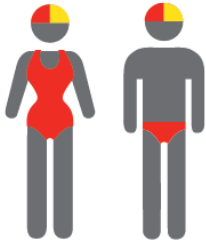


MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



121

ACTIVE MEMBERSHIP



1% Increase



420

TOTAL MEMBERSHIP



12% Increase



119

JUNIOR MEMBERSHIP



34% 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.

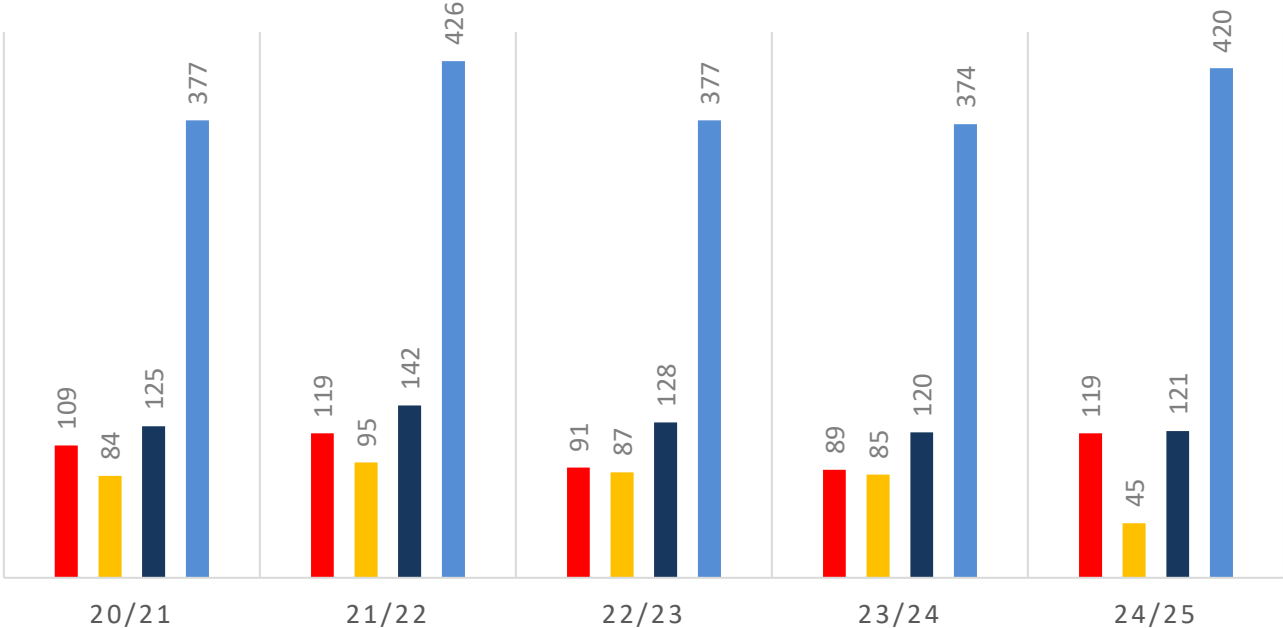
Note:

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

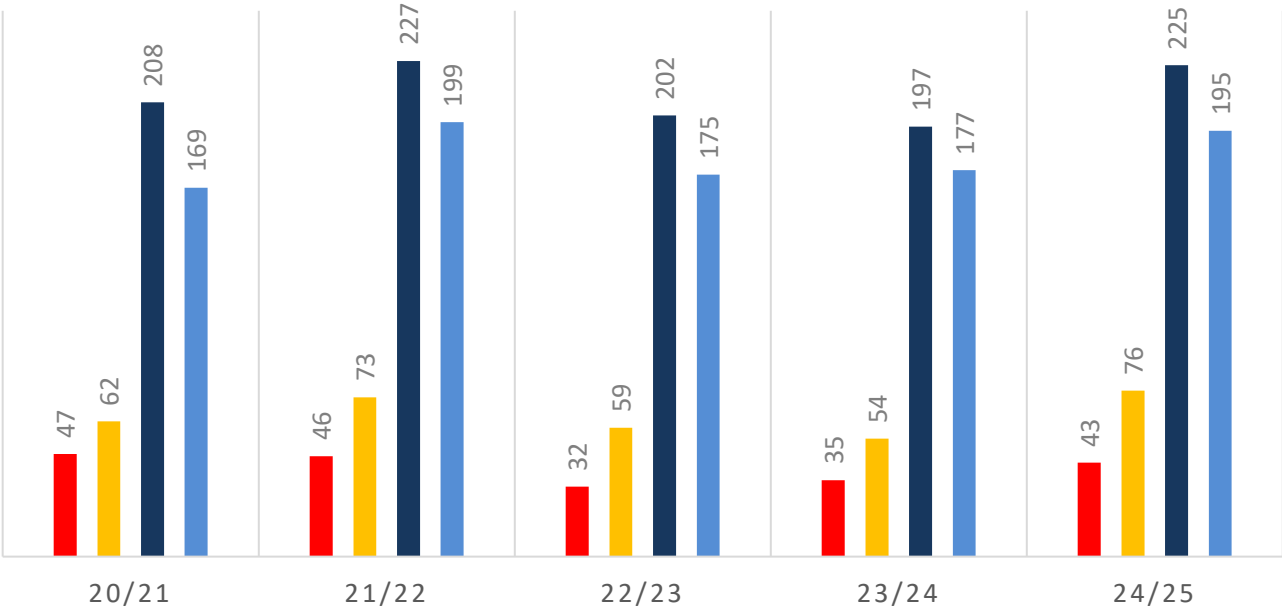
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



154

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



112

MEMBERS LOST FROM THE ORGANISATION

Kirra 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	9	2	22%	2	0	0%	7	78%	0	0%	0	0%	0	-100%
Nipper Parent	0	0			0		0		42		2		70	
Junior Activities	89	51	57%	1	5	6%	33	37%	65	73%	4	4%	119	34%
Cadet Member (13-15 years)	3	2	67%		0	0%	1	33%	4	133%	0	0%	6	100%
Active (15-18 yrs)	29	19	66%	3	1	3%	9	31%	12	41%	1	3%	29	0%
Active (18yrs and over)	84	59	70%		5	6%	20	24%	8	10%	6	7%	81	-4%
Award Member	3	3	100%		0	0%	0	0%	0	0%	1	33%	4	33%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	16	14	88%	1	1	6%	1	6%	1	6%	4	25%	18	13%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	85	50	59%	29	3	4%	32	38%	22	26%	2	2%	45	-47%
Life Member	36	34	94%		0	0%	2	6%	0	0%	0	0%	34	-6%
General	0	0			0		0		0		0		0	
Honorary	8	8	100%		0	0%	0	0%	0	0%	0	0%	10	25%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	10	2	20%		1	10%	7	70%	0	0%	0	0%	3	-70%
Total Active	120	84	70%		6	5%	30	25%	24	20%	8	7%	121	1%
Total	374	246	66%		16	4%	112	30%	154	41%	20	5%	420	12%

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

MEMBERSHIP RETENTION

Kirra 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	2	2	100%	0	0%	4	200%	5
16-18 Years	29	18	62%	10	34%	11	38%	30
19-25 Years	23	16	70%	4	17%	4	17%	26
26-35 Years	9	6	67%	3	33%	1	11%	8
36-50 Years	27	18	67%	7	26%	1	4%	23
51-70 Years	27	22	81%	5	19%	2	7%	26
70+ Years	3	2	67%	1	33%	1	33%	3
Total	120	84	70%	30	25%	24	20%	121

Kirra 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	14					13		13
Under 7	17	11	79%	3	21%	11	79%	24
Under 8	18	9	53%	8	47%	16	94%	27
Under 9	6	11	61%	6	33%	9	50%	20
Under 10	16	3	50%	2	33%	5	83%	8
Under 11	3	9	56%	5	31%	8	50%	17
Under 12	8	3	100%	0	0%	1	33%	4
Under 13	2	4	50%	3	38%	1	13%	5
Under 14	5	0	0%	2	100%	1	50%	1
Transitioned From JA		1	20%					