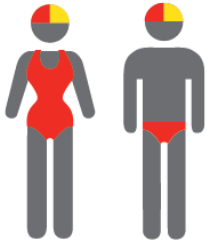


MEMBERSHIP STATISTICS REPORT EOS 2022/23



148

ACTIVE MEMBERSHIP



6% Decrease



405

TOTAL MEMBERSHIP



9% Decrease



91

JUNIOR MEMBERSHIP



25% 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

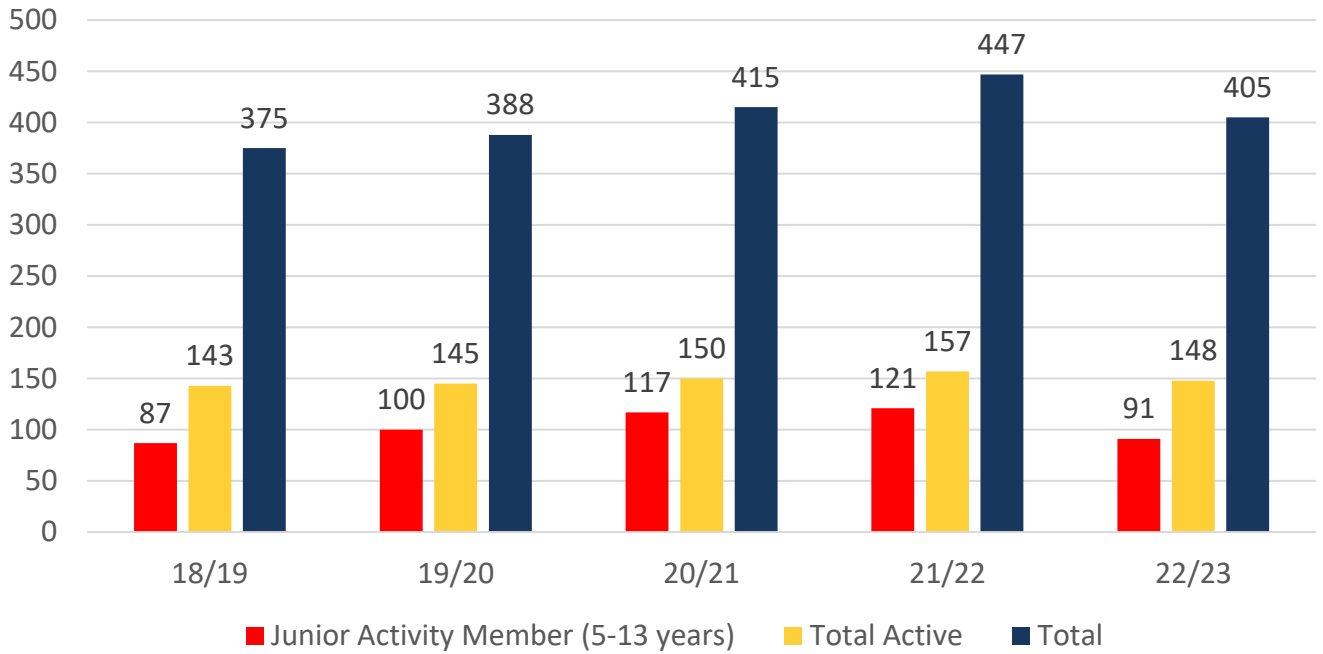
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	6	1	0	0	6
Junior Activity Member (5-13 years)	87	100	117	121	91
Cadet Member (13-15 years)	11	22	8	10	8
Active Junior (15-18 years)	30	34	50	45	46
Active Senior (18years and over)	86	81	85	98	87
Award Member	16	8	7	4	5
Reserve Active	0	0	0	0	2
Long Service	16	15	16	23	19
Past Active	0	1	0	0	0
Associate	84	84	89	98	88
Life Member	33	34	35	36	37
General	0	0	0	0	1
Honorary	5	8	7	9	9
Non Member Participants	1	0	0	1	0
Leave / Restricted	0	0	1	2	6
Total Active	143	145	150	157	148
Total	375	388	415	447	405

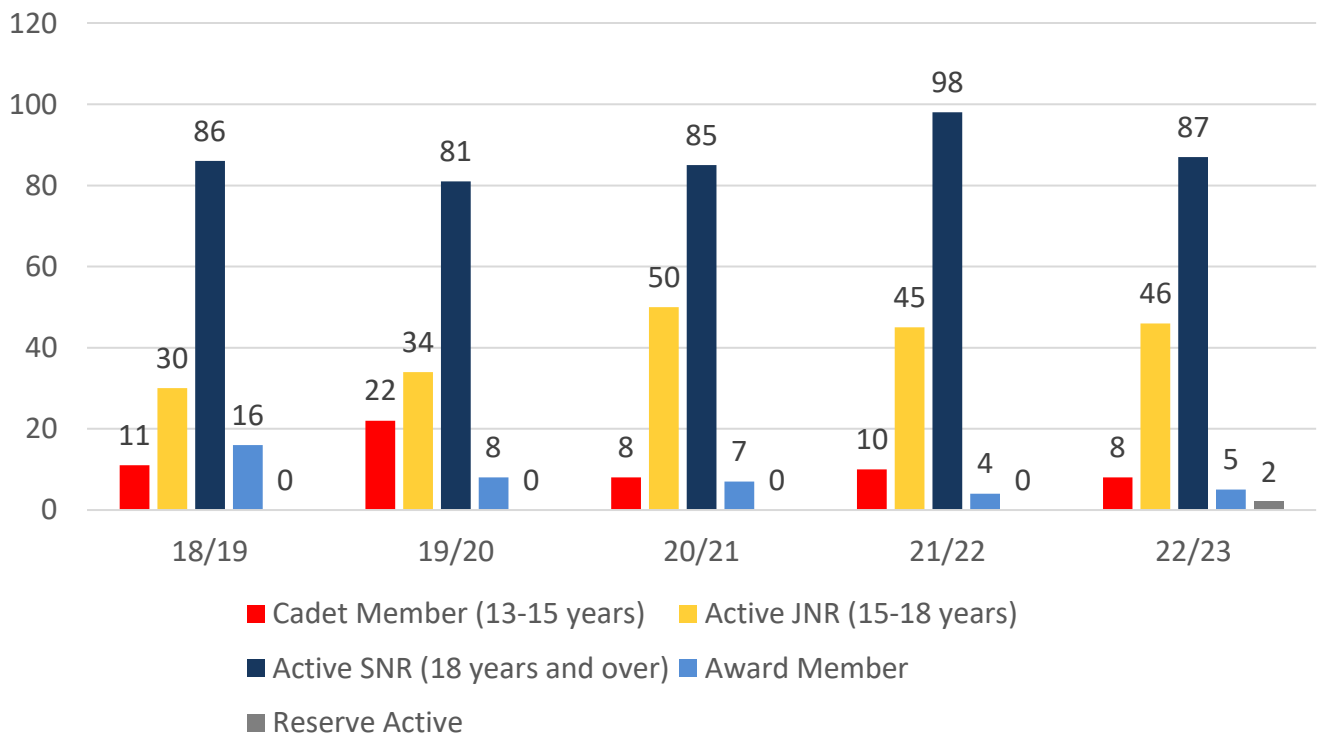
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	8	10	11	19	11
Under 7	12	15	14	16	19
Under 8	8	10	12	13	11
Under 9	16	13	14	14	15
Under 10	8	14	16	14	10
Under 11	11	17	18	12	6
Under 12	7	9	13	13	8
Under 13	9	9	7	11	8
Under 14	8	3	11	9	3
Junior Activities Total	87	100	116	121	91

