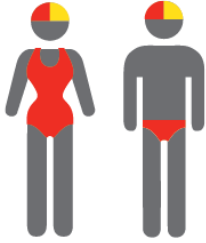


MEMBERSHIP STATISTICS REPORT EOS 2021/22



46

ACTIVE MEMBERSHIP



8% Decrease



182

TOTAL MEMBERSHIP



13% Increase



52

JUNIOR MEMBERSHIP



41% 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.

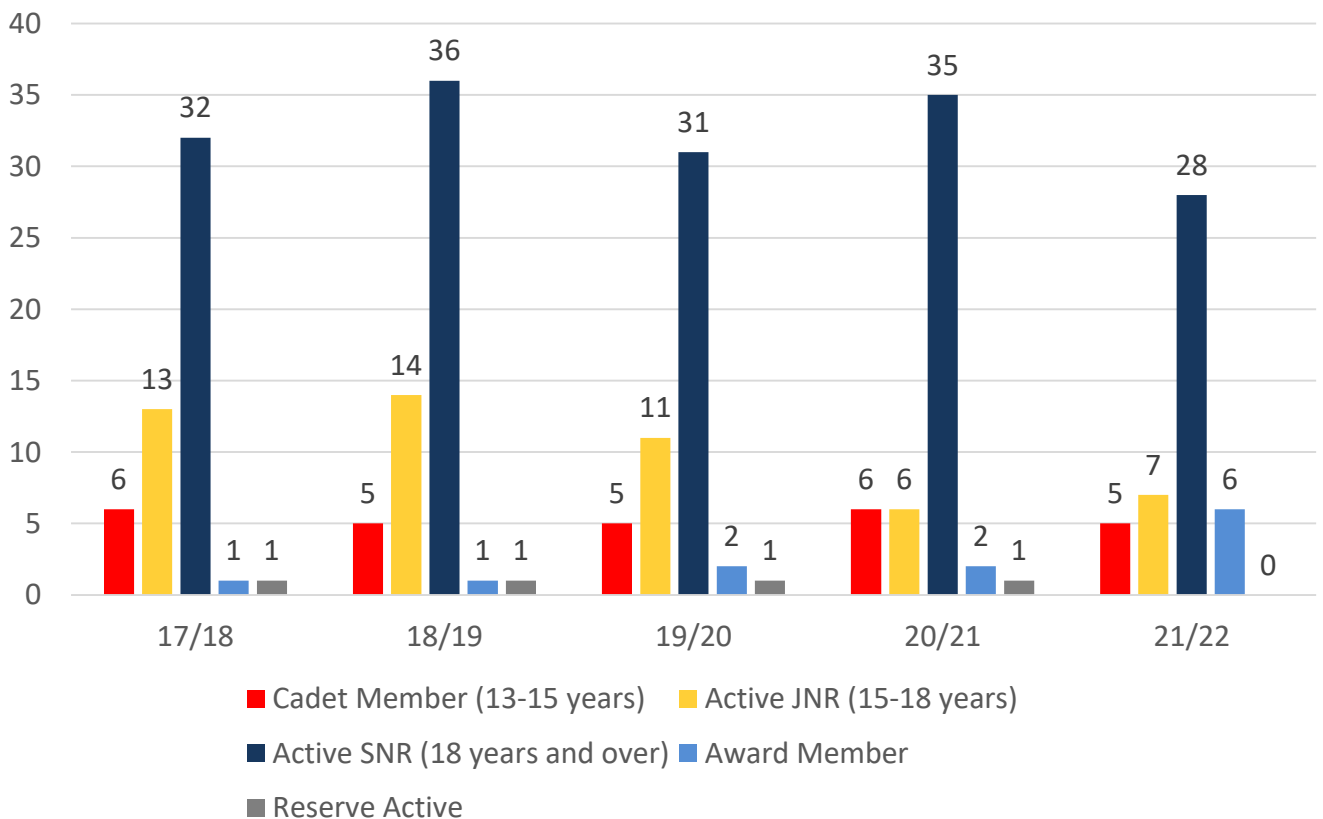
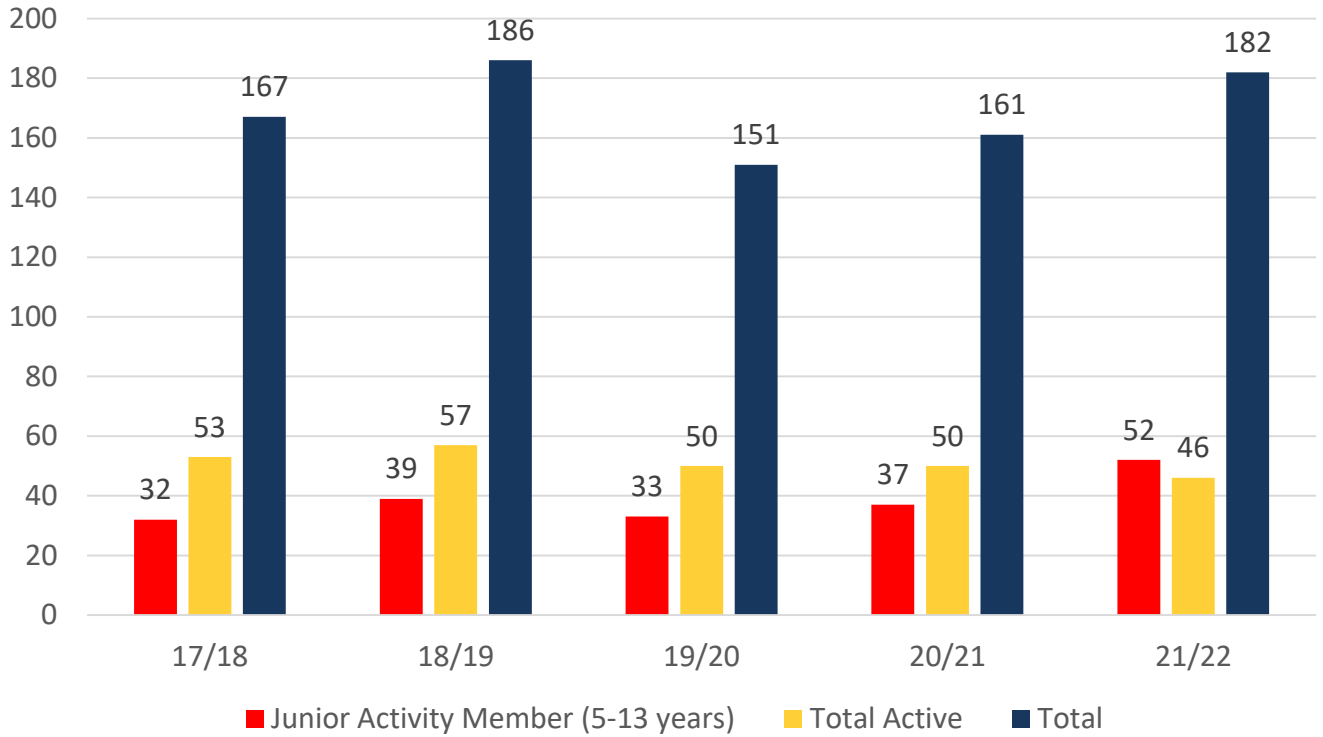
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

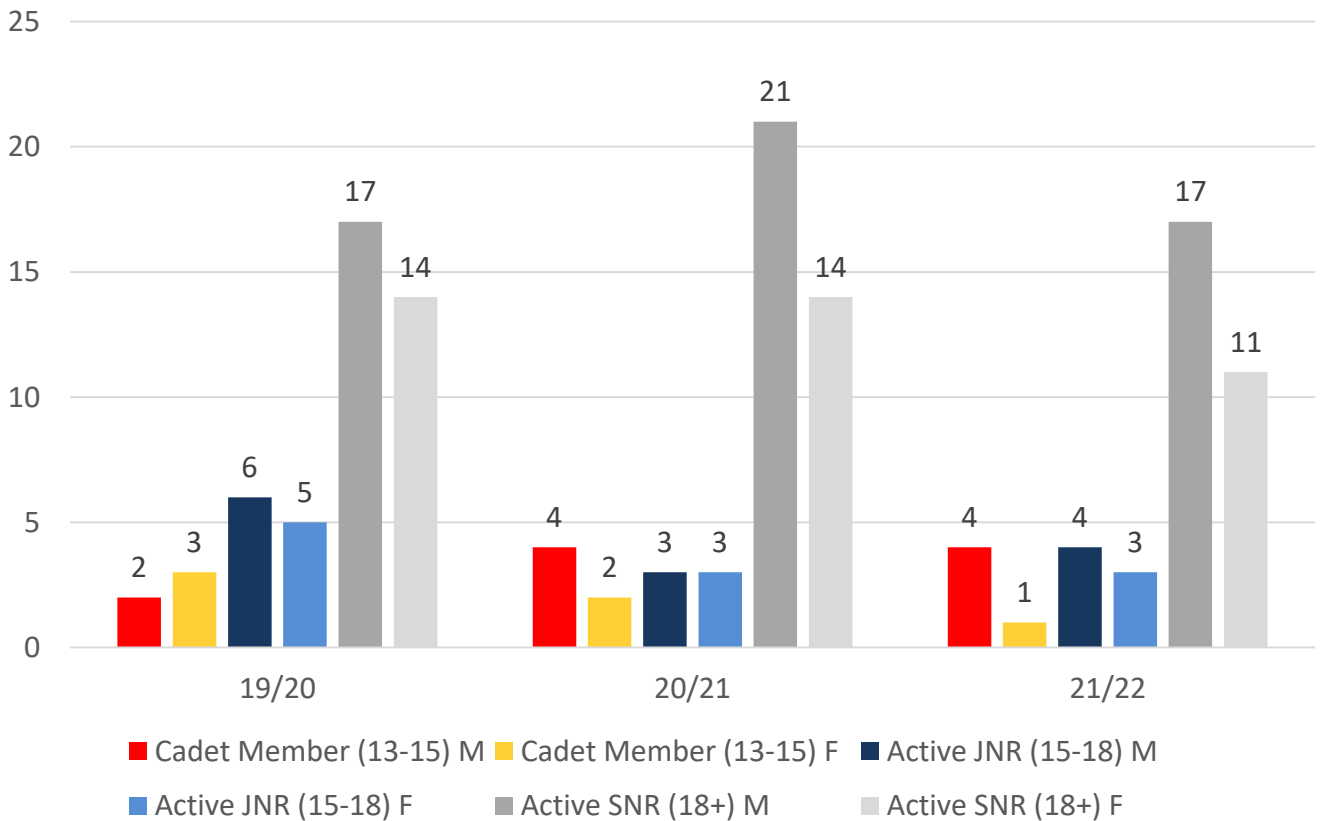
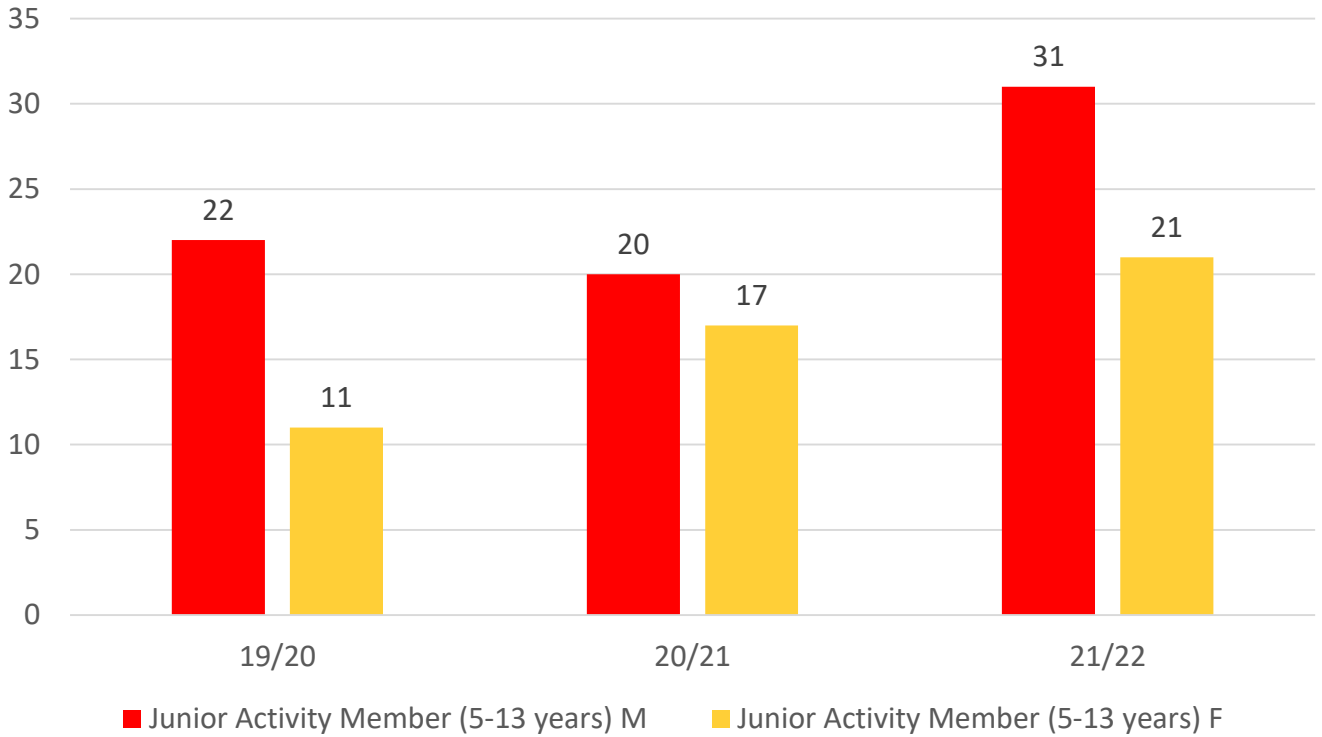
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	6	16	2	0	0
Junior Activity Member (5-13 years)	32	39	33	37	52
Cadet Member (13-15 years)	6	5	5	6	5
Active Junior (15-18 years)	13	14	11	6	7
Active Senior (18years and over)	32	36	31	35	28
Award Member	1	1	2	2	6
Reserve Active	1	1	1	1	0
Long Service	12	14	10	9	9
Past Active	10	2	1	1	1
Associate	31	36	33	42	50
Life Member	20	20	22	22	23
General	1	0	0	0	0
Honorary	1	2	0	0	1
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	0	0
Total Active	53	57	50	50	46
Total	167	186	151	161	182

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	14	15	24	15	13
Under 7	24	16	18	12	17
Under 8	10	12	15	12	12
Under 9	10	19	17	15	14
Under 10	12	14	13	10	14
Under 11	10	7	15	9	10
Under 12	11	6	10	11	10
Under 13	6	9	3	3	9
Under 14	9	5	6	2	2
Junior Activities Total	106	103	121	89	101

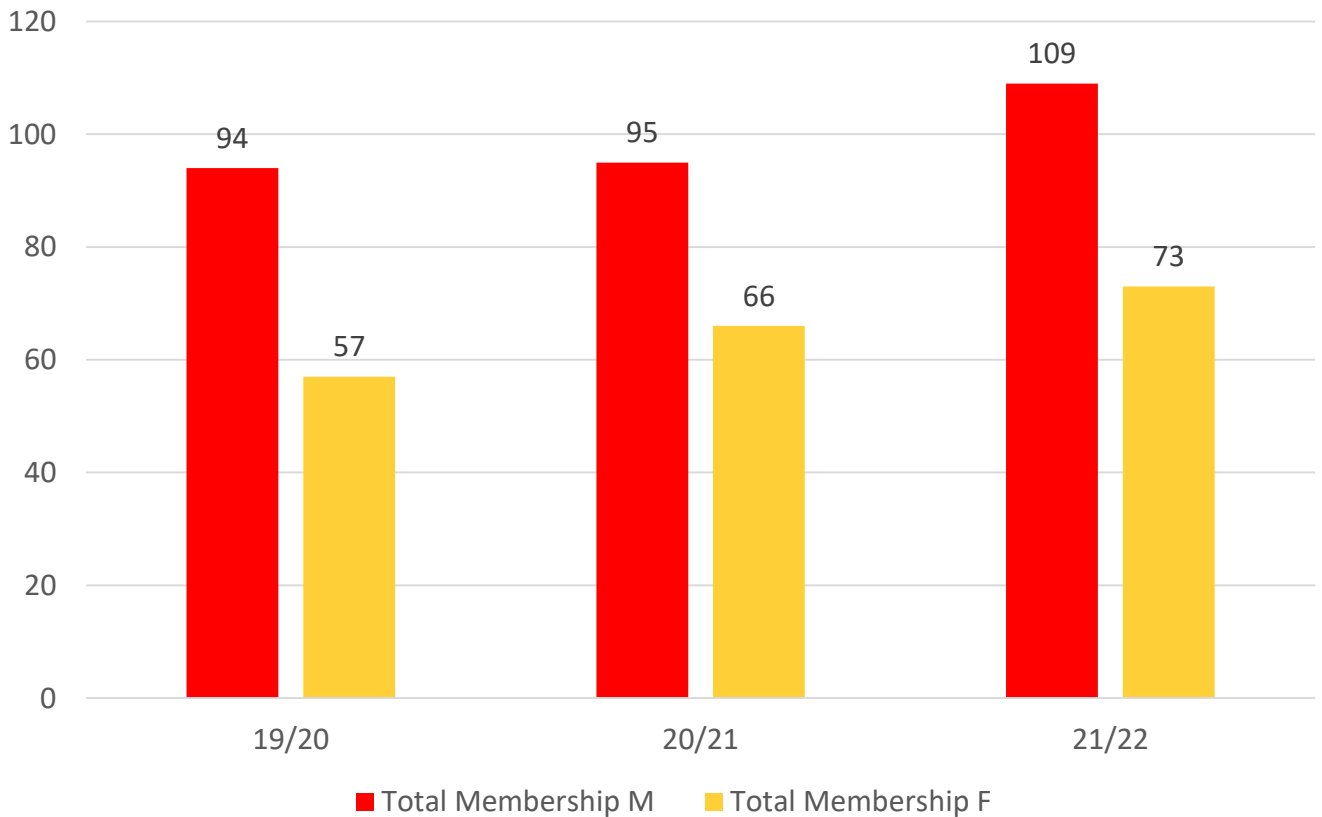
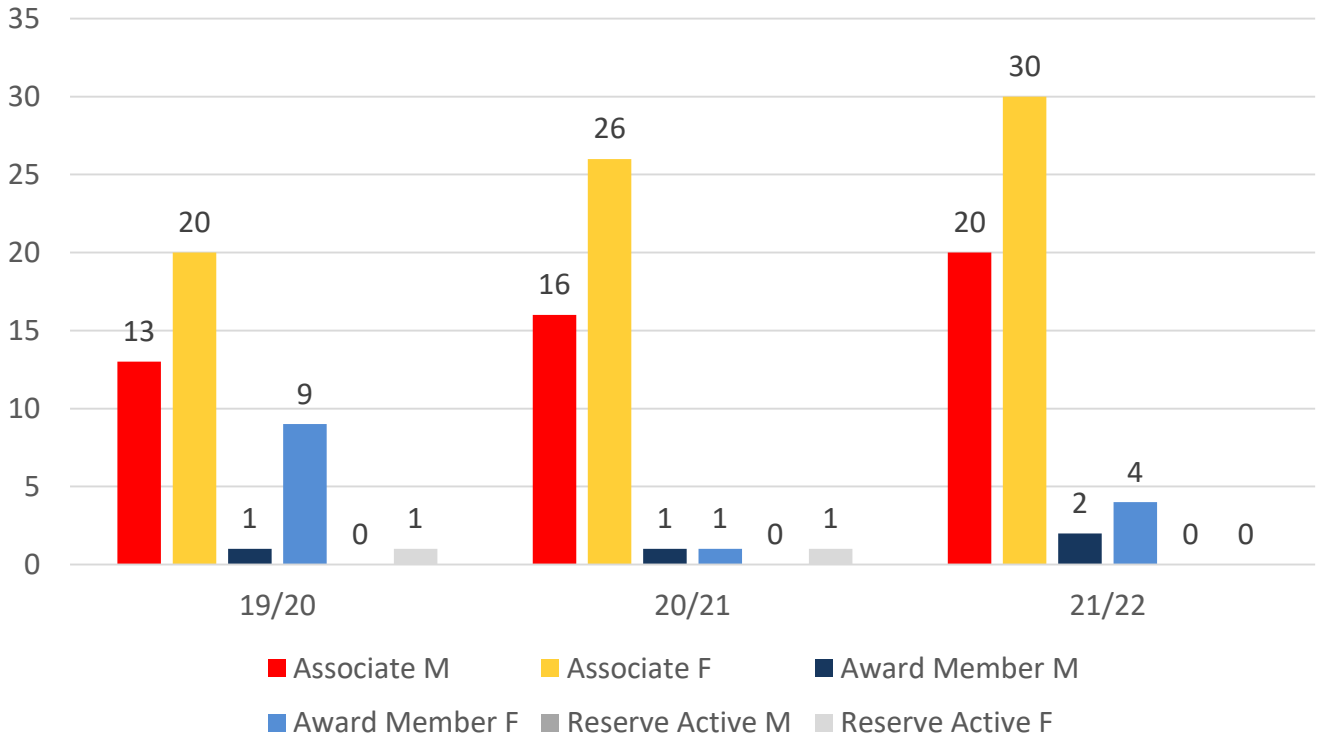
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



68

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



41

MEMBERS LOST FROM THE ORGANISATION

MACKAY 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	0	0		0	0		0		0		0		0	
Junior Activities	37	26	70%	3	1	3%	10	27%	29	78%	0	0%	52	41%
Cadet Member (13-15 years)	6	5	83%	0	1	17%	0	0%	0	0%	0	0%	5	-17%
Active (15-18 yrs)	6	3	50%	-3	0	0%	3	50%	1	17%	0	0%	7	17%
Active (18yrs and over)	35	19	54%	-6	4	11%	12	34%	2	6%	1	3%	28	-20%
Award Member	2	2	100%	0	0	0%	0	0%	3	150%	1	50%	6	200%
Reserve Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Long Service	9	8	89%	0	0	0%	1	11%	1	11%	0	0%	9	0%
Past Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Associate	42	25	60%	6	2	5%	15	36%	31	74%	0	0%	50	19%
Life Member	22	22	100%	-1	0	0%	0	0%	0	0%	0	0%	23	5%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		1		0		1	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	50	30	60%		5	10%	15	30%	6	12%	2		46	-8%
Total	161	112	70%		8	5%	41	25%	68	42%	2		182	13%

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

MEMBERSHIP RETENTION

MACKAY 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	4	3	75%	0	0%	2	50%	6
16-18 Years	8	5	63%	3	38%	1	13%	7
19-25 Years	9	3	33%	6	67%	1	11%	6
26-35 Years	3	1	33%	2	67%	0	0%	1
36-50 Years	15	10	67%	2	13%	2	13%	19
51-70 Years	11	8	73%	2	18%	0	0%	7
70+ Years	0	0		0		0		0
Total	50	30	60%	15	30%	6	12%	46

MACKAY 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	2					7		7
Under 7	6	1	50%	1	50%	4	200%	5
Under 8	6	4	67%	2	33%	2	33%	6
Under 9	7	4	67%	2	33%	4	67%	8
Under 10	3	4	57%	3	43%	2	29%	6
Under 11	4	3	100%	0	0%	4	133%	7
Under 12	4	4	100%	0	0%	3	75%	7
Under 13	0	3	75%	0	0%	1	25%	4
Under 14	5	0		0		2		2
Transitioned From JA		3	60%					

MEMBERSHIP RETENTION

2019/20



60%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



46%

JUNIOR MEMBERSHIP
RETENTION

2020/21



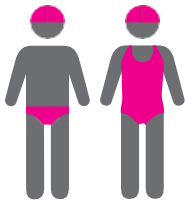
75%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



67%

JUNIOR MEMBERSHIP
RETENTION

2021/22



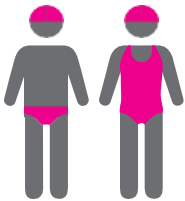
70%

TOTAL MEMBERSHIP
RETENTION



60%

ACTIVE MEMBERSHIP
RETENTION



70%

JUNIOR MEMBERSHIP
RETENTION