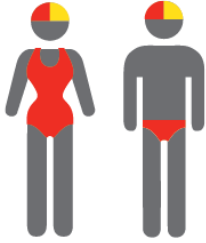


MIAMI BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



165

ACTIVE MEMBERSHIP



8% Increase



826

TOTAL MEMBERSHIP



6% Increase



310

JUNIOR MEMBERSHIP



2% 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 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.

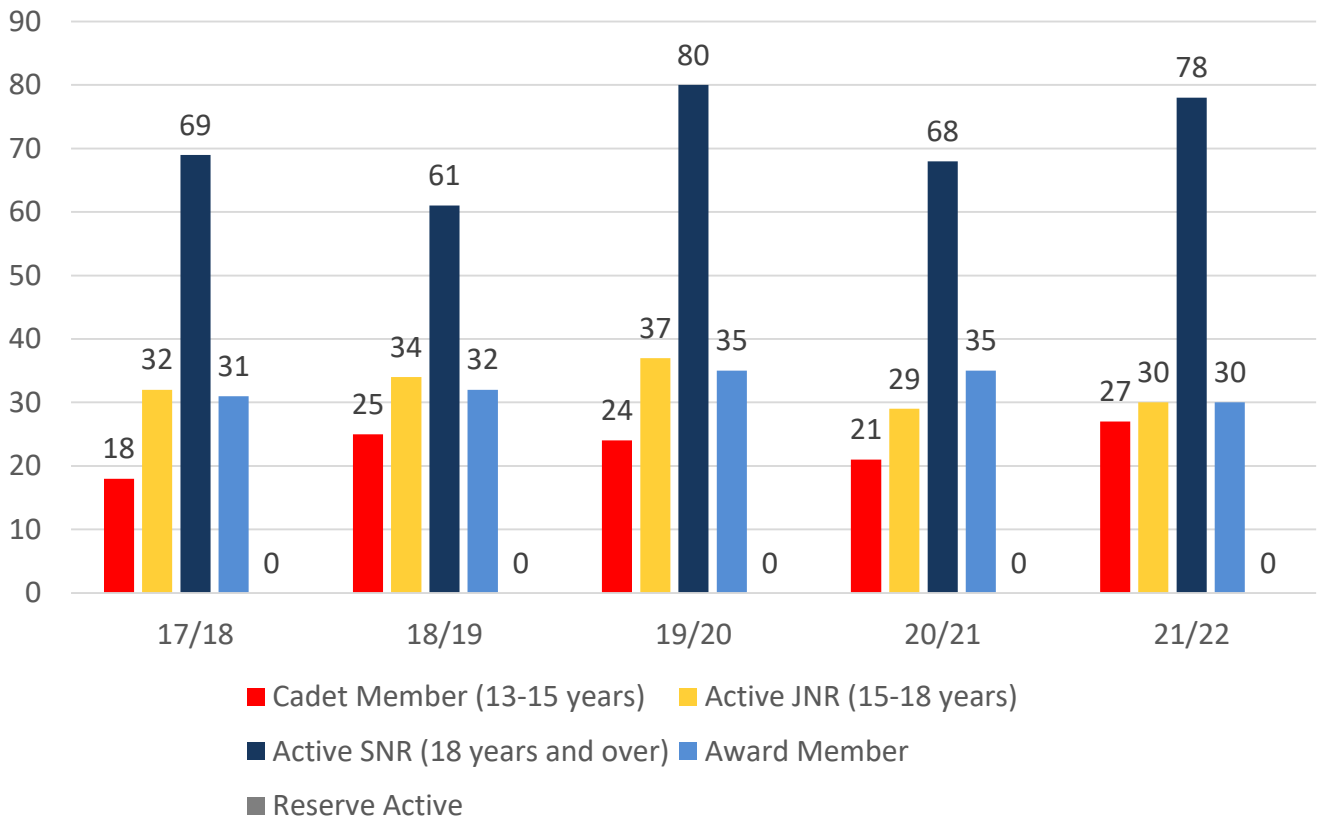
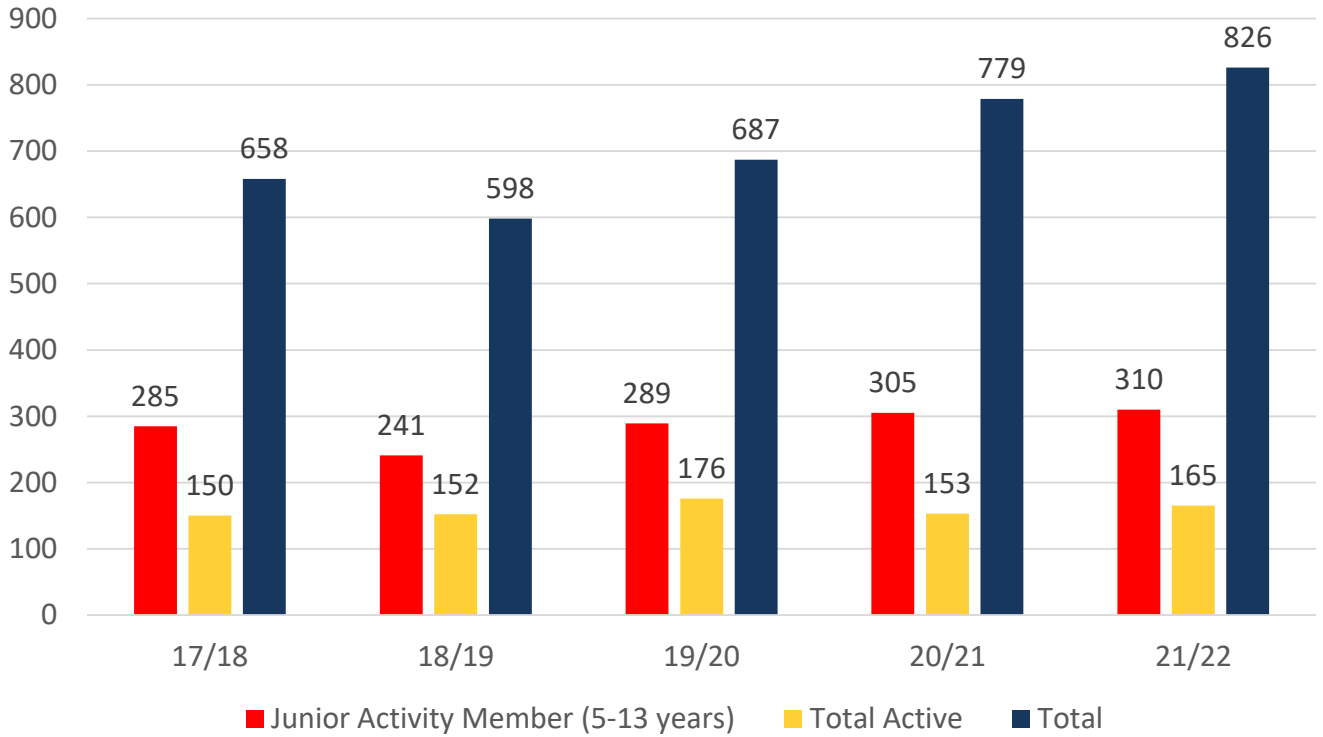
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

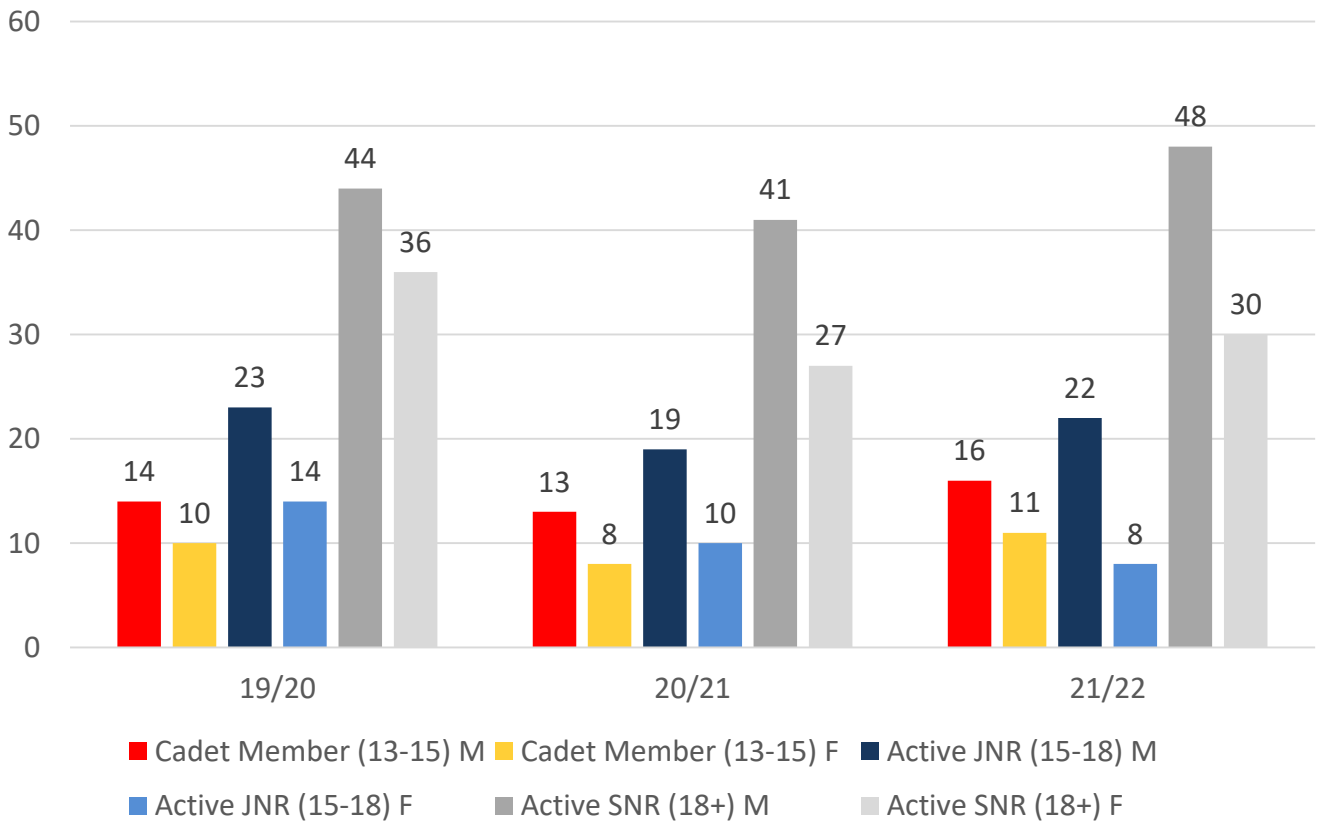
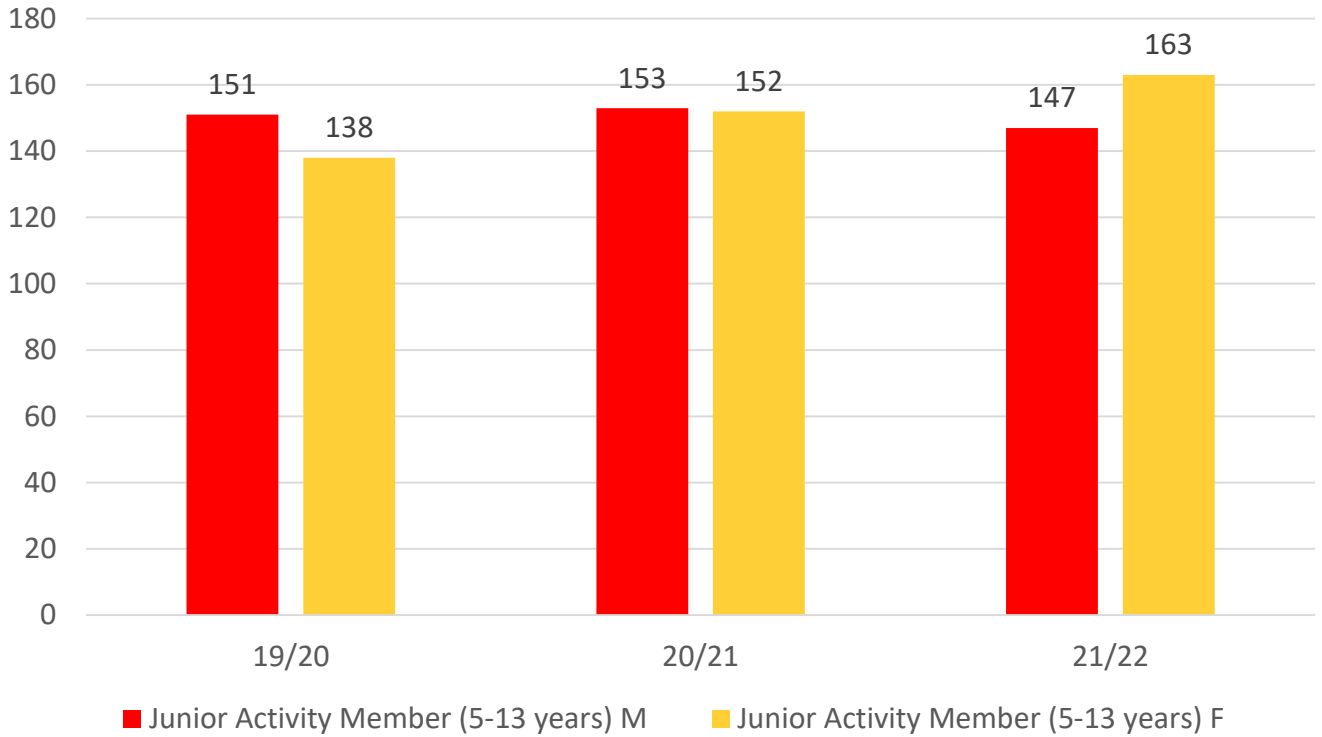
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	3	4	4
Junior Activity Member (5-13 years)	285	241	289	305	310
Cadet Member (13-15 years)	18	25	24	21	27
Active Junior (15-18 years)	32	34	37	29	30
Active Senior (18years and over)	69	61	80	68	78
Award Member	31	32	35	35	30
Reserve Active	0	0	0	0	0
Long Service	25	26	26	36	35
Past Active	0	0	0	0	0
Associate	171	148	160	248	279
Life Member	26	28	31	32	32
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	1	1	2	1	1
Leave / Restricted	0	2	0	0	0
Total Active	150	152	176	153	165
Total	658	598	687	779	826

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	42	25	32	50	36
Under 7	42	46	34	34	52
Under 8	46	32	58	40	39
Under 9	31	33	34	42	38
Under 10	31	28	37	38	35
Under 11	26	24	33	32	33
Under 12	22	21	19	32	33
Under 13	23	18	23	14	29
Under 14	22	14	19	23	15
Junior Activities Total	285	241	289	305	310

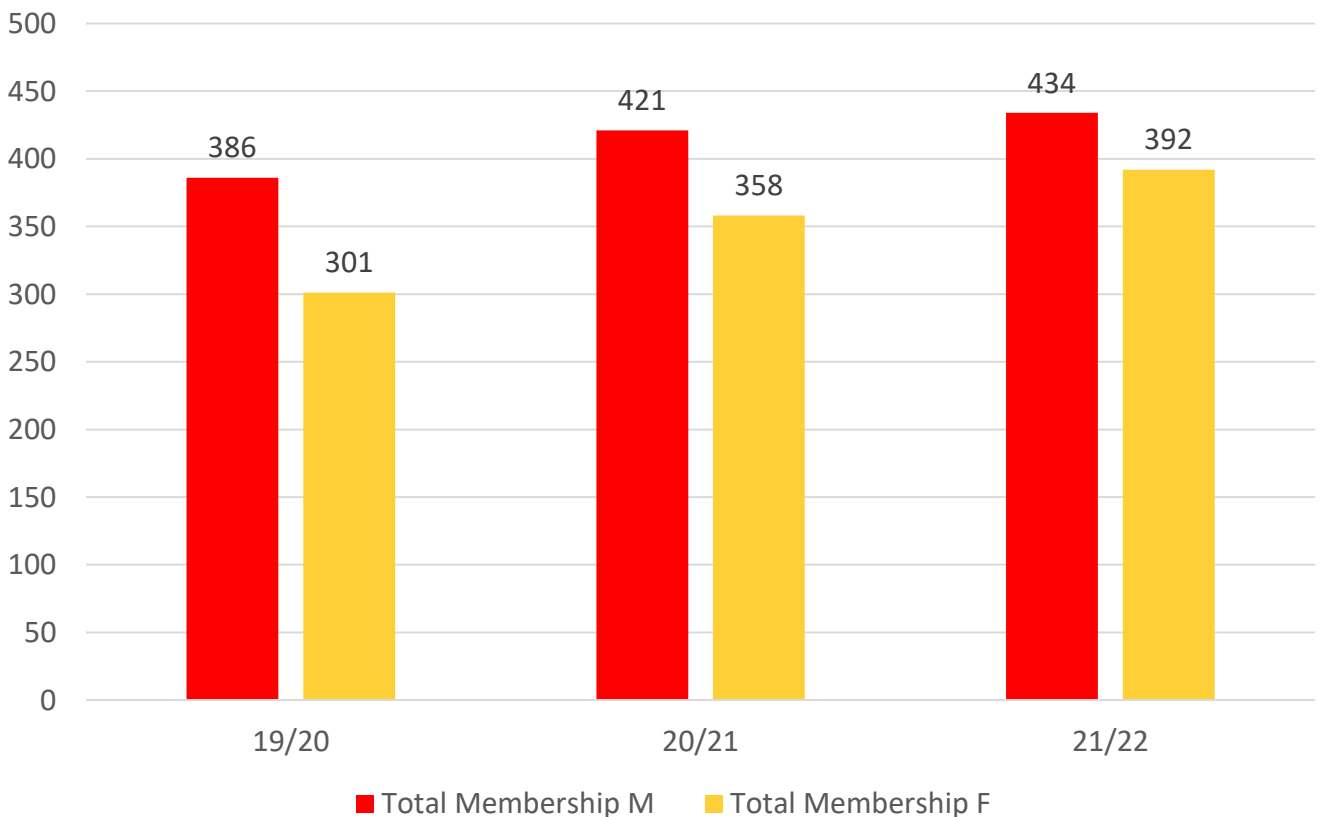
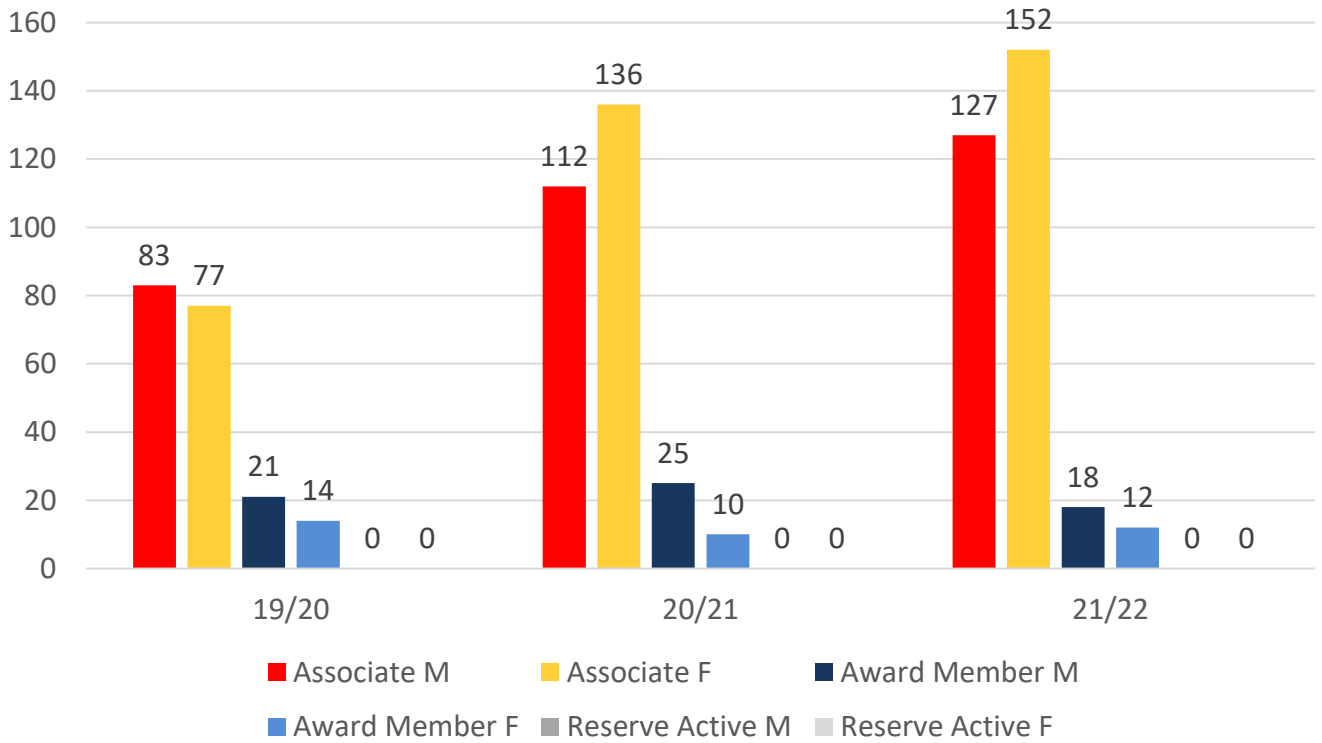
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



240

BRAND NEW MEMBERS



73%

MEMBERSHIP RETENTION



202

MEMBERS LOST FROM THE ORGANISATION

MIAMI BEACH 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	3	75%	3	0	0%	1	25%	3	75%	1	25%	4	0%
Junior Activities	305	216	71%	18	6	2%	83	27%	104	34%	8	3%	310	2%
Cadet Member (13-15 years)	21	18	86%	-7	1	5%	2	10%	0	0%	2	10%	27	29%
Active (15-18 yrs)	29	24	83%	-6	0	0%	5	17%	0	0%	0	0%	30	3%
Active (18yrs and over)	68	62	91%	-10	1	1%	5	7%	4	6%	2	3%	78	15%
Award Member	35	26	74%	-1	0	0%	9	26%	3	9%	0	0%	30	-14%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	36	32	89%	-3	1	3%	3	8%	0	0%	0	0%	35	-3%
Past Active	0	0		0	0		0		0		0		0	
Associate	248	151	61%	5	3	1%	94	38%	126	51%	7	3%	279	13%
Life Member	32	32	100%	0	0	0%	0	0%	0	0%	0	0%	32	0%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	1	1	100%	1	0	0%	0	0%	0	0%	1	100%	1	0%
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	153	130	85%		2	1%	21	14%	7	5%	4		165	8%
Total	779	565	73%		12	2%	202	26%	240	31%	21		826	6%

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

MEMBERSHIP RETENTION

MIAMI BEACH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	21	18	86%	2	10%	0	0%	27
16-18 Years	34	26	76%	8	24%	2	6%	32
19-25 Years	19	16	84%	2	11%	1	5%	26
26-35 Years	5	5	100%	0	0%	1	20%	7
36-50 Years	48	41	85%	7	15%	2	4%	44
51-70 Years	26	24	92%	2	8%	1	4%	29
70+ Years	0	0		0		0		0
Total	153	130	85%	21	14%	7	5%	165

MIAMI BEACH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	50					36		36
Under 7	34	32	64%	16	32%	16	32%	52
Under 8	40	21	62%	12	35%	17	50%	39
Under 9	42	25	63%	14	35%	12	30%	38
Under 10	38	26	62%	16	38%	8	19%	35
Under 11	32	27	71%	9	24%	6	16%	33
Under 12	32	25	78%	7	22%	7	22%	33
Under 13	14	28	88%	4	13%	1	3%	29
Under 14	23	14	100%	0	0%	1	7%	15
Transitioned From JA		18	78%					

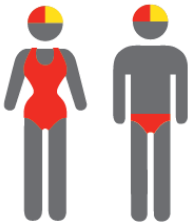
MEMBERSHIP RETENTION

2019/20



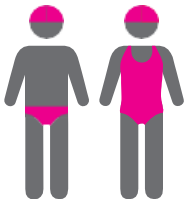
71%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



67%

JUNIOR MEMBERSHIP
RETENTION

2020/21



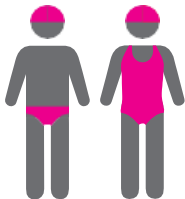
67%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



63%

JUNIOR MEMBERSHIP
RETENTION

2021/22



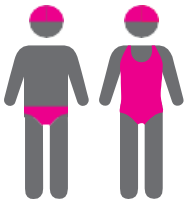
73%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



71%

JUNIOR MEMBERSHIP
RETENTION