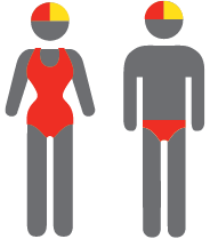


MEMBERSHIP STATISTICS REPORT EOS 2022/23



447

ACTIVE MEMBERSHIP



4% Increase



1530

TOTAL MEMBERSHIP



6% Decrease



440

JUNIOR MEMBERSHIP



18% 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

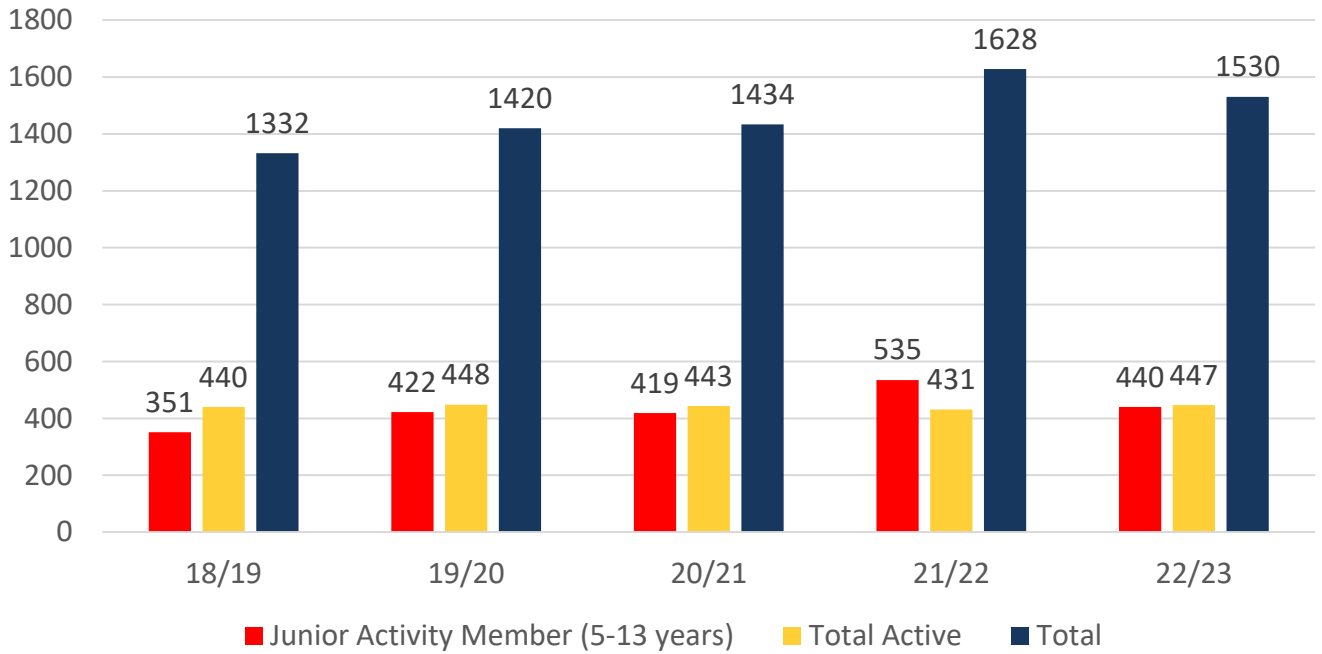
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	8	23	116	10	17
Junior Activity Member (5-13 years)	351	422	419	535	440
Cadet Member (13-15 years)	21	31	31	35	28
Active Junior (15-18 years)	55	47	41	49	49
Active Senior (18years and over)	286	294	295	284	312
Award Member	68	68	64	51	45
Reserve Active	10	8	12	12	13
Long Service	128	120	118	132	156
Past Active	5	2	4	5	3
Associate	336	363	281	457	123
Life Member	37	29	34	34	36
General	1	2	2	9	289
Honorary	22	8	17	14	17
Non Member Participants	2	2	0	0	0
Leave / Restricted	2	1	0	1	2
Total Active	440	448	443	431	447
Total	1332	1420	1434	1628	1530

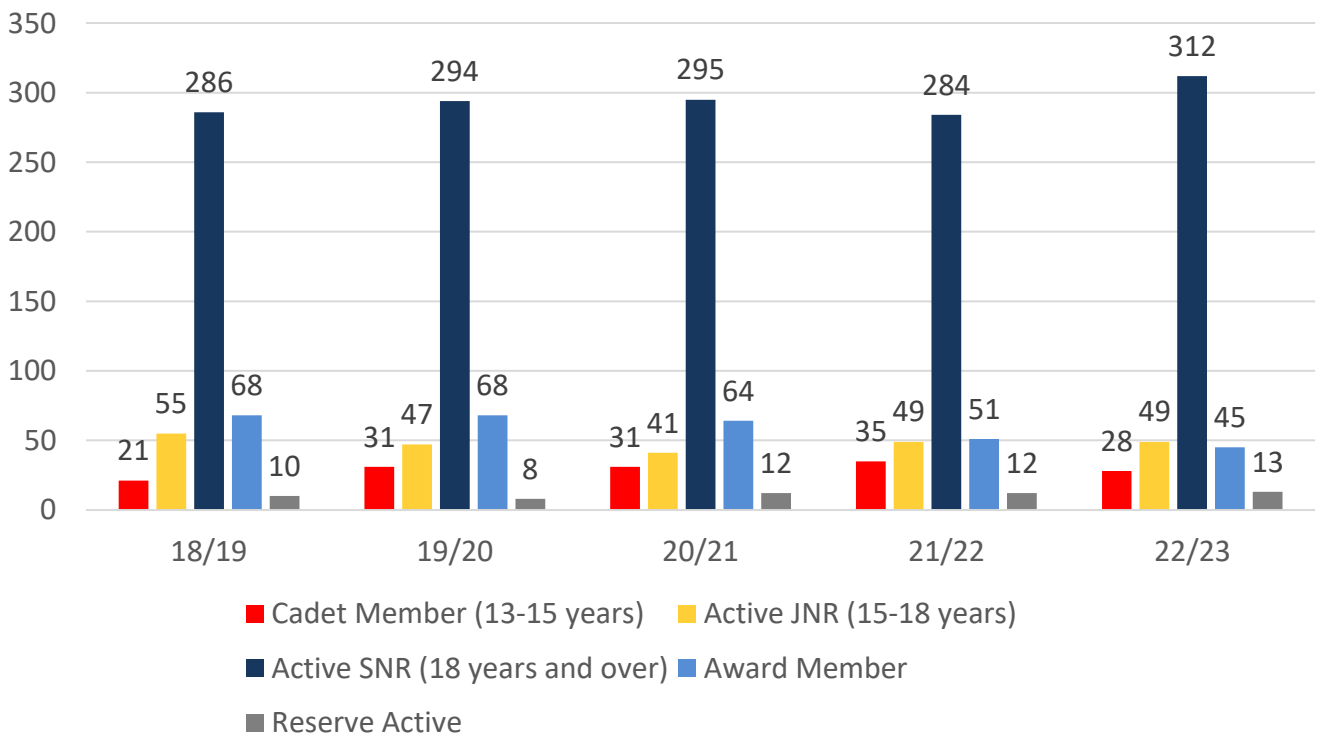
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	54	41	54	53	48
Under 7	51	64	50	86	65
Under 8	44	66	55	73	73
Under 9	52	53	61	84	59
Under 10	37	64	55	73	50
Under 11	33	36	57	51	59
Under 12	41	43	30	58	36
Under 13	22	35	35	27	33
Under 14	17	20	19	32	25
Junior Activities Total	351	422	416	537	448

5 YEAR TREND ANALYSIS

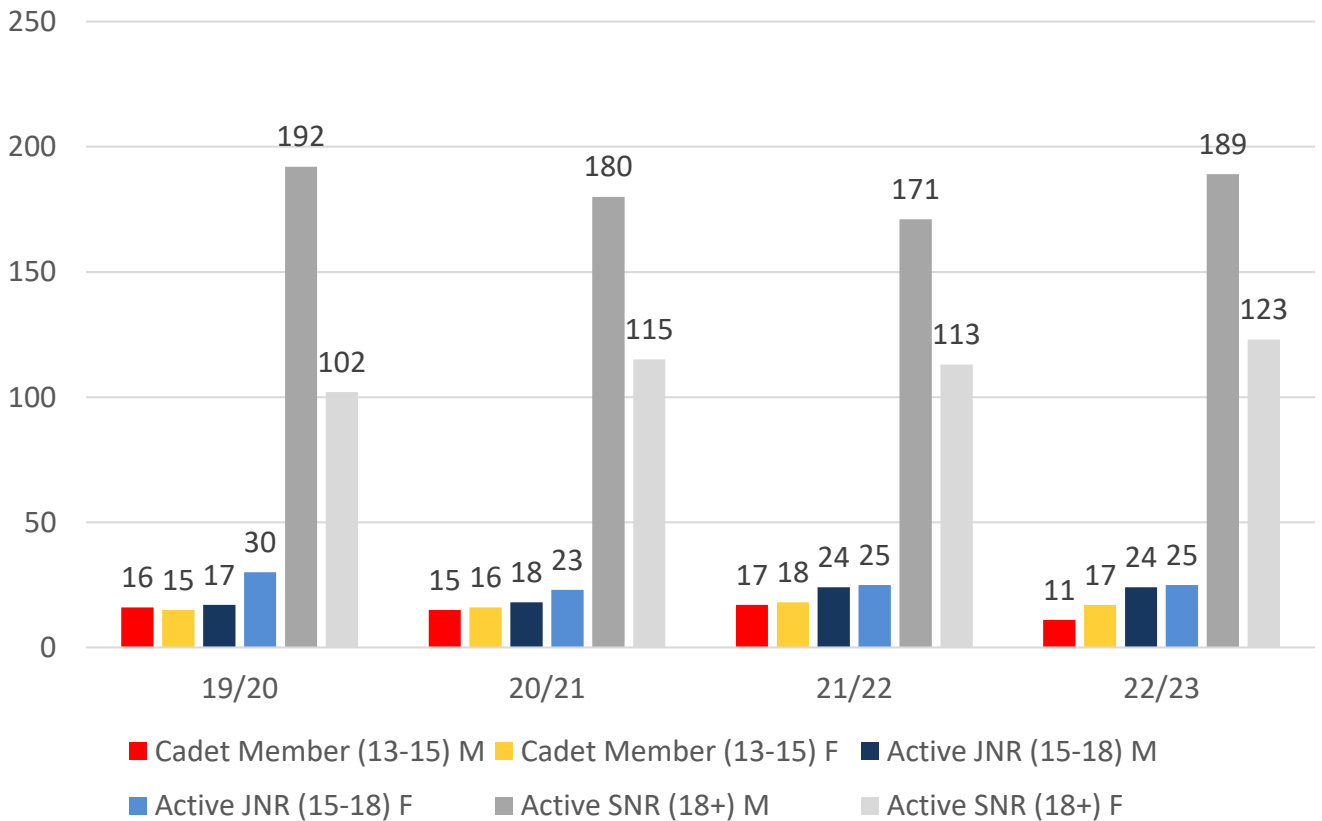
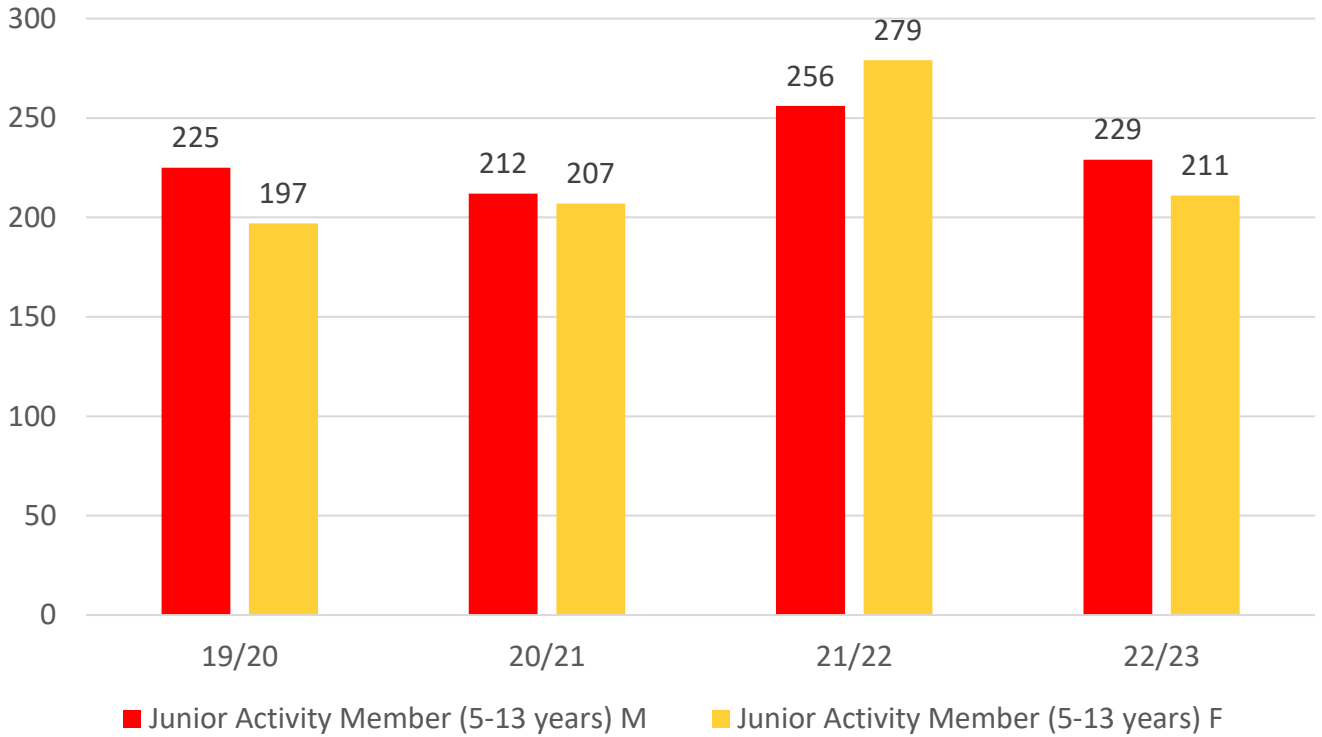
Total Membership



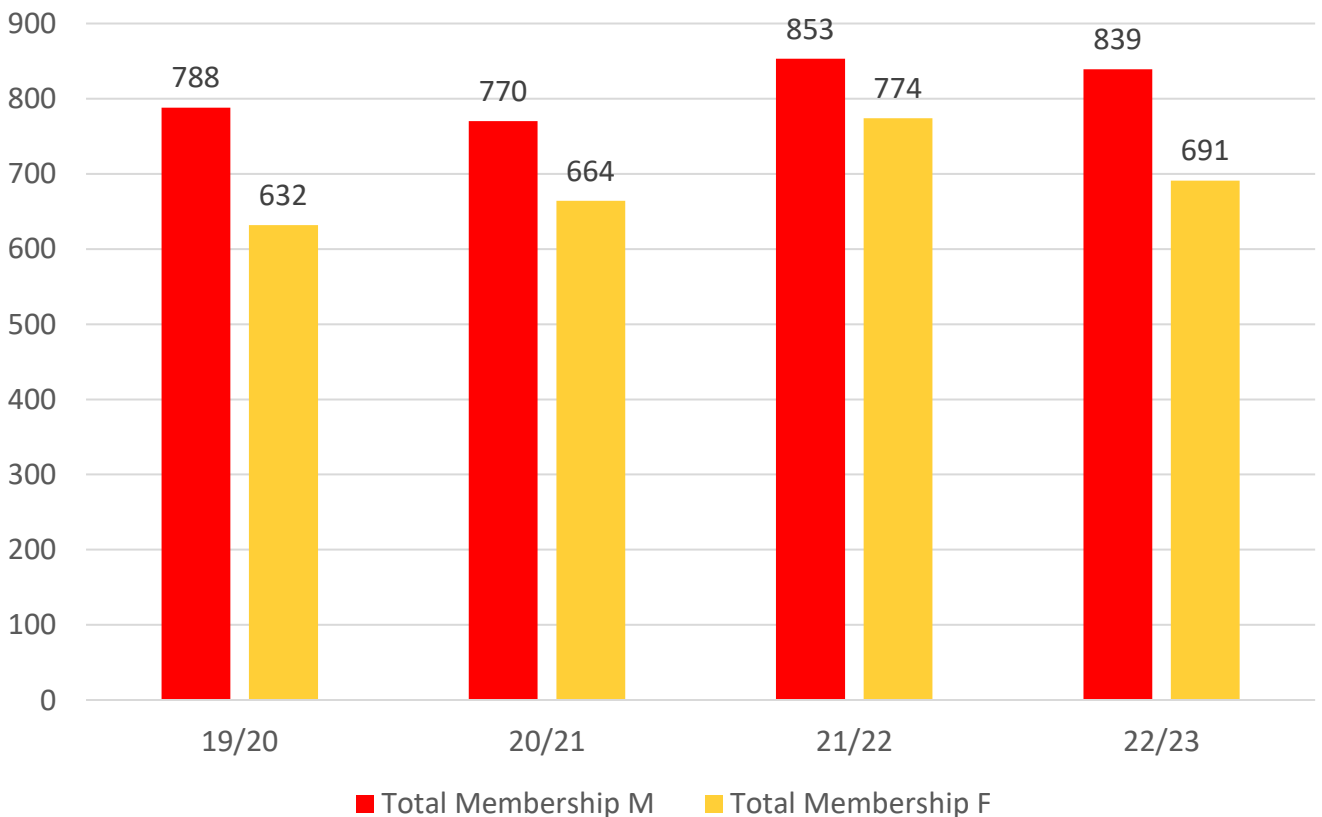
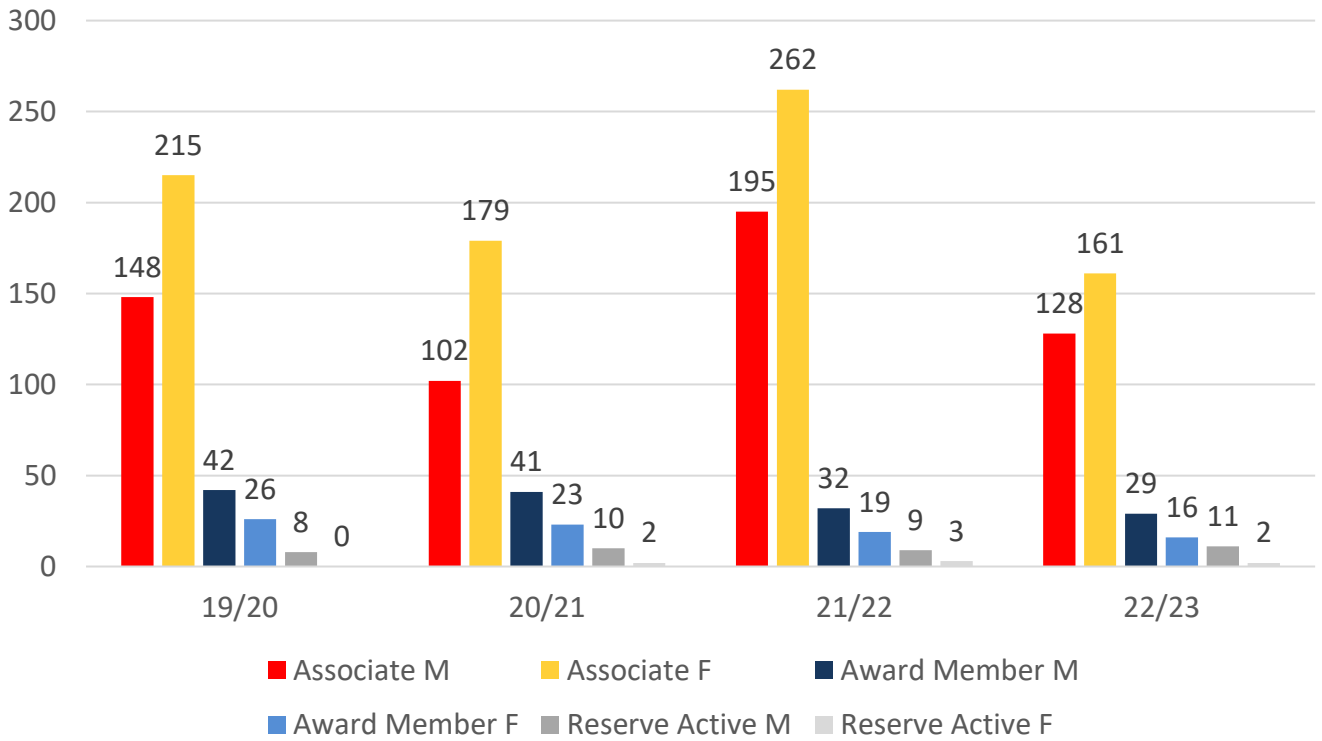
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



454

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



550

MEMBERS LOST FROM THE ORGANISATION

MOOLOOLABA 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	10	5	50%	5	0	0%	5	50%	17	170%	0	0%	17	70%
Junior Activities	535	287	54%	26	12	2%	236	44%	168	31%	11	2%	440	-18%
Cadet Member (13-15 years)	35	25	71%	-1	1	3%	9	26%	2	6%	0	0%	28	-20%
Active (15-18 yrs)	49	29	59%	-16	3	6%	17	35%	3	6%	1	2%	49	0%
Active (18yrs and over)	284	240	85%	-14	12	4%	32	11%	48	17%	10	4%	312	10%
Award Member	51	45	88%	4	1	2%	5	10%	4	8%	0	0%	45	-12%
Reserve Active	12	9	75%	0	1	8%	2	17%	3	25%	1	8%	13	8%
Long Service	132	123	93%	-12	2	2%	7	5%	17	13%	4	3%	156	18%
Past Active	5	3	60%	2	0	0%	2	40%	1	20%	1	20%	3	-40%
Associate	457	220	48%	129	10	2%	227	50%	24	5%	8	2%	123	-73%
Life Member	34	34	100%	-1	0	0%	0	0%	1	3%	0	0%	36	6%
General	9	4	44%	-120	0	0%	5	56%	161	1789%	4	44%	289	3111%
Honorary	14	11	79%	-1	0	0%	3	21%	5	36%	0	0%	17	21%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	-1	0	0%	0	0%	0	0%	0	0%	2	100%
Total Active	431	348	81%		18	4%	65	15%	60	14%	12		447	4%
Total	1628	1036	64%		42	3%	550	34%	454	28%	40		1530	-6%

MEMBERSHIP RETENTION

MOOLOOLABA 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	27	22	81%	4	15%	2	7%	34
16-18 Years	49	27	55%	19	39%	3	6%	43
19-25 Years	49	36	73%	11	22%	10	20%	52
26-35 Years	32	22	69%	7	22%	6	19%	32
36-50 Years	125	102	82%	15	12%	28	22%	131
51-70 Years	124	116	94%	7	6%	7	6%	126
70+ Years	25	23	92%	2	8%	4	16%	29
Total	431	348	81%	65	15%	60	14%	447

MOOLOOLABA 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	53					48		48
Under 7	86	30	57%	20	38%	33	62%	65
Under 8	73	45	52%	39	45%	26	30%	73
Under 9	83	38	52%	33	45%	18	25%	59
Under 10	72	39	47%	42	51%	8	10%	50
Under 11	51	40	56%	32	44%	17	24%	59
Under 12	58	28	55%	22	43%	8	16%	36
Under 13	27	28	48%	29	50%	5	9%	33
Under 14	32	17	63%	9	33%	5	19%	17
Transitioned From JA		22	69%					

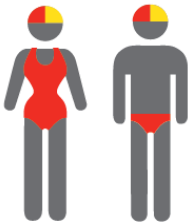
MEMBERSHIP RETENTION

2020/21



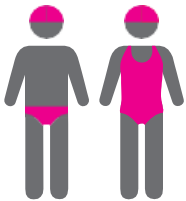
66%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



59%

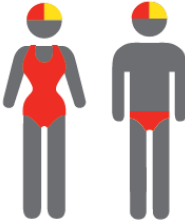
JUNIOR MEMBERSHIP
RETENTION

2021/22



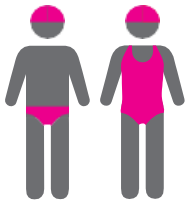
66%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



61%

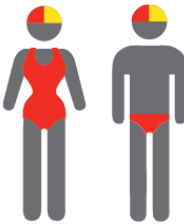
JUNIOR MEMBERSHIP
RETENTION

2022/23



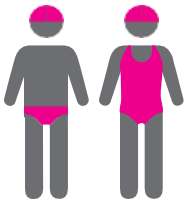
64%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



54%

JUNIOR MEMBERSHIP
RETENTION