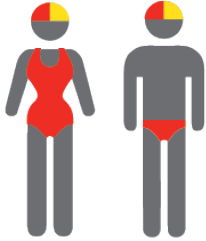


METROPOLITAN CALOUNDRA

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



200

ACTIVE MEMBERSHIP



2% Increase



885

TOTAL MEMBERSHIP



8% Decrease



376

JUNIOR MEMBERSHIP



7% 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.

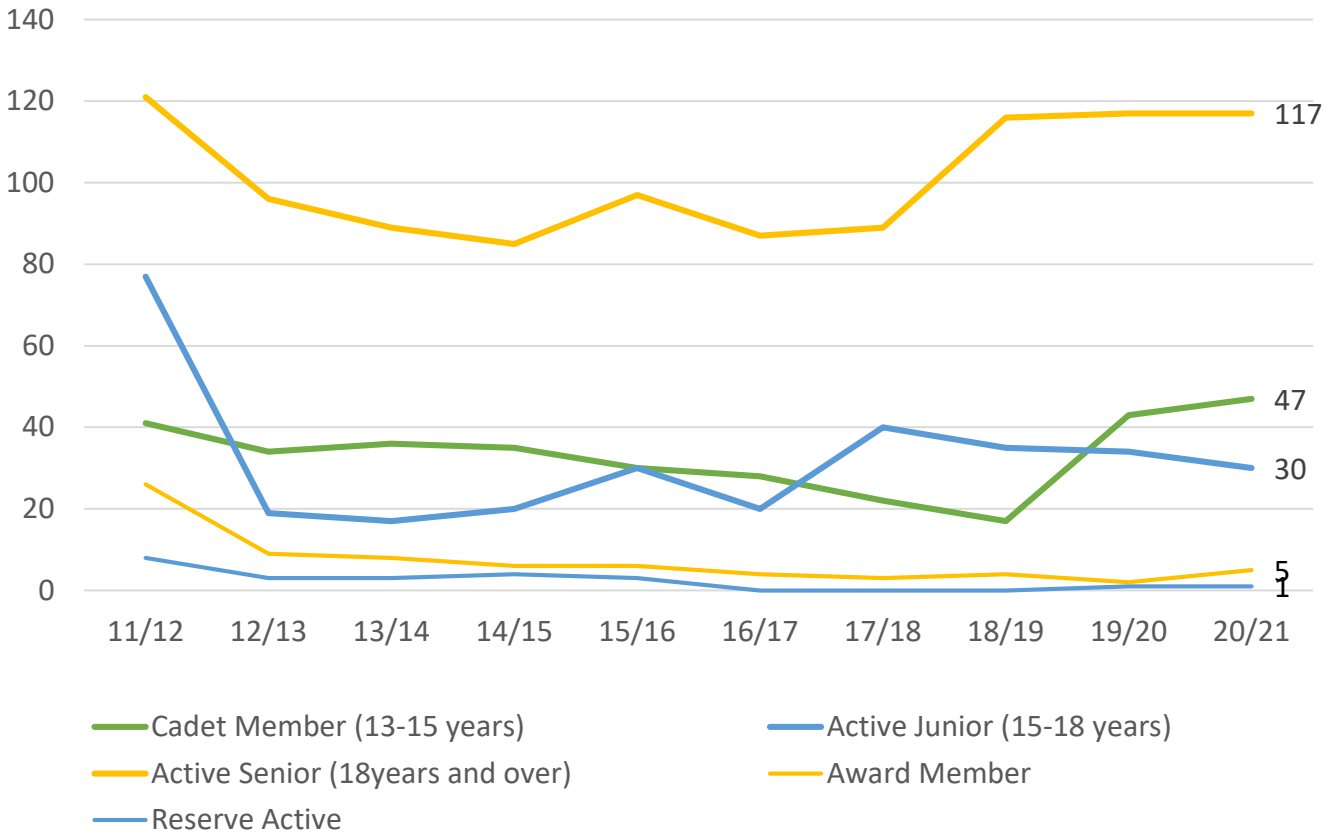
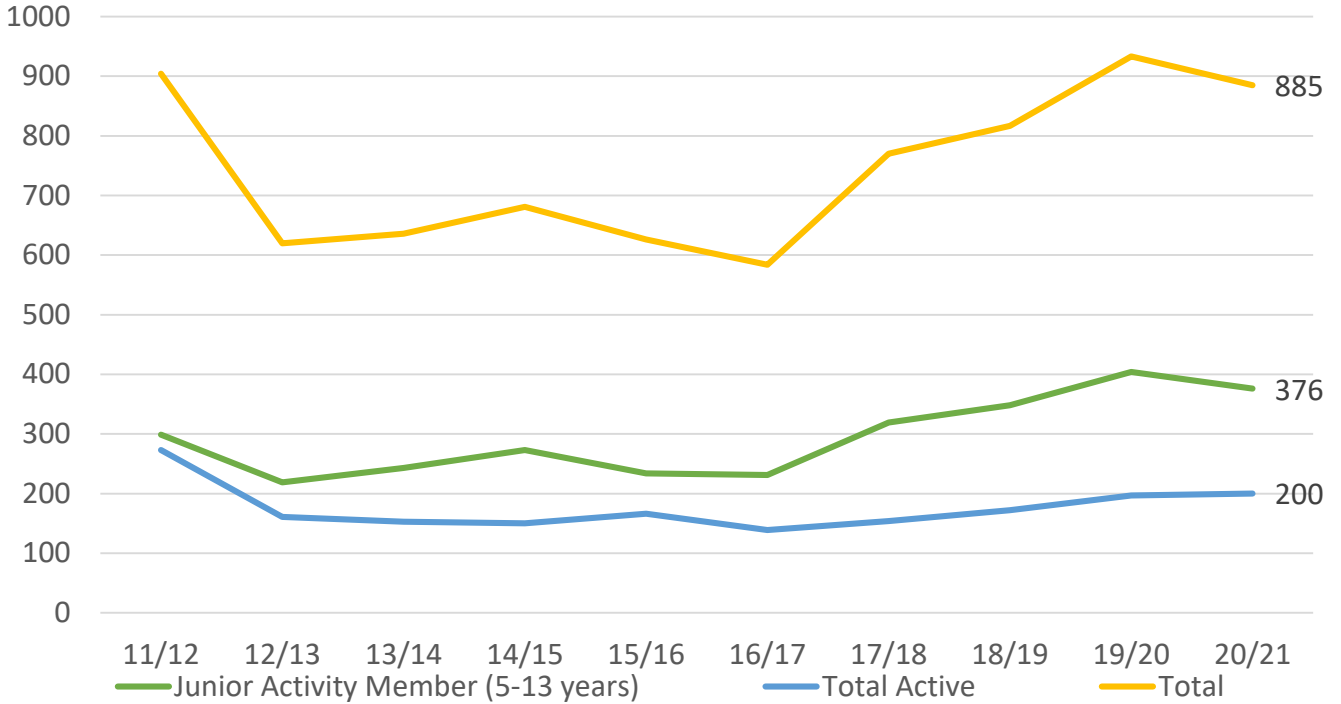
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	5	0	0	8	0	1	0	0	0	4
Junior Activity Member (5-13 years)	299	219	243	273	234	231	319	348	404	376
Cadet Member (13-15 years)	41	34	36	35	30	28	22	17	43	47
Active Junior (15-18 years)	77	19	17	20	30	20	40	35	34	30
Active Senior (18years and over)	121	96	89	85	97	87	89	116	117	117
Award Member	26	9	8	6	6	4	3	4	2	5
Reserve Active	8	3	3	4	3	0	0	0	1	1
Long Service	15	25	17	20	23	18	20	17	16	16
Past Active	3	10	10	4	6	3	8	5	6	2
Associate	289	179	185	199	168	165	240	244	278	252
Life Member	16	25	24	25	25	26	27	28	28	31
General	0	0	0	1	0	0	0	0	0	0
Honorary	4	0	0	1	0	0	0	3	0	0
Non Member Participants	0	0	0	0	0	0	0	0	4	3
Leave / Restricted	0	1	4	0	4	1	2	0	0	1
Total Active	273	161	153	150	166	139	154	172	197	200
Total	904	620	636	681	626	584	770	817	933	885

	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	19	25	28	17	17	19	26	22	27	25
Under 7	30	16	30	46	31	36	53	48	65	45
Under 8	52	22	32	41	34	27	52	59	66	56
Under 9	53	29	38	51	31	33	40	60	58	55
Under 10	37	33	35	47	34	25	31	29	59	46
Under 11	36	32	24	26	29	25	38	41	32	50
Under 12	27	20	20	26	26	31	26	31	47	37
Under 13	26	21	13	15	21	19	36	25	30	36
Under 14	19	28	23	4	11	15	16	33	20	25
Junior Activities Total	299	226	243	273	234	230	318	348	404	375

TREND ANALYSIS



MEMBERSHIP RETENTION



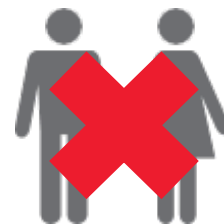
275

BRAND NEW MEMBERS



610%

MEMBERSHIP RETENTION



313

MEMBERS LOST FROM THE ORGANISATION

METROPOLITAN CALOUNDRA 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	0	0			0		0		4		0		4	
Junior Activities	404	243	60%	13	6	1%	155	38%	146	36%	0	0%	376	-7%
Cadet Member (13-15 years)	43	34	79%		0	0%	9	21%	8	19%	0	0%	47	9%
Active (15-18 yrs)	34	20	59%		0	0%	14	41%	2	6%	0	0%	30	-12%
Active (18yrs and over)	117	104	89%		1	1%	12	10%	12	10%	0	0%	117	0%
Award Member	2	2	100%		0	0%	0	0%	1	50%	0	0%	5	150%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	16	14	88%		1	6%	1	6%	2	13%	0	0%	16	0%
Past Active	6	4	67%	2	0	0%	2	33%	0	0%	0	0%	2	-67%
Associate	278	157	56%	4	2	1%	119	43%	99	36%	0	0%	252	-9%
Life Member	28	28	100%		0	0%	0	0%	1	4%	0	0%	31	11%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	4	3	75%		0	0%	1	25%	0	0%	0	0%	3	-25%
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	197	161	82%		1	1%	35	18%	23	12%	0		200	2%
Total	933	610	65%		10	1%	313	34%	275	29%	0		885	-5%

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

MEMBERSHIP RETENTION

METROPOLITAN CALOUNDRA SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	40	33	83%	7	18%	6	15%	35
16-18 Years	39	23	59%	16	41%	4	10%	42
19-25 Years	10	7	70%	3	30%	3	30%	12
26-35 Years	16	13	81%	2	13%	3	19%	13
36-50 Years	70	65	93%	5	7%	5	7%	73
51-70 Years	22	20	91%	2	9%	2	9%	25
70+ Years	0	0		0		0		0
Total	197	161	82%	35	18%	23	12%	200

METROPOLITAN CALOUNDRA SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	27					25		25
Under 7	65	19	70%	8	30%	26	96%	45
Under 8	66	37	57%	28	43%	19	29%	56
Under 9	58	37	56%	29	44%	18	27%	55
Under 10	59	28	48%	30	52%	18	31%	46
Under 11	32	36	61%	21	36%	14	24%	50
Under 12	47	24	75%	7	22%	13	41%	37
Under 13	30	28	60%	19	40%	8	17%	36
Under 14	20	21	70%	9	30%	4	13%	25
Transitioned From JA		13	65%					

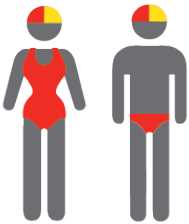
MEMBERSHIP RETENTION

2018/19



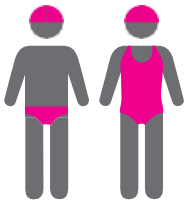
58%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



55%

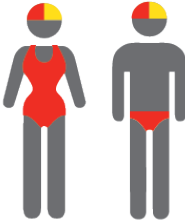
JUNIOR MEMBERSHIP
RETENTION

2019/20



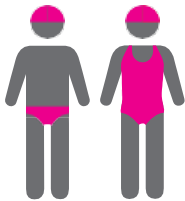
64%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



64%

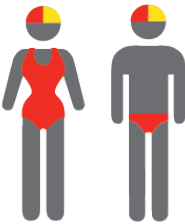
JUNIOR MEMBERSHIP
RETENTION

2020/21



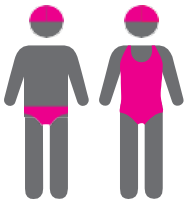
65%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION