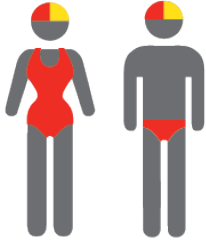


## MEMBERSHIP STATISTICS REPORT 2020/2021



443

ACTIVE MEMBERSHIP



1% Decrease



1,434

TOTAL MEMBERSHIP



1% Increase



419

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

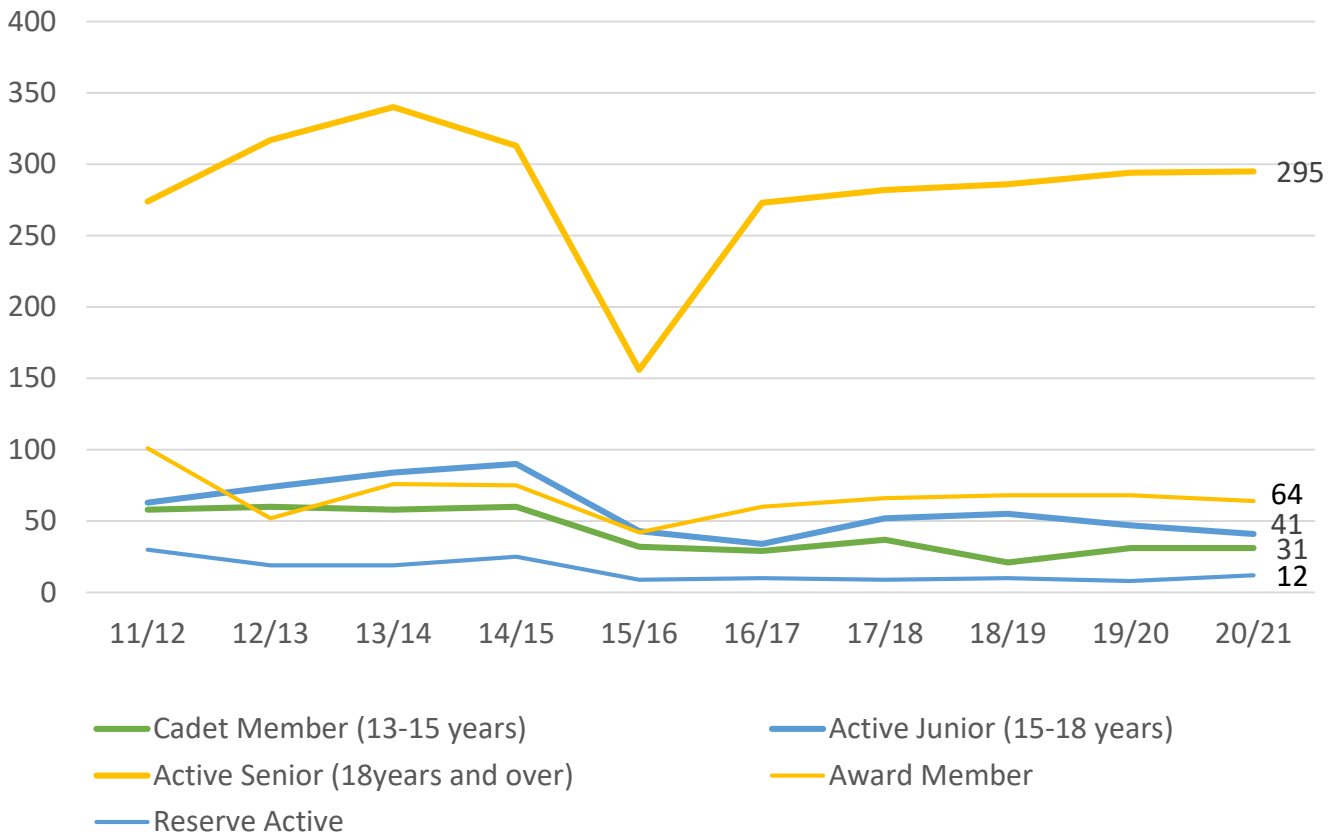
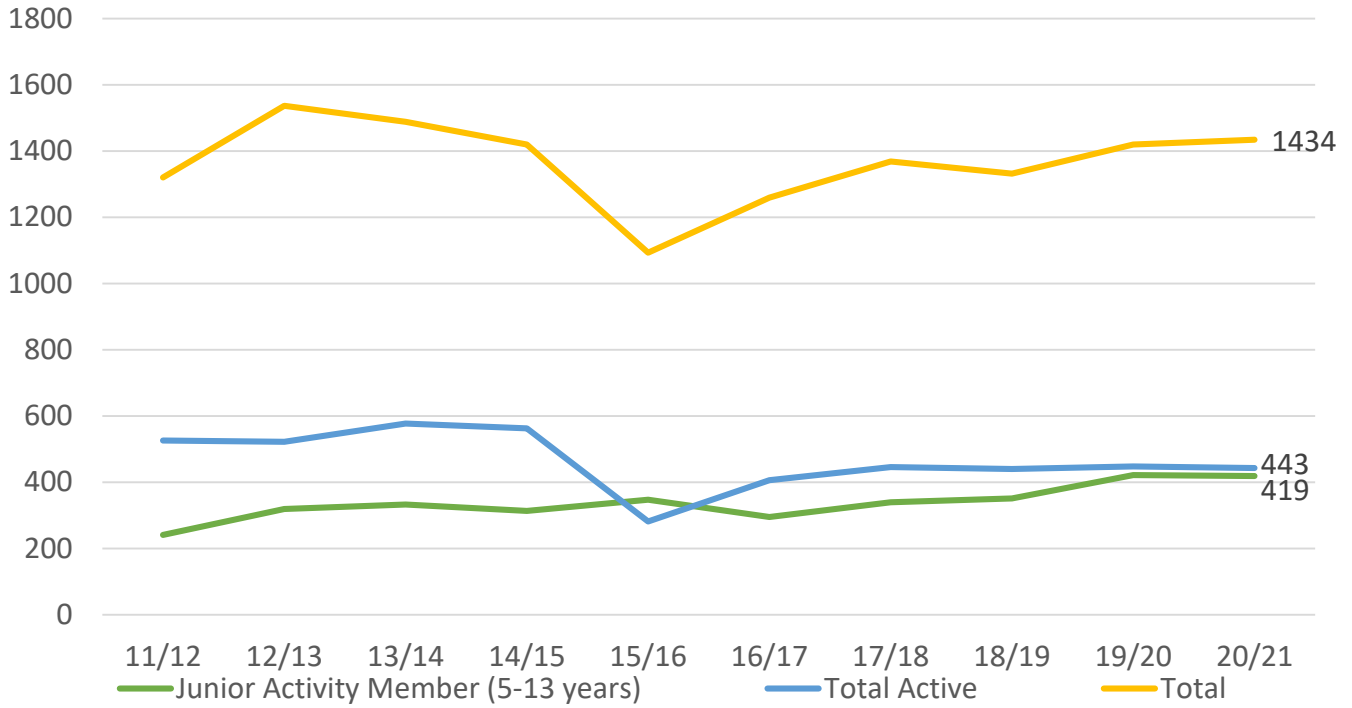
## MEMBERSHIP 2011-2021

|                                     | 11/12 | 12/13 | 13/14 | 14/15 | 15/16 | 16/17 | 17/18 | 18/19 | 19/20 | 20/21 |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                                     | Total | Total | Total | Total | Total | Total | Total | Total | Total | Total |
| Probationary                        | 5     | 3     | 8     | 13    | 14    | 13    | 22    | 8     | 23    | 116   |
| Junior Activity Member (5-13 years) | 241   | 320   | 333   | 314   | 348   | 295   | 340   | 351   | 422   | 419   |
| Cadet Member (13-15 years)          | 58    | 60    | 58    | 60    | 32    | 29    | 37    | 21    | 31    | 31    |
| Active Junior (15-18 years)         | 63    | 74    | 84    | 90    | 43    | 34    | 52    | 55    | 47    | 41    |
| Active Senior (18years and over)    | 274   | 317   | 340   | 313   | 156   | 273   | 282   | 286   | 294   | 295   |
| Award Member                        | 101   | 52    | 76    | 75    | 42    | 60    | 66    | 68    | 68    | 64    |
| Reserve Active                      | 30    | 19    | 19    | 25    | 9     | 10    | 9     | 10    | 8     | 12    |
| Long Service                        | 114   | 119   | 125   | 134   | 76    | 120   | 121   | 128   | 120   | 118   |
| Past Active                         | 24    | 0     | 0     | 0     | 0     | 45    | 19    | 5     | 2     | 4     |
| Associate                           | 352   | 512   | 373   | 326   | 302   | 270   | 323   | 336   | 363   | 281   |
| Life Member                         | 33    | 32    | 36    | 40    | 32    | 34    | 31    | 37    | 29    | 34    |
| General                             | 0     | 0     | 2     | 0     | 0     | 0     | 0     | 1     | 2     | 2     |
| Honorary                            | 25    | 22    | 29    | 29    | 30    | 69    | 63    | 22    | 8     | 17    |
| Non Member Participants             | 0     | 0     | 1     | 0     | 1     | 2     | 2     | 2     | 2     | 0     |
| Leave / Restricted                  | 0     | 7     | 4     | 1     | 8     | 6     | 2     | 2     | 1     | 0     |
| Total Active                        | 526   | 522   | 577   | 563   | 282   | 406   | 446   | 440   | 448   | 443   |
| Total                               | 1320  | 1537  | 1488  | 1420  | 1093  | 1260  | 1369  | 1332  | 1420  | 1434  |

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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     | 42    | 35    | 40    | 46    | 28    | 47    | 54    | 41    | 54    |
| Under 7                 | 0     | 42    | 52    | 44    | 58    | 47    | 45    | 51    | 64    | 50    |
| Under 8                 | 33    | 33    | 39    | 57    | 52    | 47    | 60    | 44    | 66    | 55    |
| Under 9                 | 37    | 39    | 44    | 44    | 44    | 33    | 46    | 52    | 53    | 61    |
| Under 10                | 27    | 47    | 49    | 40    | 41    | 39    | 35    | 37    | 64    | 55    |
| Under 11                | 48    | 41    | 27    | 37    | 31    | 31    | 38    | 33    | 36    | 57    |
| Under 12                | 26    | 35    | 36    | 25    | 35    | 27    | 30    | 41    | 43    | 30    |
| Under 13                | 31    | 50    | 34    | 26    | 23    | 18    | 21    | 22    | 35    | 35    |
| Under 14                | 39    | 31    | 16    | 34    | 18    | 25    | 18    | 17    | 20    | 19    |
| Junior Activities Total | 241   | 360   | 332   | 347   | 348   | 295   | 340   | 351   | 422   | 416   |

# TREND ANALYSIS



# MEMBERSHIP RETENTION



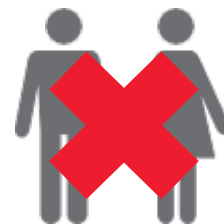
493

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



459

MEMBERS LOST FROM THE ORGANISATION

| MOOLOOLABA 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               | 23                 | 8                             | 35%  | 3                                 | 0                           | 0% | 15                    | 65%  | 111               | 483% | 0                             | 0% | 116                | 404%  |
| Junior Activities          | 422                | 251                           | 59%  | 17                                | 4                           | 1% | 167                   | 40%  | 185               | 44%  | 0                             | 0% | 419                | -1%   |
| Cadet Member (13-15 years) | 31                 | 25                            | 81%  |                                   | 1                           | 3% | 5                     | 16%  | 0                 | 0%   | 0                             | 0% | 31                 | 0%    |
| Active (15-18 yrs)         | 47                 | 26                            | 55%  |                                   | 2                           | 4% | 19                    | 40%  | 15                | 32%  | 0                             | 0% | 41                 | -13%  |
| Active (18yrs and over)    | 294                | 240                           | 82%  |                                   | 7                           | 2% | 47                    | 16%  | 48                | 16%  | 0                             | 0% | 295                | 0%    |
| Award Member               | 68                 | 52                            | 76%  |                                   | 0                           | 0% | 16                    | 24%  | 7                 | 10%  | 0                             | 0% | 64                 | -6%   |
| Reserve Active             | 8                  | 6                             | 75%  |                                   | 0                           | 0% | 2                     | 25%  | 4                 | 50%  | 0                             | 0% | 12                 | 50%   |
| Long Service               | 120                | 100                           | 83%  |                                   | 4                           | 3% | 16                    | 13%  | 13                | 11%  | 0                             | 0% | 118                | -2%   |
| Past Active                | 2                  | 1                             | 50%  |                                   | 0                           | 0% | 1                     | 50%  | 3                 | 150% | 0                             | 0% | 4                  | 100%  |
| Associate                  | 363                | 193                           | 53%  | 6                                 | 2                           | 1% | 168                   | 46%  | 94                | 26%  | 0                             | 0% | 281                | -23%  |
| Life Member                | 29                 | 29                            | 100% |                                   | 0                           | 0% | 0                     | 0%   | 4                 | 14%  | 0                             | 0% | 34                 | 17%   |
| General                    | 2                  | 1                             | 50%  |                                   | 0                           | 0% | 1                     | 50%  | 0                 | 0%   | 0                             | 0% | 2                  | 0%    |
| Honorary                   | 8                  | 8                             | 100% |                                   | 0                           | 0% | 0                     | 0%   | 9                 | 113% | 0                             | 0% | 17                 | 113%  |
| Non Member Participant     | 2                  | 0                             | 0%   |                                   | 0                           | 0% | 2                     | 100% | 0                 | 0%   | 0                             | 0% | 0                  | -100% |
| Leave / Restricted         | 1                  | 1                             | 100% | 1                                 | 0                           | 0% | 0                     | 0%   | 0                 | 0%   | 0                             | 0% | 0                  | -100% |
| Total Active               | 448                | 349                           | 78%  |                                   | 10                          | 2% | 89                    | 20%  | 74                | 17%  | 0                             |    | 443                | -1%   |
| Total                      | 1420               | 941                           | 66%  |                                   | 20                          | 1% | 459                   | 32%  | 493               | 35%  | 0                             |    | 1434               | 1%    |

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

# MEMBERSHIP RETENTION

## MOOLOOLABA SLSC 2020/21

| Active Members | 2019/20    | Retained   |            | Left SLS  |            | Recruited |            | 2020/21    |
|----------------|------------|------------|------------|-----------|------------|-----------|------------|------------|
|                | No.        | No.        | %          | No.       | %          | No.       | %          | No.        |
| 13-15 Years    | 23         | 17         | 74%        | 5         | 22%        | 5         | 22%        | 26         |
| 16-18 Years    | 53         | 33         | 62%        | 18        | 34%        | 10        | 19%        | 51         |
| 19-25 Years    | 48         | 32         | 67%        | 15        | 31%        | 12        | 25%        | 47         |
| 26-35 Years    | 39         | 28         | 72%        | 9         | 23%        | 11        | 28%        | 35         |
| 36-50 Years    | 142        | 111        | 78%        | 29        | 20%        | 15        | 11%        | 135        |
| 51-70 Years    | 120        | 108        | 90%        | 10        | 8%         | 20        | 17%        | 122        |
| 70+ Years      | 23         | 20         | 87%        | 3         | 13%        | 1         | 4%         | 27         |
| <b>Total</b>   | <b>448</b> | <b>349</b> | <b>78%</b> | <b>89</b> | <b>20%</b> | <b>74</b> | <b>17%</b> | <b>443</b> |

## MOOLOOLABA SLSC 2020/21

| Age Group            | 2019/20 | Retained |     | Left SLS |     | Recruited |     | 2020/21 |
|----------------------|---------|----------|-----|----------|-----|-----------|-----|---------|
| Under 6              | 41      |          |     |          |     | 54        |     | 54      |
| Under 7              | 64      | 20       | 49% | 20       | 49% | 30        | 73% | 50      |
| Under 8              | 66      | 33       | 52% | 31       | 48% | 22        | 34% | 55      |
| Under 9              | 53      | 44       | 67% | 21       | 32% | 17        | 26% | 61      |
| Under 10             | 64      | 31       | 58% | 22       | 42% | 24        | 45% | 55      |
| Under 11             | 36      | 39       | 61% | 25       | 39% | 18        | 28% | 57      |
| Under 12             | 43      | 23       | 64% | 13       | 36% | 7         | 19% | 30      |
| Under 13             | 35      | 26       | 60% | 17       | 40% | 9         | 21% | 35      |
| Under 14             | 20      | 19       | 54% | 14       | 40% | 1         | 3%  | 19      |
| Transitioned From JA |         | 16       | 80% |          |     |           |     |         |

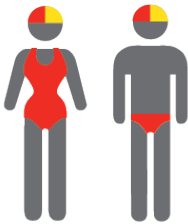
# MEMBERSHIP RETENTION

2018/19



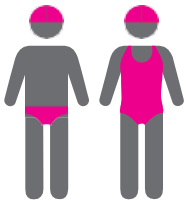
63%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



56%

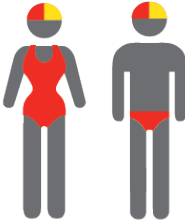
JUNIOR MEMBERSHIP  
RETENTION

2019/20



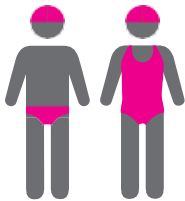
68%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



63%

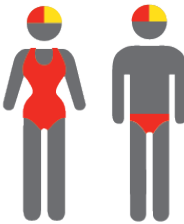
JUNIOR MEMBERSHIP  
RETENTION

2020/21



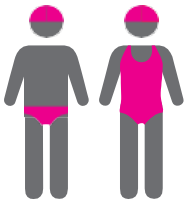
66%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



59%

JUNIOR MEMBERSHIP  
RETENTION