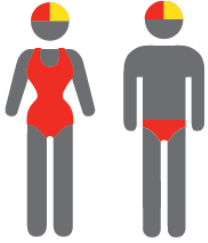


MEMBERSHIP STATISTICS REPORT EOS 2022/23



278

ACTIVE MEMBERSHIP



14% Increase



1255

TOTAL MEMBERSHIP



2% Decrease



443

JUNIOR MEMBERSHIP



8% 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

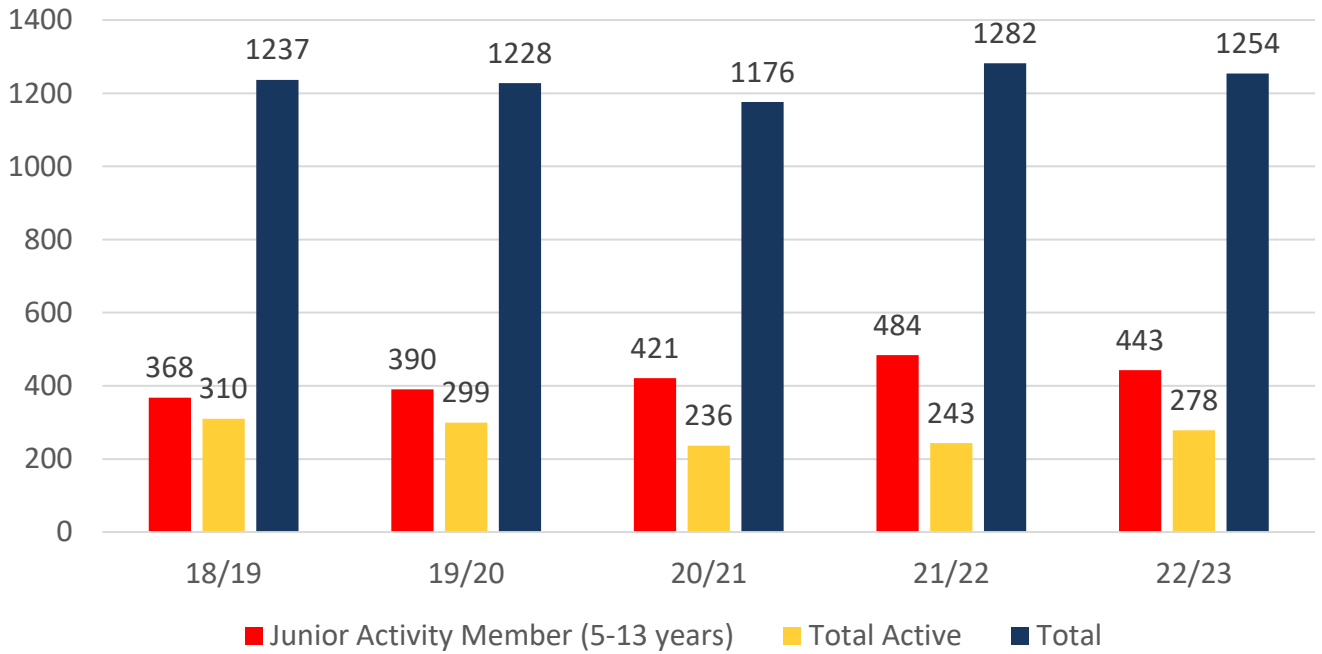
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	15	11	4	11	6
Junior Activity Member (5-13 years)	368	390	421	484	443
Cadet Member (13-15 years)	31	32	26	21	18
Active Junior (15-18 years)	64	55	51	47	68
Active Senior (18years and over)	165	160	109	124	128
Award Member	47	50	49	51	64
Reserve Active	3	2	1	0	0
Long Service	139	141	138	133	134
Past Active	8	9	4	4	6
Associate	368	358	349	384	365
Life Member	14	15	15	16	17
General	1	0	0	0	0
Honorary	9	5	8	3	5
Non Member Participants	2	0	0	1	0
Leave / Restricted	3	0	1	3	0
Total Active	310	299	236	243	278
Total	1237	1228	1176	1282	1254

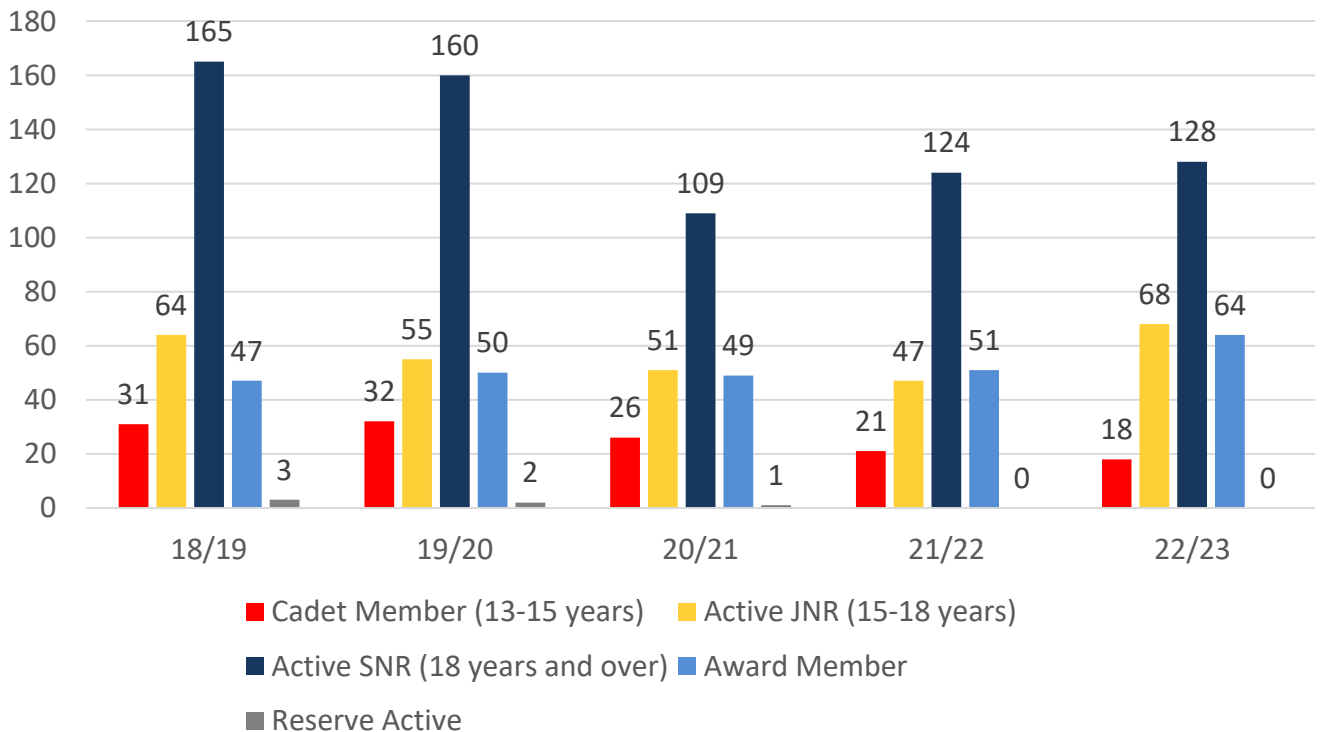
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	53	54	70	56	42
Under 7	35	54	53	83	64
Under 8	52	48	62	79	74
Under 9	60	46	58	64	59
Under 10	52	54	48	61	60
Under 11	36	42	50	45	54
Under 12	34	34	30	43	38
Under 13	26	31	28	29	35
Under 14	20	27	22	24	29
Junior Activities Total	368	390	421	484	455

5 YEAR TREND ANALYSIS

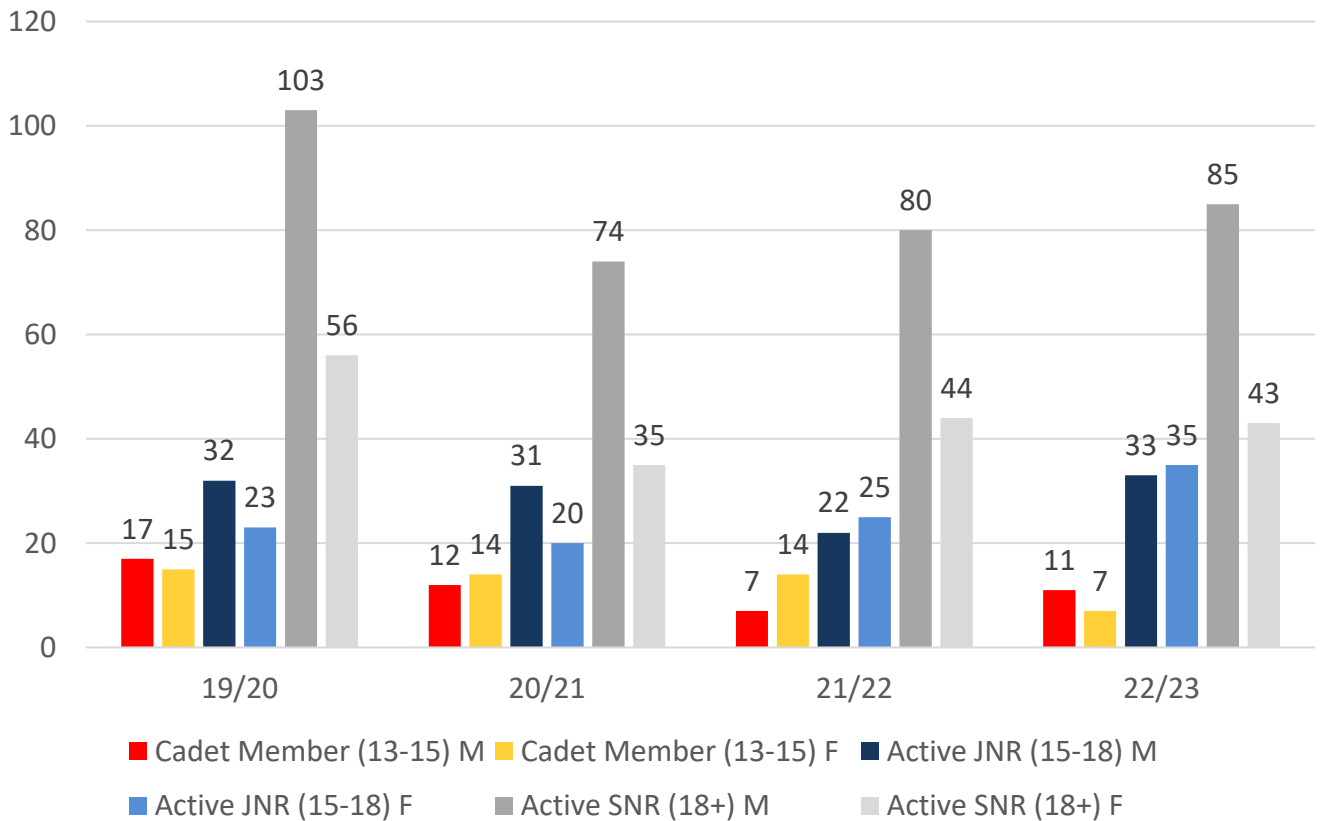
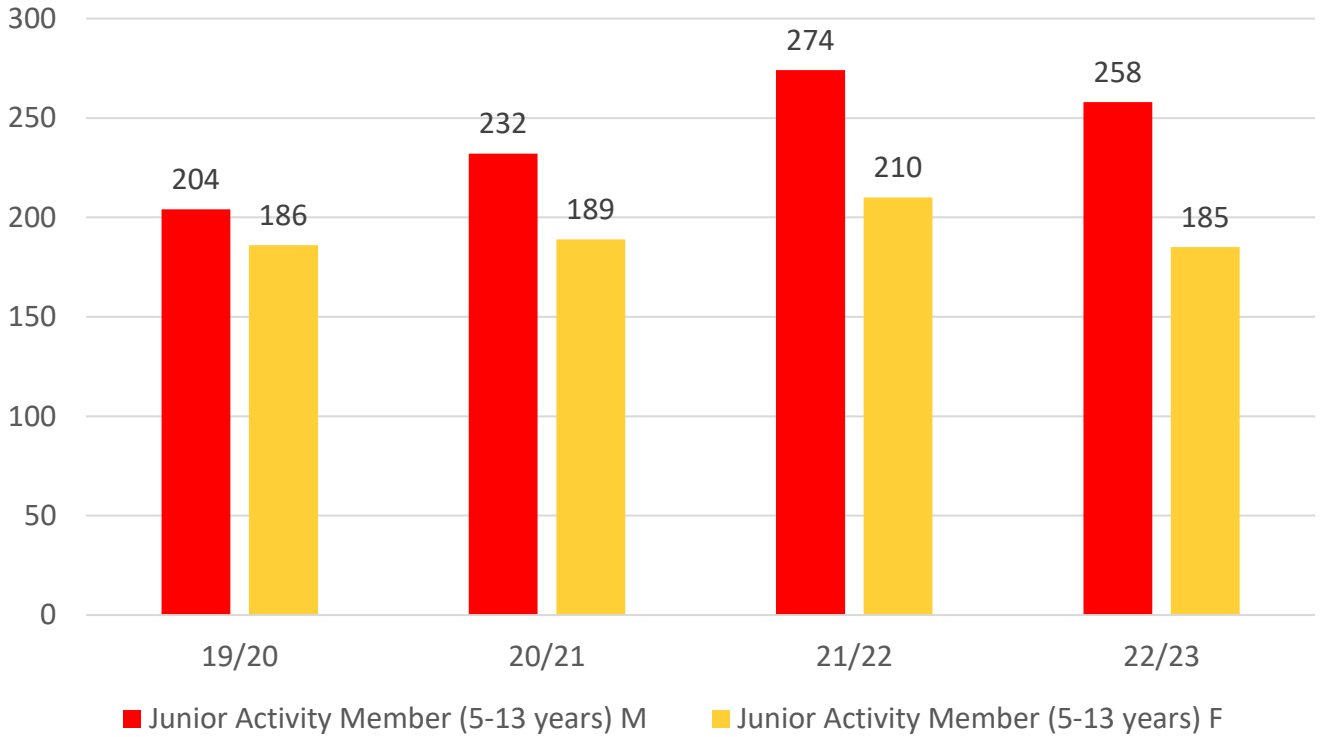
Total Membership



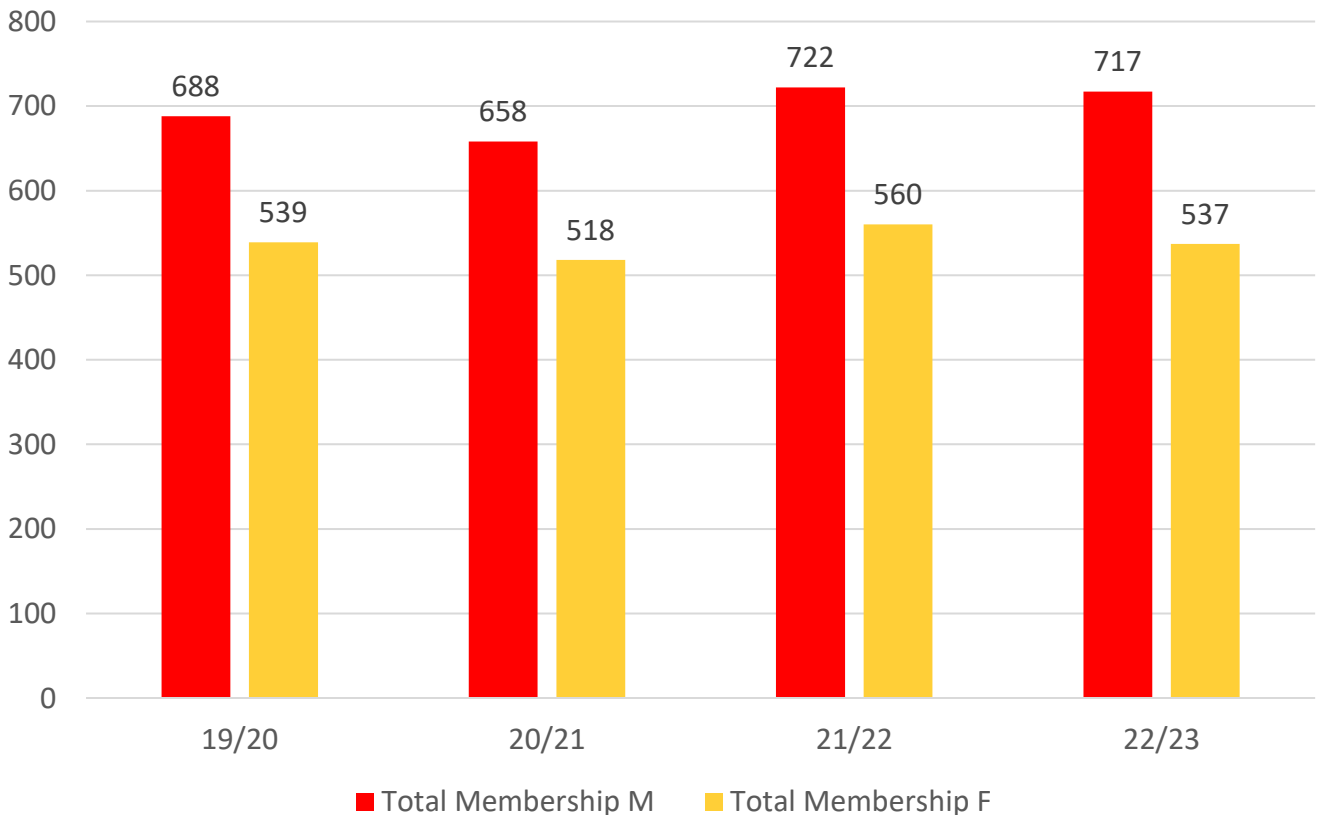
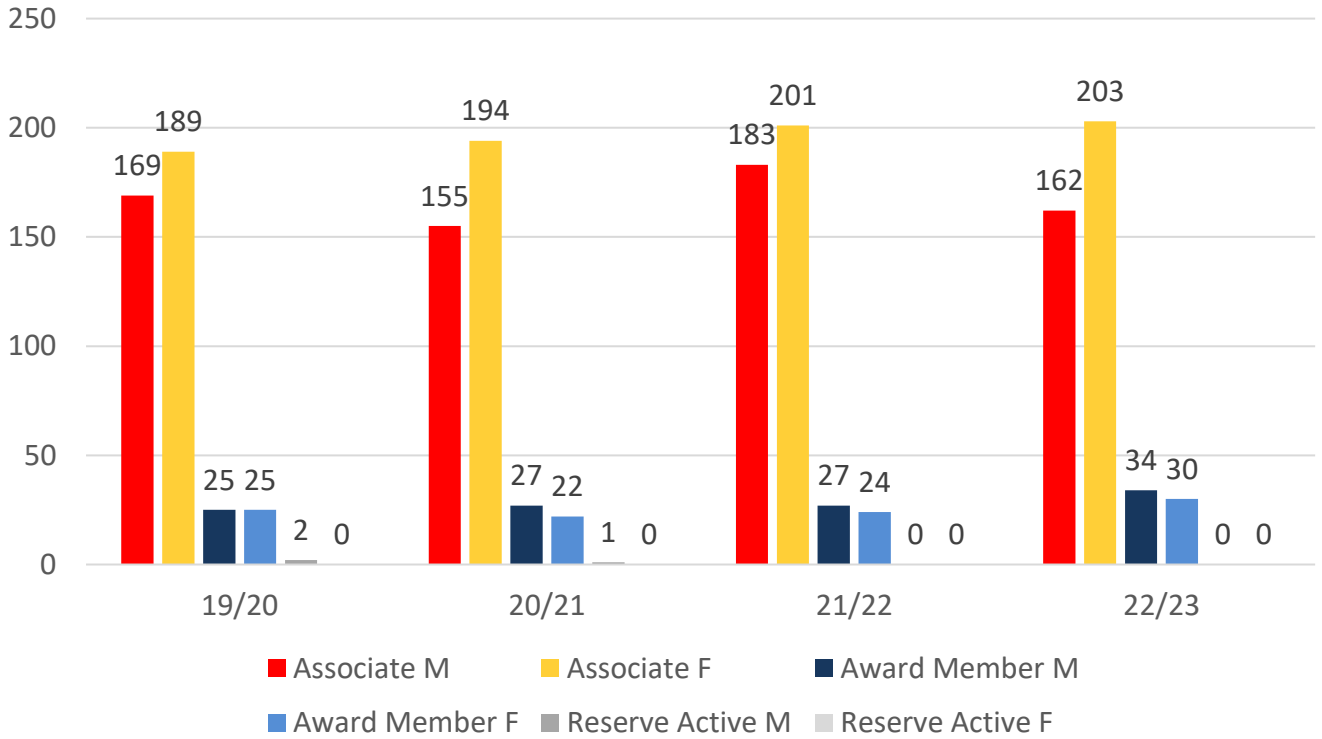
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



380

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



413

MEMBERS LOST FROM THE ORGANISATION

KURRAWA 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	11	0	0%	-2	0	0%	11	100%	4	36%	0	0%	6	-45%
Junior Activities	484	280	58%	19	20	4%	184	38%	169	35%	13	3%	443	-8%
Cadet Member (13-15 years)	21	18	86%	6	0	0%	3	14%	4	19%	2	10%	18	-14%
Active (15-18 yrs)	47	40	85%	-8	1	2%	6	13%	6	13%	14	30%	68	45%
Active (18yrs and over)	124	94	76%	-10	12	10%	18	15%	11	9%	13	10%	128	3%
Award Member	51	40	78%	-16	1	2%	10	20%	5	10%	3	6%	64	25%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	133	115	86%	-2	7	5%	11	8%	11	8%	6	5%	134	1%
Past Active	4	4	100%	-1	0	0%	0	0%	1	25%	0	0%	6	50%
Associate	384	202	53%	16	15	4%	167	43%	167	43%	12	3%	365	-5%
Life Member	16	15	94%	-2	0	0%	1	6%	0	0%	0	0%	17	6%
General	0	0		0	0		0		0		0		0	
Honorary	3	3	100%	0	0	0%	0	0%	2	67%	0	0%	5	67%
Non Member Participant	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	3	1	33%	0	1	33%	1	33%	0	0%	0	0%	1	-67%
Total Active	243	192	79%		14	6%	37	15%	26	11%	32		278	14%
Total	1282	812	63%		57	4%	413	32%	380	30%	63		1255	-2%

MEMBERSHIP RETENTION

KURRAWA 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	25	22	88%	3	12%	5	20%	29
16-18 Years	44	35	80%	8	18%	5	11%	62
19-25 Years	57	42	74%	6	11%	5	9%	54
26-35 Years	30	22	73%	6	20%	2	7%	28
36-50 Years	43	33	77%	9	21%	7	16%	61
51-70 Years	39	34	87%	4	10%	2	5%	40
70+ Years	5	4	80%	1	20%	0	0%	4
Total	243	192	79%	37	15%	26	11%	278

KURRAWA 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	56					42		42
Under 7	83	33	59%	18	32%	28	50%	64
Under 8	79	48	58%	32	39%	26	31%	74
Under 9	64	39	49%	37	47%	16	20%	59
Under 10	61	37	58%	25	39%	21	33%	60
Under 11	45	38	62%	21	34%	16	26%	54
Under 12	43	26	58%	18	40%	10	22%	38
Under 13	29	28	65%	13	30%	6	14%	35
Under 14	24	18	62%	11	38%	4	14%	17
Transitioned From JA		13	54%					

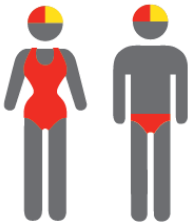
MEMBERSHIP RETENTION

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

2022/23



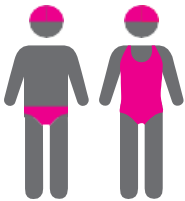
63%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



58%

JUNIOR MEMBERSHIP
RETENTION