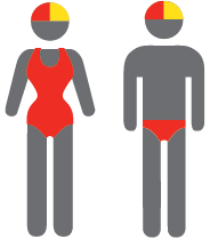


# MOORE PARK

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2021/22



32

ACTIVE MEMBERSHIP



6% Decrease



106

TOTAL MEMBERSHIP



6% Increase



35

JUNIOR MEMBERSHIP



21% 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.

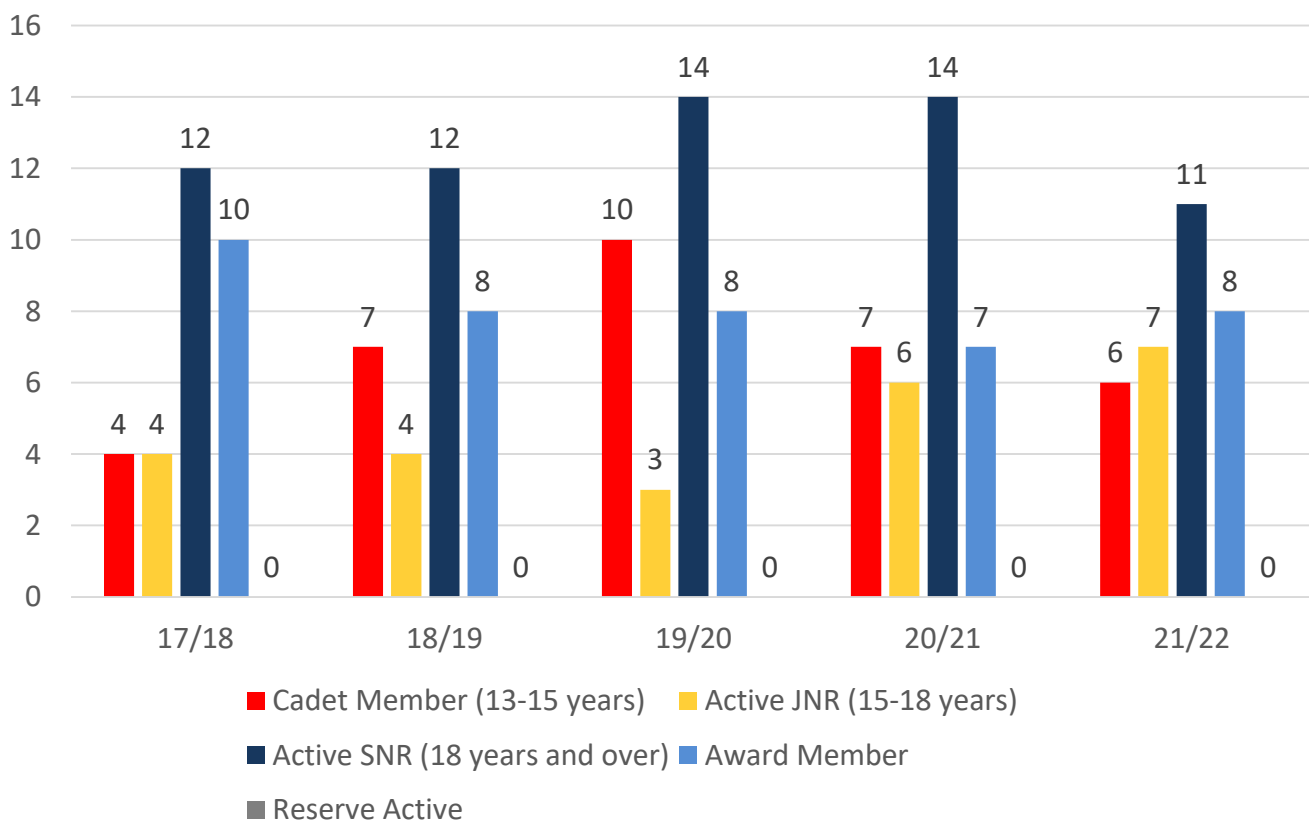
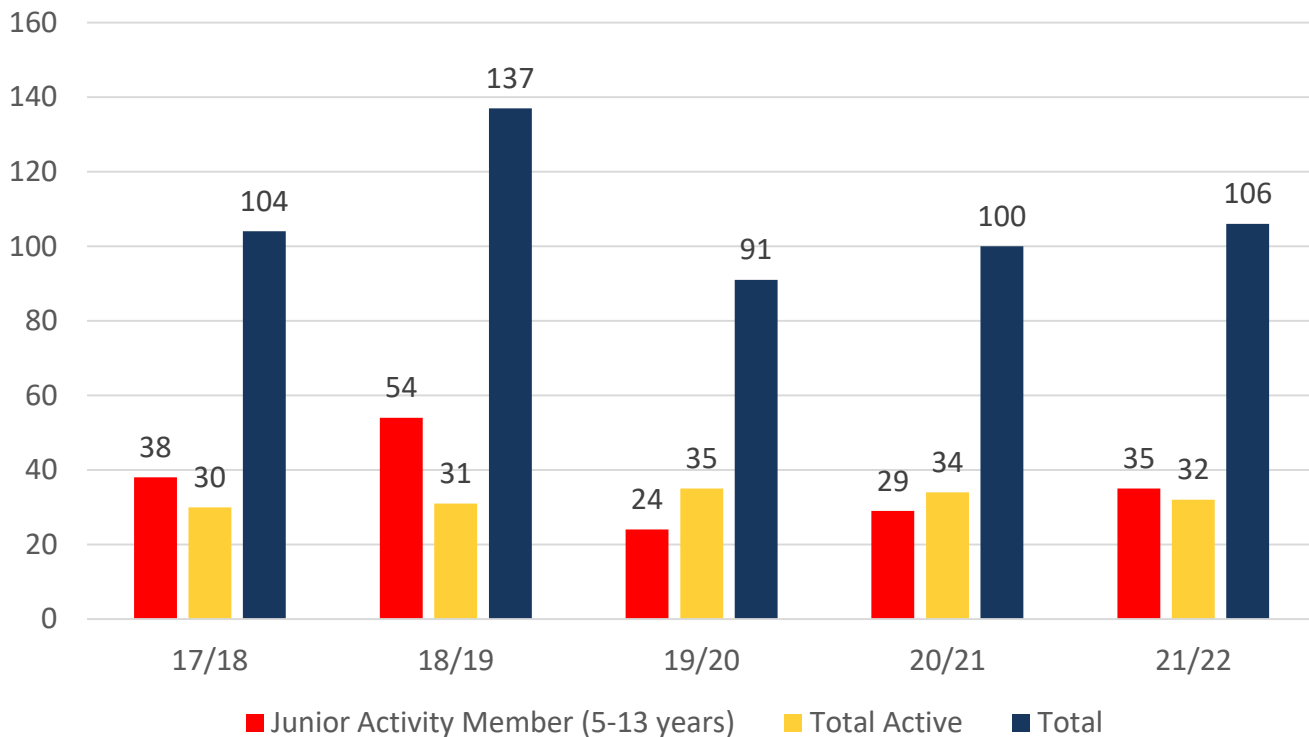
# TOTAL MEMBERSHIP

## MEMBERSHIP 2017-2022

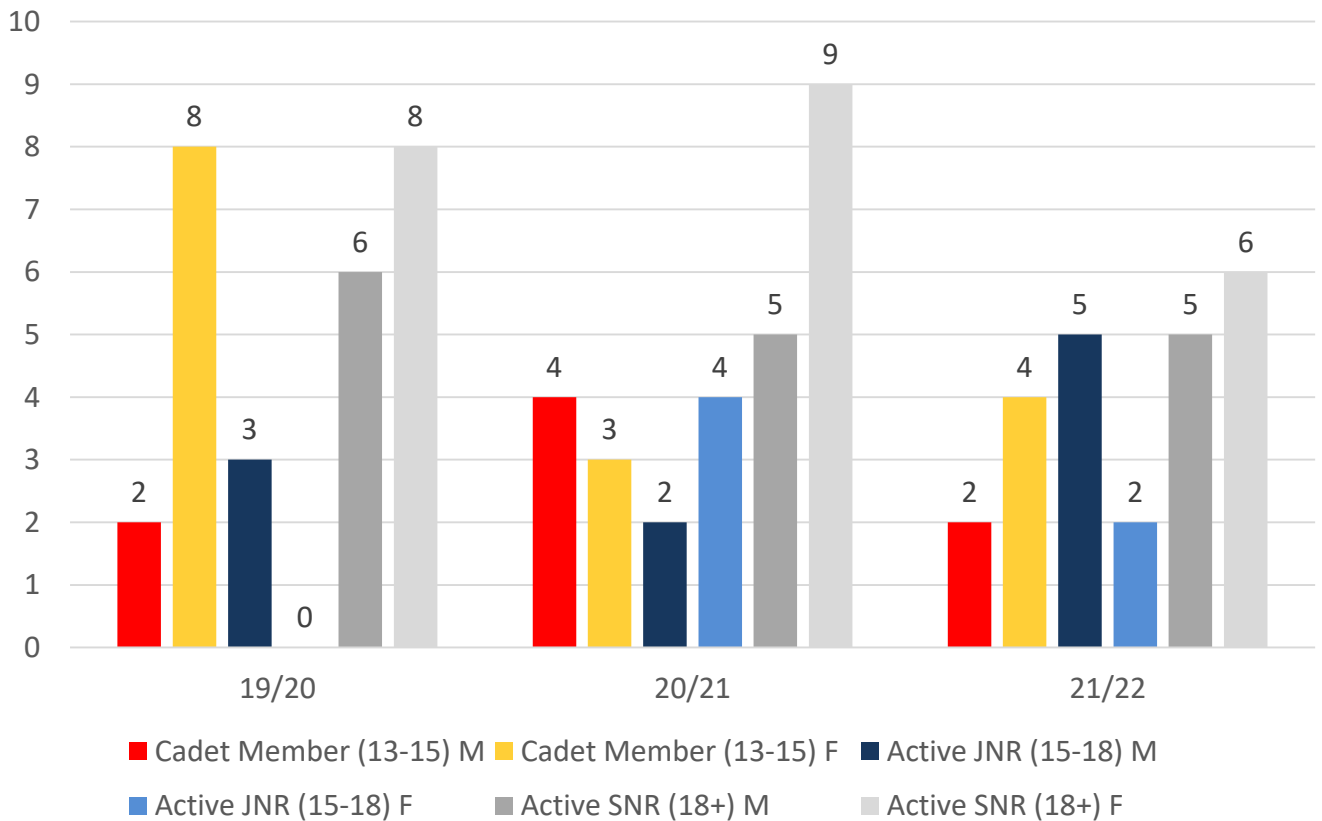
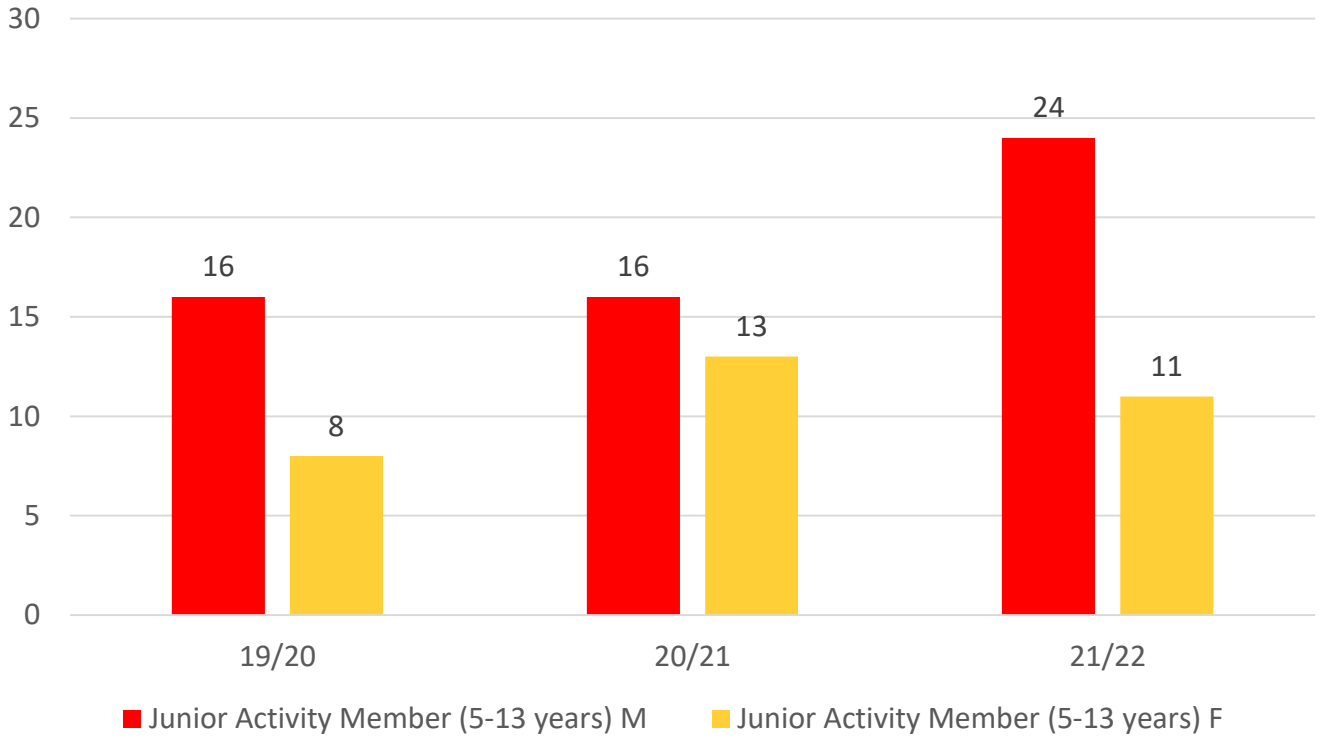
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	0	0	0
Junior Activity Member (5-13 years)	38	54	24	29	35
Cadet Member (13-15 years)	4	7	10	7	6
Active Junior (15-18 years)	4	4	3	6	7
Active Senior (18years and over)	12	12	14	14	11
Award Member	10	8	8	7	8
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	24	38	18	23	25
Life Member	12	14	14	14	14
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	30	31	35	34	32
Total	104	137	91	100	106

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	3	3	1	2	7
Under 7	1	8	4	3	2
Under 8	5	7	4	6	2
Under 9	6	5	2	4	6
Under 10	4	9	2	2	7
Under 11	7	6	3	3	2
Under 12	4	6	3	4	5
Under 13	6	5	3	2	3
Under 14	2	5	2	3	1
Junior Activities Total	38	54	24	29	35

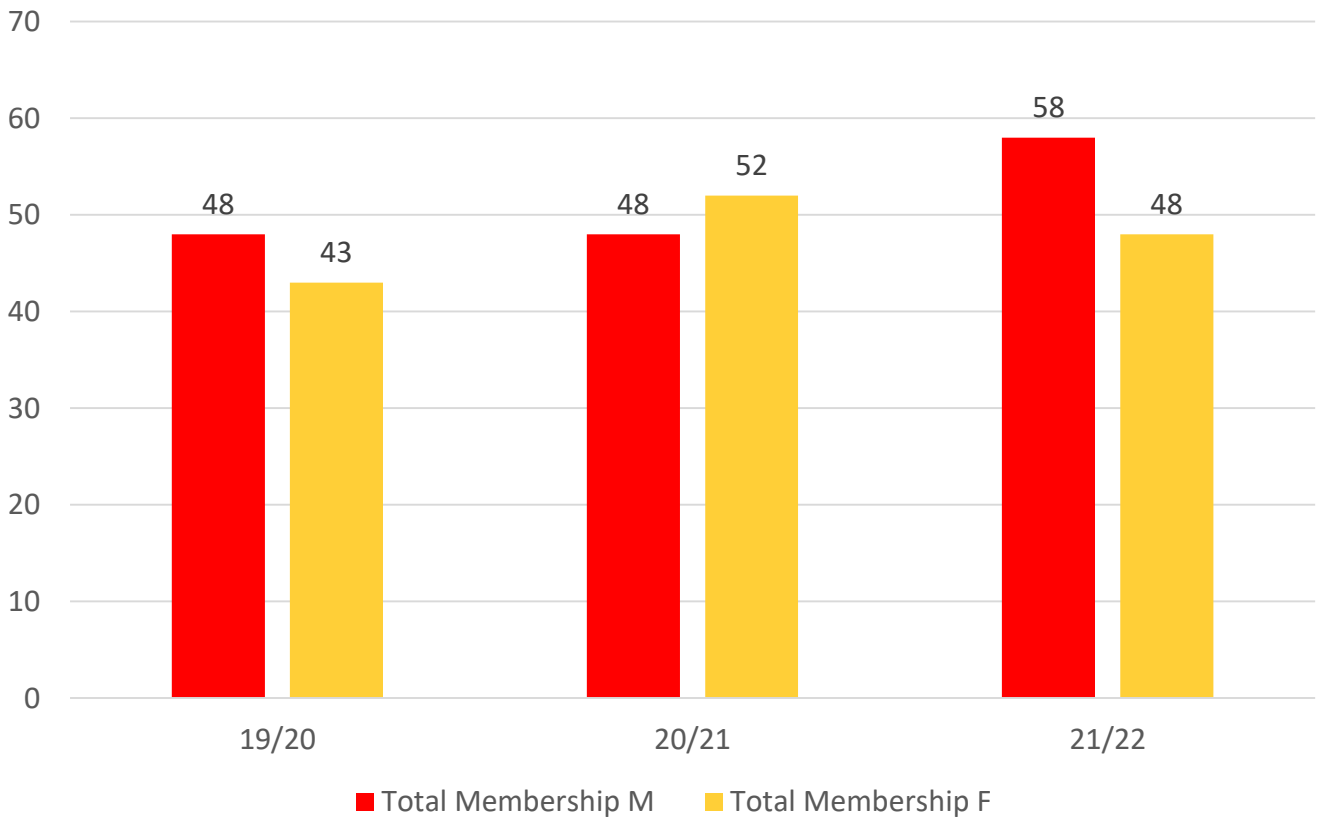
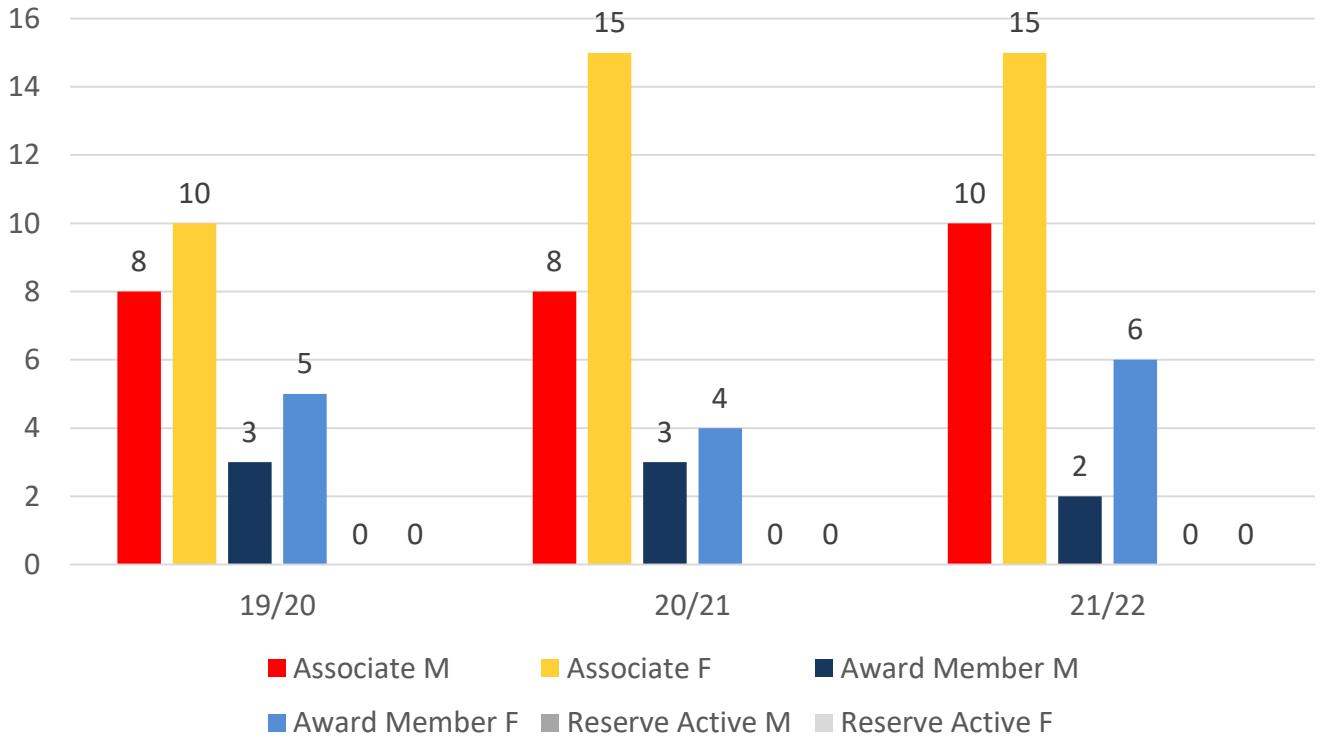
# 5 YEAR TREND ANALYSIS



# 3 YEAR GENDER COMPARISON



# 3 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



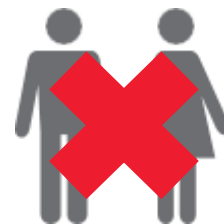
**38**

**BRAND NEW MEMBERS**



**68%**

**MEMBERSHIP RETENTION**



**32**

**MEMBERS LOST FROM THE ORGANISATION**

MOORE PARK 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	0	0		0	0	0	0	0	0	0	0	0	0	
Junior Activities	29	19	66%	3	0	0%	10	34%	19	66%	0	0%	35	21%
Cadet Member (13-15 years)	7	6	86%	0	0	0%	1	14%	0	0%	0	0%	6	-14%
Active (15-18 yrs)	6	3	50%	-2	0	0%	3	50%	2	33%	0	0%	7	17%
Active (18yrs and over)	14	10	71%	-1	0	0%	4	29%	0	0%	0	0%	11	-21%
Award Member	7	4	57%	-4	0	0%	3	43%	0	0%	0	0%	8	14%
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	23	12	52%	4	0	0%	11	48%	17	74%	0	0%	25	9%
Life Member	14	14	100%	0	0	0%	0	0%	0	0%	0	0%	14	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	34	23	68%		0	0%	11	32%	2	6%	0		32	-6%
Total	100	68	68%		0	0%	32	32%	38	38%	0		106	6%

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

# MEMBERSHIP RETENTION

## MOORE PARK 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	5	83%	1	17%	1	17%	5
16-18 Years	7	4	57%	3	43%	1	14%	7
19-25 Years	6	5	83%	1	17%	0	0%	7
26-35 Years	1	0	0%	1	100%	0	0%	0
36-50 Years	4	2	50%	2	50%	0	0%	6
51-70 Years	9	6	67%	3	33%	0	0%	6
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	34	23	68%	11	32%	2	6%	32

## MOORE PARK 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	2					7		7
Under 7	3	2	100%	0	0%	0	0%	2
Under 8	6	2	67%	1	33%	0	0%	2
Under 9	4	3	50%	3	50%	3	50%	6
Under 10	2	4	100%	0	0%	3	75%	7
Under 11	3	0	0%	2	100%	2	100%	2
Under 12	4	3	100%	0	0%	2	67%	5
Under 13	2	1	25%	3	75%	2	50%	3
Under 14	3	1	50%	1	50%	0	0%	1
Transitioned From JA		3	100%					

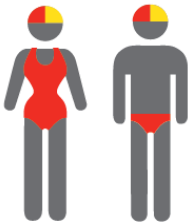
# MEMBERSHIP RETENTION

2019/20



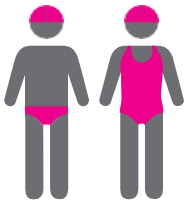
58%

TOTAL MEMBERSHIP  
RETENTION



87%

ACTIVE MEMBERSHIP  
RETENTION



44%

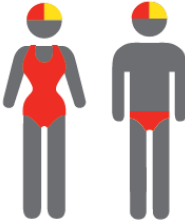
JUNIOR MEMBERSHIP  
RETENTION

2020/21



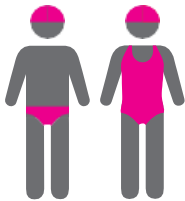
86%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



92%

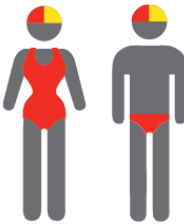
JUNIOR MEMBERSHIP  
RETENTION

2021/22



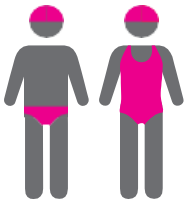
68%

TOTAL MEMBERSHIP  
RETENTION



68%

ACTIVE MEMBERSHIP  
RETENTION



66%

JUNIOR MEMBERSHIP  
RETENTION