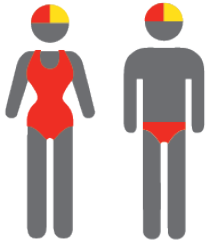


MEMBERSHIP STATISTICS REPORT 2020/2021



236

ACTIVE MEMBERSHIP



21% Decrease



1,176

TOTAL MEMBERSHIP



4% Decrease



421

JUNIOR MEMBERSHIP



8% 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.

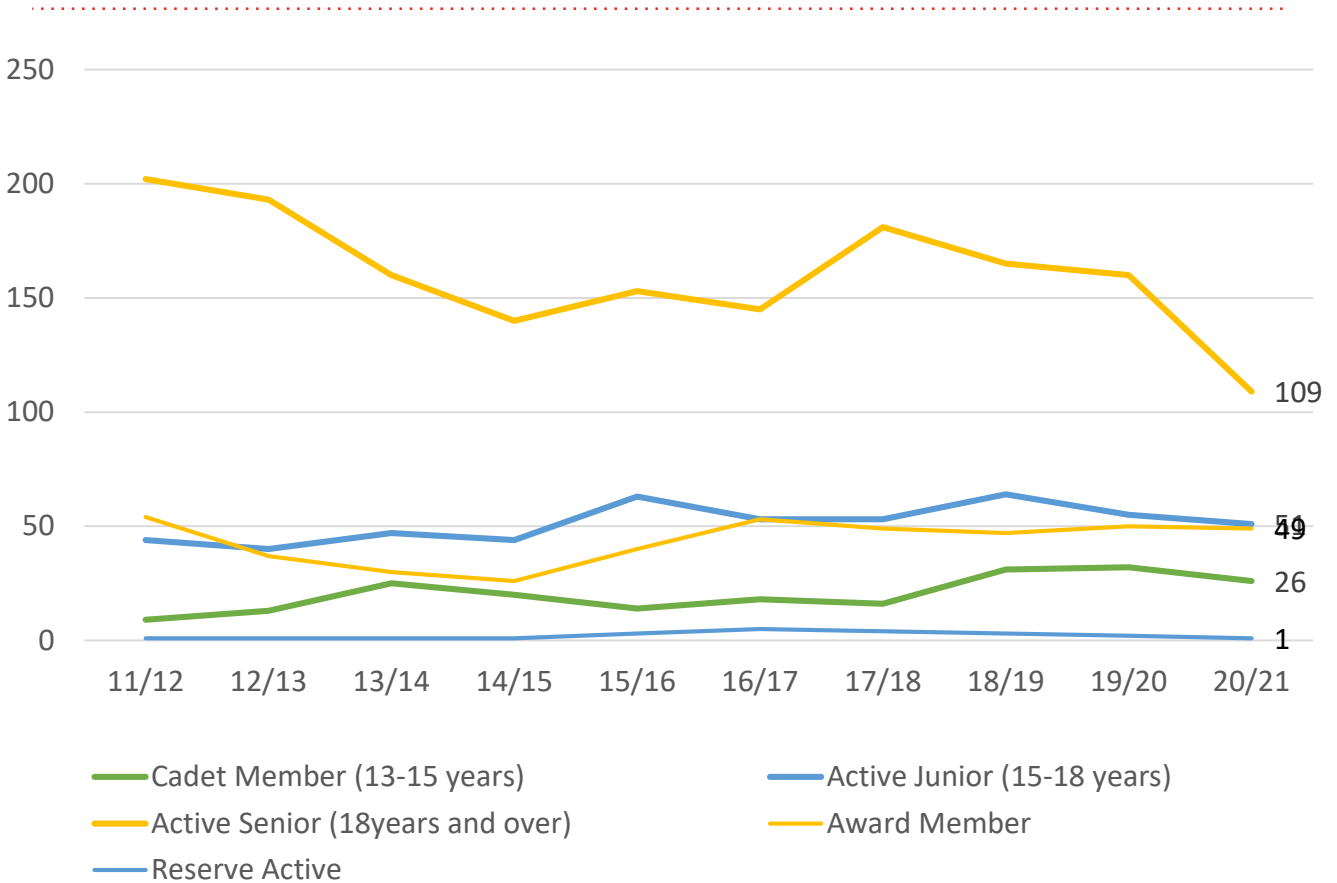
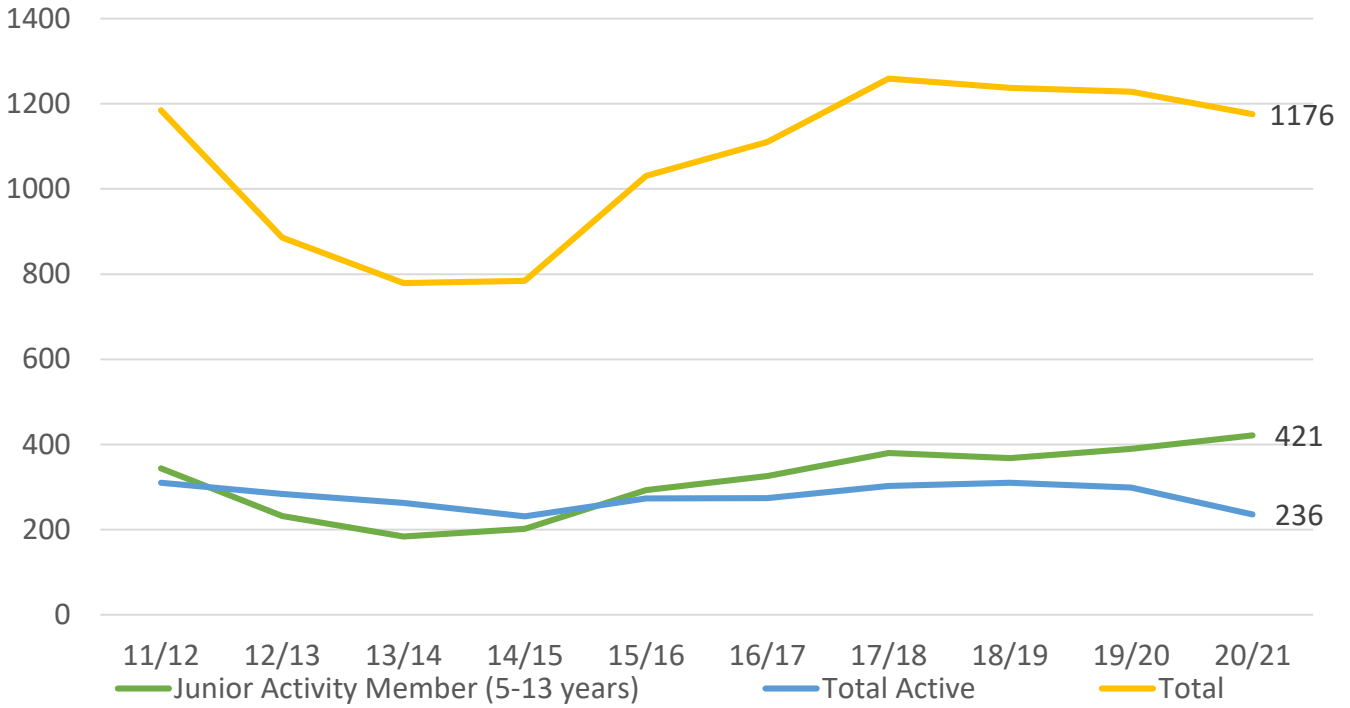
TOTAL MEMBERSHIP

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	26	23	7	19	14	7	20	15	11	4
Junior Activity Member (5-13 years)	344	232	184	202	293	326	380	368	390	421
Cadet Member (13-15 years)	9	13	25	20	14	18	16	31	32	26
Active Junior (15-18 years)	44	40	47	44	63	53	53	64	55	51
Active Senior (18years and over)	202	193	160	140	153	145	181	165	160	109
Award Member	54	37	30	26	40	53	49	47	50	49
Reserve Active	1	1	1	1	3	5	4	3	2	1
Long Service	113	111	111	100	114	124	127	139	141	138
Past Active	28	7	8	5	4	6	6	8	9	4
Associate	345	209	181	206	309	348	386	368	358	349
Life Member	14	15	15	16	16	16	16	14	15	15
General	0	0	0	0	0	0	2	1	0	0
Honorary	5	5	7	4	4	5	7	9	5	8
Non Member Participants	0	0	0	0	0	0	0	2	0	0
Leave / Restricted	0	0	3	1	4	4	12	3	0	1
Total Active	310	284	263	231	273	274	303	310	299	236
Total	1185	886	779	784	1031	1110	1259	1237	1228	1176

	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	51	27	21	28	46	55	40	53	54	70
Under 7	54	22	23	33	39	64	55	35	54	53
Under 8	34	33	26	26	43	43	65	52	48	62
Under 9	51	38	31	36	34	35	49	60	46	58
Under 10	41	25	23	29	48	33	47	52	54	48
Under 11	39	27	19	18	32	28	42	36	42	50
Under 12	27	19	15	17	24	25	27	34	34	30
Under 13	26	23	13	14	18	25	31	26	31	28
Under 14	21	9	13	0	18	18	24	20	27	22
Junior Activities Total	344	223	184	201	302	326	380	368	390	421

TREND ANALYSIS



MEMBERSHIP RETENTION



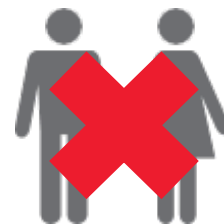
428

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



413

MEMBERS LOST FROM THE ORGANISATION

KURRAWA 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	11	1	9%		1	9%	9	82%	3	27%	0	0%	4	-64%
Junior Activities	390	224	57%	19	13	3%	153	39%	216	55%	0	0%	421	8%
Cadet Member (13-15 years)	32	20	63%		5	16%	7	22%	5	16%	0	0%	26	-19%
Active (15-18 yrs)	55	39	71%		6	11%	10	18%	3	5%	0	0%	51	-7%
Active (18yrs and over)	160	96	60%		25	16%	39	24%	12	8%	0	0%	109	-32%
Award Member	50	39	78%		1	2%	10	20%	4	8%	0	0%	49	-2%
Reserve Active	2	1	50%		1	50%	0	0%	0	0%	0	0%	1	-50%
Long Service	141	128	91%		5	4%	8	6%	7	5%	0	0%	138	-2%
Past Active	9	4	44%		0	0%	5	56%	0	0%	0	0%	4	-56%
Associate	358	178	50%	5	10	3%	170	47%	176	49%	0	0%	349	-3%
Life Member	15	13	87%		0	0%	2	13%	0	0%	0	0%	15	0%
General	0	0			0		0		0		0		0	
Honorary	5	5	100%		0	0%	0	0%	2	40%	0	0%	8	60%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	299	195	65%		38	13%	66	22%	24	8%	0		236	-21%
Total	1228	748	61%		67	5%	413	34%	428	35%	0		1176	-4%

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

MEMBERSHIP RETENTION

KURRAWA SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	37	28	76%	4	11%	5	14%	30
16-18 Years	53	30	57%	16	30%	4	8%	50
19-25 Years	76	40	53%	24	32%	5	7%	50
26-35 Years	40	23	58%	10	25%	3	8%	23
36-50 Years	47	33	70%	8	17%	6	13%	39
51-70 Years	41	36	88%	4	10%	1	2%	39
70+ Years	5	5	100%	0	0%	0	0%	5
Total	299	195	65%	66	22%	24	8%	236

KURRAWA SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	54					70		70
Under 7	54	27	50%	24	44%	26	48%	53
Under 8	48	33	61%	21	39%	29	54%	62
Under 9	46	30	63%	16	33%	28	58%	58
Under 10	54	27	59%	19	41%	21	46%	48
Under 11	42	30	56%	24	44%	20	37%	50
Under 12	34	22	52%	16	38%	8	19%	30
Under 13	31	24	71%	10	29%	4	12%	28
Under 14	27	13	42%	15	48%	10	32%	22
Transitioned From JA		18	67%					

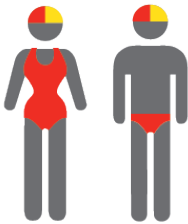
MEMBERSHIP RETENTION

2018/19



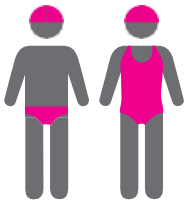
60%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



54%

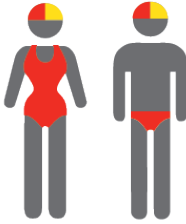
JUNIOR MEMBERSHIP
RETENTION

2019/20



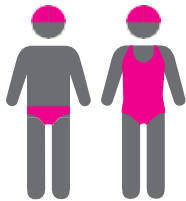
61%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



56%

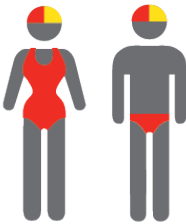
JUNIOR MEMBERSHIP
RETENTION

2020/21



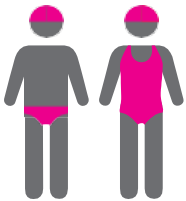
61%

TOTAL MEMBERSHIP
RETENTION



65%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION