

# MAROOCHYDORE

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2021/22



313

ACTIVE MEMBERSHIP



1% Increase



999

TOTAL MEMBERSHIP



6% Increase



299

JUNIOR MEMBERSHIP



6% 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.

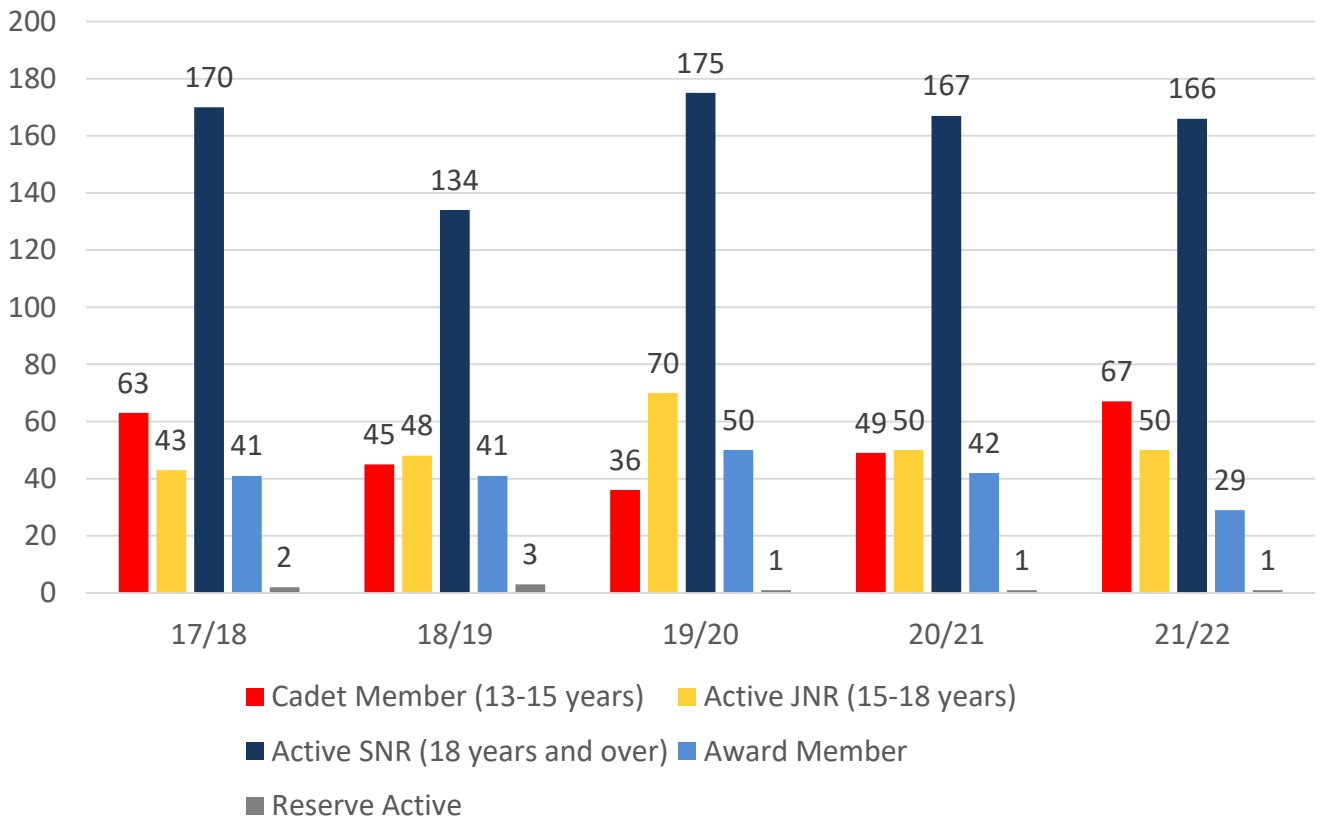
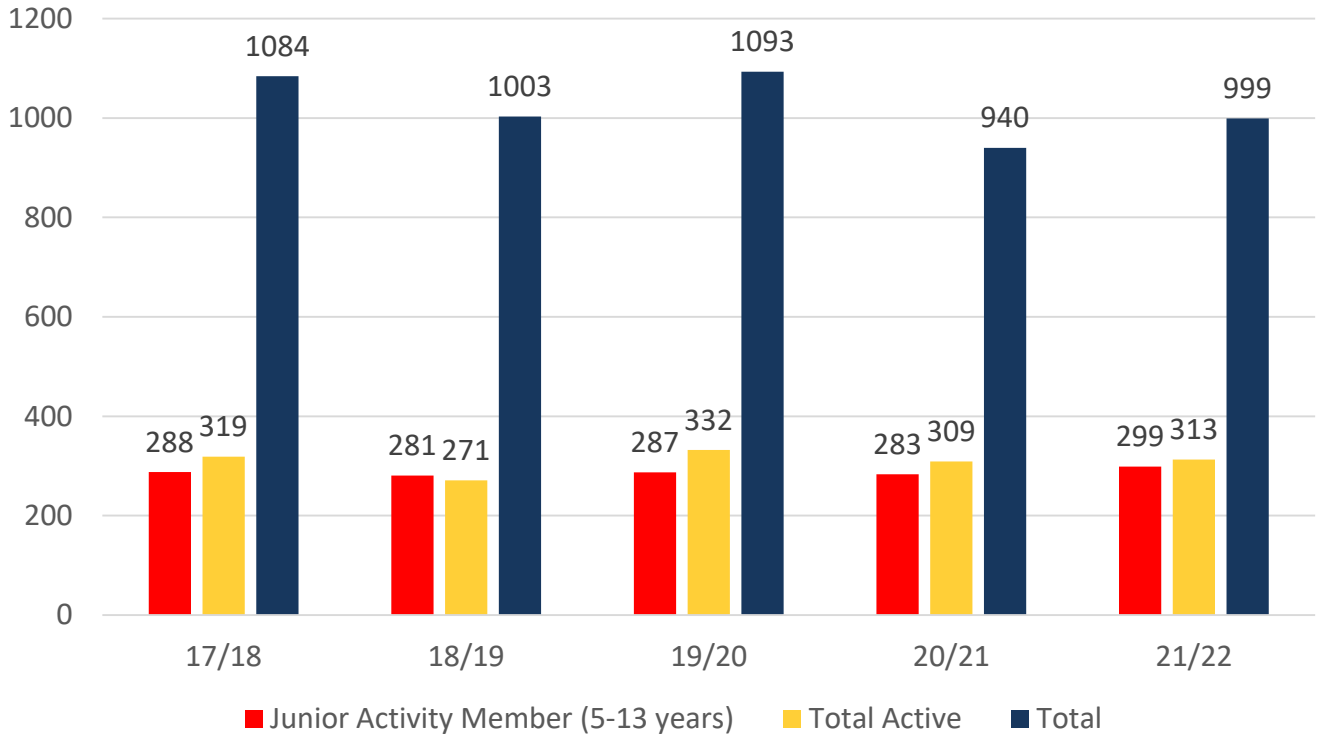
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

