

MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



137

ACTIVE MEMBERSHIP



6% Increase



524

TOTAL MEMBERSHIP



2% Increase



220

JUNIOR MEMBERSHIP



3% 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.

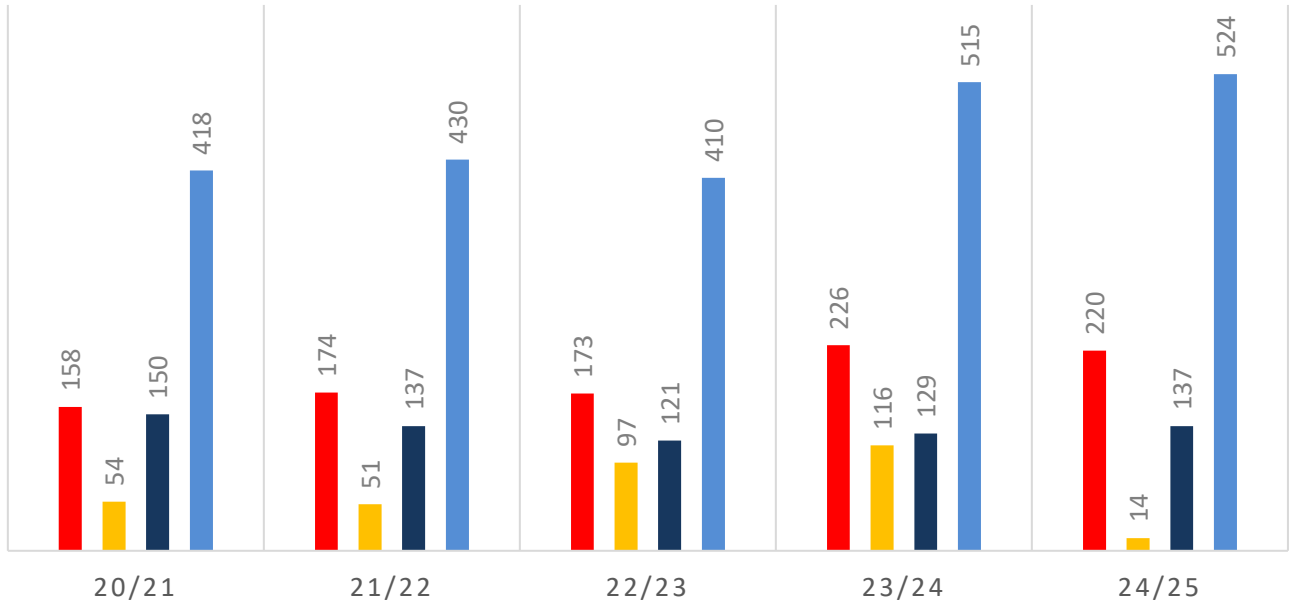
Note:

- Club Membership Statistics are delivered twice each season in 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

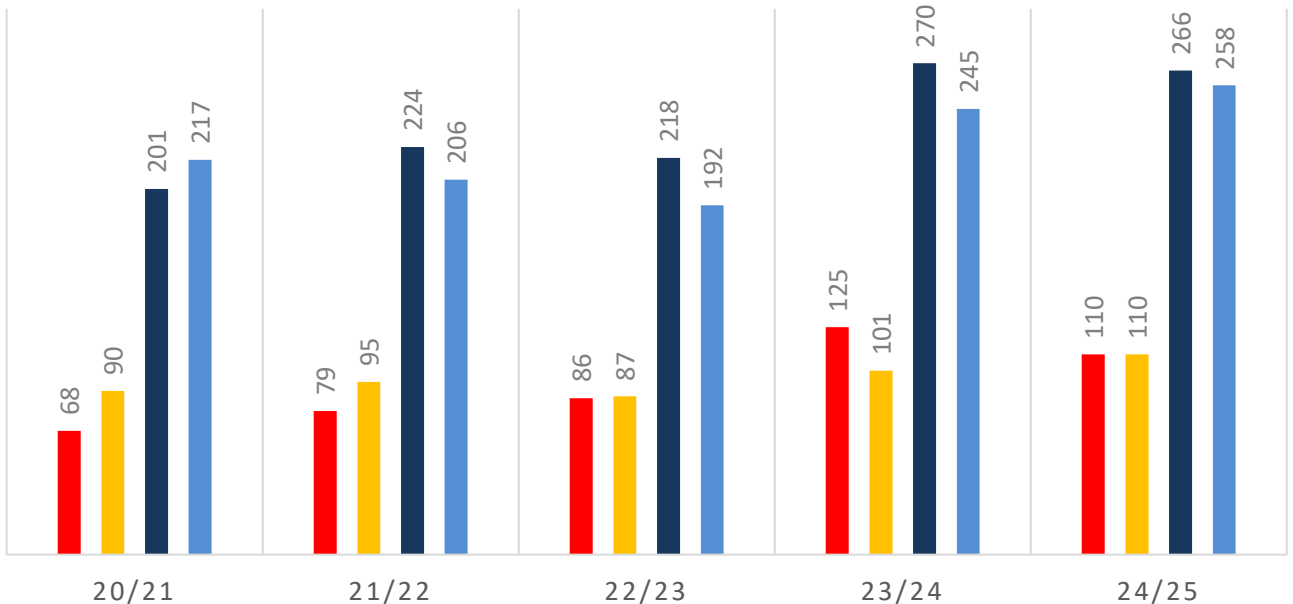
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



206

BRAND NEW MEMBERS



60%

MEMBERSHIP RETENTION



194

MEMBERS LOST FROM THE ORGANISATION

Mudjimba 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	25	8	32%	8	0	0%	17	68%	15	60%	0	0%	15	-40%
Nipper Parent	0	0			0		0		67		2		118	
Junior Activities	226	125	55%	8	2	1%	99	44%	99	44%	4	2%	220	-3%
Cadet Member (13-15 years)	24	19	79%		1	4%	4	17%	1	4%	0	0%	24	0%
Active (15-18 yrs)	19	14	74%	1	2	11%	3	16%	1	5%	1	5%	15	-21%
Active (18yrs and over)	79	61	77%		5	6%	13	16%	6	8%	0	0%	73	-8%
Award Member	7	5	71%		0	0%	2	29%	12	171%	0	0%	25	257%
Reserve Active	0	0			0		0		0		0		0	
Long Service	4	4	100%		0	0%	0	0%	0	0%	0	0%	4	0%
Past Active	0	0			0		0		0		0		0	
Associate	116	63	54%	53	1	1%	52	45%	3	3%	1	1%	14	-88%
Life Member	12	10	83%		0	0%	2	17%	0	0%	0	0%	12	0%
General	2	0	0%		0	0%	2	100%	0	0%	0	0%	0	-100%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	100%
Leave / Restricted	0	0			0		0		1		0		2	
Total Active	129	99	77%		8	6%	22	17%	20	16%	1	1%	137	6%
Total	515	310	60%		11	2%	194	38%	206	40%	8	2%	524	2%

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

MEMBERSHIP RETENTION

Mudjimba 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	19	83%	3	13%	1	4%	23
16-18 Years	20	14	70%	4	20%	1	5%	15
19-25 Years	10	6	60%	3	30%	2	20%	12
26-35 Years	9	7	78%	1	11%	4	44%	13
36-50 Years	30	23	77%	6	20%	9	30%	41
51-70 Years	36	29	81%	5	14%	3	8%	32
70+ Years	1	1	100%	0	0%	0	0%	1
Total	129	99	77%	22	17%	20	16%	137

Mudjimba 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	24					33		33
Under 7	42	10	42%	13	54%	18	75%	30
Under 8	42	25	60%	17	40%	18	43%	43
Under 9	26	24	57%	18	43%	7	17%	32
Under 10	33	14	54%	12	46%	11	42%	26
Under 11	27	19	58%	14	42%	4	12%	23
Under 12	12	14	52%	13	48%	4	15%	18
Under 13	15	7	58%	5	42%	1	8%	8
Under 14	5	8	53%	6	40%	3	20%	7
Transitioned From JA		4	80%					