

MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



416

ACTIVE MEMBERSHIP



Equal



1663

TOTAL MEMBERSHIP



2% Decrease



503

JUNIOR MEMBERSHIP



6% 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

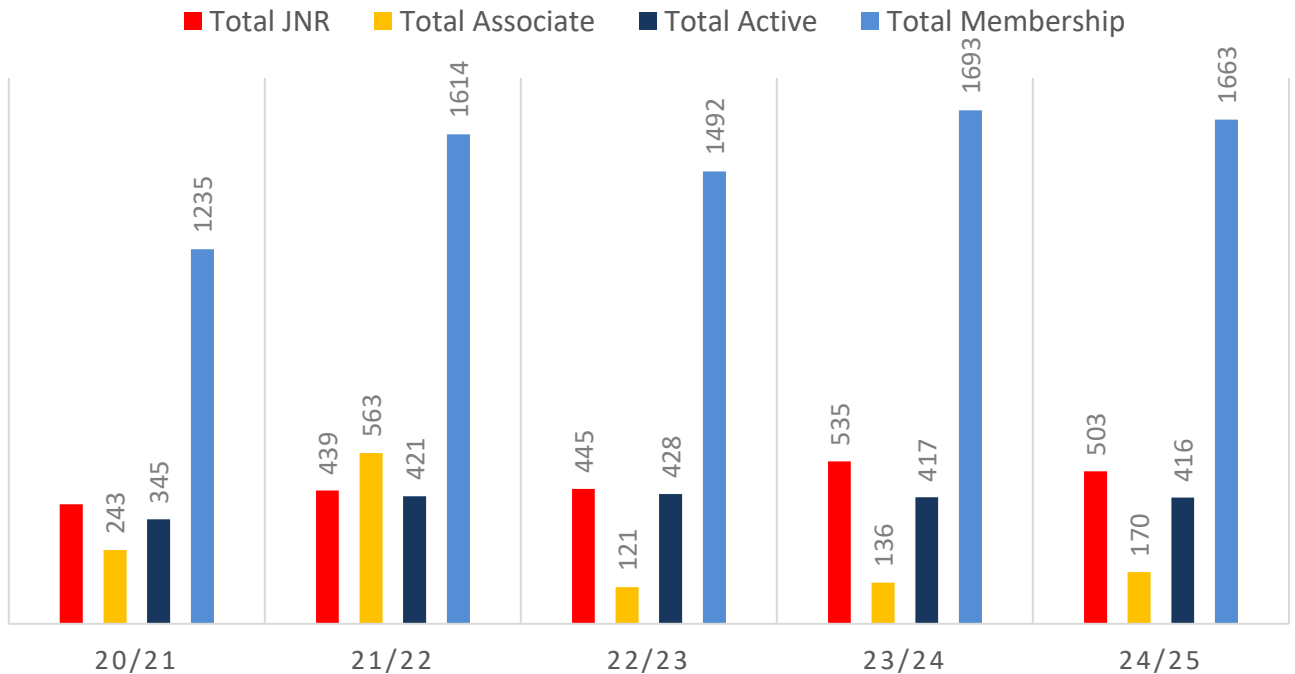
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

Note:

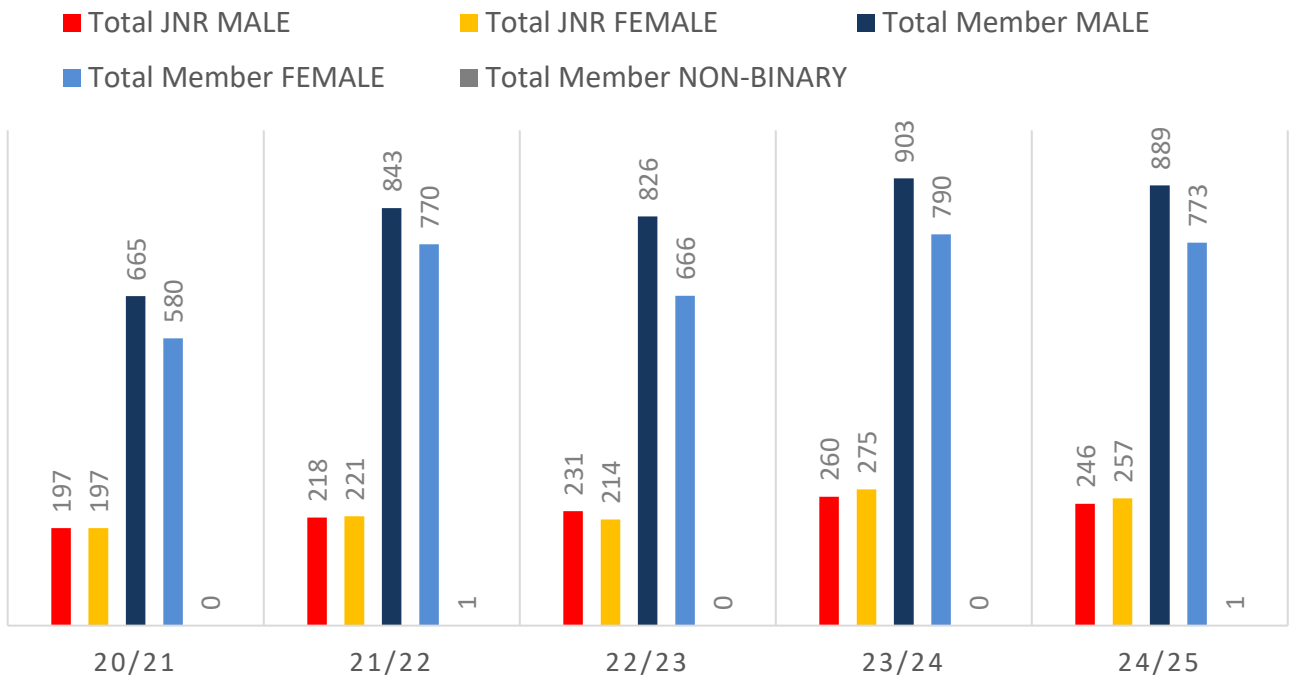
- Club Membership Statistics are delivered twice each season in May and January;
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5-YEAR TREND ANALYSIS

MEMBERSHIP TOTALS



GENDER BREAKDOWN



MEMBERSHIP RETENTION



422

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



478

MEMBERS LOST FROM THE ORGANISATION

Mooloolaba 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	27	4	15%	4	2	7%	21	78%	21	78%	0	0%	21	-22%
Nipper Parent	0	0			0		0		176		15		312	
Junior Activities	535	341	64%	24	6	1%	188	35%	168	31%	18	3%	503	-6%
Cadet Member (13-15 years)	28	26	93%	1	0	0%	2	7%	1	4%	0	0%	26	-7%
Active (15-18 yrs)	42	32	76%		4	10%	6	14%	4	10%	2	5%	48	14%
Active (18yrs and over)	295	251	85%	2	3	1%	41	14%	32	11%	13	4%	294	0%
Award Member	39	34	87%	3	0	0%	5	13%	2	5%	2	5%	35	-10%
Reserve Active	13	12	92%		0	0%	1	8%	0	0%	0	0%	13	0%
Long Service	160	148	93%		6	4%	6	4%	8	5%	3	2%	178	11%
Past Active	2	2	100%		0	0%	0	0%	0	0%	0	0%	3	50%
Associate	136	77	57%		1	1%	58	43%	8	6%	0	0%	170	25%
Life Member	38	38	100%		0	0%	0	0%	1	3%	0	0%	40	5%
General	351	200	57%	200	6	2%	145	41%	0	0%	0	0%	0	-100%
Honorary	16	16	100%		0	0%	0	0%	0	0%	0	0%	16	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	11	6	55%	3	0	0%	5	45%	1	9%	0	0%	4	-64%
Total Active	417	355	85%		7	2%	55	13%	39	9%	17	4%	416	0%
Total	1693	1187	70%		28	2%	478	28%	422	25%	53	3%	1663	-2%

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

MEMBERSHIP RETENTION

Mooloolaba 24/25 Mid-Season

Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	34	30	88%	4	12%	1	3%	40
16-18 Years	41	29	71%	8	20%	5	12%	44
19-25 Years	38	27	71%	11	29%	10	26%	47
26-35 Years	31	26	84%	3	10%	8	26%	30
36-50 Years	124	109	88%	14	11%	11	9%	117
51-70 Years	124	110	89%	14	11%	4	3%	114
70+ Years	25	24	96%	1	4%	0	0%	24
Total	417	355	85%	55	13%	39	9%	416



Mooloolaba 24/25 Mid-Season

Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	53					47		47
Under 7	82	40	75%	11	21%	25	47%	70
Under 8	65	51	62%	29	35%	25	30%	79
Under 9	84	43	66%	22	34%	19	29%	64
Under 10	67	47	56%	36	43%	17	20%	65
Under 11	52	37	55%	29	43%	14	21%	53
Under 12	65	36	69%	16	31%	12	23%	50
Under 13	34	41	63%	24	37%	6	9%	48
Under 14	33	22	65%	12	35%	3	9%	27
Transitioned From JA		24	73%					