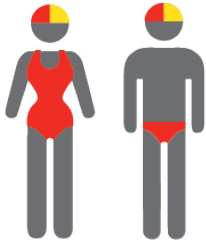


MEMBERSHIP STATISTICS REPORT 2020/2021



50

ACTIVE MEMBERSHIP



No Change



161

TOTAL MEMBERSHIP



7% Increase



37

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.

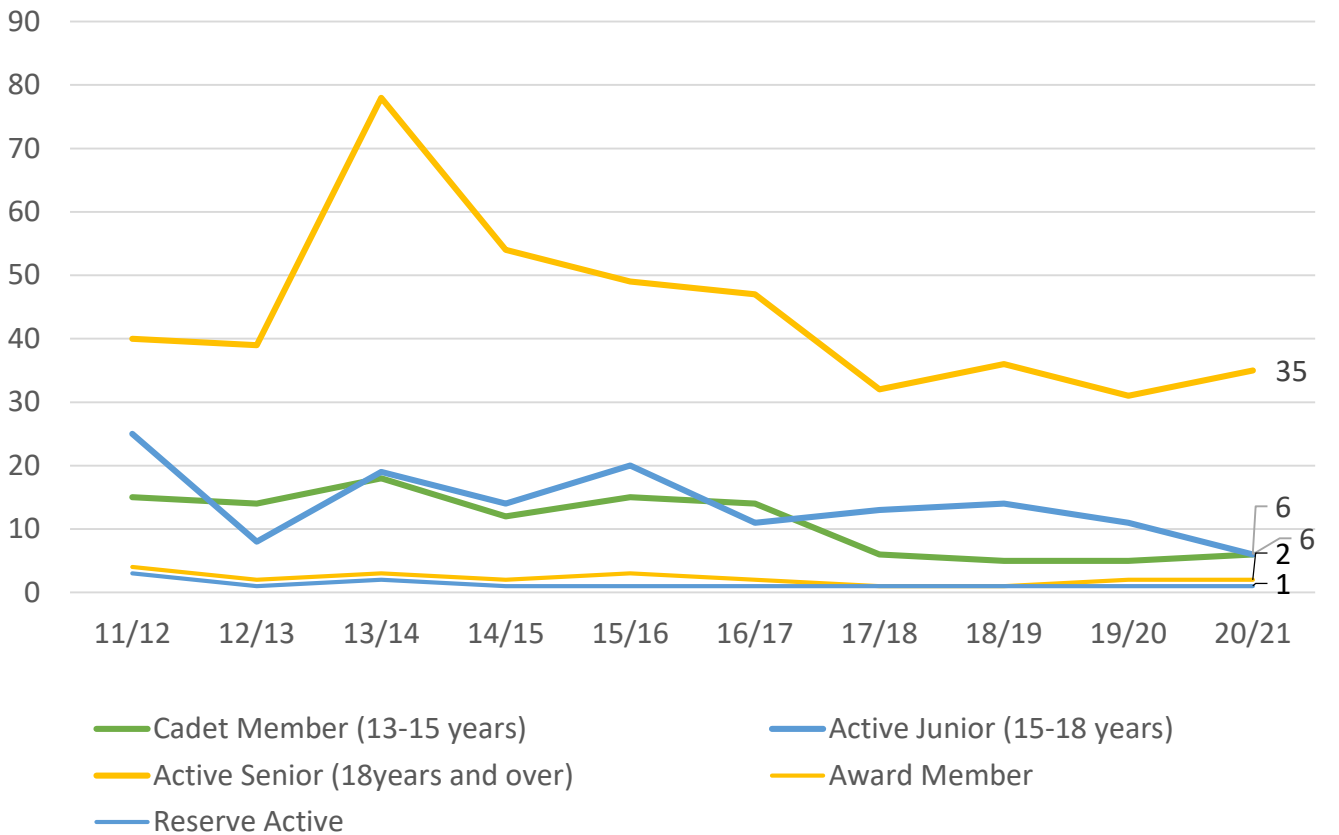
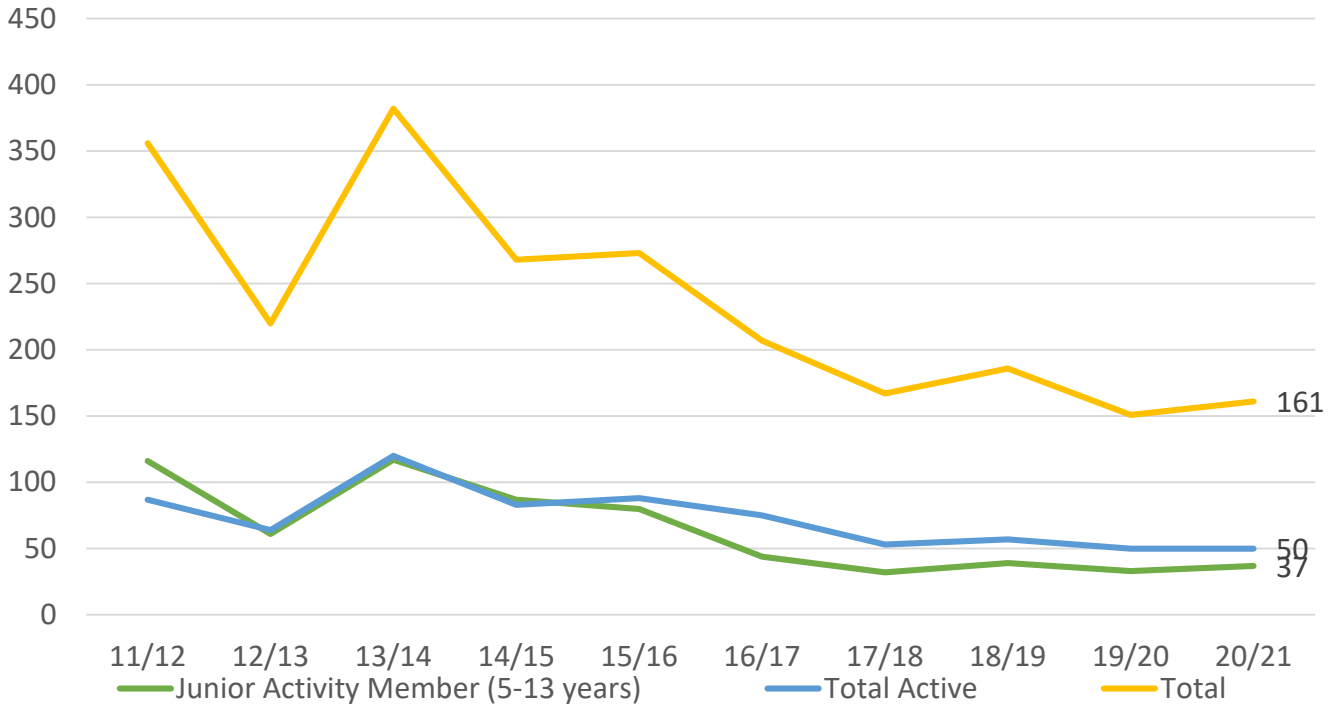
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	31	17	7	4	0	3	6	16	2	0
Junior Activity Member (5-13 years)	116	61	117	87	80	44	32	39	33	37
Cadet Member (13-15 years)	15	14	18	12	15	14	6	5	5	6
Active Junior (15-18 years)	25	8	19	14	20	11	13	14	11	6
Active Senior (18years and over)	40	39	78	54	49	47	32	36	31	35
Award Member	4	2	3	2	3	2	1	1	2	2
Reserve Active	3	1	2	1	1	1	1	1	1	1
Long Service	6	7	9	7	5	5	12	14	10	9
Past Active	3	2	2	1	1	1	10	2	1	1
Associate	96	56	109	69	77	56	31	36	33	42
Life Member	16	12	15	16	22	21	20	20	22	22
General	0	0	2	0	0	0	1	0	0	0
Honorary	1	1	1	1	0	2	1	2	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	0	0	1	0	0	0
Total Active	87	64	120	83	88	75	53	57	50	50
Total	356	220	382	268	273	207	167	186	151	161

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	12	6	15	9	11	3	4	4	3	2
Under 7	10	2	9	10	9	7	3	5	6	6
Under 8	16	8	22	12	13	4	4	8	3	6
Under 9	10	8	18	12	14	4	3	6	6	7
Under 10	12	4	4	11	9	7	2	3	3	3
Under 11	13	7	12	11	10	2	5	1	6	4
Under 12	12	5	9	7	5	7	4	5	0	4
Under 13	13	10	14	4	5	5	6	3	3	0
Under 14	18	8	14	9	4	4	1	4	3	5
Junior Activities Total	116	58	117	85	80	43	32	39	33	37

TREND ANALYSIS



MEMBERSHIP RETENTION



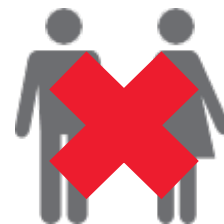
48

BRAND NEW MEMBERS



75%

MEMBERSHIP RETENTION



35

MEMBERS LOST FROM THE ORGANISATION

Mackay SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	2	0	0%		0	0%	2	100%	0	0%	0	0%	0	-100%
Junior Activities	33	22	67%	3	1	3%	10	30%	18	55%	0	0%	37	12%
Cadet Member (13-15 years)	5	5	100%		0	0%	0	0%	1	20%	0	0%	6	20%
Active (15-18 yrs)	11	8	73%	2	0	0%	3	27%	0	0%	0	0%	6	-45%
Active (18yrs and over)	31	26	84%		2	6%	3	10%	4	13%	0	0%	35	13%
Award Member	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	10	9	90%		0	0%	1	10%	0	0%	0	0%	9	-10%
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Associate	33	17	52%		0	0%	16	48%	25	76%	0	0%	42	27%
Life Member	22	22	100%		0	0%	0	0%	0	0%	0	0%	22	0%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	50	42	84%		2	4%	6	12%	5	10%	0		50	0%
Total	151	113	75%		3	2%	35	23%	48	32%	0		161	7%

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

MEMBERSHIP RETENTION

Mackay SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	3	3	100%	0	0%	1	33%	4
16-18 Years	9	6	67%	3	33%	0	0%	8
19-25 Years	9	8	89%	1	11%	1	11%	9
26-35 Years	3	2	67%	1	33%	1	33%	3
36-50 Years	15	12	80%	1	7%	2	13%	15
51-70 Years	11	11	100%	0	0%	0	0%	11
70+ Years	0	0		0		0		0
Total	50	42	84%	6	12%	5	10%	50

Mackay SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	3					2		2
Under 7	6	1	33%	1	33%	5	167%	6
Under 8	3	4	67%	2	33%	2	33%	6
Under 9	6	1	33%	2	67%	6	200%	7
Under 10	3	3	50%	3	50%	0	0%	3
Under 11	6	3	100%	0	0%	1	33%	4
Under 12	0	4	67%	2	33%	0	0%	4
Under 13	3	0		0		0		0
Under 14	3	3	100%	0	0%	2	67%	5
Transitioned From JA		3	100%					

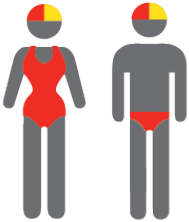
MEMBERSHIP RETENTION

2018/19



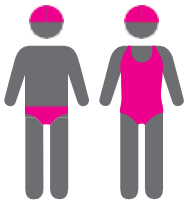
74%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



69%

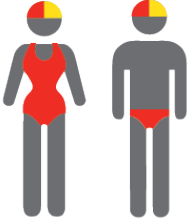
JUNIOR MEMBERSHIP
RETENTION

2019/20



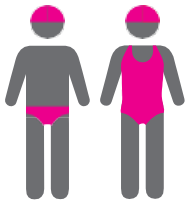
60%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



46%

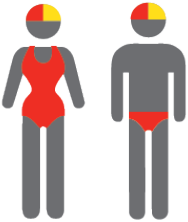
JUNIOR MEMBERSHIP
RETENTION

2020/21



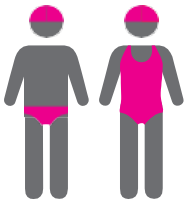
75%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



67%

JUNIOR MEMBERSHIP
RETENTION