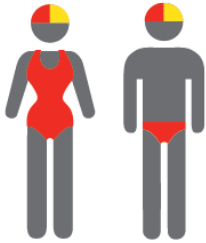




## MEMBERSHIP STATISTICS REPORT EOS 2021/22



243

ACTIVE MEMBERSHIP



3% Increase



1282

TOTAL MEMBERSHIP



9% Increase



484

JUNIOR MEMBERSHIP



15% 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.

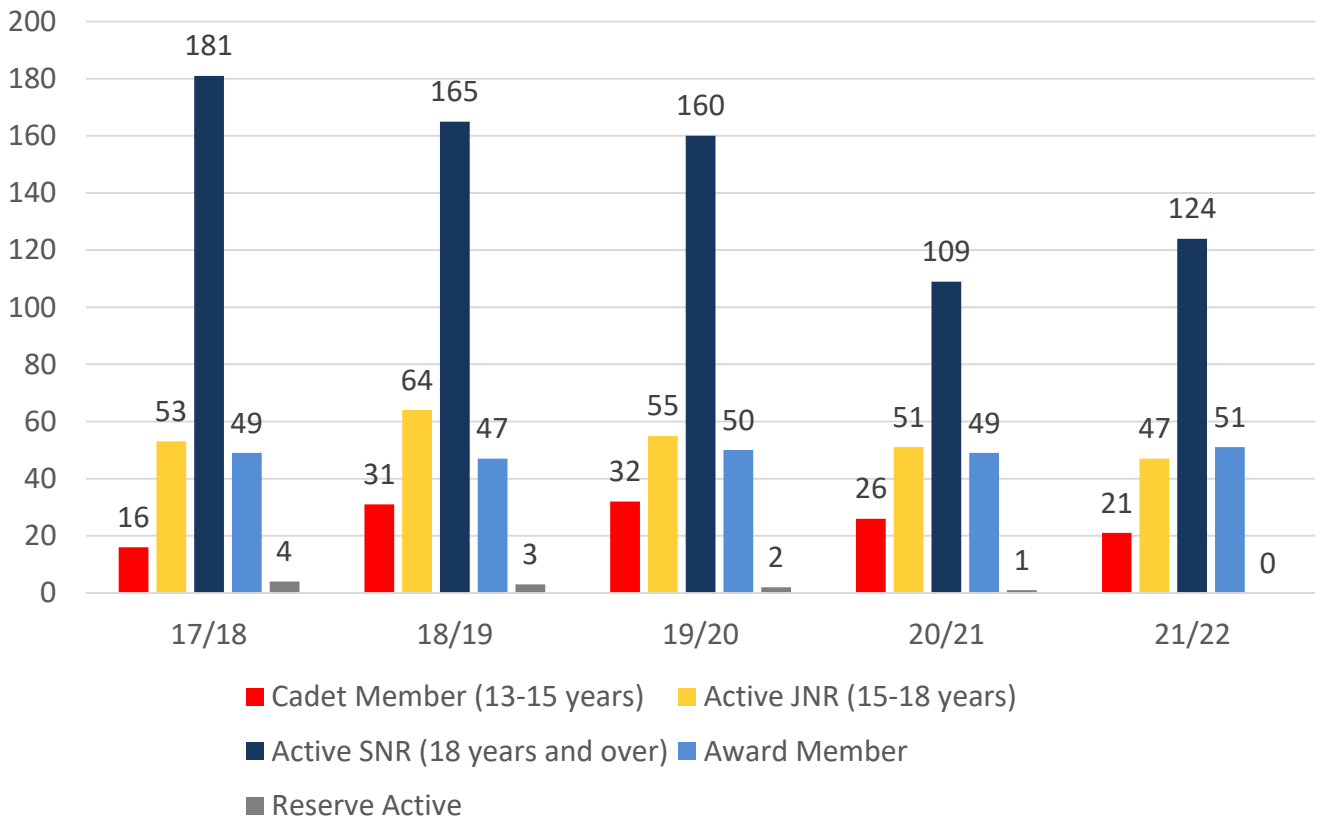
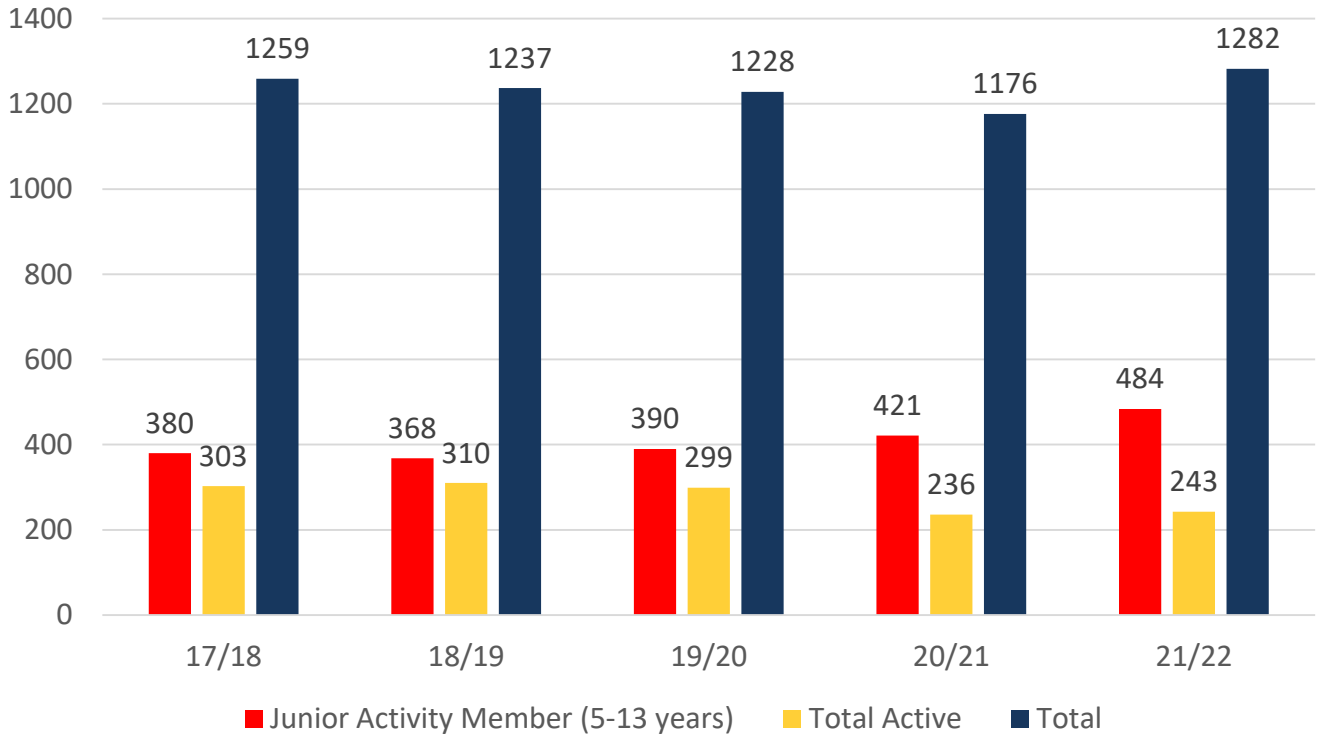
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

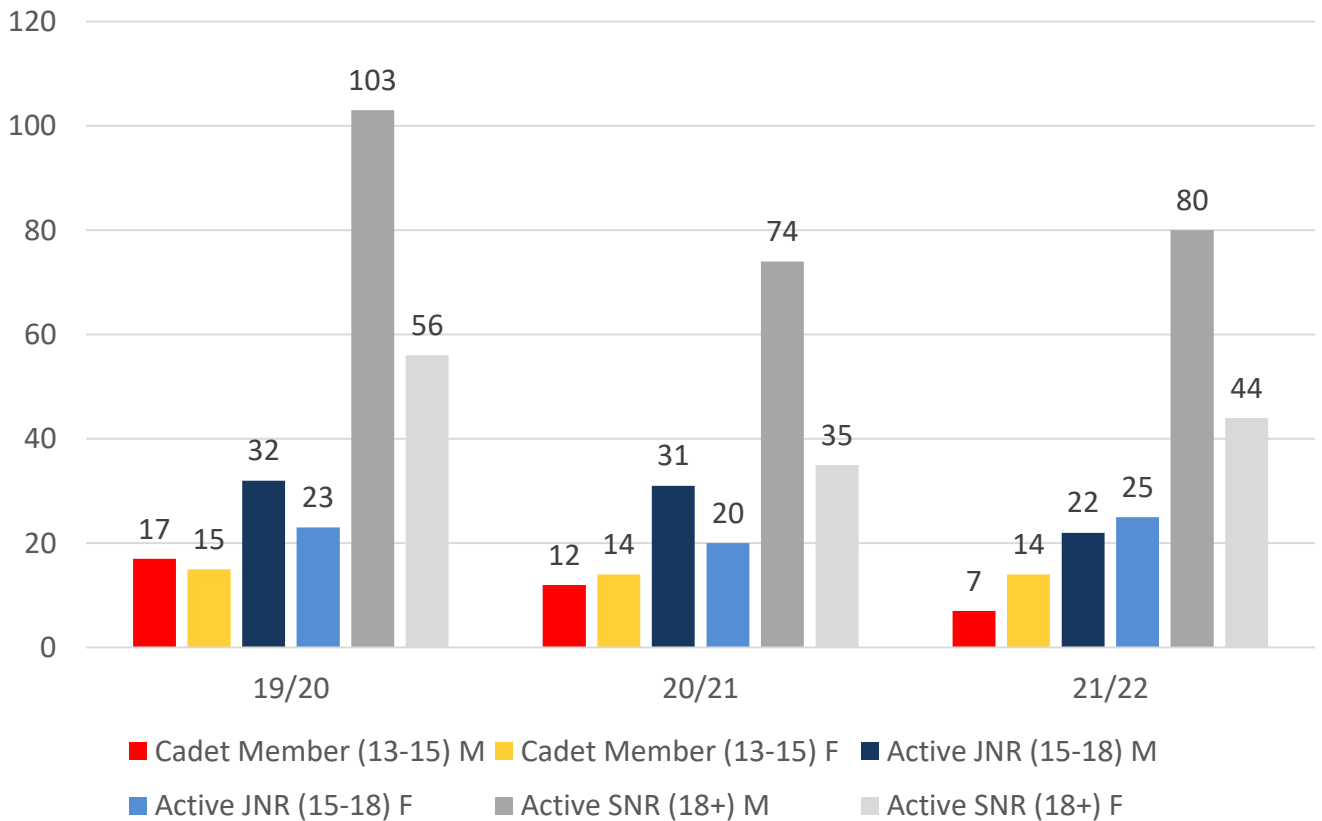
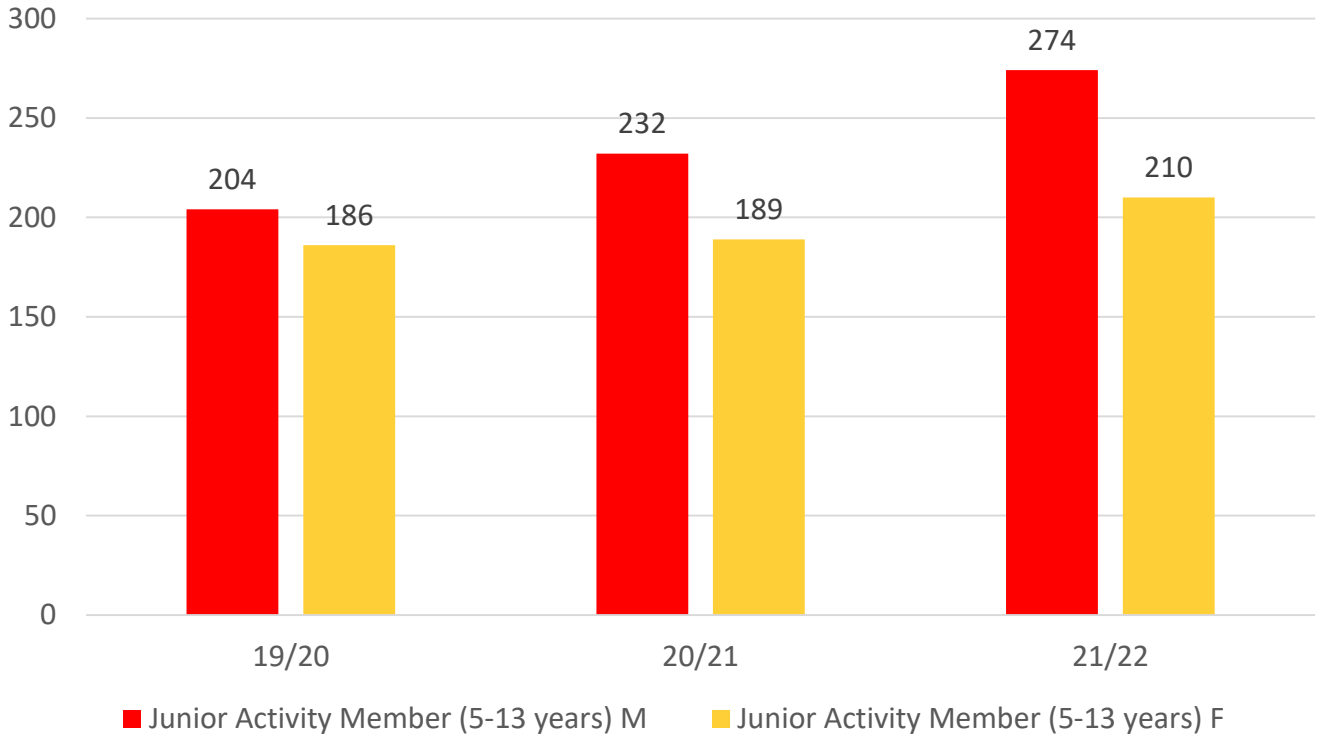
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	20	15	11	4	11
Junior Activity Member (5-13 years)	380	368	390	421	484
Cadet Member (13-15 years)	16	31	32	26	21
Active Junior (15-18 years)	53	64	55	51	47
Active Senior (18years and over)	181	165	160	109	124
Award Member	49	47	50	49	51
Reserve Active	4	3	2	1	0
Long Service	127	139	141	138	133
Past Active	6	8	9	4	4
Associate	386	368	358	349	384
Life Member	16	14	15	15	16
General	2	1	0	0	0
Honorary	7	9	5	8	3
Non Member Participants	0	2	0	0	1
Leave / Restricted	12	3	0	1	3
Total Active	303	310	299	236	243
Total	1259	1237	1228	1176	1282

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	40	53	54	70	56
Under 7	55	35	54	53	83
Under 8	65	52	48	62	79
Under 9	49	60	46	58	64
Under 10	47	52	54	48	61
Under 11	42	36	42	50	45
Under 12	27	34	34	30	43
Under 13	31	26	31	28	29
Under 14	24	20	27	22	24
Junior Activities Total	380	368	390	421	484

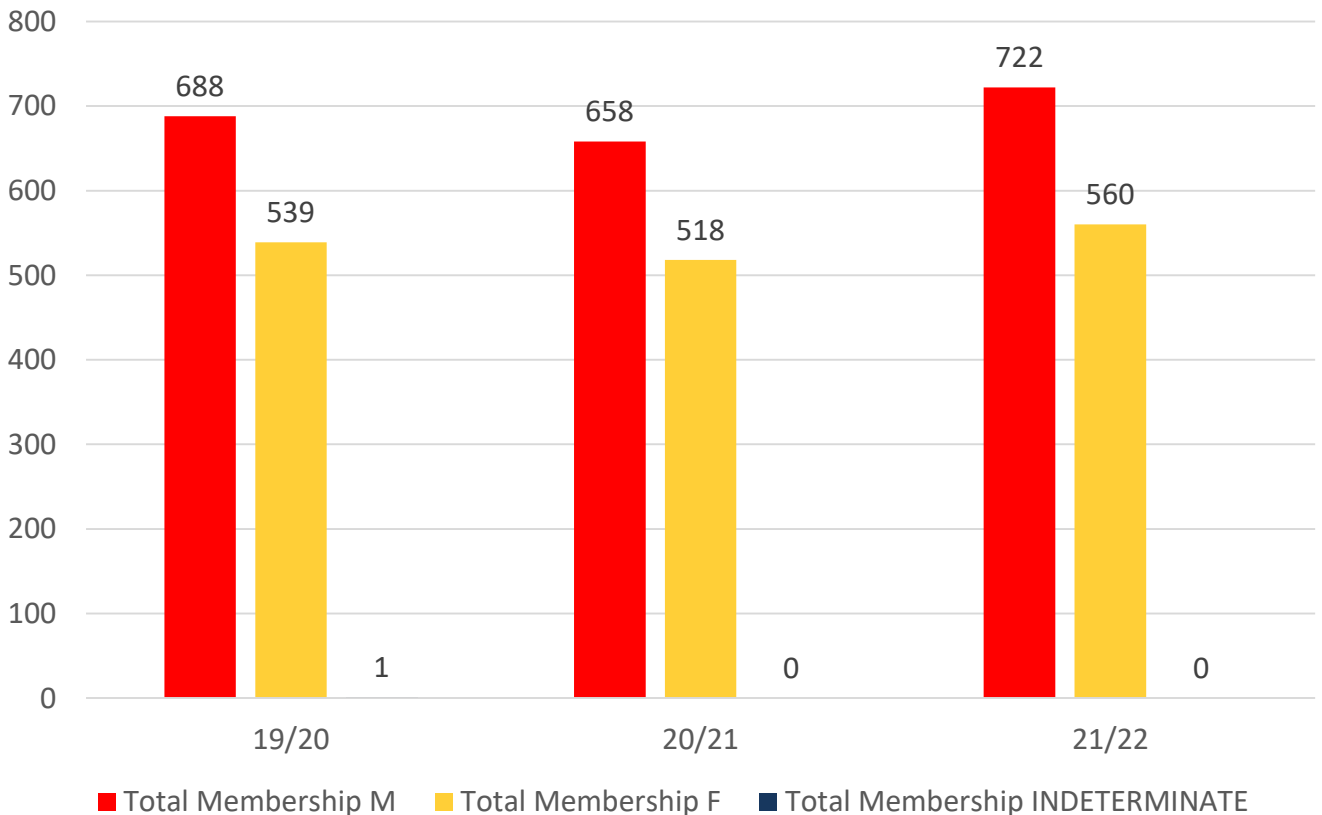
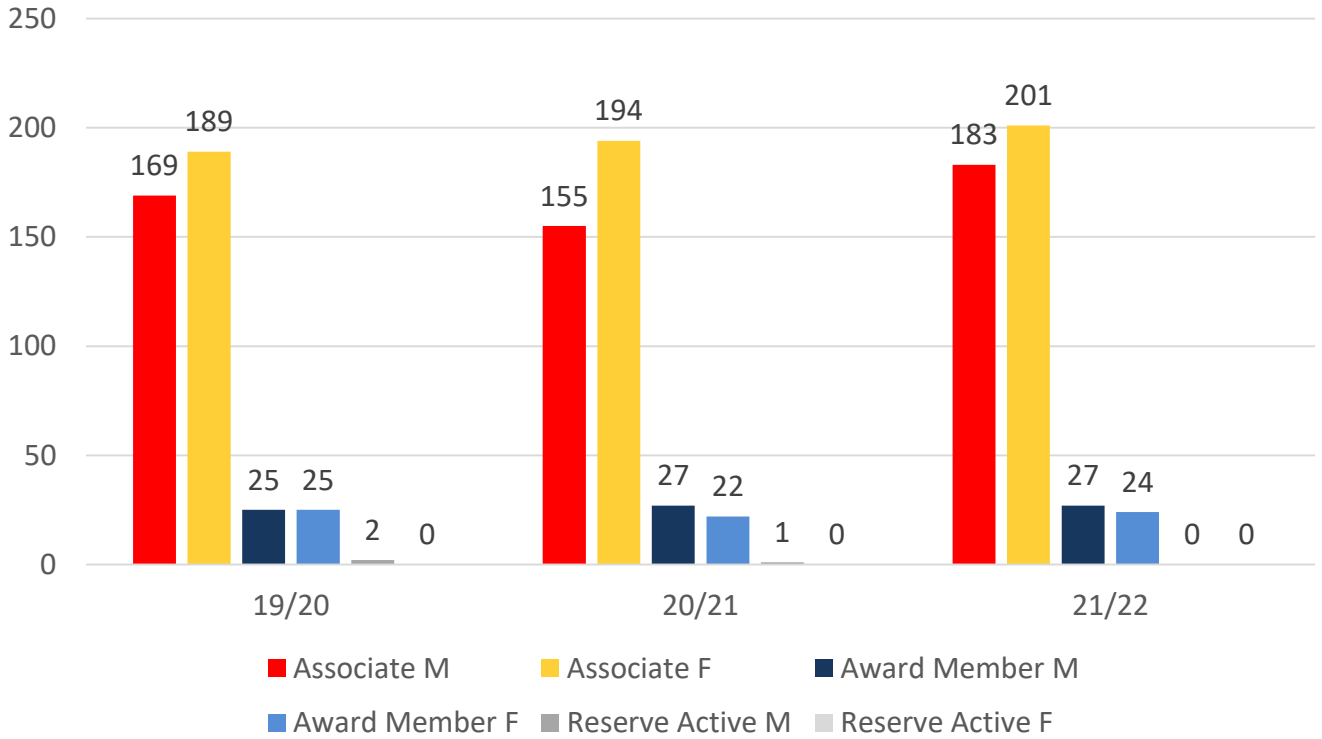
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



498

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



399

MEMBERS LOST FROM THE ORGANISATION

KURRAWA 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%	-1	0	0%	4	100%	10	250%	0	0%	11	175%
Junior Activities	421	243	58%	11	13	3%	165	39%	235	56%	17	4%	484	15%
Cadet Member (13-15 years)	26	15	58%	-2	2	8%	9	35%	3	12%	1	4%	21	-19%
Active (15-18 yrs)	51	34	67%	-2	8	16%	9	18%	4	8%	7	14%	47	-8%
Active (18yrs and over)	109	93	85%	5	6	6%	10	9%	21	19%	15	14%	124	14%
Award Member	49	38	78%	-3	3	6%	8	16%	8	16%	2	4%	51	4%
Reserve Active	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Long Service	138	119	86%	-6	6	4%	13	9%	6	4%	2	1%	133	-4%
Past Active	4	3	75%	-1	0	0%	1	25%	0	0%	0	0%	4	0%
Associate	349	166	48%	1	11	3%	172	49%	208	60%	11	3%	384	10%
Life Member	15	14	93%	-2	0	0%	1	7%	0	0%	0	0%	16	7%
General	0	0		0	0		0		0		0		0	
Honorary	8	2	25%	0	0	0%	6	75%	1	13%	0	0%	3	-63%
Non Member Participant	0	0		0	0		0		1		0		1	
Leave / Restricted	1	1	100%	0	0	0%	0	0%	1	100%	1	100%	3	200%
Total Active	236	180	76%		19	8%	37	16%	36	15%	25		243	3%
Total	1176	728	62%		49	4%	399	34%	498	42%	56		1282	9%

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

# MEMBERSHIP RETENTION

KURRAWA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	30	18	60%	10	33%	3	10%	25
16-18 Years	50	33	66%	8	16%	5	10%	44
19-25 Years	50	38	76%	8	16%	12	24%	57
26-35 Years	23	21	91%	1	4%	8	35%	30
36-50 Years	39	32	82%	5	13%	6	15%	43
51-70 Years	39	34	87%	4	10%	1	3%	39
70+ Years	5	4	80%	1	20%	1	20%	5
<b>Total</b>	236	180	76%	37	16%	36	15%	243

KURRAWA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	70					56		56
Under 7	53	40	57%	29	41%	41	59%	83
Under 8	62	30	57%	19	36%	46	87%	79
Under 9	58	34	55%	25	40%	28	45%	64
Under 10	48	36	62%	19	33%	22	38%	61
Under 11	50	29	60%	19	40%	14	29%	45
Under 12	30	27	54%	21	42%	14	28%	43
Under 13	28	19	63%	11	37%	9	30%	29
Under 14	22	17	61%	11	39%	5	18%	24
Transitioned From JA		11	50%					

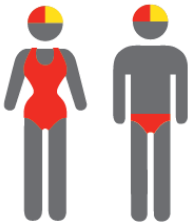
# MEMBERSHIP RETENTION

2019/20



61%

TOTAL MEMBERSHIP  
RETENTION



70%

ACTIVE MEMBERSHIP  
RETENTION



56%

JUNIOR MEMBERSHIP  
RETENTION

2020/21



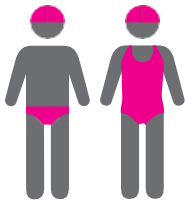
61%

TOTAL MEMBERSHIP  
RETENTION



65%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION

2021/22



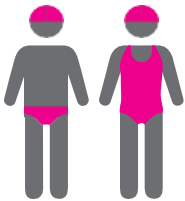
62%

TOTAL MEMBERSHIP  
RETENTION



76%

ACTIVE MEMBERSHIP  
RETENTION



58%

JUNIOR MEMBERSHIP  
RETENTION