



## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



23

ACTIVE MEMBERSHIP



35% Increase



96

TOTAL MEMBERSHIP



32% Increase



29

JUNIOR MEMBERSHIP



26% 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.

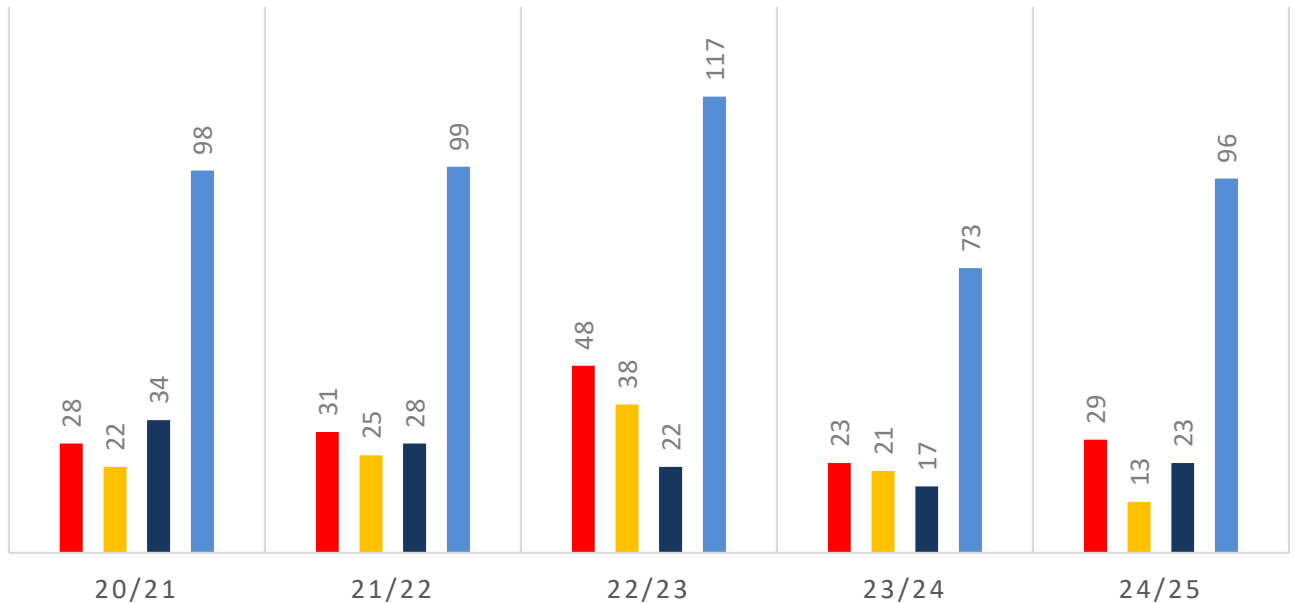
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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

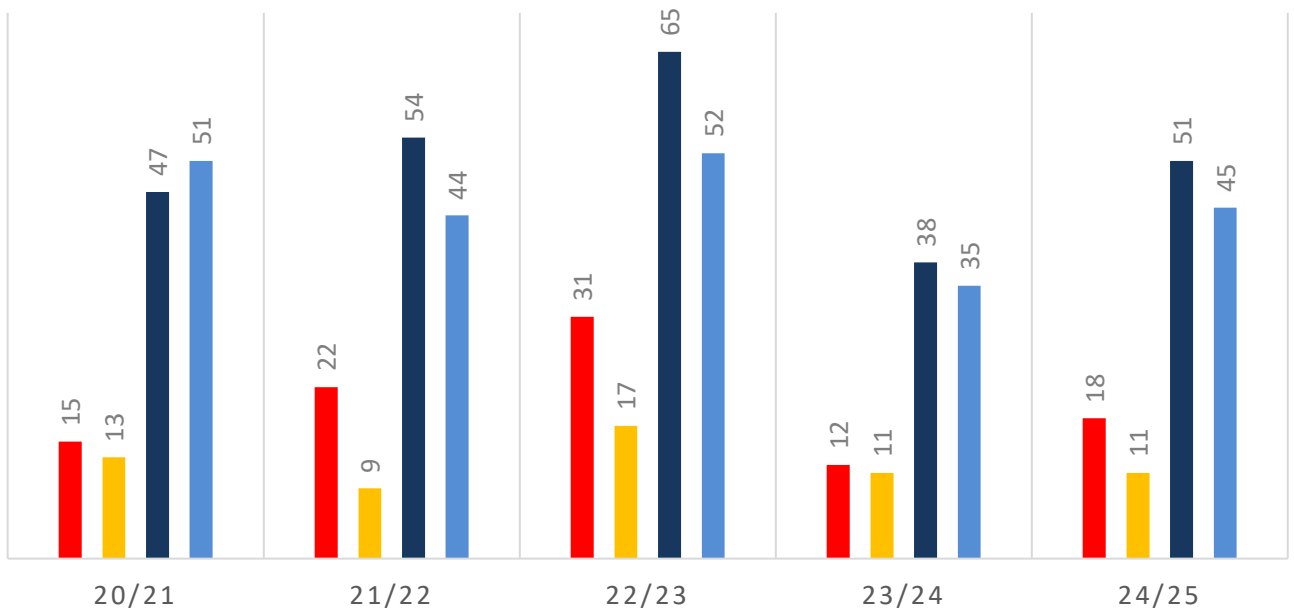
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



36

BRAND NEW MEMBERS



81%

MEMBERSHIP RETENTION



14

MEMBERS LOST FROM MOORE PARK SLSC

Moore Park 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	0	0			0		0		0		0		0	
Nipper Parent	0	0			0		0		11		0		18	
Junior Activities	23	19	83%	1	0	0%	4	17%	11	48%	0	0%	29	26%
Cadet Member (13-15 years)	3	3	100%	2	0	0%	0	0%	0	0%	0	0%	1	-67%
Active (15-18 yrs)	3	2	67%		0	0%	1	33%	0	0%	0	0%	4	33%
Active (18yrs and over)	6	6	100%	2	0	0%	0	0%	0	0%	0	0%	4	-33%
Award Member	5	5	100%		0	0%	0	0%	0	0%	0	0%	14	180%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		1		1		2	
Past Active	2	0	0%		0	0%	2	100%	0	0%	0	0%	2	0%
Associate	21	16	76%	15	0	0%	5	24%	12	57%	0	0%	13	-38%
Life Member	9	8	89%		0	0%	1	11%	1	11%	0	0%	9	0%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Total Active	17	16	94%		0	0%	1	6%	0	0%	0	0%	23	35%
Total	73	59	81%		0	0%	14	19%	36	49%	1	1%	96	32%

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

# MEMBERSHIP RETENTION

Moore Park 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	3	3	100%	0	0%	0	0%	3
16-18 Years	3	2	67%	1	33%	0	0%	3
19-25 Years	1	1	100%	0	0%	0	0%	1
26-35 Years	1	1	100%	0	0%	0	0%	2
36-50 Years	3	3	100%	0	0%	0	0%	8
51-70 Years	5	5	100%	0	0%	0	0%	5
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	17	16	94%	1	6%	0	0%	23



Moore Park 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	0					4		4
Under 7	2	0		0		4		4
Under 8	3	1	50%	1	50%	0	0%	1
Under 9	4	3	100%	0	0%	1	33%	4
Under 10	2	4	100%	0	0%	1	25%	5
Under 11	4	0	0%	2	100%	1	50%	1
Under 12	5	4	100%	0	0%	0	0%	4
Under 13	2	5	100%	0	0%	0	0%	5
Under 14	1	1	50%	1	50%	0	0%	1
Transitioned From JA		1	100%					