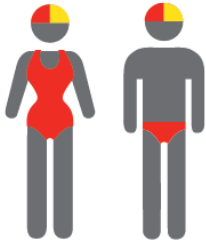


## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



**185**

**ACTIVE MEMBERSHIP**



**6% Increase**



**662**

**TOTAL MEMBERSHIP**



**3% Increase**



**223**

**JUNIOR MEMBERSHIP**



**7% 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.

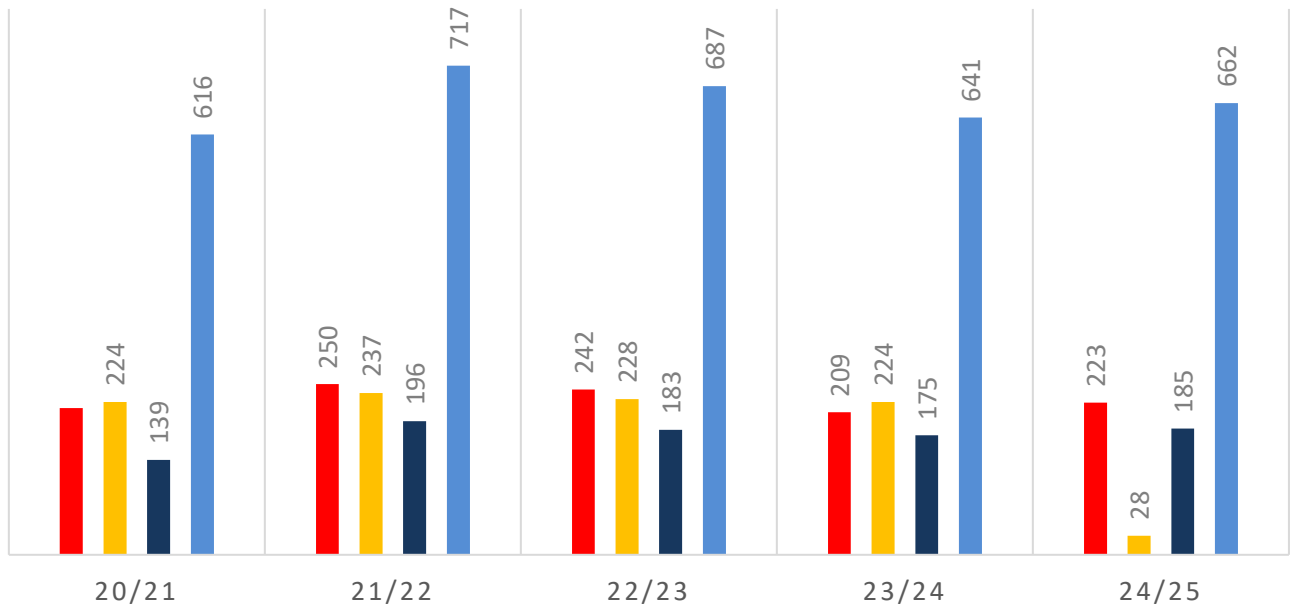
### **Note:**

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5-YEAR TREND ANALYSIS

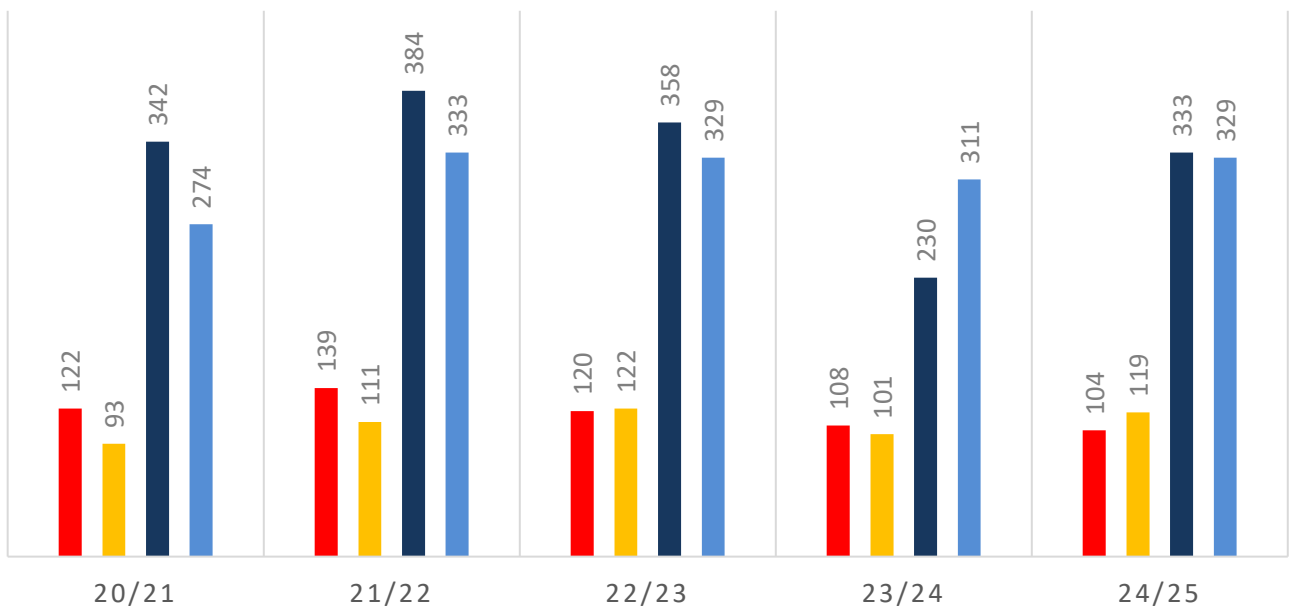
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



195

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



186

MEMBERS LOST FROM THE ORGANISATION

Marcoola 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	5	0	0%		2	40%	3	60%	8	160%	0	0%	8	60%
Nipper Parent	0	0			0		0		76		5		186	
Junior Activities	209	141	67%	10	3	1%	65	31%	85	41%	7	3%	223	7%
Cadet Member (13-15 years)	43	38	88%		0	0%	5	12%	1	2%	0	0%	42	-2%
Active (15-18 yrs)	22	17	77%		0	0%	5	23%	2	9%	4	18%	28	27%
Active (18yrs and over)	85	69	81%		3	4%	13	15%	11	13%	4	5%	88	4%
Award Member	25	22	88%		0	0%	3	12%	4	16%	0	0%	27	8%
Reserve Active	0	0			0		0		0		0		0	
Long Service	1	1	100%		0	0%	0	0%	0	0%	1	100%	2	100%
Past Active	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Associate	224	134	60%	114	3	1%	87	39%	7	3%	1	0%	28	-88%
Life Member	25	22	88%		0	0%	3	12%	0	0%	1	4%	25	0%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		1		0		2	
Non Member Participant	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0			0		0		0		0		3	
<b>Total Active</b>	<b>175</b>	<b>146</b>	<b>83%</b>		<b>3</b>	<b>2%</b>	<b>26</b>	<b>15%</b>	<b>18</b>	<b>10%</b>	<b>8</b>	<b>5%</b>	<b>185</b>	<b>6%</b>
<b>Total</b>	<b>641</b>	<b>444</b>	<b>69%</b>		<b>11</b>	<b>2%</b>	<b>186</b>	<b>29%</b>	<b>195</b>	<b>30%</b>	<b>23</b>	<b>4%</b>	<b>662</b>	<b>3%</b>

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

# MEMBERSHIP RETENTION

Marcoola 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	43	38	88%	5	12%	2	5%	40
16-18 Years	32	23	72%	8	25%	1	3%	31
19-25 Years	9	8	89%	1	11%	1	11%	17
26-35 Years	9	7	78%	2	22%	5	56%	12
36-50 Years	40	32	80%	6	15%	3	8%	42
51-70 Years	31	30	97%	1	3%	6	19%	36
70+ Years	11	8	73%	3	27%	0	0%	7
<b>Total</b>	175	146	83%	26	15%	18	10%	185

Marcoola 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	1					0		0
Under 7	1	0	0%	0	0%	0	0%	0
Under 8	34	1	100%	0	0%	25	2500%	29
Under 9	35	23	68%	11	32%	16	47%	41
Under 10	37	26	74%	8	23%	17	49%	43
Under 11	44	24	65%	13	35%	9	24%	34
Under 12	26	30	68%	14	32%	7	16%	38
Under 13	27	20	77%	6	23%	6	23%	25
Under 14	5	15	56%	10	37%	5	19%	12
Transitioned From JA		2	40%					