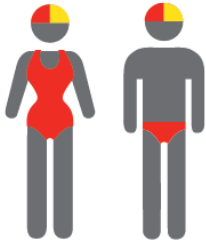




MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



142

ACTIVE MEMBERSHIP



4% Increase



742

TOTAL MEMBERSHIP



2% Decrease



282

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.

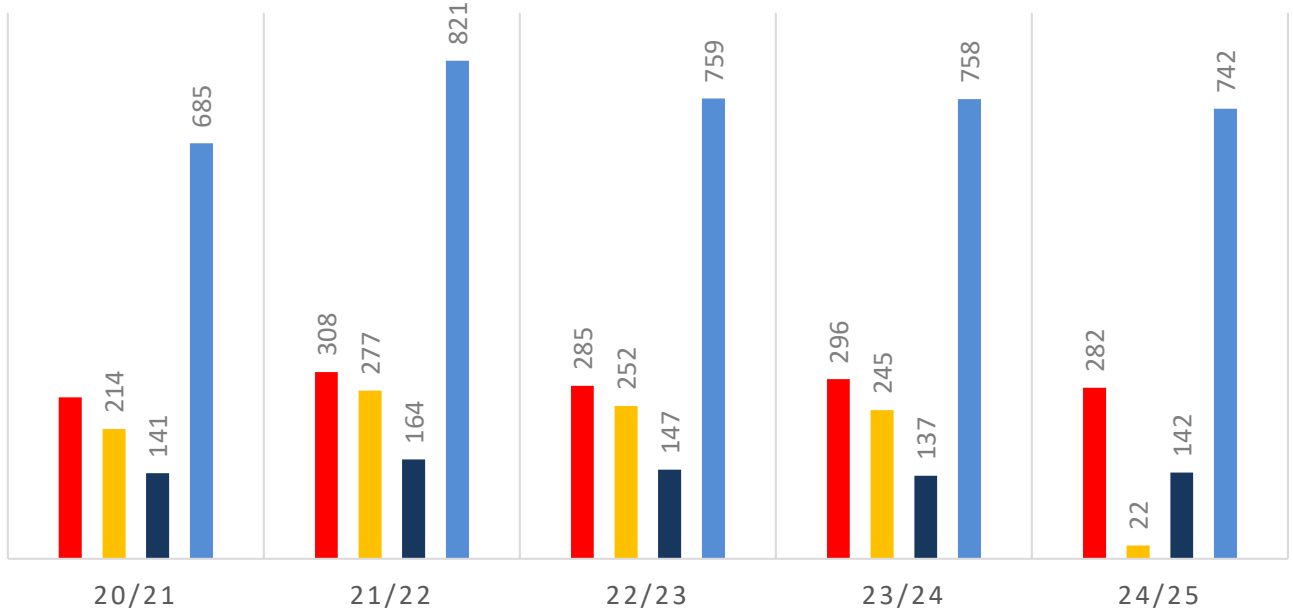
Note:

- Club Membership Statistics are delivered twice each season in 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

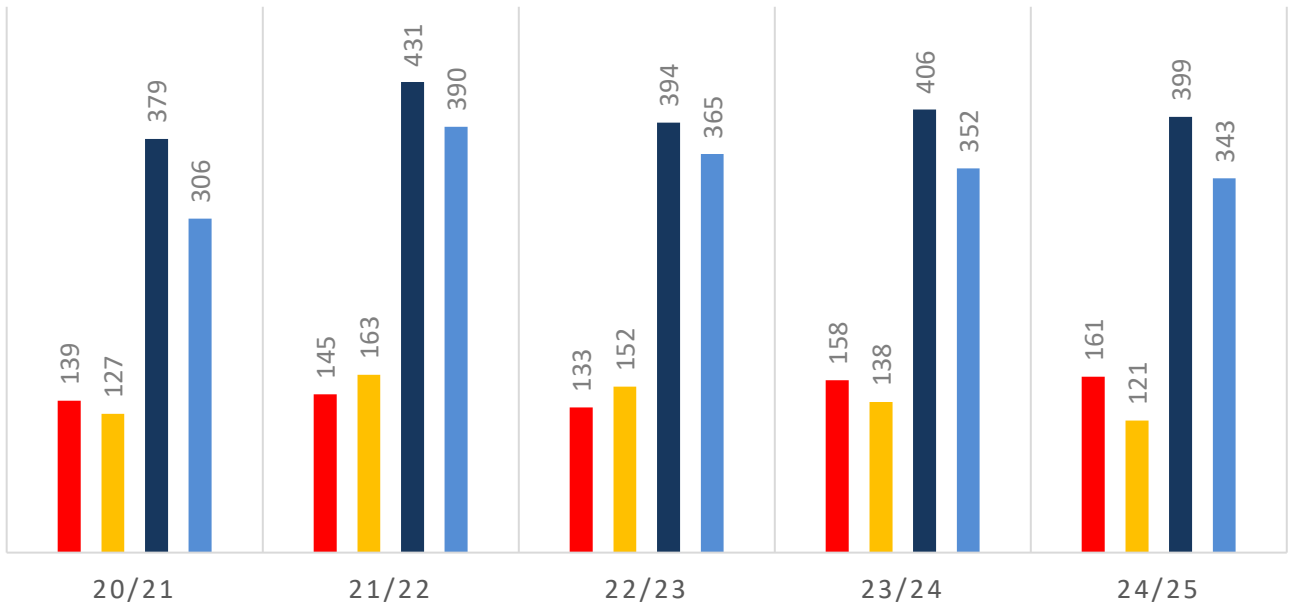
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



220

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



236

MEMBERS LOST FROM THE ORGANISATION

Miami Beach 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	1	0	0%		0	0%	1	100%	4	400%	0	0%	4	300%
Nipper Parent	0	0			0		0		88		6		208	
Junior Activities	296	184	62%	31	14	5%	98	33%	116	39%	13	4%	282	-5%
Cadet Member (13-15 years)	25	21	84%		0	0%	4	16%	1	4%	0	0%	44	76%
Active (15-18 yrs)	29	20	69%		0	0%	9	31%	2	7%	1	3%	32	10%
Active (18yrs and over)	61	52	85%	4	1	2%	8	13%	2	3%	5	8%	55	-10%
Award Member	22	13	59%	2	4	18%	5	23%	0	0%	0	0%	11	-50%
Reserve Active	0	0			0		0		0		0		0	
Long Service	42	39	93%		0	0%	3	7%	0	0%	0	0%	46	10%
Past Active	0	0			0		0		1		0		1	
Associate	245	133	54%	117	8	3%	104	42%	4	2%	2	1%	22	-91%
Life Member	33	30	91%		0	0%	3	9%	0	0%	0	0%	33	0%
General	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		1		0		1	
Leave / Restricted	3	3	100%	1	0	0%	0	0%	0	0%	0	0%	2	-33%
Total Active	137	106	77%		5	4%	26	19%	5	4%	6	4%	142	4%
Total	758	495	65%		27	4%	236	31%	220	29%	27	4%	742	-2%

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

MEMBERSHIP RETENTION

Miami Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	26	22	85%	4	15%	2	8%	42
16-18 Years	33	24	73%	9	27%	1	3%	35
19-25 Years	19	13	68%	5	26%	0	0%	19
26-35 Years	4	3	75%	1	25%	1	25%	3
36-50 Years	32	25	78%	4	13%	1	3%	25
51-70 Years	23	19	83%	3	13%	0	0%	18
70+ Years	0	0		0		0		0
Total	137	106	77%	26	19%	5	4%	142

Miami Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	40					44		45
Under 7	42	24	60%	14	35%	20	50%	44
Under 8	37	28	67%	12	29%	13	31%	44
Under 9	41	26	70%	11	30%	12	32%	40
Under 10	35	30	73%	11	27%	14	34%	45
Under 11	23	17	49%	16	46%	7	20%	26
Under 12	33	11	48%	11	48%	2	9%	14
Under 13	17	17	52%	11	33%	2	6%	20
Under 14	28	13	76%	4	24%	2	12%	4
Transitioned From JA		18	64%					