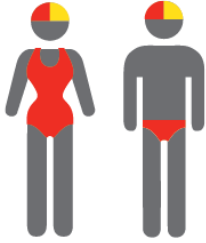




MEMBERSHIP STATISTICS REPORT EOS 2021/22



226

ACTIVE MEMBERSHIP



13% Increase



880

TOTAL MEMBERSHIP



1% Decrease



333

JUNIOR MEMBERSHIP



11% 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.

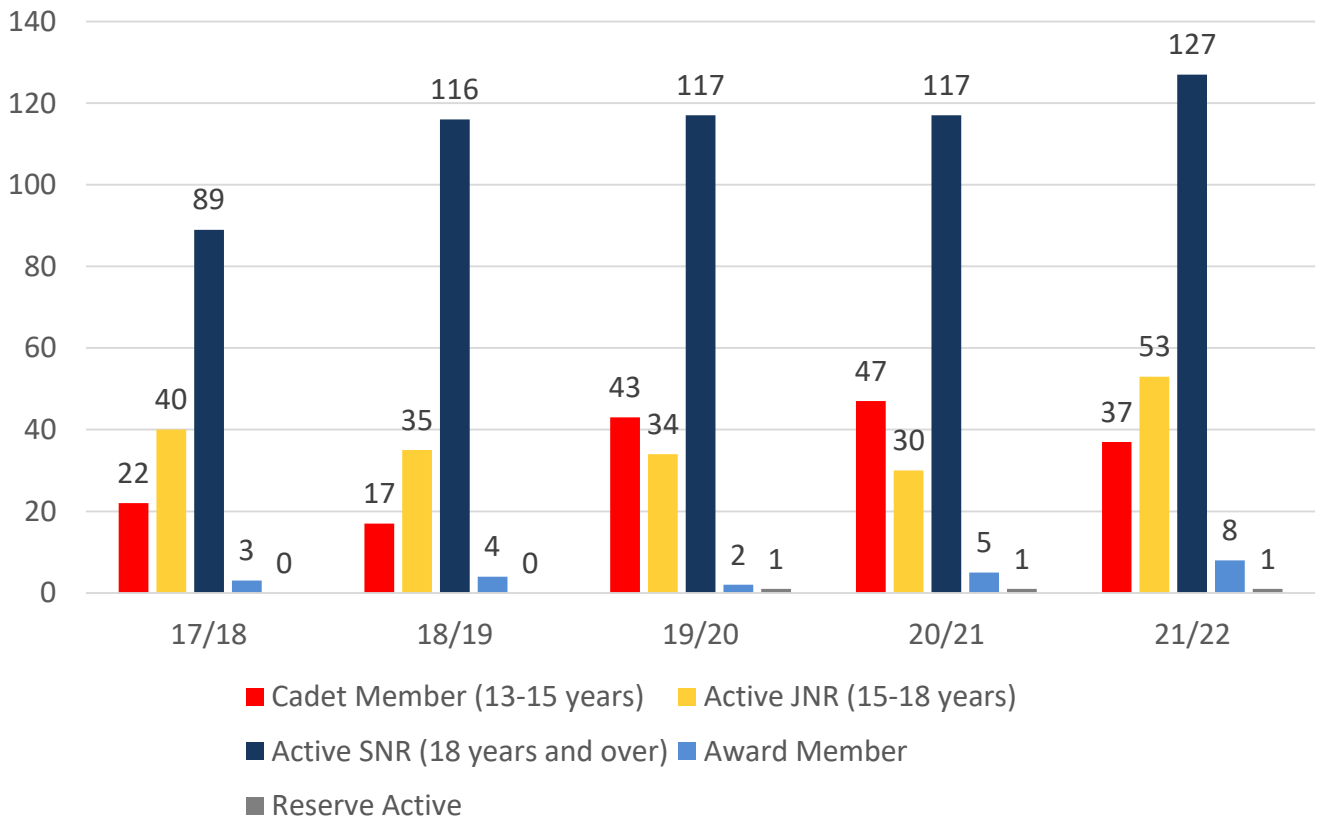
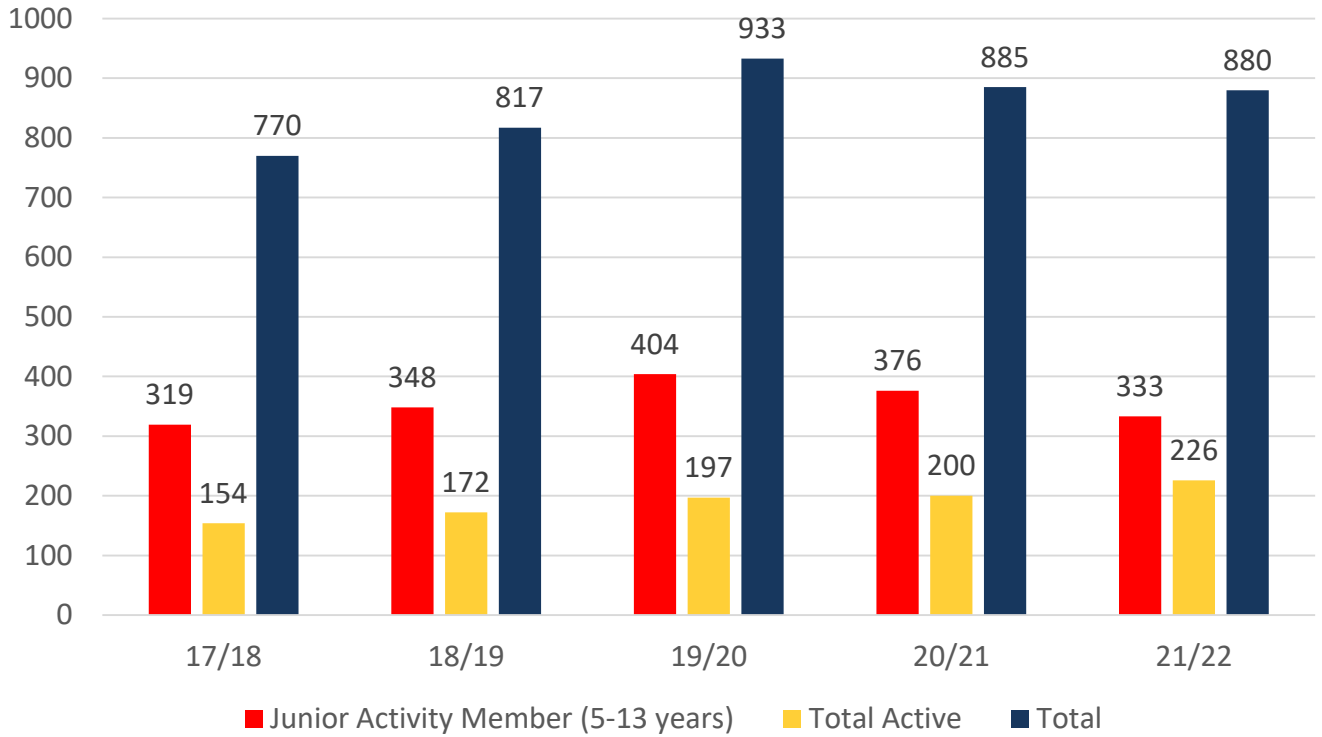
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

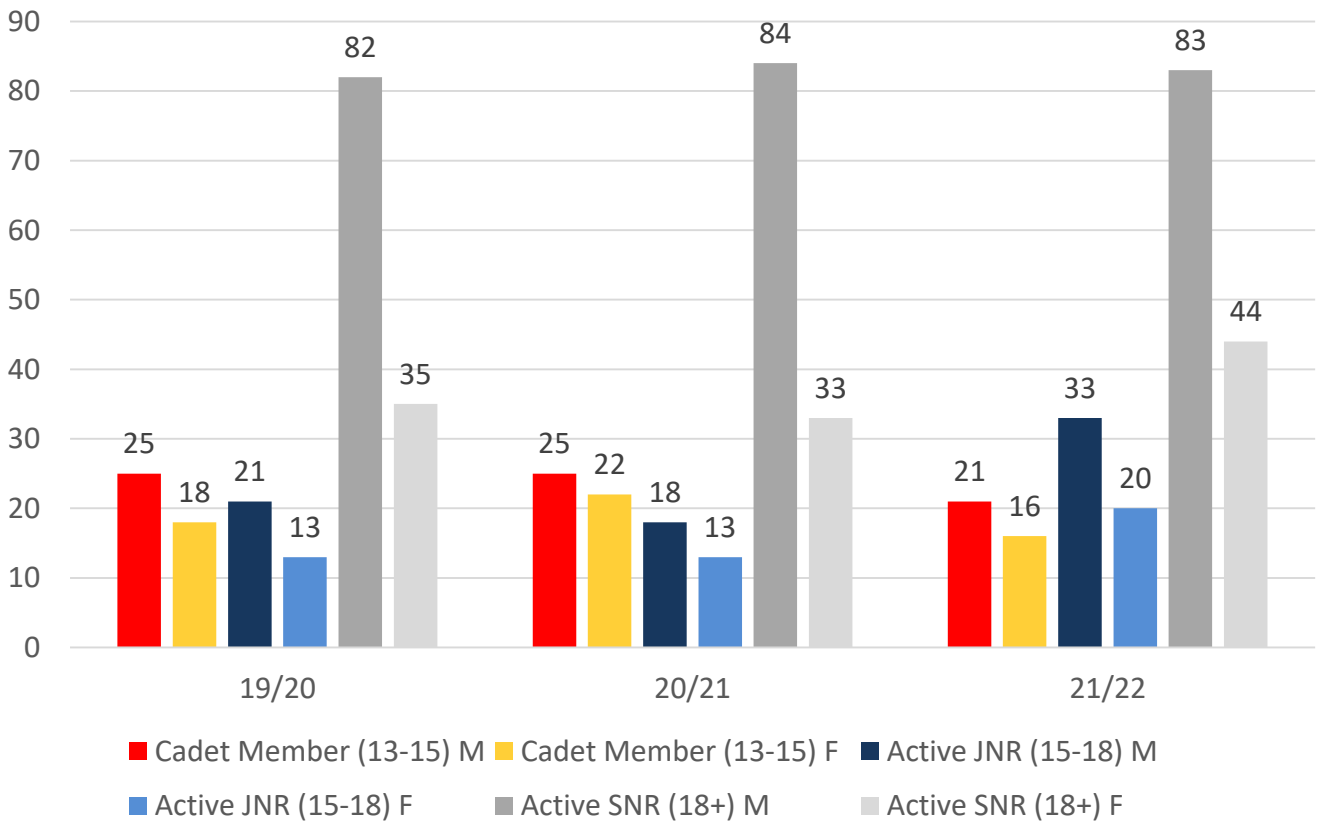
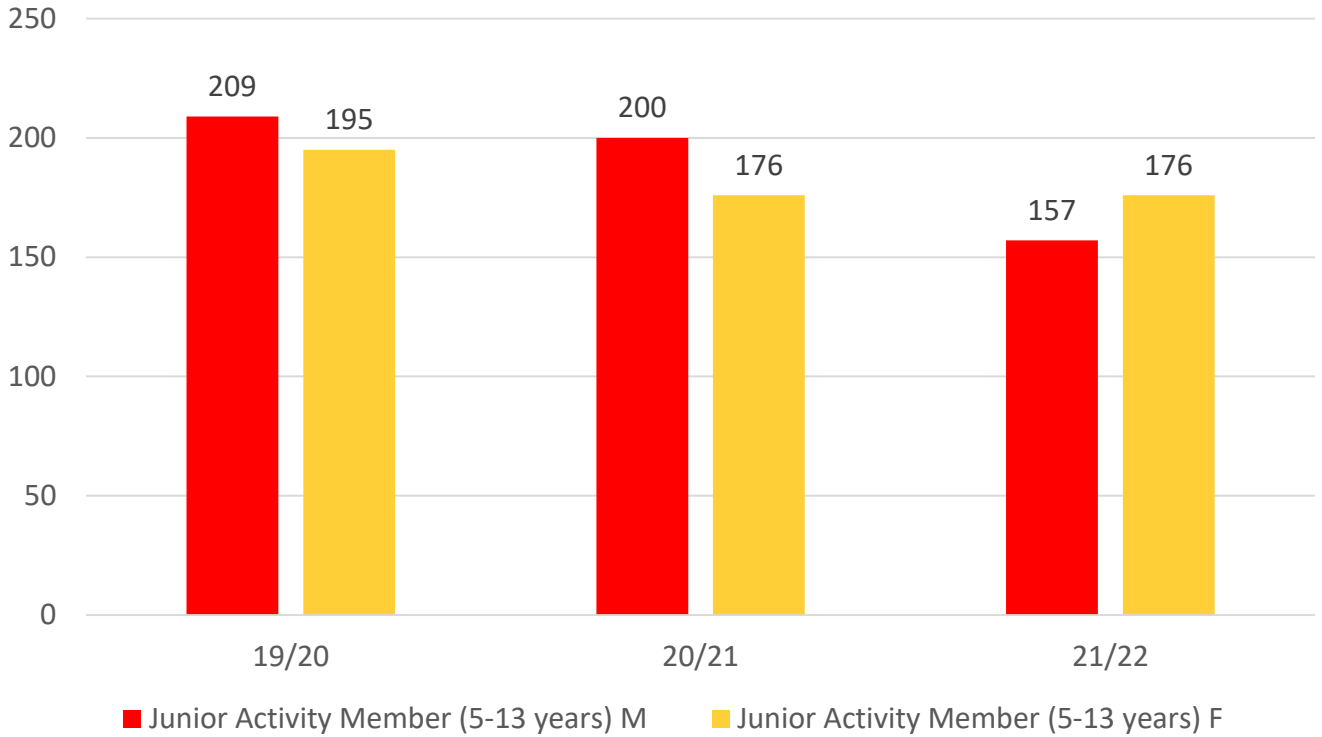
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	0	4	1
Junior Activity Member (5-13 years)	319	348	404	376	333
Cadet Member (13-15 years)	22	17	43	47	37
Active Junior (15-18 years)	40	35	34	30	53
Active Senior (18years and over)	89	116	117	117	127
Award Member	3	4	2	5	8
Reserve Active	0	0	1	1	1
Long Service	20	17	16	16	13
Past Active	8	5	6	2	9
Associate	240	244	278	252	260
Life Member	27	28	28	31	34
General	0	0	0	0	0
Honorary	0	3	0	0	0
Non Member Participants	0	0	4	3	4
Leave / Restricted	2	0	0	1	0
Total Active	154	172	197	200	226
Total	770	817	933	885	880

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	26	22	27	25	24
Under 7	53	48	65	45	43
Under 8	52	59	66	56	50
Under 9	40	60	58	55	42
Under 10	31	29	59	46	53
Under 11	38	41	32	50	43
Under 12	26	31	47	37	46
Under 13	36	25	30	36	29
Under 14	16	33	20	25	30
Junior Activities Total	318	348	404	375	360

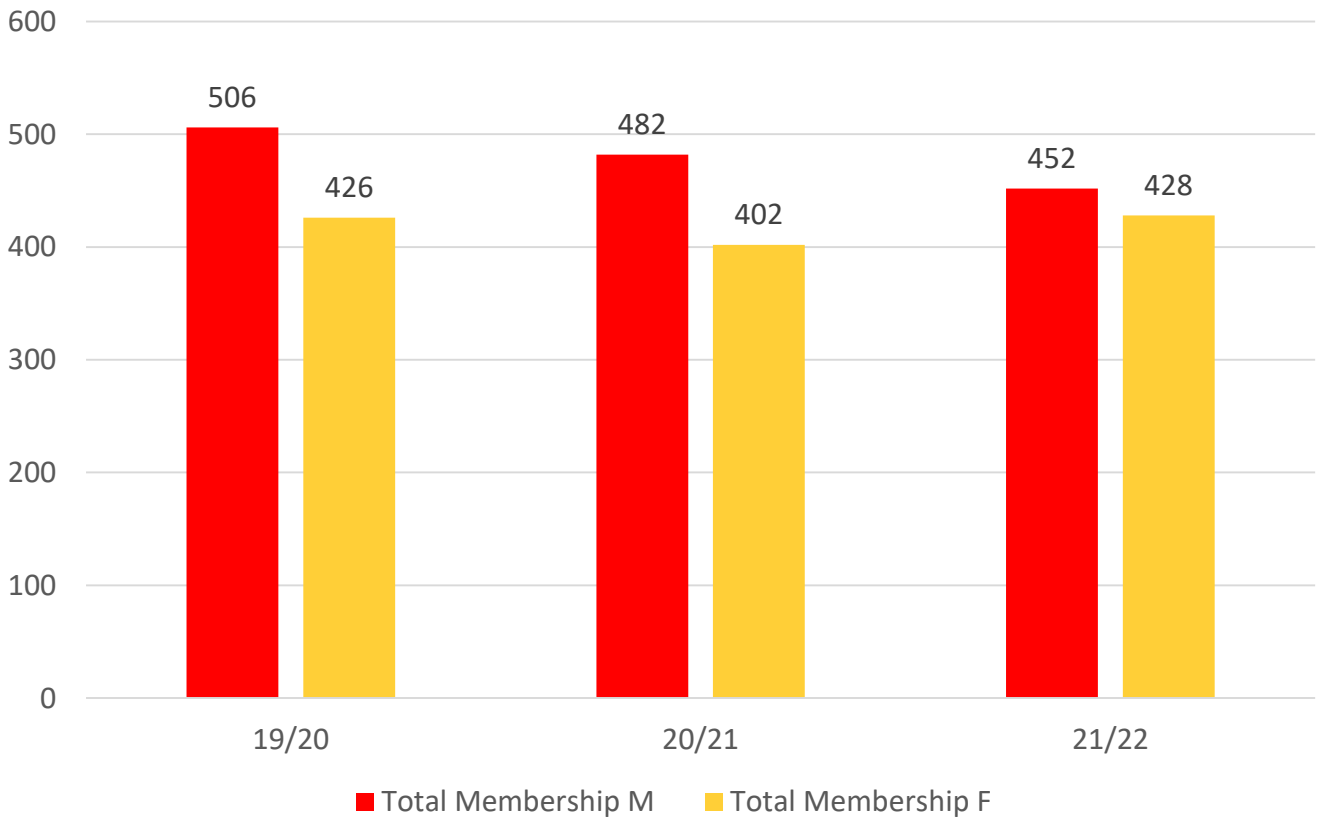
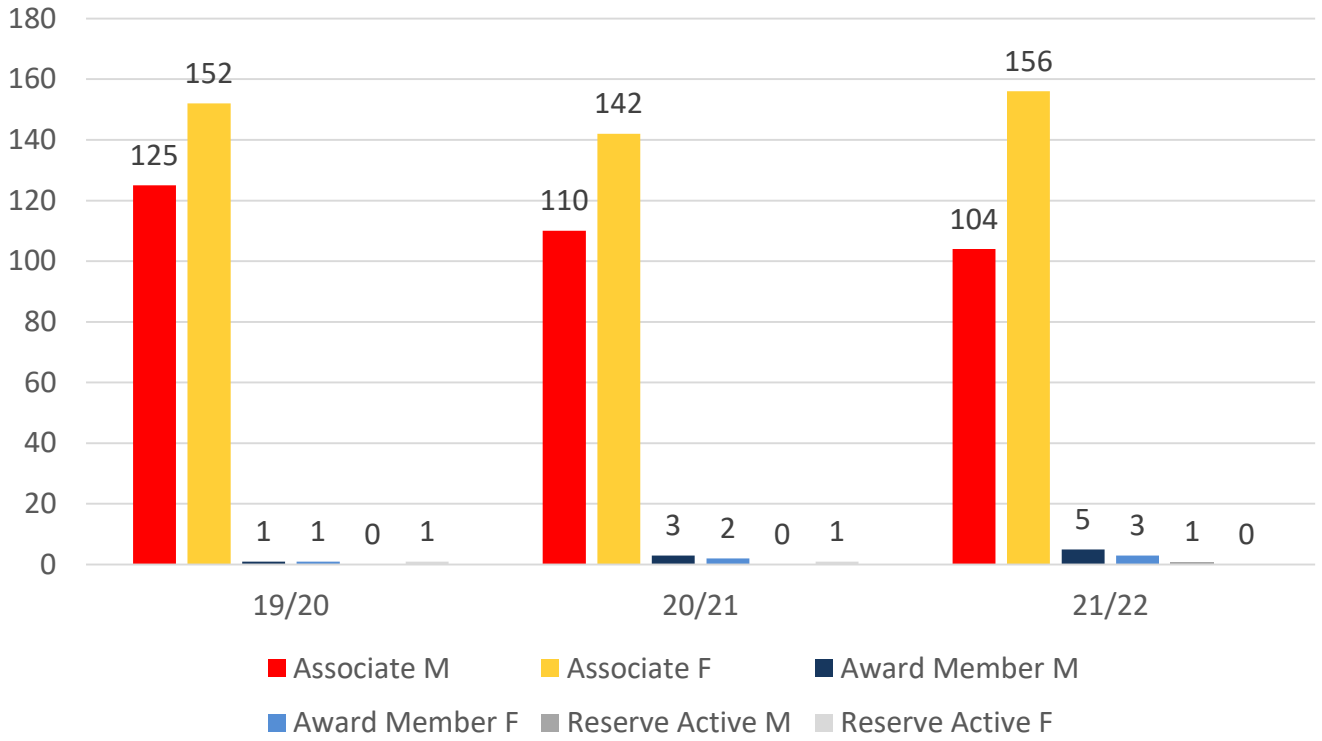
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



312

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



302

MEMBERS LOST FROM THE ORGANISATION

METROPOLITAN CALOUNDRA 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	4	1	25%	1	0	0%	3	75%	1	25%	0	0%	1	-75%
Junior Activities	376	215	57%	39	17	5%	144	38%	145	39%	12	3%	333	-11%
Cadet Member (13-15 years)	47	30	64%	1	6	13%	11	23%	7	15%	1	2%	37	-21%
Active (15-18 yrs)	30	20	67%	-26	0	0%	10	33%	4	13%	3	10%	53	77%
Active (18yrs and over)	117	93	79%	-9	8	7%	16	14%	15	13%	10	9%	127	9%
Award Member	5	5	100%	-2	0	0%	0	0%	1	20%	0	0%	8	60%
Reserve Active	1	0	0%	-1	1	100%	0	0%	0	0%	0	0%	1	0%
Long Service	16	12	75%	0	0	0%	4	25%	1	6%	0	0%	13	-19%
Past Active	2	0	0%	-6	1	50%	1	50%	3	150%	0	0%	9	350%
Associate	252	128	51%	6	13	5%	111	44%	133	53%	5	2%	260	3%
Life Member	31	30	97%	-4	0	0%	1	3%	0	0%	0	0%	34	10%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	3	2	67%	0	0	0%	1	33%	2	67%	0	0%	4	33%
Leave / Restricted	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	200	148	74%		15	8%	37	19%	27	14%	14		226	13%
Total	885	537	61%		46	5%	302	34%	312	35%	31		880	-1%

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

MEMBERSHIP RETENTION

METROPOLITAN CALOUNDRA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	35	22	63%	8	23%	9	26%	56
16-18 Years	42	28	67%	13	31%	3	7%	43
19-25 Years	12	8	67%	4	33%	5	42%	16
26-35 Years	13	7	54%	2	15%	3	23%	13
36-50 Years	73	61	84%	8	11%	7	10%	72
51-70 Years	25	22	88%	2	8%	0	0%	26
70+ Years	0	0		0		0		0
Total	200	148	74%	37	19%	27	14%	226

METROPOLITAN CALOUNDRA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	25					23		23
Under 7	45	14	56%	11	44%	27	108%	43
Under 8	56	30	67%	13	29%	18	40%	50
Under 9	55	24	43%	31	55%	15	27%	41
Under 10	46	31	56%	24	44%	19	35%	53
Under 11	50	22	48%	21	46%	21	46%	43
Under 12	37	30	60%	17	34%	14	28%	46
Under 13	36	23	62%	12	32%	5	14%	29
Under 14	25	22	61%	9	25%	3	8%	5
Transitioned From JA		18	72%					

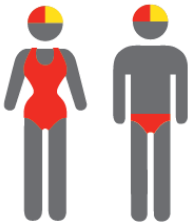
MEMBERSHIP RETENTION

2019/20



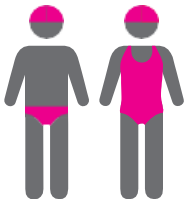
64%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



64%

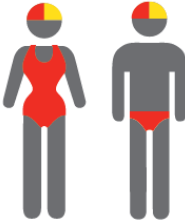
JUNIOR MEMBERSHIP
RETENTION

2020/21



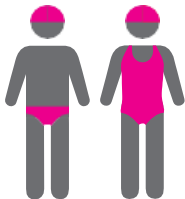
65%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



60%

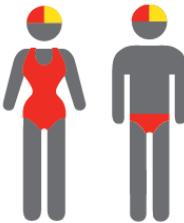
JUNIOR MEMBERSHIP
RETENTION

2021/22



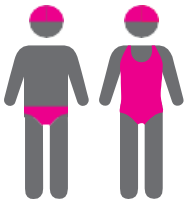
61%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION