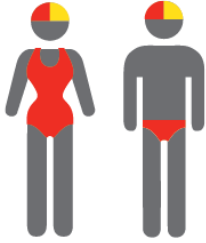


KAWANA WATERS

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



185

ACTIVE MEMBERSHIP



5% Decrease



665

TOTAL MEMBERSHIP



19% Decrease



217

JUNIOR MEMBERSHIP



26% 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

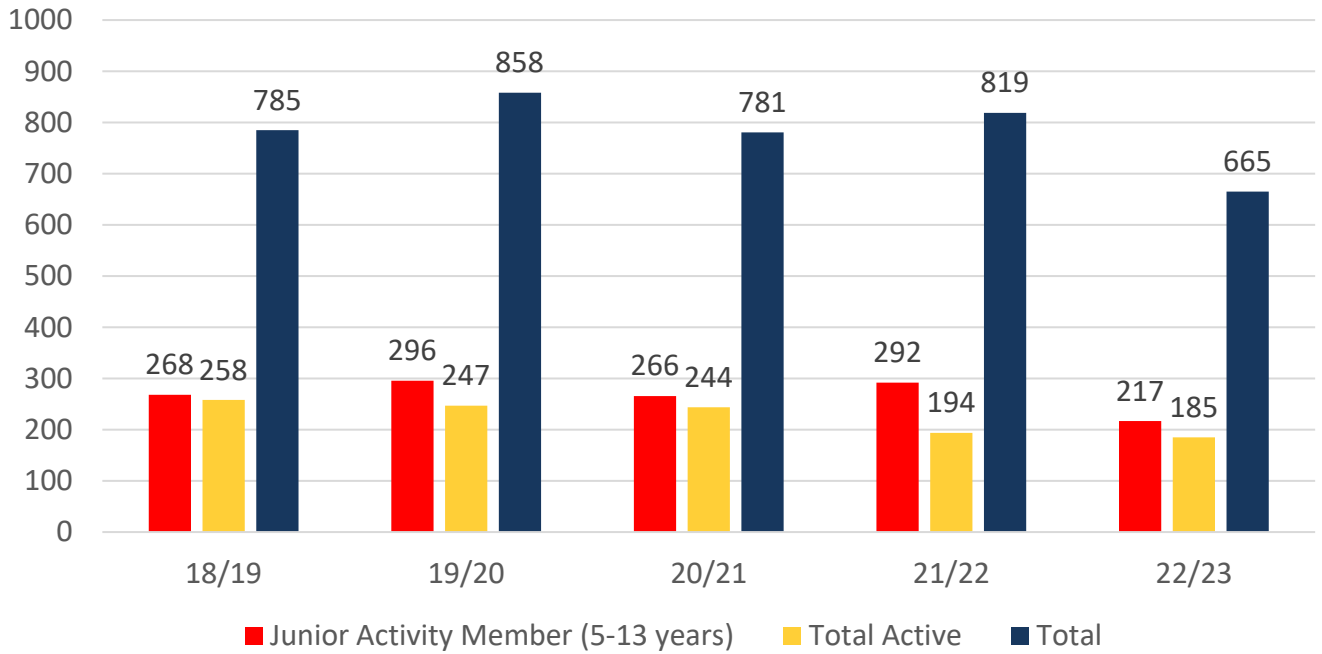
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	19	8	4	7	2
Junior Activity Member (5-13 years)	268	296	266	292	217
Cadet Member (13-15 years)	28	26	29	15	8
Active Junior (15-18 years)	41	40	41	21	25
Active Senior (18years and over)	170	160	157	146	139
Award Member	16	19	16	12	12
Reserve Active	3	2	1	0	1
Long Service	23	24	23	17	18
Past Active	1	0	0	0	0
Associate	196	261	222	285	216
Life Member	19	19	20	21	21
General	0	2	0	0	2
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	1	2	3	4
Total Active	258	247	244	194	185
Total	785	858	781	819	665

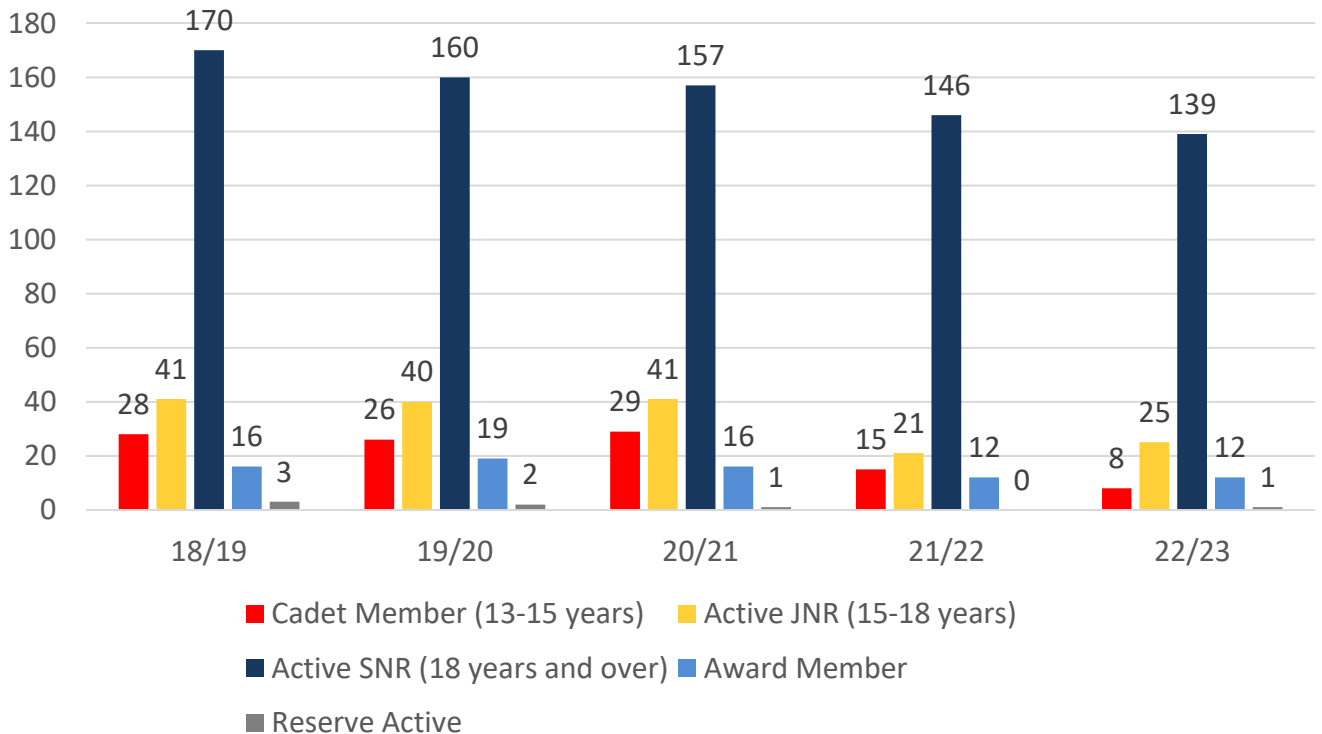
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	44	44	42	45	25
Under 7	41	56	41	51	33
Under 8	39	38	45	50	38
Under 9	39	43	40	47	28
Under 10	35	36	32	32	32
Under 11	22	28	26	32	20
Under 12	24	23	23	18	25
Under 13	15	17	16	12	14
Under 14	9	11	1	7	7
Junior Activities Total	268	296	266	294	222

