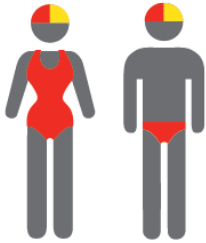


MERMAID BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



282

ACTIVE MEMBERSHIP



8% Increase



1184

TOTAL MEMBERSHIP



16% Increase



415

JUNIOR MEMBERSHIP



19% 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.

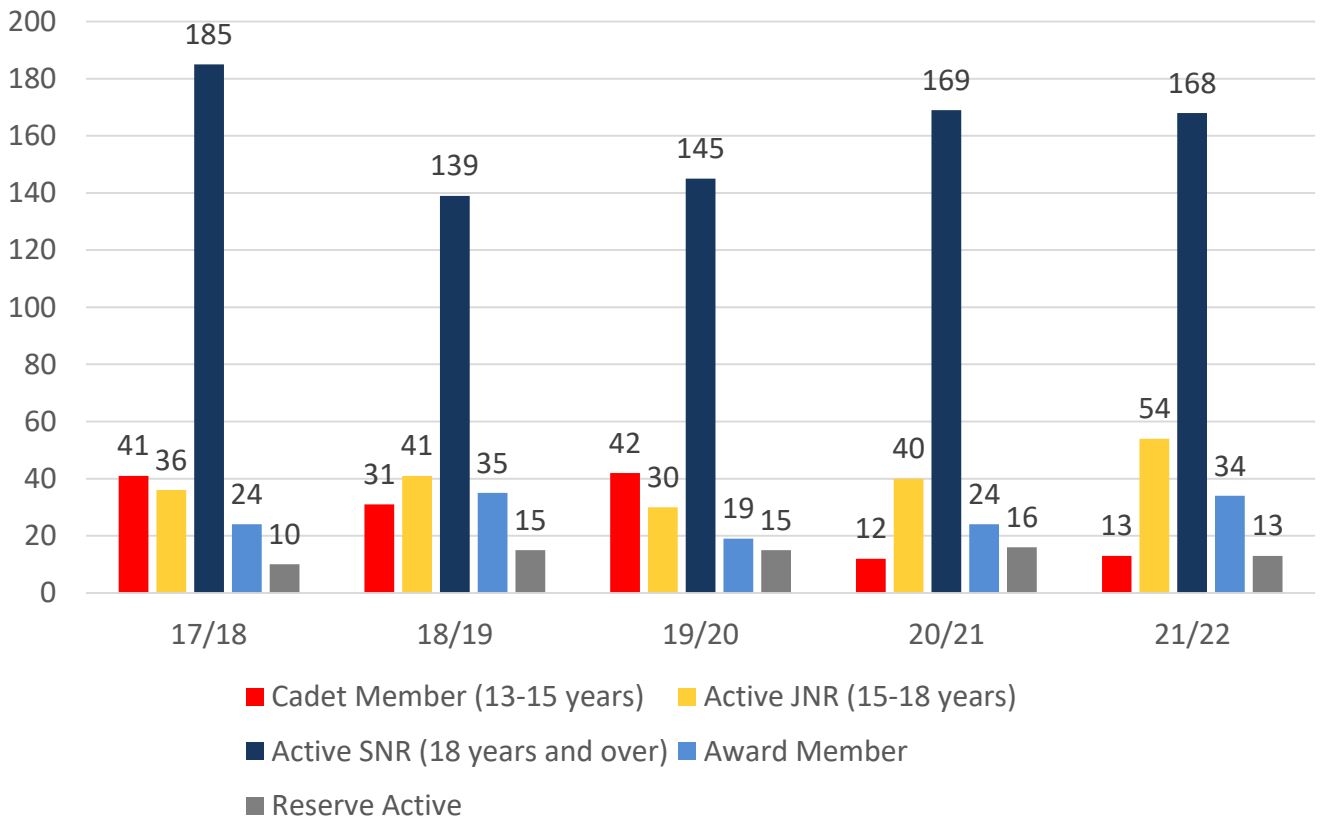
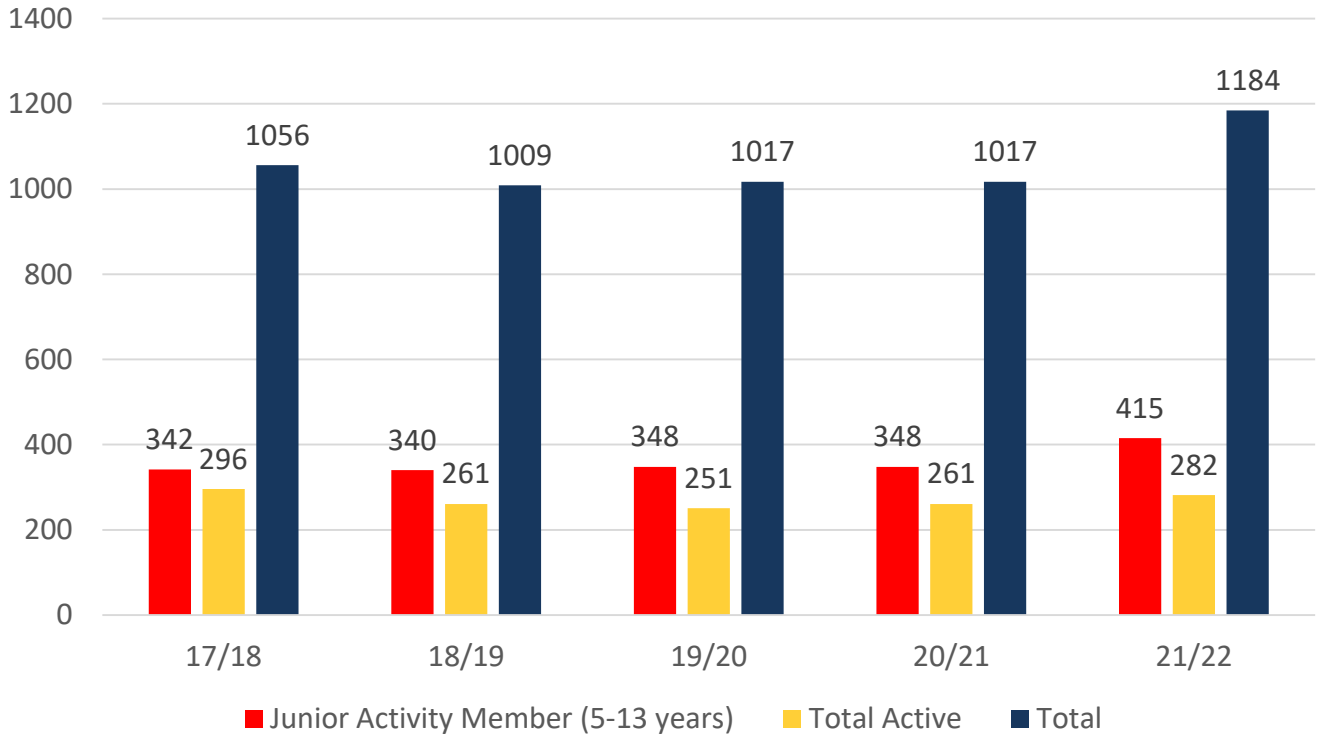
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

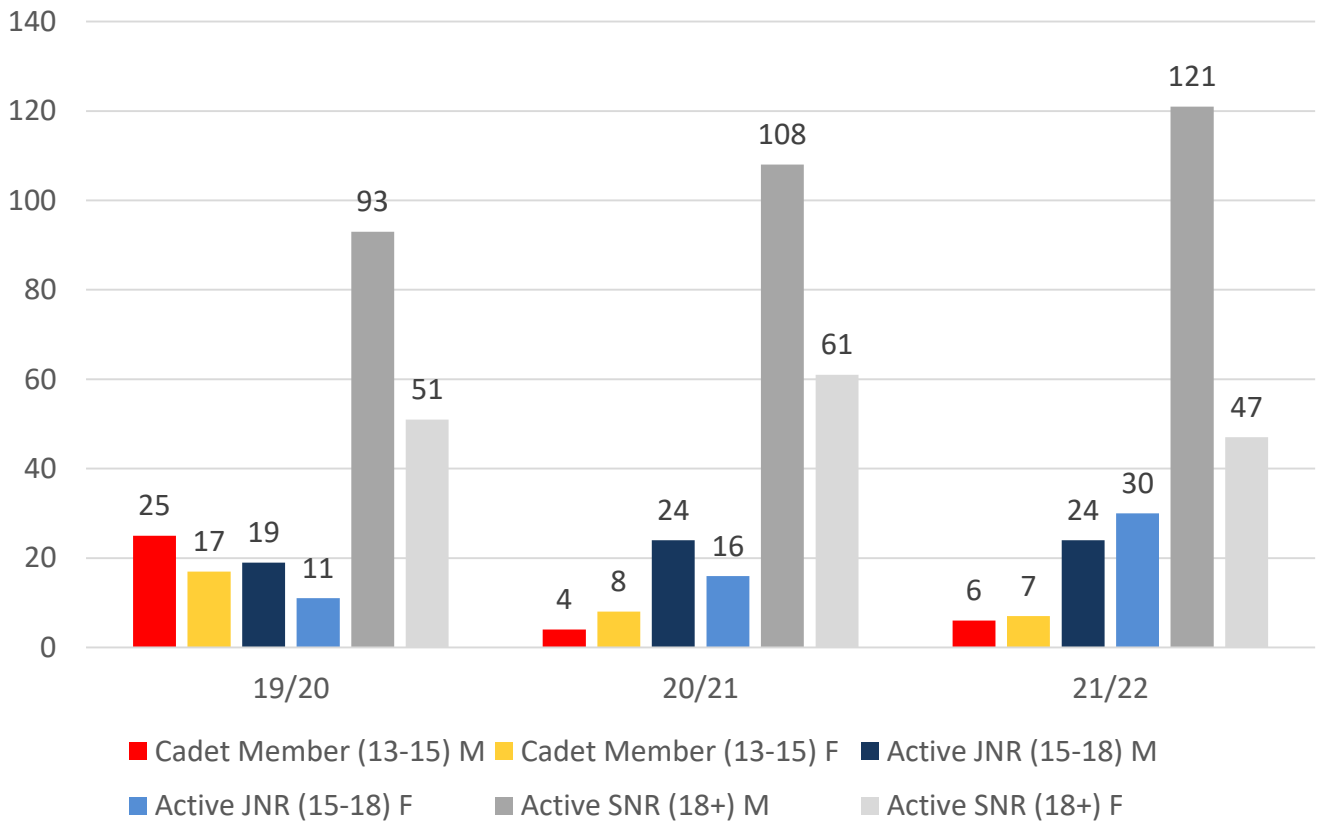
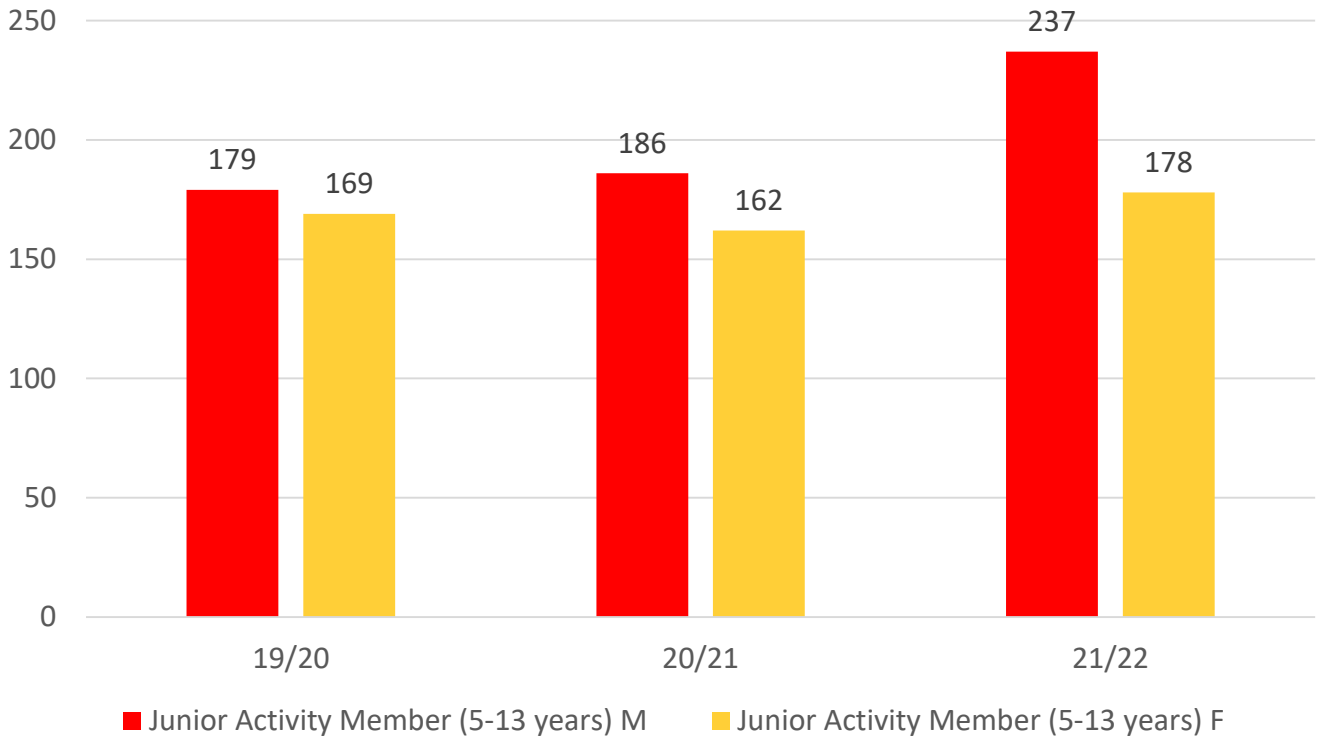
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	7	6	9	2	10
Junior Activity Member (5-13 years)	342	340	348	348	415
Cadet Member (13-15 years)	41	31	42	12	13
Active Junior (15-18 years)	36	41	30	40	54
Active Senior (18years and over)	185	139	145	169	168
Award Member	24	35	19	24	34
Reserve Active	10	15	15	16	13
Long Service	21	19	25	29	39
Past Active	1	0	0	0	1
Associate	360	353	352	343	405
Life Member	28	28	28	32	31
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	2	4	2	1
Total Active	296	261	251	261	282
Total	1056	1009	1017	1017	1184

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	52	47	50	49	66
Under 7	56	56	51	55	63
Under 8	51	60	71	52	67
Under 9	42	47	48	43	61
Under 10	34	37	43	53	43
Under 11	30	33	29	31	39
Under 12	26	27	34	28	30
Under 13	27	11	14	26	22
Under 14	24	22	8	11	26
Junior Activities Total	342	340	348	348	417

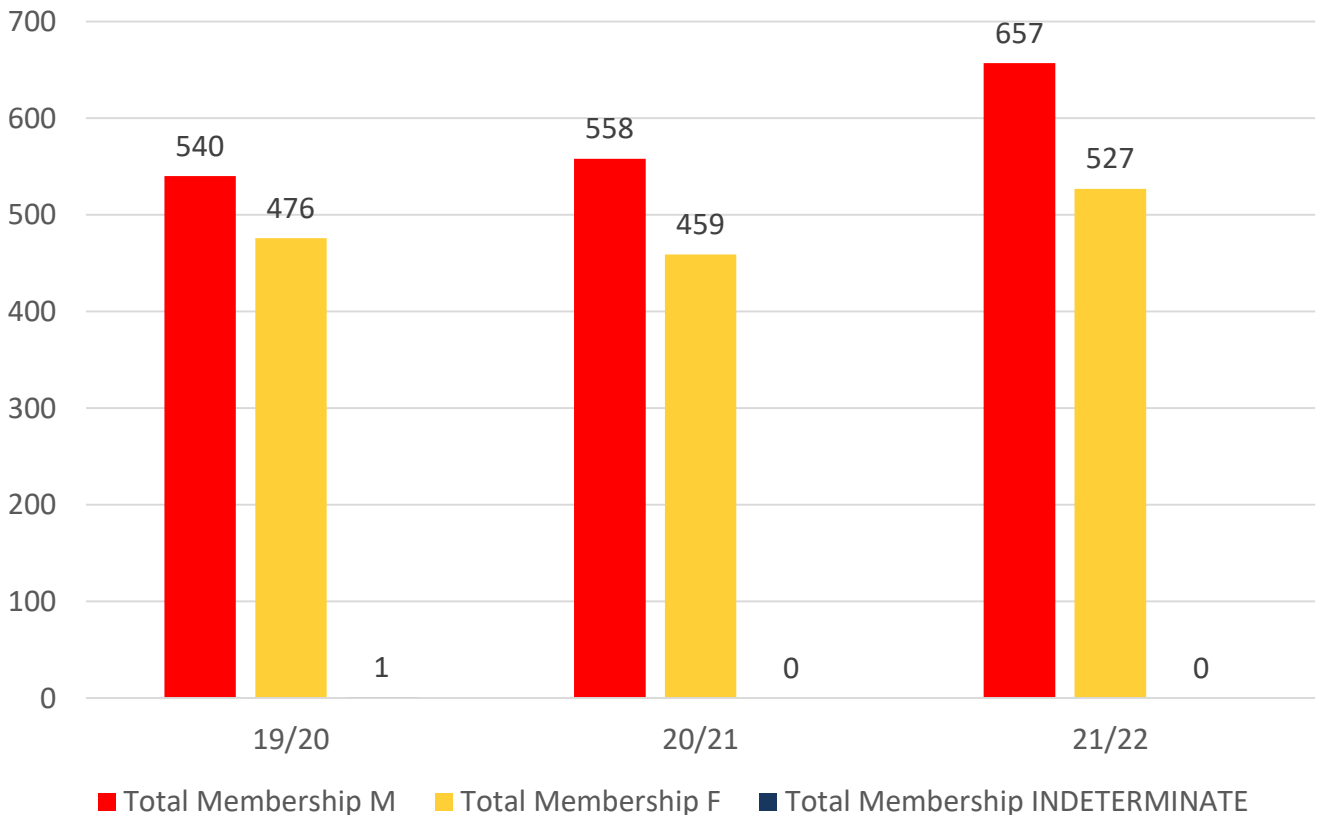
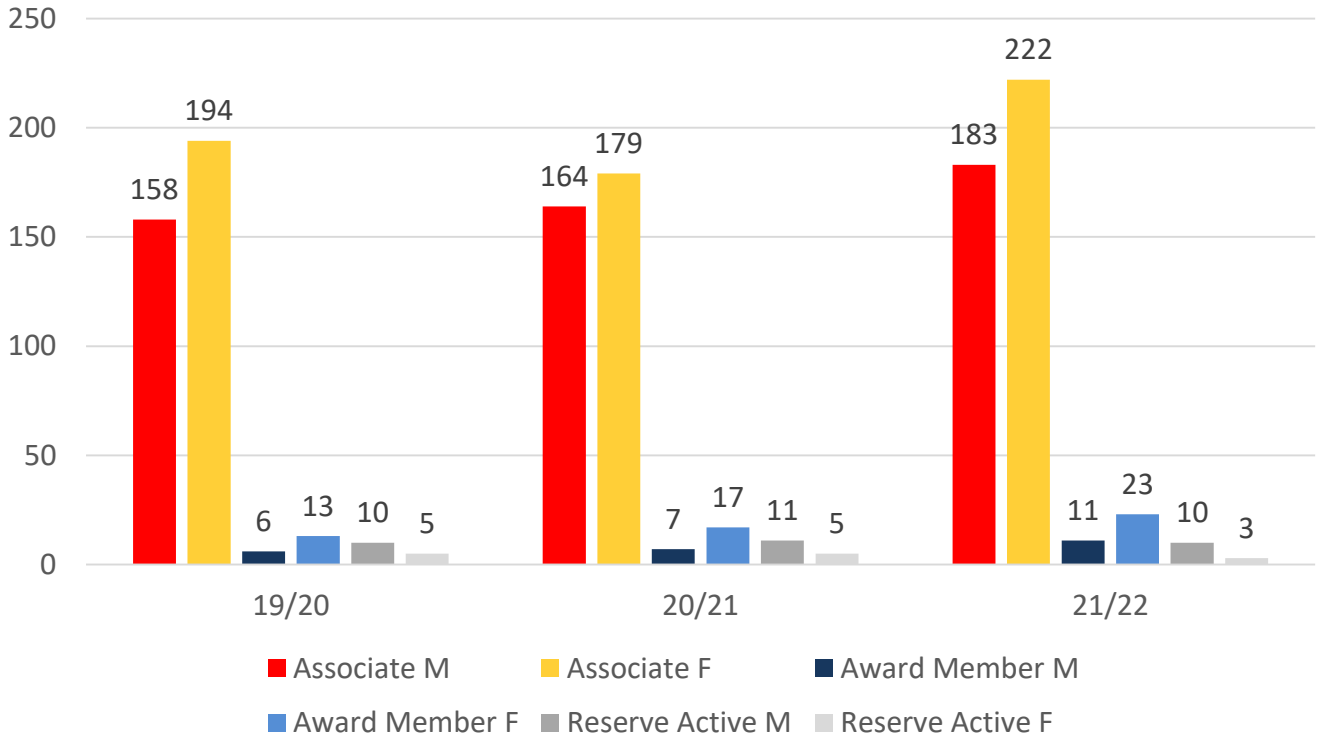
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



503

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



334

MEMBERS LOST FROM THE ORGANISATION

MERMAID BEACH 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	1	50%	1	1	50%	0	0%	10	500%	0	0%	10	400%
Junior Activities	348	213	61%	7	5	1%	130	37%	198	57%	11	3%	415	19%
Cadet Member (13-15 years)	12	10	83%	3	0	0%	2	17%	6	50%	0	0%	13	8%
Active (15-18 yrs)	40	35	88%	2	1	3%	4	10%	21	53%	0	0%	54	35%
Active (18yrs and over)	169	138	82%	-4	8	5%	23	14%	23	14%	3	2%	168	-1%
Award Member	24	19	79%	-9	0	0%	5	21%	6	25%	0	0%	34	42%
Reserve Active	16	15	94%	3	0	0%	1	6%	1	6%	0	0%	13	-19%
Long Service	29	23	79%	-7	3	10%	3	10%	4	14%	5	17%	39	34%
Past Active	0	0		0	0		0		1		0		1	
Associate	343	171	50%	4	7	2%	165	48%	233	68%	5	1%	405	18%
Life Member	32	31	97%	0	0	0%	1	3%	0	0%	0	0%	31	-3%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	1	50%	0	1	50%	0	0%	0	0%	0	0%	1	-50%
Total Active	261	217	83%		9	3%	35	13%	57	22%	3		282	8%
Total	1017	657	65%		26	3%	334	33%	503	49%	24		1184	16%

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

MEMBERSHIP RETENTION

MERMAID BEACH 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	16	89%	2	11%	9	50%	22
16-18 Years	33	28	85%	4	12%	21	64%	52
19-25 Years	49	38	78%	5	10%	3	6%	39
26-35 Years	30	26	87%	4	13%	6	20%	33
36-50 Years	81	69	85%	11	14%	13	16%	93
51-70 Years	49	39	80%	9	18%	5	10%	43
70+ Years	1	1	100%	0	0%	0	0%	0
Total	261	217	83%	35	13%	57	22%	282

MERMAID BEACH 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	49					66		66
Under 7	55	32	65%	16	33%	30	61%	63
Under 8	52	31	56%	23	42%	32	58%	67
Under 9	43	32	62%	19	37%	28	54%	61
Under 10	53	27	63%	16	37%	13	30%	43
Under 11	31	28	53%	24	45%	11	21%	39
Under 12	28	20	65%	11	35%	9	29%	30
Under 13	26	16	57%	12	43%	6	21%	22
Under 14	11	20	77%	6	23%	3	12%	24
Transitioned From JA		7	64%					

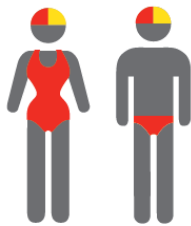
MEMBERSHIP RETENTION

2019/20



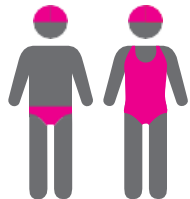
59%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



56%

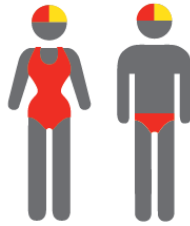
JUNIOR MEMBERSHIP
RETENTION

2020/21



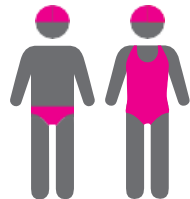
62%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



57%

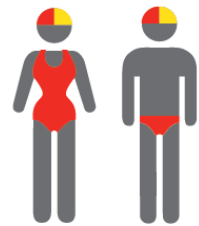
JUNIOR MEMBERSHIP
RETENTION

2021/22



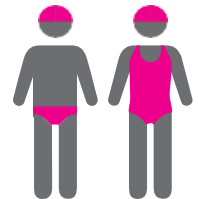
66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



54%

JUNIOR MEMBERSHIP
RETENTION