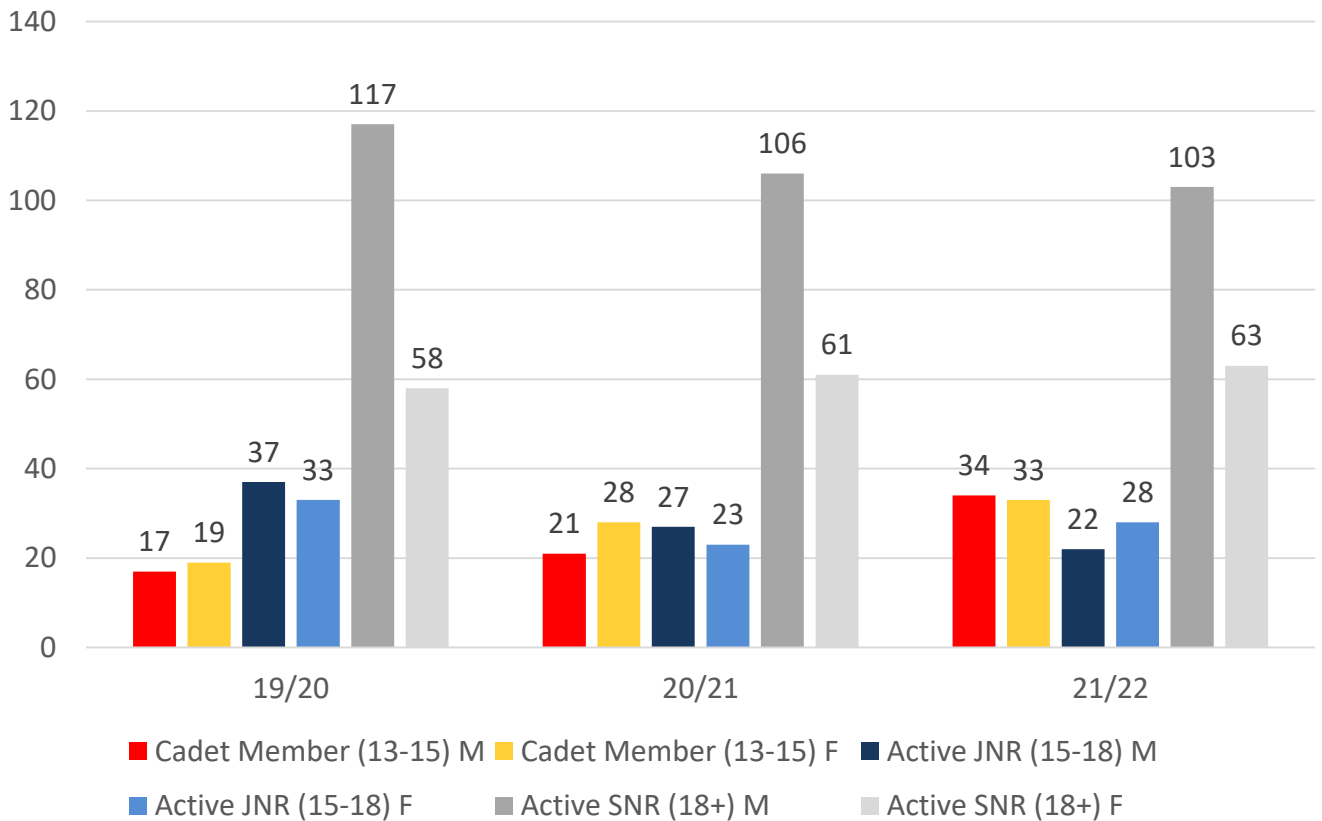
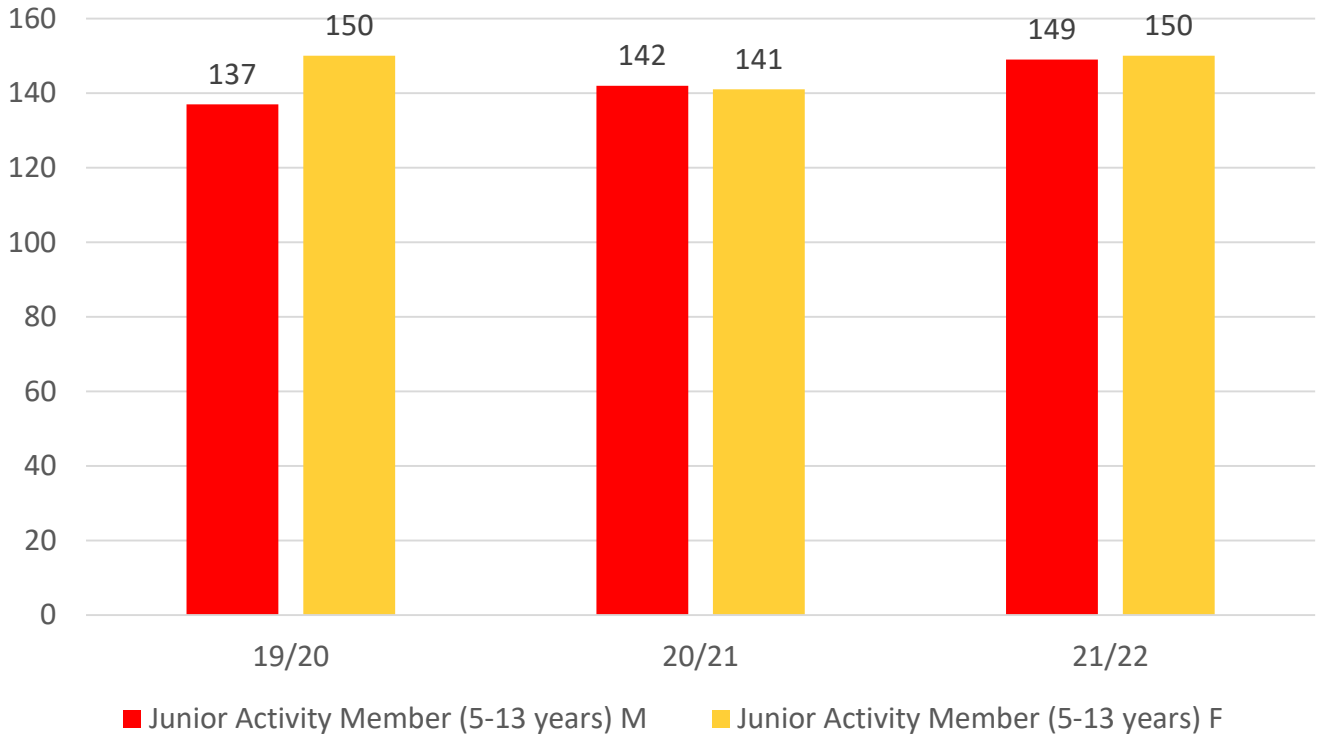
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	2	2	3	2
Junior Activity Member (5-13 years)	288	281	287	283	299
Cadet Member (13-15 years)	63	45	36	49	67
Active Junior (15-18 years)	43	48	70	50	50
Active Senior (18years and over)	170	134	175	167	166
Award Member	41	41	50	42	29
Reserve Active	2	3	1	1	1
Long Service	97	104	101	107	102
Past Active	2	17	10	8	24
Associate	197	190	176	161	191
Life Member	61	63	67	66	65
General	0	0	0	0	0
Honorary	119	75	118	3	1
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	0	2
Total Active	319	271	332	309	313
Total	1084	1003	1093	940	999

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	29	23	45	21	27
Under 7	45	35	30	53	21
Under 8	48	46	43	36	50
Under 9	41	37	38	45	47
Under 10	34	44	39	36	36
Under 11	32	31	38	32	39
Under 12	27	29	27	34	43
Under 13	29	18	26	24	35
Under 14	3	18	1	2	30
Junior Activities Total	288	281	287	283	328

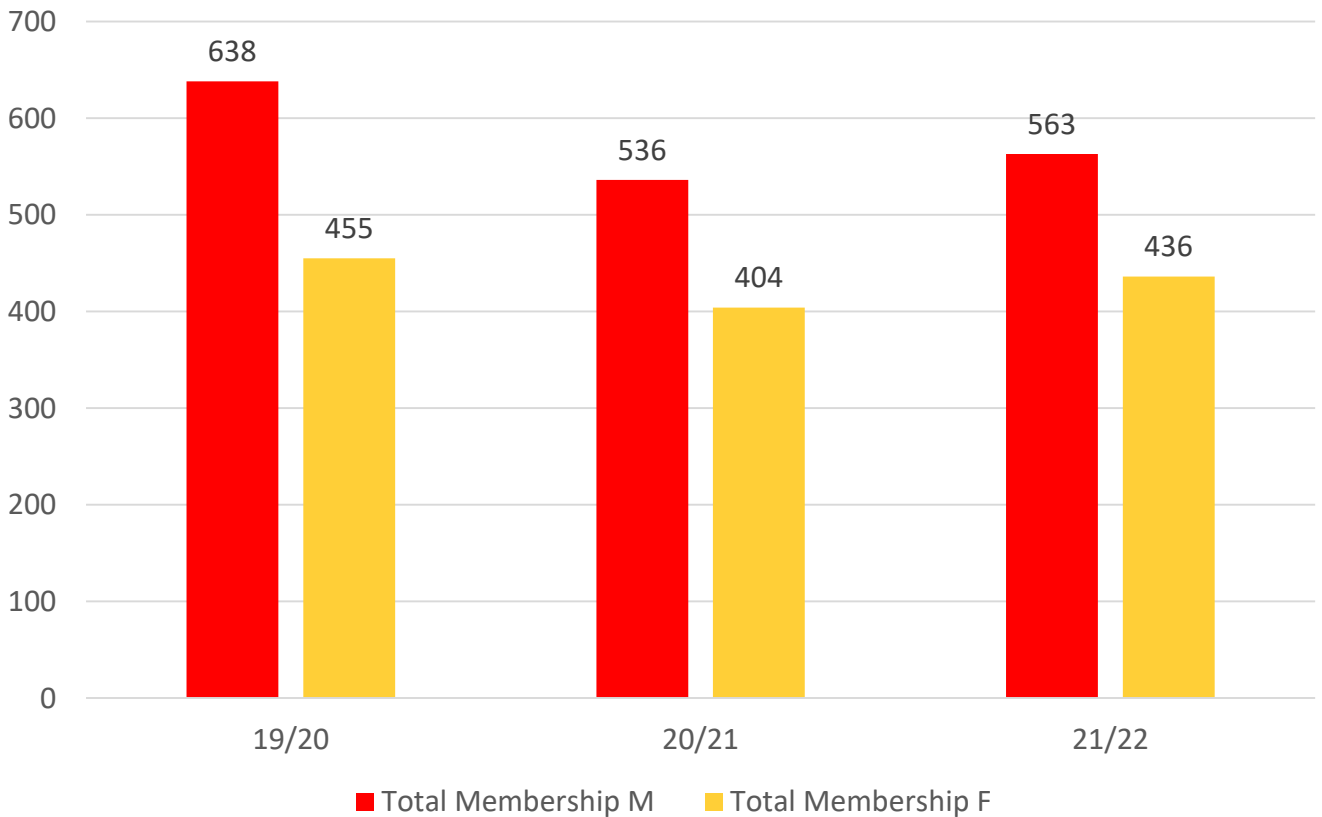
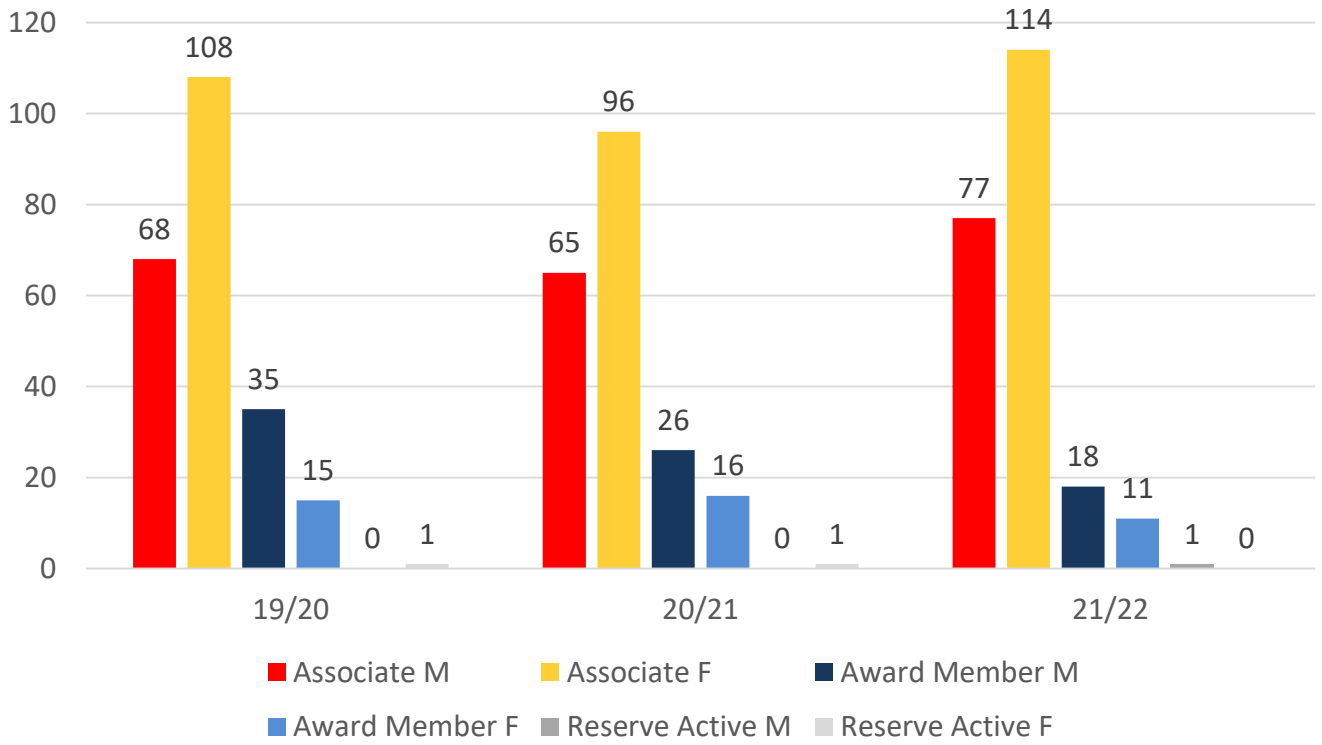
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



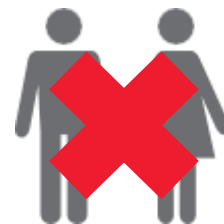
**217**

**BRAND NEW MEMBERS**



**74%**

**MEMBERSHIP RETENTION**



**232**

**MEMBERS LOST FROM THE ORGANISATION**

MAROOCHYDORE 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	3	0	0%		0	0%	3	100%	2	67%	0	0%	2	-33%
Junior Activities	283	197	70%	23	2	1%	84	30%	104	37%	21	7%	299	6%
Cadet Member (13-15 years)	49	40	82%		1	2%	8	16%	2	4%	17	35%	67	37%
Active (15-18 yrs)	50	42	84%	2	0	0%	8	16%	2	4%	8	16%	50	0%
Active (18yrs and over)	167	128	77%		2	1%	37	22%	20	12%	11	7%	166	-1%
Award Member	42	31	74%	3	1	2%	10	24%	1	2%	0	0%	29	-31%
Reserve Active	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Long Service	107	90	84%		4	4%	13	12%	7	7%	4	4%	102	-5%
Past Active	8	6	75%		0	0%	2	25%	3	38%	3	38%	24	200%
Associate	161	99	61%	4	1	1%	61	38%	75	47%	21	13%	191	19%
Life Member	66	63	95%		0	0%	3	5%	0	0%	0	0%	65	-2%
General	0	0			0		0		0		0		0	
Honorary	3	1	33%		0	0%	2	67%	0	0%	0	0%	1	-67%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		2	
<b>Total Active</b>	<b>309</b>	<b>241</b>	<b>78%</b>		<b>4</b>	<b>1%</b>	<b>64</b>	<b>21%</b>	<b>26</b>	<b>8%</b>	<b>36</b>		<b>313</b>	<b>1%</b>
<b>Total</b>	<b>940</b>	<b>697</b>	<b>74%</b>		<b>11</b>	<b>1%</b>	<b>232</b>	<b>25%</b>	<b>217</b>	<b>23%</b>	<b>85</b>		<b>999</b>	<b>6%</b>

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

# MEMBERSHIP RETENTION

## MAROOCHYDORE 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	53	43	81%	9	17%	3	6%	71
16-18 Years	66	52	79%	14	21%	5	8%	65
19-25 Years	55	39	71%	15	27%	6	11%	57
26-35 Years	25	17	68%	8	32%	3	12%	22
36-50 Years	76	62	82%	12	16%	5	7%	64
51-70 Years	31	26	84%	5	16%	3	10%	30
70+ Years	3	2	67%	1	33%	1	33%	4
<b>Total</b>	309	241	78%	64	21%	26	8%	313

## MAROOCHYDORE 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	21					27		27
Under 7	53	15	71%	6	29%	6	29%	21
Under 8	36	30	57%	21	40%	18	34%	50
Under 9	45	28	78%	8	22%	19	53%	47
Under 10	36	22	49%	23	51%	12	27%	36
Under 11	32	26	72%	10	28%	9	25%	39
Under 12	34	27	84%	5	16%	9	28%	43
Under 13	24	27	79%	7	21%	3	9%	34
Under 14	2	20	83%	4	17%	1	4%	2
Transitioned From JA		2	100%					

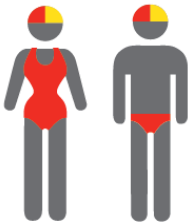
# MEMBERSHIP RETENTION

2019/20



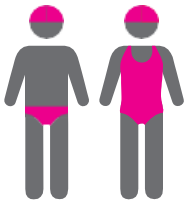
71%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



64%

JUNIOR MEMBERSHIP  
RETENTION

2020/21



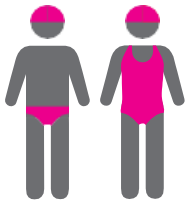
66%

TOTAL MEMBERSHIP  
RETENTION



72%

ACTIVE MEMBERSHIP  
RETENTION



73%

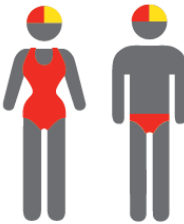
JUNIOR MEMBERSHIP  
RETENTION

2021/22



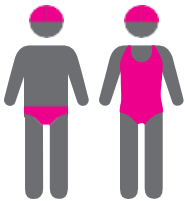
74%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



70%

JUNIOR MEMBERSHIP  
RETENTION