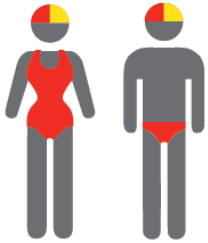


MISSION BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



40

ACTIVE MEMBERSHIP



3% Increase



100

TOTAL MEMBERSHIP



2% Decrease



29

JUNIOR MEMBERSHIP



17% 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

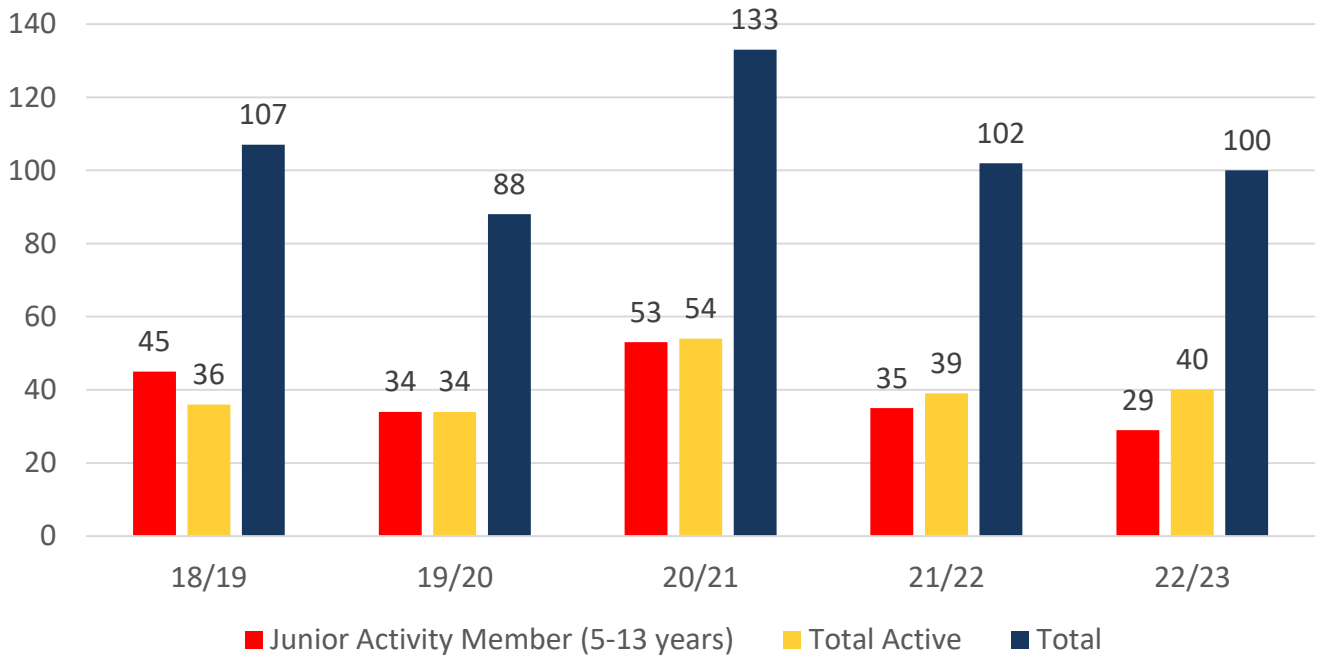
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	22	16	23	4	12
Junior Activity Member (5-13 years)	45	34	53	35	29
Cadet Member (13-15 years)	10	7	8	9	9
Active Junior (15-18 years)	3	3	5	6	10
Active Senior (18years and over)	21	22	25	24	21
Award Member	2	2	16	0	0
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	1	1	0	21	16
Life Member	3	3	3	3	3
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	36	34	54	39	40
Total	107	88	133	102	100

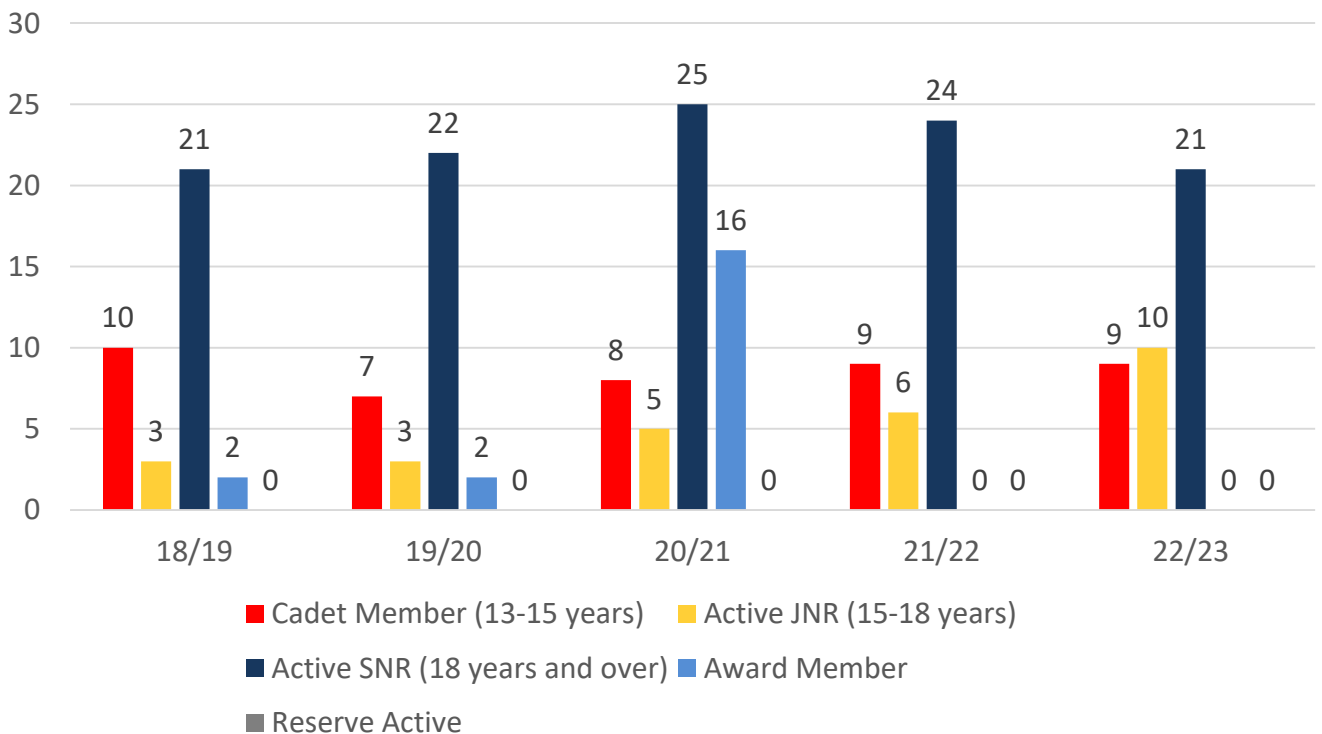
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	3	0	5	2	2
Under 7	7	4	5	5	2
Under 8	1	2	7	3	7
Under 9	8	1	3	3	1
Under 10	8	6	4	2	2
Under 11	6	7	7	2	4
Under 12	5	5	8	6	2
Under 13	4	4	7	8	6
Under 14	3	3	4	6	6
Junior Activities Total	45	32	50	37	32

5 YEAR TREND ANALYSIS

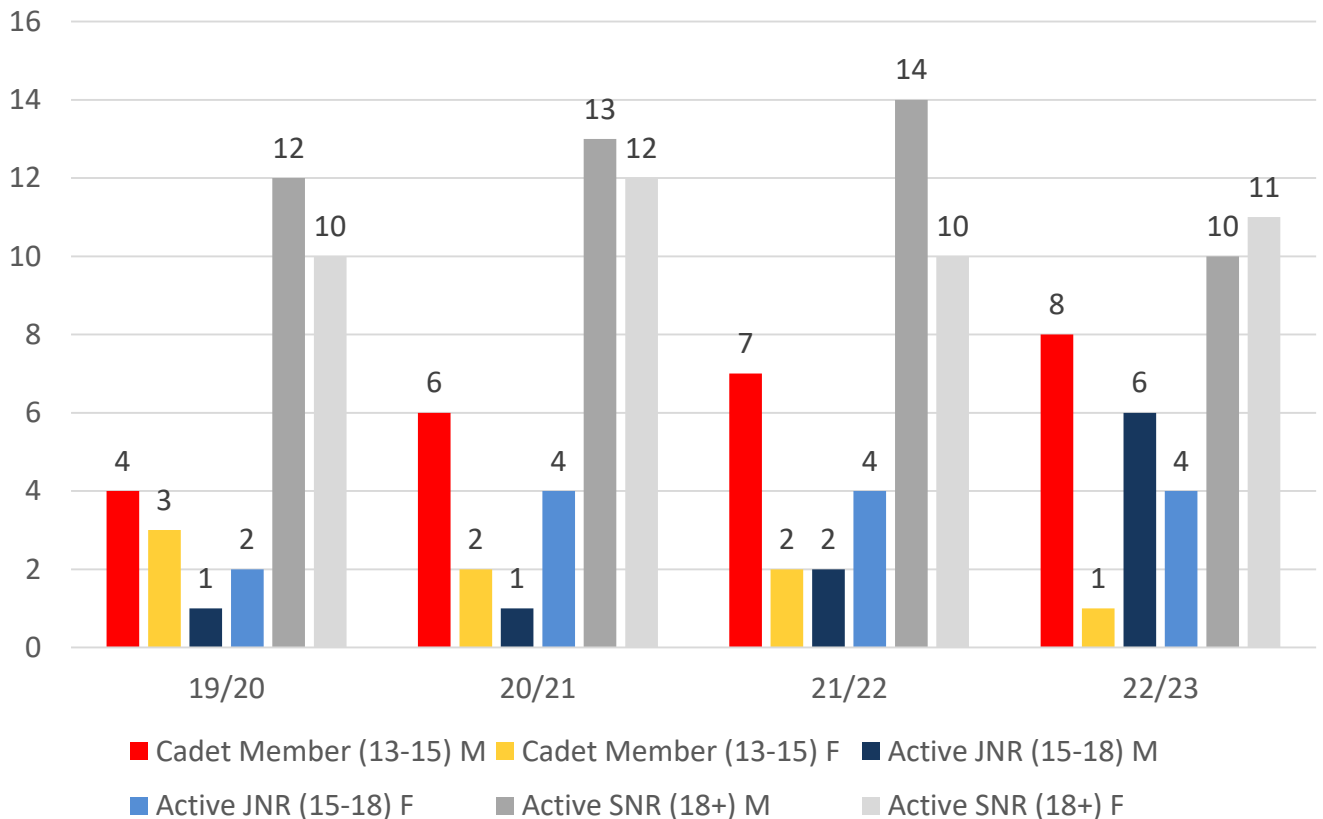
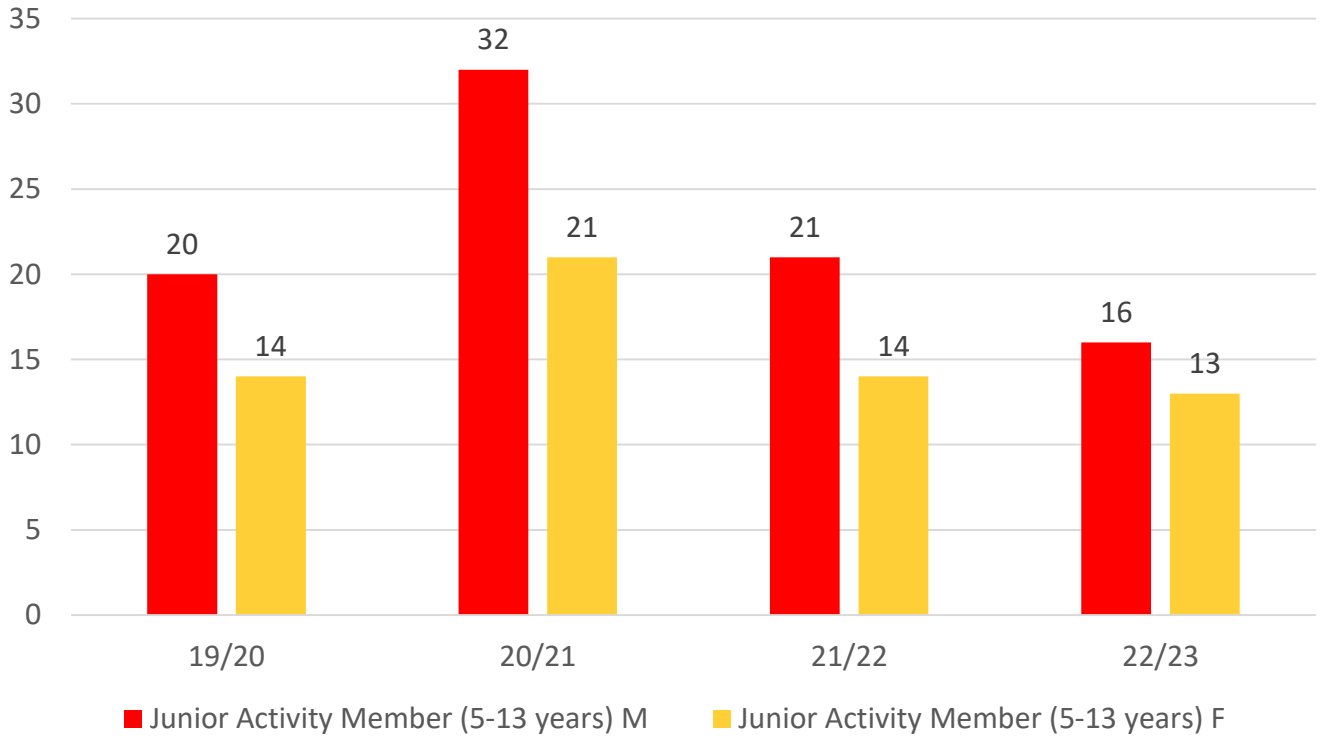
Total Membership



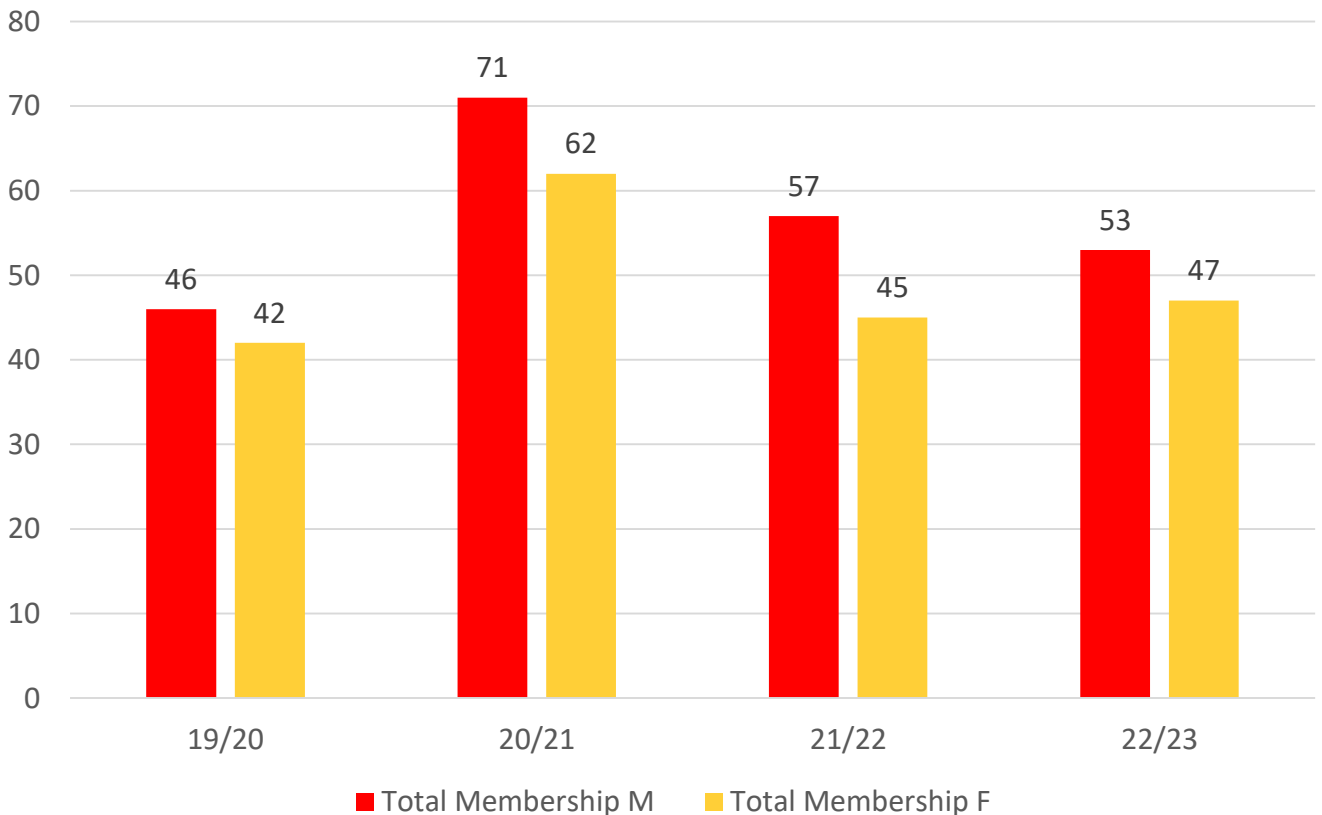
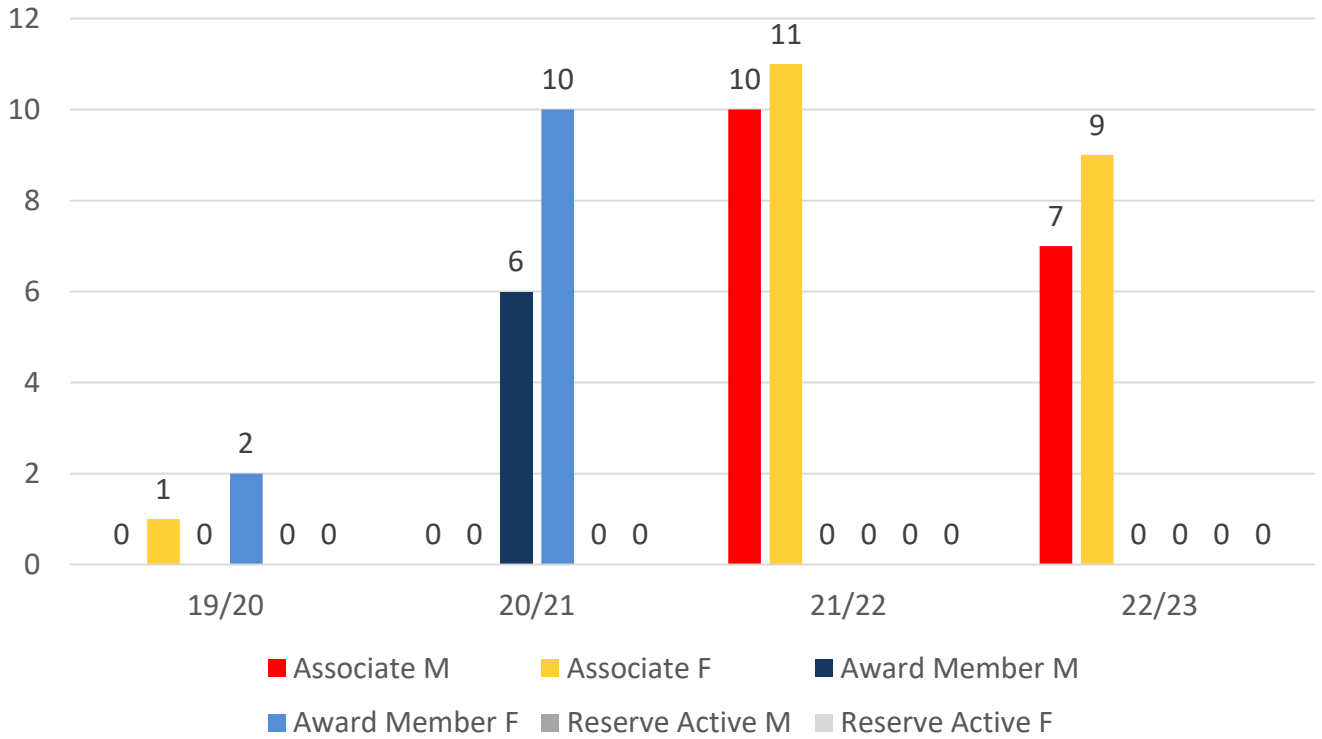
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



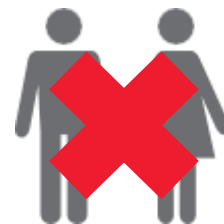
36

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



38

MEMBERS LOST FROM MISSION BEACH

MISSION 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	1	25%	0	0	0%	3	75%	11	275%	0	0%	12	200%
Junior Activities	35	21	60%	5	0	0%	14	40%	13	37%	0	0%	29	-17%
Cadet Member (13-15 years)	9	6	67%	-1	0	0%	3	33%	2	22%	0	0%	9	0%
Active (15-18 yrs)	6	5	83%	-3	0	0%	1	17%	2	33%	0	0%	10	67%
Active (18yrs and over)	24	14	58%	-1	0	0%	10	42%	6	25%	0	0%	21	-13%
Award Member	0	0		0	0		0		0		0		0	
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	21	14	67%	0	0	0%	7	33%	2	10%	0	0%	16	-24%
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	39	25	64%		0	0%	14	36%	10	26%	0		40	3%
Total	102	64	63%		0	0%	38	37%	36	35%	0		100	-2%

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

MEMBERSHIP RETENTION

MISSION BEACH 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	7	88%	1	13%	3	38%	11
16-18 Years	7	4	57%	3	43%	1	14%	10
19-25 Years	4	1	25%	3	75%	2	50%	3
26-35 Years	4	2	50%	2	50%	2	50%	4
36-50 Years	11	8	73%	3	27%	1	9%	9
51-70 Years	5	3	60%	2	40%	1	20%	2
70+ Years	0	0		0		0		1
Total	39	25	64%	14	36%	10	26%	40

MISSION BEACH 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	2					2		2
Under 7	5	0	0%	1	50%	1	50%	2
Under 8	3	4	80%	1	20%	3	60%	7
Under 9	3	1	33%	2	67%	0	0%	1
Under 10	2	2	67%	1	33%	0	0%	2
Under 11	2	1	50%	1	50%	3	150%	4
Under 12	6	0	0%	2	100%	2	100%	2
Under 13	8	4	67%	2	33%	2	33%	6
Under 14	4	6	75%	2	25%	0	0%	3
Transitioned From JA		2	50%					

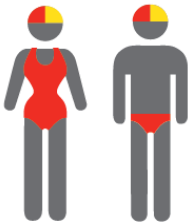
MEMBERSHIP RETENTION

2020/21



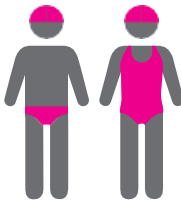
100%

TOTAL MEMBERSHIP
RETENTION



100%

ACTIVE MEMBERSHIP
RETENTION



100%

JUNIOR MEMBERSHIP
RETENTION

2021/22



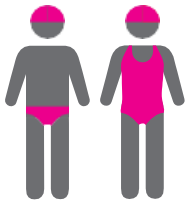
91%

TOTAL MEMBERSHIP
RETENTION



95%

ACTIVE MEMBERSHIP
RETENTION



89%

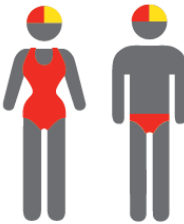
JUNIOR MEMBERSHIP
RETENTION

2022/23



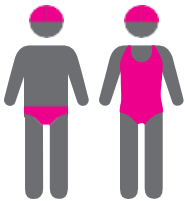
63%

TOTAL MEMBERSHIP
RETENTION



64%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION