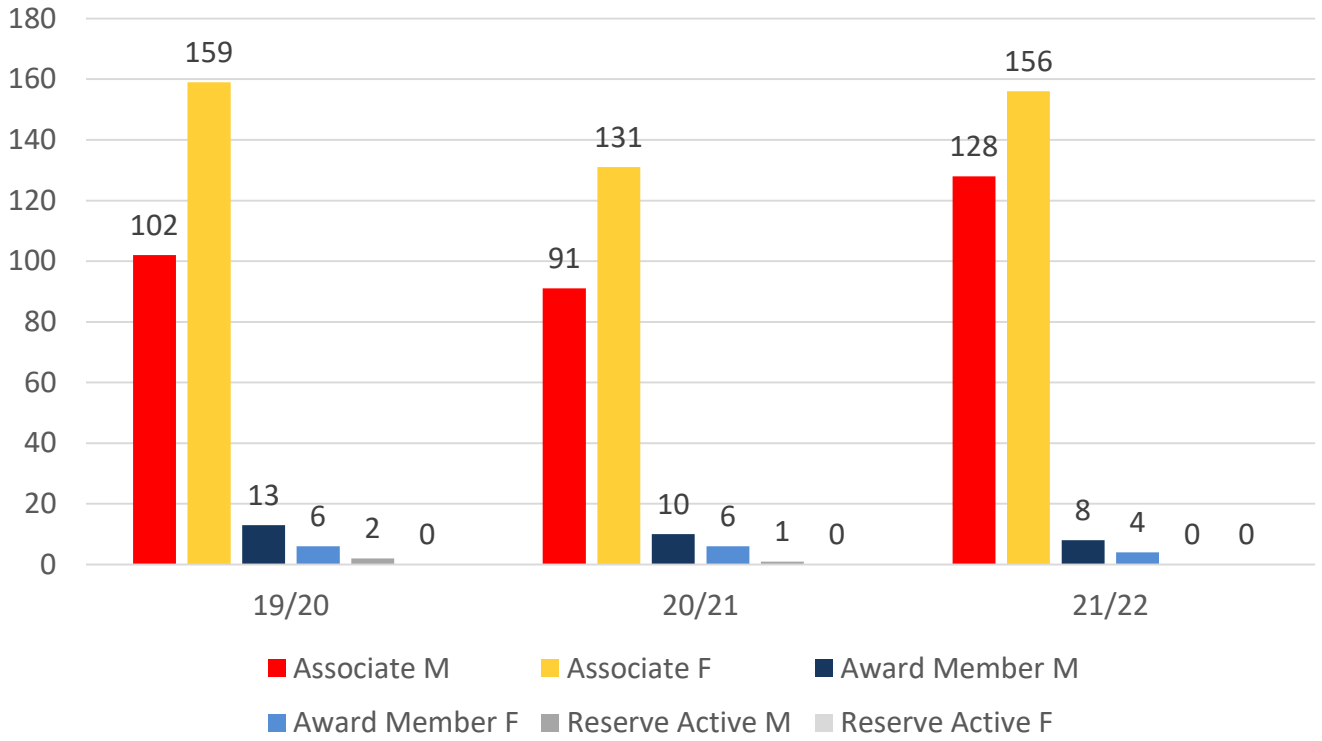
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



322

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



241

MEMBERS LOST FROM THE ORGANISATION

KAWANA WATERS 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	4	0	0%	0	0	0%	4	100%	7	175%	0	0%	7	75%
Junior Activities	266	151	57%	1	29	11%	86	32%	136	51%	6	2%	292	10%
Cadet Member (13-15 years)	29	20	69%	7	2	7%	7	24%	1	3%	1	3%	15	-48%
Active (15-18 yrs)	41	22	54%	1	3	7%	16	39%	0	0%	0	0%	21	-49%
Active (18yrs and over)	157	115	73%	-13	14	9%	28	18%	16	10%	2	1%	146	-7%
Award Member	16	13	81%	1	0	0%	3	19%	0	0%	0	0%	12	-25%
Reserve Active	1	0	0%	0	1	100%	0	0%	0	0%	0	0%	0	-100%
Long Service	23	17	74%	1	4	17%	2	9%	1	4%	0	0%	17	-26%
Past Active	0	0		0	0		0		0		0		0	
Associate	222	120	54%	4	7	3%	95	43%	161	73%	8	4%	285	28%
Life Member	20	20	100%	-1	0	0%	0	0%	0	0%	0	0%	21	5%
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	2	2	100%	-1	0	0%	0	0%	0	0%	0	0%	3	50%
Total Active	244	170	70%		20	8%	54	22%	17	7%	3		194	-20%
Total	781	480	61%		60	8%	241	31%	322	41%	17		819	5%

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

MEMBERSHIP RETENTION

KAWANA WATERS 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	26	17	65%	7	27%	1	4%	12
16-18 Years	38	21	55%	14	37%	0	0%	21
19-25 Years	24	14	58%	9	38%	2	8%	25
26-35 Years	19	11	58%	7	37%	5	26%	18
36-50 Years	94	73	78%	10	11%	8	9%	80
51-70 Years	38	30	79%	6	16%	1	3%	34
70+ Years	5	4	80%	1	20%	0	0%	4
Total	244	170	70%	54	22%	17	7%	194

KAWANA WATERS 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	42					44		44
Under 7	41	26	62%	12	29%	24	57%	51
Under 8	45	23	56%	15	37%	26	63%	50
Under 9	40	35	78%	8	18%	11	24%	47
Under 10	32	18	45%	16	40%	13	33%	32
Under 11	26	20	63%	9	28%	12	38%	32
Under 12	23	14	54%	8	31%	3	12%	18
Under 13	16	8	35%	11	48%	3	13%	12
Under 14	1	6	38%	7	44%	0	0%	6
Transitioned From JA		1	100%					

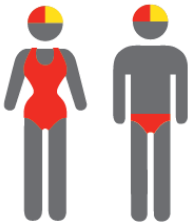
MEMBERSHIP RETENTION

2019/20



67%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION

2020/21



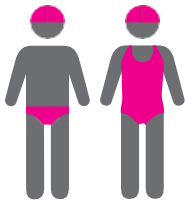
65%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION

2021/22



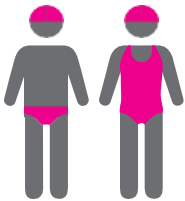
61%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION