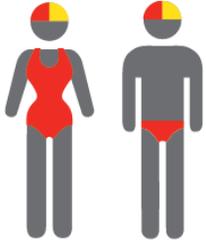


MISSION BEACH SLSC

MEMBERSHIP STATISTICS REPORT 2021/2022



39

ACTIVE MEMBERSHIP



28% Decrease

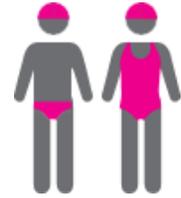


102

TOTAL MEMBERSHIP



23% Decrease



35

JUNIOR MEMBERSHIP



34% 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.

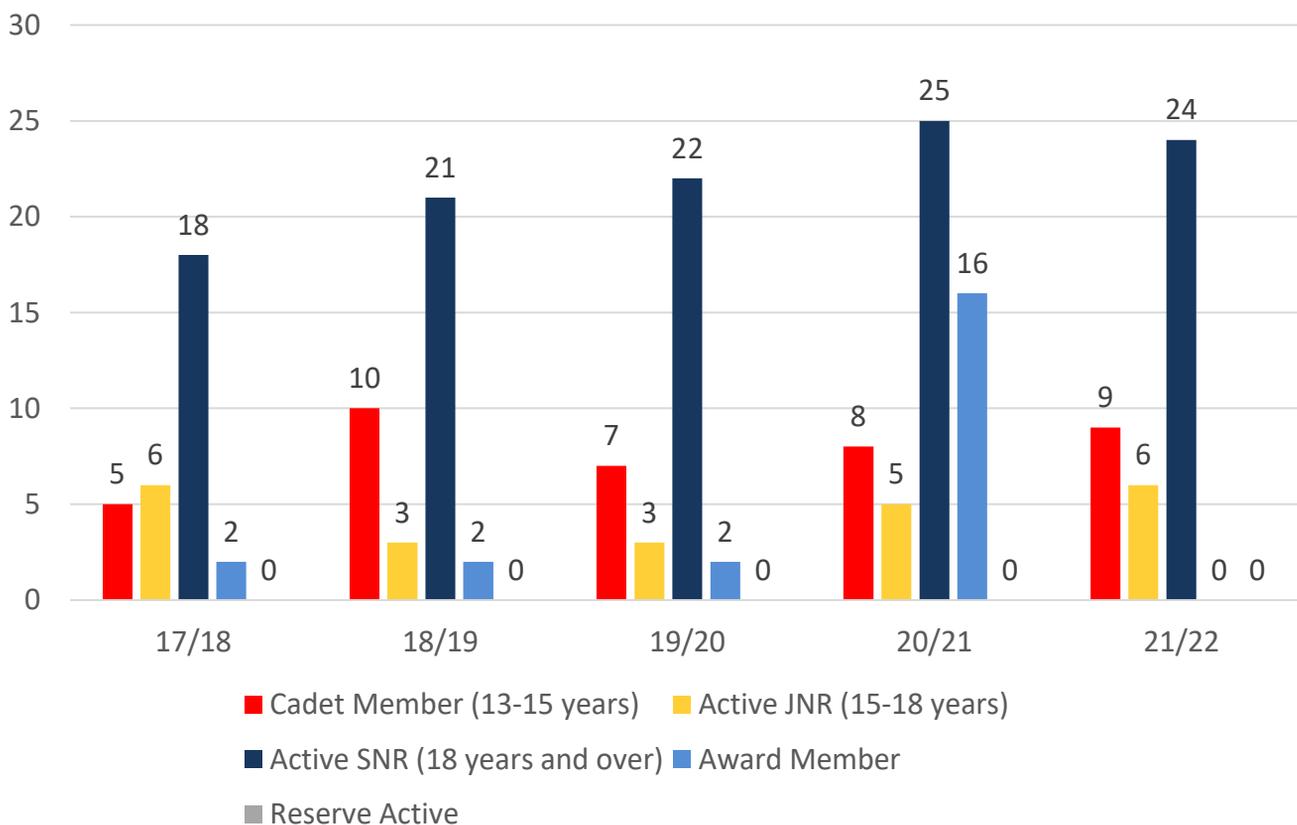
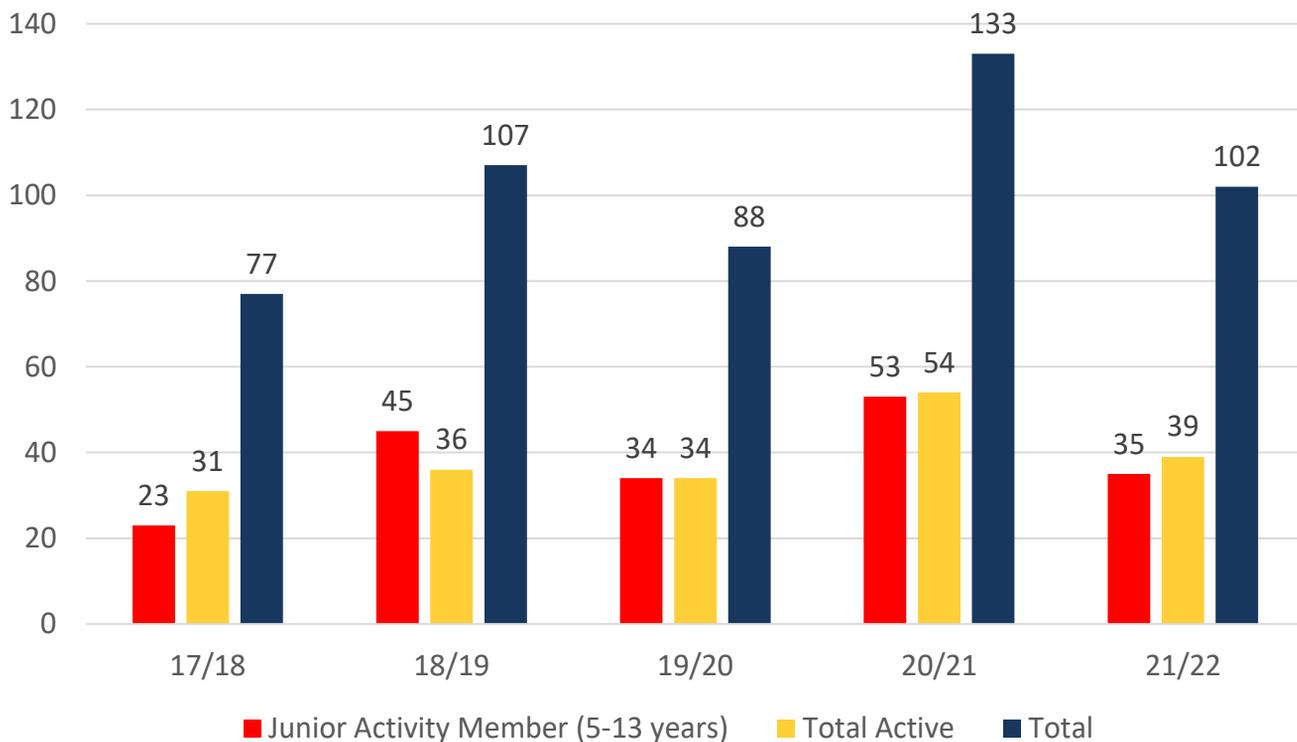
TOTAL MEMBERSHIP

MEMBERSHIP 2012-2022

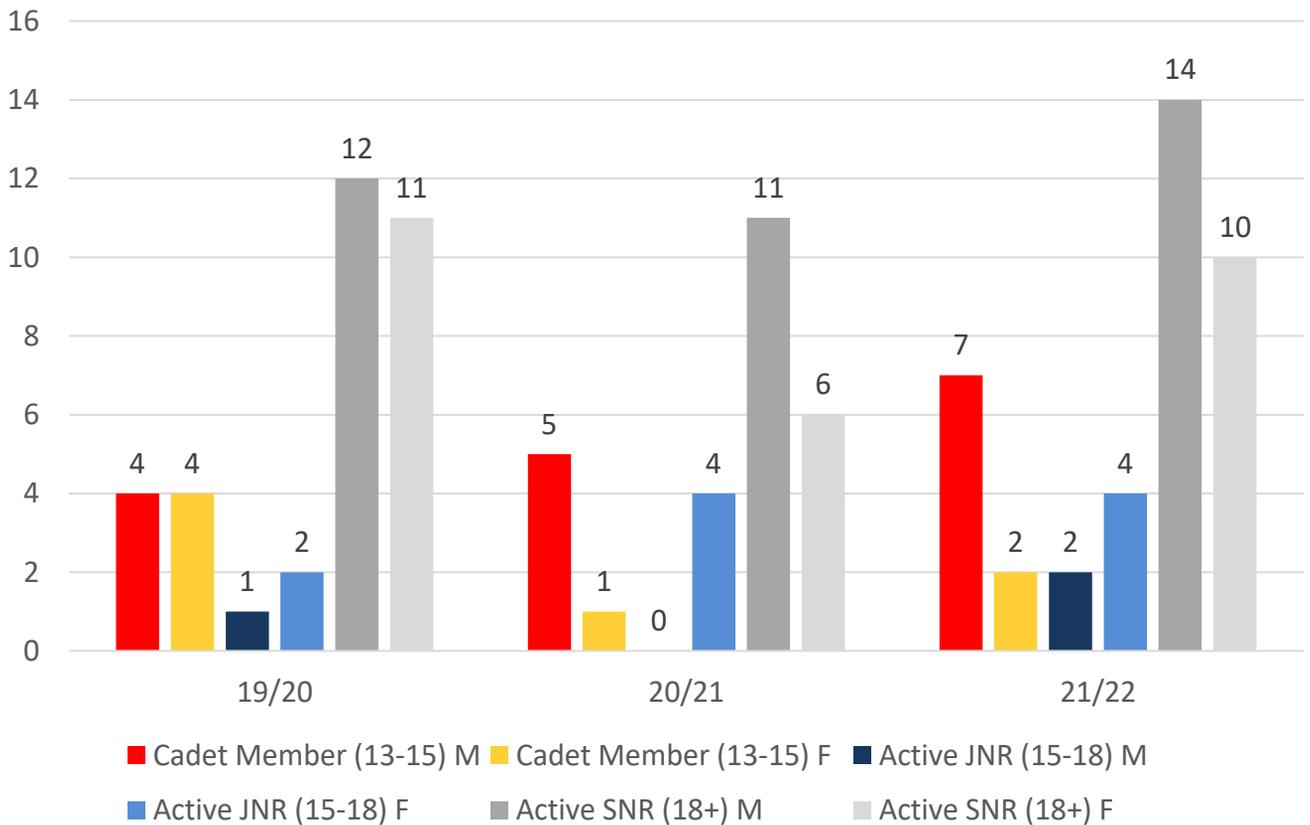
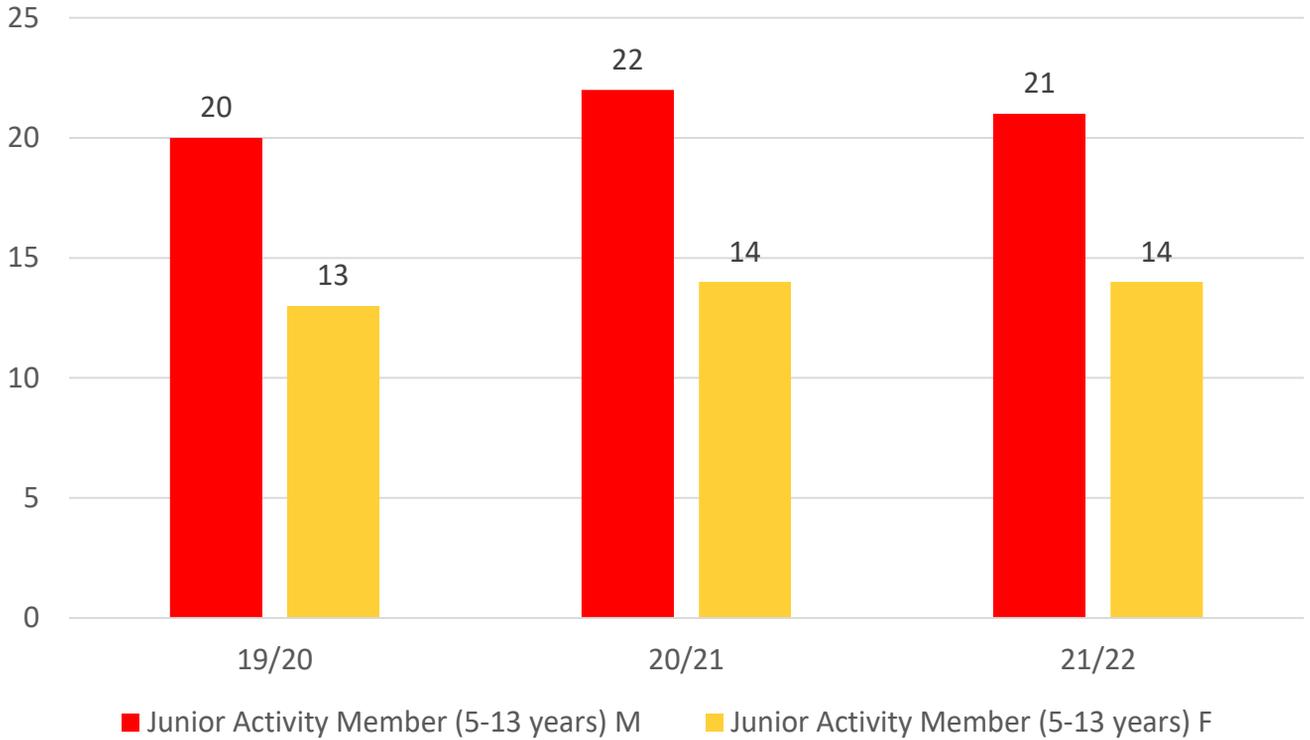
	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total									
Probationary	7	1	1	0	27	19	22	16	23	4
Junior Activity Member (5-13 years)	23	33	29	46	47	23	45	34	53	35
Cadet Member (13-15 years)	4	5	5	3	2	5	10	7	8	9
Active Junior (15-18 years)	3	3	1	7	7	6	3	3	5	6
Active Senior (18years and over)	9	7	10	19	16	18	21	22	25	24
Award Member	7	2	7	12	7	2	2	2	16	0
Reserve Active	0	0	1	0	0	0	0	0	0	0
Long Service	2	1	0	0	0	0	0	0	0	0
Past Active	0	0	0	0	0	0	0	0	0	0
Associate	13	28	21	11	4	1	1	1	0	21
Life Member	5	2	1	2	3	3	3	3	3	3
General	0	0	0	0	0	0	0	0	0	0
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	0	0	0	0	0	0
Total Active	23	17	24	41	32	31	36	34	54	39
Total	73	82	76	100	113	77	107	88	133	102

	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total									
Under 6	3	5	4	3	6	2	0	3	0	1
Under 7	0	2	9	4	6	5	0	7	4	5
Under 8	4	0	3	10	6	10	4	1	2	3
Under 9	2	1	4	2	9	8	6	8	1	3
Under 10	4	2	7	4	5	8	3	8	6	2
Under 11	4	1	2	3	4	5	5	6	7	2
Under 12	9	0	3	0	6	3	1	5	5	6
Under 13	3	1	3	2	2	5	3	4	4	8
Under 14	4	1	6	0	2	1	1	3	3	4
Junior Activities Total	33	13	41	28	46	47	23	45	32	34

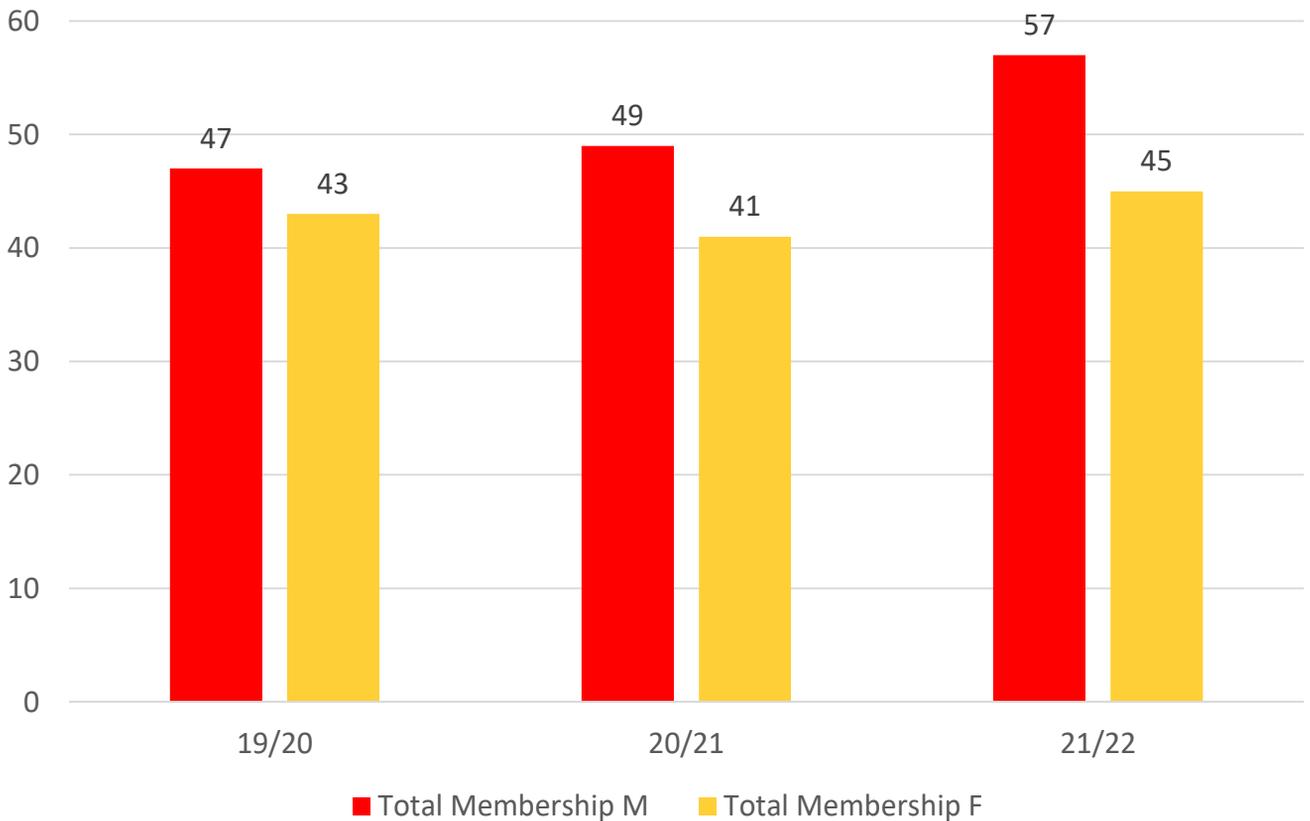
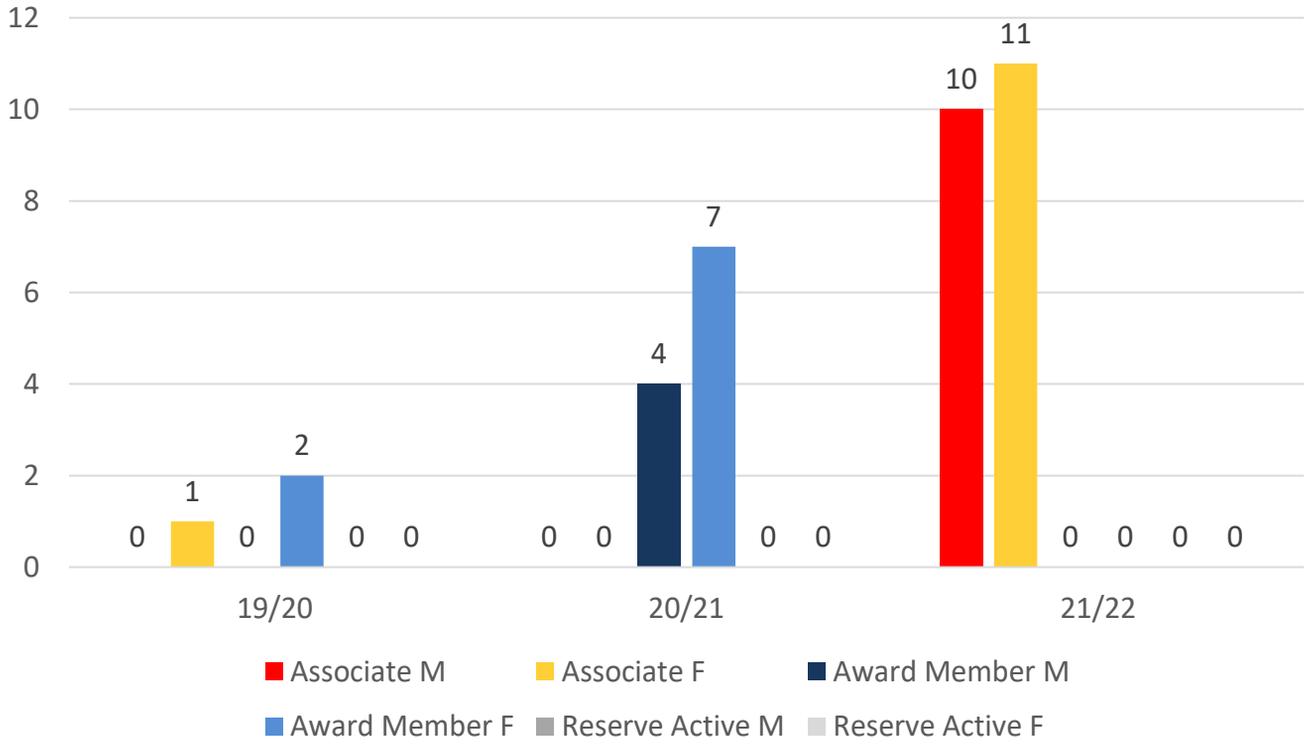
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



20

BRAND NEW MEMBERS



91%

MEMBERSHIP RETENTION



8

MEMBERS LOST FROM THE ORGANISATION

MISSION BEACH SLSC 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	13	11	85%	11	0	0%	2	15%	4	31%	0	0%	4	-69%
Junior Activities	36	32	89%	4	0	0%	4	11%	7	19%	0	0%	35	-3%
Cadet Member (13-15 years)	6	6	100%	-2	0	0%	0	0%	1	17%	0	0%	9	50%
Active (15-18 yrs)	4	4	100%	-2	0	0%	0	0%	0	0%	0	0%	6	50%
Active (18yrs and over)	17	15	88%	-6	0	0%	2	12%	3	18%	0	0%	24	41%
Award Member	11	11	100%	11	0	0%	0	0%	0	0%	0	0%	0	-100%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	0	0		-16	0		0		5		0		21	
Life Member	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	38	36	95%		0	0%	2	5%	4	11%	0		39	3%
Total	90	82	91%		0	0%	8	9%	20	22%	0		102	13%

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

MEMBERSHIP RETENTION

MISSION BEACH SLSC 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	3	3	100%	0	0%	1	33%	8
16-18 Years	6	6	100%	0	0%	0	0%	7
19-25 Years	4	4	100%	0	0%	0	0%	4
26-35 Years	2	2	100%	0	0%	2	100%	4
36-50 Years	17	15	88%	2	12%	0	0%	11
51-70 Years	6	6	100%	0	0%	1	17%	5
70+ Years	0	0		0		0		0
Total	38	36	95%	2	5%	4	11%	39

MISSION BEACH SLSC 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	6					0		1
Under 7	2	4	67%	1	17%	1	17%	5
Under 8	3	2	100%	0	0%	1	50%	3
Under 9	2	2	67%	1	33%	1	33%	3
Under 10	2	2	100%	0	0%	0	0%	2
Under 11	4	2	100%	0	0%	0	0%	2
Under 12	7	4	100%	0	0%	2	50%	6
Under 13	7	6	86%	1	14%	2	29%	8
Under 14	2	6	86%	1	14%	0	0%	4
Transitioned From JA		2	100%					

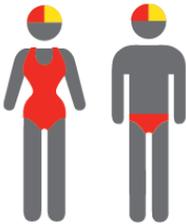
MEMBERSHIP RETENTION

2019/20



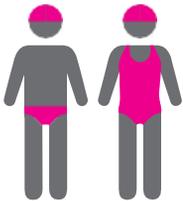
70%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



69%

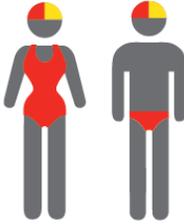
JUNIOR MEMBERSHIP
RETENTION

2020/21



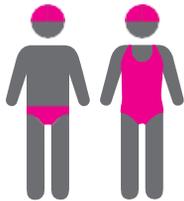
100%

TOTAL MEMBERSHIP
RETENTION



100%

ACTIVE MEMBERSHIP
RETENTION



100%

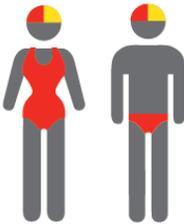
JUNIOR MEMBERSHIP
RETENTION

2021/22



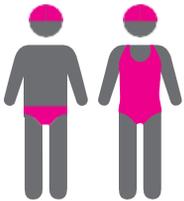
91%

TOTAL MEMBERSHIP
RETENTION



95%

ACTIVE MEMBERSHIP
RETENTION



89%

JUNIOR MEMBERSHIP
RETENTION