

## MEMBERSHIP STATISTICS MID SEASON REPORT 2023/24



**380**

**ACTIVE MEMBERSHIP**



**6% Decrease**



**1707**

**TOTAL MEMBERSHIP**



**13% Decrease**



**525**

**JUNIOR MEMBERSHIP**



**15% 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.

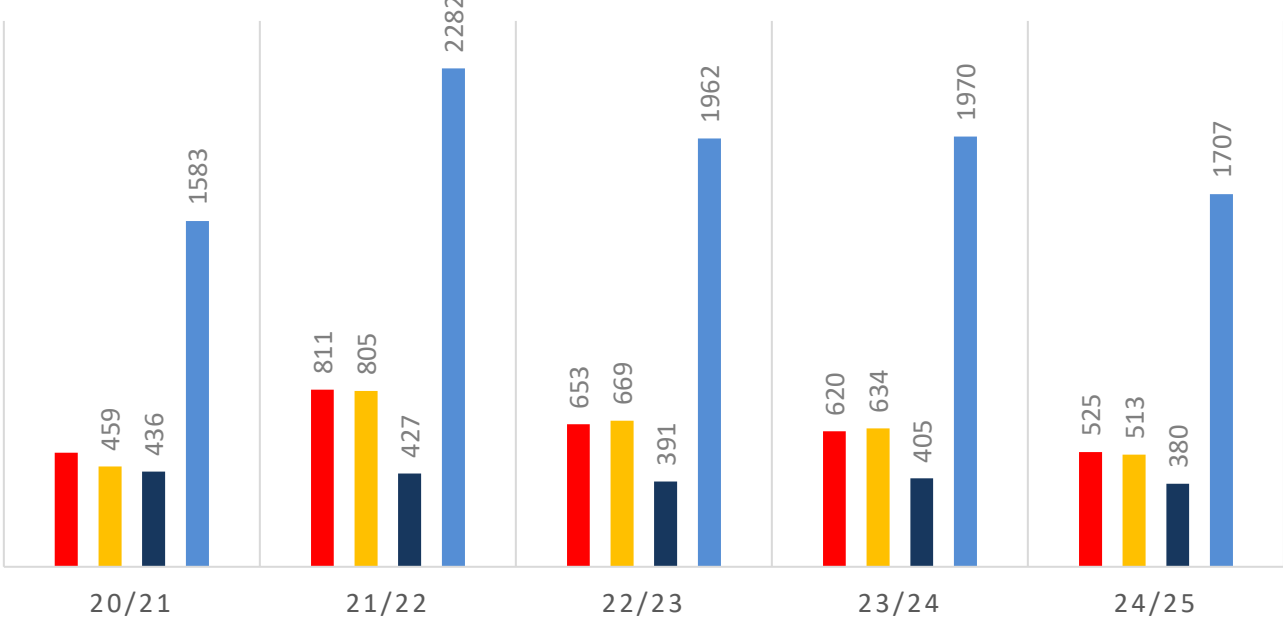
### **Note:**

- Club Membership Statistics are delivered twice each season in 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

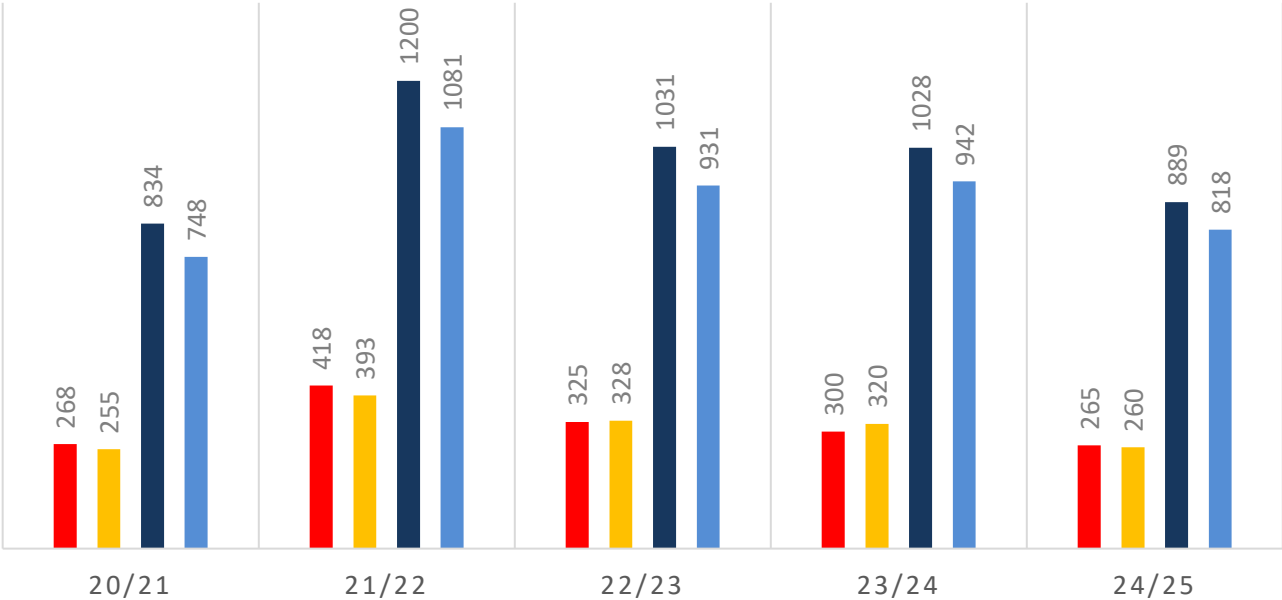
## MEMBERSHIP TOTALS

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



## GENDER BREAKDOWN

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



# MEMBERSHIP RETENTION



369

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



593

MEMBERS LOST FROM THE ORGANISATION

Noosa Heads 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	24	11	46%	11	1	4%	12	50%	11	46%	0	0%	11	-54%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	620	394	64%	23	25	4%	201	32%	146	24%	8	1%	525	-15%
Cadet Member (13-15 years)	66	50	76%		0	0%	16	24%	10	15%	7	11%	69	5%
Active (15-18 yrs)	59	41	69%		5	8%	13	22%	6	10%	9	15%	78	32%
Active (18yrs and over)	246	181	74%	1	26	11%	39	16%	11	4%	8	3%	199	-19%
Award Member	30	28	93%	1	0	0%	2	7%	3	10%	0	0%	30	0%
Reserve Active	4	4	100%		0	0%	0	0%	0	0%	0	0%	4	0%
Long Service	126	115	91%		2	2%	9	7%	1	1%	0	0%	133	6%
Past Active	19	15	79%		1	5%	3	16%	3	16%	0	0%	22	16%
Associate	634	376	59%	9	20	3%	238	38%	136	21%	10	2%	513	-19%
Life Member	20	17	85%		0	0%	3	15%	0	0%	0	0%	17	-15%
General	116	60	52%	2	3	3%	53	46%	39	34%	1	1%	98	-16%
Honorary	3	1	33%		0	0%	2	67%	3	100%	0	0%	4	33%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	3	1	33%		0	0%	2	67%	0	0%	1	33%	4	33%
<b>Total Active</b>	<b>405</b>	<b>304</b>	<b>75%</b>		<b>31</b>	<b>8%</b>	<b>70</b>	<b>17%</b>	<b>30</b>	<b>7%</b>	<b>24</b>	<b>6%</b>	<b>380</b>	<b>-6%</b>
<b>Total</b>	<b>1970</b>	<b>1294</b>	<b>66%</b>		<b>83</b>	<b>4%</b>	<b>593</b>	<b>30%</b>	<b>369</b>	<b>19%</b>	<b>44</b>	<b>2%</b>	<b>1707</b>	<b>-13%</b>

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

# MEMBERSHIP RETENTION

Noosa Heads 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	58	44	76%	14	24%	10	17%	65
16-18 Years	76	52	68%	17	22%	6	8%	82
19-25 Years	47	28	60%	14	30%	2	4%	44
26-35 Years	15	9	60%	5	33%	2	13%	10
36-50 Years	103	80	78%	10	10%	6	6%	81
51-70 Years	99	84	85%	10	10%	4	4%	90
70+ Years	7	7	100%	0	0%	0	0%	8
<b>Total</b>	405	304	75%	70	17%	30	7%	380

Noosa Heads 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	59					37		38
Under 7	89	32	54%	15	25%	13	22%	44
Under 8	94	57	64%	28	31%	16	18%	73
Under 9	79	58	62%	33	35%	19	20%	77
Under 10	81	54	68%	23	29%	13	16%	67
Under 11	89	52	64%	26	32%	16	20%	69
Under 12	50	53	60%	32	36%	13	15%	68
Under 13	49	33	66%	15	30%	13	26%	48
Under 14	38	32	65%	16	33%	6	12%	41
Transitioned From JA		23	61%					