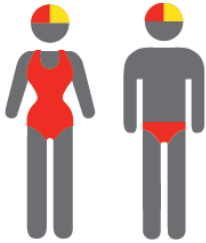


MOORE PARK SLSC

MEMBERSHIP STATISTICS REPORT 2020/2021



34

ACTIVE MEMBERSHIP



3% Decrease



100

TOTAL MEMBERSHIP



10% Increase



29

JUNIOR MEMBERSHIP



21% 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.

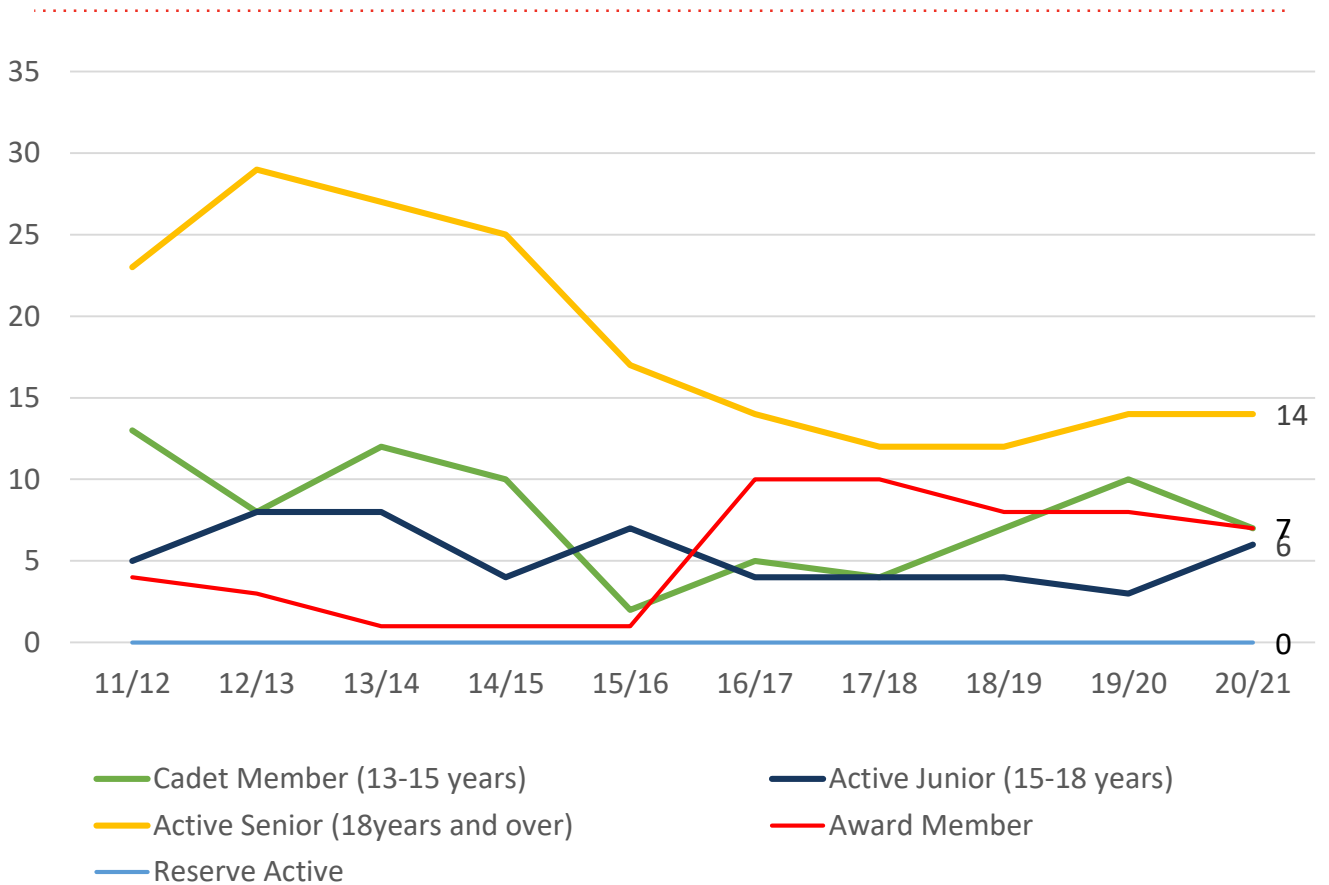
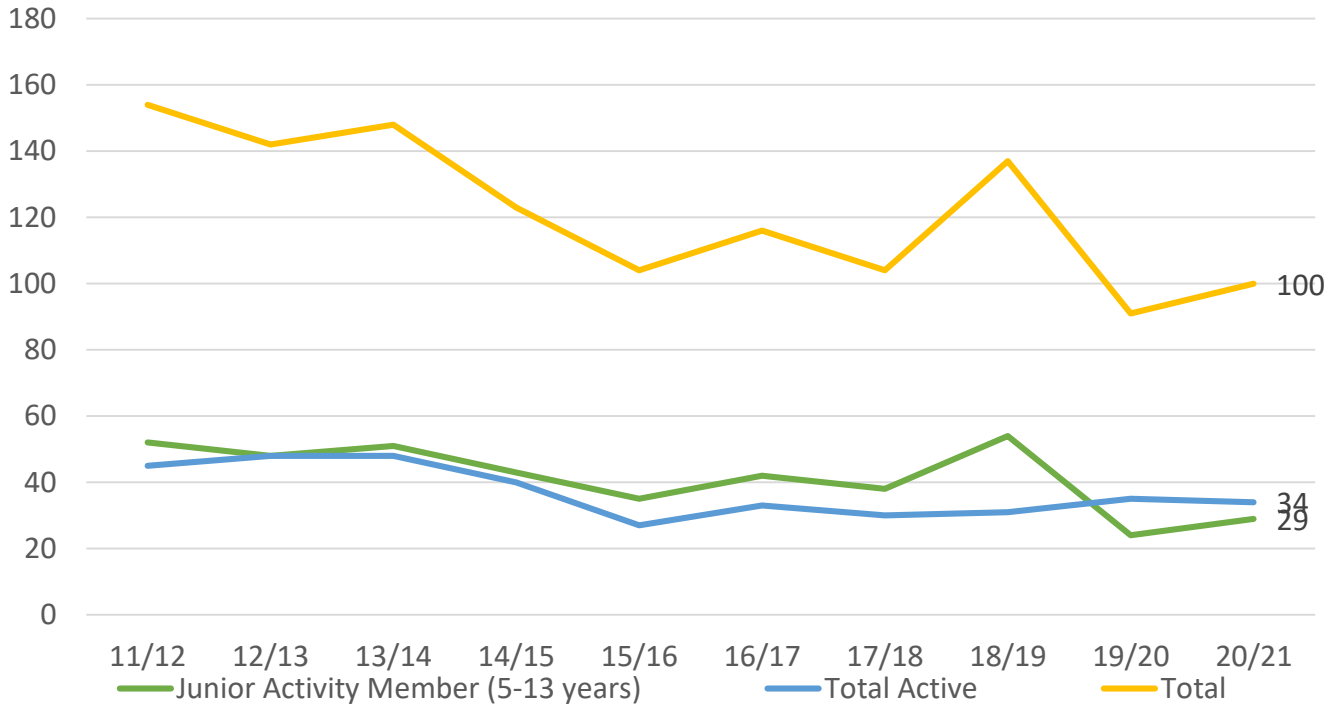
TOTAL MEMBERSHIP

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	1	0	0	0	0	0	0	0	0	0
Junior Activity Member (5-13 years)	52	48	51	43	35	42	38	54	24	29
Cadet Member (13-15 years)	13	8	12	10	2	5	4	7	10	7
Active Junior (15-18 years)	5	8	8	4	7	4	4	4	3	6
Active Senior (18years and over)	23	29	27	25	17	14	12	12	14	14
Award Member	4	3	1	1	1	10	10	8	8	7
Reserve Active	0	0	0	0	0	0	0	0	0	0
Long Service	0	0	0	0	1	0	0	0	0	0
Past Active	5	4	2	1	1	0	0	0	0	0
Associate	41	31	36	29	30	28	24	38	18	23
Life Member	10	11	11	10	10	12	12	14	14	14
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	1	0	0	0	0
Total Active	45	48	48	40	27	33	30	31	35	34
Total	154	142	148	123	104	116	104	137	91	100

	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	4	4	5	3	3	3	1	2
Under 7	9	3	3	5	5	5	1	8	4	3
Under 8	3	6	10	4	5	6	5	7	4	6
Under 9	2	7	7	7	4	6	6	5	2	4
Under 10	10	5	7	8	5	6	4	9	2	2
Under 11	5	3	6	6	6	5	7	6	3	3
Under 12	3	9	7	2	2	8	4	6	3	4
Under 13	9	4	4	5	1	2	6	5	3	2
Under 14	8	5	3	2	2	1	2	5	2	3
Junior Activities Total	52	45	51	43	35	42	38	54	24	29

TREND ANALYSIS



MEMBERSHIP RETENTION



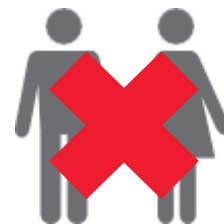
22

BRAND NEW MEMBERS



86%

MEMBERSHIP RETENTION



13

MEMBERS LOST FROM THE ORGANISATION

Moore Park 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		0		0		0	
Junior Activities	24	22	92%	2	0	0%	2	8%	9	38%	0	0%	29	21%
Cadet Member (13-15 years)	10	7	70%		0	0%	3	30%	0	0%	0	0%	7	-30%
Active (15-18 yrs)	3	2	67%		0	0%	1	33%	2	67%	0	0%	6	100%
Active (18yrs and over)	14	13	93%		0	0%	1	7%	1	7%	0	0%	14	0%
Award Member	8	7	88%		0	0%	1	13%	0	0%	0	0%	7	-13%
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	18	13	72%		0	0%	5	28%	10	56%	0	0%	23	28%
Life Member	14	14	100%		0	0%	0	0%	0	0%	0	0%	14	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	35	29	83%		0	0%	6	17%	3	9%	0		34	-3%
Total	91	78	86%		0	0%	13	14%	22	24%	0		100	10%

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

MEMBERSHIP RETENTION

Moore Park SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	5	83%	1	17%	0	0%	6
16-18 Years	7	4	57%	3	43%	2	29%	7
19-25 Years	6	6	100%	0	0%	0	0%	6
26-35 Years	1	1	100%	0	0%	0	0%	1
36-50 Years	7	5	71%	2	29%	0	0%	4
51-70 Years	7	7	100%	0	0%	1	14%	9
70+ Years	1	1	100%	0	0%	0	0%	1
Total	35	29	83%	6	17%	3	9%	34

Moore Park SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	1					2		2
Under 7	4	1	100%	0	0%	2	200%	3
Under 8	4	4	100%	0	0%	2	50%	6
Under 9	2	4	100%	0	0%	0	0%	4
Under 10	2	1	50%	1	50%	1	50%	2
Under 11	3	2	100%	0	0%	1	50%	3
Under 12	3	3	100%	0	0%	1	33%	4
Under 13	3	2	67%	1	33%	0	0%	2
Under 14	2	3	100%	0	0%	0	0%	3
Transitioned From JA		2	100%					

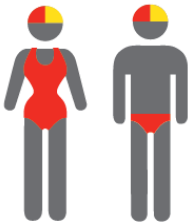
MEMBERSHIP RETENTION

2018/19



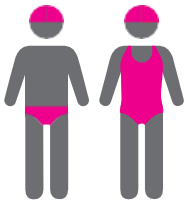
91

TOTAL MEMBERSHIP
RETENTION



90%

ACTIVE MEMBERSHIP
RETENTION



92%

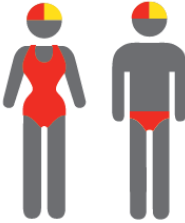
JUNIOR MEMBERSHIP
RETENTION

2019/20



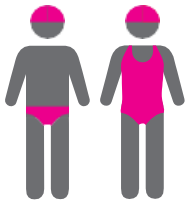
58%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



44%

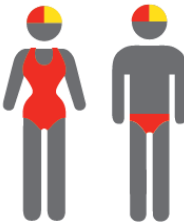
JUNIOR MEMBERSHIP
RETENTION

2020/21



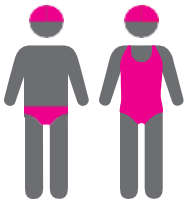
86%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



92%

JUNIOR MEMBERSHIP
RETENTION