5 YEAR TREND ANALYSIS

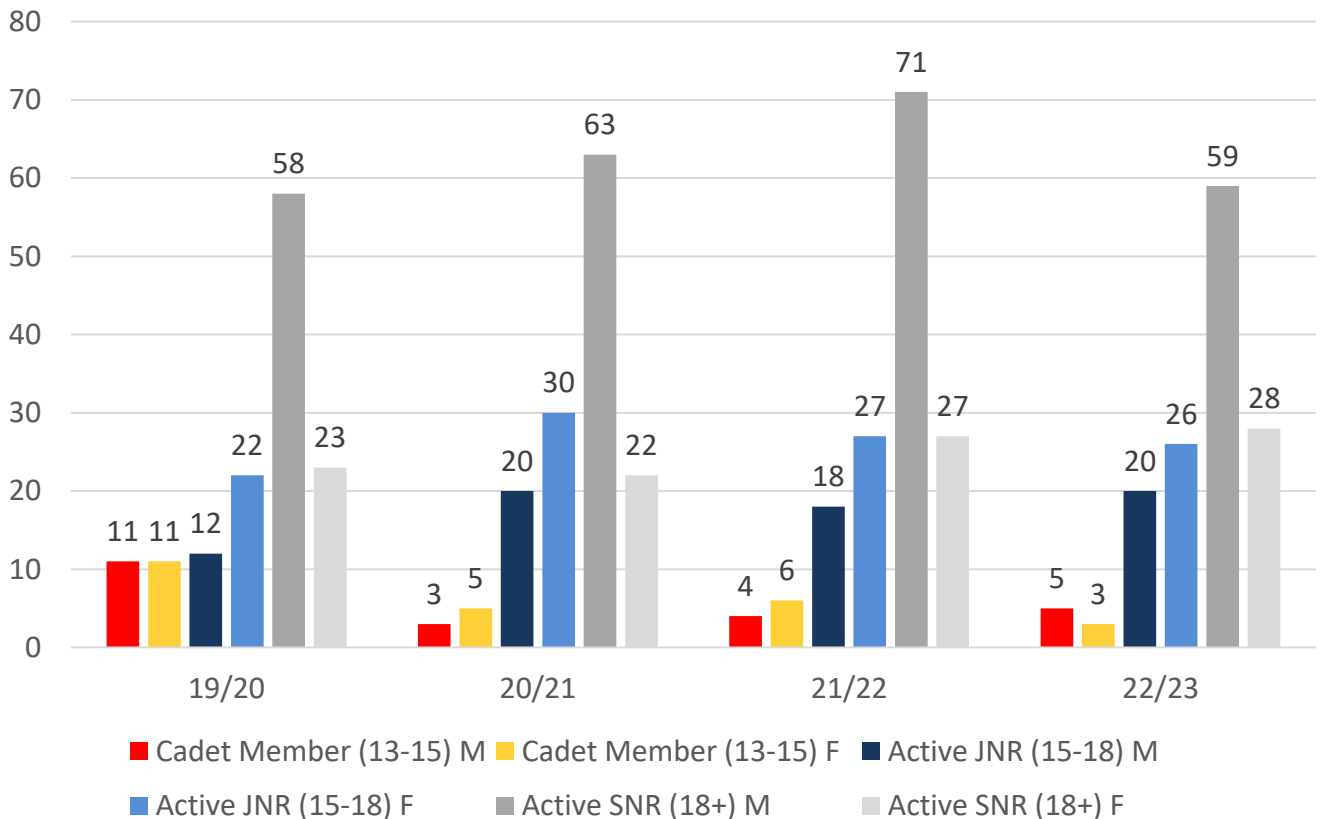
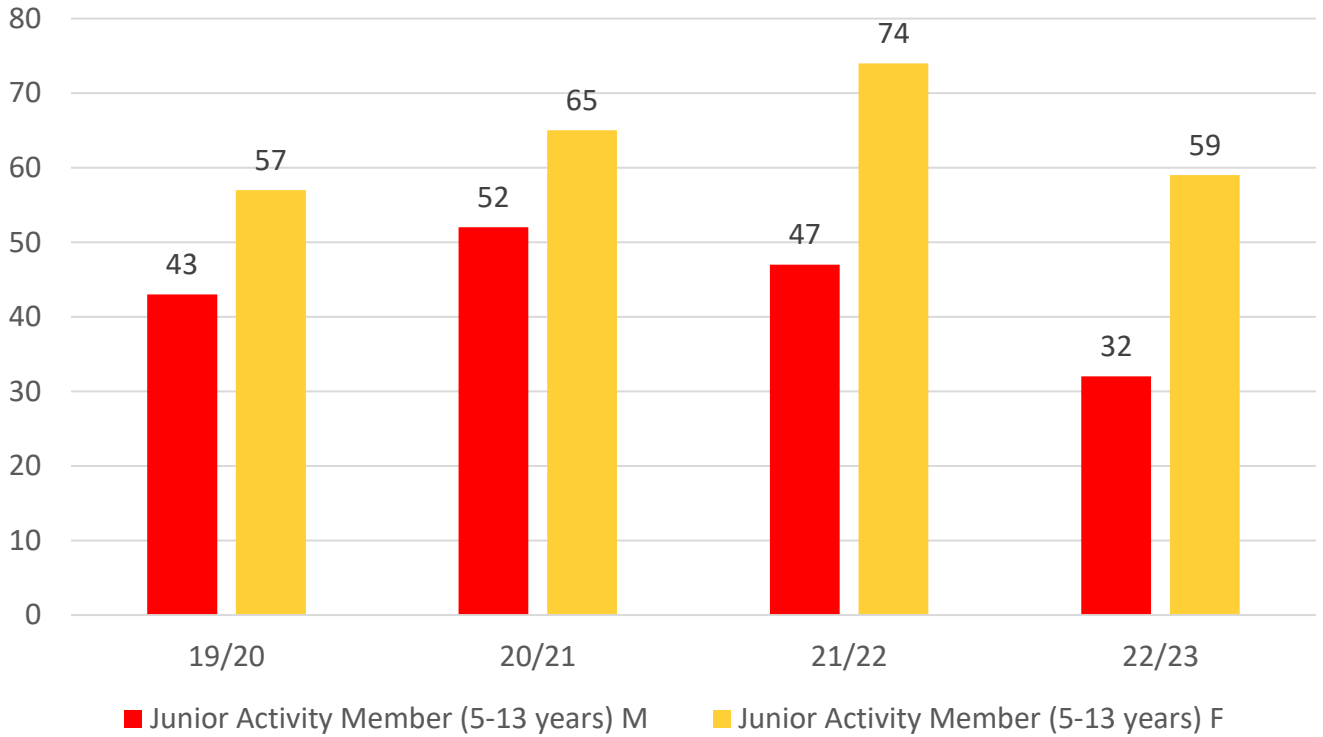
Total Membership



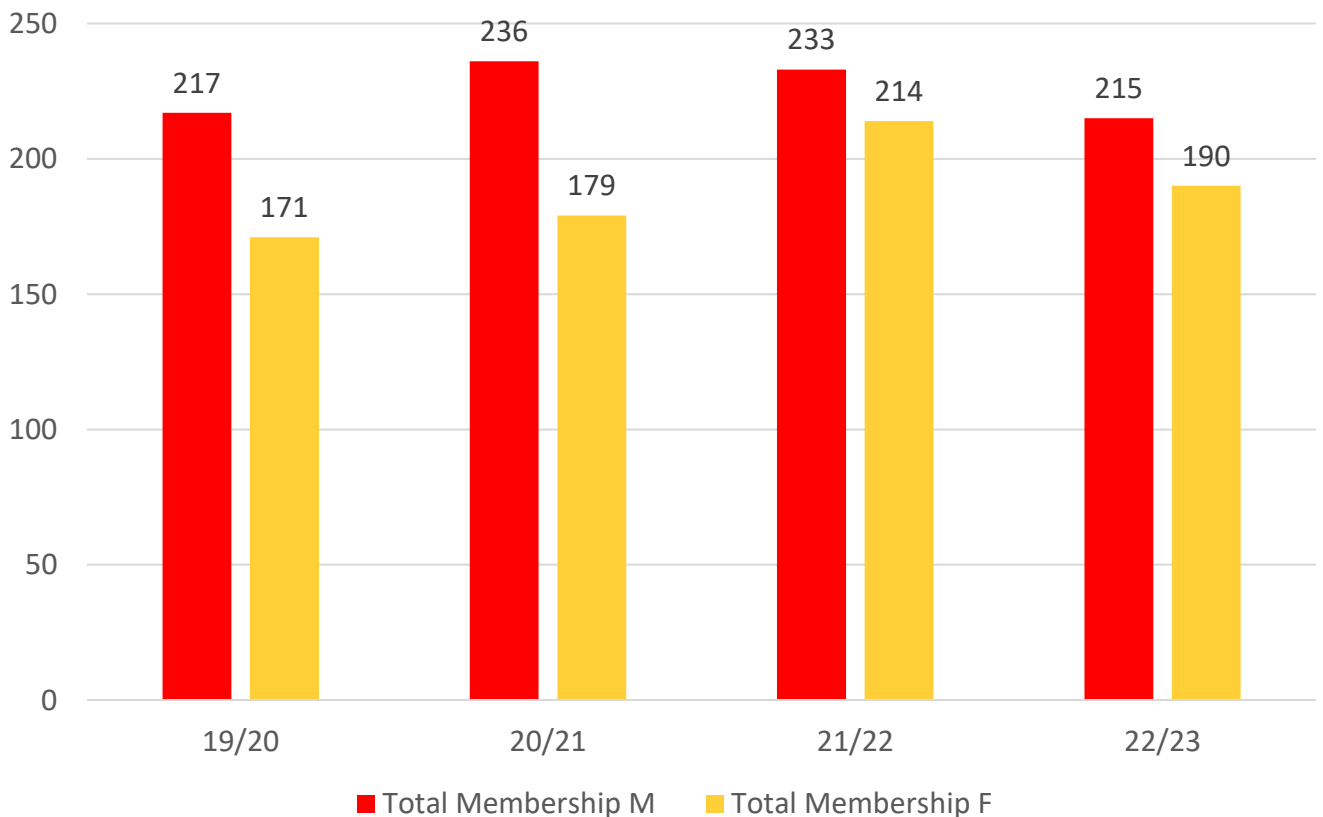
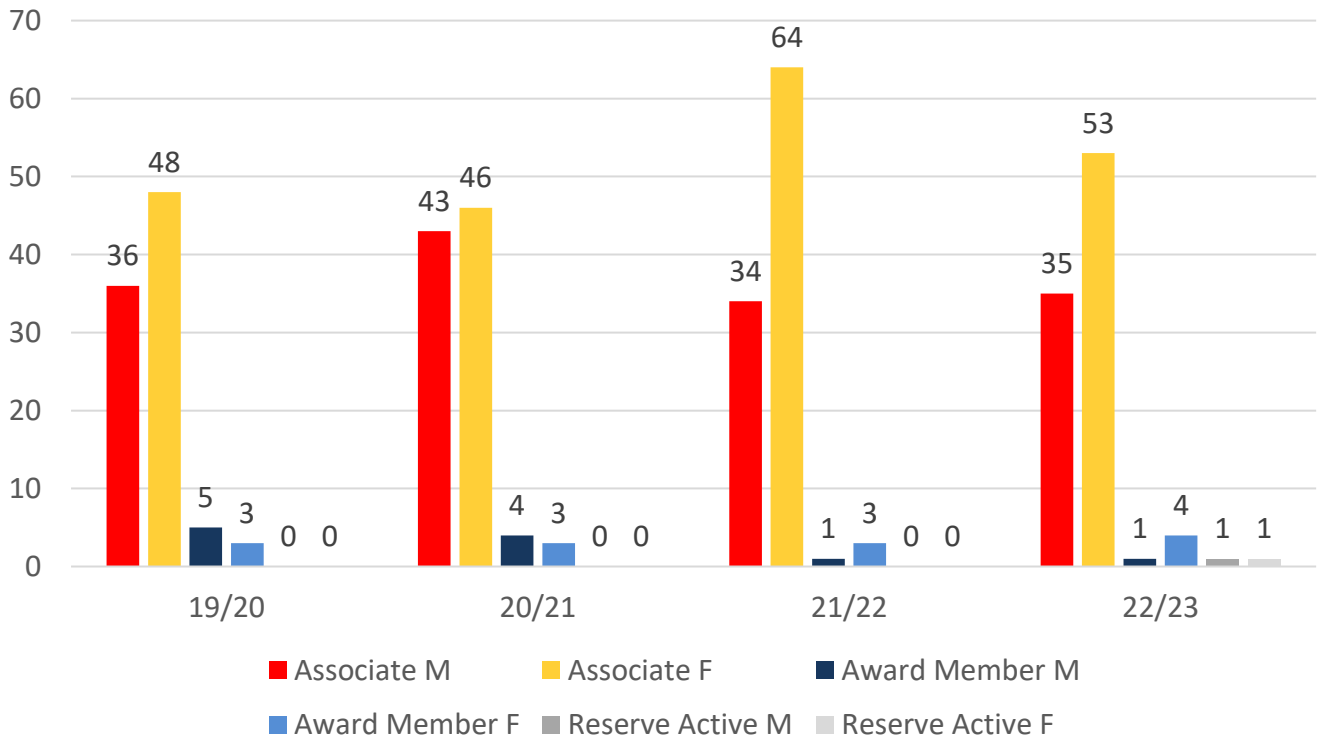
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



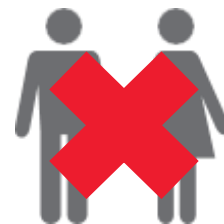
131

BRAND NEW MEMBERS



57%

MEMBERSHIP RETENTION



160

MEMBERS LOST FROM THE ORGANISATION

KIRRA 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	0	0		0	0		0		6		0		6	
Junior Activities	121	41	34%	3	8	7%	72	60%	48	40%	5	4%	91	-25%
Cadet Member (13-15 years)	10	6	60%	0	0	0%	4	40%	2	20%	0	0%	8	-20%
Active (15-18 yrs)	45	36	80%	2	4	9%	5	11%	12	27%	0	0%	46	2%
Active (18yrs and over)	98	66	67%	-4	11	11%	21	21%	10	10%	7	7%	87	-11%
Award Member	4	4	100%	0	0	0%	0	0%	1	25%	0	0%	5	25%
Reserve Active	0	0		0	0		0		0		2		2	
Long Service	23	18	78%	1	2	9%	3	13%	0	0%	2	9%	19	-17%
Past Active	0	0		0	0		0		0		0		0	
Associate	98	40	41%	1	5	5%	53	54%	48	49%	1	1%	88	-10%
Life Member	36	36	100%	-1	0	0%	0	0%	0	0%	0	0%	37	3%
General	0	0		0	0		0		1		0		1	
Honorary	9	8	89%	0	0	0%	1	11%	1	11%	0	0%	9	0%
Non Member Participant	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	2	1	50%	-2	1	50%	0	0%	2	100%	1	50%	6	200%
Total Active	157	112	71%		15	10%	30	19%	25	16%	9		148	-6%
Total	447	256	57%		31	7%	160	36%	131	29%	18		405	-9%

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

MEMBERSHIP RETENTION

KIRRA 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	17	13	76%	4	24%	6	35%	12
16-18 Years	40	31	78%	6	15%	8	20%	42
19-25 Years	28	14	50%	7	25%	7	25%	31
26-35 Years	13	8	62%	4	31%	0	0%	9
36-50 Years	32	20	63%	9	28%	3	9%	24
51-70 Years	23	22	96%	0	0%	1	4%	25
70+ Years	4	4	100%	0	0%	0	0%	5
Total	157	112	71%	30	19%	25	16%	148

KIRRA 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	19					11		11
Under 7	16	8	42%	11	58%	10	53%	19
Under 8	13	7	44%	8	50%	2	13%	11
Under 9	14	5	38%	8	62%	10	77%	15
Under 10	14	4	29%	8	57%	4	29%	10
Under 11	12	4	29%	9	64%	2	14%	6
Under 12	13	3	25%	8	67%	5	42%	8
Under 13	11	5	38%	6	46%	3	23%	8
Under 14	9	2	18%	9	82%	1	9%	3
Transitioned From JA		3	33%					

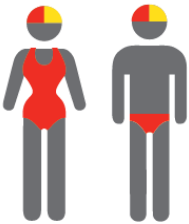
MEMBERSHIP RETENTION

2020/21



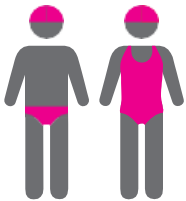
70%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



59%

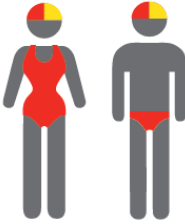
JUNIOR MEMBERSHIP
RETENTION

2021/22



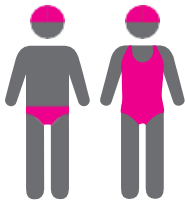
66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



54%

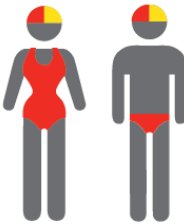
JUNIOR MEMBERSHIP
RETENTION

2022/23



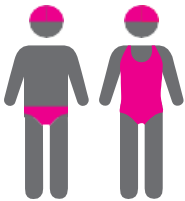
57%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



34%

JUNIOR MEMBERSHIP
RETENTION