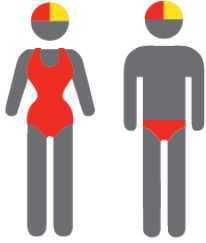


# MERMAID BEACH SLSC

## MEMBERSHIP STATISTICS REPORT 2020/2021



261

ACTIVE MEMBERSHIP



4% Increase



1,017

TOTAL MEMBERSHIP



No Change



348

JUNIOR MEMBERSHIP



No Change

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

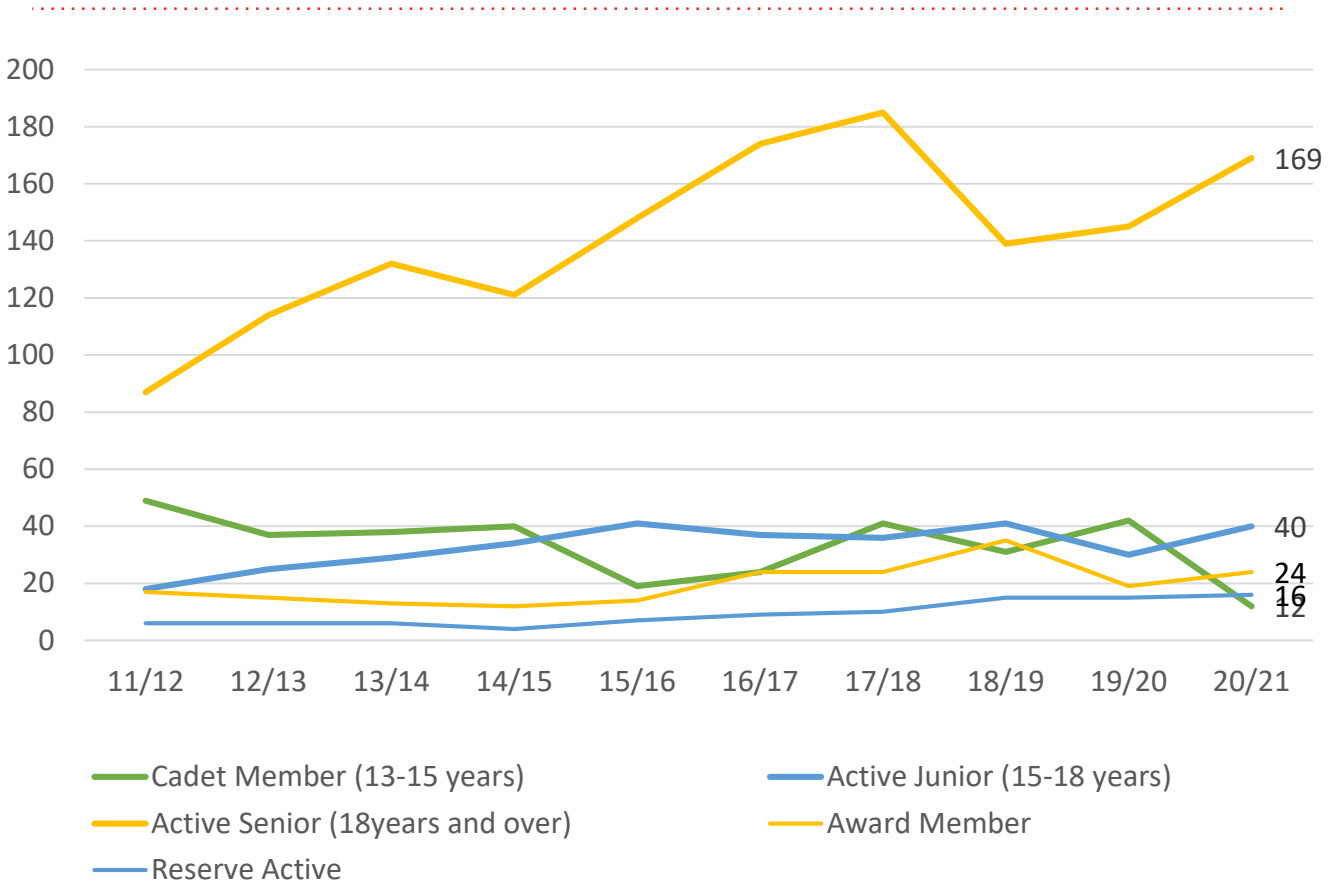
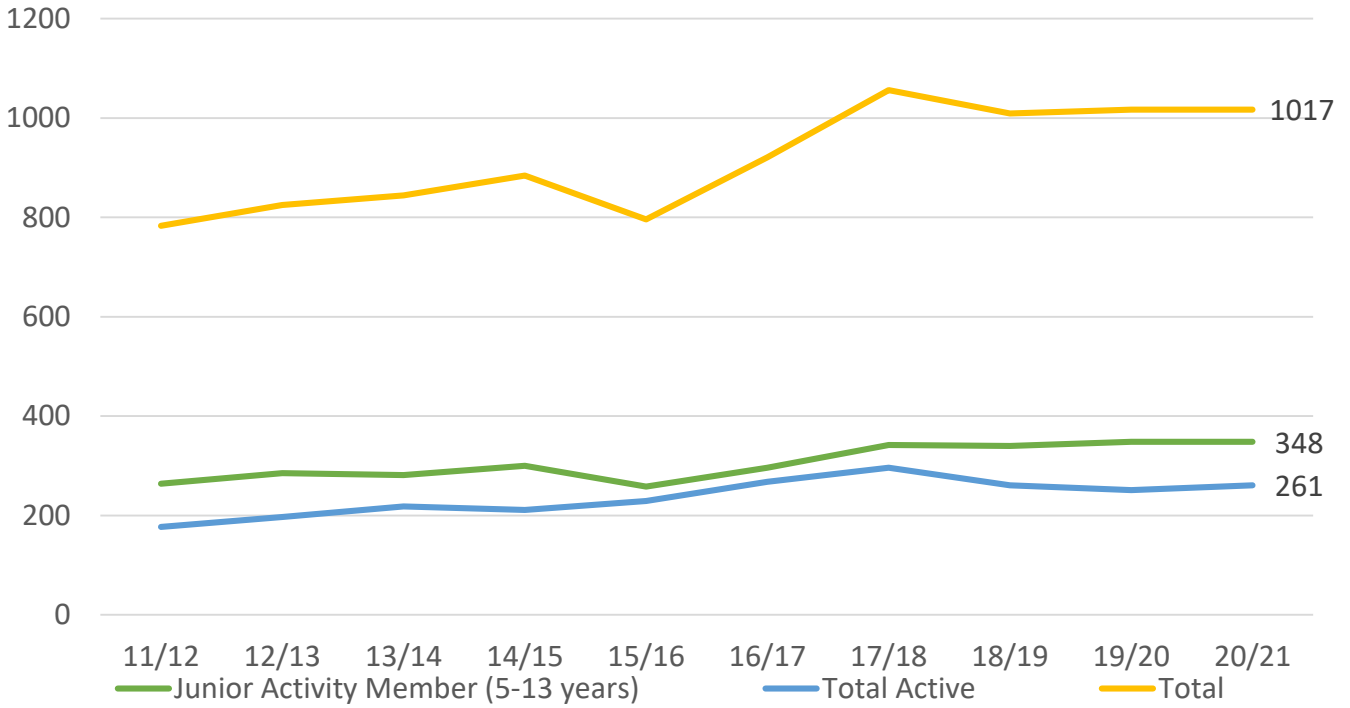
## MEMBERSHIP 2011-2021

|                                     | 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                        | 22    | 6     | 9     | 11    | 2     | 0     | 7     | 6     | 9     | 2     |
| Junior Activity Member (5-13 years) | 264   | 285   | 281   | 300   | 258   | 296   | 342   | 340   | 348   | 348   |
| Cadet Member (13-15 years)          | 49    | 37    | 38    | 40    | 19    | 24    | 41    | 31    | 42    | 12    |
| Active Junior (15-18 years)         | 18    | 25    | 29    | 34    | 41    | 37    | 36    | 41    | 30    | 40    |
| Active Senior (18years and over)    | 87    | 114   | 132   | 121   | 148   | 174   | 185   | 139   | 145   | 169   |
| Award Member                        | 17    | 15    | 13    | 12    | 14    | 24    | 24    | 35    | 19    | 24    |
| Reserve Active                      | 6     | 6     | 6     | 4     | 7     | 9     | 10    | 15    | 15    | 16    |
| Long Service                        | 11    | 12    | 16    | 16    | 18    | 24    | 21    | 19    | 25    | 29    |
| Past Active                         | 19    | 4     | 10    | 9     | 5     | 5     | 1     | 0     | 0     | 0     |
| Associate                           | 271   | 300   | 288   | 312   | 252   | 298   | 360   | 353   | 352   | 343   |
| Life Member                         | 19    | 21    | 22    | 24    | 26    | 27    | 28    | 28    | 28    | 32    |
| General                             | 0     | 0     | 0     | 0     | 1     | 0     | 0     | 0     | 0     | 0     |
| Honorary                            | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
| Non Member Participants             | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
| Leave / Restricted                  | 0     | 0     | 0     | 1     | 5     | 3     | 1     | 2     | 4     | 2     |
| Total Active                        | 177   | 197   | 218   | 211   | 229   | 268   | 296   | 261   | 251   | 261   |
| Total                               | 783   | 825   | 844   | 884   | 796   | 921   | 1056  | 1009  | 1017  | 1017  |

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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                 | 25    | 38    | 39    | 51    | 25    | 50    | 52    | 47    | 50    | 49    |
| Under 7                 | 44    | 39    | 42    | 43    | 37    | 38    | 56    | 56    | 51    | 55    |
| Under 8                 | 42    | 30    | 32    | 41    | 40    | 38    | 51    | 60    | 71    | 52    |
| Under 9                 | 22    | 48    | 45    | 26    | 31    | 37    | 42    | 47    | 48    | 43    |
| Under 10                | 33    | 44    | 32    | 44    | 25    | 30    | 34    | 37    | 43    | 53    |
| Under 11                | 35    | 31    | 21    | 29    | 32    | 21    | 30    | 33    | 29    | 31    |
| Under 12                | 20    | 32    | 30    | 22    | 15    | 32    | 26    | 27    | 34    | 28    |
| Under 13                | 23    | 23    | 24    | 24    | 20    | 26    | 27    | 11    | 14    | 26    |
| Under 14                | 20    | 15    | 16    | 21    | 20    | 24    | 24    | 22    | 8     | 11    |
| Junior Activities Total | 264   | 300   | 281   | 301   | 245   | 296   | 342   | 340   | 348   | 348   |

# TREND ANALYSIS



# MEMBERSHIP RETENTION



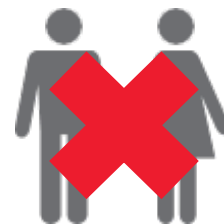
**386**

**BRAND NEW MEMBERS**



**62%**

**MEMBERSHIP RETENTION**



**357**

**MEMBERS LOST FROM THE ORGANISATION**

## Mermaid Beach 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               | 9                  | 4                             | 44%        | 3                                 | 0                           | 0%        | 5                     | 56%        | 1                 | 11%        | 0                             | 0% | 2                  | -78%      |
| Junior Activities          | 348                | 197                           | 57%        | 5                                 | 10                          | 3%        | 141                   | 41%        | 156               | 45%        | 0                             | 0% | 348                | 0%        |
| Cadet Member (13-15 years) | 42                 | 27                            | 64%        | 19                                | 3                           | 7%        | 12                    | 29%        | 4                 | 10%        | 0                             | 0% | 12                 | -71%      |
| Active (15-18 yrs)         | 30                 | 20                            | 67%        |                                   | 1                           | 3%        | 9                     | 30%        | 6                 | 20%        | 0                             | 0% | 40                 | 33%       |
| Active (18yrs and over)    | 145                | 111                           | 77%        |                                   | 4                           | 3%        | 30                    | 21%        | 46                | 32%        | 0                             | 0% | 169                | 17%       |
| Award Member               | 19                 | 17                            | 89%        |                                   | 1                           | 5%        | 1                     | 5%         | 2                 | 11%        | 0                             | 0% | 24                 | 26%       |
| Reserve Active             | 15                 | 14                            | 93%        |                                   | 1                           | 7%        | 0                     | 0%         | 2                 | 13%        | 0                             | 0% | 16                 | 7%        |
| Long Service               | 25                 | 24                            | 96%        | 1                                 | 1                           | 4%        | 0                     | 0%         | 6                 | 24%        | 0                             | 0% | 29                 | 16%       |
| Past Active                | 0                  | 0                             |            |                                   | 0                           |           | 0                     |            | 0                 |            | 0                             |    | 0                  |           |
| Associate                  | 352                | 188                           | 53%        | 8                                 | 8                           | 2%        | 156                   | 44%        | 163               | 46%        | 0                             | 0% | 343                | -3%       |
| Life Member                | 28                 | 28                            | 100%       |                                   | 0                           | 0%        | 0                     | 0%         | 0                 | 0%         | 0                             | 0% | 32                 | 14%       |
| 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         | 4                  | 1                             | 25%        |                                   | 0                           | 0%        | 3                     | 75%        | 0                 | 0%         | 0                             | 0% | 2                  | -50%      |
| <b>Total Active</b>        | <b>251</b>         | <b>189</b>                    | <b>75%</b> |                                   | <b>10</b>                   | <b>4%</b> | <b>52</b>             | <b>21%</b> | <b>60</b>         | <b>24%</b> | <b>0</b>                      |    | <b>261</b>         | <b>4%</b> |
| <b>Total</b>               | <b>1017</b>        | <b>631</b>                    | <b>62%</b> |                                   | <b>29</b>                   | <b>3%</b> | <b>357</b>            | <b>35%</b> | <b>386</b>        | <b>38%</b> | <b>0</b>                      |    | <b>1017</b>        | <b>0%</b> |

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

# MEMBERSHIP RETENTION

## Mermaid Beach SLSC 2020/21

| Active Members | 2019/20 | Retained |     | Left SLS |     | Recruited |     | 2020/21 |
|----------------|---------|----------|-----|----------|-----|-----------|-----|---------|
|                | No.     | No.      | %   | No.      | %   | No.       | %   | No.     |
| 13-15 Years    | 33      | 23       | 70% | 8        | 24% | 6         | 18% | 18      |
| 16-18 Years    | 46      | 25       | 54% | 19       | 41% | 4         | 9%  | 33      |
| 19-25 Years    | 41      | 34       | 83% | 7        | 17% | 5         | 12% | 49      |
| 26-35 Years    | 25      | 21       | 84% | 2        | 8%  | 10        | 40% | 30      |
| 36-50 Years    | 67      | 50       | 75% | 13       | 19% | 24        | 36% | 81      |
| 51-70 Years    | 39      | 36       | 92% | 3        | 8%  | 10        | 26% | 49      |
| 70+ Years      | 0       | 0        |     | 0        |     | 1         |     | 1       |
| <b>Total</b>   | 251     | 189      | 75% | 52       | 21% | 60        | 24% | 261     |

## Mermaid Beach SLSC 2020/21

| Age Group            | 2019/20 | Retained |     | Left SLS |     | Recruited |     | 2020/21 |
|----------------------|---------|----------|-----|----------|-----|-----------|-----|---------|
| Under 6              | 50      |          |     |          |     | 49        |     | 49      |
| Under 7              | 51      | 35       | 70% | 14       | 28% | 20        | 40% | 55      |
| Under 8              | 71      | 30       | 59% | 21       | 41% | 22        | 43% | 52      |
| Under 9              | 48      | 32       | 45% | 36       | 51% | 11        | 15% | 43      |
| Under 10             | 43      | 33       | 69% | 13       | 27% | 20        | 42% | 53      |
| Under 11             | 29      | 19       | 44% | 24       | 56% | 12        | 28% | 31      |
| Under 12             | 34      | 18       | 62% | 11       | 38% | 10        | 34% | 28      |
| Under 13             | 14      | 17       | 50% | 15       | 44% | 9         | 26% | 26      |
| Under 14             | 8       | 8        | 57% | 5        | 36% | 3         | 21% | 11      |
| Transitioned From JA |         | 5        | 63% |          |     |           |     |         |

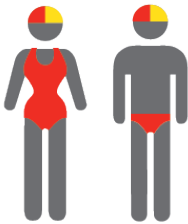
# MEMBERSHIP RETENTION

2018/19



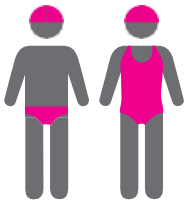
61%

TOTAL MEMBERSHIP  
RETENTION



71%

ACTIVE MEMBERSHIP  
RETENTION



58%

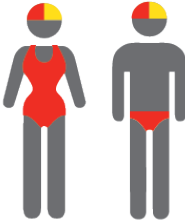
JUNIOR MEMBERSHIP  
RETENTION

2019/20



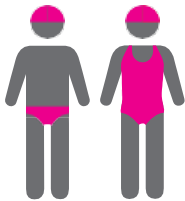
59%

TOTAL MEMBERSHIP  
RETENTION



74%

ACTIVE MEMBERSHIP  
RETENTION



56%

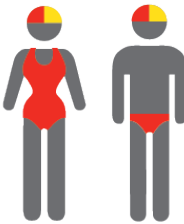
JUNIOR MEMBERSHIP  
RETENTION

2020/21



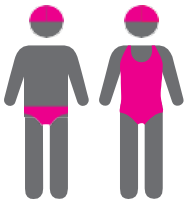
62%

TOTAL MEMBERSHIP  
RETENTION



75%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION