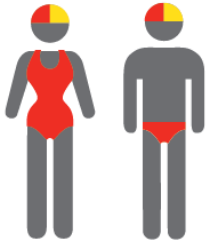


NOBBYS BEACH

MEMBERSHIP STATISTICS REPORT EOS 2022/23



155

ACTIVE MEMBERSHIP



1% Decrease



553

TOTAL MEMBERSHIP



5% Decrease



219

JUNIOR MEMBERSHIP



12% 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

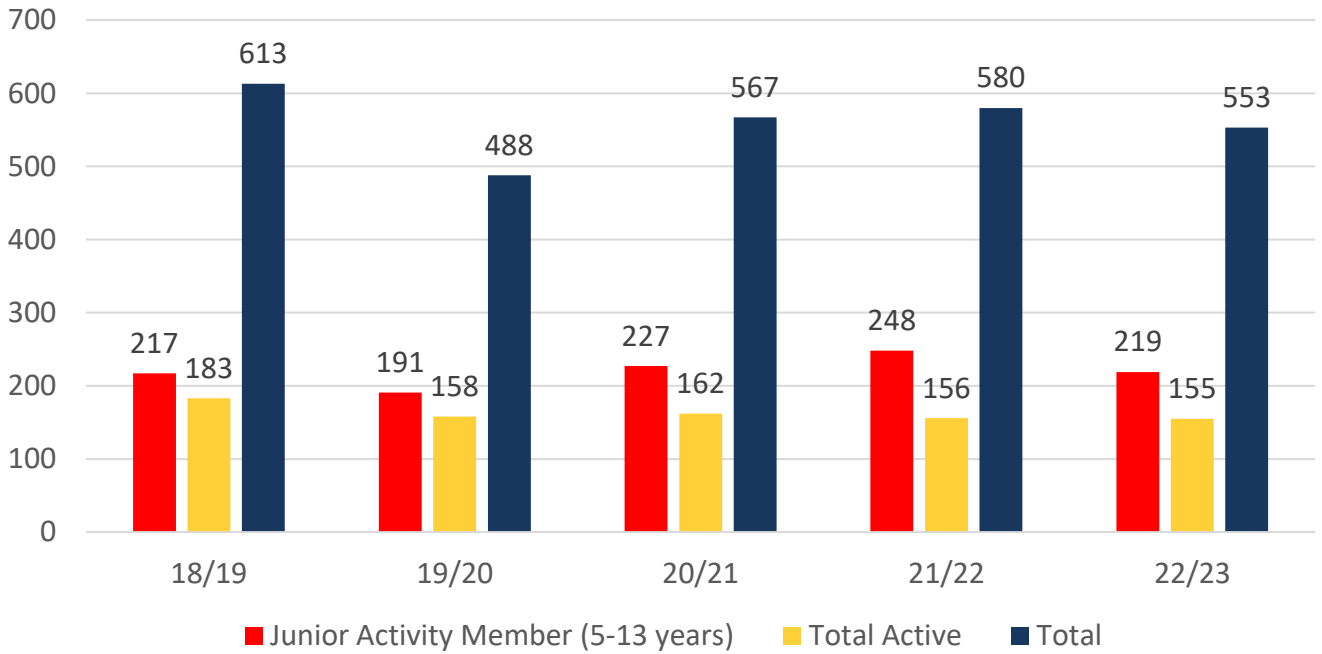
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	6	9	1	7
Junior Activity Member (5-13 years)	217	191	227	248	219
Cadet Member (13-15 years)	9	11	11	20	13
Active Junior (15-18 years)	28	22	24	21	22
Active Senior (18years and over)	144	123	126	114	120
Award Member	2	2	1	1	0
Reserve Active	0	0	0	0	0
Long Service	4	5	3	6	6
Past Active	0	0	0	0	0
Associate	186	109	149	152	146
Life Member	21	16	14	13	13
General	0	0	0	0	0
Honorary	1	2	2	2	1
Non Member Participants	0	1	0	0	0
Leave / Restricted	1	0	1	2	6
Total Active	183	158	162	156	155
Total	613	488	567	580	553

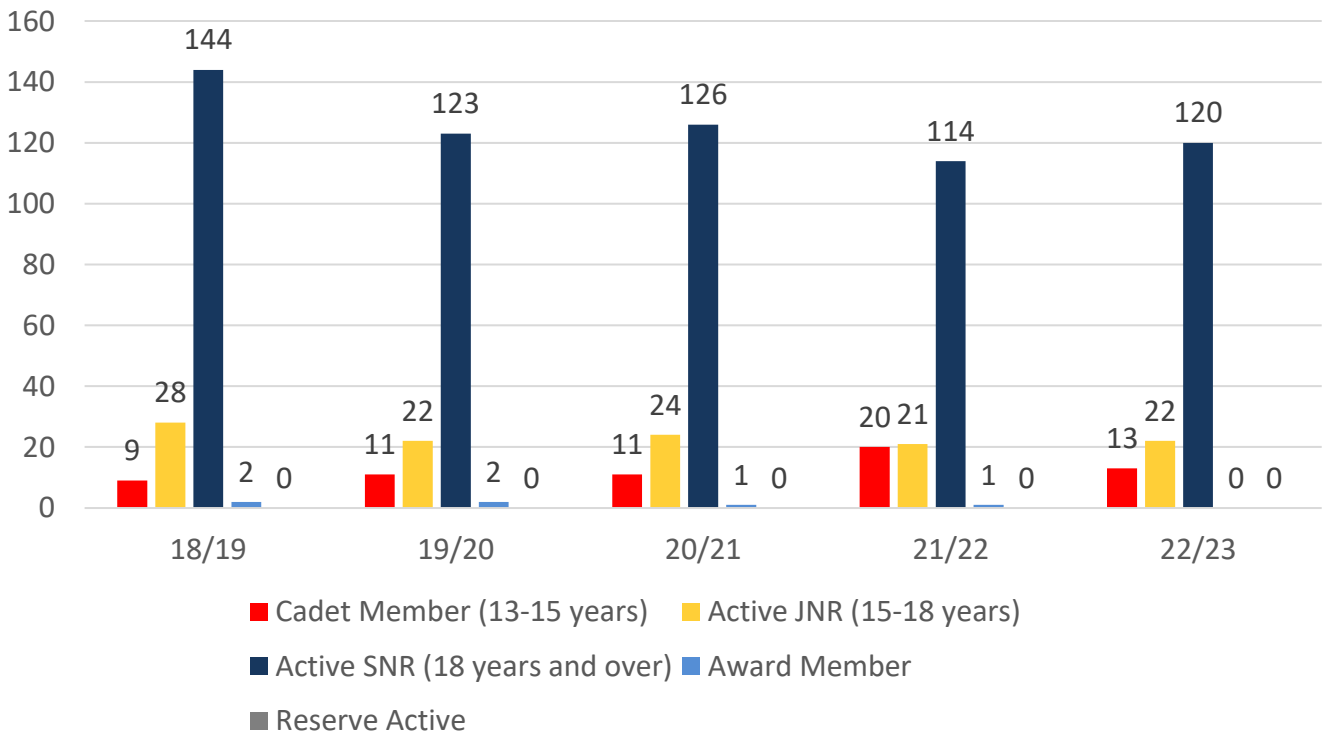
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	22	31	44	47	23
Under 7	36	31	44	44	39
Under 8	35	22	35	39	45
Under 9	30	26	31	29	32
Under 10	28	20	23	31	22
Under 11	19	20	14	24	21
Under 12	23	13	14	14	18
Under 13	17	18	11	13	12
Under 14	7	10	10	10	15
Junior Activities Total	217	191	226	251	227

5 YEAR TREND ANALYSIS

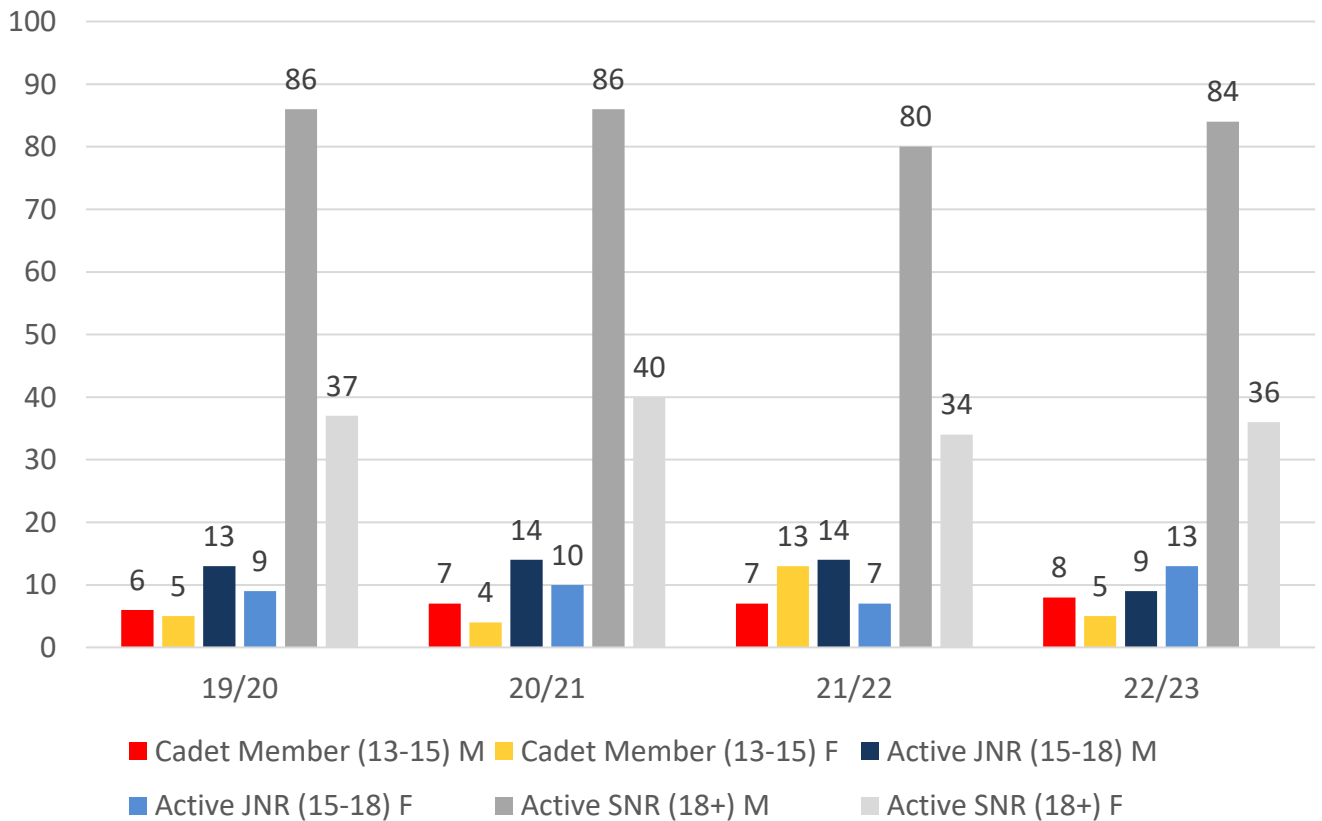
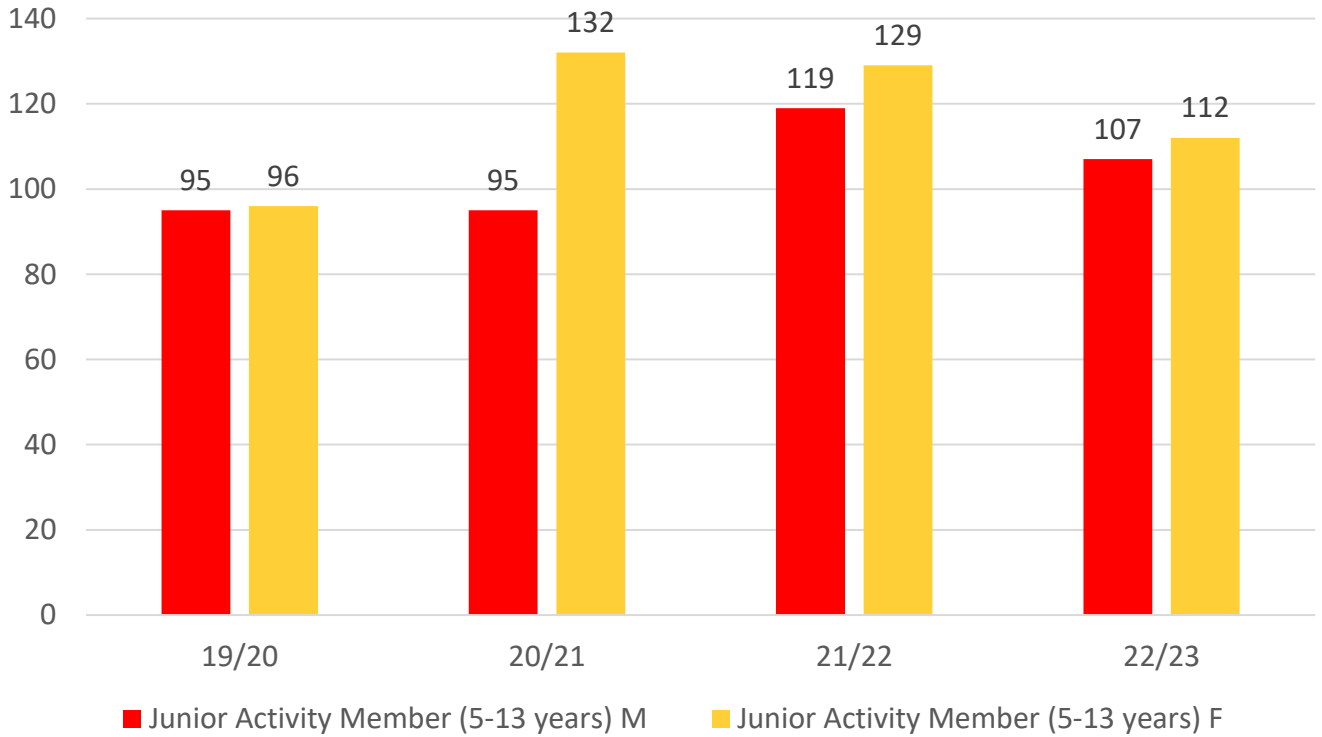
Total Membership



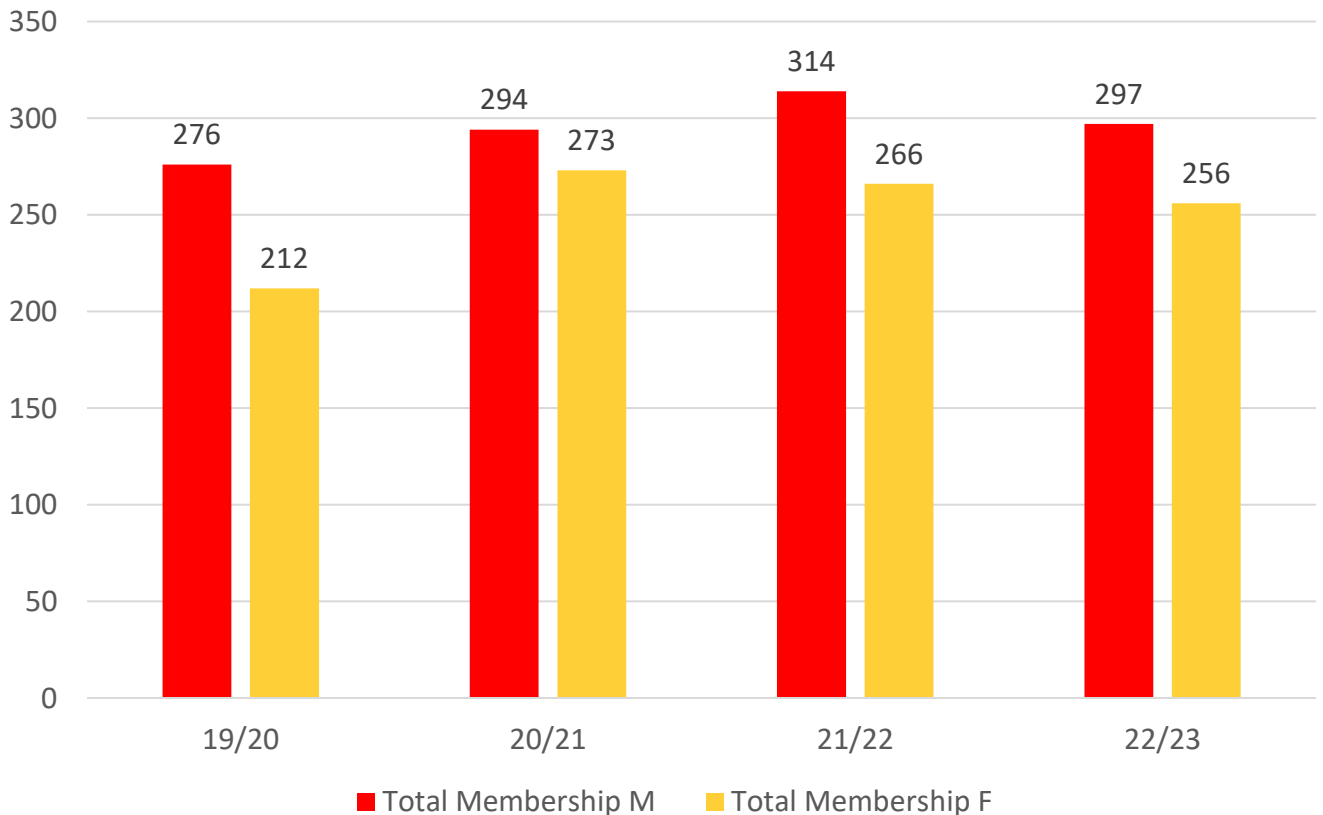
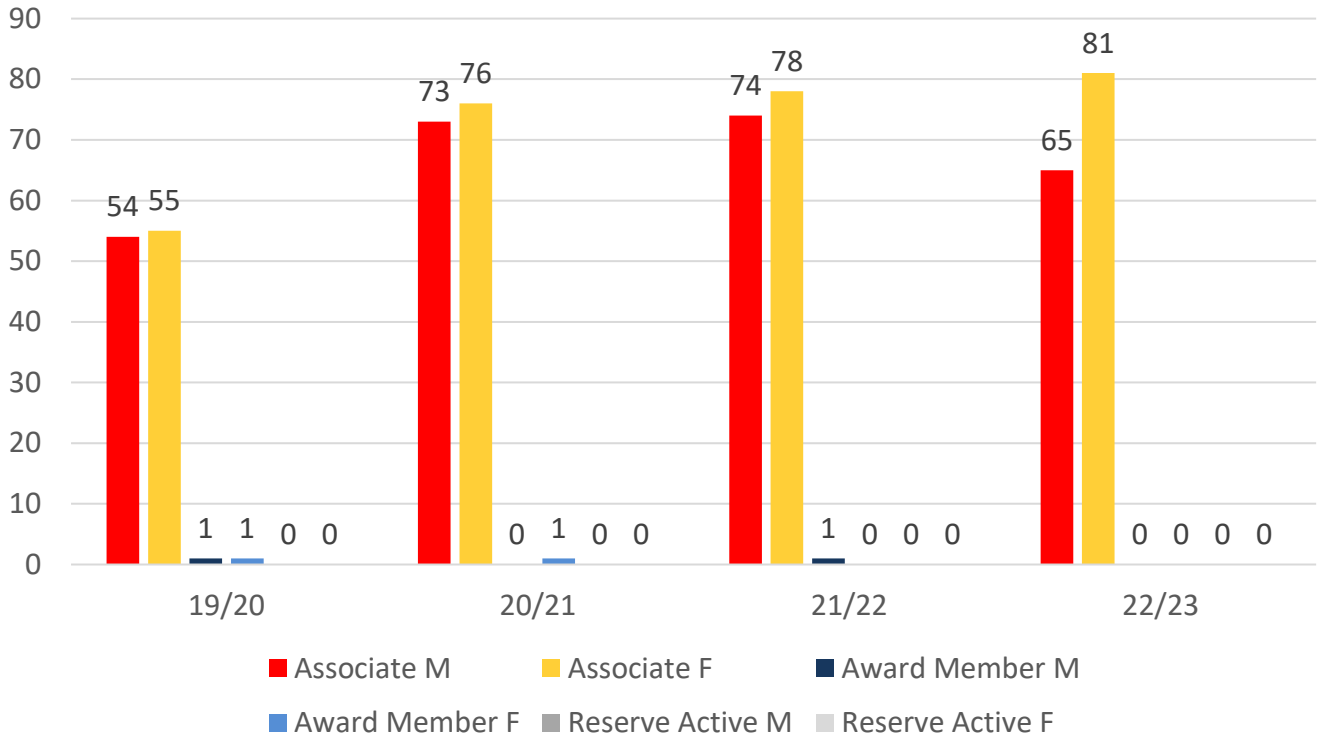
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



162

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



186

MEMBERS LOST FROM THE ORGANISATION

NOBBYS BEACH 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	1	0	0%	0	1	100%	0	0%	7	700%	0	0%	7	600%
Junior Activities	248	145	58%	11	10	4%	93	38%	74	30%	11	4%	219	-12%
Cadet Member (13-15 years)	20	14	70%	2	0	0%	6	30%	1	5%	0	0%	13	-35%
Active (15-18 yrs)	21	17	81%	-3	1	5%	3	14%	1	5%	1	5%	22	5%
Active (18yrs and over)	114	97	85%	-14	3	3%	14	12%	8	7%	1	1%	120	5%
Award Member	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	6	6	100%	0	0	0%	0	0%	0	0%	0	0%	6	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	152	77	51%	4	6	4%	69	45%	67	44%	6	4%	146	-4%
Life Member	13	13	100%	0	0	0%	0	0%	0	0%	0	0%	13	0%
General	0	0		0	0		0		0		0		0	
Honorary	2	1	50%	0	1	50%	0	0%	0	0%	0	0%	1	-50%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	2	100%	0	0	0%	0	0%	4	200%	0	0%	6	200%
Total Active	156	128	82%		4	3%	24	15%	10	6%	2		155	-1%
Total	580	372	64%		22	4%	186	32%	162	28%	19		553	-5%

MEMBERSHIP RETENTION

NOBBYS BEACH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	19	14	74%	5	26%	1	5%	22
16-18 Years	22	16	73%	5	23%	1	5%	16
19-25 Years	23	18	78%	5	22%	3	13%	24
26-35 Years	24	22	92%	2	8%	1	4%	26
36-50 Years	34	26	76%	5	15%	2	6%	30
51-70 Years	34	32	94%	2	6%	2	6%	37
70+ Years	0	0		0		0		0
Total	156	128	82%	24	15%	10	6%	155

NOBBYS BEACH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	47					22		23
Under 7	44	26	55%	19	40%	12	26%	39
Under 8	39	28	64%	14	32%	15	34%	45
Under 9	29	22	56%	15	38%	10	26%	32
Under 10	31	14	48%	15	52%	6	21%	22
Under 11	24	19	61%	10	32%	0	0%	21
Under 12	14	15	63%	8	33%	3	13%	18
Under 13	13	5	36%	8	57%	4	29%	12
Under 14	7	13	100%	0	0%	2	15%	7
Transitioned From JA		3	43%					

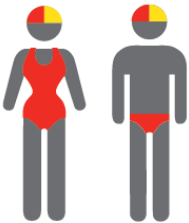
MEMBERSHIP RETENTION

2020/21



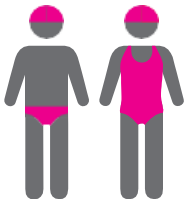
64%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



57%

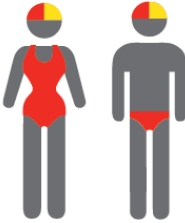
JUNIOR MEMBERSHIP
RETENTION

2021/22



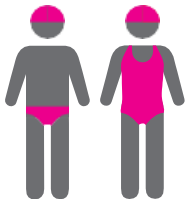
62%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



59%

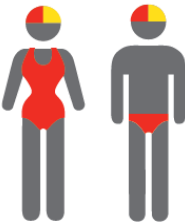
JUNIOR MEMBERSHIP
RETENTION

2022/23



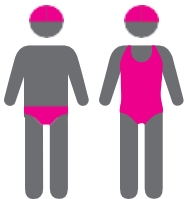
64%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



58%

JUNIOR MEMBERSHIP
RETENTION