5 YEAR TREND ANALYSIS

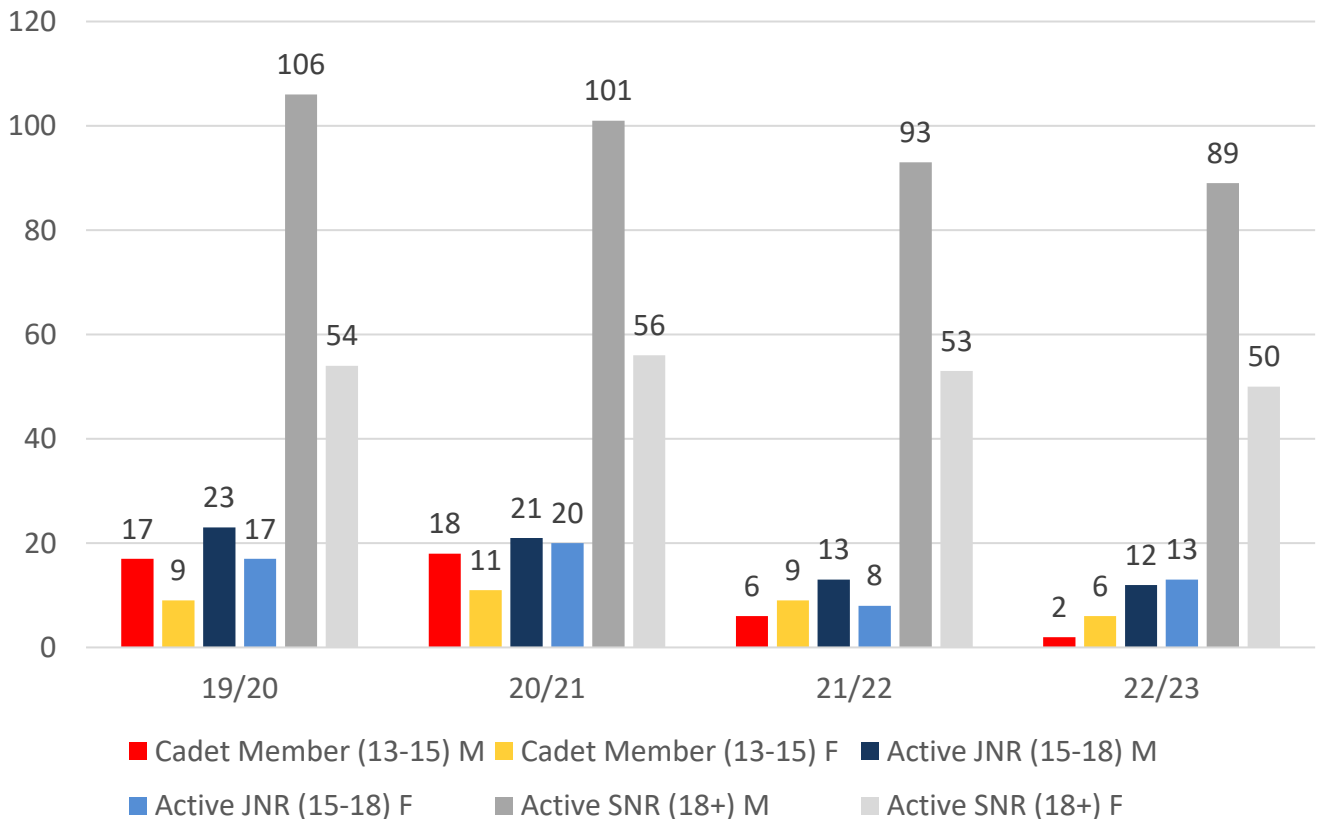
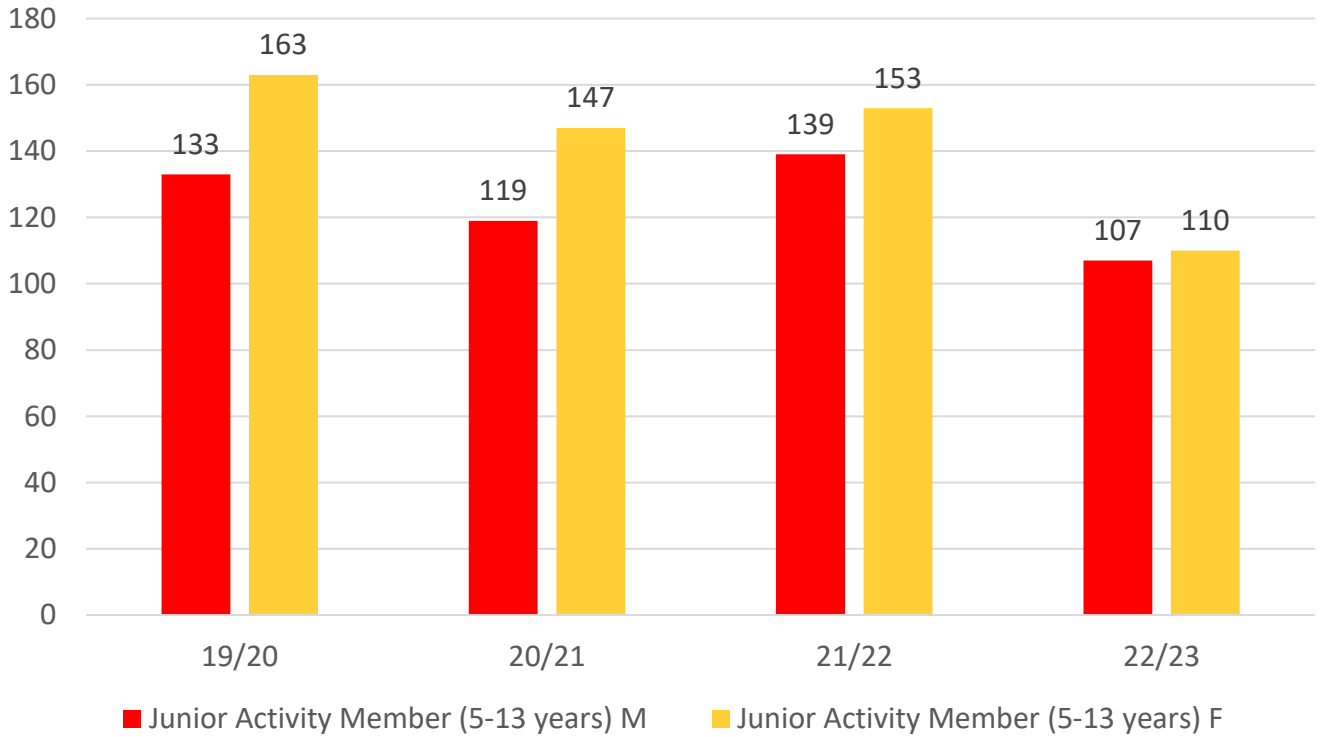
Total Membership



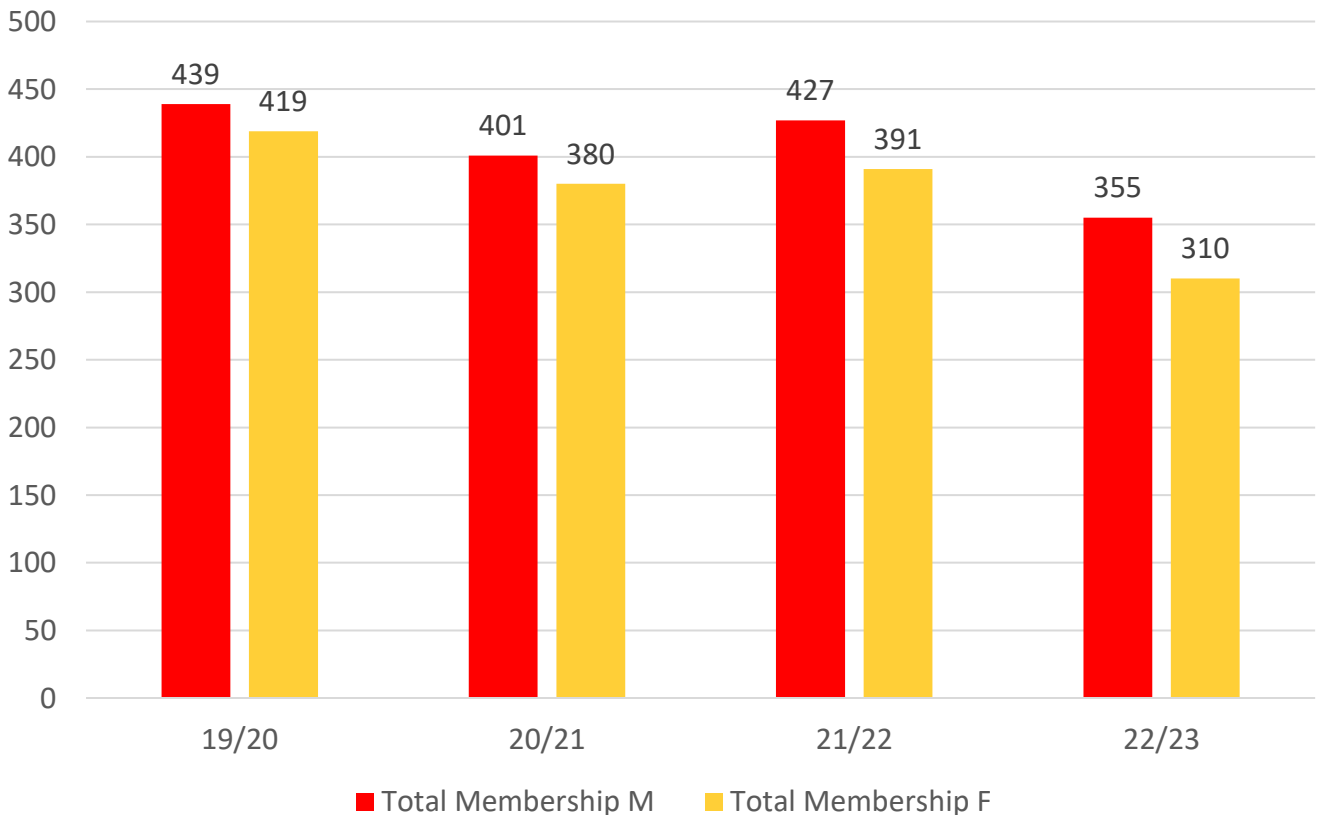
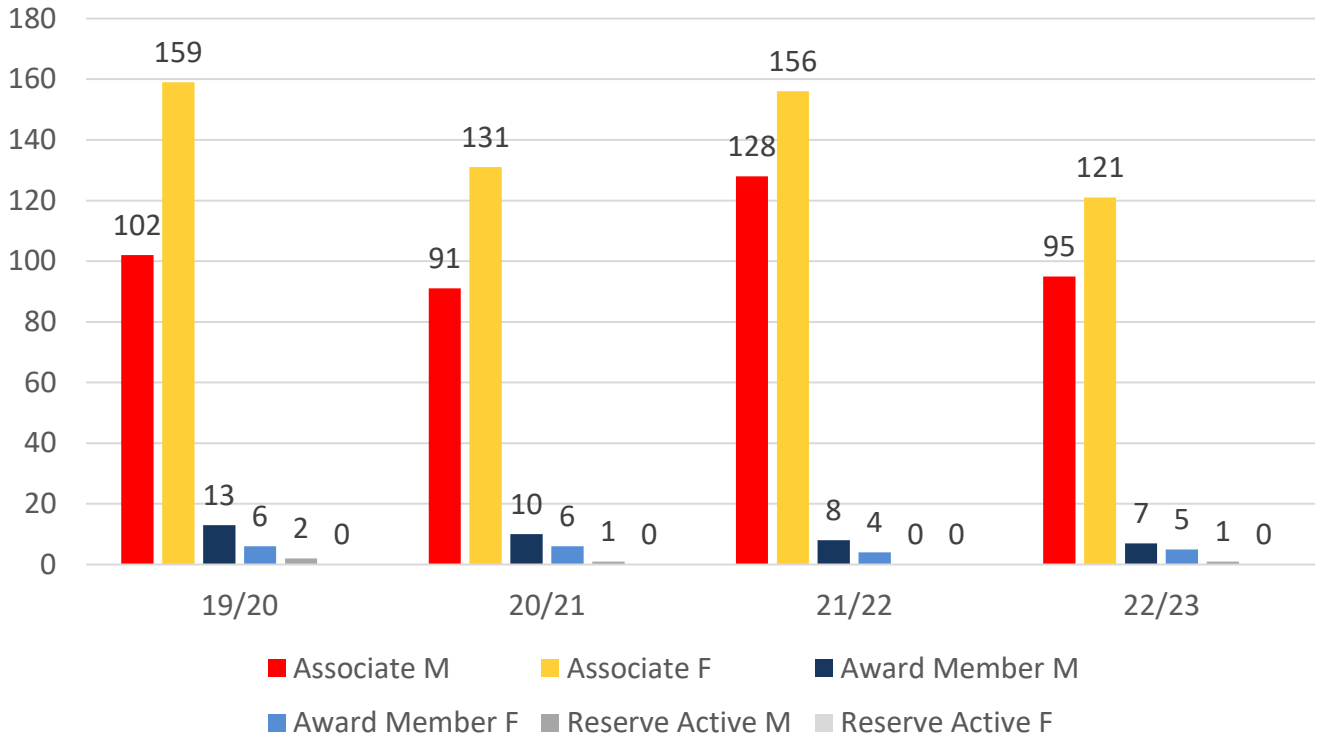
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



187

BRAND NEW MEMBERS



57%

MEMBERSHIP RETENTION



318

MEMBERS LOST FROM THE ORGANISATION

KAWANA WATERS 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	7	2	29%	2	0	0%	5	71%	2	29%	0	0%	2	-71%
Junior Activities	292	147	50%	6	18	6%	127	43%	71	24%	5	2%	217	-26%
Cadet Member (13-15 years)	15	11	73%	5	0	0%	4	27%	2	13%	0	0%	8	-47%
Active (15-18 yrs)	21	12	57%	-8	0	0%	9	43%	5	24%	0	0%	25	19%
Active (18yrs and over)	146	115	79%	-6	7	5%	24	16%	14	10%	4	3%	139	-5%
Award Member	12	11	92%	0	0	0%	1	8%	1	8%	0	0%	12	0%
Reserve Active	0	0		0	0		0		1		0		1	
Long Service	17	17	100%	1	0	0%	0	0%	1	6%	1	6%	18	6%
Past Active	0	0		0	0		0		0		0		0	
Associate	285	124	44%	-1	13	5%	148	52%	86	30%	5	2%	216	-24%
Life Member	21	21	100%	0	0	0%	0	0%	0	0%	0	0%	21	0%
General	0	0		0	0		0		2		0		2	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	3	3	100%	1	0	0%	0	0%	2	67%	0	0%	4	33%
Total Active	194	149	77%		7	4%	38	20%	23	12%	4		185	-5%
Total	819	463	57%		38	5%	318	39%	187	23%	15		665	-19%

MEMBERSHIP RETENTION

KAWANA WATERS 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	8	67%	4	33%	4	33%	13
16-18 Years	21	13	62%	8	38%	3	14%	20
19-25 Years	25	20	80%	5	20%	3	12%	25
26-35 Years	18	9	50%	8	44%	6	33%	17
36-50 Years	80	65	81%	11	14%	5	6%	71
51-70 Years	34	30	88%	2	6%	2	6%	34
70+ Years	4	4	100%	0	0%	0	0%	5
Total	194	149	77%	38	20%	23	12%	185

KAWANA WATERS 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	45					25		25
Under 7	51	16	36%	24	53%	13	29%	33
Under 8	50	27	53%	20	39%	11	22%	38
Under 9	47	21	42%	26	52%	5	10%	28
Under 10	32	26	55%	20	43%	6	13%	32
Under 11	32	14	44%	13	41%	6	19%	20
Under 12	18	20	63%	11	34%	5	16%	25
Under 13	12	14	78%	4	22%	0	0%	14
Under 14	6	5	42%	7	58%	0	0%	2
Transitioned From JA		4	67%					

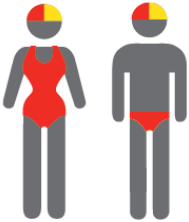
MEMBERSHIP RETENTION

2020/21



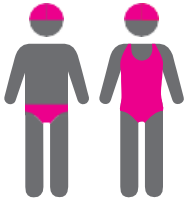
65%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



64%

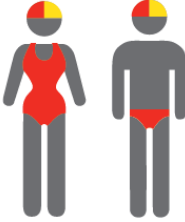
JUNIOR MEMBERSHIP
RETENTION

2021/22



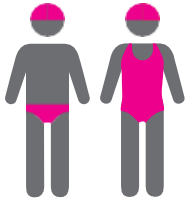
61%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



57%

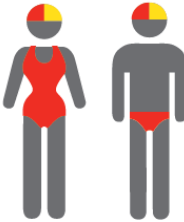
JUNIOR MEMBERSHIP
RETENTION

2022/23



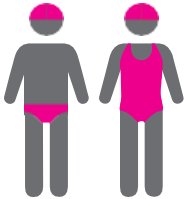
57%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



50%

JUNIOR MEMBERSHIP
RETENTION