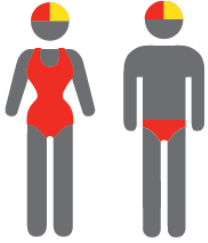


MEMBERSHIP STATISTICS REPORT EOS 2021/22



135

ACTIVE MEMBERSHIP



11% Decrease



427

TOTAL MEMBERSHIP



2% Increase



172

JUNIOR MEMBERSHIP



12% 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.

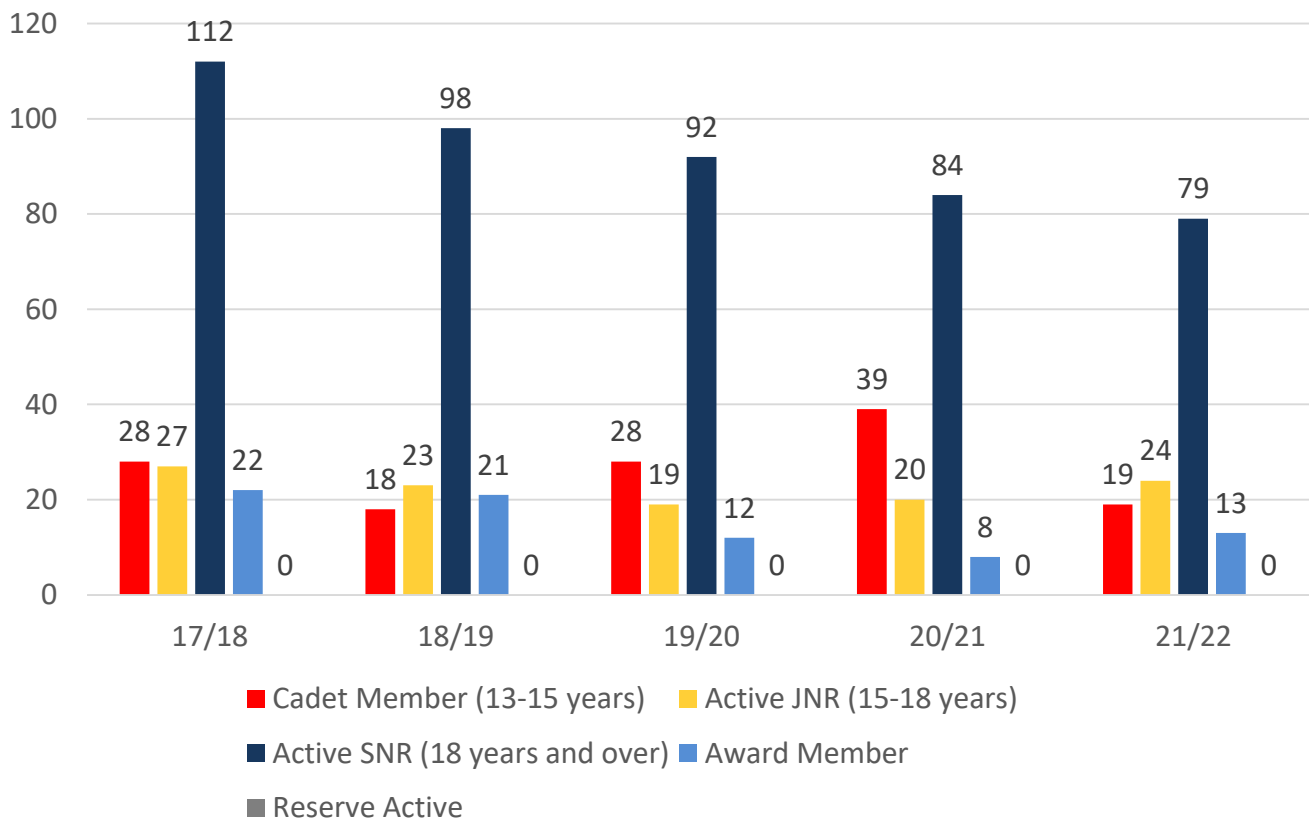
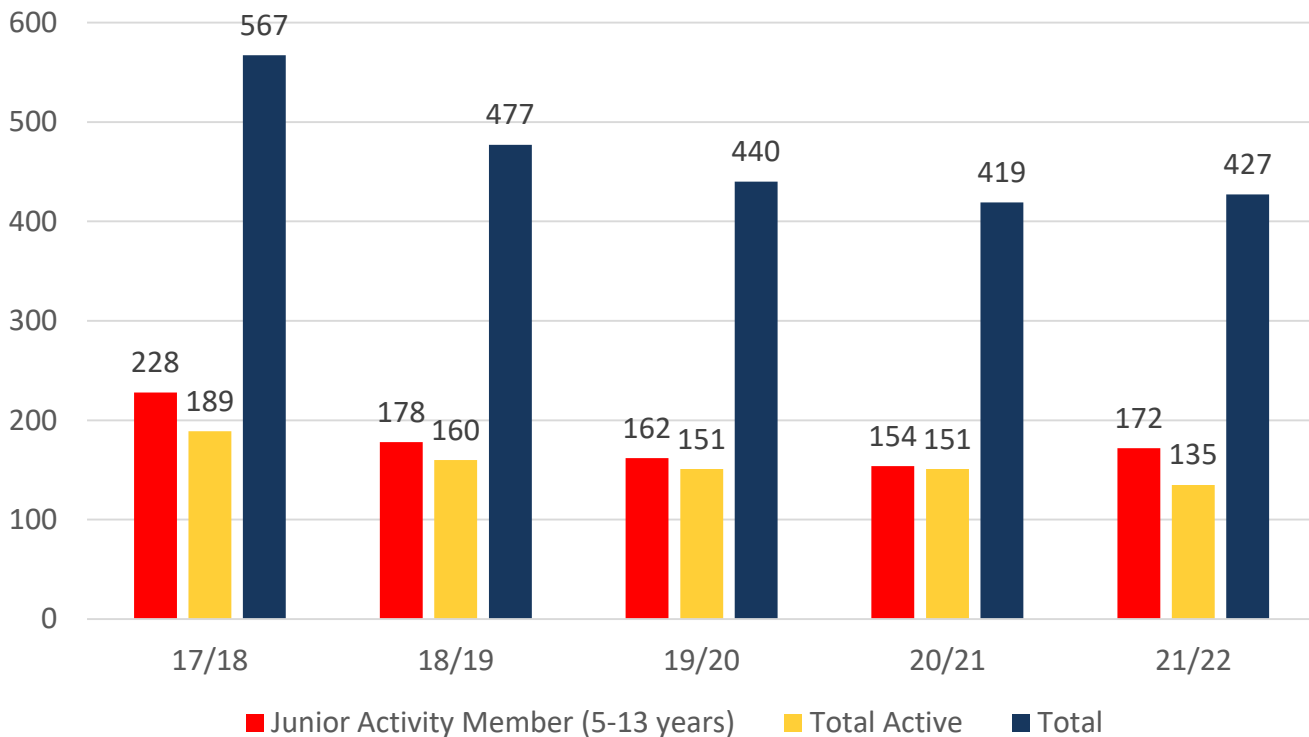
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

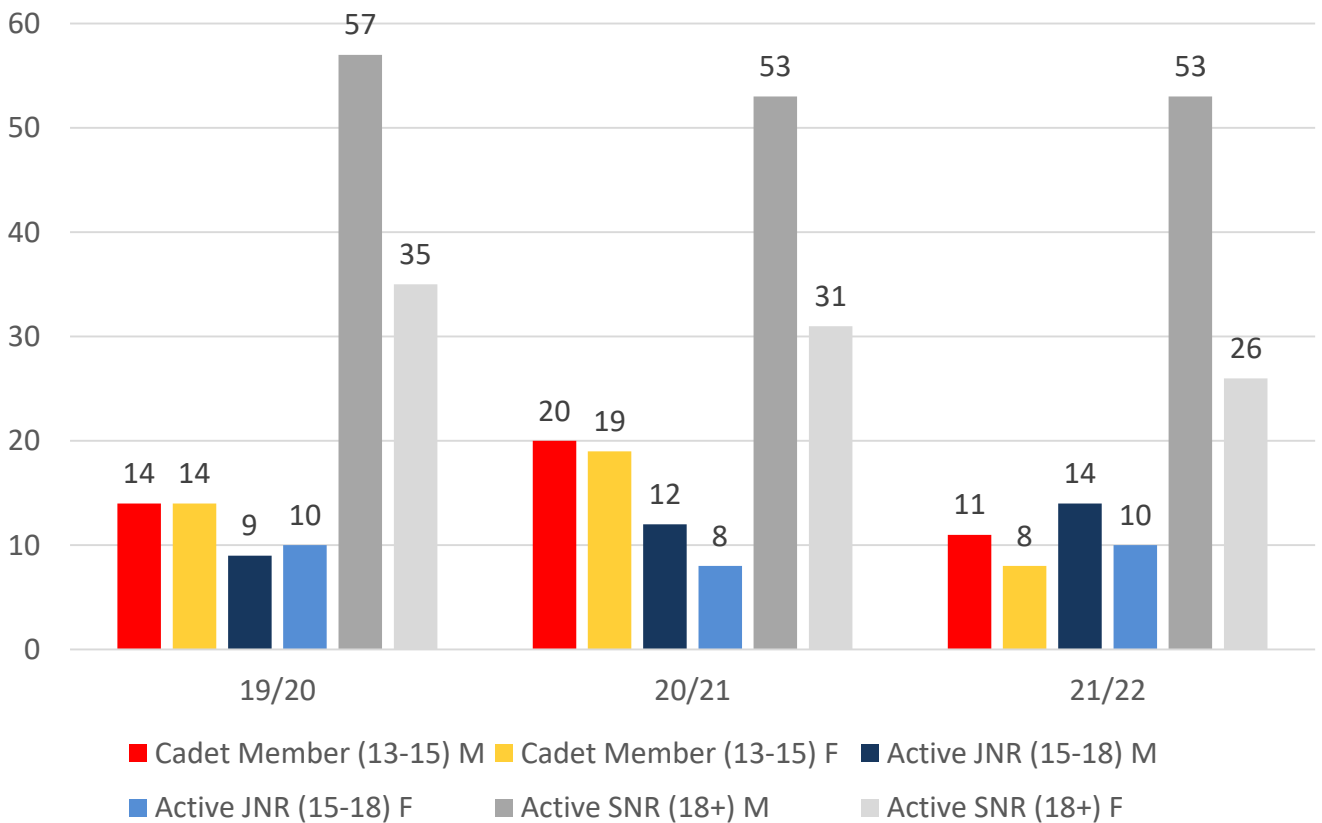
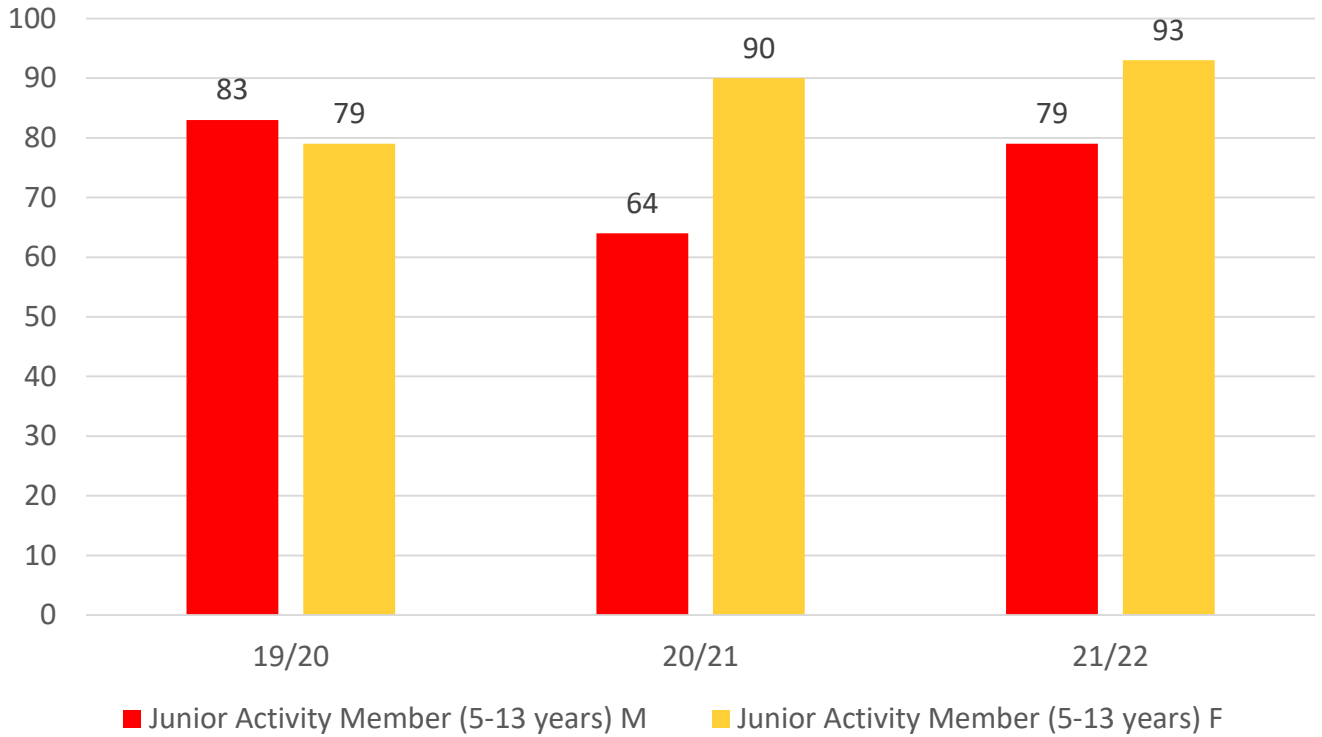
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	1	6	46	49
Junior Activity Member (5-13 years)	228	178	162	154	172
Cadet Member (13-15 years)	28	18	28	39	19
Active Junior (15-18 years)	27	23	19	20	24
Active Senior (18years and over)	112	98	92	84	79
Award Member	22	21	12	8	13
Reserve Active	0	0	0	0	0
Long Service	2	3	5	5	6
Past Active	1	1	1	0	0
Associate	138	124	104	54	51
Life Member	9	9	9	8	12
General	0	0	0	0	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	1	1
Leave / Restricted	0	1	2	0	0
Total Active	189	160	151	151	135
Total	567	477	440	419	427

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	19	13	21	22	28
Under 7	26	16	16	27	27
Under 8	35	17	26	27	26
Under 9	36	23	15	21	25
Under 10	26	28	25	17	19
Under 11	25	21	19	12	18
Under 12	27	19	12	16	16
Under 13	22	25	16	11	13
Under 14	12	16	12	1	8
Junior Activities Total	228	178	162	154	180

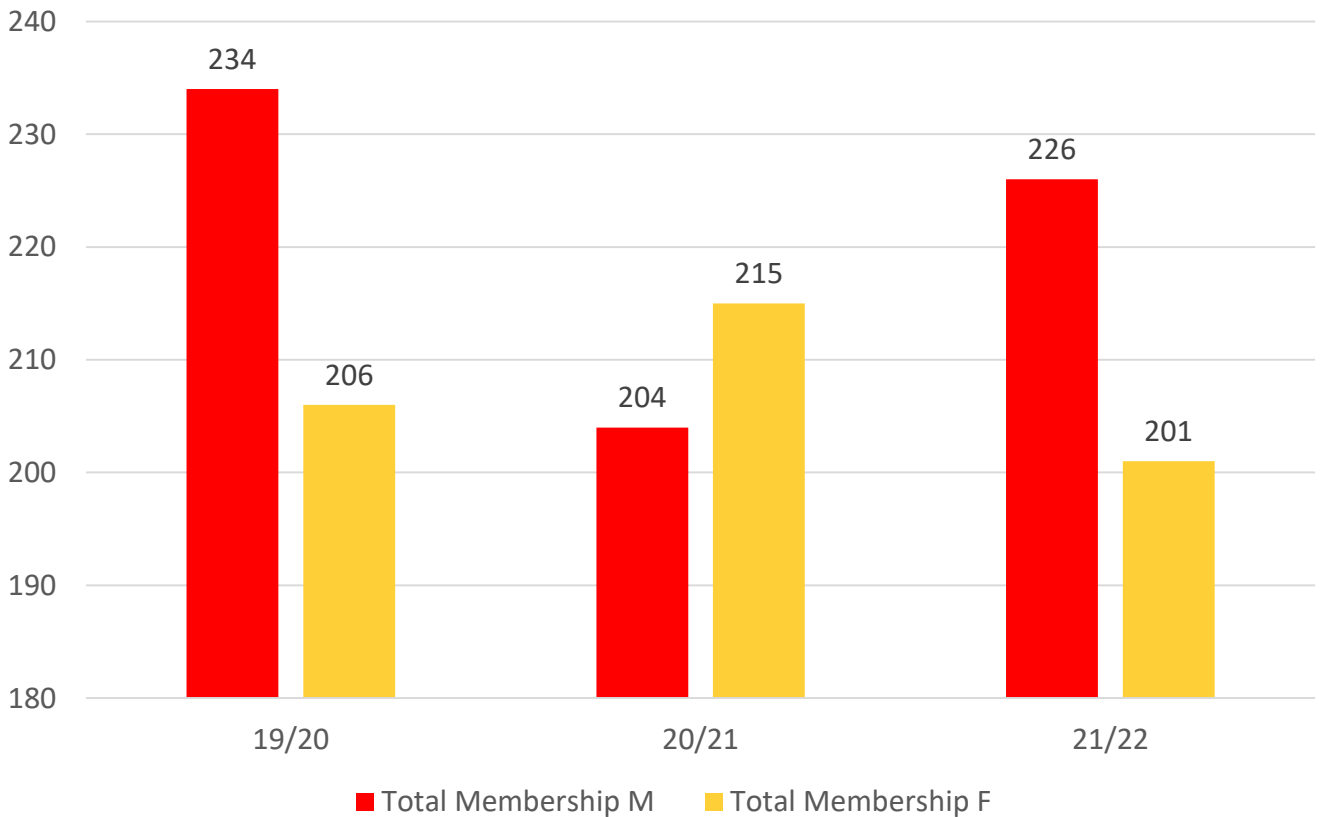
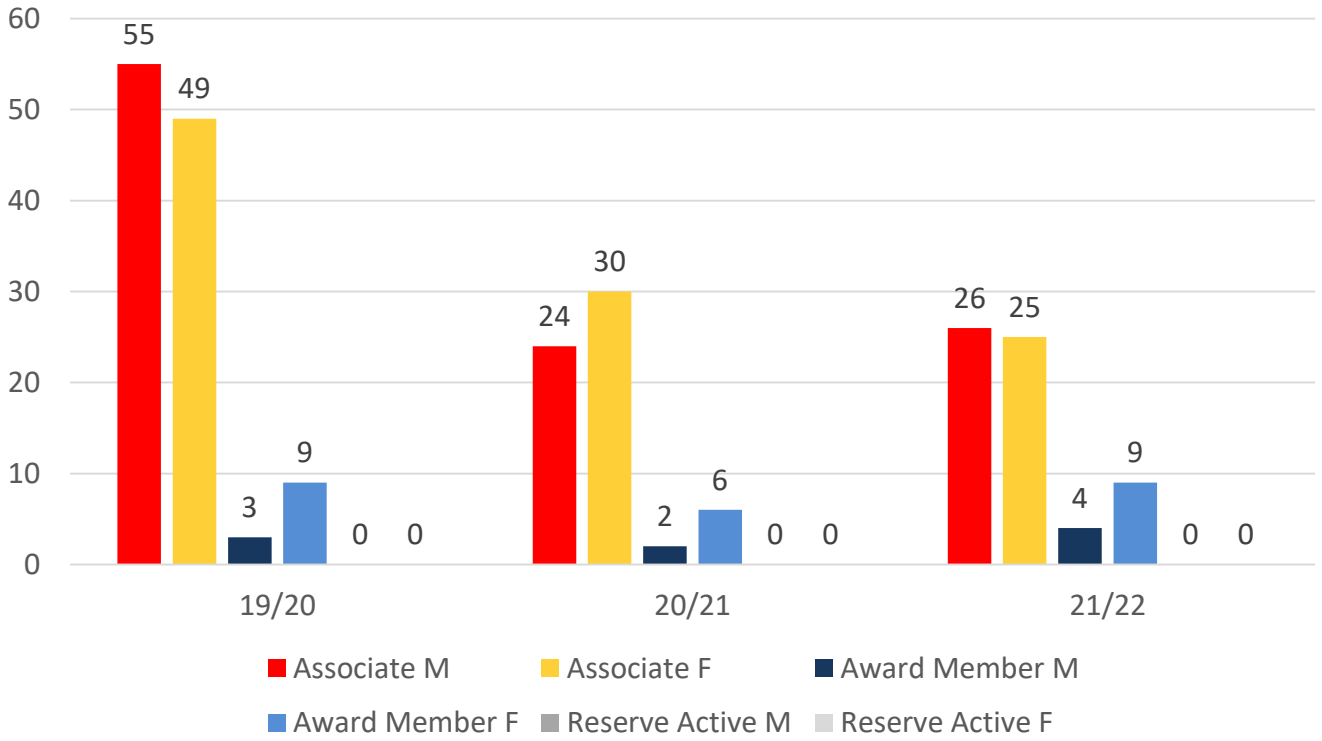
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



161

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



141

MEMBERS LOST FROM THE ORGANISATION

MUDJIMBA 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	46	23	50%	21	1	2%	22	48%	46	100%	1	2%	49	7%
Junior Activities	154	91	59%	9	8	5%	55	36%	89	58%	1	1%	172	12%
Cadet Member (13-15 years)	39	23	59%	7	3	8%	13	33%	3	8%	0	0%	19	-51%
Active (15-18 yrs)	20	11	55%	-13	0	0%	9	45%	0	0%	0	0%	24	20%
Active (18yrs and over)	84	70	83%	0	0	0%	14	17%	8	10%	1	1%	79	-6%
Award Member	8	7	88%	-6	0	0%	1	13%	0	0%	0	0%	13	63%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	5	3	60%	-1	2	40%	0	0%	0	0%	2	40%	6	20%
Past Active	0	0		0	0		0		0		0		0	
Associate	54	24	44%	-14	3	6%	27	50%	13	24%	0	0%	51	-6%
Life Member	8	8	100%	-4	0	0%	0	0%	0	0%	0	0%	12	50%
General	0	0		0	0		0		1		0		1	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	151	111	74%		3	2%	37	25%	11	7%	1		135	-11%
Total	419	261	62%		17	4%	141	34%	161	38%	5		427	2%

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

MEMBERSHIP RETENTION

MUDJIMBA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	33	18	55%	12	36%	2	6%	20
16-18 Years	26	17	65%	9	35%	1	4%	22
19-25 Years	16	9	56%	7	44%	1	6%	14
26-35 Years	6	6	100%	0	0%	0	0%	8
36-50 Years	35	29	83%	6	17%	6	17%	42
51-70 Years	34	31	91%	3	9%	1	3%	28
70+ Years	1	1	100%	0	0%	0	0%	1
Total	151	111	74%	37	25%	11	7%	135

MUDJIMBA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	22					28		28
Under 7	27	13	59%	9	41%	14	64%	27
Under 8	27	12	44%	13	48%	14	52%	26
Under 9	21	14	52%	10	37%	11	41%	25
Under 10	17	14	67%	7	33%	5	24%	19
Under 11	12	9	53%	7	41%	8	47%	18
Under 12	16	8	67%	4	33%	8	67%	16
Under 13	11	12	75%	2	13%	1	6%	13
Under 14	1	8	73%	3	27%	0	0%	0
Transitioned From JA		1	100%					

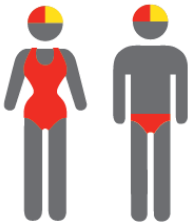
MEMBERSHIP RETENTION

2019/20



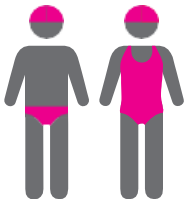
58%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION

2020/21



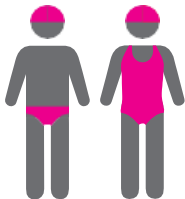
60%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



55%

JUNIOR MEMBERSHIP
RETENTION

2021/22



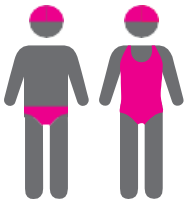
62%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION