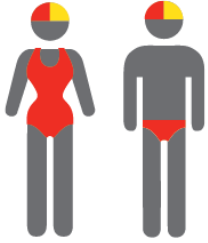


MOORE PARK

MEMBERSHIP STATISTICS REPORT EOS 2022/23



24

ACTIVE MEMBERSHIP



25% Decrease



123

TOTAL MEMBERSHIP



16% Increase



51

JUNIOR MEMBERSHIP



46% 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

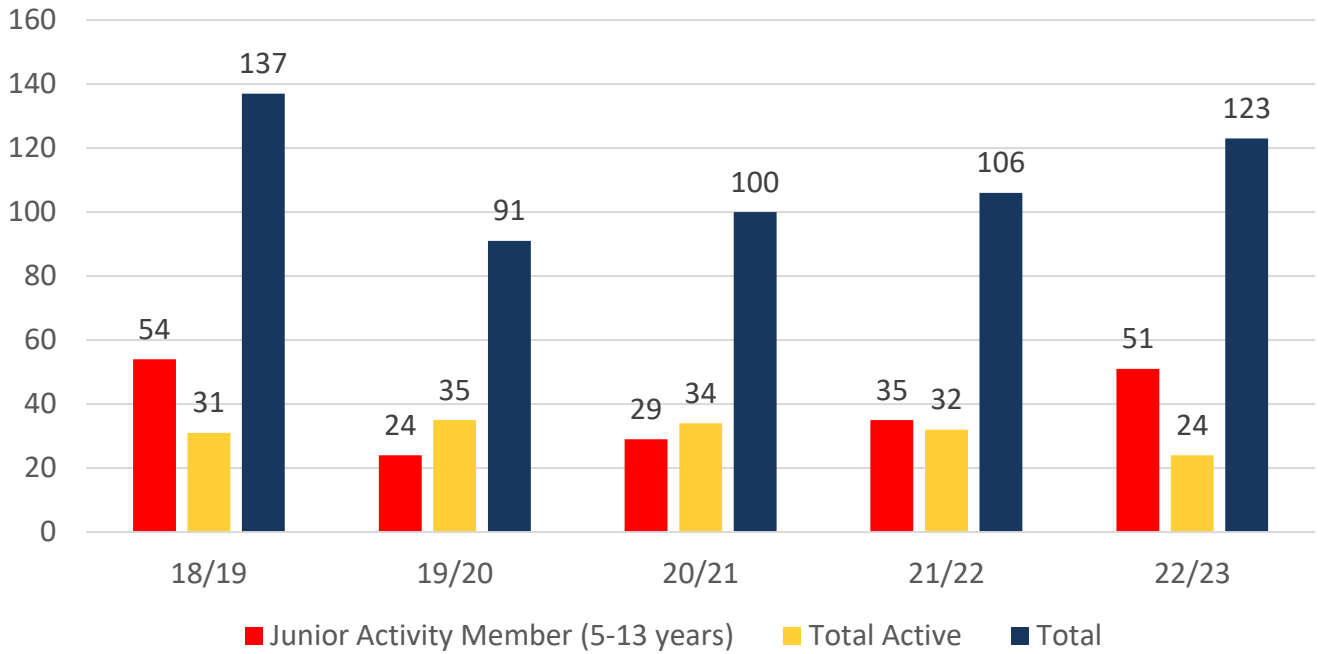
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	0	0	0	0
Junior Activity Member (5-13 years)	54	24	29	35	51
Cadet Member (13-15 years)	7	10	7	6	1
Active Junior (15-18 years)	4	3	6	7	5
Active Senior (18years and over)	12	14	14	11	11
Award Member	8	8	7	8	7
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	38	18	23	25	39
Life Member	14	14	14	14	9
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	31	35	34	32	24
Total	137	91	100	106	123

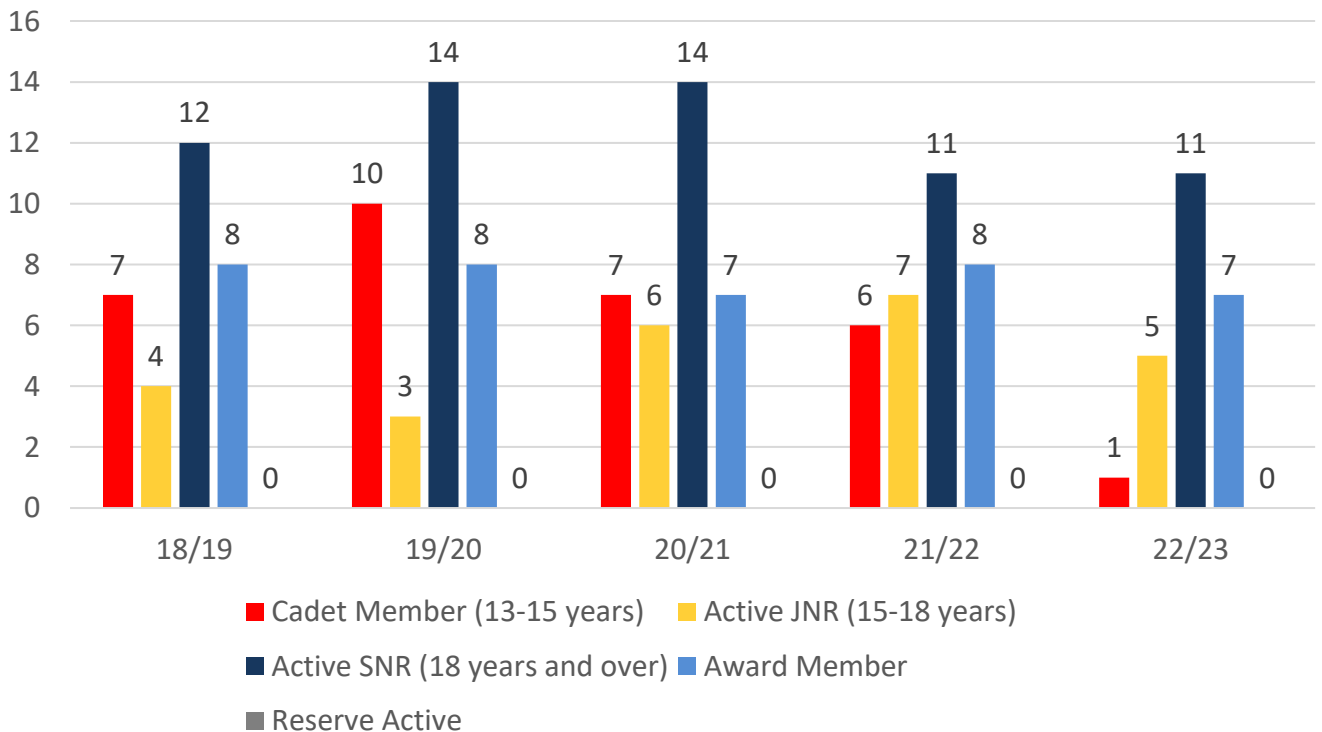
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	3	1	2	7	5
Under 7	8	4	3	2	3
Under 8	7	4	6	2	8
Under 9	5	2	4	6	5
Under 10	9	2	2	7	7
Under 11	6	3	3	2	10
Under 12	6	3	4	5	4
Under 13	5	3	2	3	6
Under 14	5	2	3	1	3
Junior Activities Total	54	24	29	35	51

5 YEAR TREND ANALYSIS

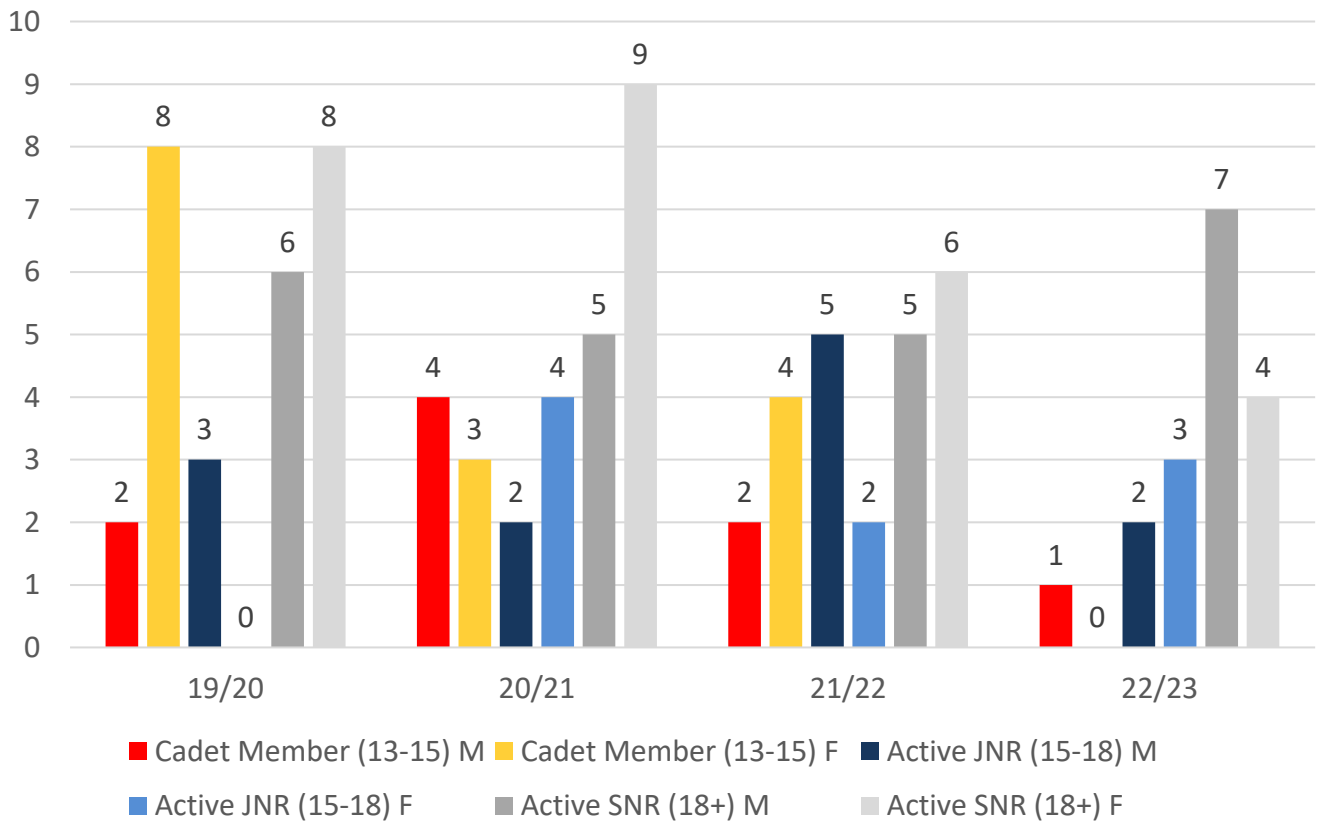
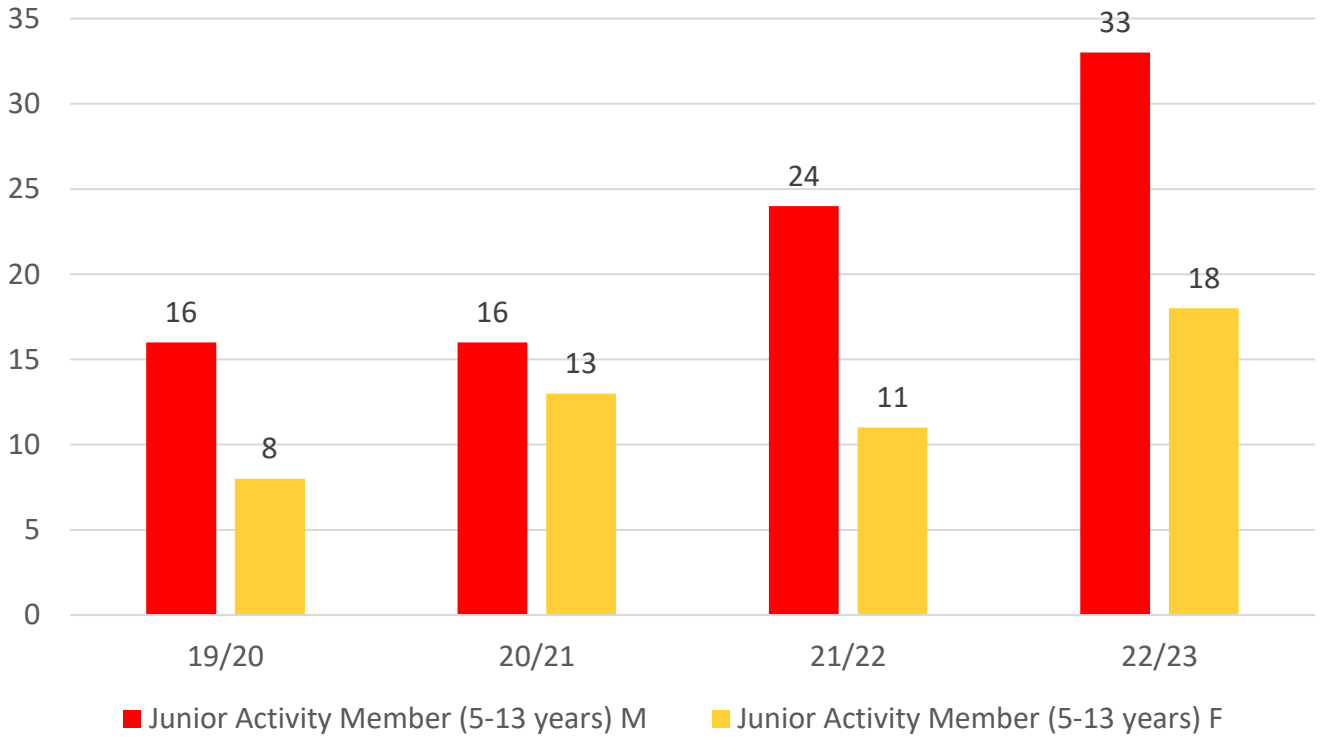
Total Membership



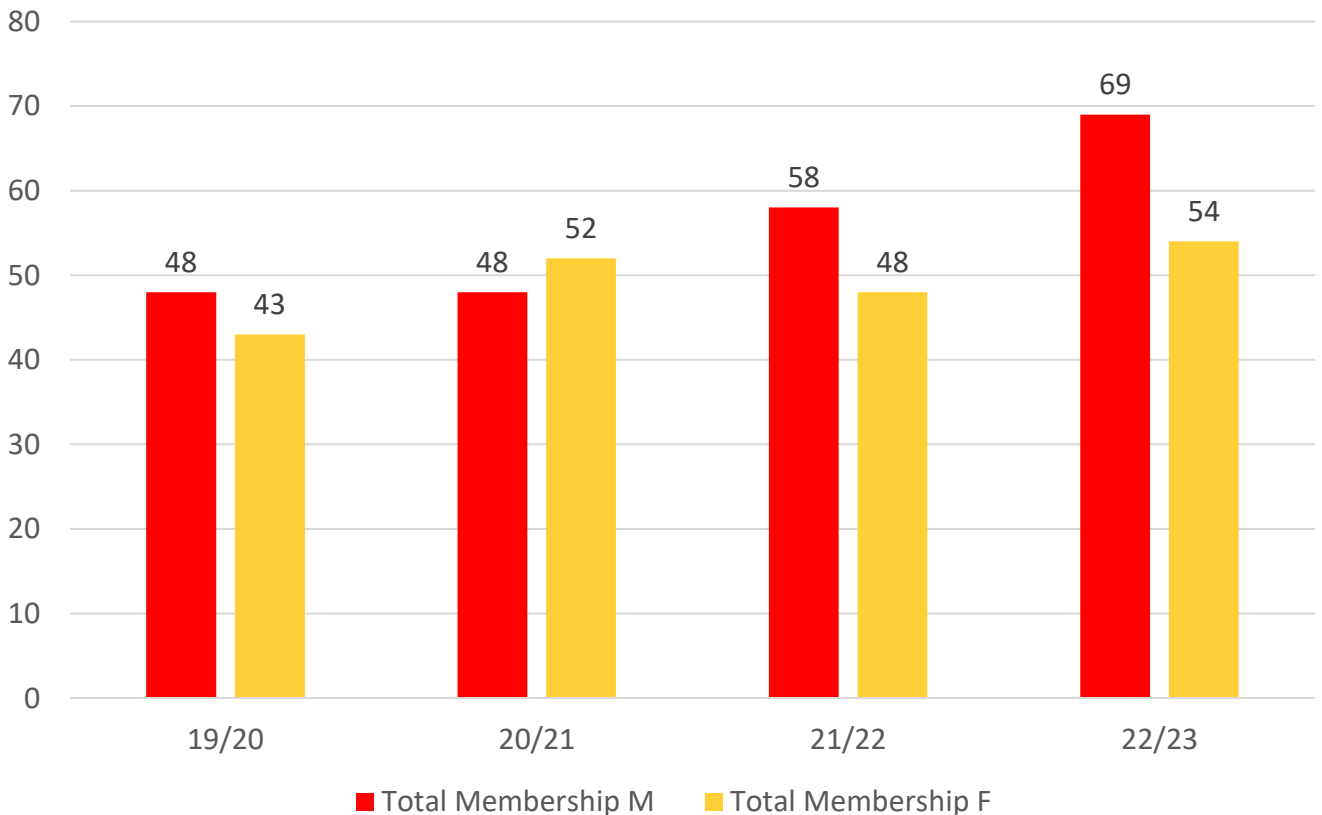
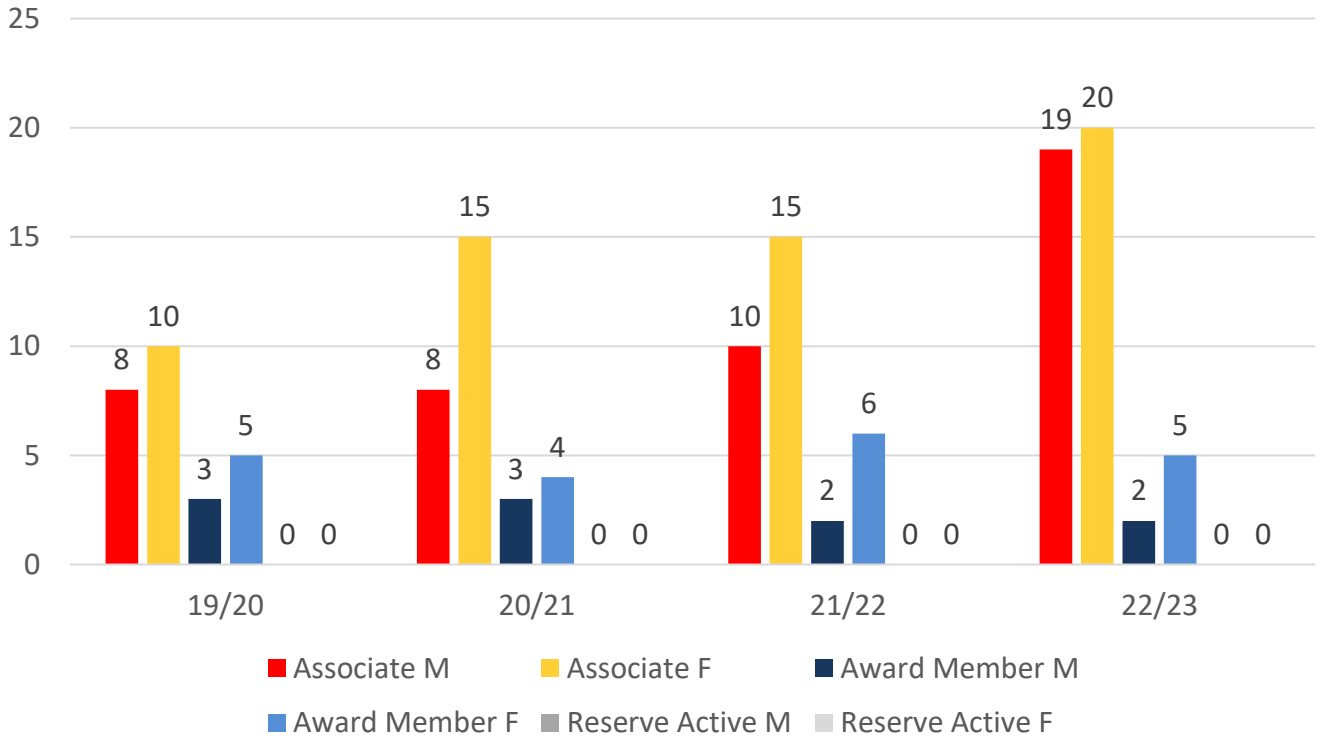
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



51

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



28

MEMBERS LOST FROM THE ORGANISATION

MOORE PARK 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	0	0		0	0		0		0		0		0	
Junior Activities	35	26	74%	1	1	3%	8	23%	26	74%	0	0%	51	46%
Cadet Member (13-15 years)	6	3	50%	2	0	0%	3	50%	0	0%	0	0%	1	-83%
Active (15-18 yrs)	7	3	43%	-2	0	0%	4	57%	0	0%	0	0%	5	-29%
Active (18yrs and over)	11	7	64%	-1	3	27%	1	9%	3	27%	0	0%	11	0%
Award Member	8	7	88%	0	0	0%	1	13%	0	0%	0	0%	7	-13%
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	25	17	68%	0	1	4%	7	28%	22	88%	0	0%	39	56%
Life Member	14	9	64%	0	1	7%	4	29%	0	0%	0	0%	9	-36%
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	32	20	63%		3	9%	9	28%	3	9%	0		24	-25%
Total	106	72	68%		6	6%	28	26%	51	48%	0		123	16%

MEMBERSHIP RETENTION

MOORE PARK 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	5	2	40%	3	60%	0	0%	1
16-18 Years	7	4	57%	3	43%	0	0%	5
19-25 Years	7	2	29%	2	29%	1	14%	3
26-35 Years	0	0		0		1		2
36-50 Years	6	6	100%	0	0%	1	17%	6
51-70 Years	6	5	83%	1	17%	0	0%	6
70+ Years	1	1	100%	0	0%	0	0%	1
Total	32	20	63%	9	28%	3	9%	24

MOORE PARK 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	7					4		5
Under 7	2	4	57%	3	43%	0	0%	3
Under 8	2	2	100%	0	0%	6	300%	8
Under 9	6	2	100%	0	0%	3	150%	5
Under 10	7	4	67%	2	33%	3	50%	7
Under 11	2	5	71%	1	14%	5	71%	10
Under 12	5	1	50%	1	50%	3	150%	4
Under 13	3	4	80%	1	20%	2	40%	6
Under 14	1	3	100%	0	0%	0	0%	3
Transitioned From JA		1	100%					

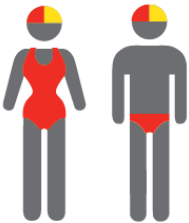
MEMBERSHIP RETENTION

2020/21



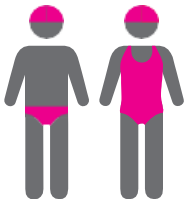
86%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



92%

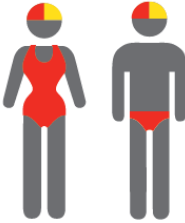
JUNIOR MEMBERSHIP
RETENTION

2021/22



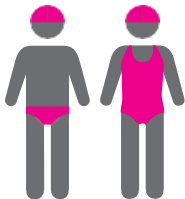
68%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



66%

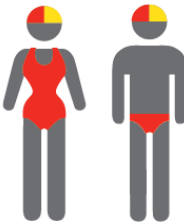
JUNIOR MEMBERSHIP
RETENTION

2022/23



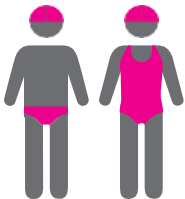
68%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



74%

JUNIOR MEMBERSHIP
RETENTION