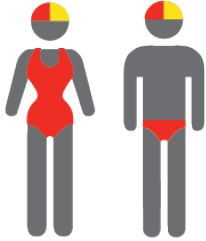


MISSION BEACH SLSC

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



54

ACTIVE MEMBERSHIP



59% Increase



133

TOTAL MEMBERSHIP



51% Increase



53

JUNIOR MEMBERSHIP



56% 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.

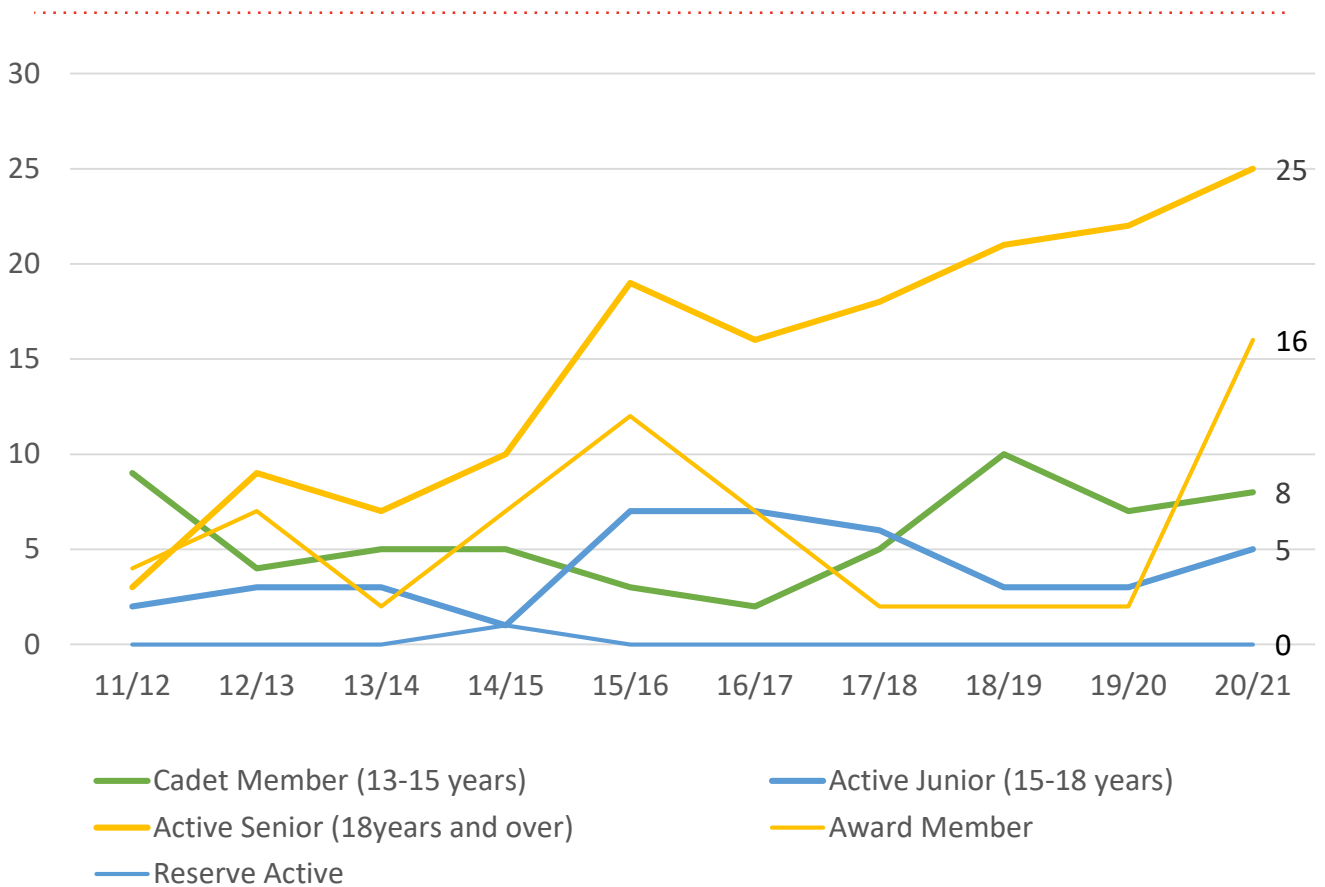
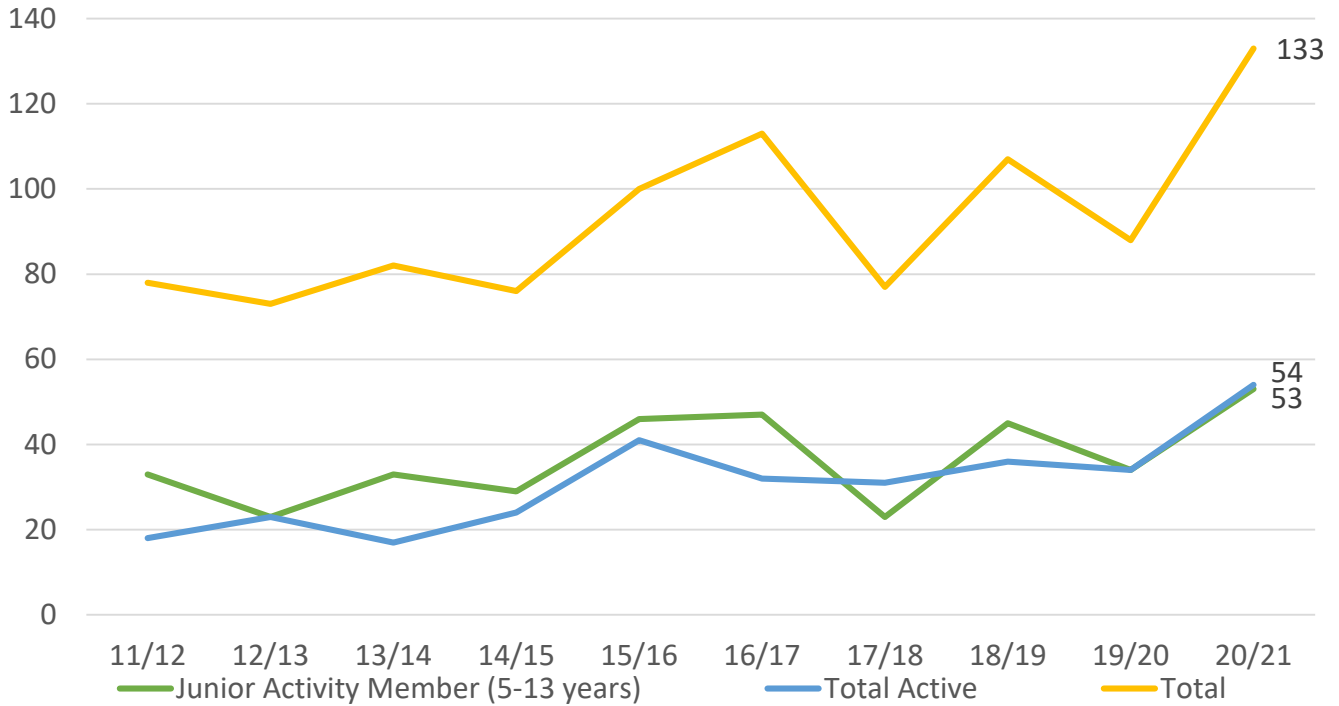
TOTAL MEMBERSHIP

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	7	1	1	0	27	19	22	16	23
Junior Activity Member (5-13 years)	33	23	33	29	46	47	23	45	34	53
Cadet Member (13-15 years)	9	4	5	5	3	2	5	10	7	8
Active Junior (15-18 years)	2	3	3	1	7	7	6	3	3	5
Active Senior (18years and over)	3	9	7	10	19	16	18	21	22	25
Award Member	4	7	2	7	12	7	2	2	2	16
Reserve Active	0	0	0	1	0	0	0	0	0	0
Long Service	2	2	1	0	0	0	0	0	0	0
Past Active	0	0	0	0	0	0	0	0	0	0
Associate	19	13	28	21	11	4	1	1	1	0
Life Member	4	5	2	1	2	3	3	3	3	3
General	0	0	0	0	0	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	0	0	0	0	0	0	0
Total Active	18	23	17	24	41	32	31	36	34	54
Total	78	73	82	76	100	113	77	107	88	133

	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	3	3	5	4	3	6	2	0	3	0
Under 7	8	0	2	9	4	6	5	0	7	4
Under 8	8	4	0	3	10	6	10	4	1	2
Under 9	13	2	1	4	2	9	8	6	8	1
Under 10	5	4	2	7	4	5	8	3	8	6
Under 11	11	4	1	2	3	4	5	5	6	7
Under 12	4	9	0	3	0	6	3	1	5	5
Under 13	8	3	1	3	2	2	5	3	4	4
Under 14	5	4	1	6	0	2	1	1	3	3
Junior Activities Total	65	33	13	41	28	46	47	23	45	32

TREND ANALYSIS



MEMBERSHIP RETENTION



45

BRAND NEW MEMBERS



100%

MEMBERSHIP RETENTION



0

MEMBERS LOST FROM THE ORGANISATION

MISSION 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	16	16	100%	8	0	0%	0	0%	15	94%	0	0%	23	44%
Junior Activities	34	34	100%	2	0	0%	0	0%	21	62%	0	0%	53	56%
Cadet Member (13-15 years)	7	7	100%		0	0%	0	0%	1	14%	0	0%	8	14%
Active (15-18 yrs)	3	3	100%		0	0%	0	0%	0	0%	0	0%	5	67%
Active (18yrs and over)	22	22	100%		0	0%	0	0%	3	14%	0	0%	25	14%
Award Member	2	2	100%		0	0%	0	0%	5	250%	0	0%	16	700%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Life Member	3	3	100%		0	0%	0	0%	0	0%	0	0%	3	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	34	34	100%		0	0%	0	0%	9	26%	0		54	59%
Total	88	88	100%		0	0%	0	0%	45	51%	0		133	51%

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

MEMBERSHIP RETENTION

MISSION BEACH SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	6	100%	0	0%	1	17%	2
16-18 Years	5	5	100%	0	0%	0	0%	10
19-25 Years	4	4	100%	0	0%	0	0%	6
26-35 Years	3	3	100%	0	0%	0	0%	5
36-50 Years	14	14	100%	0	0%	6	43%	23
51-70 Years	2	2	100%	0	0%	2	100%	8
70+ Years	0	0		0		0		0
Total	34	34	100%	0	0%	9	26%	54

MISSION BEACH SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	0					5		5
Under 7	4	0		0		5		5
Under 8	2	4	100%	0	0%	3	75%	7
Under 9	1	2	100%	0	0%	1	50%	3
Under 10	6	1	100%	0	0%	3	300%	4
Under 11	7	6	100%	0	0%	1	17%	7
Under 12	5	7	100%	0	0%	1	14%	8
Under 13	4	5	100%	0	0%	2	40%	7
Under 14	3	4	100%	0	0%	0	0%	4
Transitioned From JA		3	100%					

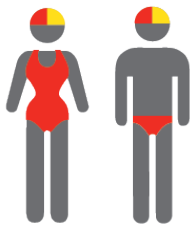
MEMBERSHIP RETENTION

2018/19



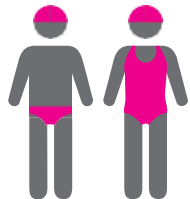
83%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



91%

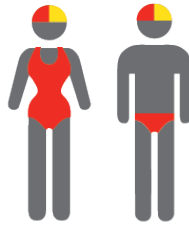
JUNIOR MEMBERSHIP
RETENTION

2019/20



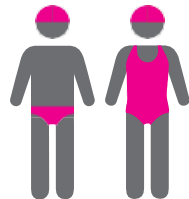
70%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



69%

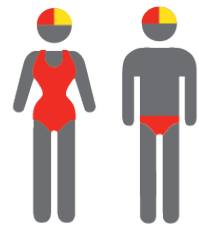
JUNIOR MEMBERSHIP
RETENTION

2020/21



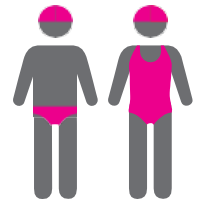
100%

TOTAL MEMBERSHIP
RETENTION



100%

ACTIVE MEMBERSHIP
RETENTION



100%

JUNIOR MEMBERSHIP
RETENTION