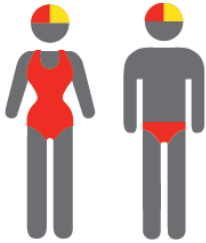


NOBBYS BEACH

MEMBERSHIP STATISTICS REPORT EOS 2021/22



156

ACTIVE MEMBERSHIP



4% Decrease



580

TOTAL MEMBERSHIP



2% Increase



248

JUNIOR MEMBERSHIP



9% 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.

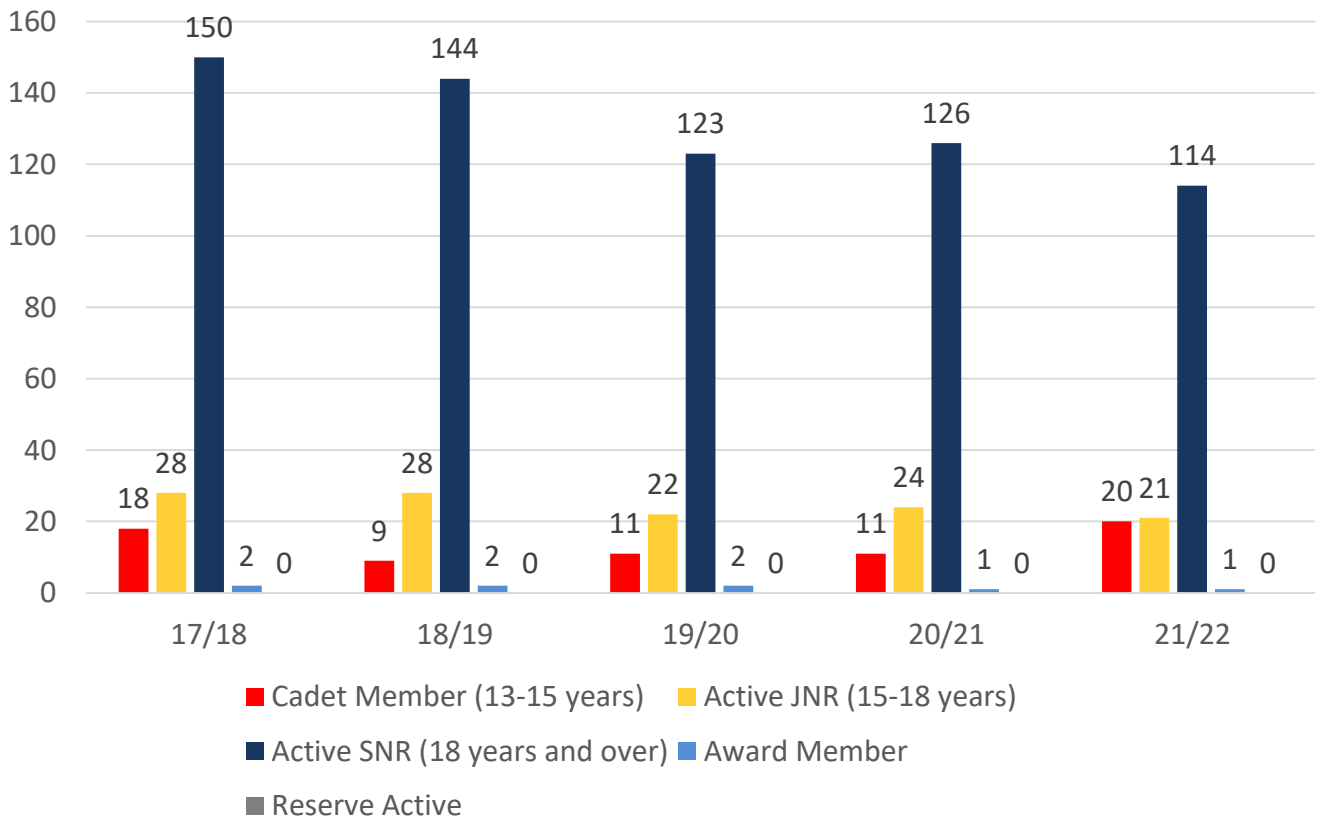
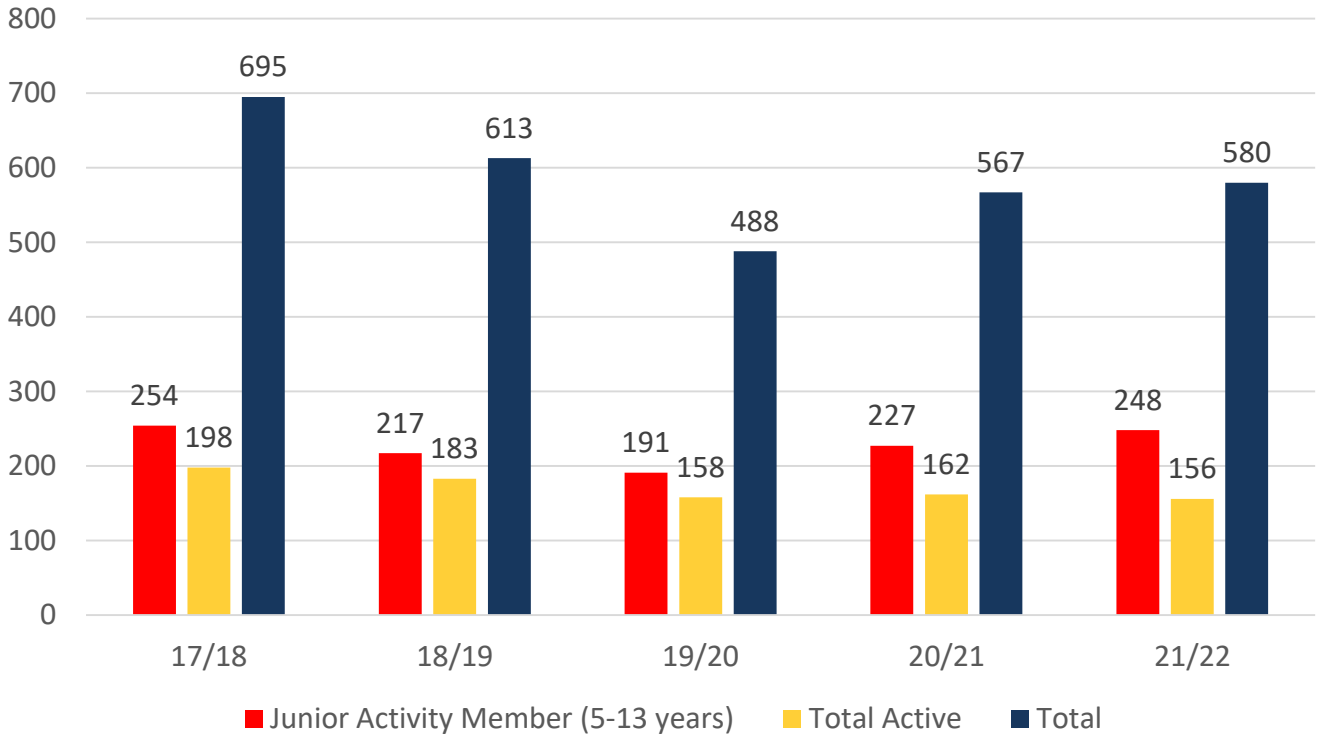
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

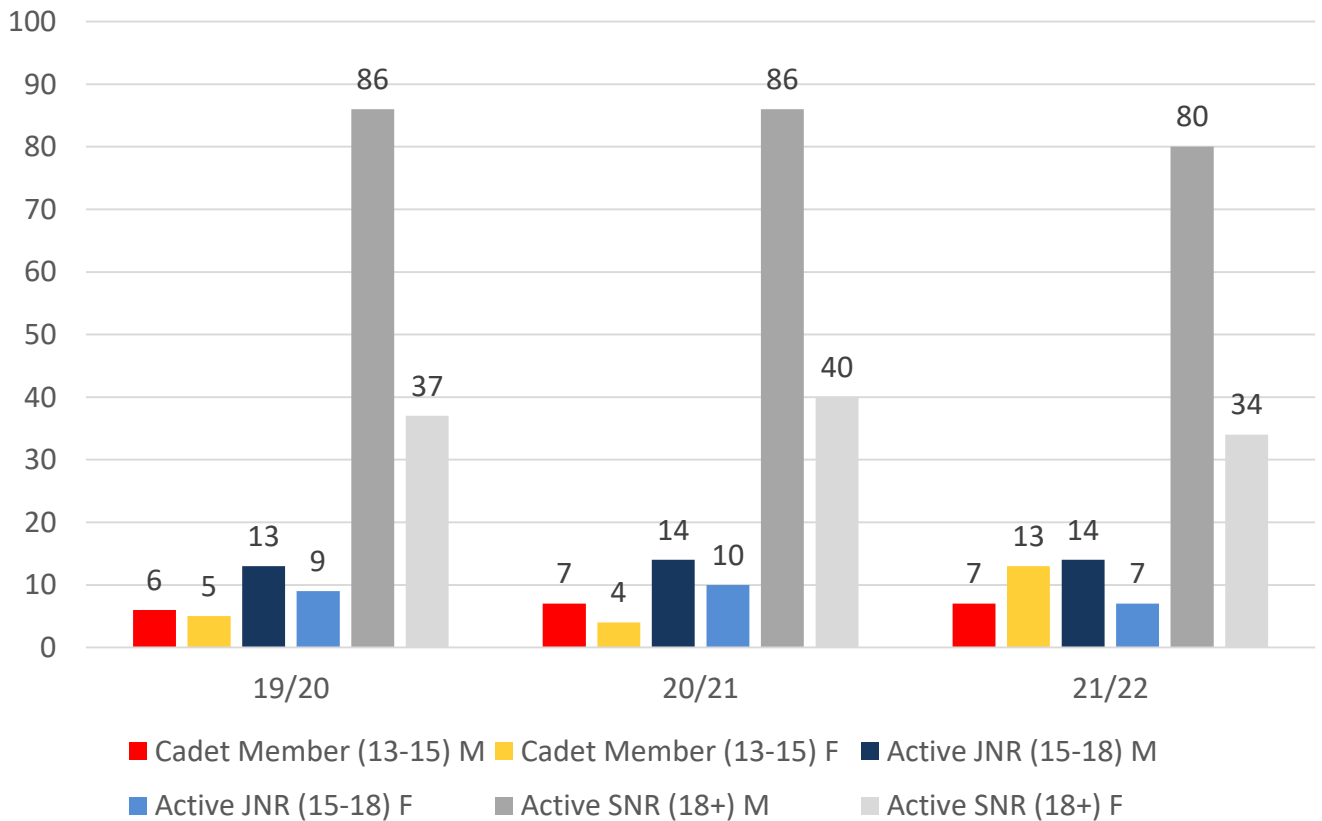
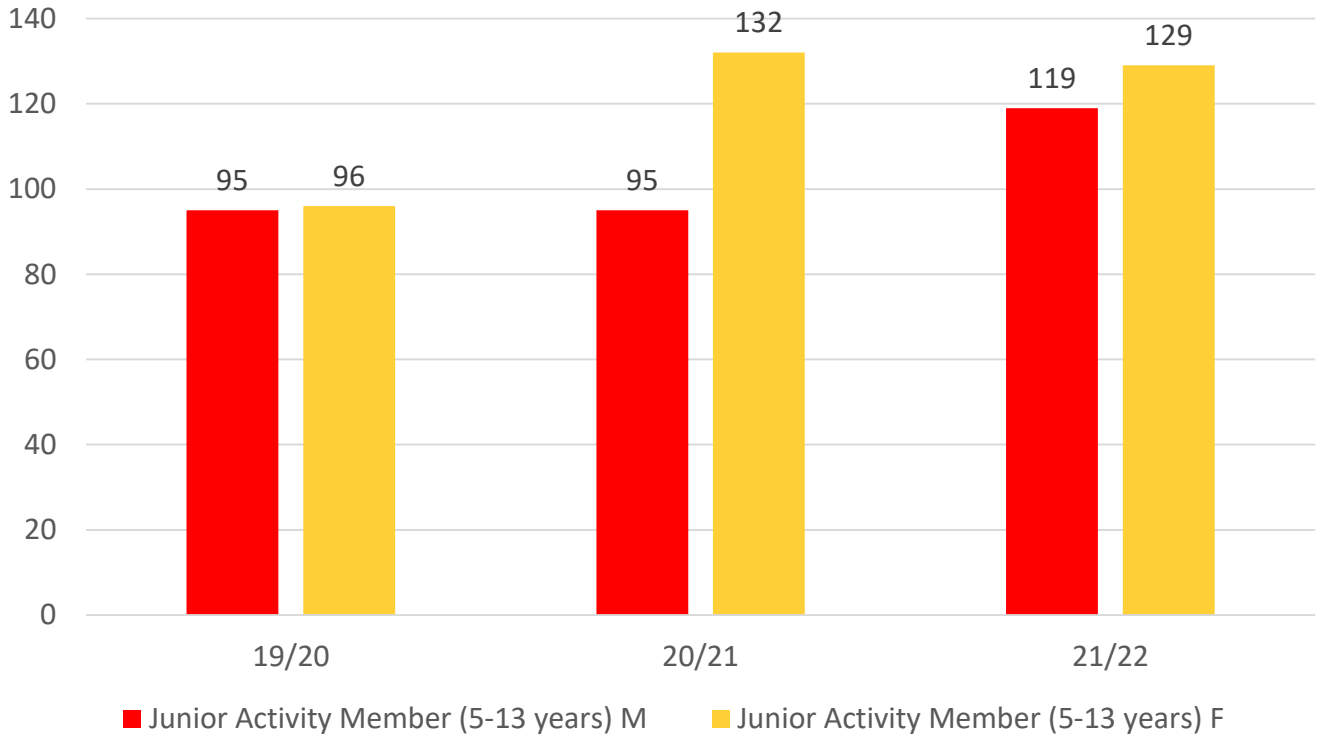
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	3	0	6	9	1
Junior Activity Member (5-13 years)	254	217	191	227	248
Cadet Member (13-15 years)	18	9	11	11	20
Active Junior (15-18 years)	28	28	22	24	21
Active Senior (18years and over)	150	144	123	126	114
Award Member	2	2	2	1	1
Reserve Active	0	0	0	0	0
Long Service	3	4	5	3	6
Past Active	0	0	0	0	0
Associate	216	186	109	149	152
Life Member	17	21	16	14	13
General	0	0	0	0	0
Honorary	2	1	2	2	2
Non Member Participants	0	0	1	0	0
Leave / Restricted	2	1	0	1	2
Total Active	198	183	158	162	156
Total	695	613	488	567	580

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	43	22	31	44	47
Under 7	37	36	31	44	44
Under 8	40	35	22	35	39
Under 9	32	30	26	31	29
Under 10	28	28	20	23	31
Under 11	32	19	20	14	24
Under 12	21	23	13	14	14
Under 13	11	17	18	11	13
Under 14	10	7	10	10	10
Junior Activities Total	254	217	191	226	251

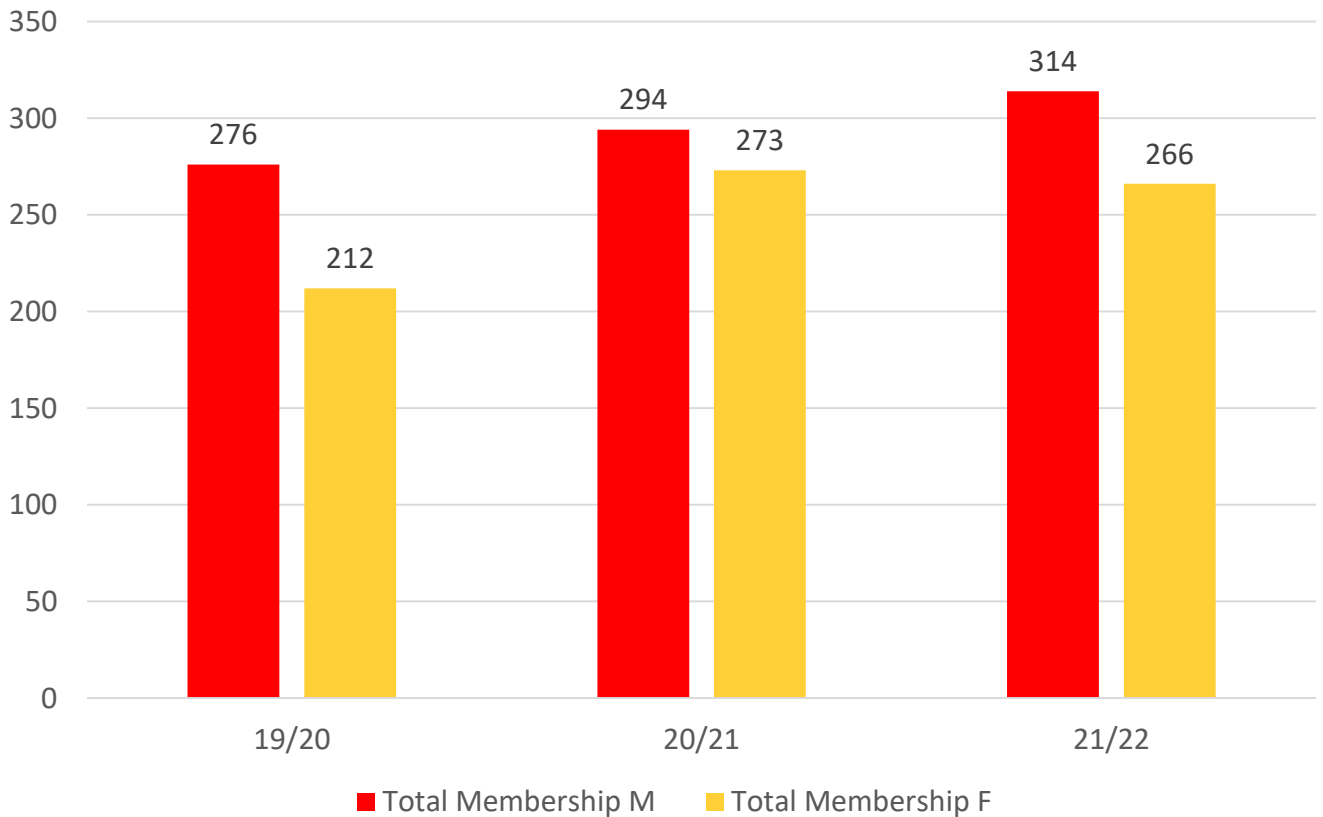
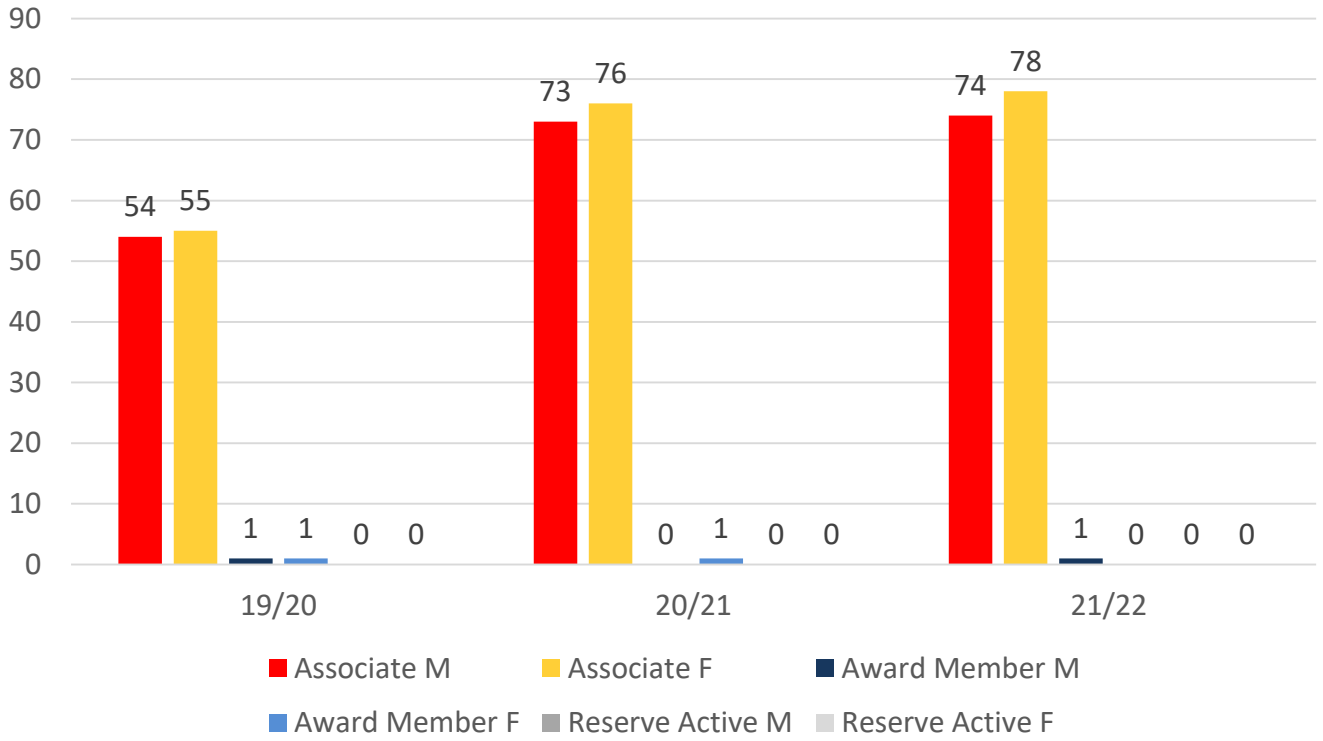
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



204

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



198

MEMBERS LOST FROM THE ORGANISATION

NOBBYS BEACH 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	9	5	56%	5	0	0%	4	44%	0	0%	1	11%	1	-89%
Junior Activities	227	135	59%	10	7	3%	85	37%	114	50%	9	4%	248	9%
Cadet Member (13-15 years)	11	8	73%	-7	0	0%	3	27%	4	36%	1	9%	20	82%
Active (15-18 yrs)	24	18	75%	-1	0	0%	6	25%	2	8%	0	0%	21	-13%
Active (18yrs and over)	126	92	73%	-8	4	3%	30	24%	13	10%	1	1%	114	-10%
Award Member	1	1	100%	1	0	0%	0	0%	0	0%	1	100%	1	0%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	3	3	100%	-2	0	0%	0	0%	0	0%	1	33%	6	100%
Past Active	0	0		0	0		0		0		0		0	
Associate	149	77	52%	3	3	2%	69	46%	70	47%	8	5%	152	2%
Life Member	14	13	93%	0	0	0%	1	7%	0	0%	0	0%	13	-7%
General	0	0		0	0		0		0		0		0	
Honorary	2	1	50%	0	1	50%	0	0%	1	50%	0	0%	2	0%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	-1	0	0%	0	0%	0	0%	0	0%	2	100%
Total Active	162	119	73%		4	2%	39	24%	19	12%	3		156	-4%
Total	567	354	62%		15	3%	198	35%	204	36%	22		580	2%

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

MEMBERSHIP RETENTION

NOBBYS BEACH 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	9	75%	3	25%	4	33%	19
16-18 Years	23	17	74%	6	26%	2	9%	22
19-25 Years	30	19	63%	11	37%	3	10%	23
26-35 Years	29	21	72%	8	28%	2	7%	24
36-50 Years	34	26	76%	4	12%	6	18%	34
51-70 Years	34	27	79%	7	21%	2	6%	34
70+ Years	0	0		0		0		0
Total	162	119	73%	39	24%	19	12%	156

NOBBYS BEACH 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	44					47		47
Under 7	44	25	57%	17	39%	17	39%	44
Under 8	35	28	64%	16	36%	10	23%	39
Under 9	31	15	43%	18	51%	13	37%	29
Under 10	23	22	71%	9	29%	8	26%	31
Under 11	14	14	61%	8	35%	10	43%	24
Under 12	14	6	43%	6	43%	5	36%	14
Under 13	11	10	71%	4	29%	2	14%	13
Under 14	10	7	64%	4	36%	2	18%	7
Transitioned From JA		7	70%					

MEMBERSHIP RETENTION

2019/20



45%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



40%

JUNIOR MEMBERSHIP
RETENTION

2020/21



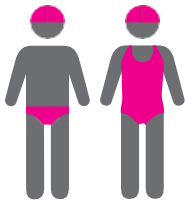
64%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



57%

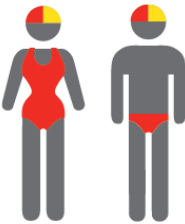
JUNIOR MEMBERSHIP
RETENTION

2021/22



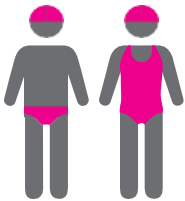
62%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION