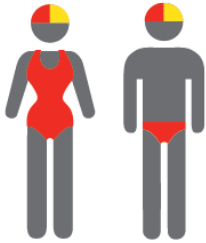


MEMBERSHIP STATISTICS REPORT EOS 2022/23



44

ACTIVE MEMBERSHIP



4% Decrease



185

TOTAL MEMBERSHIP



2% Increase



57

JUNIOR MEMBERSHIP



10% 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

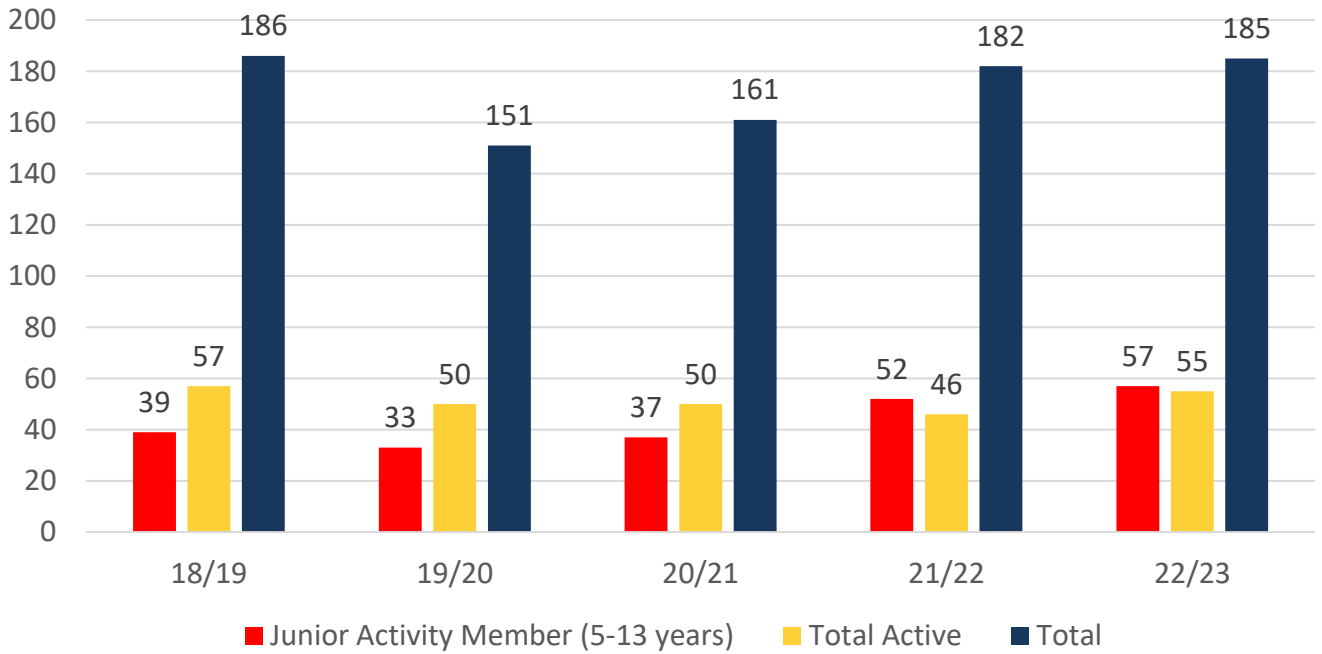
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	16	2	0	0	0
Junior Activity Member (5-13 years)	39	33	37	52	57
Cadet Member (13-15 years)	5	5	6	5	5
Active Junior (15-18 years)	14	11	6	7	10
Active Senior (18years and over)	36	31	35	28	24
Award Member	1	2	2	6	5
Reserve Active	1	1	1	0	0
Long Service	14	10	9	9	8
Past Active	2	1	1	1	1
Associate	36	33	42	50	50
Life Member	20	22	22	23	22
General	0	0	0	0	0
Honorary	2	0	0	1	3
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	57	50	50	46	44
Total	186	151	161	182	185

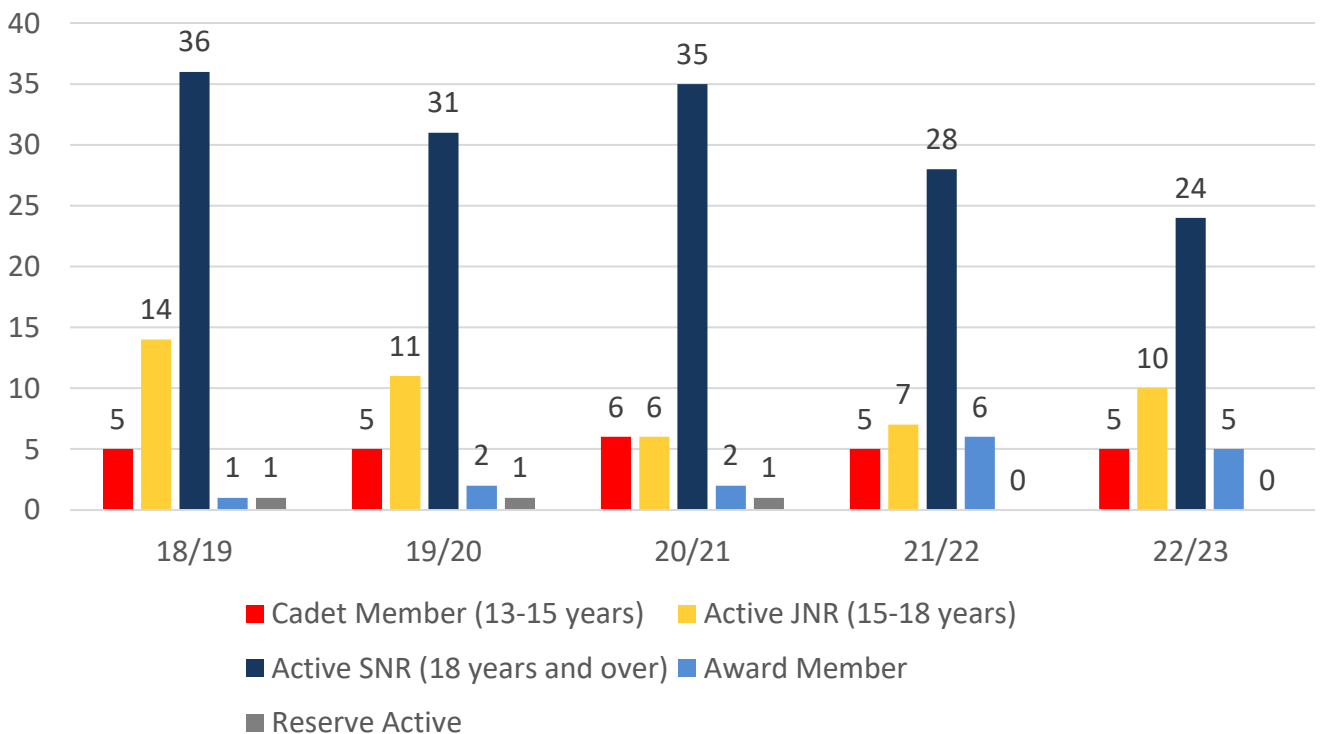
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	4	3	2	7	6
Under 7	5	6	6	5	10
Under 8	8	3	6	6	5
Under 9	6	6	7	8	7
Under 10	3	3	3	6	9
Under 11	1	6	4	7	7
Under 12	5	0	4	7	5
Under 13	3	3	0	4	5
Under 14	4	3	5	2	5
Junior Activities Total	39	33	37	52	59

5 YEAR TREND ANALYSIS

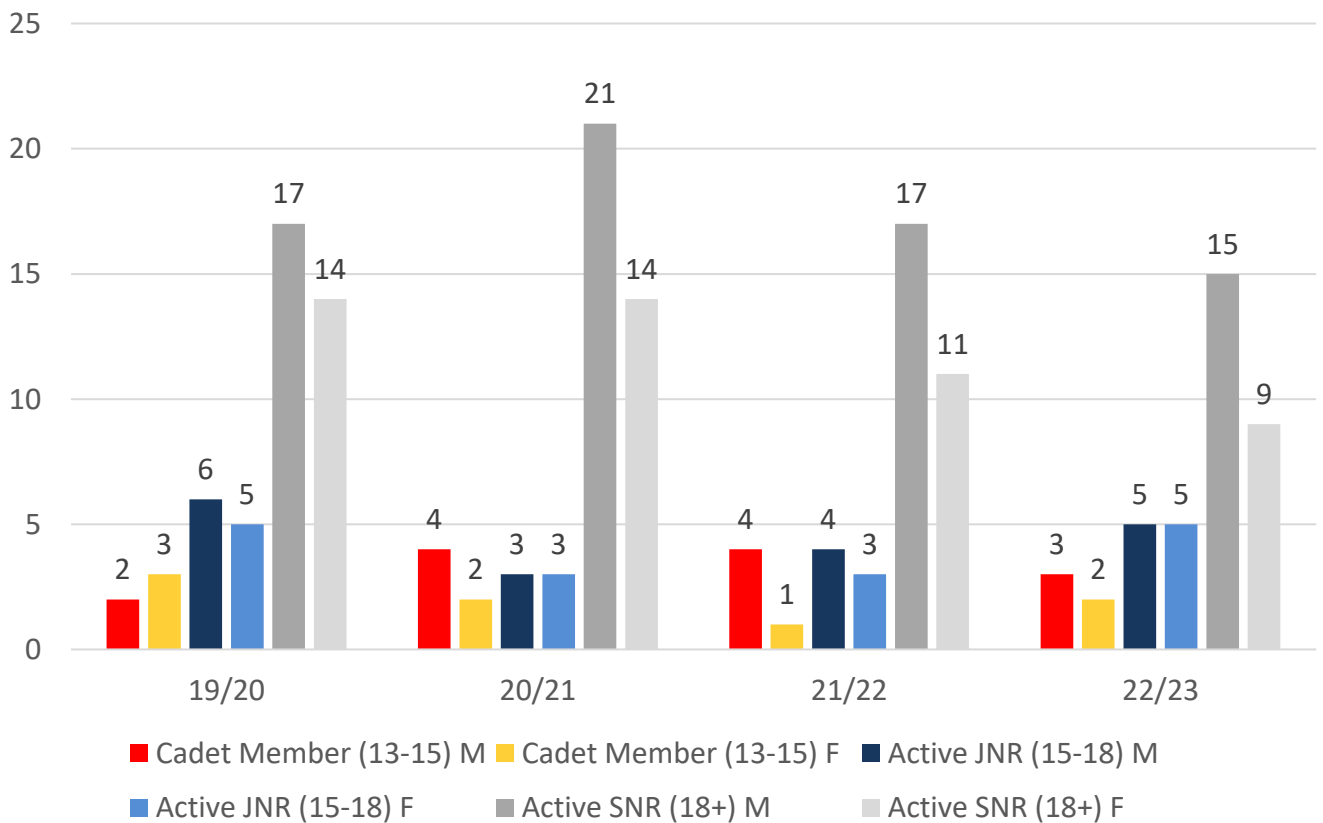
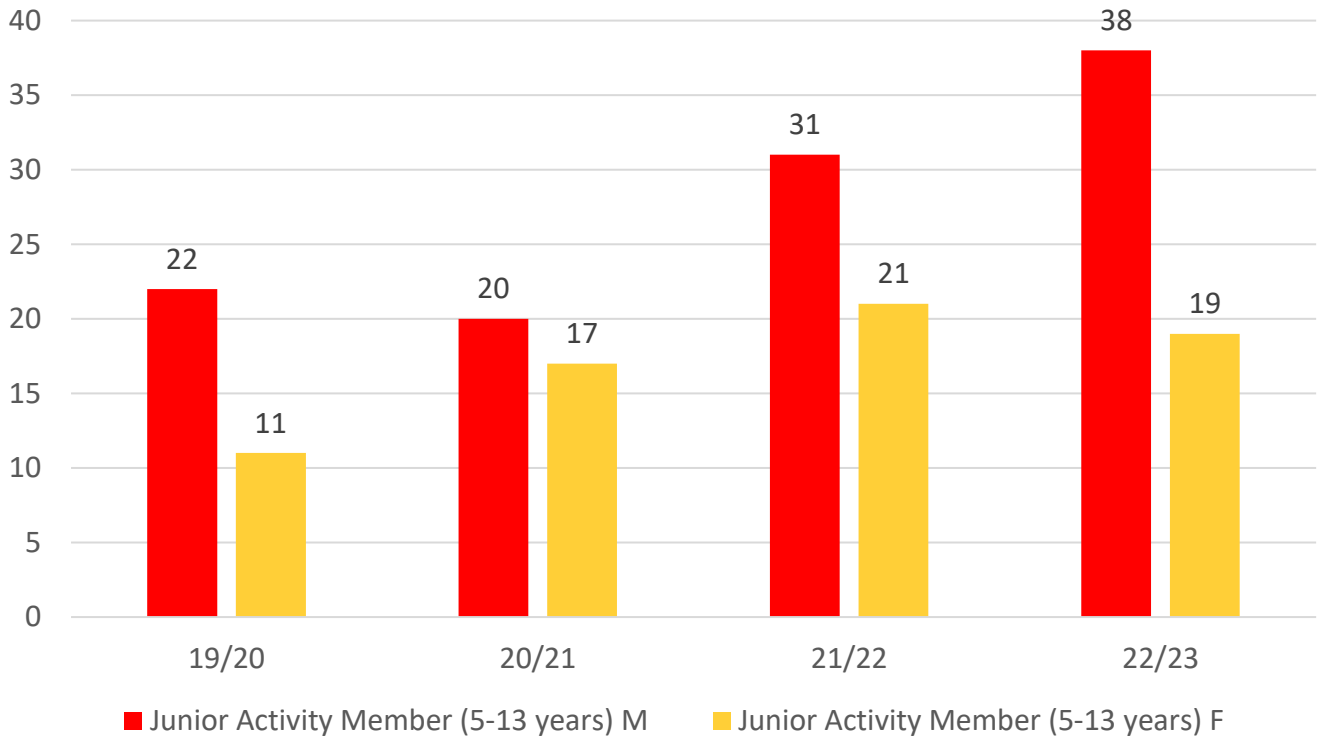
Total Membership



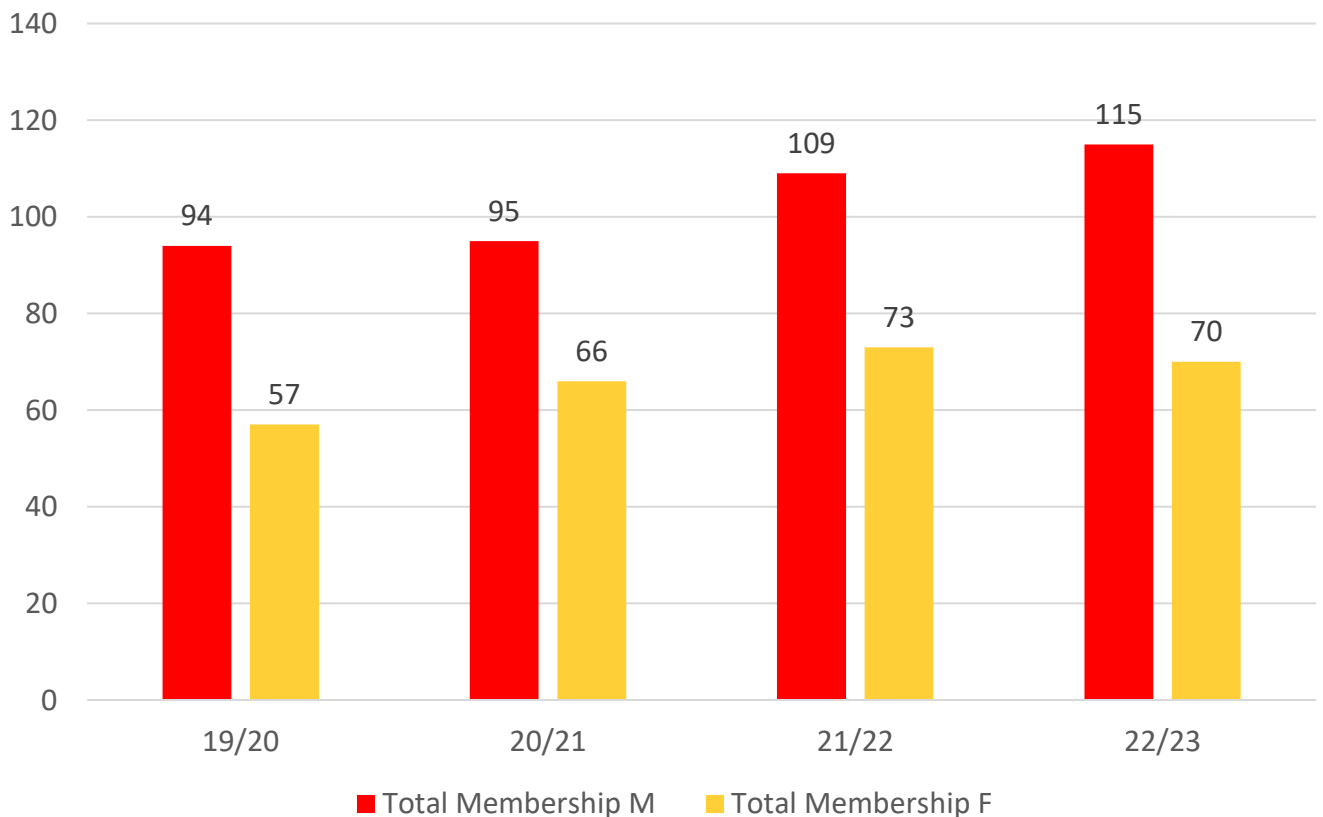
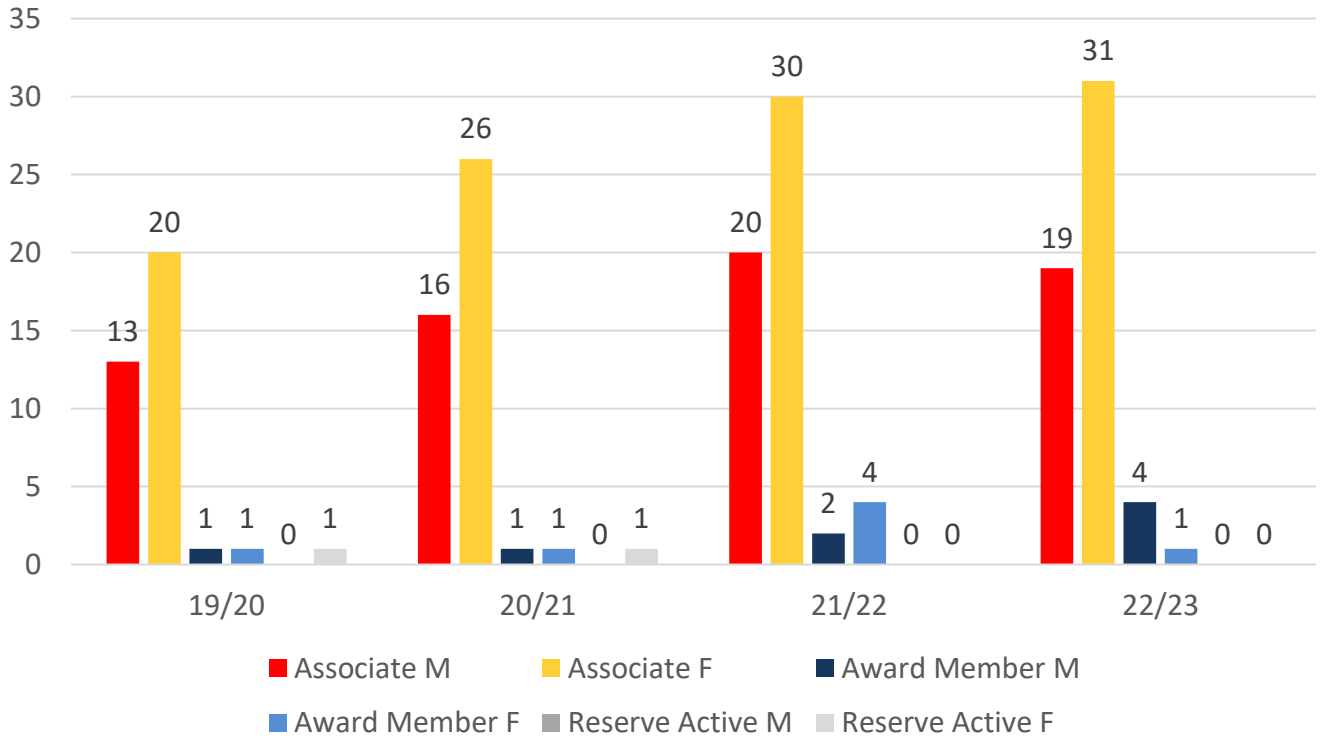
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



59

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



55

MEMBERS LOST FROM THE ORGANISATION

MACKAY 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	0	0		0	0		0		0		0		0	
Junior Activities	52	33	63%	2	0	0%	19	37%	26	50%	0	0%	57	10%
Cadet Member (13-15 years)	5	3	60%	0	0	0%	2	40%	2	40%	0	0%	5	0%
Active (15-18 yrs)	7	7	100%	0	0	0%	0	0%	3	43%	0	0%	10	43%
Active (18yrs and over)	28	20	71%	-4	1	4%	7	25%	0	0%	0	0%	24	-14%
Award Member	6	5	83%	1	0	0%	1	17%	1	17%	0	0%	5	-17%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	9	8	89%	0	0	0%	1	11%	0	0%	0	0%	8	-11%
Past Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Associate	50	26	52%	1	0	0%	24	48%	25	50%	0	0%	50	0%
Life Member	23	22	96%	0	0	0%	1	4%	0	0%	0	0%	22	-4%
General	0	0		0	0		0		0		0		0	
Honorary	1	1	100%	0	0	0%	0	0%	2	200%	0	0%	3	200%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	46	35	76%		1	2%	10	22%	6	13%	0		44	-4%
Total	182	126	69%		1	1%	55	30%	59	32%	0		185	2%

MEMBERSHIP RETENTION

MACKAY 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	3	50%	3	50%	2	33%	5
16-18 Years	7	7	100%	0	0%	2	29%	9
19-25 Years	6	3	50%	3	50%	1	17%	5
26-35 Years	1	0	0%	1	100%	0	0%	0
36-50 Years	19	17	89%	2	11%	1	5%	20
51-70 Years	7	5	71%	1	14%	0	0%	5
70+ Years	0	0		0		0		0
Total	46	35	76%	10	22%	6	13%	44

MACKAY 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	7					6		6
Under 7	5	5	71%	2	29%	5	71%	10
Under 8	6	3	60%	2	40%	2	40%	5
Under 9	8	4	67%	2	33%	3	50%	7
Under 10	6	4	50%	4	50%	5	63%	9
Under 11	7	5	83%	1	17%	2	33%	7
Under 12	7	4	57%	3	43%	1	14%	5
Under 13	4	4	57%	3	43%	1	14%	5
Under 14	2	3	75%	1	25%	1	25%	3
Transitioned From JA		1	50%					

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%

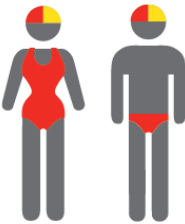
JUNIOR MEMBERSHIP
RETENTION

2022/23



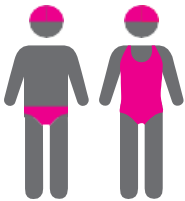
69%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



63%

JUNIOR MEMBERSHIP
RETENTION