



## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



290

ACTIVE MEMBERSHIP



7% Decrease



980

TOTAL MEMBERSHIP



Equal



268

JUNIOR MEMBERSHIP



5% 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.

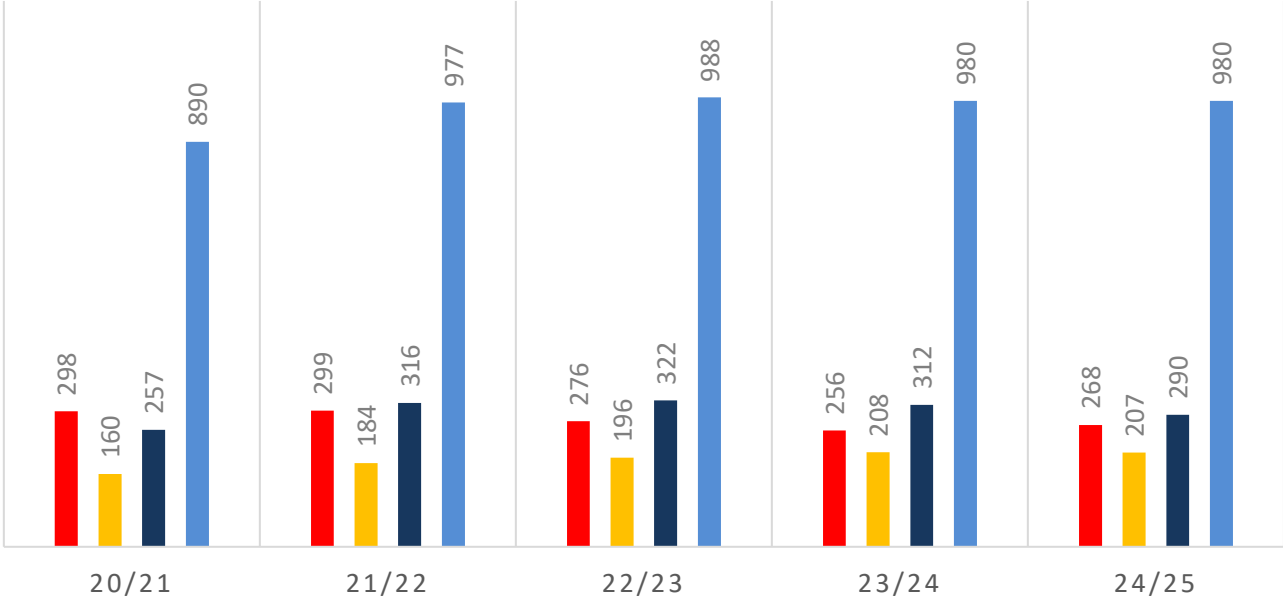
### Note:

- 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

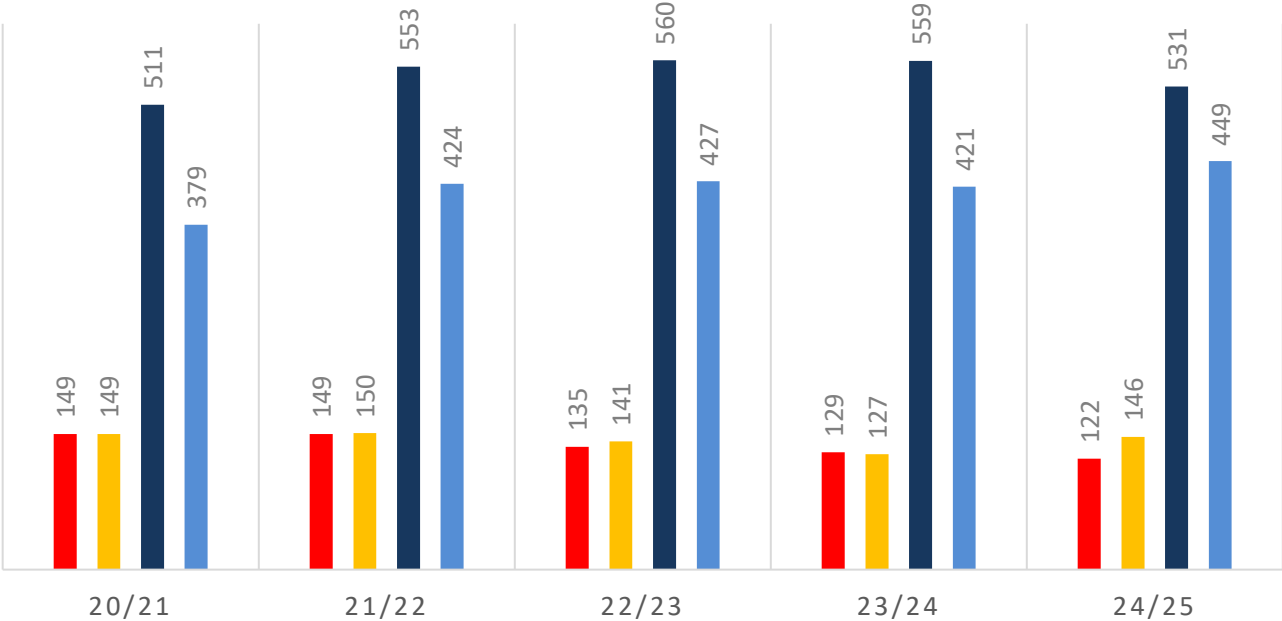
## MEMBERSHIP TOTALS

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



## GENDER BREAKDOWN

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



# MEMBERSHIP RETENTION



248

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



211

MEMBERS LOST FROM THE ORGANISATION

## Maroochydore 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	3	3	100%	3	0	0%	0	0%	6	200%	0	0%	6	100%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	256	169	66%	15	23	9%	64	25%	99	39%	15	6%	268	5%
Cadet Member (13-15 years)	48	32	67%		10	21%	6	13%	0	0%	0	0%	45	-6%
Active (15-18 yrs)	72	52	72%	5	9	13%	11	15%	3	4%	3	4%	53	-26%
Active (18yrs and over)	168	119	71%		18	11%	31	18%	17	10%	7	4%	173	3%
Award Member	23	18	78%		0	0%	5	22%	1	4%	0	0%	19	-17%
Reserve Active	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Long Service	97	85	88%	3	2	2%	10	10%	2	2%	3	3%	87	-10%
Past Active	15	8	53%		0	0%	7	47%	3	20%	0	0%	12	-20%
Associate	208	124	60%	46	15	7%	69	33%	116	56%	13	6%	207	0%
Life Member	65	65	100%		0	0%	0	0%	1	2%	1	2%	72	11%
General	3	0	0%		2	67%	1	33%	0	0%	0	0%	0	-100%
Honorary	10	9	90%		0	0%	1	10%	0	0%	0	0%	9	-10%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	11	6	55%		0	0%	5	45%	0	0%	0	0%	29	164%
Total Active	312	221	71%		37	12%	54	17%	21	7%	10	3%	290	-7%
Total	980	690	70%		79	8%	211	22%	248	25%	42	4%	980	0%

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

# MEMBERSHIP RETENTION

Maroochydore 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	61	43	70%	7	11%	1	2%	45
16-18 Years	67	48	72%	10	15%	3	4%	59
19-25 Years	75	42	56%	22	29%	7	9%	64
26-35 Years	25	17	68%	5	20%	2	8%	22
36-50 Years	50	41	82%	7	14%	6	12%	55
51-70 Years	31	27	87%	3	10%	2	6%	42
70+ Years	3	3	100%	0	0%	0	0%	3
<b>Total</b>	312	221	71%	54	17%	21	7%	290



Maroochydore 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	29					38		38
Under 7	42	14	48%	9	31%	19	66%	35
Under 8	36	28	67%	10	24%	15	36%	43
Under 9	27	24	67%	9	25%	10	28%	38
Under 10	25	18	67%	7	26%	6	22%	27
Under 11	27	13	52%	9	36%	7	28%	23
Under 12	25	23	85%	3	11%	2	7%	25
Under 13	27	18	72%	6	24%	1	4%	22
Under 14	19	15	56%	8	30%	1	4%	17
Transitioned From JA		16	84%					