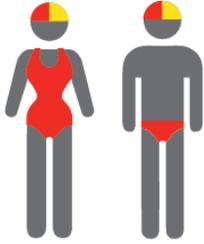


# MAROOCHYDORE

## MEMBERSHIP STATISTICS REPORT EOS 2022/23



**314**

**ACTIVE MEMBERSHIP**



**Equal**



**1007**

**TOTAL MEMBERSHIP**



**1% Increase**



**276**

**JUNIOR MEMBERSHIP**



**8% Decrease**

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

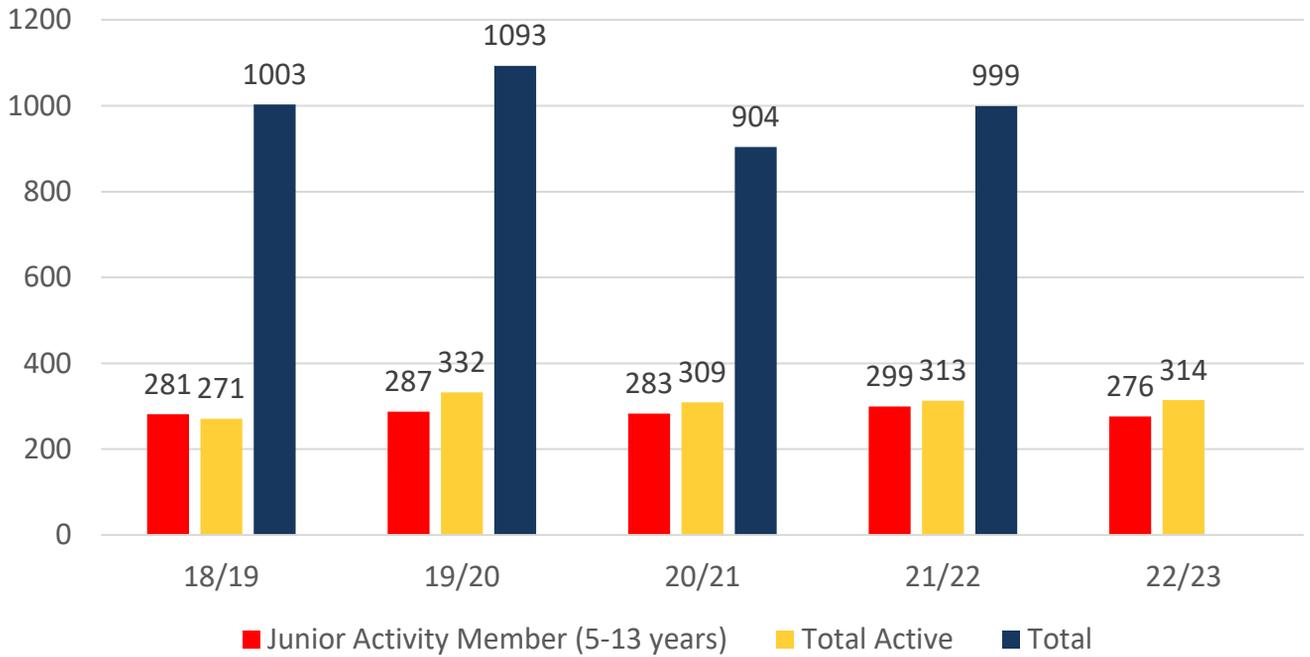
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	2	2	3	2	2
Junior Activity Member (5-13 years)	281	287	283	299	276
Cadet Member (13-15 years)	45	36	49	67	56
Active Junior (15-18 years)	48	70	50	50	54
Active Senior (18years and over)	134	175	167	166	177
Award Member	41	50	42	29	24
Reserve Active	3	1	1	1	3
Long Service	104	101	107	102	105
Past Active	17	10	8	24	19
Associate	190	176	161	191	207
Life Member	63	67	66	65	65
General	0	0	0	0	0
Honorary	75	118	3	1	15
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	2	4
<b>Total Active</b>	<b>271</b>	<b>332</b>	<b>309</b>	<b>313</b>	<b>314</b>
<b>Total</b>	<b>1003</b>	<b>1093</b>	<b>940</b>	<b>999</b>	<b>1007</b>

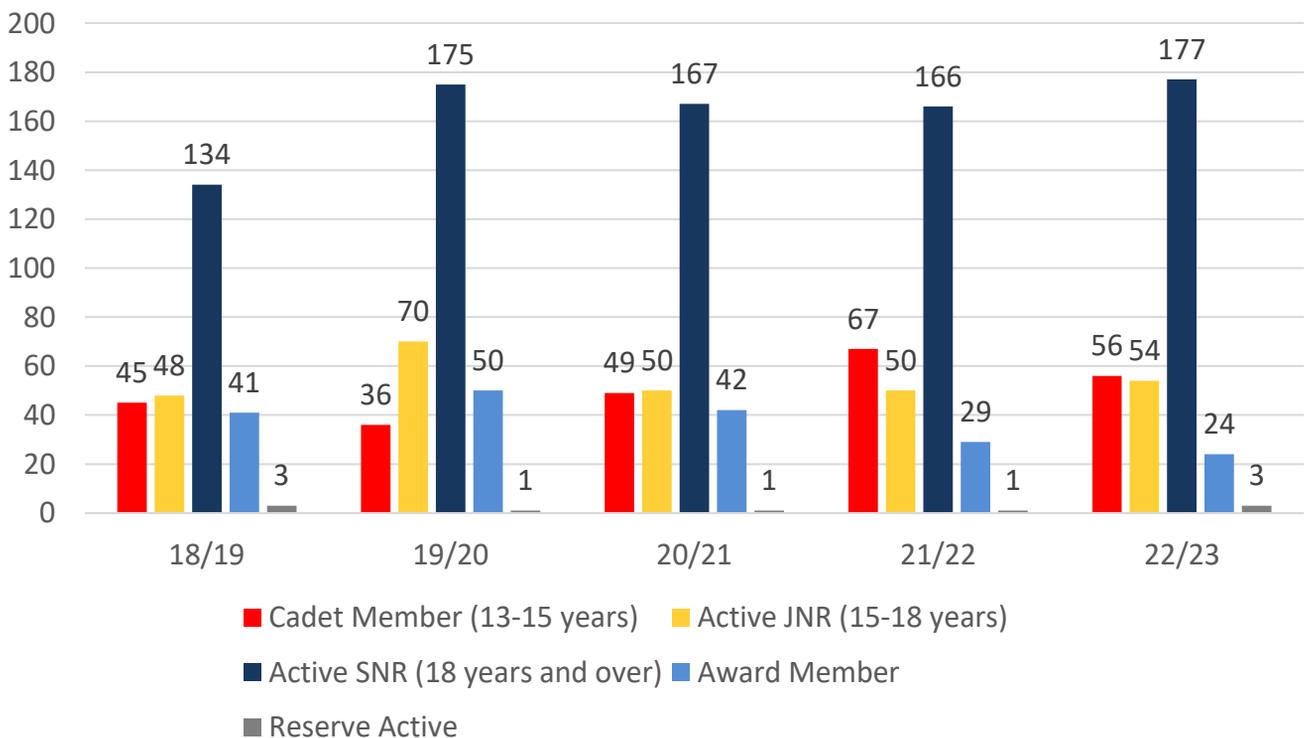
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
<b>Under 6</b>	23	45	21	27	36
<b>Under 7</b>	35	30	53	21	36
<b>Under 8</b>	46	43	36	50	28
<b>Under 9</b>	37	38	45	47	32
<b>Under 10</b>	44	39	36	36	39
<b>Under 11</b>	31	38	32	39	32
<b>Under 12</b>	29	27	34	43	32
<b>Under 13</b>	18	26	24	35	40
<b>Under 14</b>	18	1	2	30	29
<b>Junior Activities Total</b>	<b>281</b>	<b>287</b>	<b>283</b>	<b>328</b>	<b>304</b>

# 5 YEAR TREND ANALYSIS

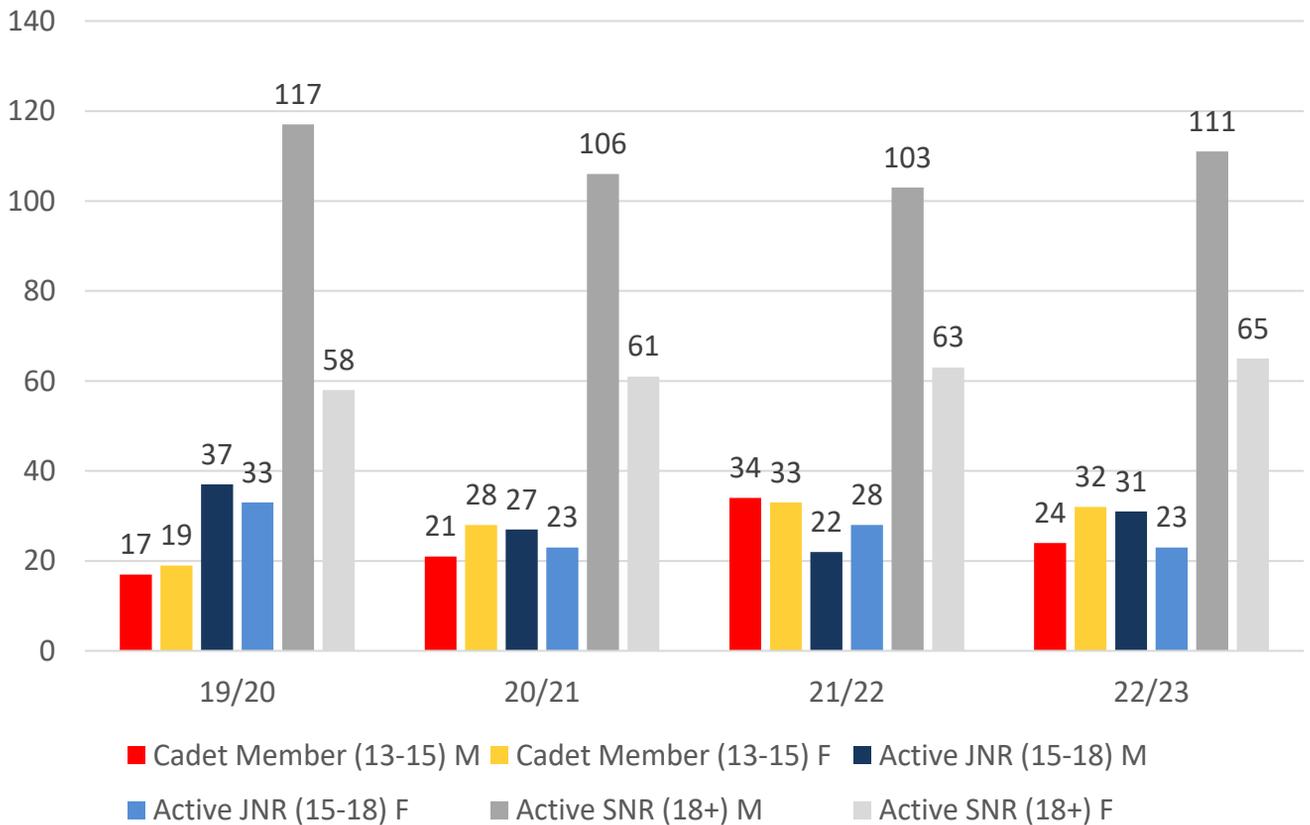
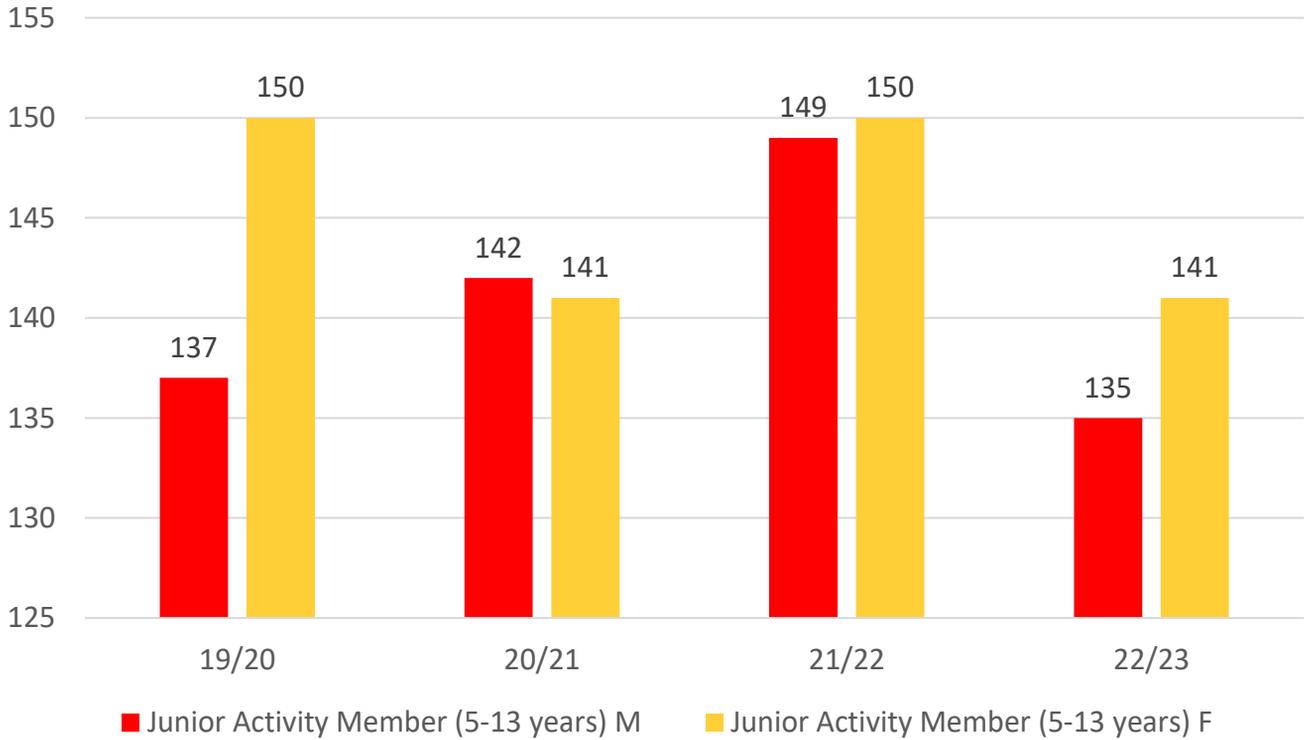
## Total Membership



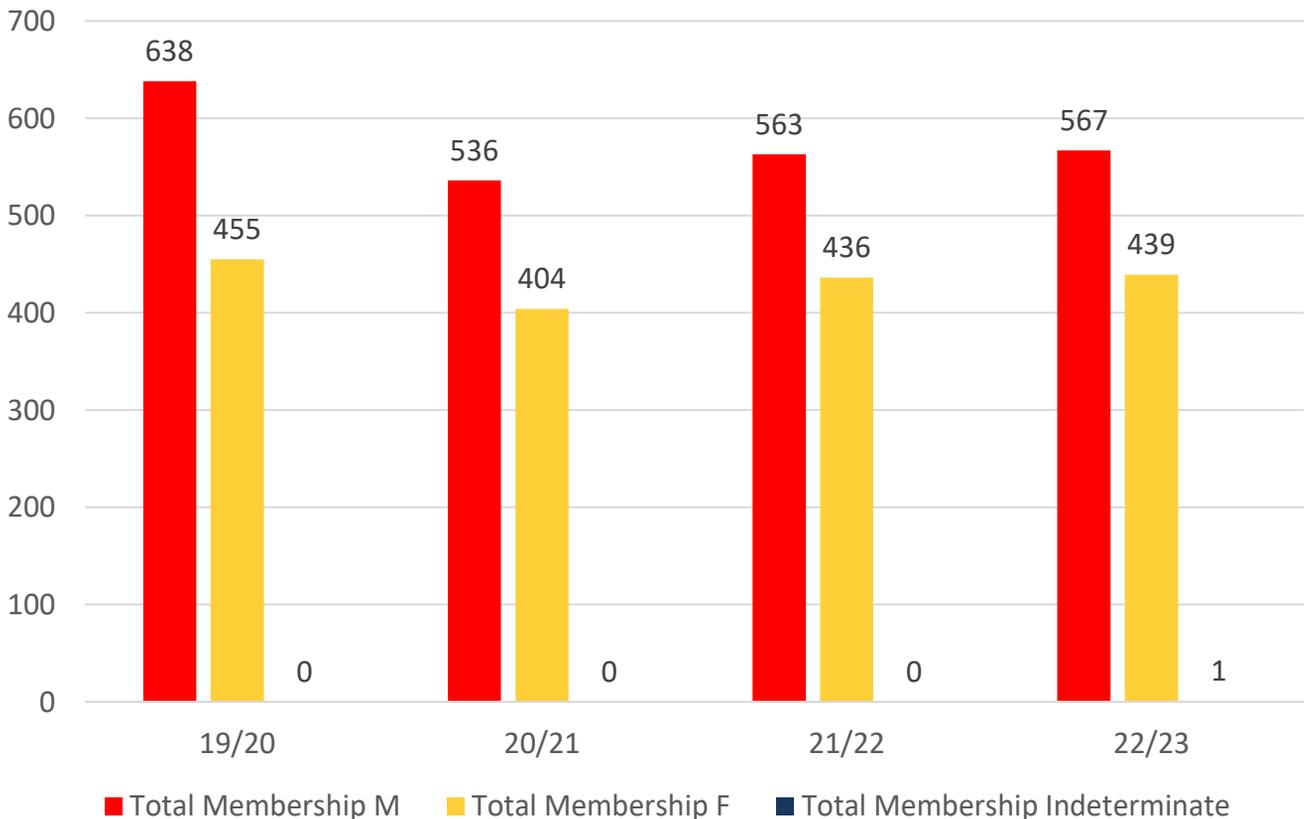
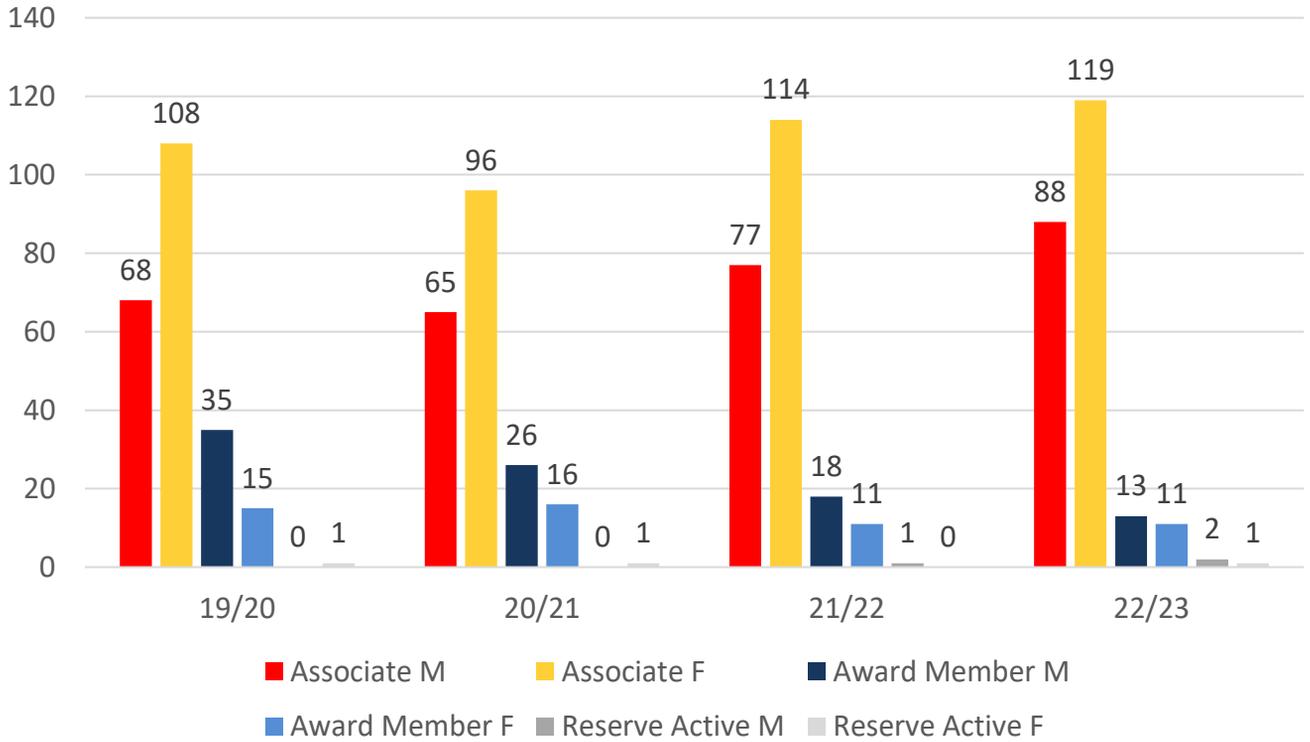
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



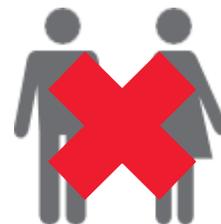
250

BRAND NEW MEMBERS



71%

MEMBERSHIP RETENTION



269

MEMBERS LOST FROM THE ORGANISATION

MAROOCHYDORE 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	2	1	50%	0	1	50%	0	0%	1	50%	0	0%	2	0%
Junior Activities	299	180	60%	26	7	2%	112	37%	103	34%	19	6%	276	-8%
Cadet Member (13-15 years)	67	57	85%	5	0	0%	10	15%	2	3%	2	3%	56	-16%
Active (15-18 yrs)	50	38	76%	-10	1	2%	11	22%	2	4%	4	8%	54	8%
Active (18yrs and over)	166	135	81%	-5	8	5%	23	14%	26	16%	11	7%	177	7%
Award Member	29	20	69%	-1	0	0%	9	31%	1	3%	2	7%	24	-17%
Reserve Active	1	1	100%	0	0	0%	0	0%	1	100%	1	100%	3	200%
Long Service	102	93	91%	-7	1	1%	8	8%	5	5%	0	0%	105	3%
Past Active	24	19	79%	0	0	0%	5	21%	0	0%	0	0%	19	-21%
Associate	191	97	51%	-4	6	3%	88	46%	94	49%	12	6%	207	8%
Life Member	65	62	95%	-3	0	0%	3	5%	0	0%	0	0%	65	0%
General	0	0		0	0		0		0		0		0	
Honorary	1	1	100%	0	0	0%	0	0%	14	1400%	0	0%	15	1400%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	2	100%	-1	0	0%	0	0%	1	50%	0	0%	4	100%
<b>Total Active</b>	<b>313</b>	<b>251</b>	<b>80%</b>		<b>9</b>	<b>3%</b>	<b>53</b>	<b>17%</b>	<b>32</b>	<b>10%</b>	<b>20</b>		<b>314</b>	<b>0%</b>
<b>Total</b>	<b>999</b>	<b>706</b>	<b>71%</b>		<b>24</b>	<b>2%</b>	<b>269</b>	<b>27%</b>	<b>250</b>	<b>25%</b>	<b>51</b>		<b>1007</b>	<b>1%</b>

# MEMBERSHIP RETENTION

MAROOCHYDORE 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	71	63	89%	8	11%	3	4%	69
16-18 Years	65	48	74%	15	23%	3	5%	59
19-25 Years	57	39	68%	12	21%	10	18%	65
26-35 Years	22	20	91%	1	5%	4	18%	30
36-50 Years	64	52	81%	12	19%	10	16%	55
51-70 Years	30	27	90%	3	10%	2	7%	33
70+ Years	4	2	50%	2	50%	0	0%	3
<b>Total</b>	<b>313</b>	<b>251</b>	<b>80%</b>	<b>53</b>	<b>17%</b>	<b>32</b>	<b>10%</b>	<b>314</b>

MAROOCHYDORE 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	27					36		36
Under 7	21	15	56%	11	41%	20	74%	36
Under 8	50	12	57%	9	43%	13	62%	28
Under 9	47	23	46%	25	50%	9	18%	32
Under 10	36	28	60%	19	40%	8	17%	39
Under 11	39	22	61%	12	33%	7	19%	32
Under 12	43	23	59%	15	38%	5	13%	32
Under 13	34	30	70%	13	30%	5	12%	40
Under 14	2	26	76%	7	21%	0	0%	1
Transitioned From JA		1	50%					

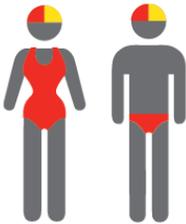
# MEMBERSHIP RETENTION

2020/21



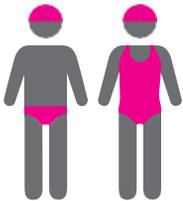
66%

TOTAL MEMBERSHIP  
RETENTION



72%

ACTIVE MEMBERSHIP  
RETENTION



73%

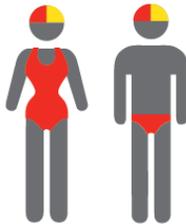
JUNIOR MEMBERSHIP  
RETENTION

2021/22



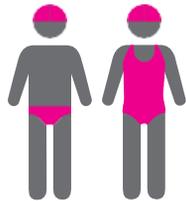
74%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



70%

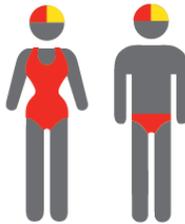
JUNIOR MEMBERSHIP  
RETENTION

2022/23



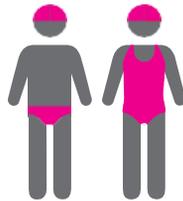
71%

TOTAL MEMBERSHIP  
RETENTION



80%

ACTIVE MEMBERSHIP  
RETENTION



60%

JUNIOR MEMBERSHIP  
RETENTION