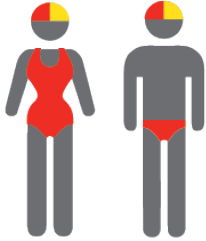


MEMBERSHIP STATISTICS REPORT 2020/2021



150

ACTIVE MEMBERSHIP



3% Increase



415

TOTAL MEMBERSHIP



7% Increase



117

JUNIOR MEMBERSHIP



17% 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.

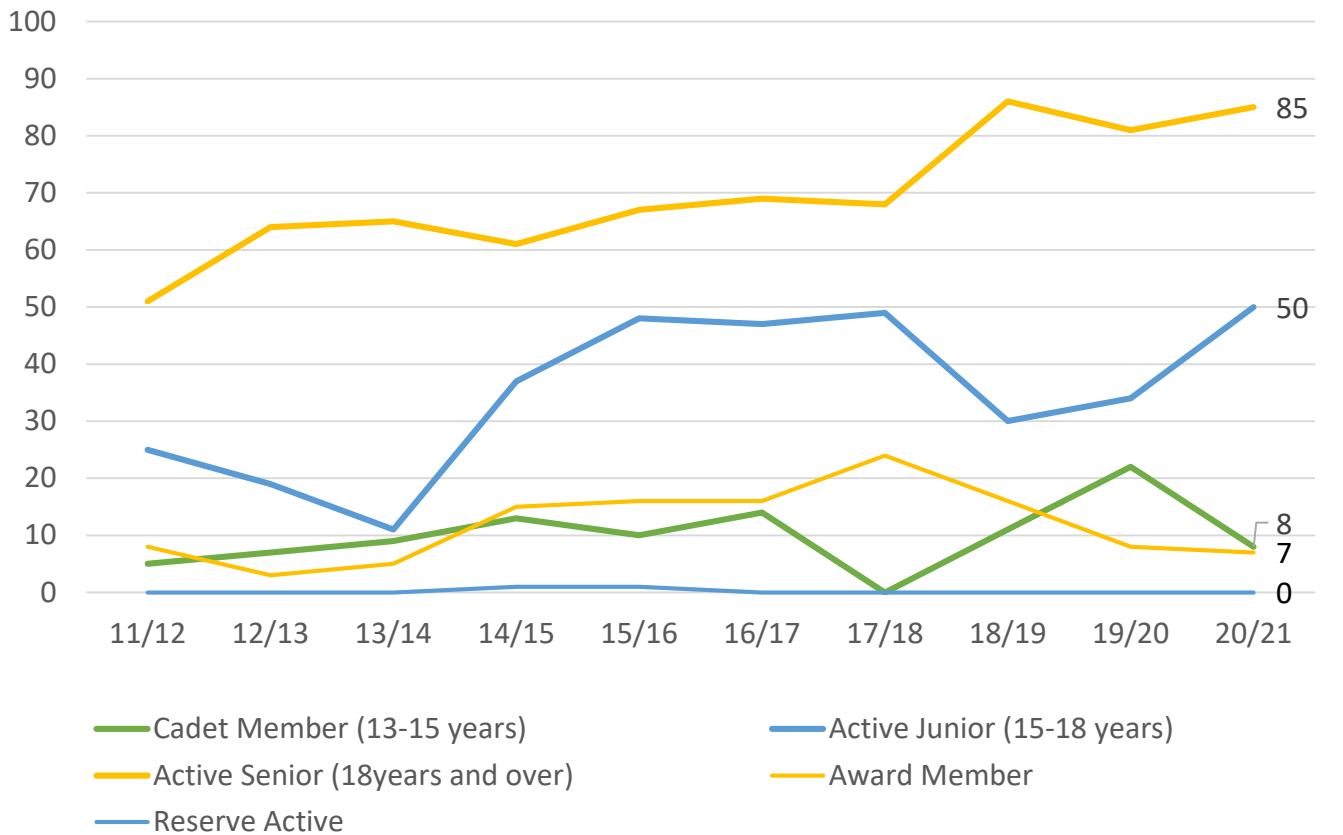
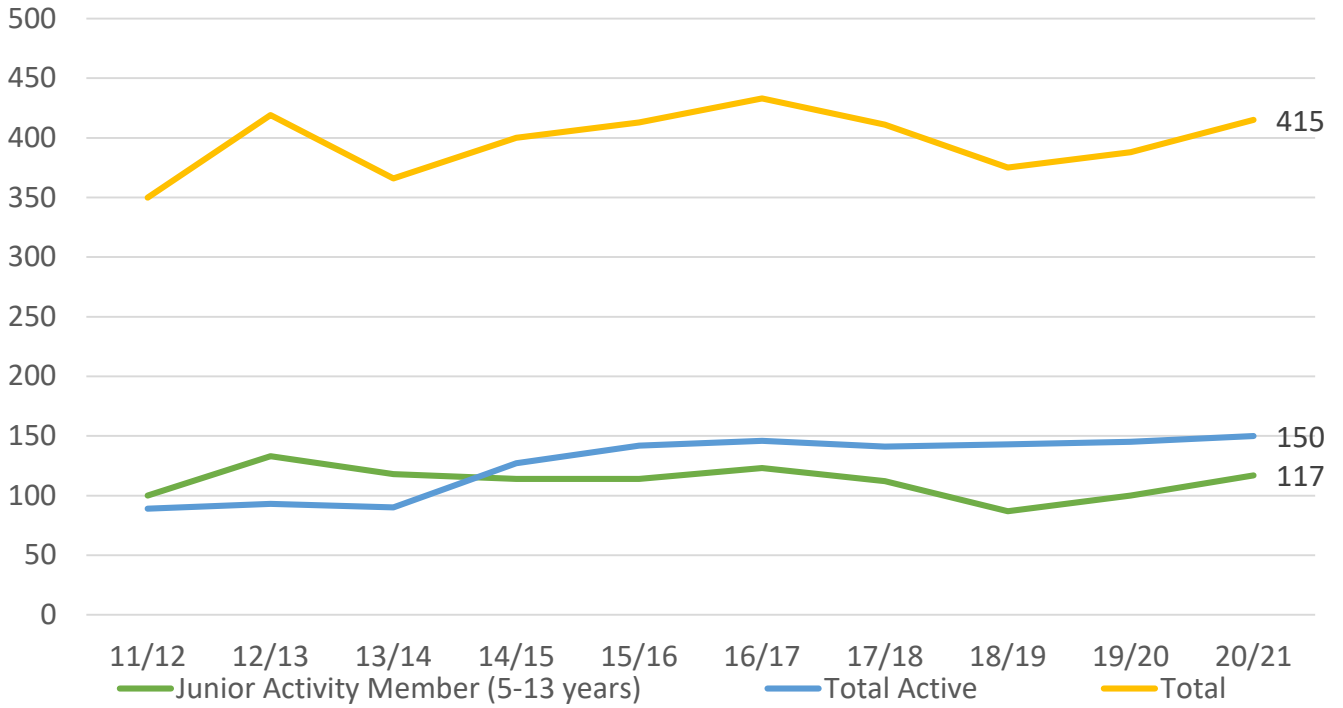
TOTAL MEMBERSHIP

MEMBERSHIP 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	10	10	0	1	3	1	3	6	1	0
Junior Activity Member (5-13 years)	100	133	118	114	114	123	112	87	100	117
Cadet Member (13-15 years)	5	7	9	13	10	14	0	11	22	8
Active Junior (15-18 years)	25	19	11	37	48	47	49	30	34	50
Active Senior (18years and over)	51	64	65	61	67	69	68	86	81	85
Award Member	8	3	5	15	16	16	24	16	8	7
Reserve Active	0	0	0	1	1	0	0	0	0	0
Long Service	19	25	23	23	21	18	17	16	15	16
Past Active	4	0	0	1	0	0	0	0	1	0
Associate	93	124	101	98	94	108	100	84	84	89
Life Member	32	31	31	31	32	31	32	33	34	35
General	0	0	0	0	0	0	0	0	0	0
Honorary	3	3	3	4	4	4	5	5	8	7
Non Member Participants	0	0	0	0	1	1	1	1	0	0
Leave / Restricted	0	0	0	1	2	1	0	0	0	1
Total Active	89	93	90	127	142	146	141	143	145	150
Total	350	419	366	400	413	433	411	375	388	415

	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	14	13	16	9	19	11	14	8	10	11
Under 7	11	13	13	17	11	24	5	12	15	14
Under 8	16	19	18	15	12	15	19	8	10	12
Under 9	10	16	17	17	15	13	15	16	13	14
Under 10	13	17	13	11	14	14	13	8	14	16
Under 11	12	15	13	10	13	16	13	11	17	18
Under 12	12	11	8	11	9	16	12	7	9	13
Under 13	5	17	13	10	10	7	11	9	9	7
Under 14	7	12	7	14	10	7	10	8	3	11
Junior Activities Total	100	133	118	114	113	123	112	87	100	116

TREND ANALYSIS



MEMBERSHIP RETENTION



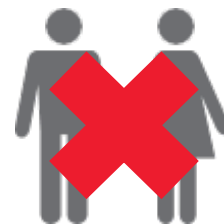
145

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



113

MEMBERS LOST FROM THE ORGANISATION

Kirra 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	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-
Junior Activities	100	59	59%	3	2	2%	39	39%	61	61%	0	0%	117	17%
Cadet Member (13-15 years)	22	14	64%	7	0	0%	8	36%	1	5%	0	0%	8	-64%
Active (15-18 yrs)	34	25	74%		0	0%	9	26%	16	47%	0	0%	50	47%
Active (18yrs and over)	81	64	79%		1	1%	16	20%	21	26%	0	0%	85	5%
Award Member	8	5	63%		0	0%	3	38%	2	25%	0	0%	7	-13%
Reserve Active	0	0			0		0		0		0		0	
Long Service	15	14	93%		0	0%	1	7%	1	7%	0	0%	16	7%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-
Associate	84	47	56%	1	2	2%	35	42%	43	51%	0	0%	89	6%
Life Member	34	34	100%		0	0%	0	0%	0	0%	0	0%	35	3%
General	0	0			0		0		0		0		0	
Honorary	8	7	88%		0	0%	1	13%	0	0%	0	0%	7	-13%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	145	108	74%		1	1%	36	25%	40	28%	0		150	3%
Total	388	270	70%		5	1%	113	29%	145	37%	0		415	7%

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

MEMBERSHIP RETENTION

Kirra SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	31	23	74%	8	26%	6	19%	14
16-18 Years	30	19	63%	11	37%	11	37%	42
19-25 Years	28	20	71%	7	25%	8	29%	30
26-35 Years	10	6	60%	4	40%	5	50%	13
36-50 Years	32	27	84%	5	16%	5	16%	31
51-70 Years	13	12	92%	1	8%	4	31%	18
70+ Years	1	1	100%	0	0%	1	100%	2
Total	145	108	74%	36	25%	40	28%	150

Kirra SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	10					11		11
Under 7	15	5	50%	4	40%	9	90%	14
Under 8	10	7	47%	8	53%	5	33%	12
Under 9	13	8	80%	2	20%	6	60%	14
Under 10	14	9	69%	4	31%	7	54%	16
Under 11	17	8	57%	6	43%	10	71%	18
Under 12	9	9	53%	8	47%	4	24%	13
Under 13	9	3	33%	5	56%	4	44%	7
Under 14	3	7	78%	2	22%	4	44%	11
Transitioned From JA		3	100%					

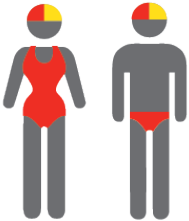
MEMBERSHIP RETENTION

2018/19



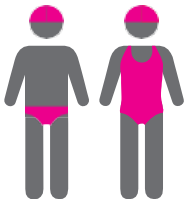
70%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



59%

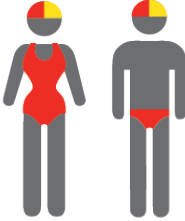
JUNIOR MEMBERSHIP
RETENTION

2019/20



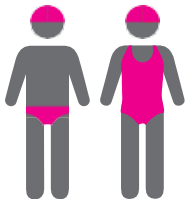
66%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



61%

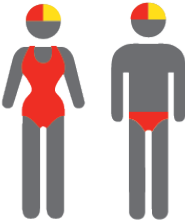
JUNIOR MEMBERSHIP
RETENTION

2020/21



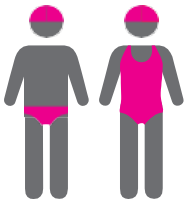
70%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION