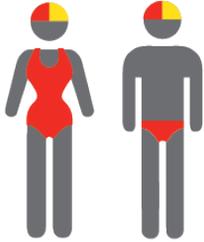


MAROOCHYDORE

MEMBERSHIP STATISTICS REPORT 2020/2021



309

ACTIVE MEMBERSHIP



7% Decrease



940

TOTAL MEMBERSHIP



14% Decrease



283

JUNIOR MEMBERSHIP



1% 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 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.

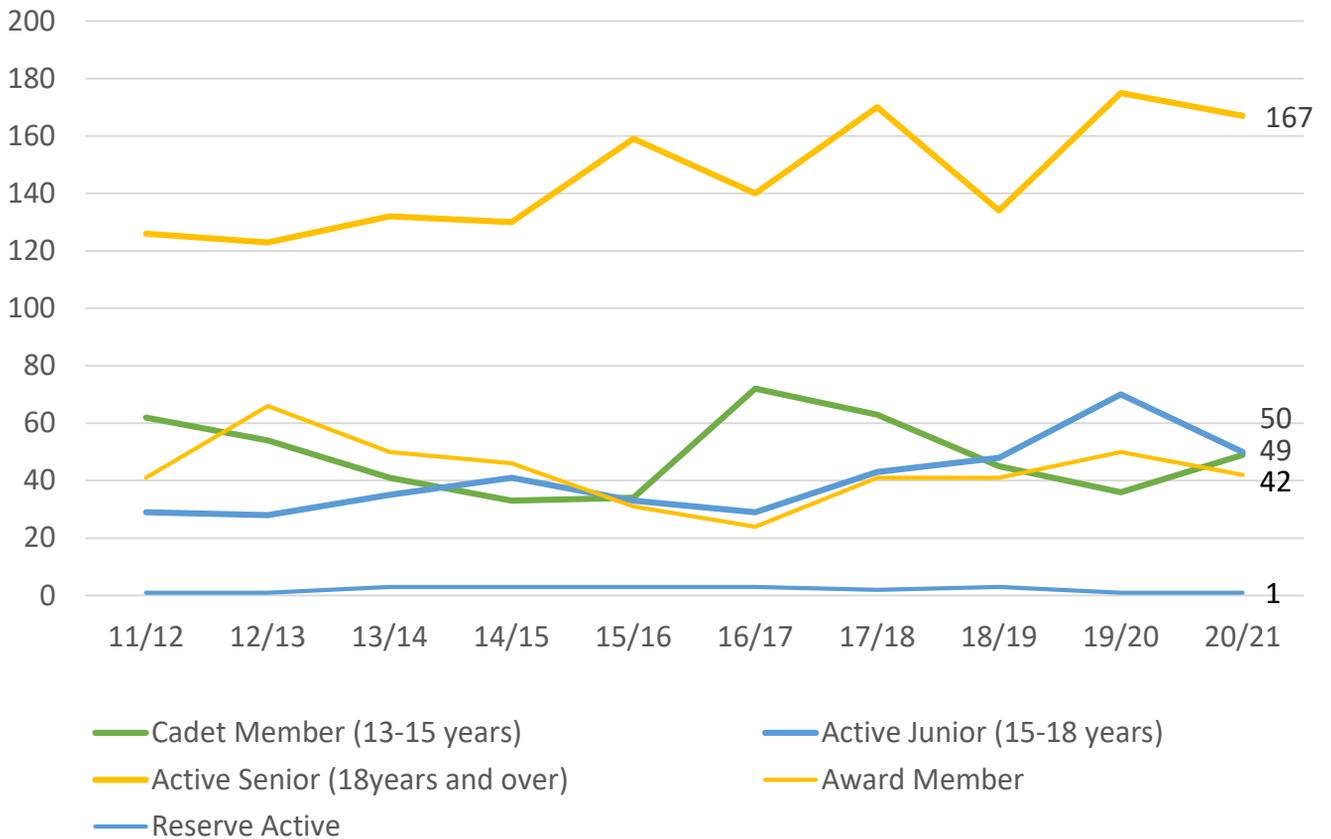
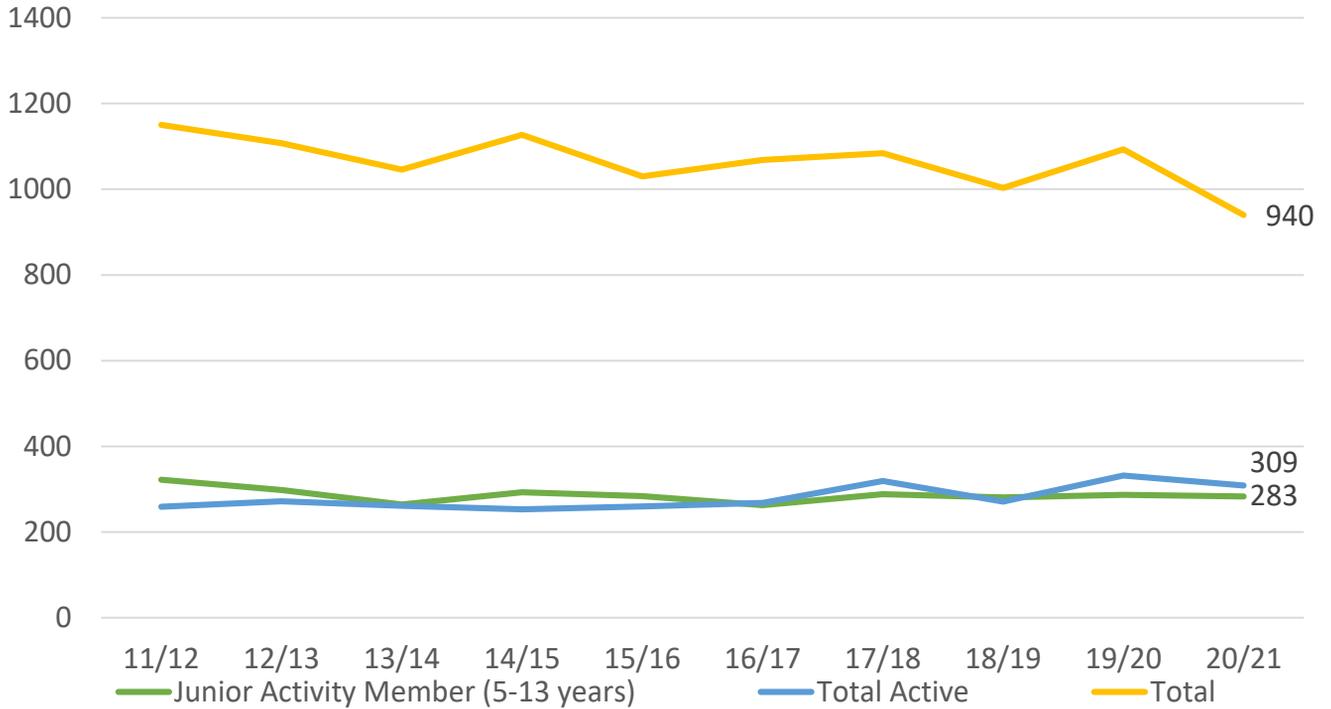
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total									
Probationary	3	0	0	2	3	14	0	2	2	3
Junior Activity Member (5-13 years)	322	298	264	293	284	263	288	281	287	283
Cadet Member (13-15 years)	62	54	41	33	34	72	63	45	36	49
Active Junior (15-18 years)	29	28	35	41	33	29	43	48	70	50
Active Senior (18years and over)	126	123	132	130	159	140	170	134	175	167
Award Member	41	66	50	46	31	24	41	41	50	42
Reserve Active	1	1	3	3	3	3	2	3	1	1
Long Service	121	126	121	122	97	85	97	104	101	107
Past Active	50	20	5	11	3	4	2	17	10	8
Associate	238	223	235	272	261	252	197	190	176	161
Life Member	51	55	50	57	53	53	61	63	67	66
General	0	0	0	0	0	0	0	0	0	0
Honorary	106	106	108	114	63	128	119	75	118	3
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	7	2	3	6	1	1	0	0	0
Total Active	259	272	261	253	260	268	319	271	332	309
Total	1150	1107	1046	1127	1030	1068	1084	1003	1093	940

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total									
Under 6	32	35	29	27	36	32	29	23	45	21
Under 7	41	33	38	39	39	37	45	35	30	53
Under 8	53	40	34	41	34	44	48	46	43	36
Under 9	46	44	34	40	35	35	41	37	38	45
Under 10	38	39	32	28	33	34	34	44	39	36
Under 11	32	43	28	33	28	27	32	31	38	32
Under 12	31	29	28	25	32	25	27	29	27	34
Under 13	28	22	23	37	27	27	29	18	26	24
Under 14	21	27	18	22	20	2	3	18	1	2
Junior Activities Total	322	312	264	292	284	263	288	281	287	283

TREND ANALYSIS



MEMBERSHIP RETENTION



223

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



349

MEMBERS LOST FROM THE ORGANISATION

MAROOCHYDORE 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%	3	150%	0	0%	3	50%
Junior Activities	287	209	73%	21	5	2%	73	25%	95	33%	0	0%	283	-1%
Cadet Member (13-15 years)	36	32	89%		1	3%	3	8%	6	17%	0	0%	49	36%
Active (15-18 yrs)	70	50	71%	11	6	9%	14	20%	11	16%	0	0%	50	-29%
Active (18yrs and over)	175	114	65%		8	5%	53	30%	30	17%	0	0%	167	-5%
Award Member	50	42	84%	1	0	0%	8	16%	1	2%	0	0%	42	-16%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	101	93	92%		3	3%	5	5%	10	10%	0	0%	107	6%
Past Active	10	8	80%		0	0%	2	20%	0	0%	0	0%	8	-20%
Associate	176	99	56%	5	3	2%	74	42%	67	38%	0	0%	161	-9%
Life Member	67	66	99%		0	0%	1	1%	0	0%	0	0%	66	-1%
General	0	0			0		0		0		0		0	
Honorary	118	3	3%		1	1%	114	97%	0	0%	0	0%	3	-97%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	332	239	72%		15	5%	78	23%	48	14%	0		309	-7%
Total	1093	717	66%		27	2%	349	32%	223	20%	0		940	-14%

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

MEMBERSHIP RETENTION

MAROOCHYDORE SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	48	43	90%	3	6%	8	17%	53
16-18 Years	84	52	62%	26	31%	10	12%	66
19-25 Years	60	34	57%	22	37%	9	15%	55
26-35 Years	27	16	59%	10	37%	9	33%	25
36-50 Years	71	61	86%	10	14%	9	13%	76
51-70 Years	38	29	76%	7	18%	3	8%	31
70+ Years	4	4	100%	0	0%	0	0%	3
Total	332	239	72%	78	23%	48	14%	309

MAROOCHYDORE SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	45					21		21
Under 7	30	35	78%	10	22%	18	40%	53
Under 8	43	23	77%	7	23%	13	43%	36
Under 9	38	25	58%	18	42%	20	47%	45
Under 10	39	26	68%	12	32%	10	26%	36
Under 11	38	29	74%	9	23%	3	8%	32
Under 12	27	29	76%	8	21%	5	13%	34
Under 13	26	21	78%	5	19%	3	11%	24
Under 14	1	21	81%	3	12%	2	8%	2
Transitioned From JA		0	0%					

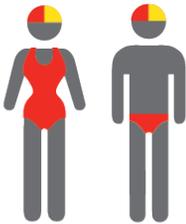
MEMBERSHIP RETENTION

2018/19



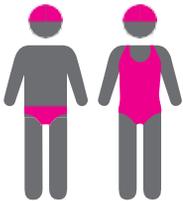
65%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



58%

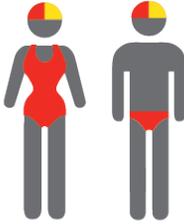
JUNIOR MEMBERSHIP
RETENTION

2019/20



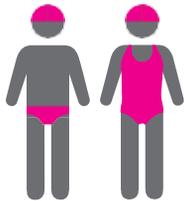
71%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



64%

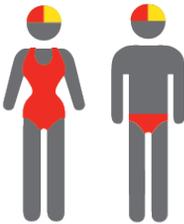
JUNIOR MEMBERSHIP
RETENTION

2020/21



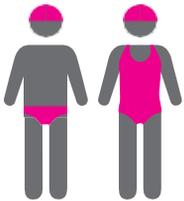
66%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



73%

JUNIOR MEMBERSHIP
RETENTION