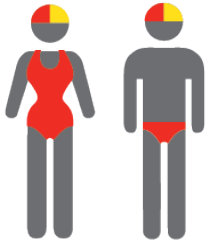


KAWANA WATERS

MEMBERSHIP STATISTICS REPORT 2020/2021



244

ACTIVE MEMBERSHIP



1% Decrease



781

TOTAL MEMBERSHIP



9% Decrease



266

JUNIOR MEMBERSHIP



10% 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.

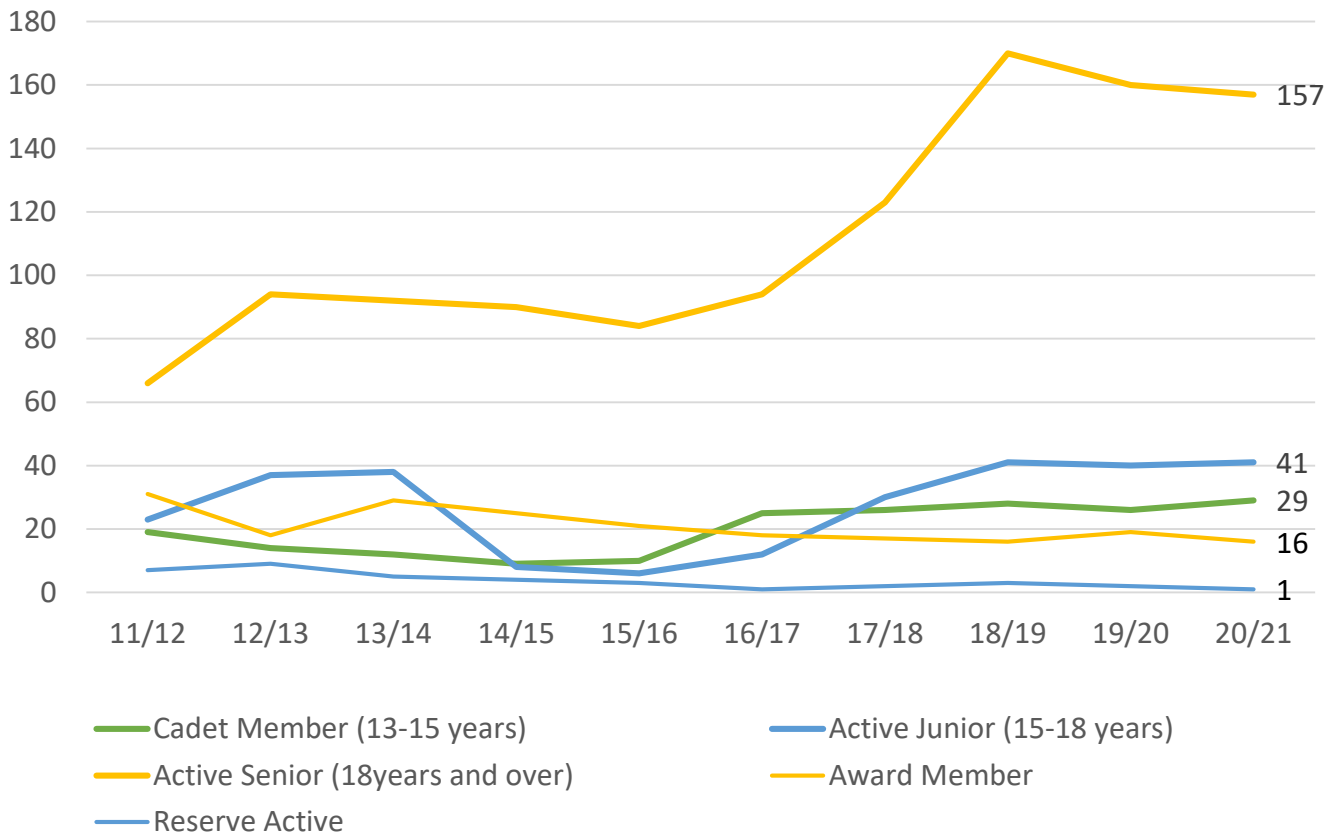
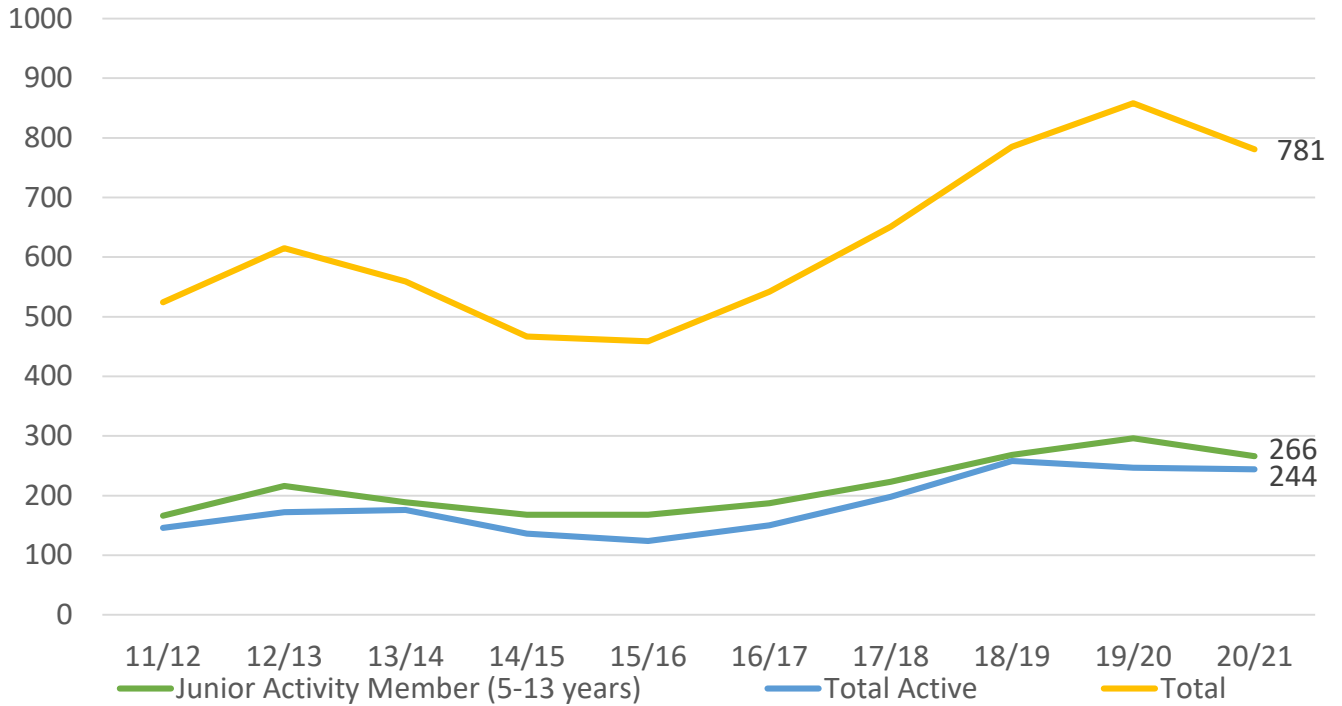
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	6	4	5	9	5	15	10	19	8	4
Junior Activity Member (5-13 years)	166	216	189	168	168	187	223	268	296	266
Cadet Member (13-15 years)	19	14	12	9	10	25	26	28	26	29
Active Junior (15-18 years)	23	37	38	8	6	12	30	41	40	41
Active Senior (18years and over)	66	94	92	90	84	94	123	170	160	157
Award Member	31	18	29	25	21	18	17	16	19	16
Reserve Active	7	9	5	4	3	1	2	3	2	1
Long Service	22	23	22	18	17	20	17	23	24	23
Past Active	18	9	7	8	6	6	2	1	0	0
Associate	154	178	147	117	129	148	178	196	261	222
Life Member	12	12	10	11	6	12	17	19	19	20
General	0	0	0	0	0	2	2	0	2	0
Honorary	0	0	0	0	0	0	1	0	0	0
Non Member Participants	0	0	1	0	0	0	1	0	0	0
Leave / Restricted	0	1	2	0	4	2	2	1	1	2
Total Active	146	172	176	136	124	150	198	258	247	244
Total	524	615	559	467	459	542	651	785	858	781

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	17	21	13	11	18	19	29	44	44	42
Under 7	26	29	25	9	13	27	27	41	56	41
Under 8	28	35	29	32	21	24	40	39	38	45
Under 9	34	33	26	28	27	18	31	39	43	40
Under 10	26	30	22	24	25	25	24	35	36	32
Under 11	14	34	30	20	20	22	21	22	28	26
Under 12	9	23	22	20	20	21	18	24	23	23
Under 13	7	18	12	18	10	18	18	15	17	16
Under 14	5	7	8	6	14	13	15	9	11	1
Junior Activities Total	166	230	187	168	168	187	223	268	296	266

TREND ANALYSIS



MEMBERSHIP RETENTION



221

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



278

MEMBERS LOST FROM THE ORGANISATION

KAWANA WATERS SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	8	0	0%		1	13%	7	88%	4	50%	0	0%	4	-50%
Junior Activities	296	190	64%	18	7	2%	99	33%	94	32%	0	0%	266	-10%
Cadet Member (13-15 years)	26	20	77%		0	0%	6	23%	3	12%	0	0%	29	12%
Active (15-18 yrs)	40	26	65%		0	0%	14	35%	7	18%	0	0%	41	2%
Active (18yrs and over)	160	125	78%		2	1%	33	21%	26	16%	0	0%	157	-2%
Award Member	19	17	89%	2	0	0%	2	11%	1	5%	0	0%	16	-16%
Reserve Active	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Long Service	24	20	83%		0	0%	4	17%	1	4%	0	0%	23	-4%
Past Active	0	0			0		0		0		0		0	
Associate	261	141	54%	4	10	4%	110	42%	85	33%	0	0%	222	-15%
Life Member	19	19	100%		0	0%	0	0%	0	0%	0	0%	20	5%
General	2	0	0%		0	0%	2	100%	0	0%	0	0%	0	-100%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	1	100%		0	0%	0	0%	0	0%	0	0%	2	100%
Total Active	247	189	77%		2	1%	56	23%	37	15%	0		244	-1%
Total	858	560	65%		20	2%	278	32%	221	26%	0		781	-9%

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

MEMBERSHIP RETENTION

KAWANA WATERS SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	22	13	59%	9	41%	5	23%	26
16-18 Years	42	32	76%	10	24%	3	7%	38
19-25 Years	26	14	54%	11	42%	5	19%	24
26-35 Years	24	16	67%	8	33%	4	17%	19
36-50 Years	91	75	82%	15	16%	17	19%	94
51-70 Years	39	36	92%	3	8%	3	8%	38
70+ Years	3	3	100%	0	0%	0	0%	5
Total	247	189	77%	56	23%	37	15%	244

KAWANA WATERS SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	44					42		42
Under 7	56	26	59%	16	36%	15	34%	41
Under 8	38	39	70%	16	29%	6	11%	45
Under 9	43	31	82%	7	18%	9	24%	40
Under 10	36	28	65%	15	35%	4	9%	32
Under 11	28	22	61%	13	36%	4	11%	26
Under 12	23	18	64%	10	36%	5	18%	23
Under 13	17	8	35%	13	57%	8	35%	16
Under 14	11	9	53%	7	41%	1	6%	1
Transitioned From JA		9	82%					

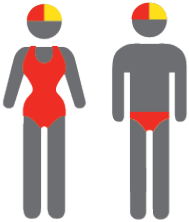
MEMBERSHIP RETENTION

2018/19



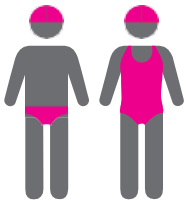
71%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



65%

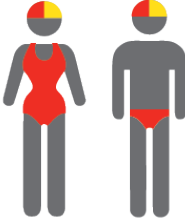
JUNIOR MEMBERSHIP
RETENTION

2019/20



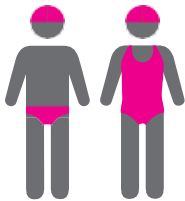
67%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



64%

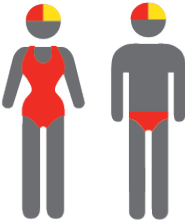
JUNIOR MEMBERSHIP
RETENTION

2020/21



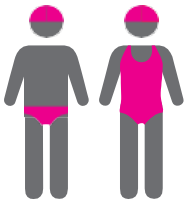
65%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION