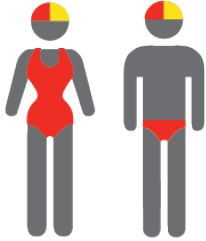


MEMBERSHIP STATISTICS REPORT 2020/2021



151

ACTIVE MEMBERSHIP



No Change



419

TOTAL MEMBERSHIP



5% Decrease



154

JUNIOR MEMBERSHIP



5% 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.

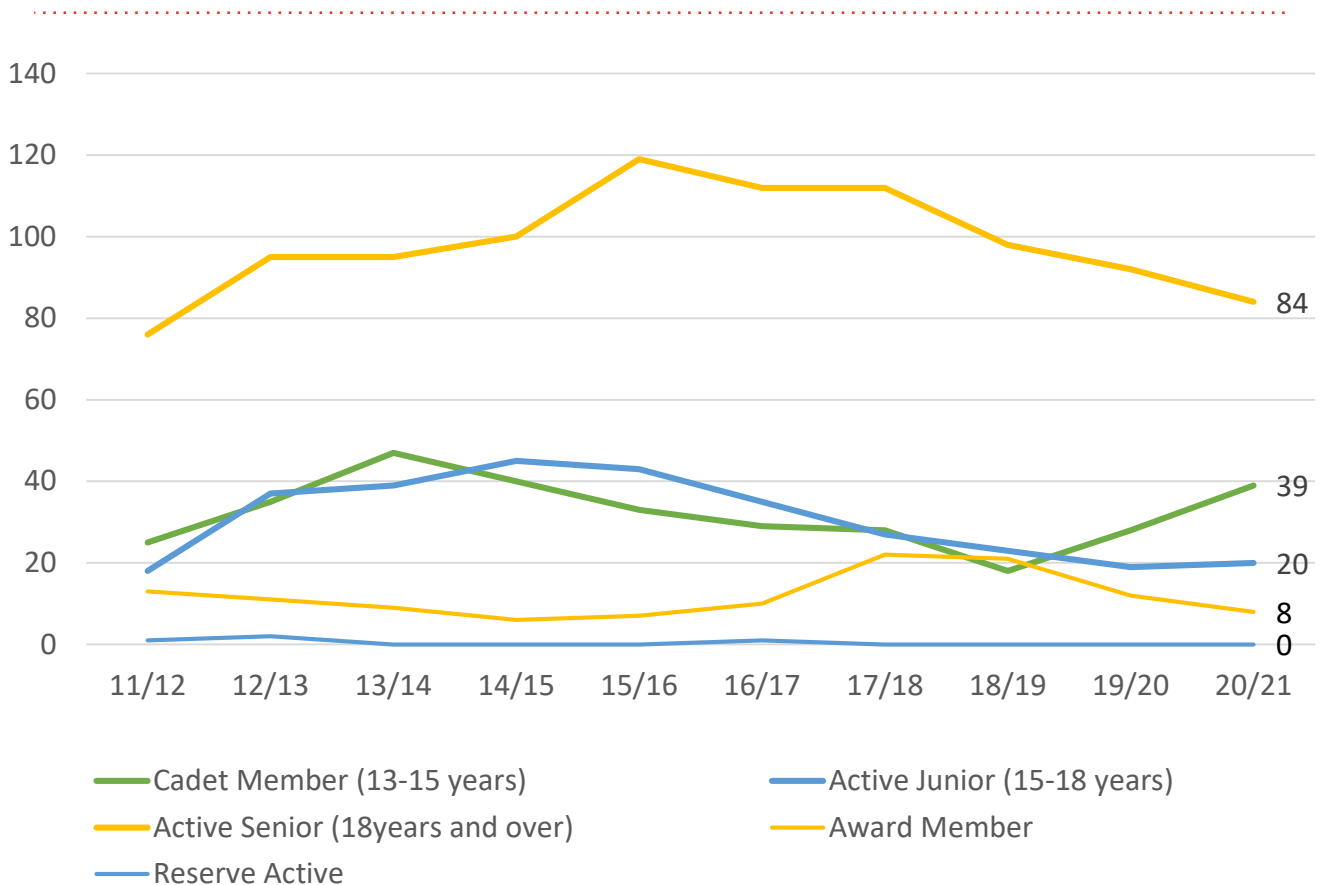
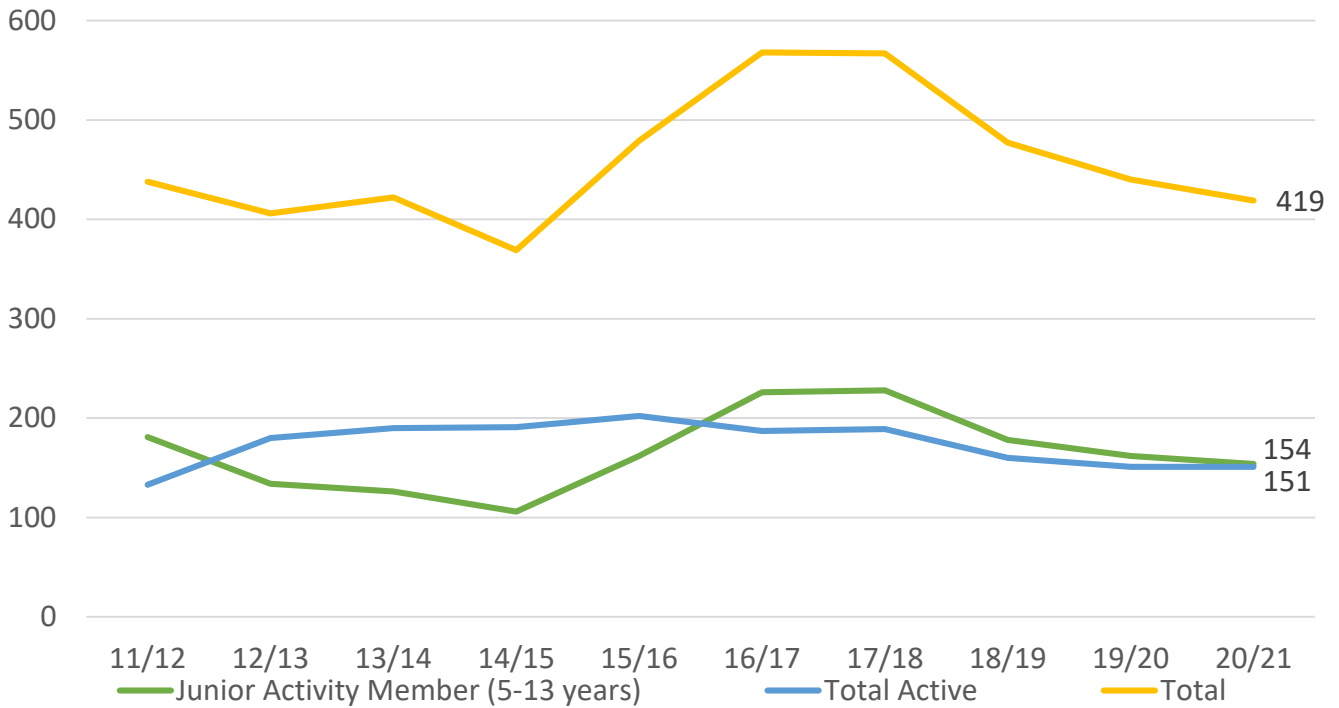
TOTAL MEMBERSHIP

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	6	1	4	6	0	1	0	1	6	46
Junior Activity Member (5-13 years)	181	134	126	106	162	226	228	178	162	154
Cadet Member (13-15 years)	25	35	47	40	33	29	28	18	28	39
Active Junior (15-18 years)	18	37	39	45	43	35	27	23	19	20
Active Senior (18years and over)	76	95	95	100	119	112	112	98	92	84
Award Member	13	11	9	6	7	10	22	21	12	8
Reserve Active	1	2	0	0	0	1	0	0	0	0
Long Service	0	0	1	1	2	2	2	3	5	5
Past Active	0	0	0	0	0	1	1	1	1	0
Associate	112	87	95	57	105	140	138	124	104	54
Life Member	6	4	5	5	8	10	9	9	9	8
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	1
Leave / Restricted	0	0	1	3	0	1	0	1	2	0
Total Active	133	180	190	191	202	187	189	160	151	151
Total	438	406	422	369	479	568	567	477	440	419

	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	0	0	0	19	11	19	13	21	22
Under 7	0	0	0	0	23	35	26	16	16	27
Under 8	18	0	14	12	13	38	35	17	26	27
Under 9	28	15	15	12	18	24	36	23	15	21
Under 10	26	24	23	20	22	32	26	28	25	17
Under 11	31	25	24	27	22	27	25	21	19	12
Under 12	30	22	19	16	29	26	27	19	12	16
Under 13	29	28	16	16	16	19	22	25	16	11
Under 14	19	20	15	3	0	14	12	16	12	1
Junior Activities Total	181	134	126	106	162	226	228	178	162	154

TREND ANALYSIS



MEMBERSHIP RETENTION



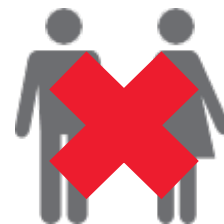
155

BRAND NEW MEMBERS



60%

MEMBERSHIP RETENTION



159

MEMBERS LOST FROM THE ORGANISATION

MUDJIMBA 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	6	3	50%	1	0	0%	3	50%	44	733%	0	0%	46	667%
Junior Activities	162	89	55%	18	4	2%	69	43%	83	51%	0	0%	154	-5%
Cadet Member (13-15 years)	28	24	86%		1	4%	3	11%	6	21%	0	0%	39	39%
Active (15-18 yrs)	19	9	47%		0	0%	10	53%	2	11%	0	0%	20	5%
Active (18yrs and over)	92	73	79%		7	8%	12	13%	5	5%	0	0%	84	-9%
Award Member	12	7	58%		1	8%	4	33%	1	8%	0	0%	8	-33%
Reserve Active	0	0			0		0		0		0		0	
Long Service	5	4	80%		1	20%	0	0%	1	20%	0	0%	5	0%
Past Active	1	0	0%		1	100%	0	0%	0	0%	0	0%	0	-100%
Associate	104	46	44%	4	2	2%	56	54%	12	12%	0	0%	54	-48%
Life Member	9	8	89%		0	0%	1	11%	0	0%	0	0%	8	-11%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		1		0		1	
Leave / Restricted	2	1	50%	1	0	0%	1	50%	0	0%	0	0%	0	-100%
Total Active	151	113	75%		9	6%	29	19%	14	9%	0		151	0%
Total	440	264	60%		17	4%	159	36%	155	35%	0		419	-5%

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

MEMBERSHIP RETENTION

MUDJIMBA SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	25	20	80%	4	16%	6	24%	33
16-18 Years	24	14	58%	9	38%	2	8%	26
19-25 Years	13	10	77%	3	23%	1	8%	16
26-35 Years	9	7	78%	2	22%	1	11%	6
36-50 Years	43	31	72%	8	19%	4	9%	35
51-70 Years	37	31	84%	3	8%	0	0%	34
70+ Years	0	0		0		0		1
Total	151	113	75%	29	19%	14	9%	151

MUDJIMBA SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	21					22		22
Under 7	16	7	33%	14	67%	20	95%	27
Under 8	26	11	69%	4	25%	16	100%	27
Under 9	15	16	62%	10	38%	5	19%	21
Under 10	25	7	47%	8	53%	10	67%	17
Under 11	19	9	36%	16	64%	3	12%	12
Under 12	12	15	79%	3	16%	1	5%	16
Under 13	16	6	50%	6	50%	5	42%	11
Under 14	12	8	50%	7	44%	1	6%	1
Transitioned From JA		10	83%					

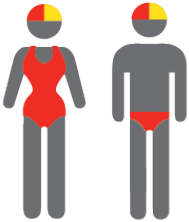
MEMBERSHIP RETENTION

2018/19



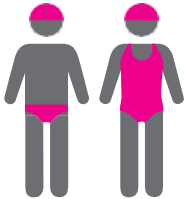
61%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



56%

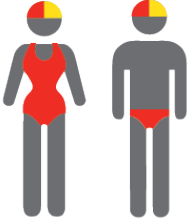
JUNIOR MEMBERSHIP
RETENTION

2019/20



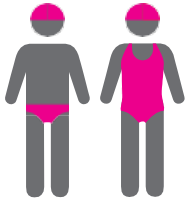
58%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



53%

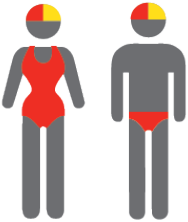
JUNIOR MEMBERSHIP
RETENTION

2020/21



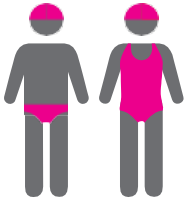
60%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



55%

JUNIOR MEMBERSHIP
RETENTION