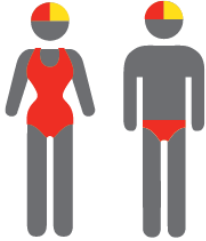


MEMBERSHIP STATISTICS REPORT EOS 2021/22



157

ACTIVE MEMBERSHIP



5% Increase



447

TOTAL MEMBERSHIP



8% Increase



121

JUNIOR MEMBERSHIP



3% 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.

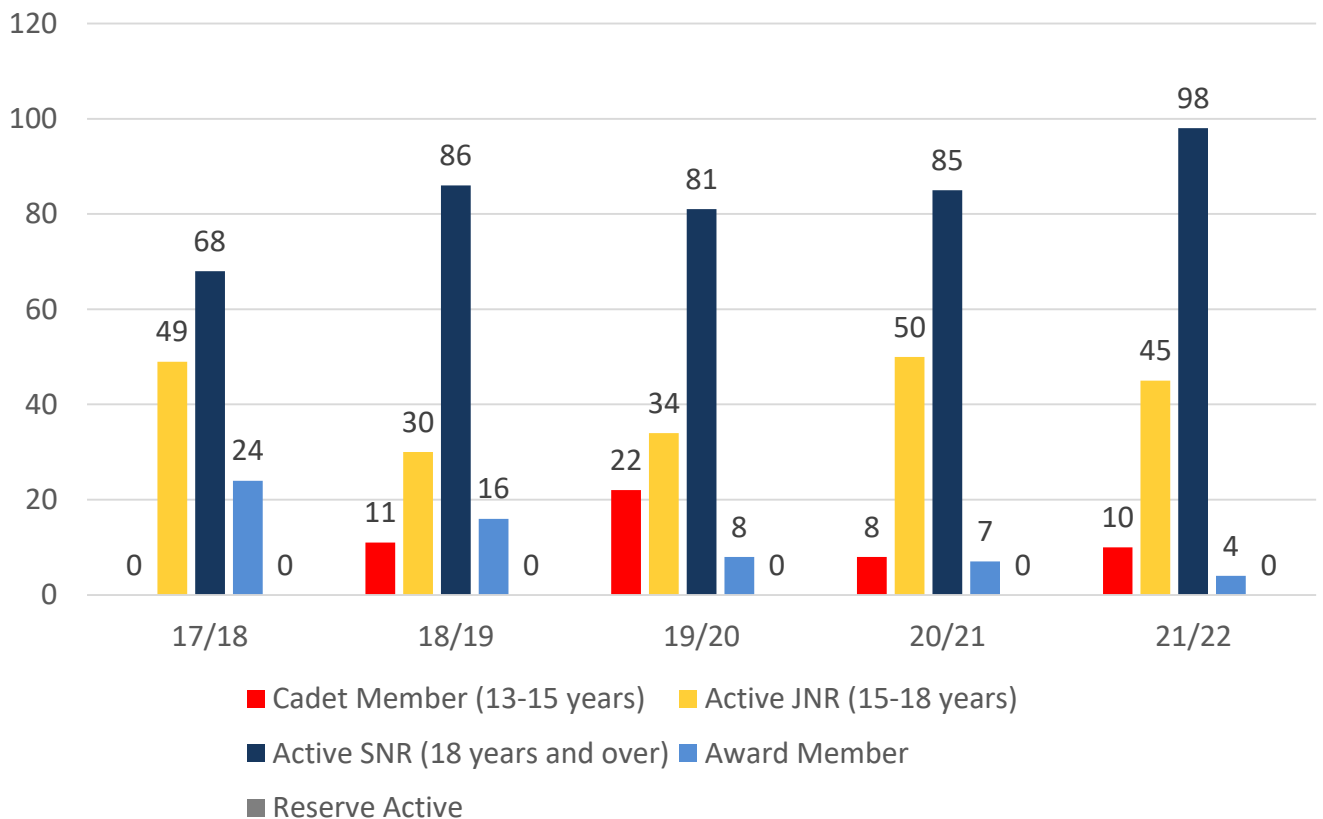
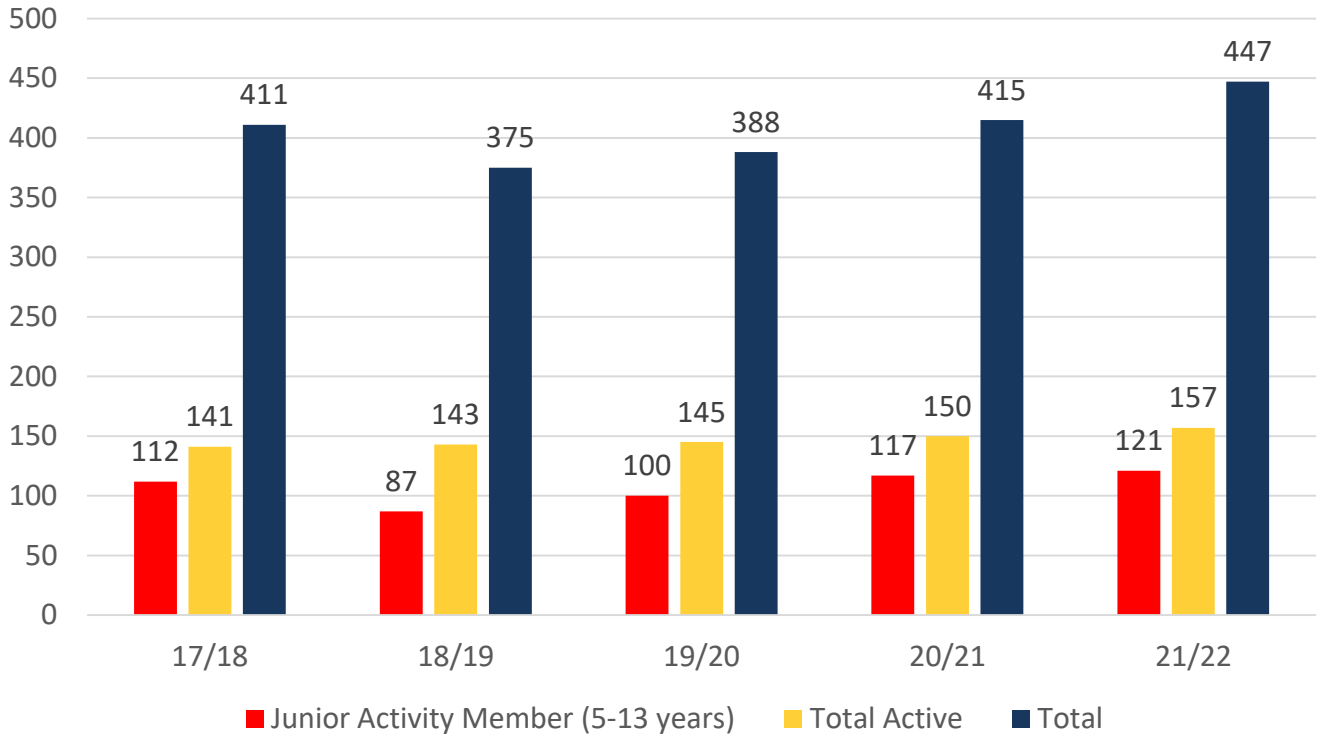
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

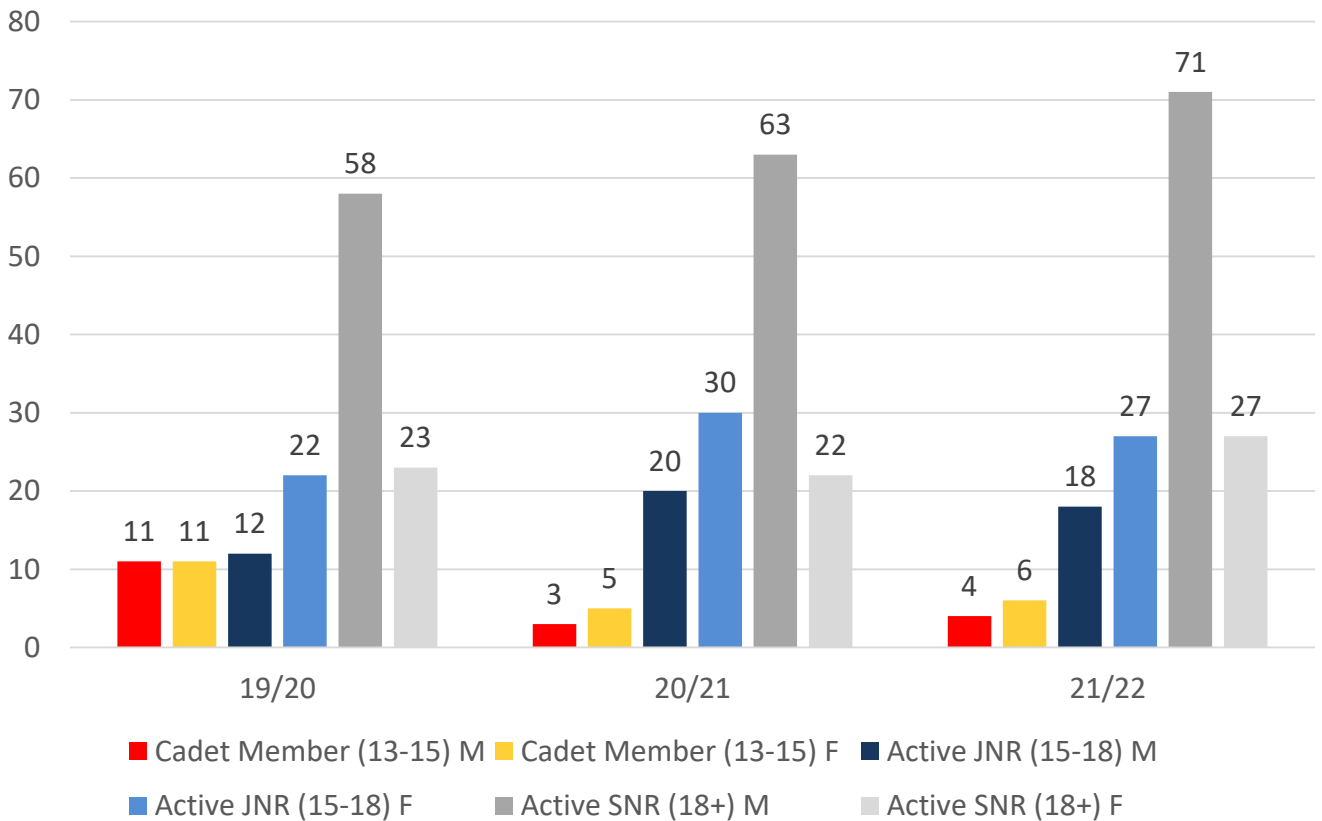
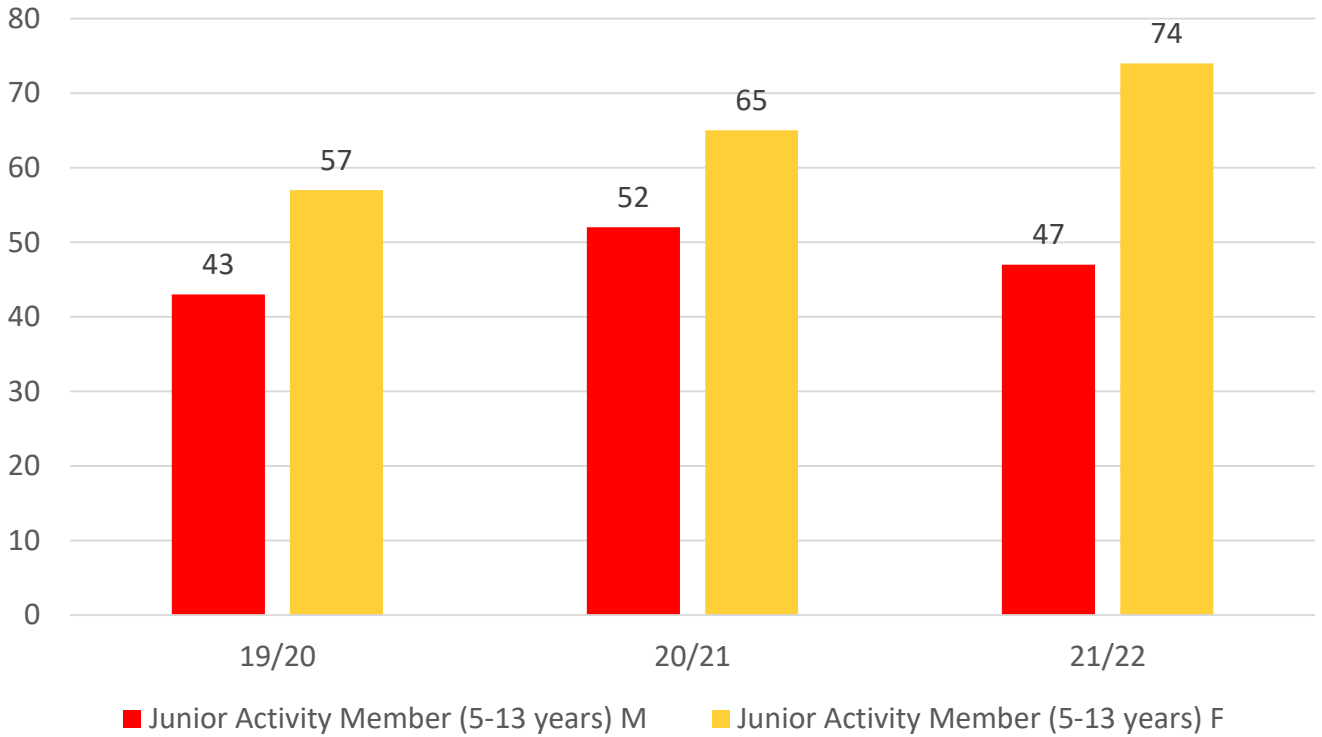
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	3	6	1	0	0
Junior Activity Member (5-13 years)	112	87	100	117	121
Cadet Member (13-15 years)	0	11	22	8	10
Active Junior (15-18 years)	49	30	34	50	45
Active Senior (18years and over)	68	86	81	85	98
Award Member	24	16	8	7	4
Reserve Active	0	0	0	0	0
Long Service	17	16	15	16	23
Past Active	0	0	1	0	0
Associate	100	84	84	89	98
Life Member	32	33	34	35	36
General	0	0	0	0	0
Honorary	5	5	8	7	9
Non Member Participants	1	1	0	0	1
Leave / Restricted	0	0	0	1	2
Total Active	141	143	145	150	157
Total	411	375	388	415	447

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	14	8	10	11	19
Under 7	5	12	15	14	16
Under 8	19	8	10	12	13
Under 9	15	16	13	14	14
Under 10	13	8	14	16	14
Under 11	13	11	17	18	12
Under 12	12	7	9	13	13
Under 13	11	9	9	7	11
Under 14	10	8	3	11	9
Junior Activities Total	112	87	100	116	121

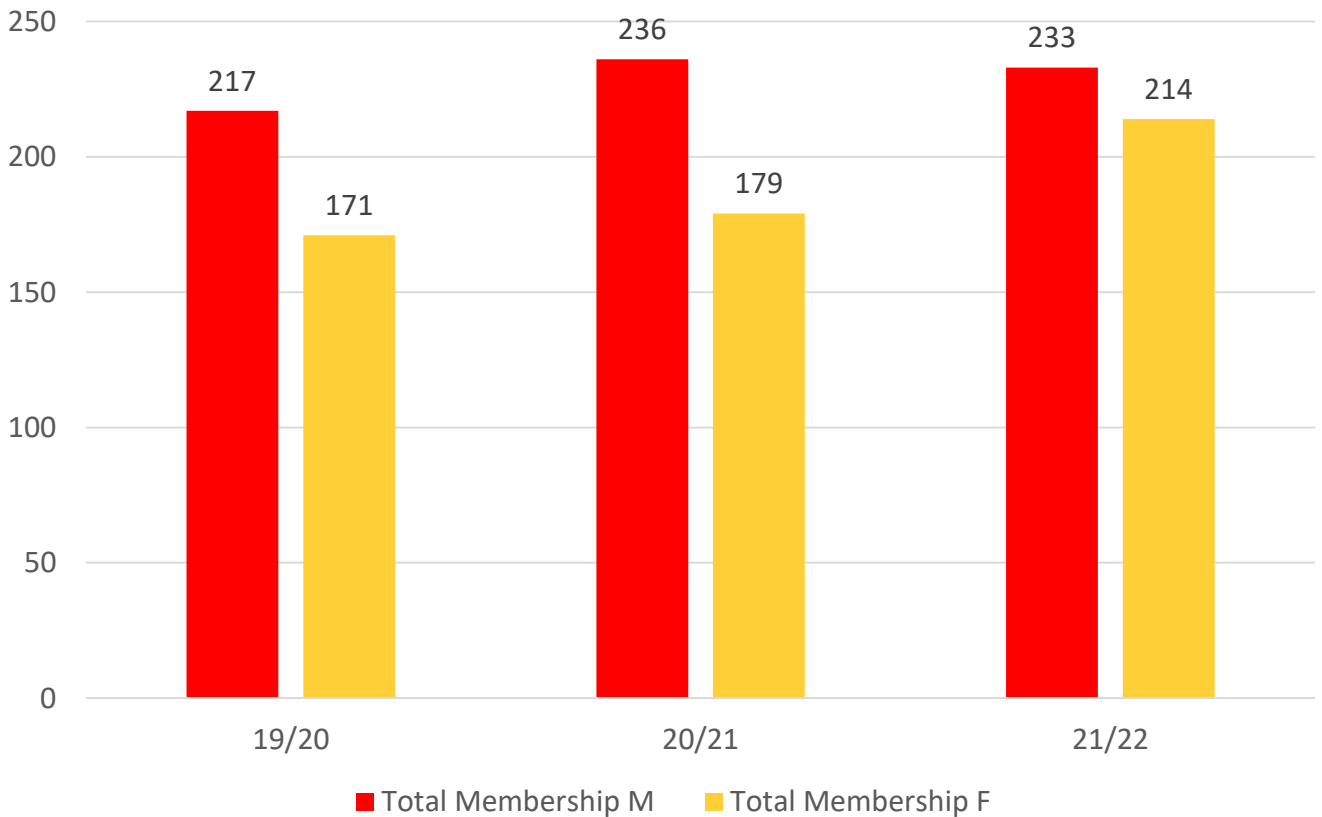
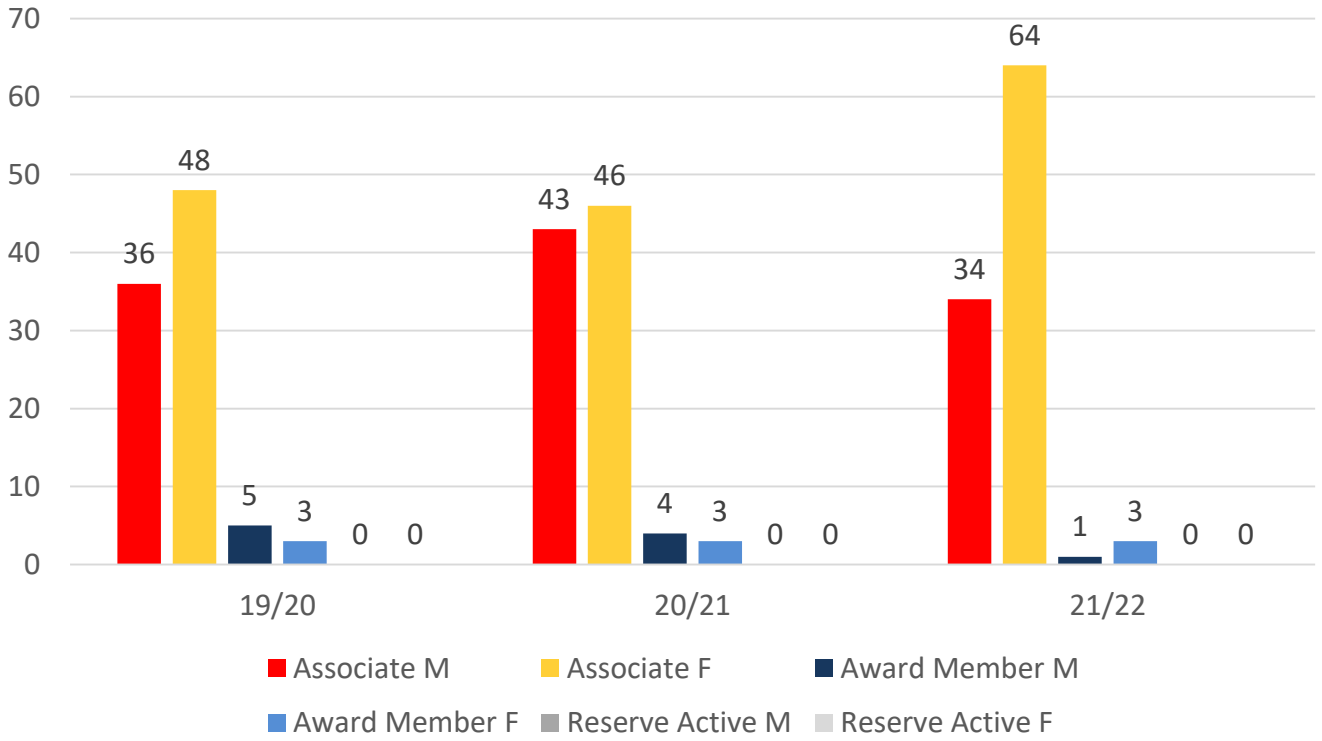
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



155

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



134

MEMBERS LOST FROM THE ORGANISATION

KIRRA 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	0	0		0	0	0	0	0	0	0	0	0	0	
Junior Activities	117	63	54%	9	0	0%	54	46%	65	56%	2	2%	121	3%
Cadet Member (13-15 years)	8	8	100%	-1	0	0%	0	0%	1	13%	0	0%	10	25%
Active (15-18 yrs)	50	34	68%	0	3	6%	13	26%	9	18%	2	4%	45	-10%
Active (18yrs and over)	85	65	76%	-9	3	4%	17	20%	15	18%	9	11%	98	15%
Award Member	7	4	57%	0	0	0%	3	43%	0	0%	0	0%	4	-43%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	16	16	100%	-3	0	0%	0	0%	3	19%	1	6%	23	44%
Past Active	0	0		0	0		0		0		0		0	
Associate	89	42	47%	5	0	0%	47	53%	58	65%	3	3%	98	10%
Life Member	35	35	100%	-1	0	0%	0	0%	0	0%	0	0%	36	3%
General	0	0		0	0		0		0		0		0	
Honorary	7	7	100%	0	0	0%	0	0%	2	29%	0	0%	9	29%
Non Member Participant	0	0		0	0		0		1		0		1	
Leave / Restricted	1	1	100%	0	0	0%	0	0%	1	100%	0	0%	2	100%
Total Active	150	111	74%		6	4%	33	22%	25	17%	11		157	5%
Total	415	275	66%		6	1%	134	32%	155	37%	17		447	8%

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

MEMBERSHIP RETENTION

KIRRA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	14	100%	0	0%	8	57%	17
16-18 Years	42	29	69%	11	26%	2	5%	40
19-25 Years	30	18	60%	10	33%	2	7%	28
26-35 Years	13	9	69%	3	23%	4	31%	13
36-50 Years	31	23	74%	7	23%	5	16%	32
51-70 Years	18	16	89%	2	11%	3	17%	23
70+ Years	2	2	100%	0	0%	1	50%	4
Total	150	111	74%	33	22%	25	17%	157

KIRRA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	11					19		19
Under 7	14	6	55%	5	45%	10	91%	16
Under 8	12	6	43%	8	57%	7	50%	13
Under 9	14	5	42%	7	58%	7	58%	14
Under 10	16	9	64%	5	36%	5	36%	14
Under 11	18	7	44%	9	56%	5	31%	12
Under 12	13	10	56%	8	44%	3	17%	13
Under 13	7	7	54%	6	46%	4	31%	11
Under 14	11	4	57%	3	43%	5	71%	9
Transitioned From JA		8	73%					

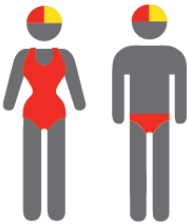
MEMBERSHIP RETENTION

2019/20



66%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION

2020/21



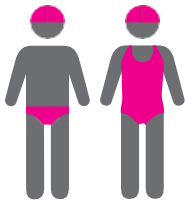
70%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION

2021/22



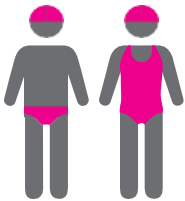
66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



54%

JUNIOR MEMBERSHIP
RETENTION