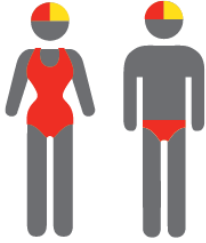


MERMAID BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



318

ACTIVE MEMBERSHIP



7% Increase



1067

TOTAL MEMBERSHIP



1% Decrease



346

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.

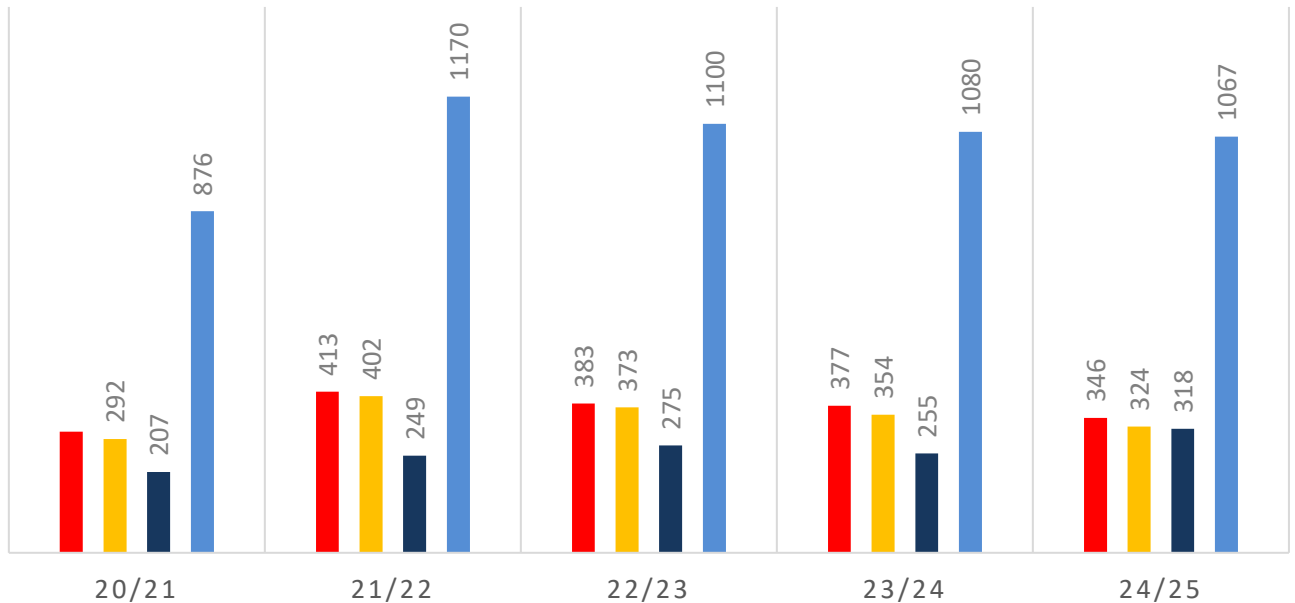
Note:

- Club Membership Statistics are delivered twice each season in 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

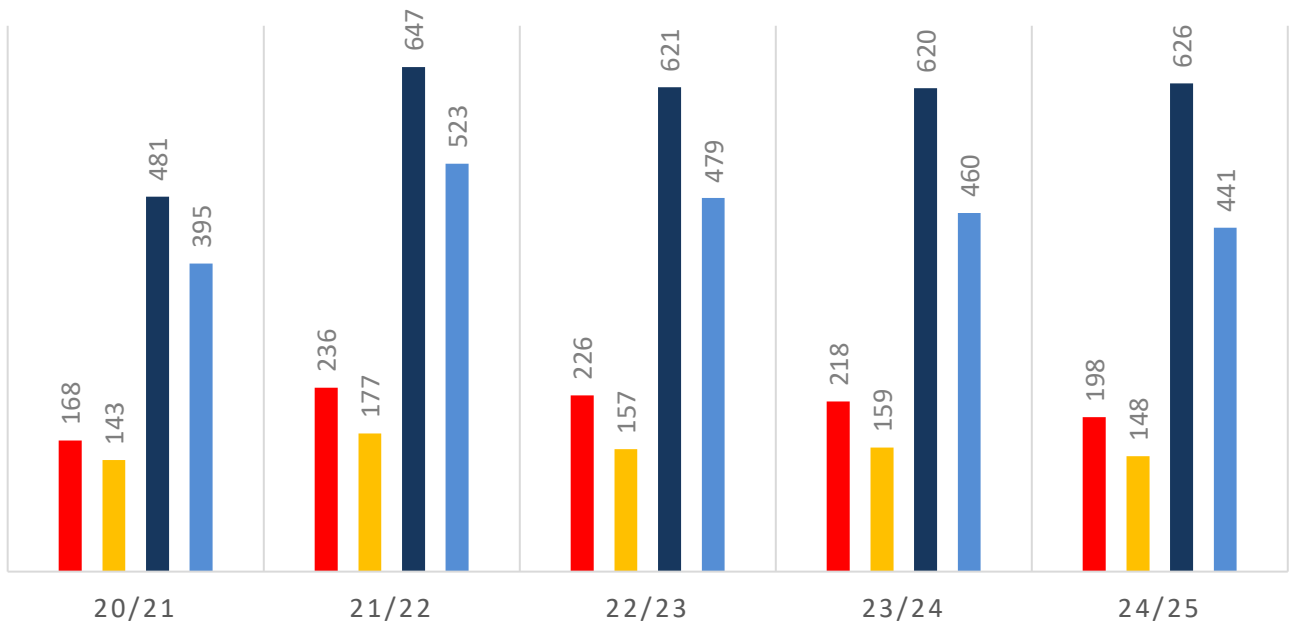
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



334

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



367

MEMBERS LOST FROM THE ORGANISATION

Mermaid Beach 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	13	7	54%	7	0	0%	6	46%	6	46%	0	0%	6	-54%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	377	213	56%	13	14	4%	150	40%	125	33%	21	6%	346	-8%
Cadet Member (13-15 years)	14	11	79%		1	7%	2	14%	7	50%	3	21%	33	136%
Active (15-18 yrs)	53	41	77%	4	3	6%	9	17%	12	23%	8	15%	57	8%
Active (18yrs and over)	136	116	85%		1	1%	19	14%	30	22%	9	7%	169	24%
Award Member	45	38	84%		1	2%	6	13%	10	22%	1	2%	50	11%
Reserve Active	7	7	100%		0	0%	0	0%	0	0%	0	0%	9	29%
Long Service	37	29	78%	1	4	11%	4	11%	0	0%	1	3%	29	-22%
Past Active	11	8	73%		0	0%	3	27%	0	0%	0	0%	8	-27%
Associate	354	175	49%	5	11	3%	168	47%	143	40%	11	3%	324	-8%
Life Member	31	31	100%		0	0%	0	0%	0	0%	0	0%	33	6%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		1		1	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	1	50%	1	1	50%	0	0%	1	50%	1	50%	2	0%
Total Active	255	213	84%		6	2%	36	14%	59	23%	21	8%	318	25%
Total	1080	677	63%		36	3%	367	34%	334	31%	56	5%	1067	-1%

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

MEMBERSHIP RETENTION

Mermaid Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	29	21	72%	7	24%	13	45%	38
16-18 Years	49	35	71%	11	22%	17	35%	66
19-25 Years	36	26	72%	8	22%	11	31%	51
26-35 Years	24	20	83%	4	17%	4	17%	25
36-50 Years	74	70	95%	4	5%	11	15%	83
51-70 Years	43	41	95%	2	5%	3	7%	55
70+ Years	0	0		0		0		0
Total	255	213	84%	36	14%	59	23%	318

Mermaid Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	63					45		51
Under 7	48	28	44%	32	51%	20	32%	44
Under 8	59	26	54%	20	42%	10	21%	39
Under 9	43	37	63%	18	31%	24	41%	62
Under 10	45	21	49%	20	47%	8	19%	30
Under 11	40	26	58%	18	40%	7	16%	36
Under 12	32	21	53%	19	48%	4	10%	27
Under 13	30	21	66%	11	34%	5	16%	30
Under 14	17	20	67%	10	33%	2	7%	27
Transitioned From JA		13	76%					