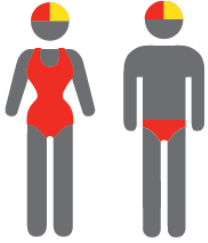




MEMBERSHIP STATISTICS REPORT EOS 2022/23



127

ACTIVE MEMBERSHIP



6% Decrease



417

TOTAL MEMBERSHIP



2% Decrease



171

JUNIOR MEMBERSHIP



Equal

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

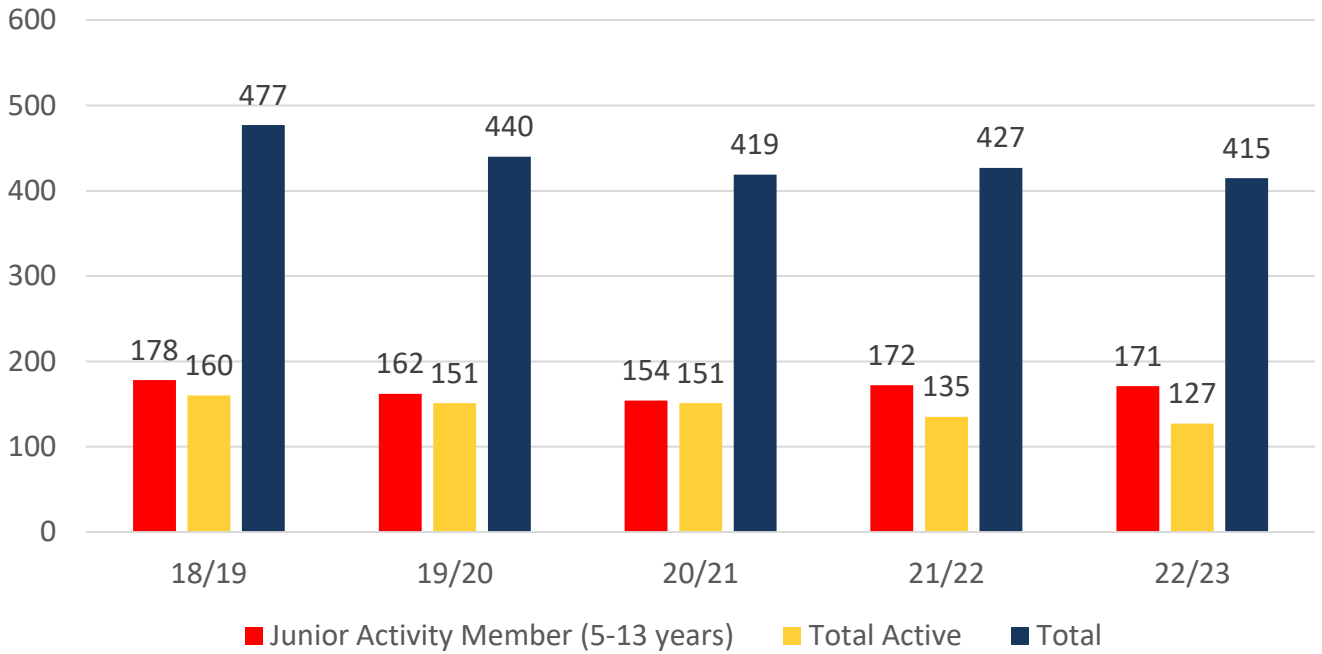
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	1	6	46	49	0
Junior Activity Member (5-13 years)	178	162	154	172	171
Cadet Member (13-15 years)	18	28	39	19	17
Active Junior (15-18 years)	23	19	20	24	17
Active Senior (18years and over)	98	92	84	79	81
Award Member	21	12	8	13	12
Reserve Active	0	0	0	0	0
Long Service	3	5	5	6	6
Past Active	1	1	0	0	0
Associate	124	104	54	51	97
Life Member	9	9	8	12	12
General	0	0	0	1	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	1	1	0
Leave / Restricted	1	2	0	0	2
Total Active	160	151	151	135	127
Total	477	440	419	427	415

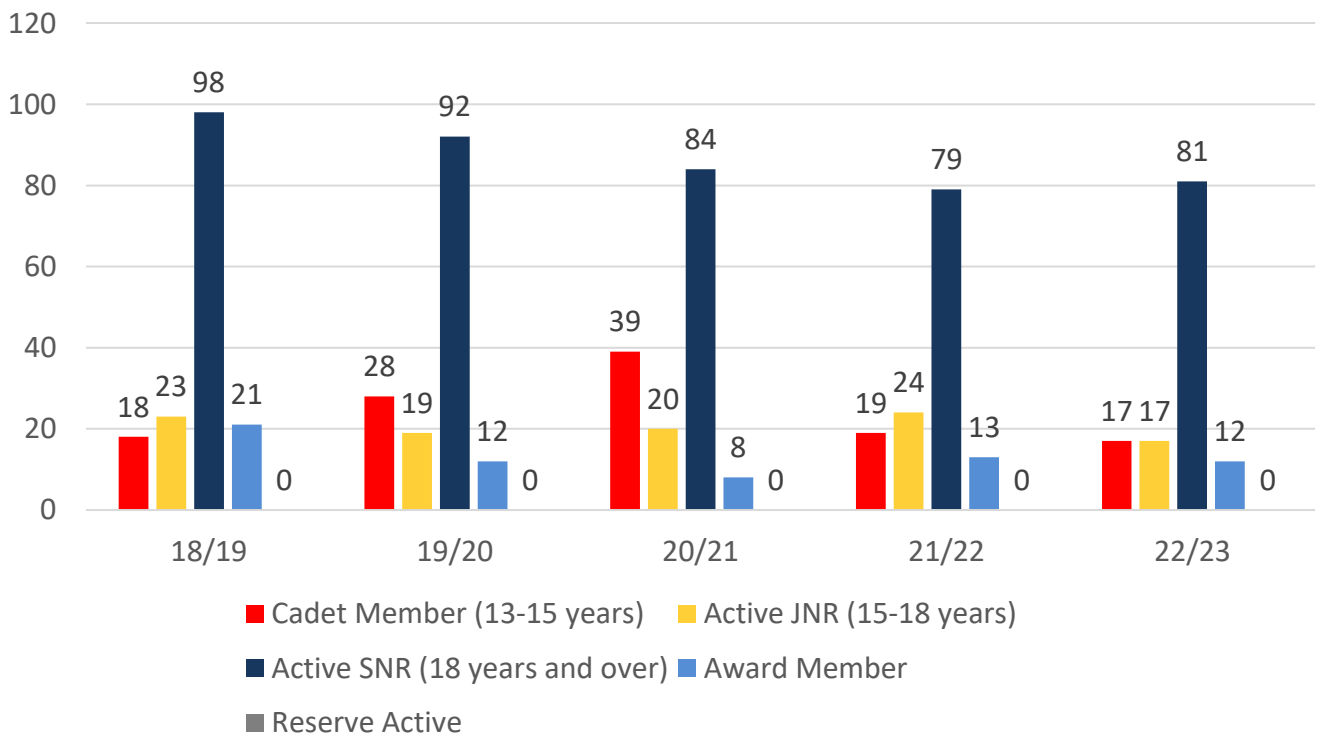
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	13	21	22	28	18
Under 7	16	16	27	27	37
Under 8	17	26	27	26	21
Under 9	23	15	21	25	27
Under 10	28	25	17	19	23
Under 11	21	19	12	18	11
Under 12	19	12	16	16	17
Under 13	25	16	11	13	10
Under 14	16	12	1	8	13
Junior Activities Total	178	162	154	180	177

5 YEAR TREND ANALYSIS

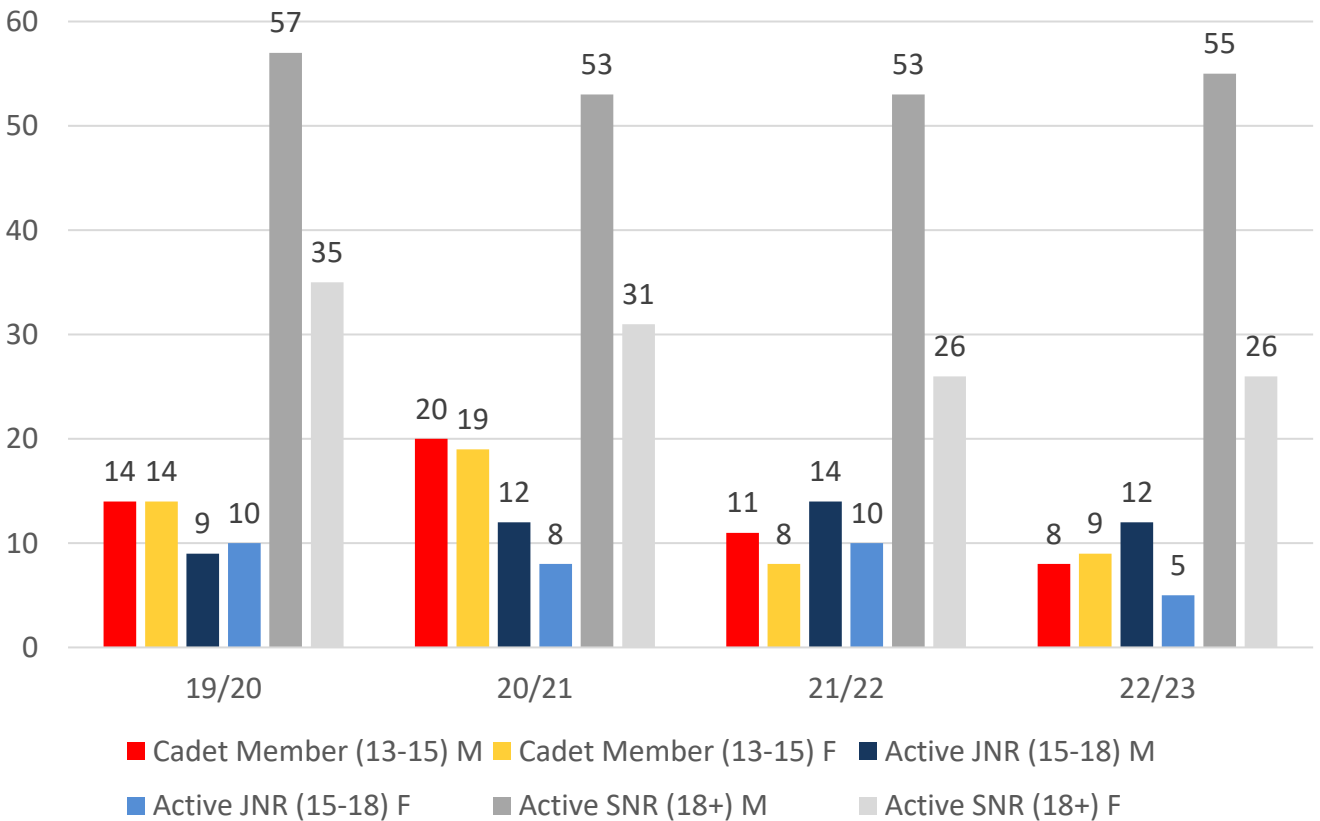
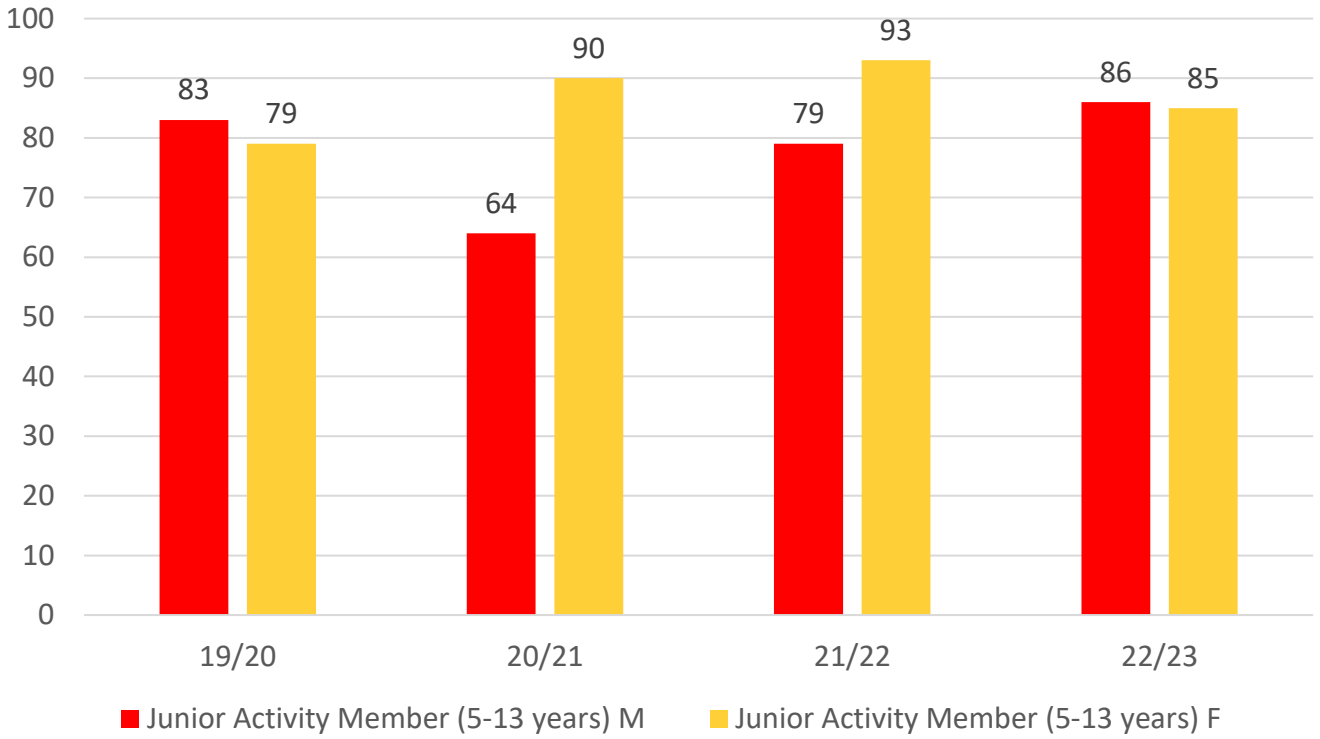
Total Membership



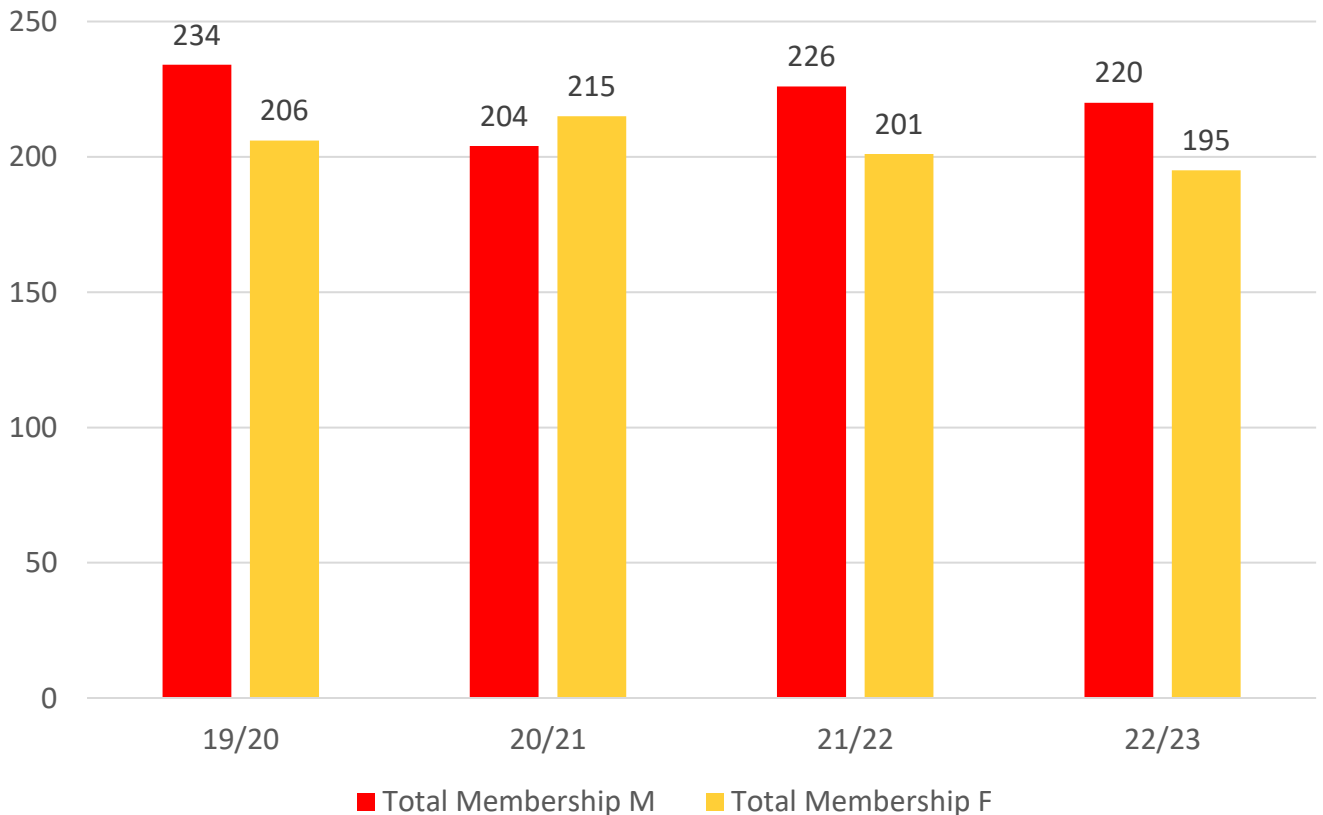
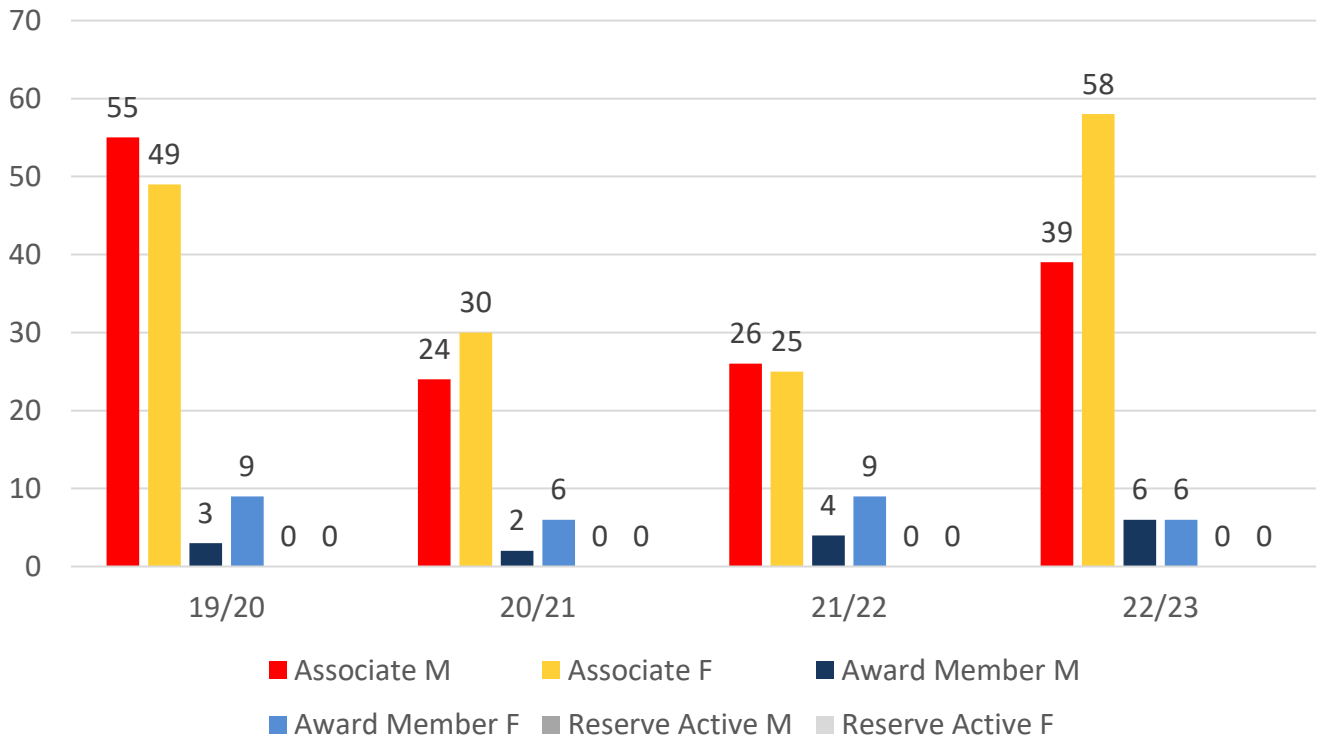
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



165

BRAND NEW MEMBERS



58%

MEMBERSHIP RETENTION



173

MEMBERS LOST FROM THE ORGANISATION

MUDJIMBA 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	49	17	35%	17	0	0%	32	65%	0	0%	0	0%	0	-100%
Junior Activities	172	88	51%	5	1	1%	83	48%	86	50%	2	1%	171	-1%
Cadet Member (13-15 years)	19	14	74%	0	1	5%	4	21%	3	16%	0	0%	17	-11%
Active (15-18 yrs)	24	14	58%	-1	2	8%	8	33%	2	8%	0	0%	17	-29%
Active (18yrs and over)	79	67	85%	-2	2	3%	10	13%	10	13%	2	3%	81	3%
Award Member	13	6	46%	-5	0	0%	7	54%	1	8%	0	0%	12	-8%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	6	5	83%	-1	0	0%	1	17%	0	0%	0	0%	6	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	51	23	45%	-11	1	2%	27	53%	62	122%	1	2%	97	90%
Life Member	12	12	100%	0	0	0%	0	0%	0	0%	0	0%	12	0%
General	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0		-3	0		0		1		0		4	
Total Active	135	101	75%		5	4%	29	21%	16	12%	2		127	-6%
Total	427	247	58%		7	2%	173	41%	165	39%	5		417	-2%

MEMBERSHIP RETENTION

MUDJIMBA 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	20	14	70%	5	25%	3	15%	18
16-18 Years	22	14	64%	6	27%	2	9%	18
19-25 Years	14	10	71%	4	29%	2	14%	14
26-35 Years	8	5	63%	3	38%	2	25%	9
36-50 Years	42	32	76%	9	21%	5	12%	35
51-70 Years	28	25	89%	2	7%	2	7%	32
70+ Years	1	1	100%	0	0%	0	0%	1
Total	135	101	75%	29	21%	16	12%	127

MUDJIMBA 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	28					18		18
Under 7	27	11	39%	17	61%	26	93%	37
Under 8	26	10	37%	17	63%	11	41%	21
Under 9	25	15	58%	11	42%	12	46%	27
Under 10	19	14	56%	11	44%	8	32%	23
Under 11	18	8	42%	10	53%	3	16%	11
Under 12	16	13	72%	5	28%	4	22%	17
Under 13	13	7	44%	9	56%	3	19%	10
Under 14	0	10	77%	3	23%	1	8%	7
Transitioned From JA		0						

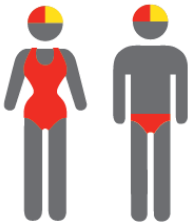
MEMBERSHIP RETENTION

2020/21



60%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



55%

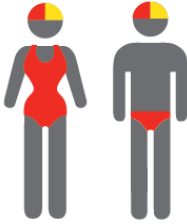
JUNIOR MEMBERSHIP
RETENTION

2021/22



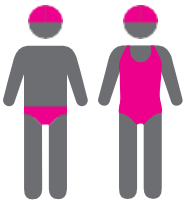
62%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



59%

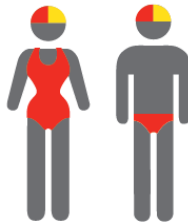
JUNIOR MEMBERSHIP
RETENTION

2022/23



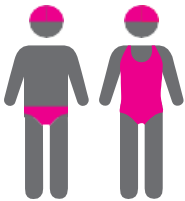
58%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



51%

JUNIOR MEMBERSHIP
RETENTION