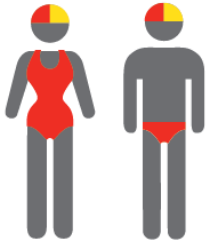


MEMBERSHIP STATISTICS REPORT EOS 2021/22



198

ACTIVE MEMBERSHIP



10% Increase



720

TOTAL MEMBERSHIP



12% Increase



250

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.

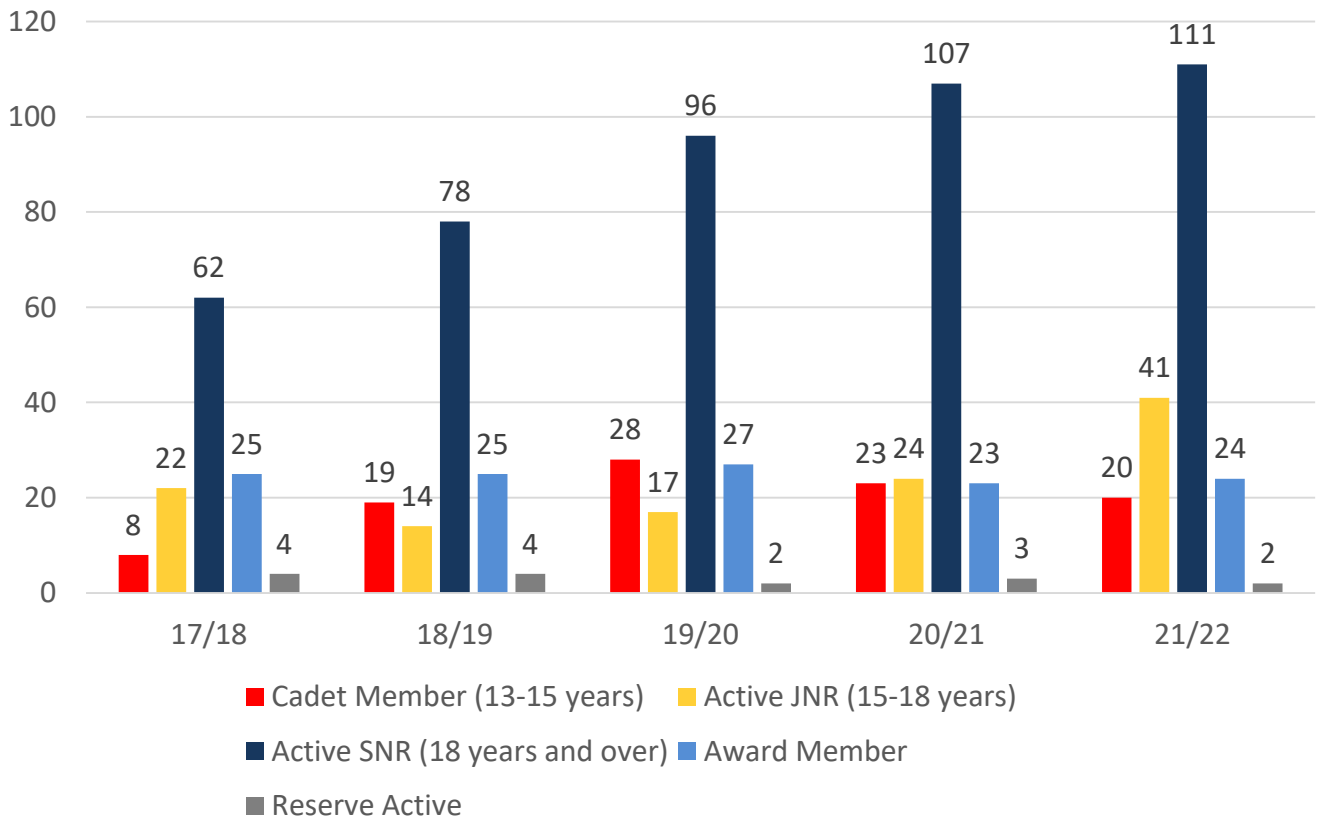
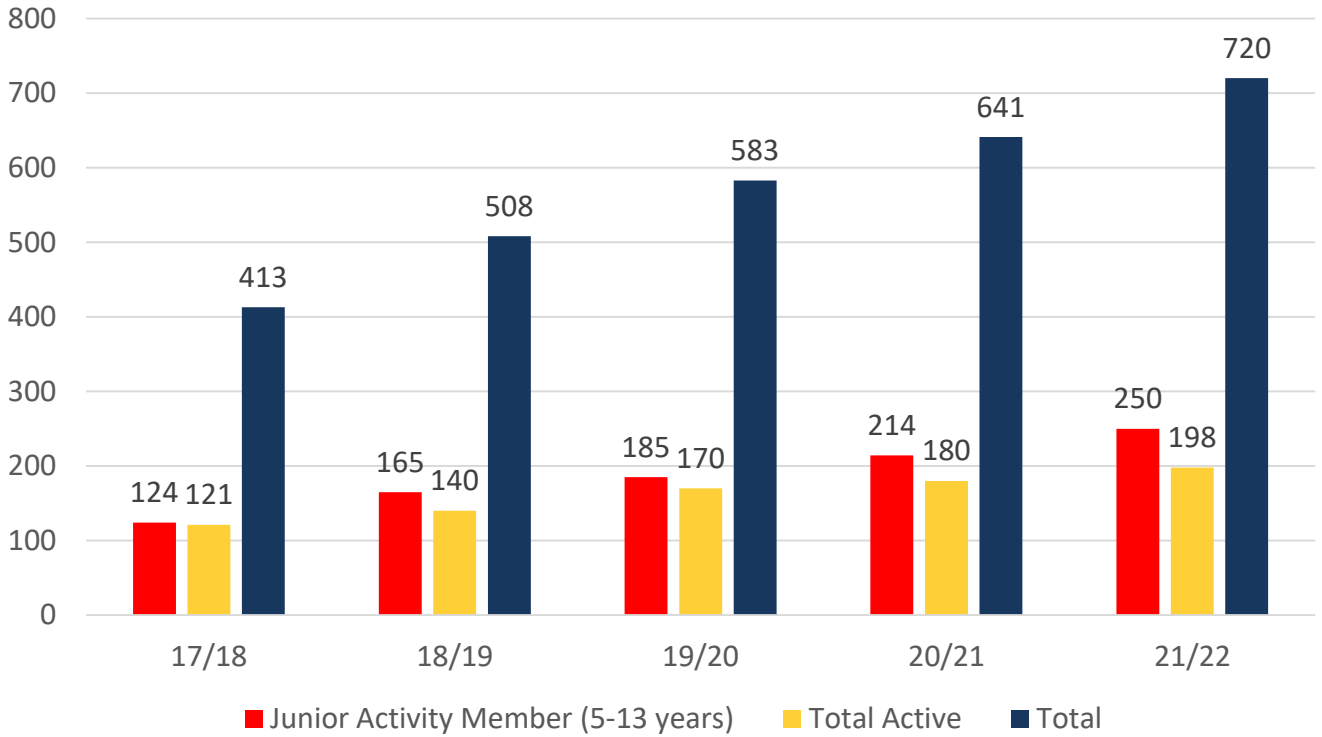
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

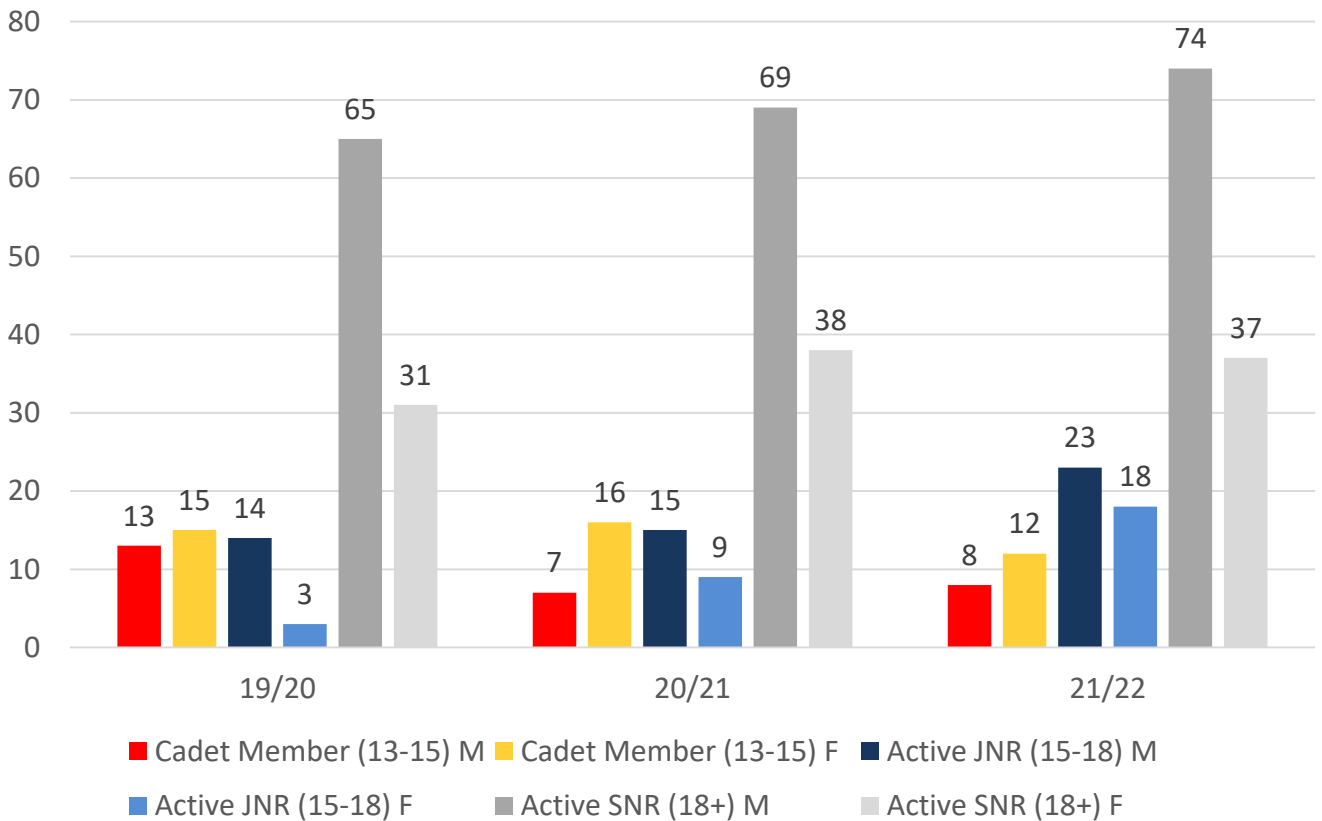
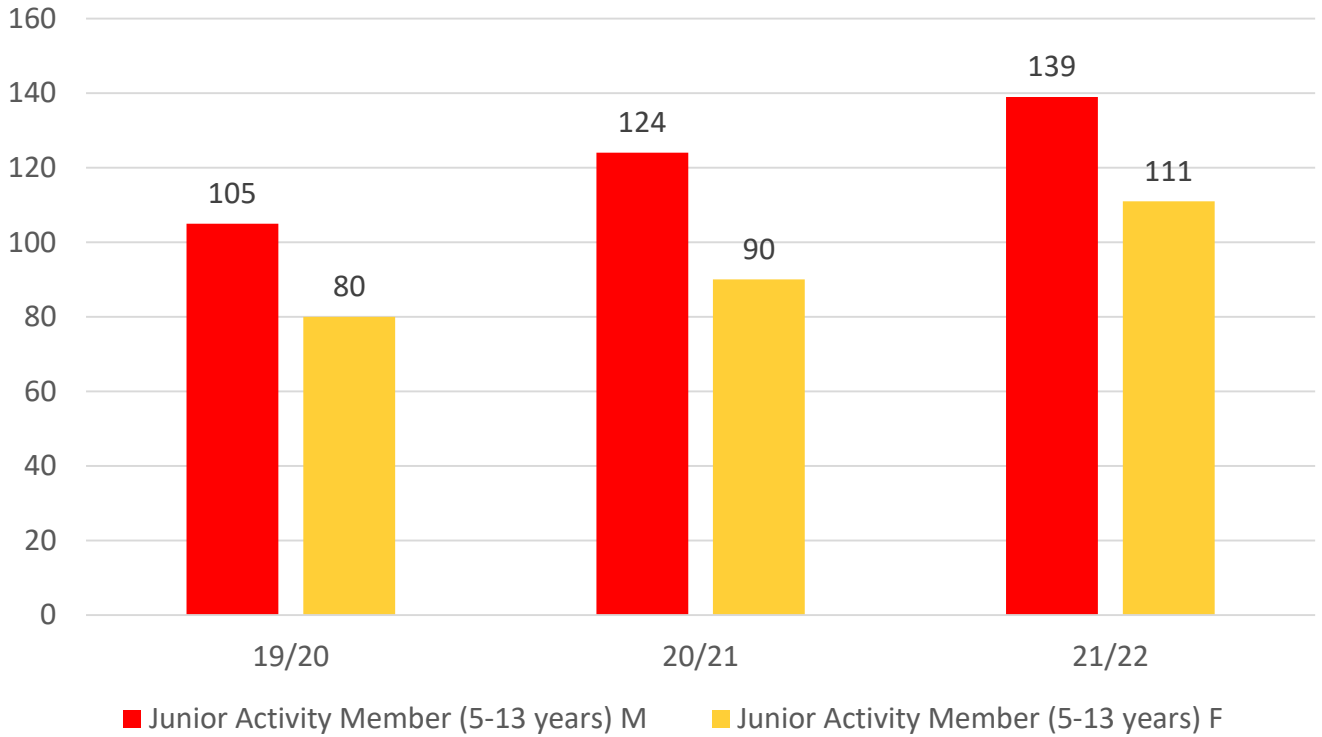
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	1	2	3	2	3
Junior Activity Member (5-13 years)	124	165	185	214	250
Cadet Member (13-15 years)	8	19	28	23	20
Active Junior (15-18 years)	22	14	17	24	41
Active Senior (18years and over)	62	78	96	107	111
Award Member	25	25	27	23	24
Reserve Active	4	4	2	3	2
Long Service	2	1	1	3	3
Past Active	0	1	2	0	1
Associate	136	169	194	213	236
Life Member	23	22	24	23	23
General	2	2	0	2	0
Honorary	4	4	4	3	3
Non Member Participants	0	0	0	1	1
Leave / Restricted	0	2	0	0	2
Total Active	121	140	170	180	198
Total	413	508	583	641	720

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	0	0	0	0	0
Under 7	0	2	0	0	0
Under 8	25	29	29	38	35
Under 9	14	36	37	31	45
Under 10	30	19	43	40	45
Under 11	17	30	17	44	44
Under 12	13	25	28	19	43
Under 13	17	10	25	26	21
Under 14	8	14	6	16	19
Junior Activities Total	124	165	185	214	252

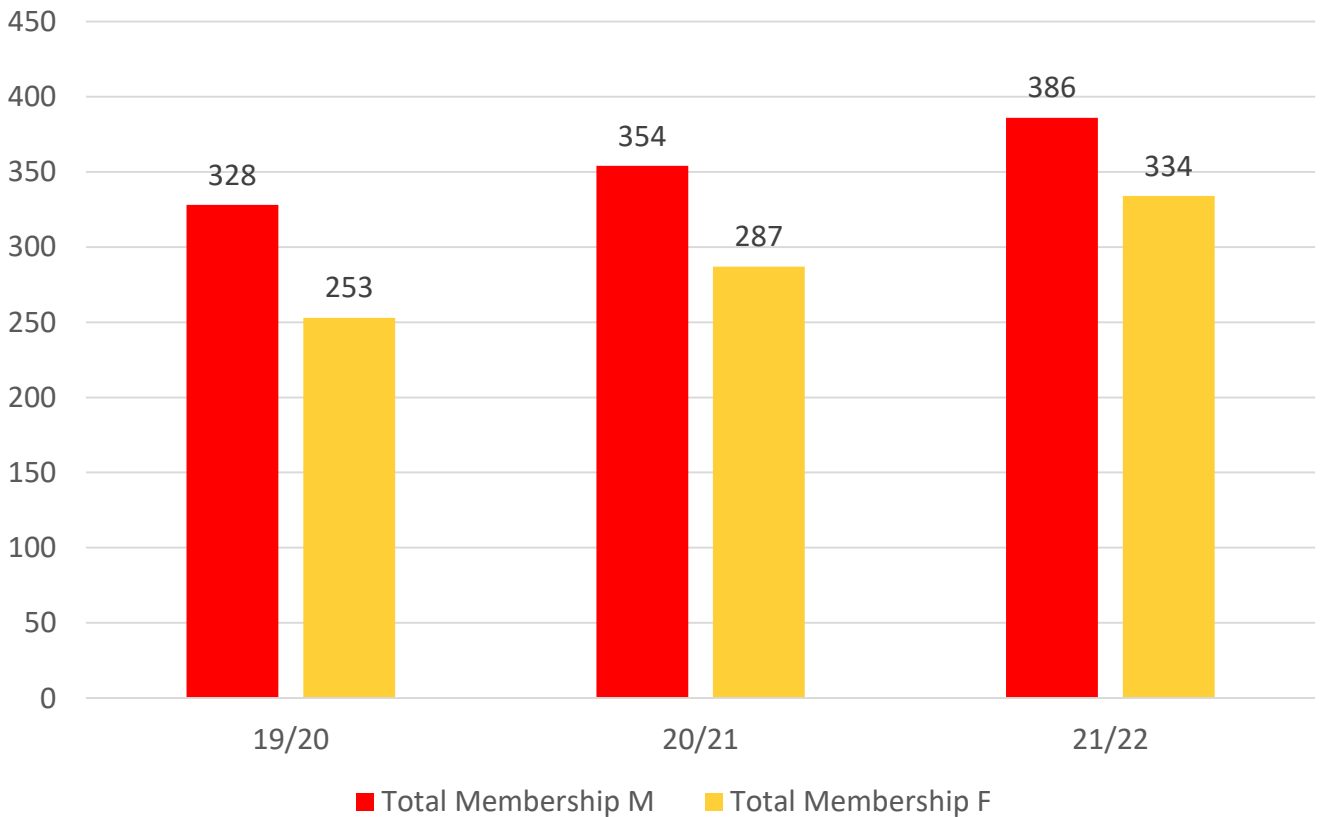
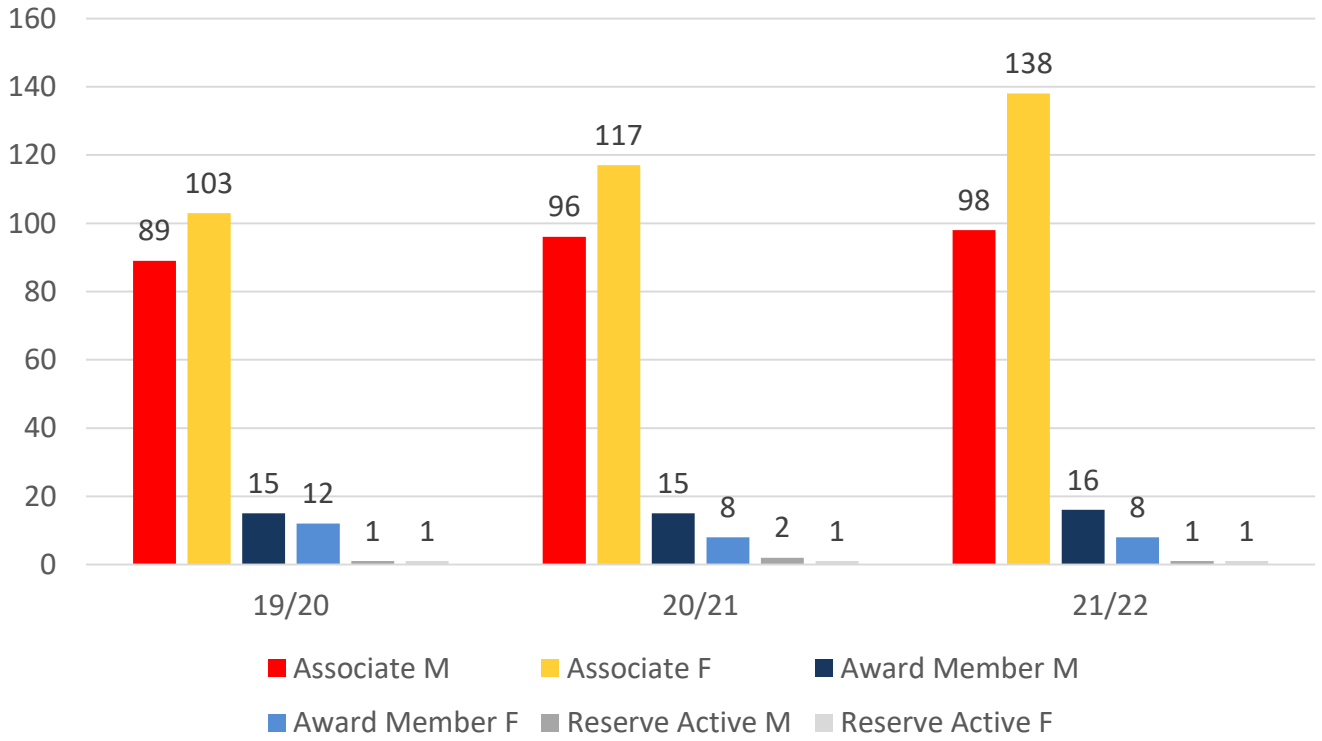
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



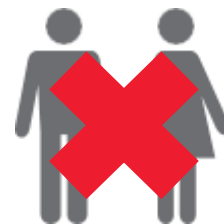
192

BRAND NEW MEMBERS



81%

MEMBERSHIP RETENTION



122

MEMBERS LOST FROM THE ORGANISATION

MARCOOLA 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	2	0	0%	0	0	0%	2	100%	3	150%	0	0%	3	50%
Junior Activities	214	174	81%	16	1	0%	39	18%	87	41%	5	2%	250	17%
Cadet Member (13-15 years)	23	20	87%	2	0	0%	3	13%	2	9%	0	0%	20	-13%
Active (15-18 yrs)	24	19	79%	-15	0	0%	5	21%	7	29%	0	0%	41	71%
Active (18yrs and over)	107	91	85%	-4	0	0%	16	15%	15	14%	1	1%	111	4%
Award Member	23	20	87%	-1	0	0%	3	13%	2	9%	1	4%	24	4%
Reserve Active	3	2	67%	0	0	0%	1	33%	0	0%	0	0%	2	-33%
Long Service	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Past Active	0	0		-1	0		0		0		0		1	
Associate	213	161	76%	5	1	0%	51	24%	76	36%	4	2%	236	11%
Life Member	23	23	100%	0	0	0%	0	0%	0	0%	0	0%	23	0%
General	2	0	0%	0	0	0%	2	100%	0	0%	0	0%	0	-100%
Honorary	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Non Member Participant	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Leave / Restricted	0	0		-2	0		0		0		0		2	
Total Active	180	152	84%		0	0%	28	16%	26	14%	2		198	10%
Total	641	517	81%		2	0%	122	19%	192	30%	11		720	12%

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

MEMBERSHIP RETENTION

MARCOOLA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	24	20	83%	4	17%	1	4%	22
16-18 Years	23	19	83%	4	17%	8	35%	40
19-25 Years	19	15	79%	4	21%	1	5%	17
26-35 Years	15	9	60%	6	40%	8	53%	17
36-50 Years	47	42	89%	5	11%	4	9%	47
51-70 Years	42	38	90%	4	10%	4	10%	43
70+ Years	10	9	90%	1	10%	0	0%	12
Total	180	152	84%	28	16%	26	14%	198

MARCOOLA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	0					0		0
Under 7	0	0		0		0		0
Under 8	38	0		0		33		35
Under 9	31	31	82%	6	16%	13	34%	45
Under 10	40	28	90%	3	10%	17	55%	45
Under 11	44	33	83%	7	18%	10	25%	44
Under 12	19	35	80%	9	20%	8	18%	43
Under 13	26	16	84%	3	16%	4	21%	21
Under 14	16	16	62%	10	38%	2	8%	17
Transitioned From JA		15	94%					

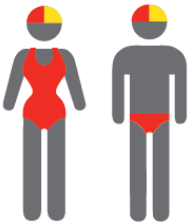
MEMBERSHIP RETENTION

2019/20



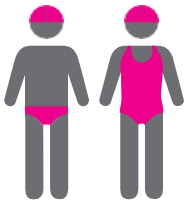
75%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



72%

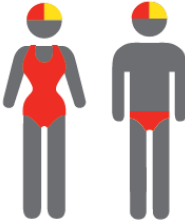
JUNIOR MEMBERSHIP
RETENTION

2020/21



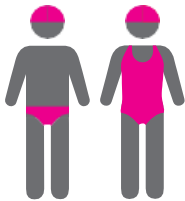
75%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



76%

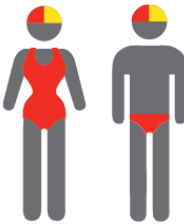
JUNIOR MEMBERSHIP
RETENTION

2021/22



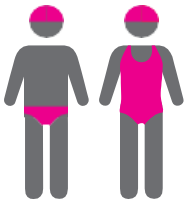
81%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



81%

JUNIOR MEMBERSHIP
RETENTION