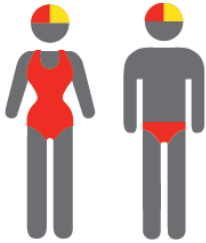


MIAMI BEACH

MEMBERSHIP STATISTICS REPORT EOS 2022/23



159

ACTIVE MEMBERSHIP



4% Decrease



766

TOTAL MEMBERSHIP



7% Decrease



288

JUNIOR MEMBERSHIP



7% 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

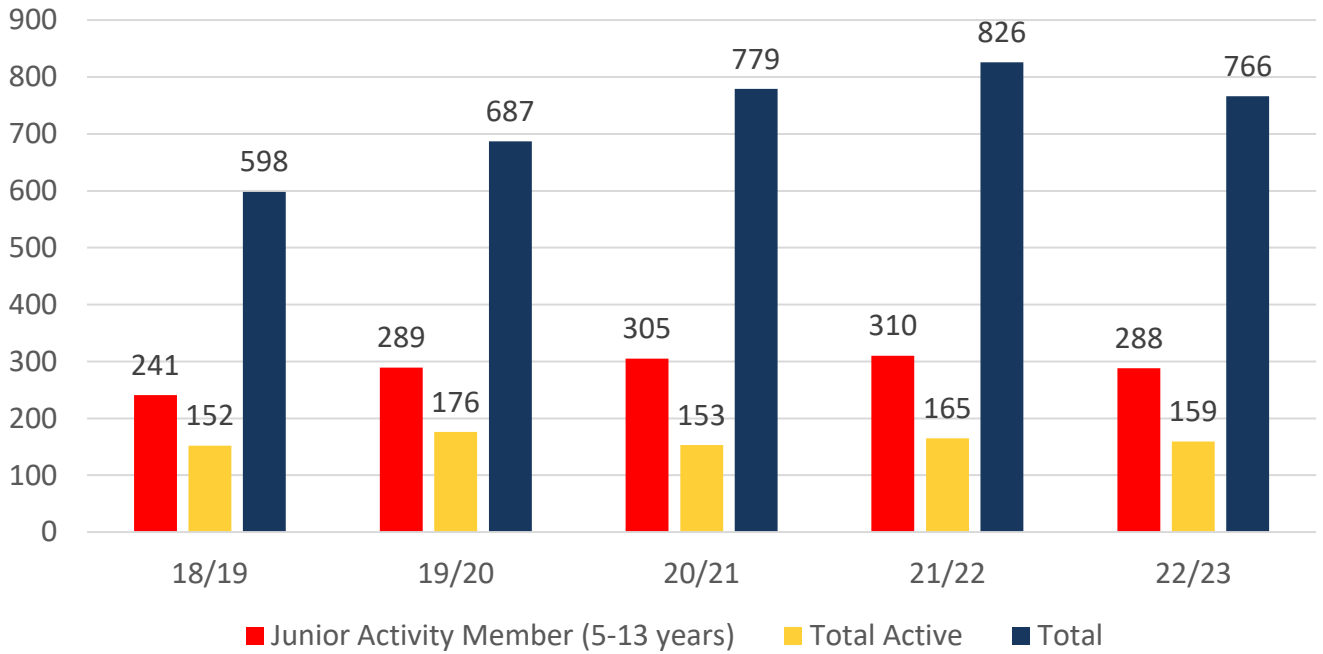
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	3	4	4	2
Junior Activity Member (5-13 years)	241	289	305	310	288
Cadet Member (13-15 years)	25	24	21	27	10
Active Junior (15-18 years)	34	37	29	30	39
Active Senior (18years and over)	61	80	68	78	76
Award Member	32	35	35	30	34
Reserve Active	0	0	0	0	0
Long Service	26	26	36	35	38
Past Active	0	0	0	0	0
Associate	148	160	248	279	243
Life Member	28	31	32	32	32
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	1	2	1	1	0
Leave / Restricted	2	0	0	0	4
Total Active	152	176	153	165	159
Total	598	687	779	826	766

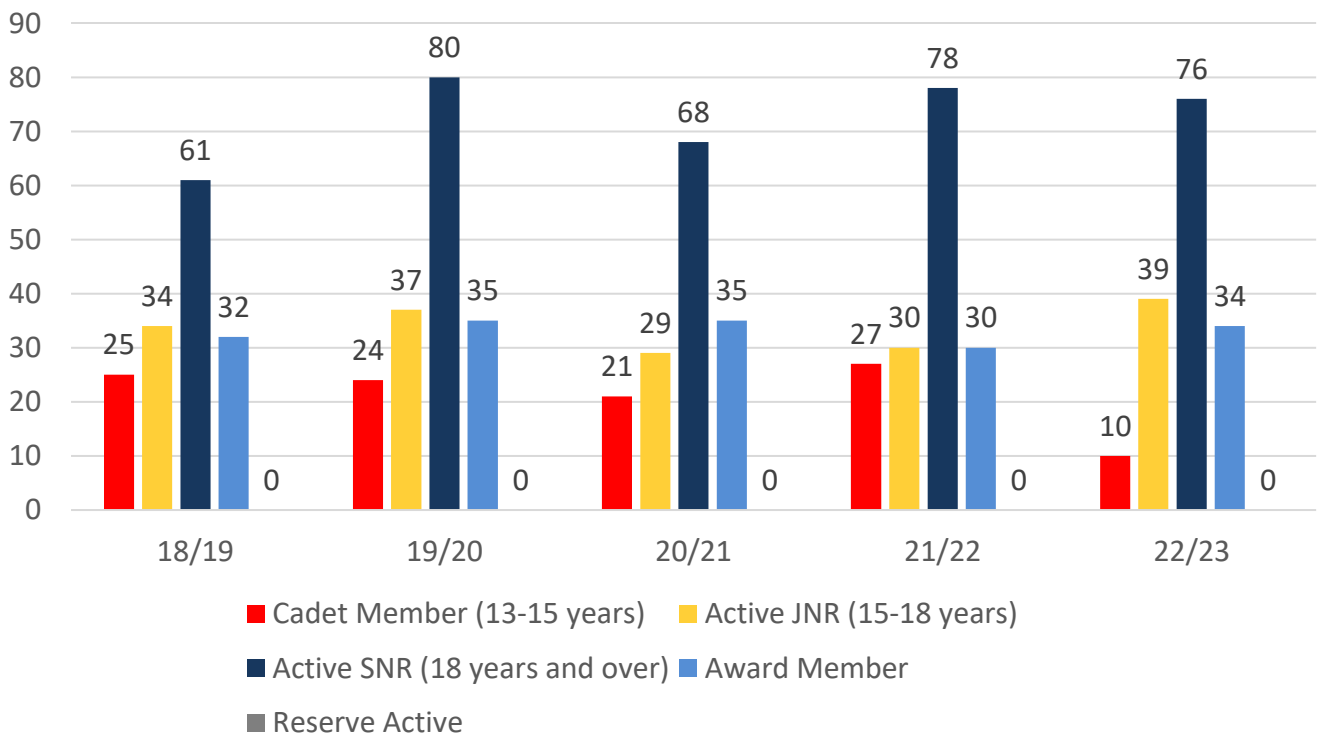
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	25	32	50	36	46
Under 7	46	34	34	52	36
Under 8	32	58	40	39	39
Under 9	33	34	42	38	38
Under 10	28	37	38	35	20
Under 11	24	33	32	33	36
Under 12	21	19	32	33	17
Under 13	18	23	14	29	30
Under 14	14	19	23	15	26
Junior Activities Total	241	289	305	310	288

5 YEAR TREND ANALYSIS

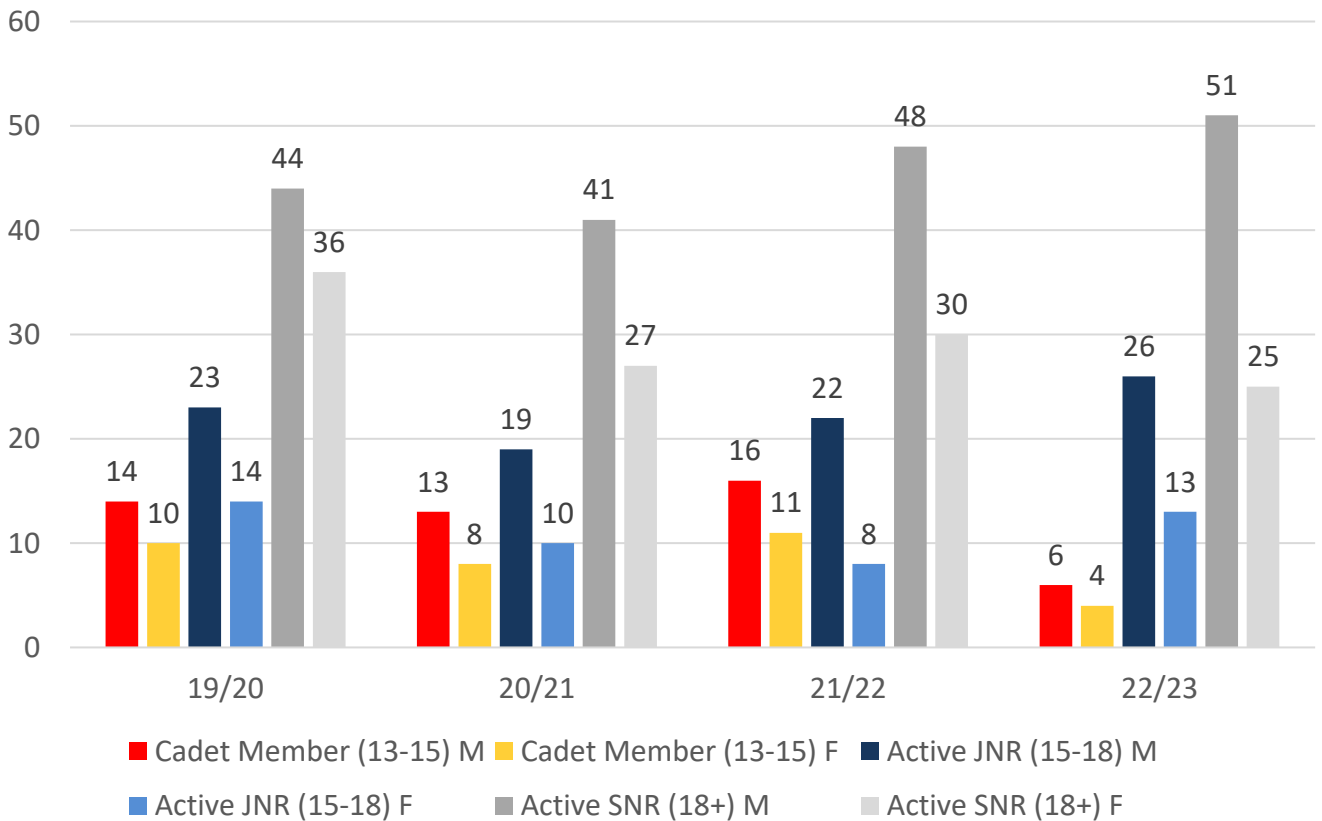
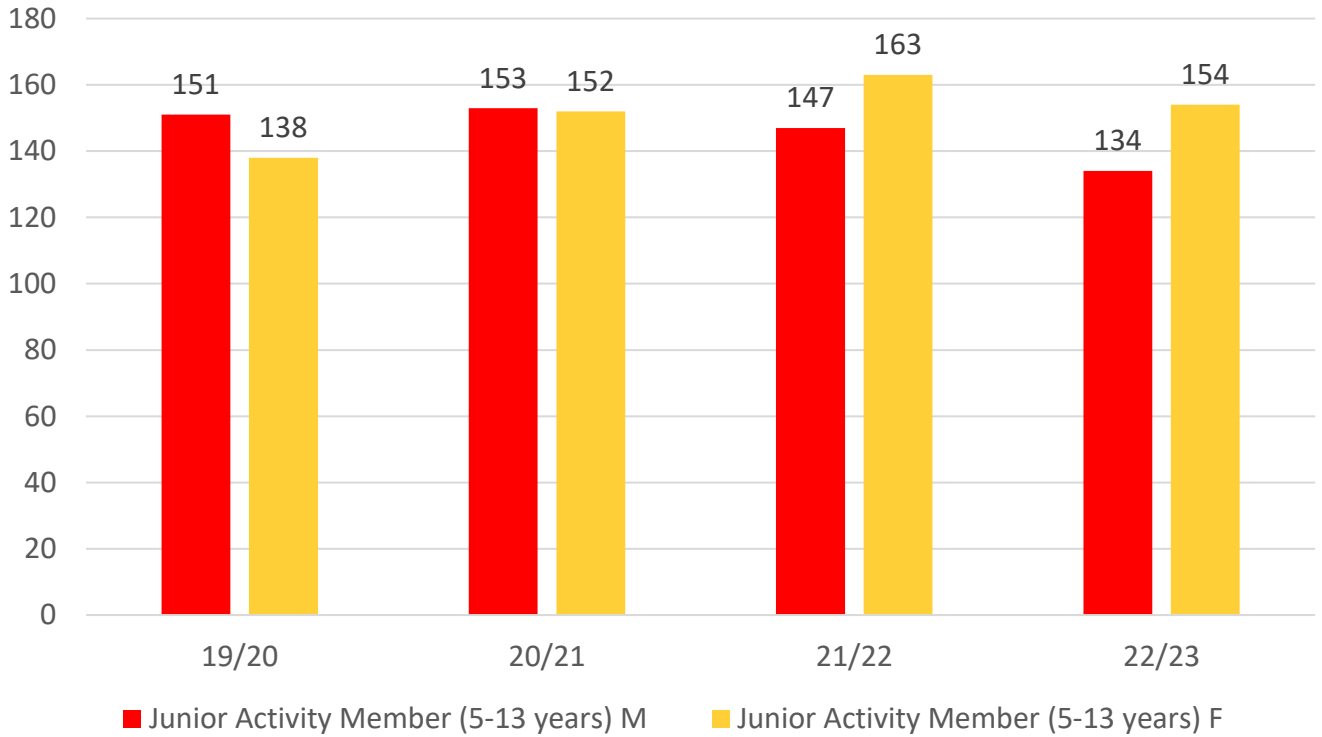
Total Membership



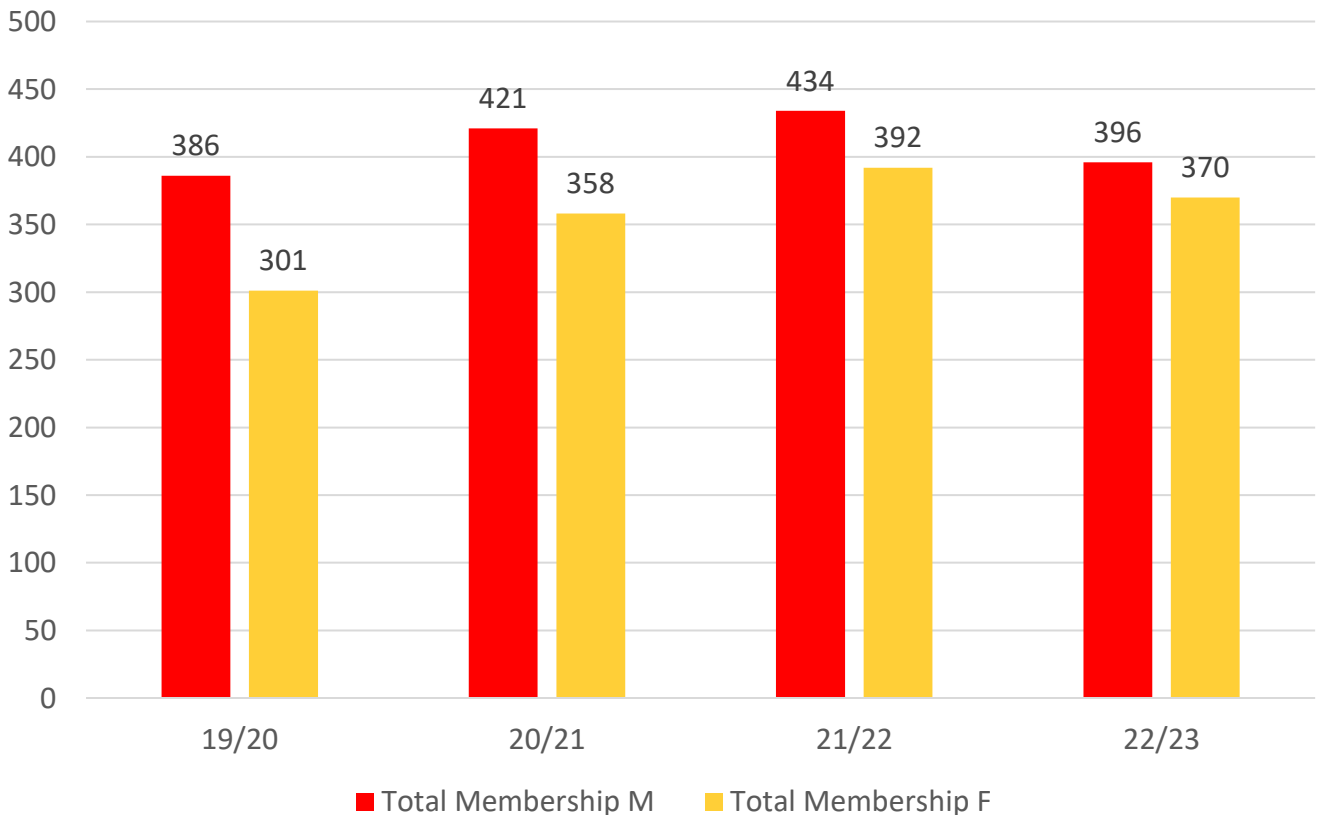
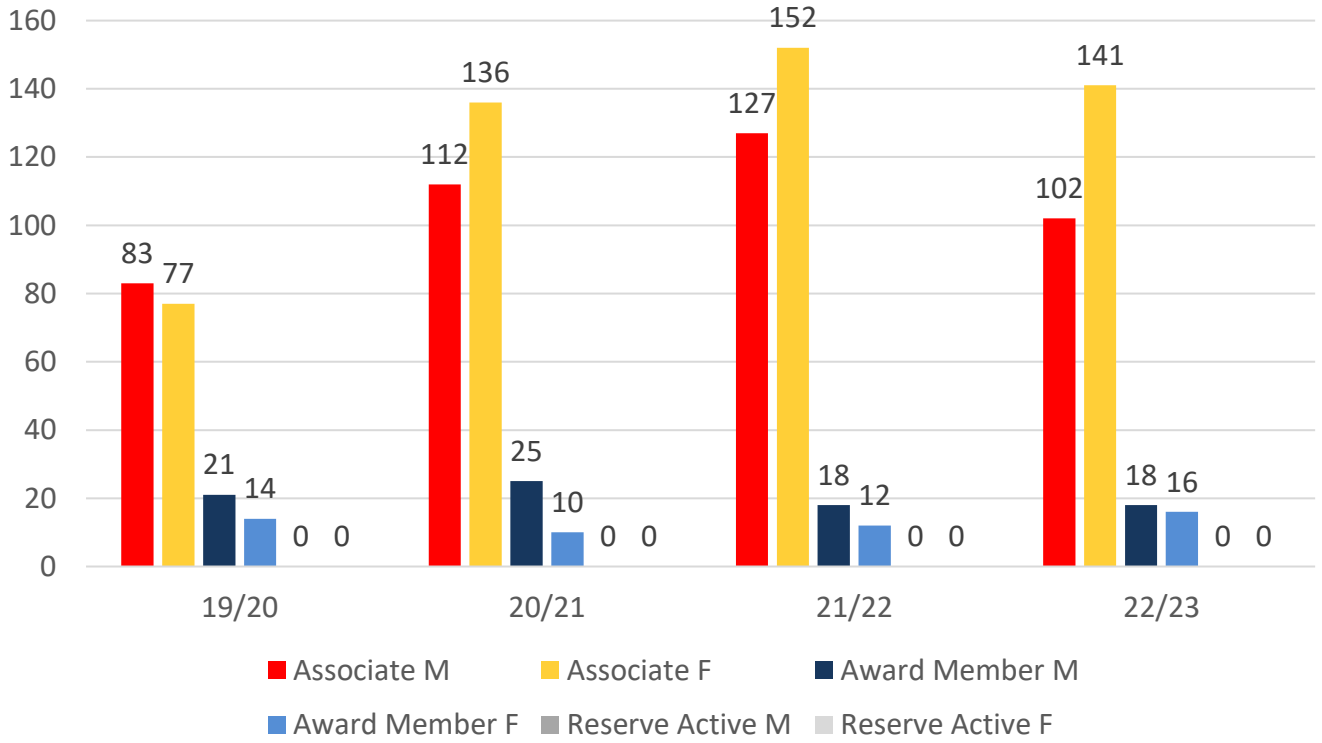
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



228

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



297

MEMBERS LOST FROM THE ORGANISATION

MIAMI BEACH 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	4	2	50%	2	1	25%	1	25%	2	50%	0	0%	2	-50%
Junior Activities	310	177	57%	12	7	2%	126	41%	110	35%	13	4%	288	-7%
Cadet Member (13-15 years)	27	22	81%	15	0	0%	5	19%	3	11%	0	0%	10	-63%
Active (15-18 yrs)	30	25	83%	-13	0	0%	5	17%	1	3%	0	0%	39	30%
Active (18yrs and over)	78	67	86%	-4	0	0%	11	14%	5	6%	0	0%	76	-3%
Award Member	30	19	63%	-11	1	3%	10	33%	4	13%	0	0%	34	13%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	35	35	100%	-2	0	0%	0	0%	1	3%	0	0%	38	9%
Past Active	0	0		0	0		0		0		0		0	
Associate	279	135	48%	4	5	2%	139	50%	101	36%	11	4%	243	-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	0	0%	0	1	100%	0	0%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0		-3	0		0		1		0		4	
Total Active	165	133	81%		1	1%	31	19%	13	8%	0		159	-4%
Total	826	514	62%		15	2%	297	36%	228	28%	24		766	-7%

MEMBERSHIP RETENTION

MIAMI BEACH 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	27	22	81%	5	19%	3	11%	18
16-18 Years	32	27	84%	5	16%	1	3%	35
19-25 Years	26	21	81%	5	19%	1	4%	26
26-35 Years	7	5	71%	2	29%	1	14%	6
36-50 Years	44	33	75%	10	23%	6	14%	45
51-70 Years	29	25	86%	4	14%	1	3%	29
70+ Years	0	0		0		0		0
Total	165	133	81%	31	19%	13	8%	159

MIAMI BEACH 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	36					46		46
Under 7	52	19	53%	16	44%	14	39%	36
Under 8	39	30	58%	20	38%	7	13%	39
Under 9	38	22	56%	17	44%	13	33%	38
Under 10	35	14	37%	24	63%	6	16%	20
Under 11	33	22	63%	12	34%	10	29%	36
Under 12	33	13	39%	19	58%	3	9%	17
Under 13	29	23	70%	8	24%	7	21%	30
Under 14	15	22	76%	7	24%	4	14%	26
Transitioned From JA		12	80%					

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

2022/23



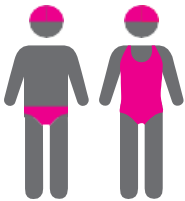
62%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION