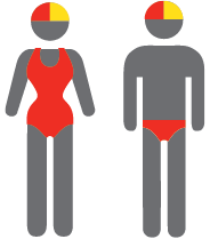




MEMBERSHIP STATISTICS REPORT EOS 2022/23



204

ACTIVE MEMBERSHIP



10% Decrease



851

TOTAL MEMBERSHIP



3% Decrease



316

JUNIOR MEMBERSHIP



5% 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

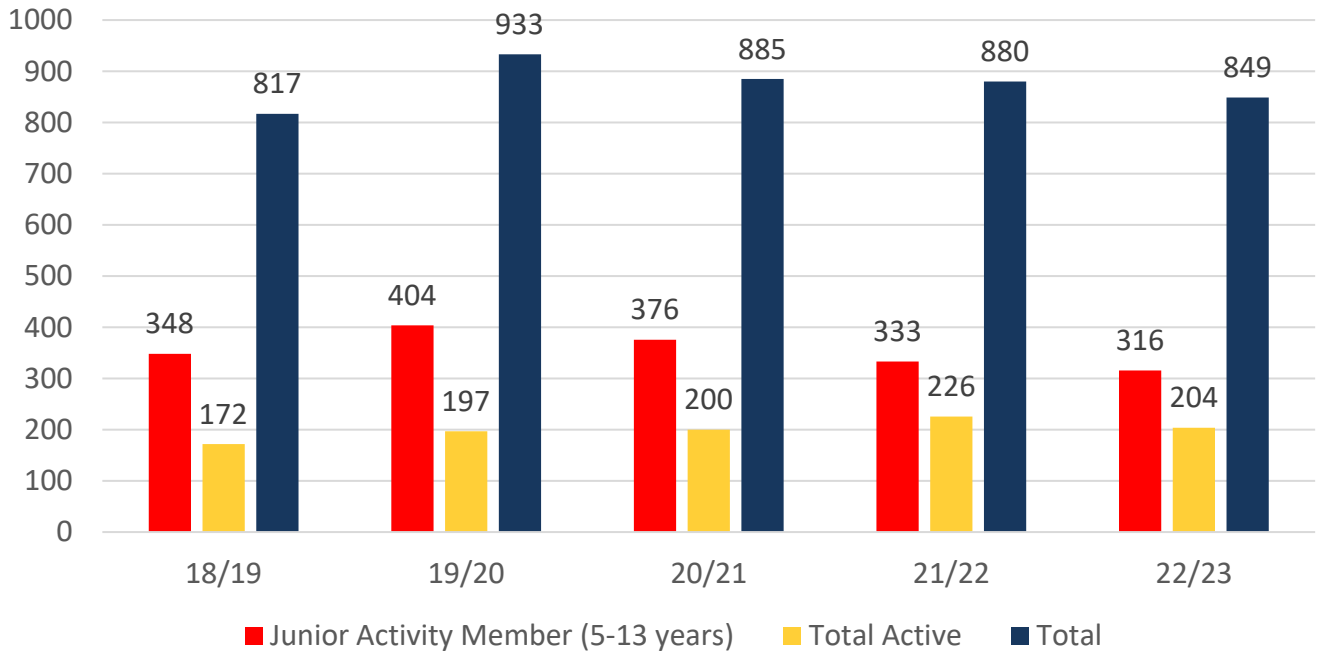
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	0	4	1	2
Junior Activity Member (5-13 years)	348	404	376	333	316
Cadet Member (13-15 years)	17	43	47	37	23
Active Junior (15-18 years)	35	34	30	53	60
Active Senior (18years and over)	116	117	117	127	113
Award Member	4	2	5	8	7
Reserve Active	0	1	1	1	1
Long Service	17	16	16	13	16
Past Active	5	6	2	9	6
Associate	244	278	252	260	267
Life Member	28	28	31	34	34
General	0	0	0	0	0
Honorary	3	0	0	0	0
Non Member Participants	0	4	3	4	0
Leave / Restricted	0	0	1	0	4
Total Active	172	197	200	226	204
Total	817	933	885	880	849

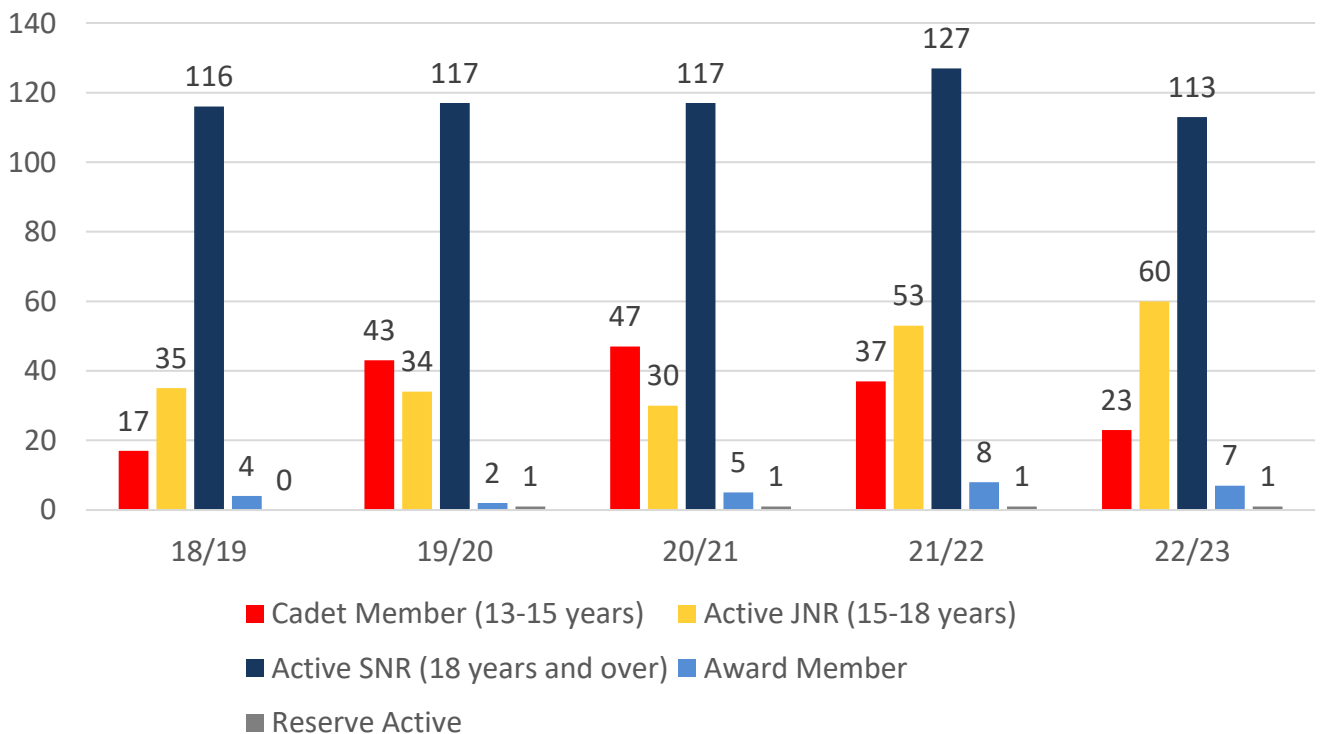
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	22	27	25	24	20
Under 7	48	65	45	43	40
Under 8	59	66	56	50	50
Under 9	60	58	55	42	51
Under 10	29	59	46	53	39
Under 11	41	32	50	43	46
Under 12	31	47	37	46	19
Under 13	25	30	36	29	30
Under 14	33	20	25	30	23
Junior Activities Total	348	404	375	360	318

5 YEAR TREND ANALYSIS

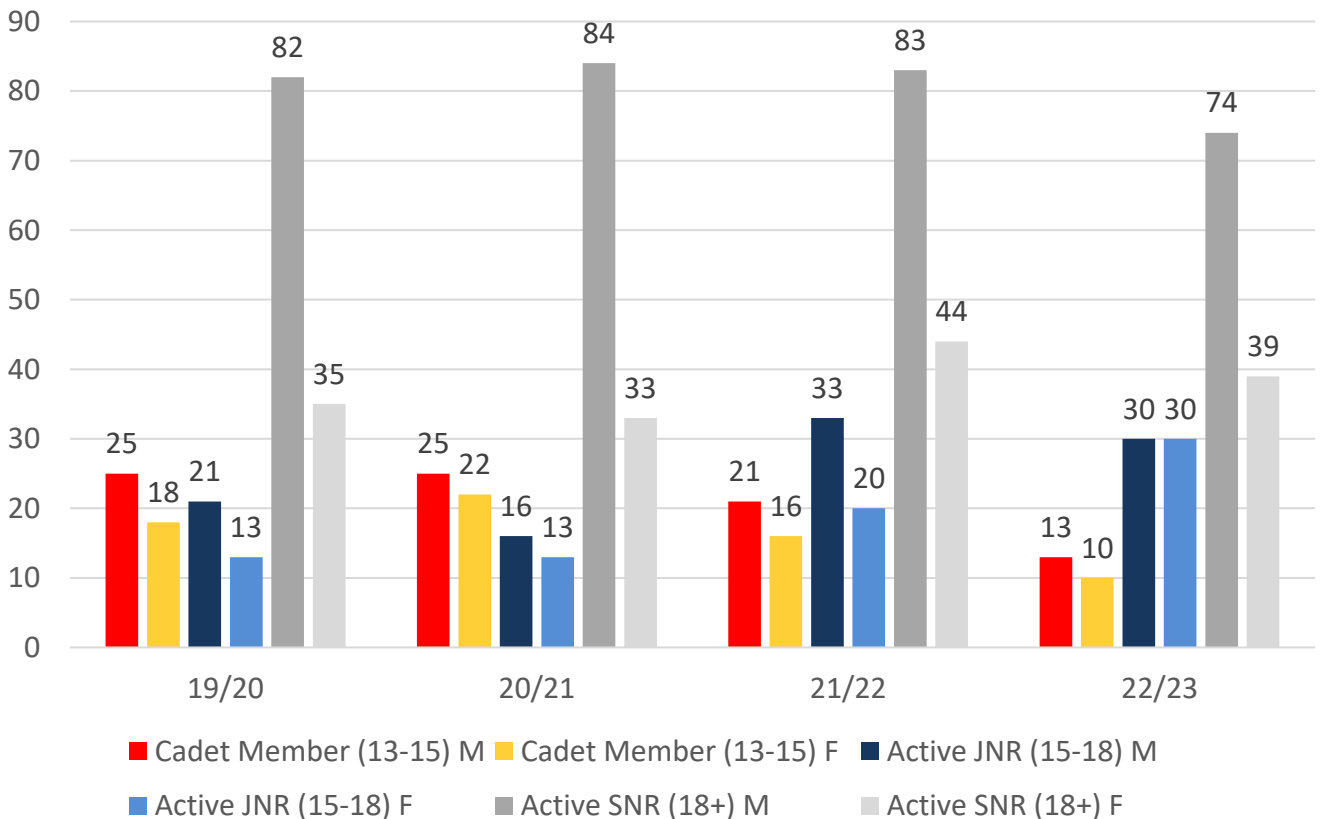
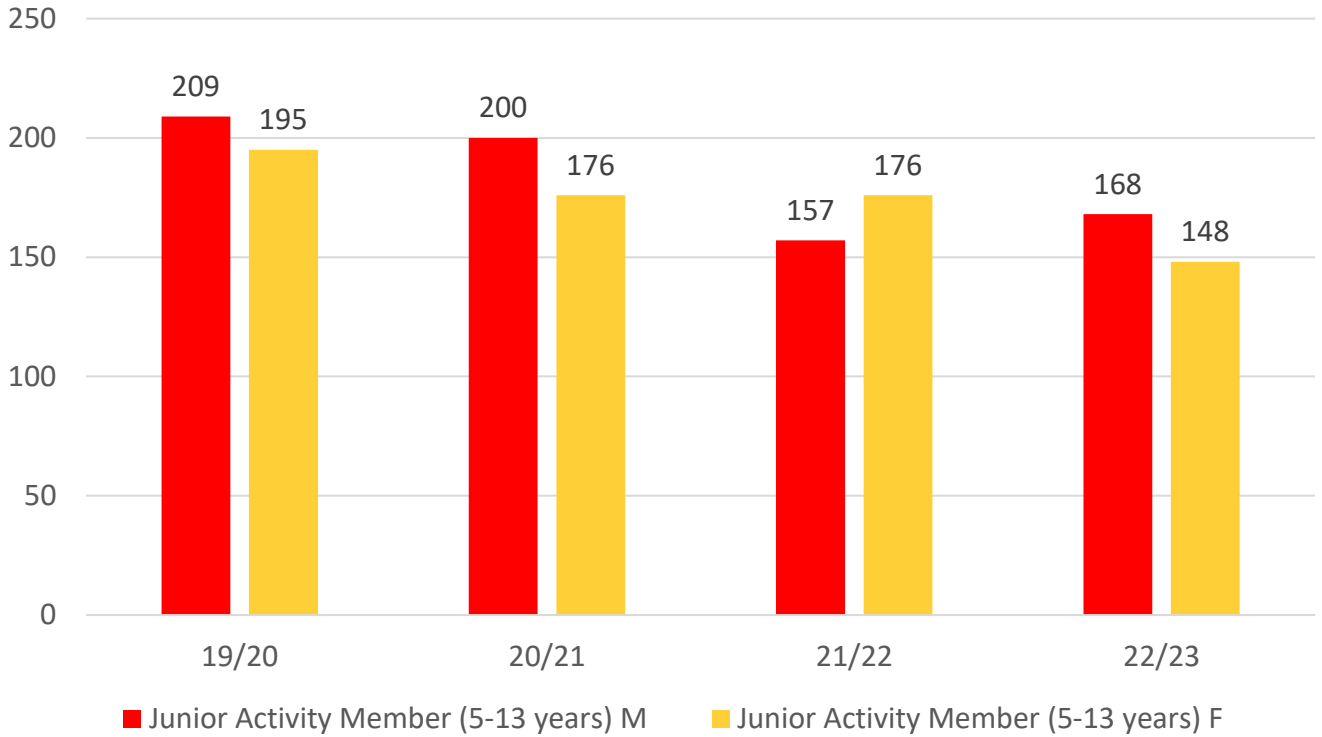
Total Membership



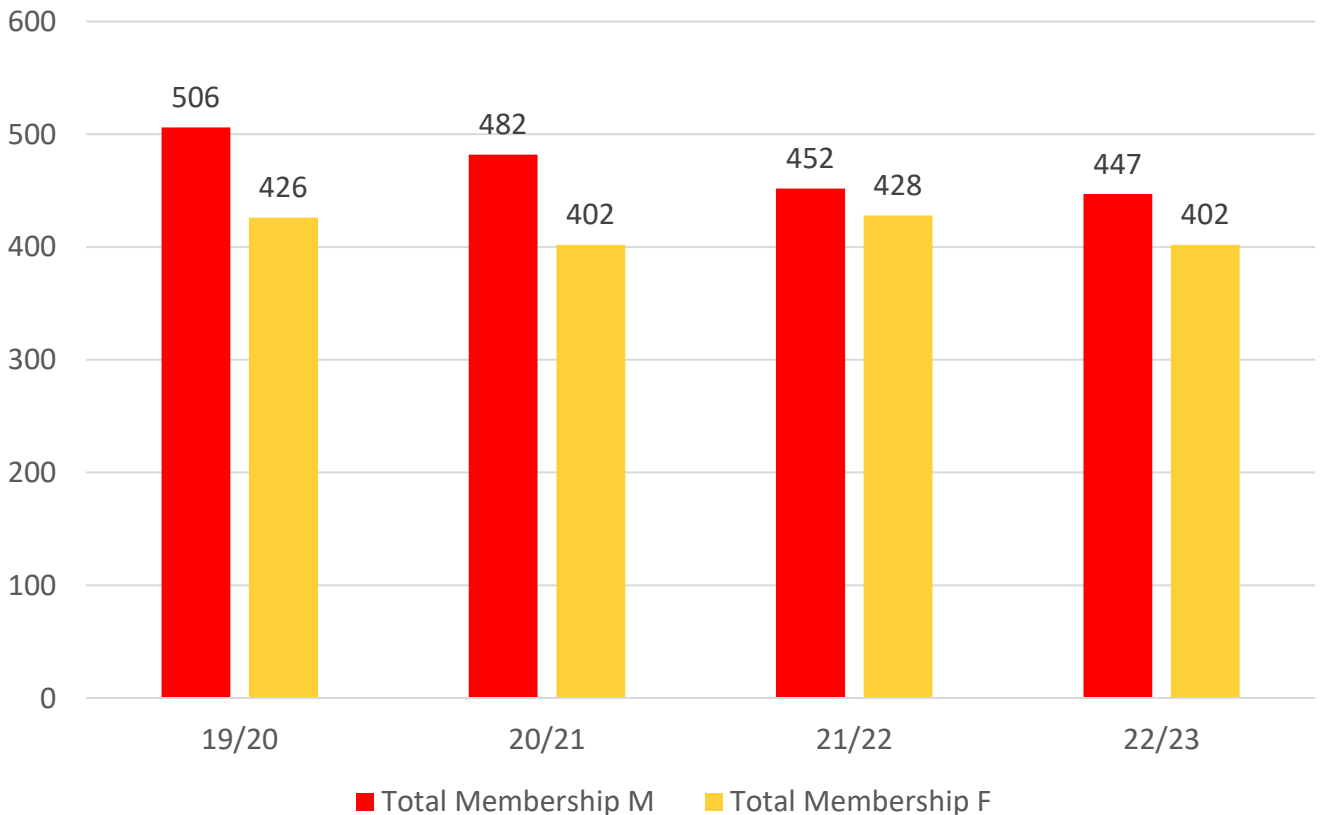
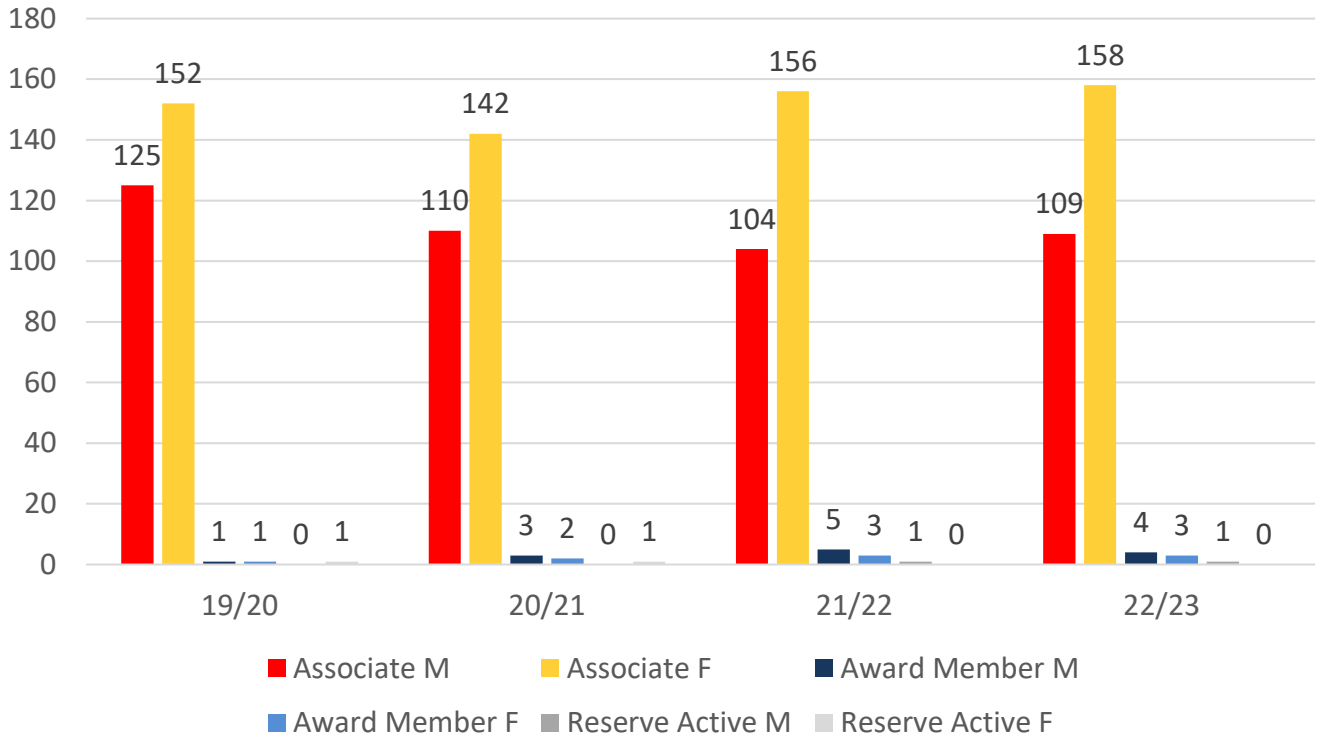
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



303

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



316

MEMBERS LOST FROM THE ORGANISATION

METROPOLITAN CALOUNDRA 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	1	1	100%	1	0	0%	0	0%	2	200%	0	0%	2	100%
Junior Activities	333	176	53%	3	12	4%	145	44%	142	43%	1	0%	316	-5%
Cadet Member (13-15 years)	37	32	86%	9	0	0%	5	14%	0	0%	0	0%	23	-38%
Active (15-18 yrs)	53	42	79%	-12	1	2%	10	19%	3	6%	3	6%	60	13%
Active (18yrs and over)	127	104	82%	0	4	3%	19	15%	5	4%	4	3%	113	-11%
Award Member	8	8	100%	1	0	0%	0	0%	0	0%	0	0%	7	-13%
Reserve Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	13	12	92%	-1	0	0%	1	8%	3	23%	0	0%	16	23%
Past Active	9	5	56%	0	0	0%	4	44%	1	11%	0	0%	6	-33%
Associate	260	124	48%	3	9	3%	127	49%	144	55%	2	1%	267	3%
Life Member	34	33	97%	0	0	0%	1	3%	1	3%	0	0%	34	0%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	4	0	0%	0	0	0%	4	100%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0		-4	0		0		2		0		6	
Total Active	226	187	83%		5	2%	34	15%	8	4%	7		204	-10%
Total	880	538	61%		26	3%	316	36%	303	34%	10		851	-3%

MEMBERSHIP RETENTION

METROPOLITAN CALOUNDRA 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	56	49	88%	7	13%	0	0%	36
16-18 Years	43	32	74%	10	23%	3	7%	48
19-25 Years	16	10	63%	6	38%	0	0%	17
26-35 Years	13	10	77%	2	15%	1	8%	12
36-50 Years	72	62	86%	7	10%	4	6%	64
51-70 Years	26	24	92%	2	8%	0	0%	27
70+ Years	0	0		0		0		0
Total	226	187	83%	34	15%	8	4%	204

METROPOLITAN CALOUNDRA 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	24					19		20
Under 7	43	14	58%	9	38%	26	108%	40
Under 8	50	27	63%	15	35%	23	53%	50
Under 9	41	30	60%	19	38%	20	40%	51
Under 10	53	25	61%	15	37%	14	34%	39
Under 11	43	27	51%	24	45%	19	36%	46
Under 12	46	12	28%	27	63%	7	16%	19
Under 13	29	22	48%	21	46%	8	17%	30
Under 14	5	17	59%	12	41%	6	21%	21
Transitioned From JA		2	40%					

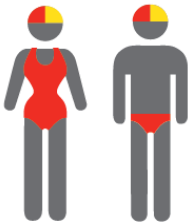
MEMBERSHIP RETENTION

2020/21



65%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



60%

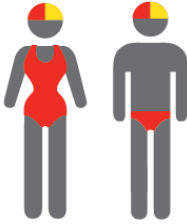
JUNIOR MEMBERSHIP
RETENTION

2021/22



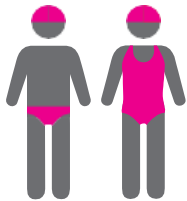
61%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



57%

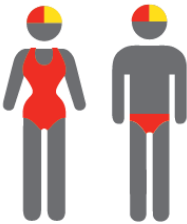
JUNIOR MEMBERSHIP
RETENTION

2022/23



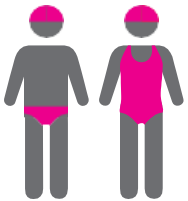
61%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION