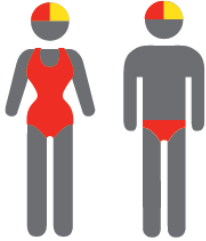


MERMAID BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



291

ACTIVE MEMBERSHIP



3% Increase



1132

TOTAL MEMBERSHIP



4% Decrease



390

JUNIOR MEMBERSHIP



6% 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

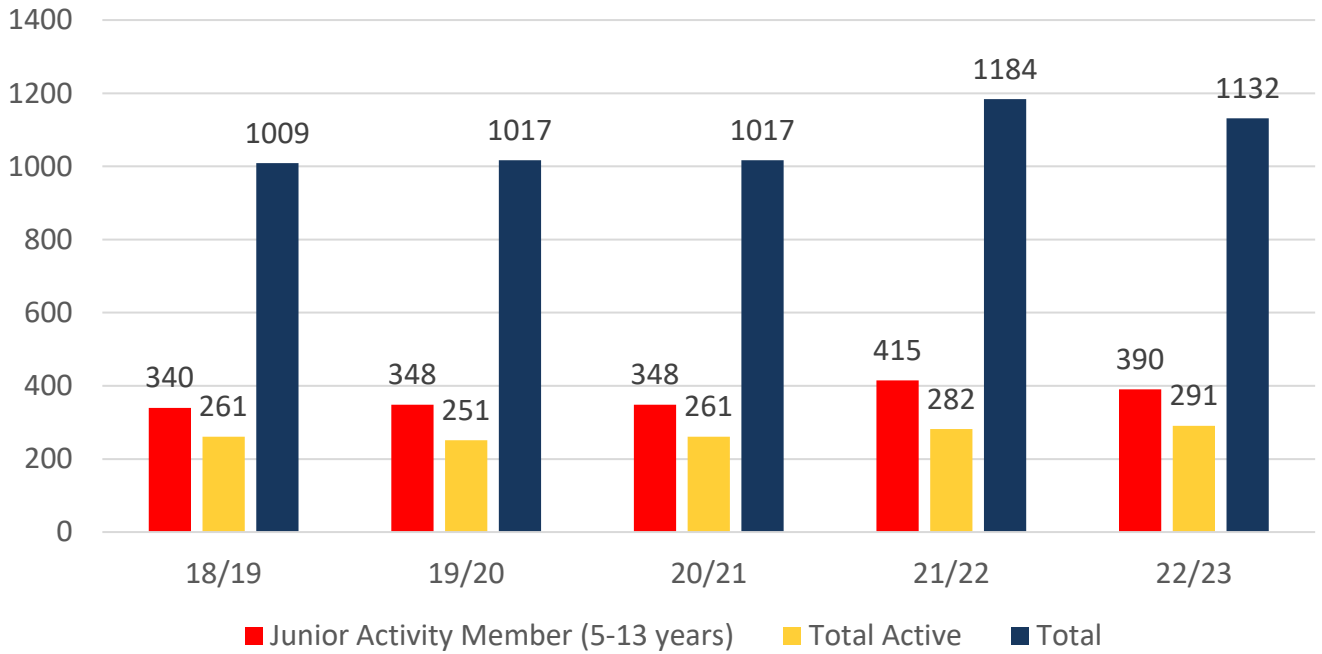
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	6	9	2	10	0
Junior Activity Member (5-13 years)	340	348	348	415	390
Cadet Member (13-15 years)	31	42	12	13	13
Active Junior (15-18 years)	41	30	40	54	59
Active Senior (18years and over)	139	145	169	168	173
Award Member	35	19	24	34	38
Reserve Active	15	15	16	13	8
Long Service	19	25	29	39	38
Past Active	0	0	0	1	0
Associate	353	352	343	405	382
Life Member	28	28	32	31	30
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	4	2	1	1
Total Active	261	251	261	282	291
Total	1009	1017	1017	1184	1132

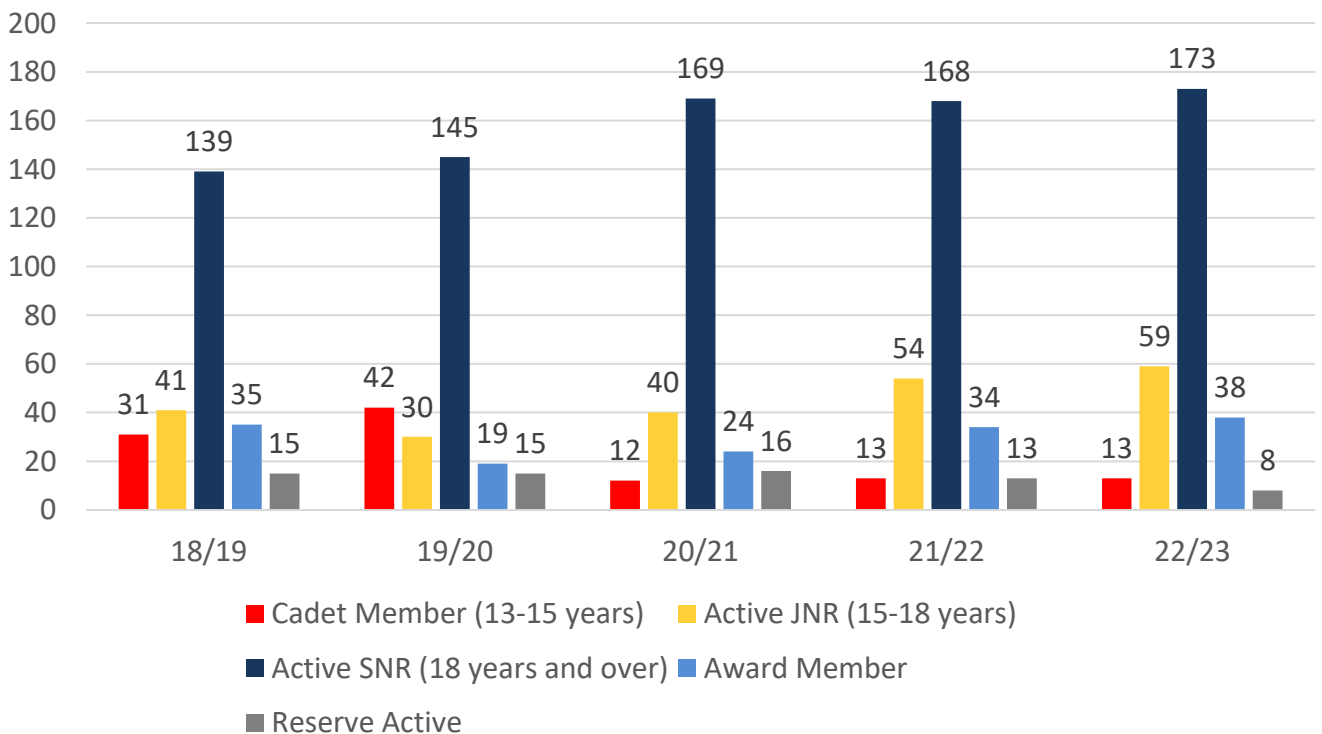
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	47	50	49	66	58
Under 7	56	51	55	63	65
Under 8	60	71	52	67	61
Under 9	47	48	43	61	57
Under 10	37	43	53	43	37
Under 11	33	29	31	39	38
Under 12	27	34	28	30	36
Under 13	11	14	26	22	20
Under 14	22	8	11	26	20
Junior Activities Total	340	348	348	417	392

5 YEAR TREND ANALYSIS

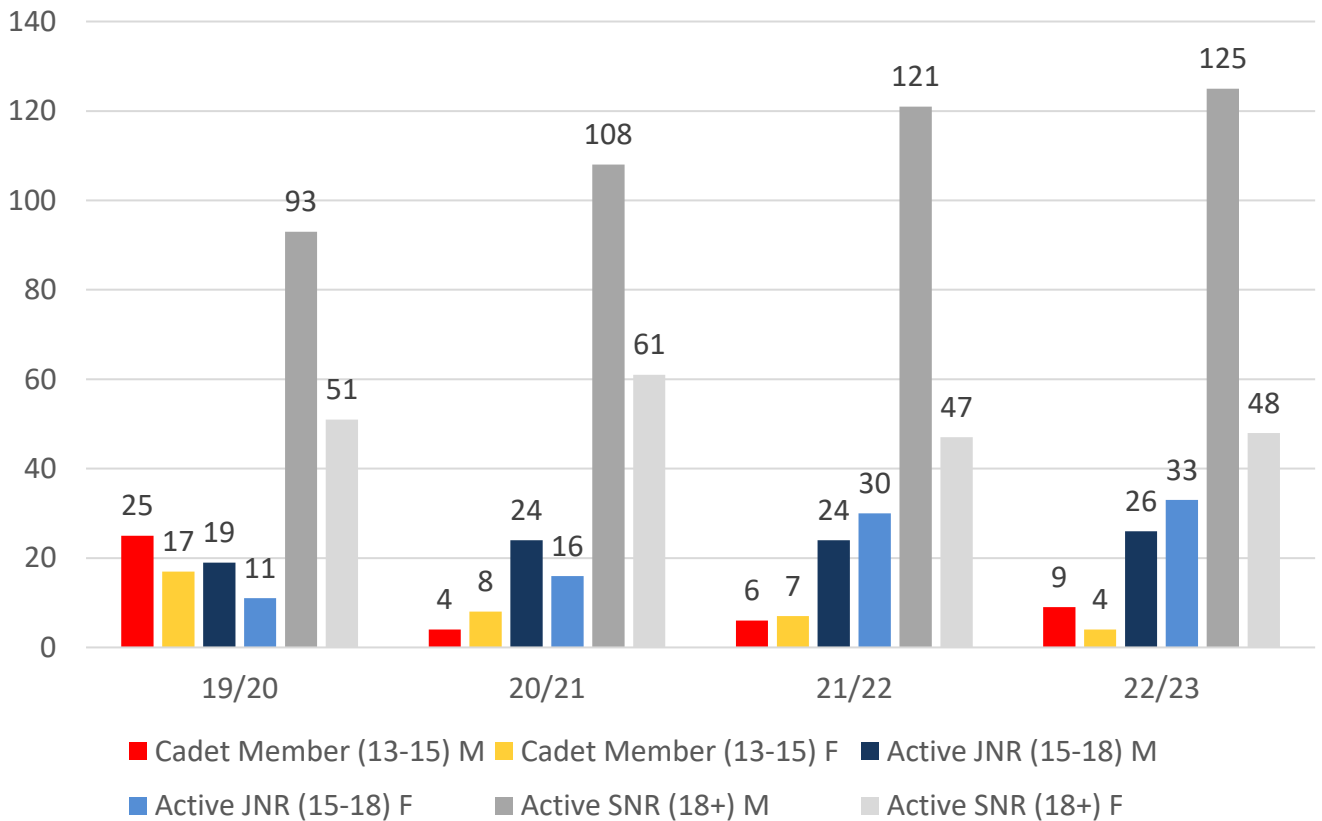
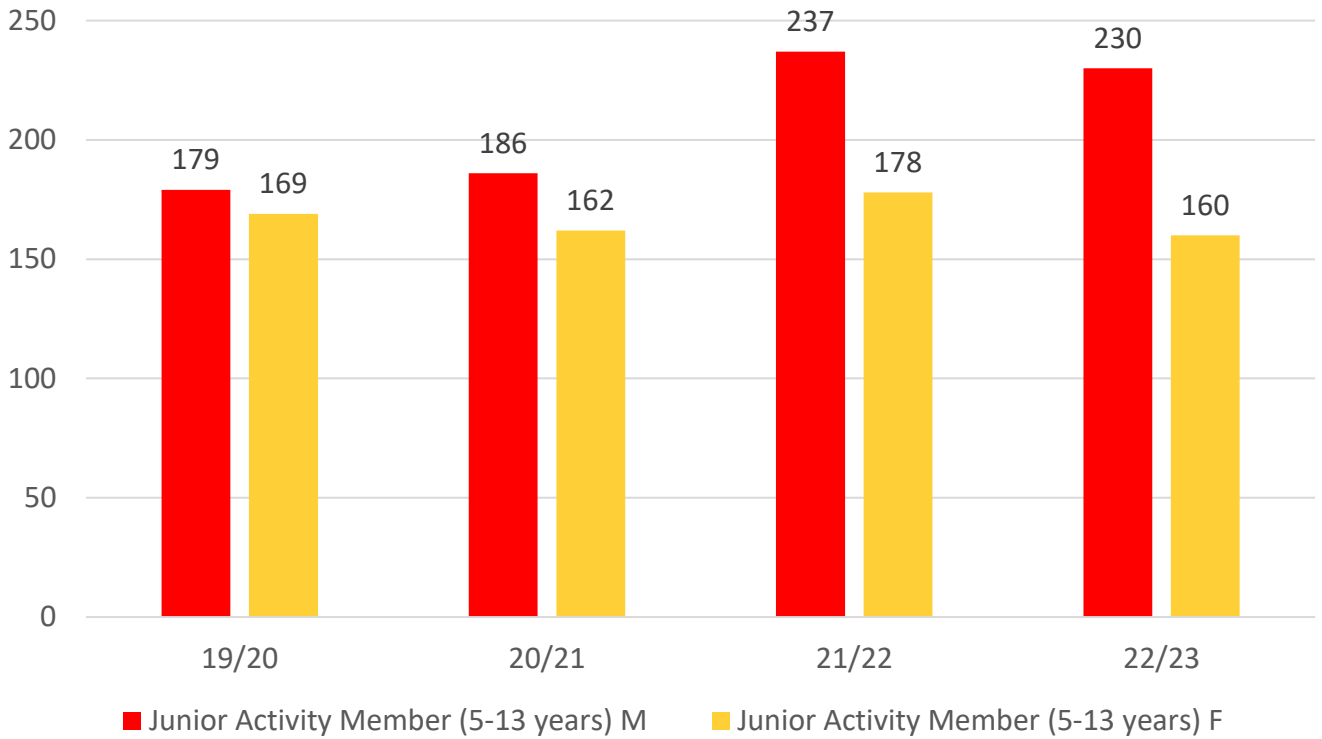
Total Membership



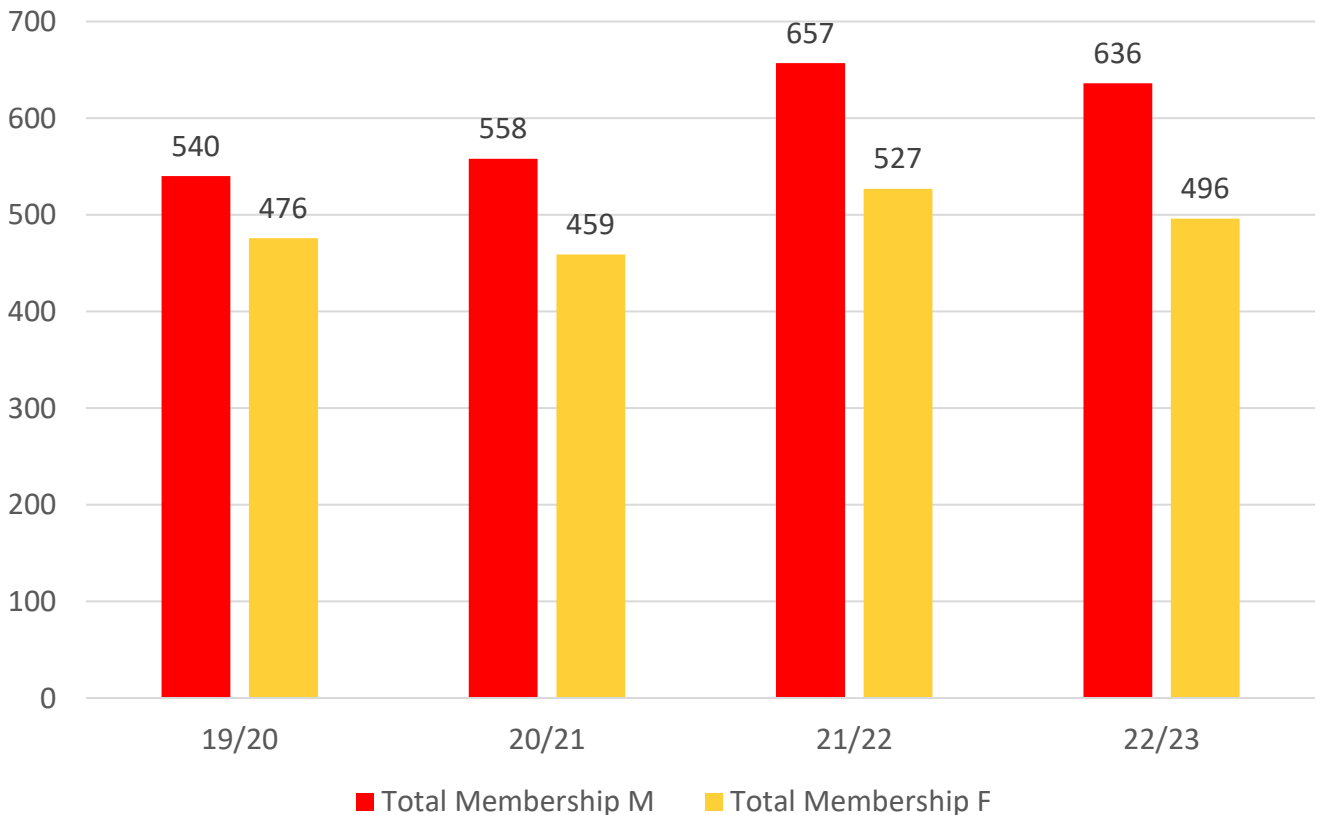
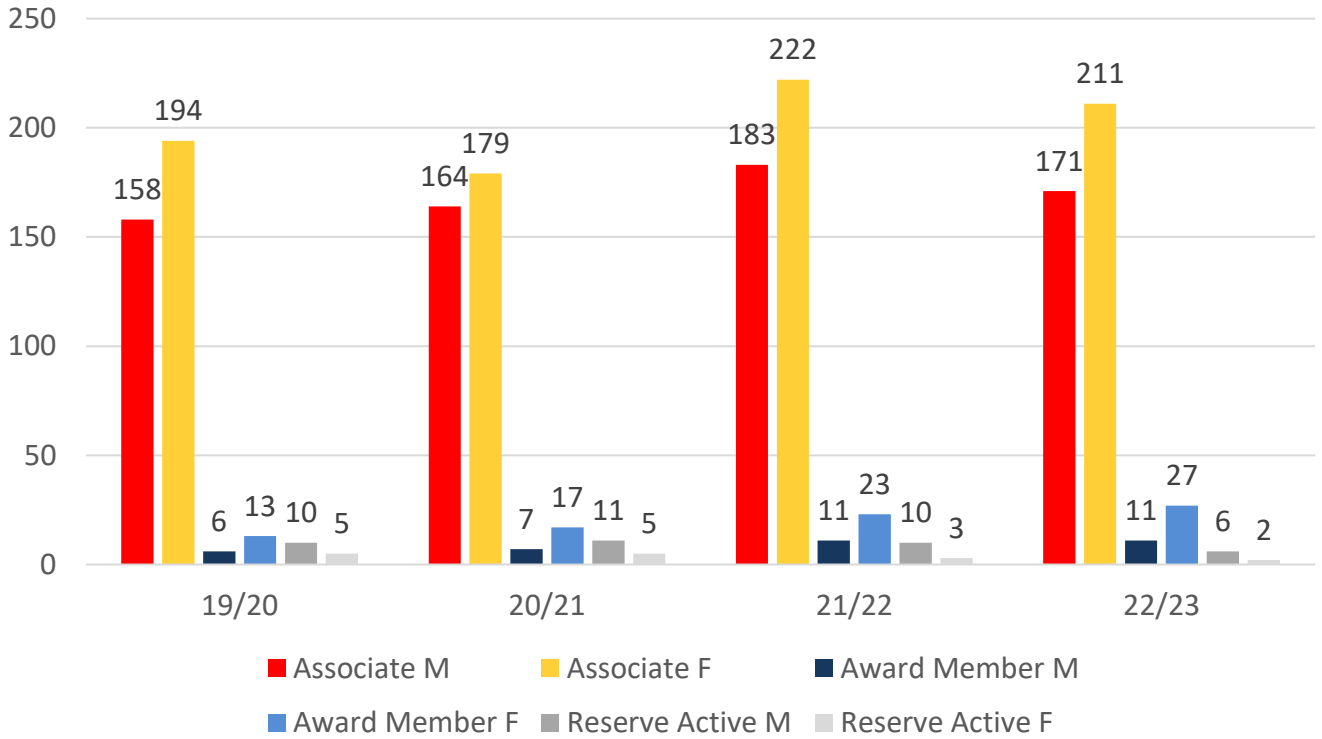
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



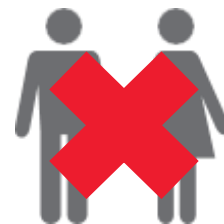
367

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



408

MEMBERS LOST FROM THE ORGANISATION

MERMAID BEACH 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	10	3	30%	3	0	0%	7	70%	0	0%	0	0%	0	-100%
Junior Activities	415	245	59%	20	17	4%	153	37%	153	37%	12	3%	390	-6%
Cadet Member (13-15 years)	13	7	54%	-4	0	0%	6	46%	2	15%	0	0%	13	0%
Active (15-18 yrs)	54	36	67%	-11	3	6%	15	28%	11	20%	1	2%	59	9%
Active (18yrs and over)	168	129	77%	-10	7	4%	32	19%	23	14%	11	7%	173	3%
Award Member	34	28	82%	0	1	3%	5	15%	10	29%	0	0%	38	12%
Reserve Active	13	10	77%	2	0	0%	3	23%	0	0%	0	0%	8	-38%
Long Service	39	32	82%	-2	3	8%	4	10%	2	5%	2	5%	38	-3%
Past Active	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Associate	405	206	51%	2	19	5%	180	44%	165	41%	13	3%	382	-6%
Life Member	31	29	94%	-1	0	0%	2	6%	0	0%	0	0%	30	-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	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Total Active	282	210	74%		11	4%	61	22%	46	16%	12		291	3%
Total	1184	726	61%		50	4%	408	34%	367	31%	39		1132	-4%

MEMBERSHIP RETENTION

MERMAID BEACH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	22	12	55%	10	45%	5	23%	29
16-18 Years	52	33	63%	16	31%	17	33%	53
19-25 Years	39	26	67%	7	18%	9	23%	46
26-35 Years	33	25	76%	8	24%	6	18%	35
36-50 Years	93	79	85%	13	14%	7	8%	85
51-70 Years	43	35	81%	7	16%	2	5%	43
70+ Years	0	0		0		0		0
Total	282	210	74%	61	22%	46	16%	291

MERMAID BEACH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	66					58		58
Under 7	63	41	62%	20	30%	23	35%	65
Under 8	67	37	59%	25	40%	18	29%	61
Under 9	61	36	54%	27	40%	20	30%	57
Under 10	43	34	56%	25	41%	3	5%	37
Under 11	39	21	49%	19	44%	14	33%	38
Under 12	30	25	64%	14	36%	10	26%	36
Under 13	22	16	53%	12	40%	4	13%	20
Under 14	24	15	68%	7	32%	3	14%	18
Transitioned From JA		20	83%					

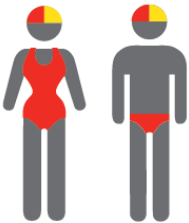
MEMBERSHIP RETENTION

2020/21



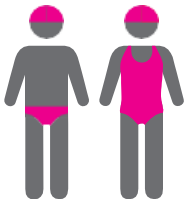
62%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



57%

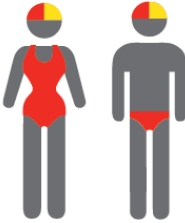
JUNIOR MEMBERSHIP
RETENTION

2021/22



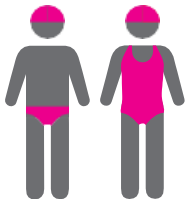
65%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



61%

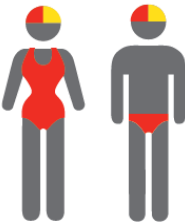
JUNIOR MEMBERSHIP
RETENTION

2022/23



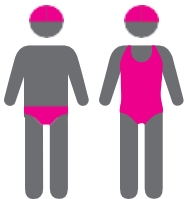
61%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION