



MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



247

ACTIVE MEMBERSHIP



22% Increase



992

TOTAL MEMBERSHIP



18% Increase



342

JUNIOR MEMBERSHIP



10% 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.

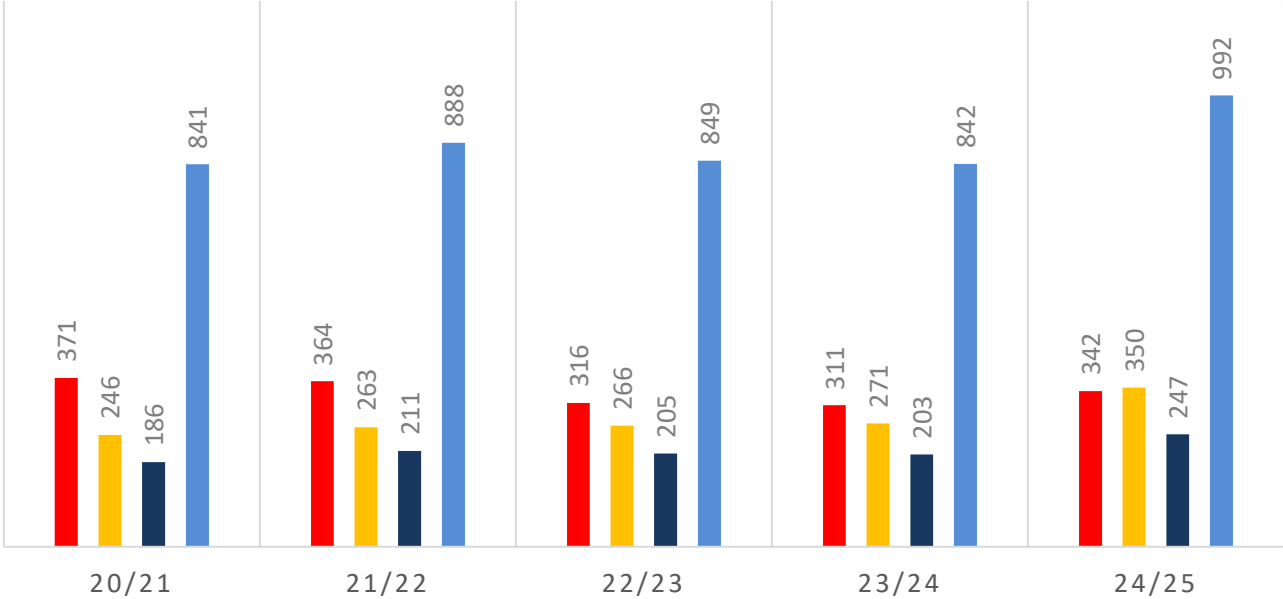
Note:

- Club Membership Statistics are delivered twice each season in 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

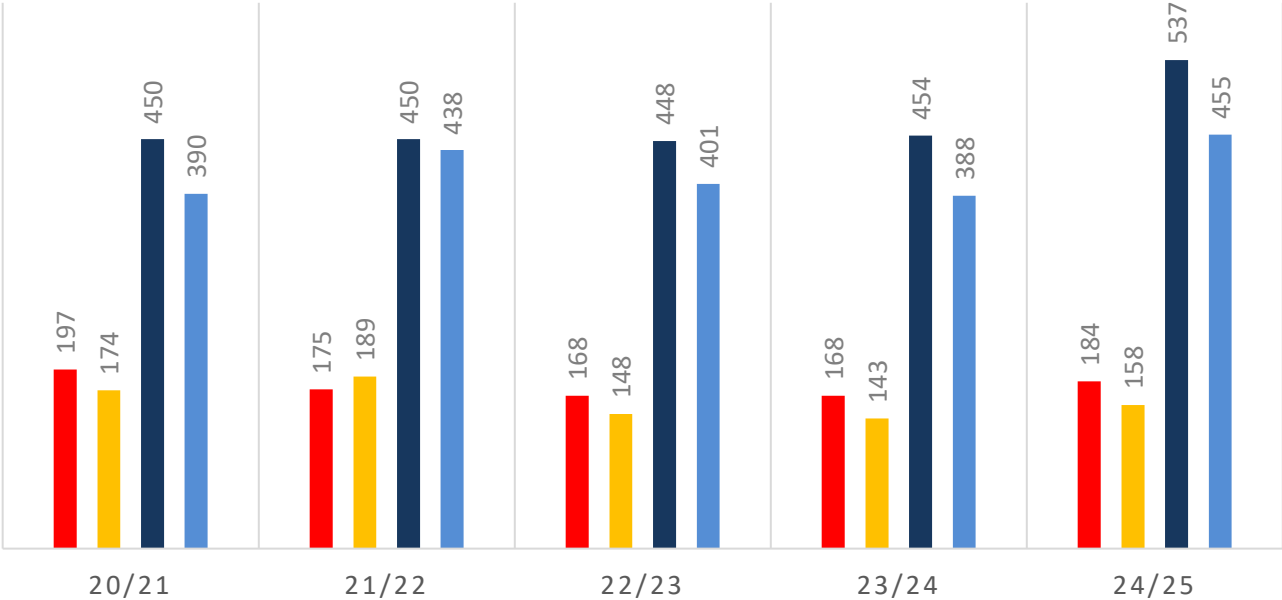
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



432

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



278

MEMBERS LOST FROM THE ORGANISATION

Metropolitan Caloundra 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	3	1	33%	1	0	0%	2	67%	2	67%	0	0%	2	-33%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	311	168	54%	17	11	4%	132	42%	188	60%	3	1%	342	10%
Cadet Member (13-15 years)	30	28	93%		0	0%	2	7%	4	13%	0	0%	43	43%
Active (15-18 yrs)	51	42	82%	2	1	2%	8	16%	6	12%	7	14%	53	4%
Active (18yrs and over)	116	107	92%		1	1%	8	7%	19	16%	7	6%	144	24%
Award Member	5	4	80%		0	0%	1	20%	2	40%	0	0%	6	20%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	10	10	100%		0	0%	0	0%	0	0%	2	20%	12	20%
Past Active	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Associate	271	137	51%		11	4%	123	45%	210	77%	1	0%	350	29%
Life Member	35	35	100%		0	0%	0	0%	1	3%	0	0%	37	6%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	7	5	71%	4	0	0%	2	29%	0	0%	0	0%	1	-86%
Total Active	203	182	90%		2	1%	19	9%	31	15%	14	7%	247	22%
Total	842	540	64%		24	3%	278	33%	432	51%	20	2%	992	18%

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

MEMBERSHIP RETENTION

Metropolitan Caloundra 24/25 Mid-Season

Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	43	39	91%	3	7%	5	12%	39
16-18 Years	42	35	83%	7	17%	6	14%	60
19-25 Years	18	14	78%	4	22%	6	33%	34
26-35 Years	8	8	100%	0	0%	4	50%	12
36-50 Years	57	53	93%	4	7%	6	11%	58
51-70 Years	35	33	94%	1	3%	3	9%	43
70+ Years	0	0		0		1		1
Total	203	182	90%	19	9%	31	15%	247

Metropolitan Caloundra 24/25 Mid-Season

Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	19					37		37
Under 7	41	10	53%	8	42%	41	216%	51
Under 8	46	20	49%	18	44%	33	80%	53
Under 9	45	23	50%	22	48%	25	54%	49
Under 10	43	24	53%	19	42%	13	29%	37
Under 11	40	23	53%	19	44%	16	37%	40
Under 12	38	18	45%	22	55%	10	25%	28
Under 13	15	25	66%	11	29%	8	21%	33
Under 14	24	8	53%	7	47%	5	33%	14
Transitioned From JA		17	71%					