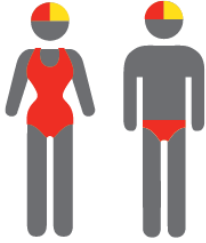




## MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



137

ACTIVE MEMBERSHIP



1 Decrease



581

TOTAL MEMBERSHIP

2% Increase



225

JUNIOR MEMBERSHIP

6% 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.

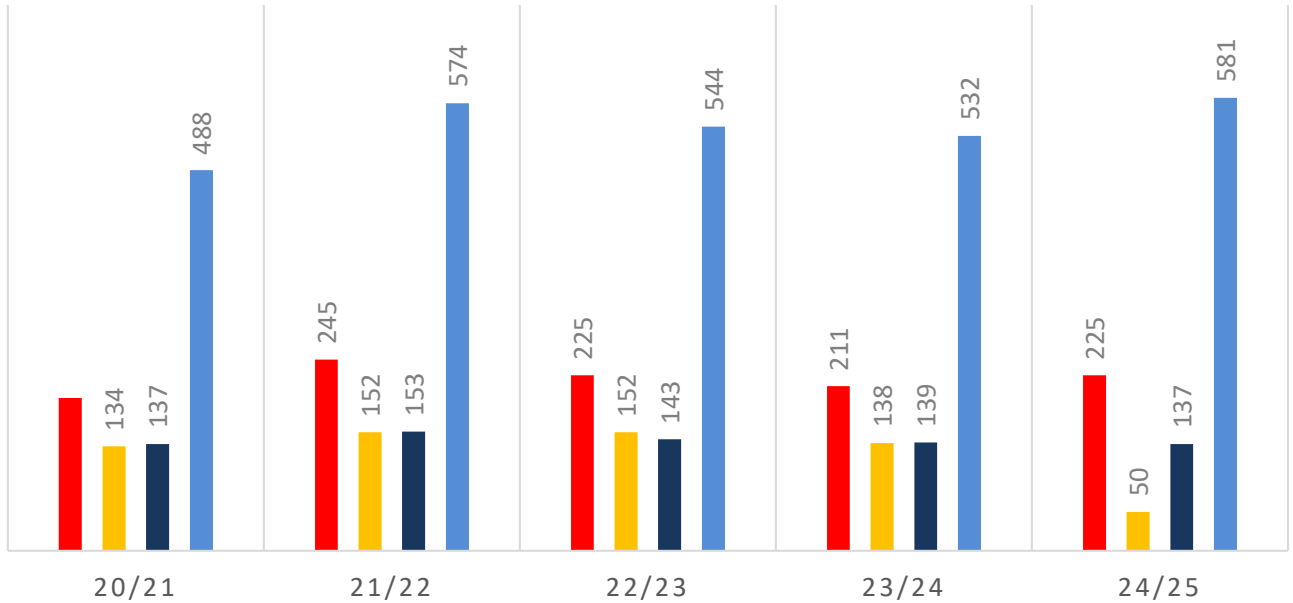
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5 YEAR TREND ANALYSIS

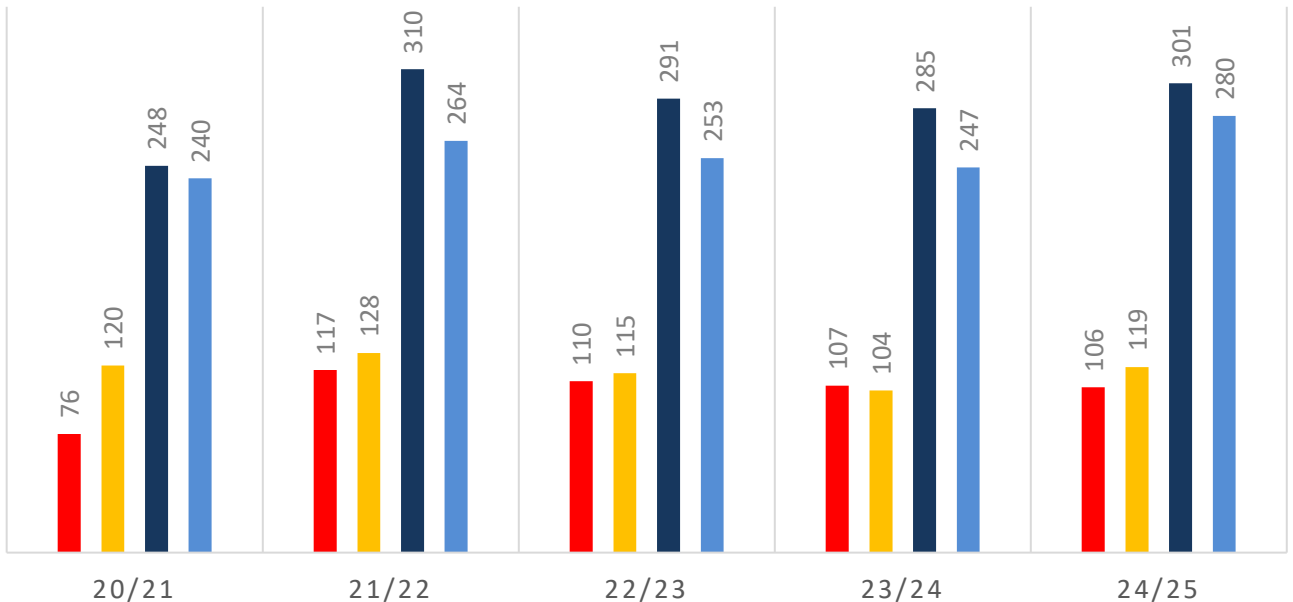
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



212

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



150

MEMBERS LOST FROM THE ORGANISATION

Nobbys Beach 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	18	11	61%	11	1	6%	6	33%	3	17%	0	0%	3	-83%
Nipper Parent	0	0			0		0		90		3		139	
Junior Activities	211	121	57%		24	11%	66	31%	94	45%	10	5%	225	7%
Cadet Member (13-15 years)	15	10	67%		1	7%	4	27%	2	13%	0	0%	14	-7%
Active (15-18 yrs)	18	14	78%	1	0	0%	4	22%	0	0%	1	6%	14	-22%
Active (18yrs and over)	106	88	83%		1	1%	17	16%	7	7%	4	4%	105	-1%
Award Member	0	0			0		0		1		1		4	
Reserve Active	0	0			0		0		0		0		0	
Long Service	8	8	100%		0	0%	0	0%	0	0%	1	13%	10	25%
Past Active	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Associate	138	76	55%	43	11	8%	51	37%	13	9%	4	3%	50	-64%
Life Member	13	13	100%		0	0%	0	0%	0	0%	0	0%	13	0%
General	0	0			0		0		0		0		0	
Honorary	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	3	3	100%	2	0	0%	0	0%	0	0%	1	33%	2	-33%
Total Active	139	112	81%		2	1%	25	18%	10	7%	6	4%	137	-1%
Total	532	344	65%		38	7%	150	28%	212	40%	25	5%	581	9%

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

# MEMBERSHIP RETENTION

## Nobbys Beach 24/25 Mid-Season

Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	16	11	69%	4	25%	2	13%	13
16-18 Years	17	13	76%	4	24%	0	0%	17
19-25 Years	18	10	56%	8	44%	4	22%	20
26-35 Years	23	21	91%	2	9%	2	9%	21
36-50 Years	27	22	81%	4	15%	1	4%	28
51-70 Years	38	35	92%	3	8%	1	3%	38
70+ Years	0	0		0		0		0
<b>Total</b>	139	112	81%	25	18%	10	7%	137



## Nobbys Beach 24/25 Mid-Season

Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	23					30		32
Under 7	30	13	57%	6	26%	17	74%	31
Under 8	34	21	70%	6	20%	15	50%	38
Under 9	35	17	50%	13	38%	10	29%	30
Under 10	29	26	74%	8	23%	8	23%	34
Under 11	23	15	52%	11	38%	7	24%	25
Under 12	22	12	52%	8	35%	2	9%	14
Under 13	11	11	50%	10	45%	3	14%	15
Under 14	5	3	27%	1	9%	2	18%	6
Transitioned From JA		3	60%					