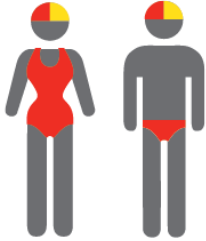


## MEMBERSHIP STATISTICS REPORT EOS 2021/22



**431**

**ACTIVE MEMBERSHIP**



**3% Decrease**



**1628**

**TOTAL MEMBERSHIP**



**14% Increase**



**535**

**JUNIOR MEMBERSHIP**



**28% 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.

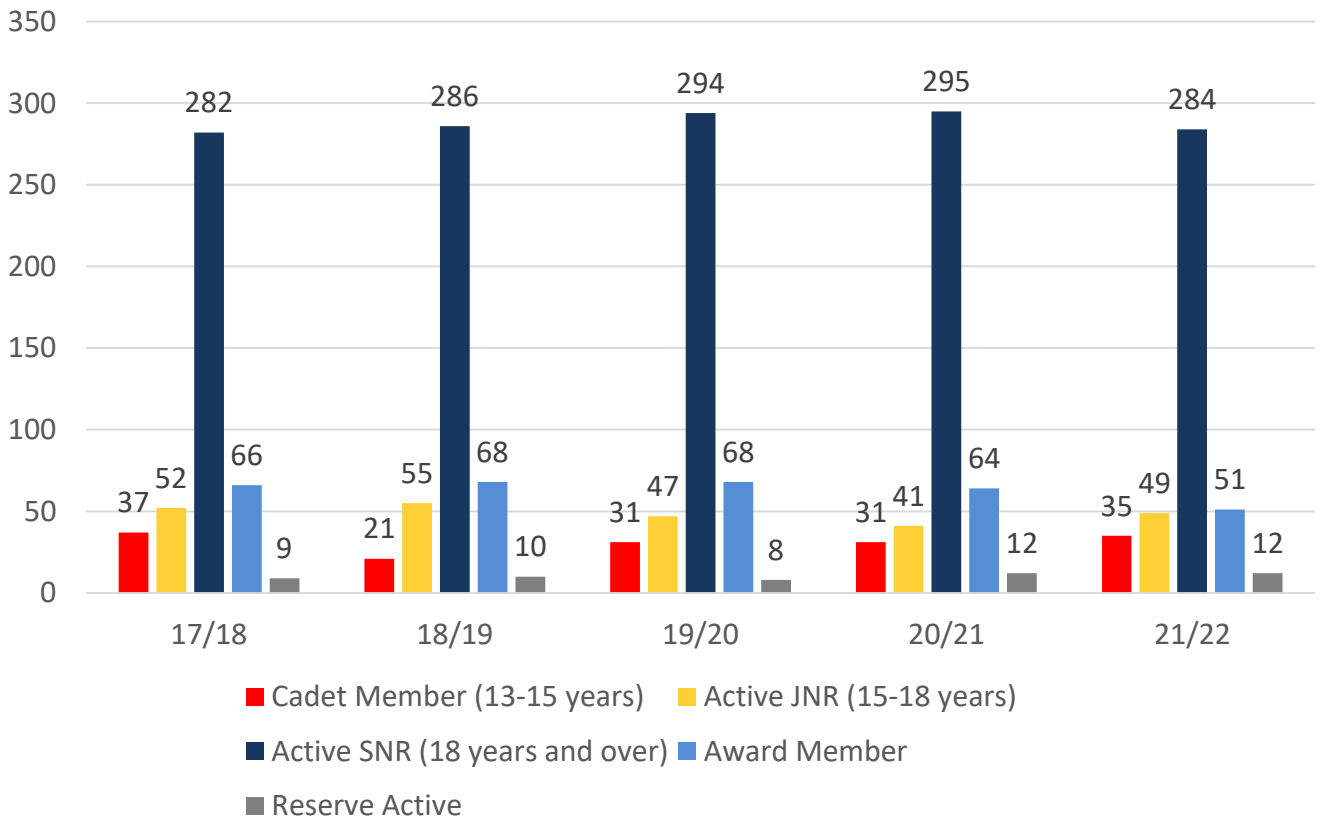
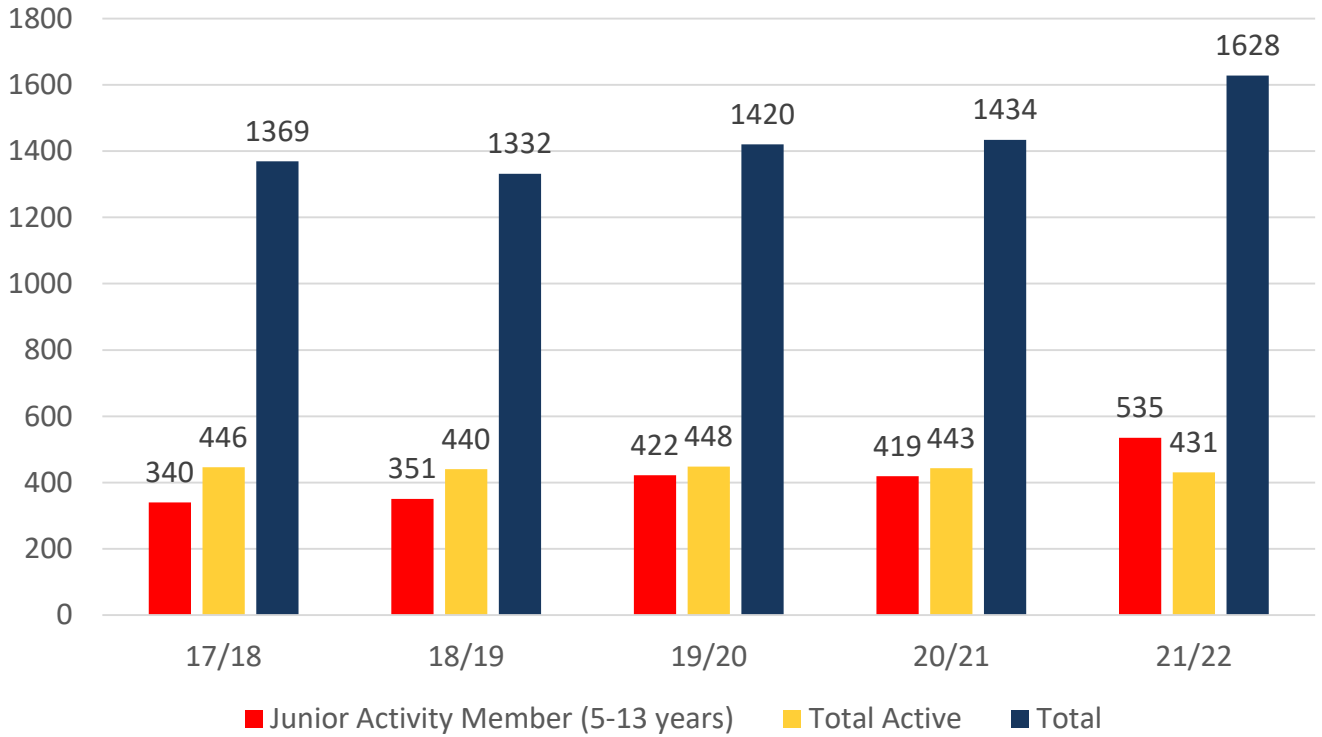
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

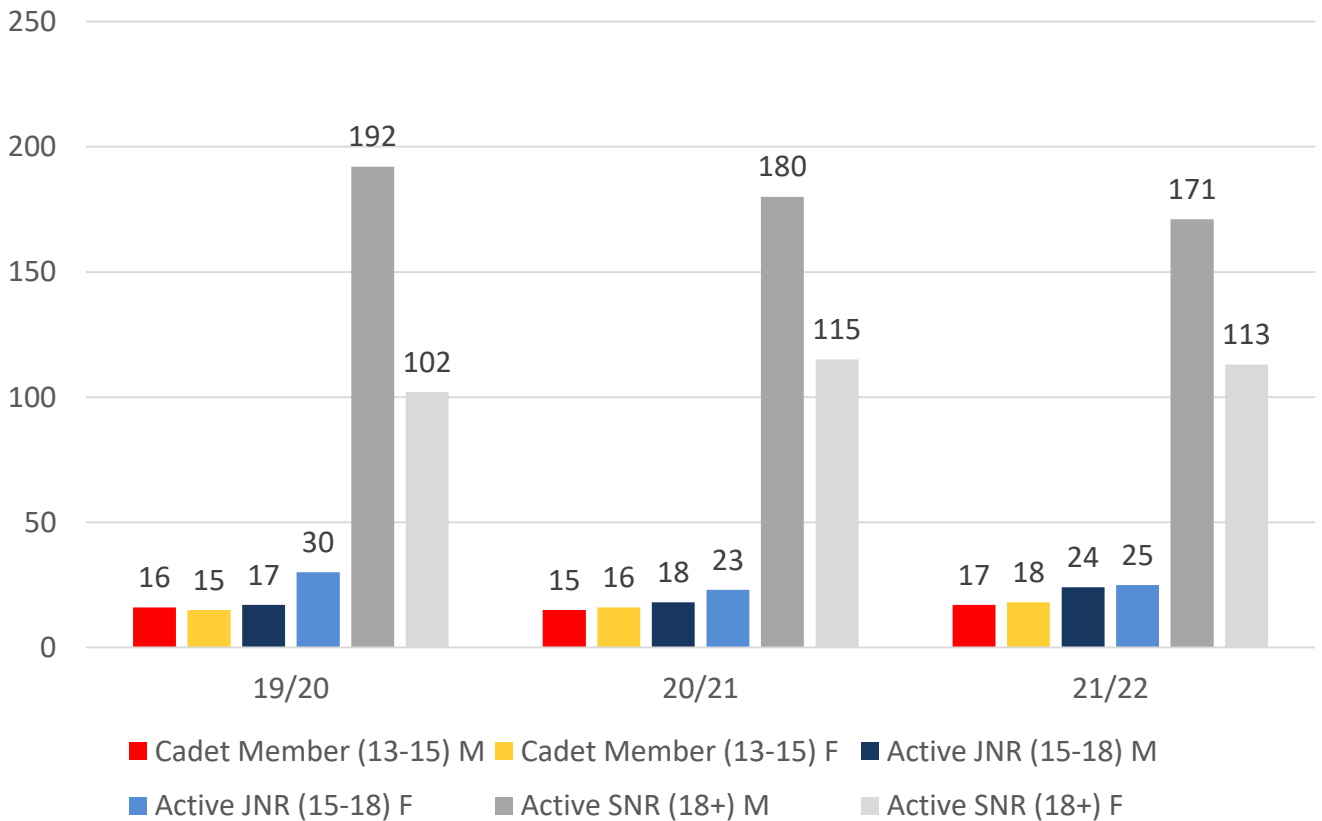
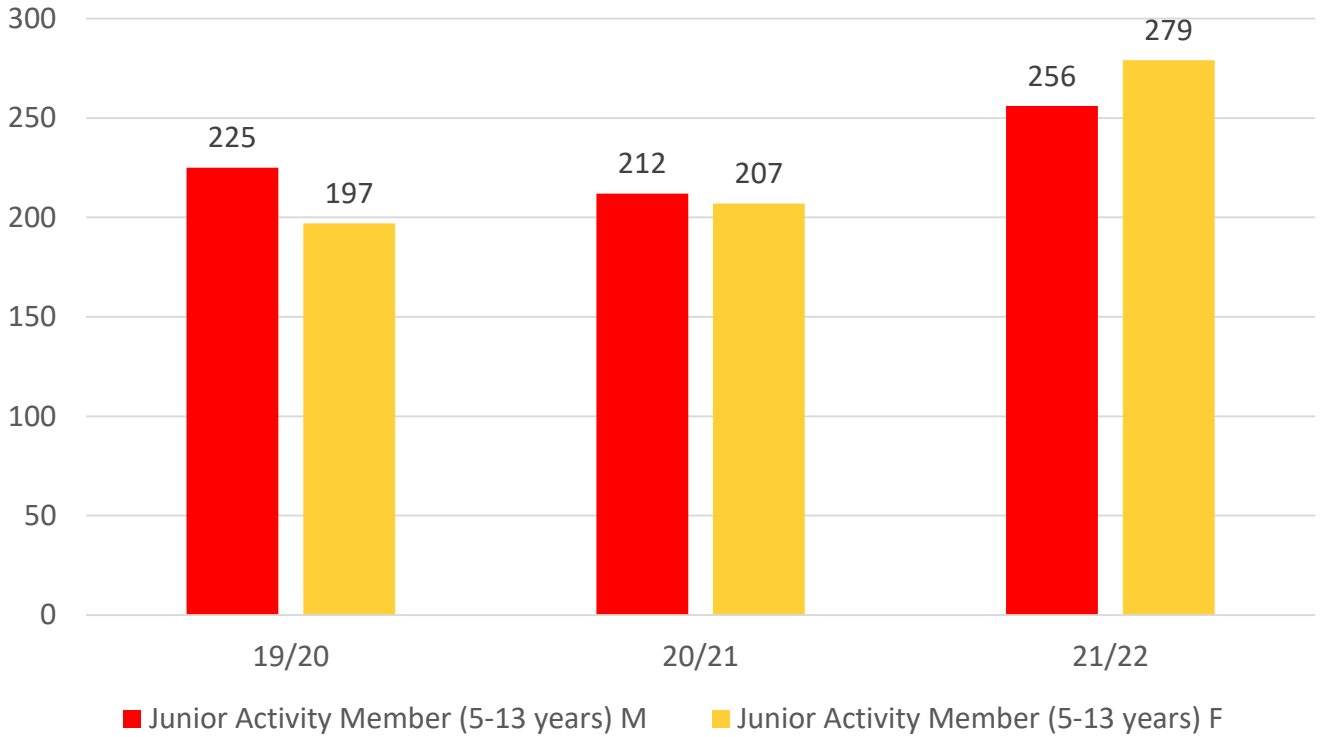
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	22	8	23	116	10
Junior Activity Member (5-13 years)	340	351	422	419	535
Cadet Member (13-15 years)	37	21	31	31	35
Active Junior (15-18 years)	52	55	47	41	49
Active Senior (18years and over)	282	286	294	295	284
Award Member	66	68	68	64	51
Reserve Active	9	10	8	12	12
Long Service	121	128	120	118	132
Past Active	19	5	2	4	5
Associate	323	336	363	281	457
Life Member	31	37	29	34	34
General	0	1	2	2	9
Honorary	63	22	8	17	14
Non Member Participants	2	2	2	0	0
Leave / Restricted	2	2	1	0	1
Total Active	446	440	448	443	1
Total	1369	1332	1420	1434	1628

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	47	54	41	54	53
Under 7	45	51	64	50	86
Under 8	60	44	66	55	73
Under 9	46	52	53	61	84
Under 10	35	37	64	55	73
Under 11	38	33	36	57	51
Under 12	30	41	43	30	58
Under 13	21	22	35	35	27
Under 14	18	17	20	19	32
Junior Activities Total	340	351	422	416	537

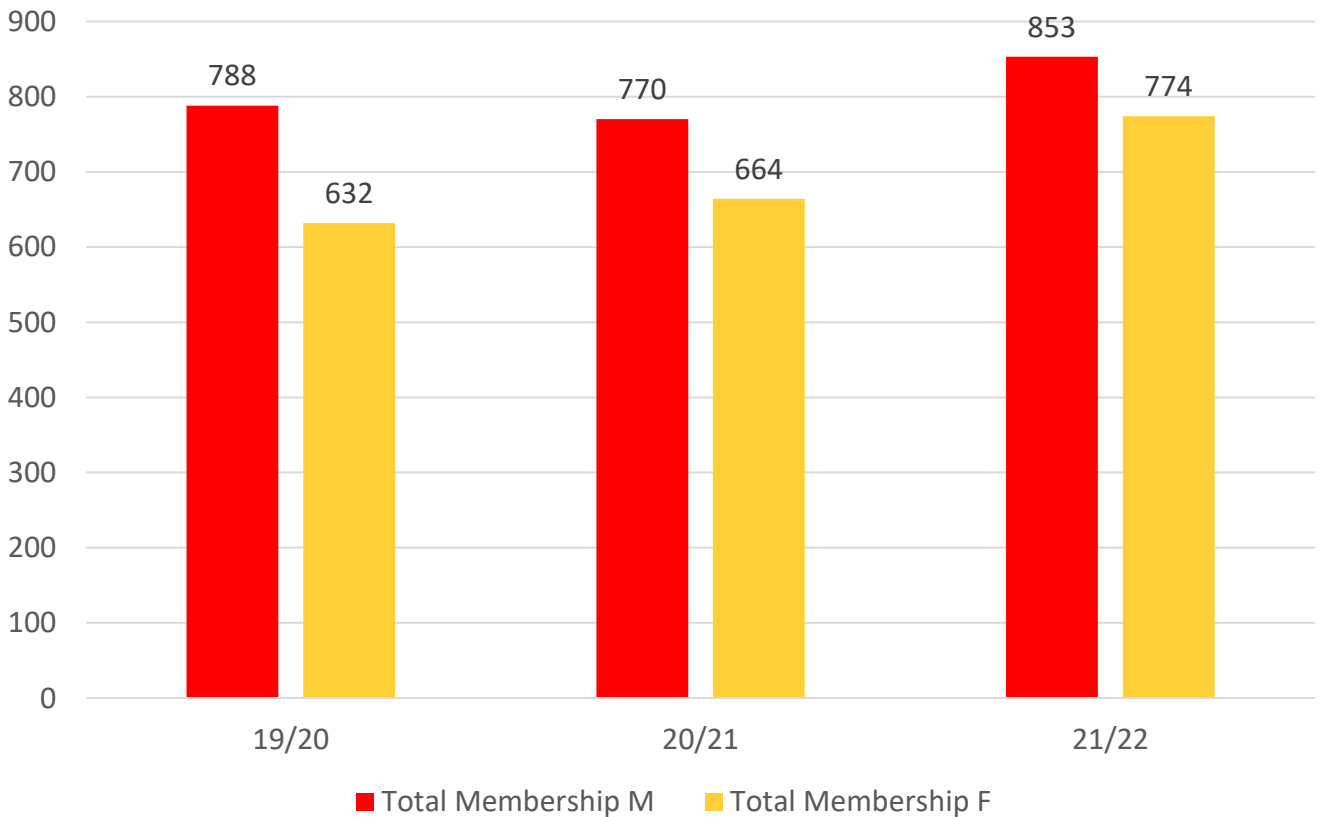
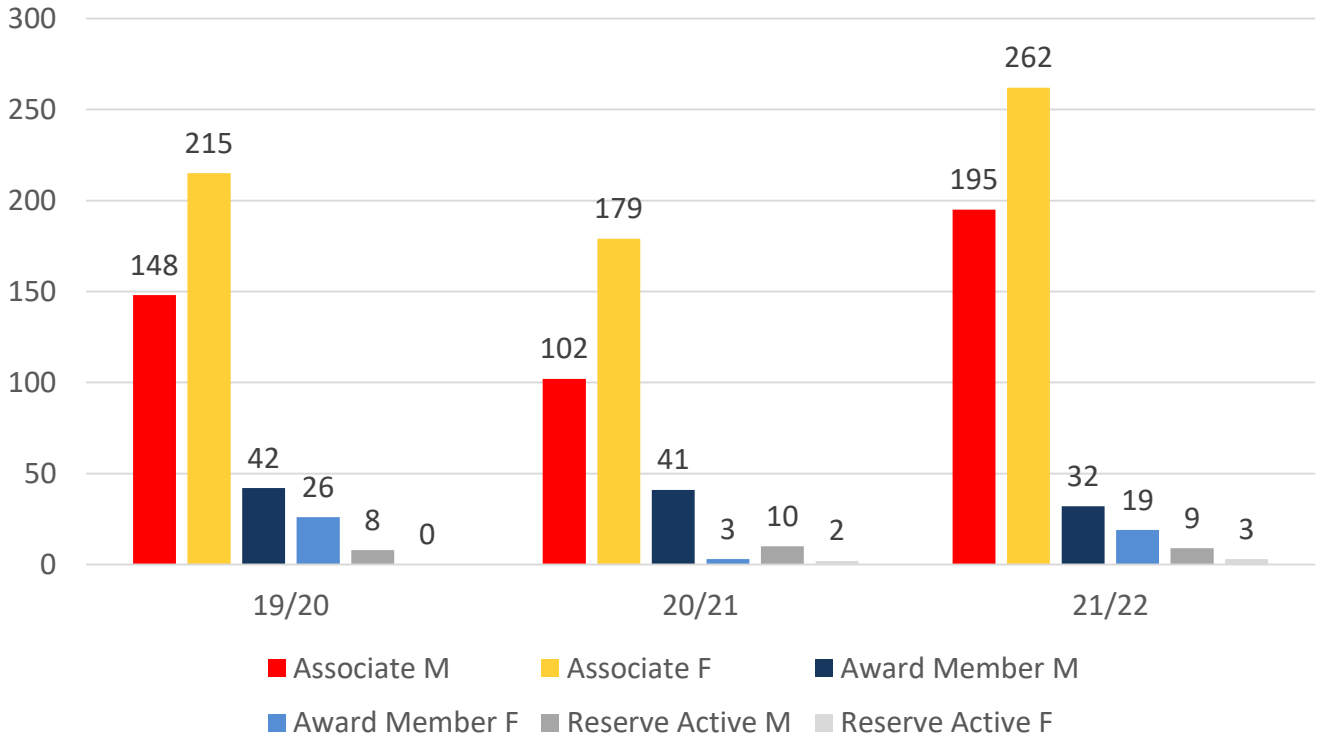
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



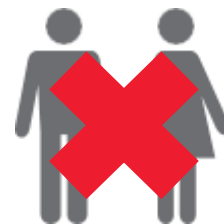
**629**

**BRAND NEW MEMBERS**



**66%**

**MEMBERSHIP RETENTION**



**438**

**MEMBERS LOST FROM THE ORGANISATION**

MOOLOOLABA 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	116	46	40%	46	5	4%	65	56%	10	9%	0	0%	10	-91%
Junior Activities	419	257	61%	11	16	4%	146	35%	271	65%	18	4%	535	28%
Cadet Member (13-15 years)	31	23	74%	-3	2	6%	6	19%	9	29%	0	0%	35	13%
Active (15-18 yrs)	41	29	71%	-8	3	7%	9	22%	8	20%	4	10%	49	20%
Active (18yrs and over)	295	240	81%	-2	9	3%	46	16%	33	11%	9	3%	284	-4%
Award Member	64	49	77%	2	0	0%	15	23%	4	6%	0	0%	51	-20%
Reserve Active	12	8	67%	1	0	0%	4	33%	3	25%	2	17%	12	0%
Long Service	118	102	86%	-20	4	3%	12	10%	8	7%	2	2%	132	12%
Past Active	4	2	50%	0	0	0%	2	50%	2	50%	1	25%	5	25%
Associate	281	140	50%	-27	10	4%	131	47%	275	98%	15	5%	457	63%
Life Member	34	34	100%	0	0	0%	0	0%	0	0%	0	0%	34	0%
General	2	2	100%	0	0	0%	0	0%	6	300%	1	50%	9	350%
Honorary	17	15	88%	1	0	0%	2	12%	0	0%	0	0%	14	-18%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-1	0		0		0		0		1	
Total Active	443	349	79%		14	3%	80	18%	57	13%	15		431	-3%
Total	1434	947	66%		49	3%	438	31%	629	44%	52		1628	14%

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

# MEMBERSHIP RETENTION

## MOOLOOLABA 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	26	19	73%	5	19%	5	19%	27
16-18 Years	51	35	69%	13	25%	10	20%	49
19-25 Years	47	33	70%	12	26%	7	15%	49
26-35 Years	35	20	57%	12	34%	9	26%	32
36-50 Years	135	108	80%	25	19%	20	15%	125
51-70 Years	122	111	91%	9	7%	6	5%	124
70+ Years	27	23	85%	4	15%	1	4%	25
<b>Total</b>	<b>443</b>	<b>349</b>	<b>79%</b>	<b>80</b>	<b>18%</b>	<b>58</b>	<b>13%</b>	<b>431</b>

## MOOLOOLABA 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	57					53		53
Under 7	50	29	51%	23	40%	50	88%	86
Under 8	55	29	58%	18	36%	38	76%	73
Under 9	61	42	76%	12	22%	40	73%	83
Under 10	55	41	67%	20	33%	27	44%	72
Under 11	57	27	49%	26	47%	23	42%	51
Under 12	30	36	63%	19	33%	22	39%	58
Under 13	35	17	57%	12	40%	9	30%	27
Under 14	19	23	66%	11	31%	9	26%	32
Transitioned From JA		12	63%					

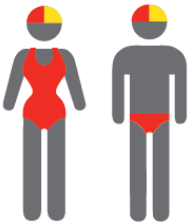
# MEMBERSHIP RETENTION

2019/22



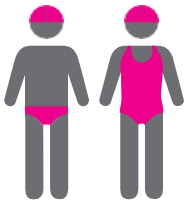
68%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



63%

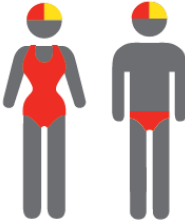
JUNIOR MEMBERSHIP  
RETENTION

2020/21



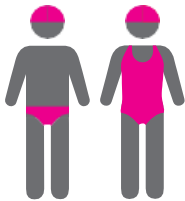
66%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



59%

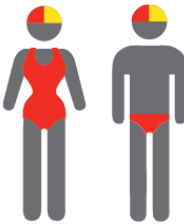
JUNIOR MEMBERSHIP  
RETENTION

2021/22



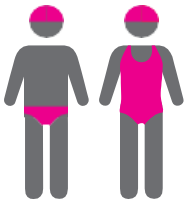
66%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



61%

JUNIOR MEMBERSHIP  
RETENTION