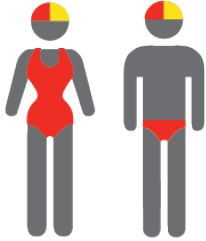


## MEMBERSHIP STATISTICS REPORT 2020/2021



**180**

**ACTIVE MEMBERSHIP**



**6% Increase**



**641**

**TOTAL MEMBERSHIP**



**10% Increase**



**214**

**JUNIOR MEMBERSHIP**



**16% 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

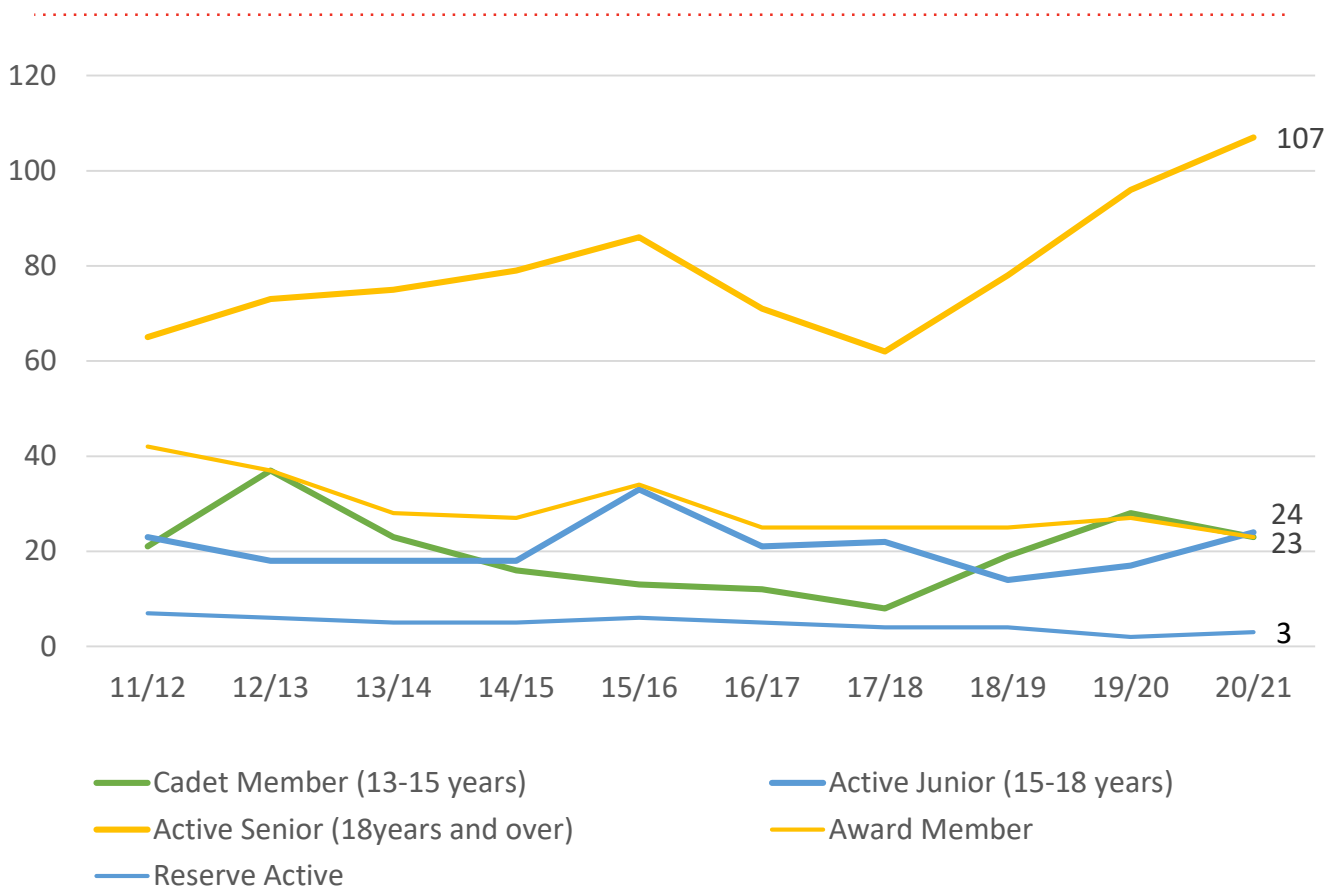
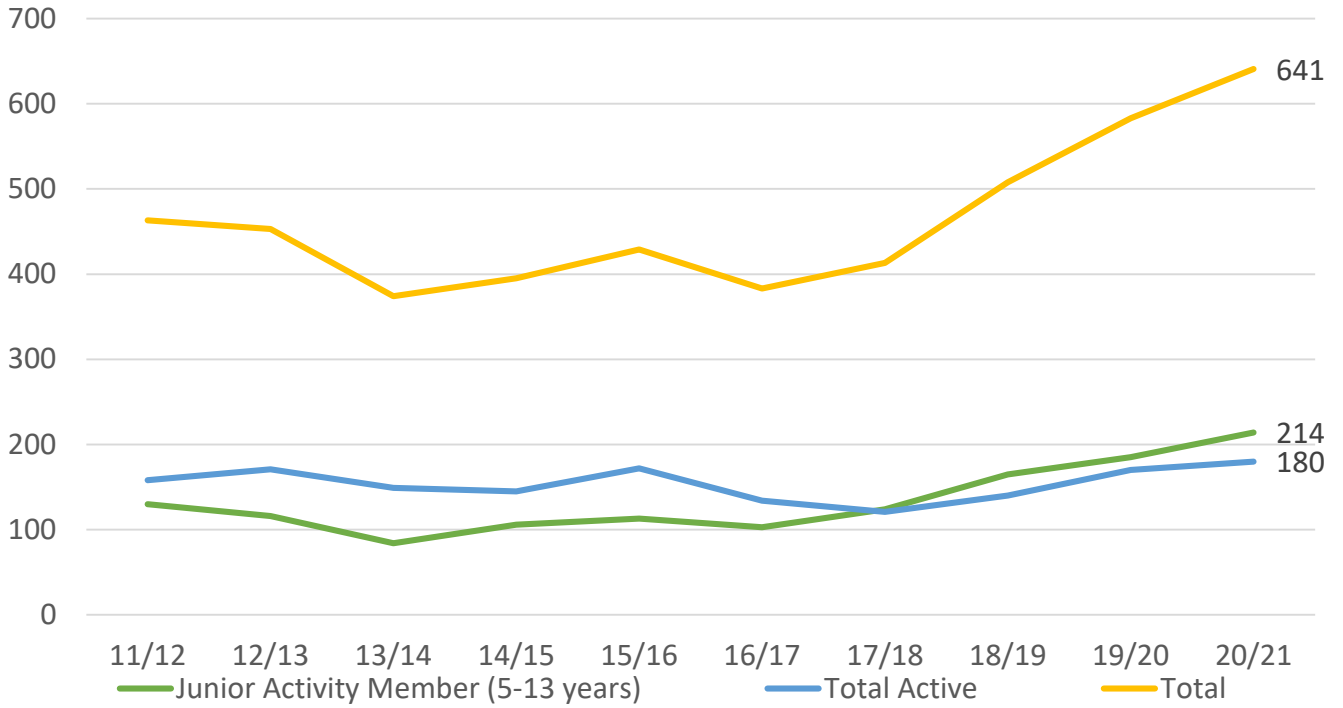
## MEMBERSHIP 2011-2021

	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	2	1	3	1	2	2	1	2	3	2
Junior Activity Member (5-13 years)	130	116	84	106	113	103	124	165	185	214
Cadet Member (13-15 years)	21	37	23	16	13	12	8	19	28	23
Active Junior (15-18 years)	23	18	18	18	33	21	22	14	17	24
Active Senior (18years and over)	65	73	75	79	86	71	62	78	96	107
Award Member	42	37	28	27	34	25	25	25	27	23
Reserve Active	7	6	5	5	6	5	4	4	2	3
Long Service	2	1	1	1	1	1	2	1	1	3
Past Active	5	0	0	0	0	0	0	1	2	0
Associate	141	136	110	116	113	114	136	169	194	213
Life Member	20	22	21	20	20	21	23	22	24	23
General	0	0	0	0	0	1	2	2	0	2
Honorary	5	6	6	6	6	7	4	4	4	3
Non Member Participants	0	0	0	0	0	0	0	0	0	1
Leave / Restricted	0	0	0	0	2	0	0	2	0	0
Total Active	158	171	149	145	172	134	121	140	170	180
Total	463	453	374	395	429	383	413	508	583	641

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	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	0	0	0	0	0	0	0	0	0	0
Under 7	0	0	0	0	0	0	0	2	0	0
Under 8	16	0	11	16	19	12	25	29	29	38
Under 9	17	21	17	13	18	21	14	36	37	31
Under 10	16	17	14	22	19	16	30	19	43	40
Under 11	25	19	12	16	20	14	17	30	17	44
Under 12	19	15	10	18	15	23	13	25	28	19
Under 13	19	22	11	14	11	13	17	10	25	26
Under 14	18	19	9	7	11	3	8	14	6	16
Junior Activities Total	130	113	84	106	113	102	124	165	185	214

# TREND ANALYSIS



# MEMBERSHIP RETENTION



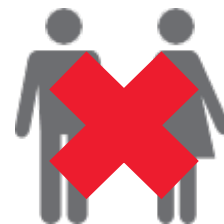
**202**

**BRAND NEW MEMBERS**



**75%**

**MEMBERSHIP RETENTION**



**136**

**MEMBERS LOST FROM THE ORGANISATION**

MARCOOLA 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	3	2	67%	2	0	0%	1	33%	2	67%	0	0%	2	-33%
Junior Activities	185	141	76%	7	2	1%	42	23%	80	43%	0	0%	214	16%
Cadet Member (13-15 years)	28	20	71%	8	0	0%	8	29%	11	39%	0	0%	23	-18%
Active (15-18 yrs)	17	8	47%		0	0%	9	53%	3	18%	0	0%	24	41%
Active (18yrs and over)	96	79	82%		0	0%	17	18%	23	24%	0	0%	107	11%
Award Member	27	21	78%		0	0%	6	22%	2	7%	0	0%	23	-15%
Reserve Active	2	2	100%		0	0%	0	0%	0	0%	0	0%	3	50%
Long Service	1	1	100%		0	0%	0	0%	2	200%	0	0%	3	200%
Past Active	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	194	139	72%	4	4	2%	51	26%	78	40%	0	0%	213	10%
Life Member	24	23	96%		0	0%	1	4%	0	0%	0	0%	23	-4%
General	0	0			0		0		0		0		2	
Honorary	4	2	50%		1	25%	1	25%	1	25%	0	0%	3	-25%
Non Member Participant	0	0			0		0		0		0		1	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	170	130	76%		0	0%	40	24%	39	23%	0		180	6%
Total	583	440	75%		7	1%	136	23%	202	35%	0		641	10%

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

# MEMBERSHIP RETENTION

## MARCOOLA SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	25	17	68%	8	32%	11	44%	24
16-18 Years	19	10	53%	9	47%	3	16%	23
19-25 Years	23	16	70%	7	30%	5	22%	19
26-35 Years	12	10	83%	2	17%	4	33%	15
36-50 Years	35	30	86%	5	14%	12	34%	47
51-70 Years	47	39	83%	8	17%	3	6%	42
70+ Years	9	8	89%	1	11%	1	11%	10
<b>Total</b>	170	130	76%	40	24%	39	23%	180



## MARCOOLA SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	0					0		0
Under 7	0	0		0		0		0
Under 8	29	0		0		38		38
Under 9	37	21	72%	8	28%	10	34%	31
Under 10	43	30	81%	6	16%	10	27%	40
Under 11	17	34	79%	9	21%	10	23%	44
Under 12	28	13	76%	4	24%	6	35%	19
Under 13	25	22	79%	5	18%	5	18%	26
Under 14	6	16	64%	9	36%	1	4%	16
Transitioned From JA		5	83%					

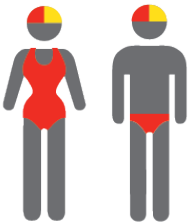
# MEMBERSHIP RETENTION

2018/19



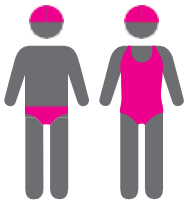
77%

TOTAL MEMBERSHIP  
RETENTION



80%

ACTIVE MEMBERSHIP  
RETENTION



77%

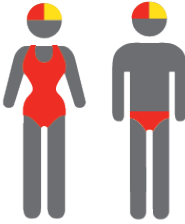
JUNIOR MEMBERSHIP  
RETENTION

2019/20



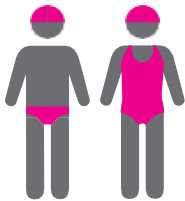
75%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



72%

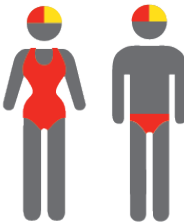
JUNIOR MEMBERSHIP  
RETENTION

2020/21



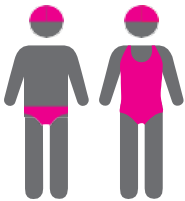
75%

TOTAL MEMBERSHIP  
RETENTION



76%

ACTIVE MEMBERSHIP  
RETENTION



76%

JUNIOR MEMBERSHIP  
RETENTION