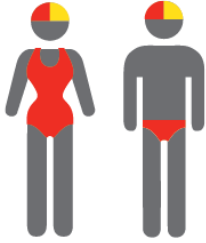




MEMBERSHIP STATISTICS REPORT EOS 2021/22



442

ACTIVE MEMBERSHIP



4% Decrease



2302

TOTAL MEMBERSHIP



29% Increase



811

JUNIOR MEMBERSHIP



41% 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.

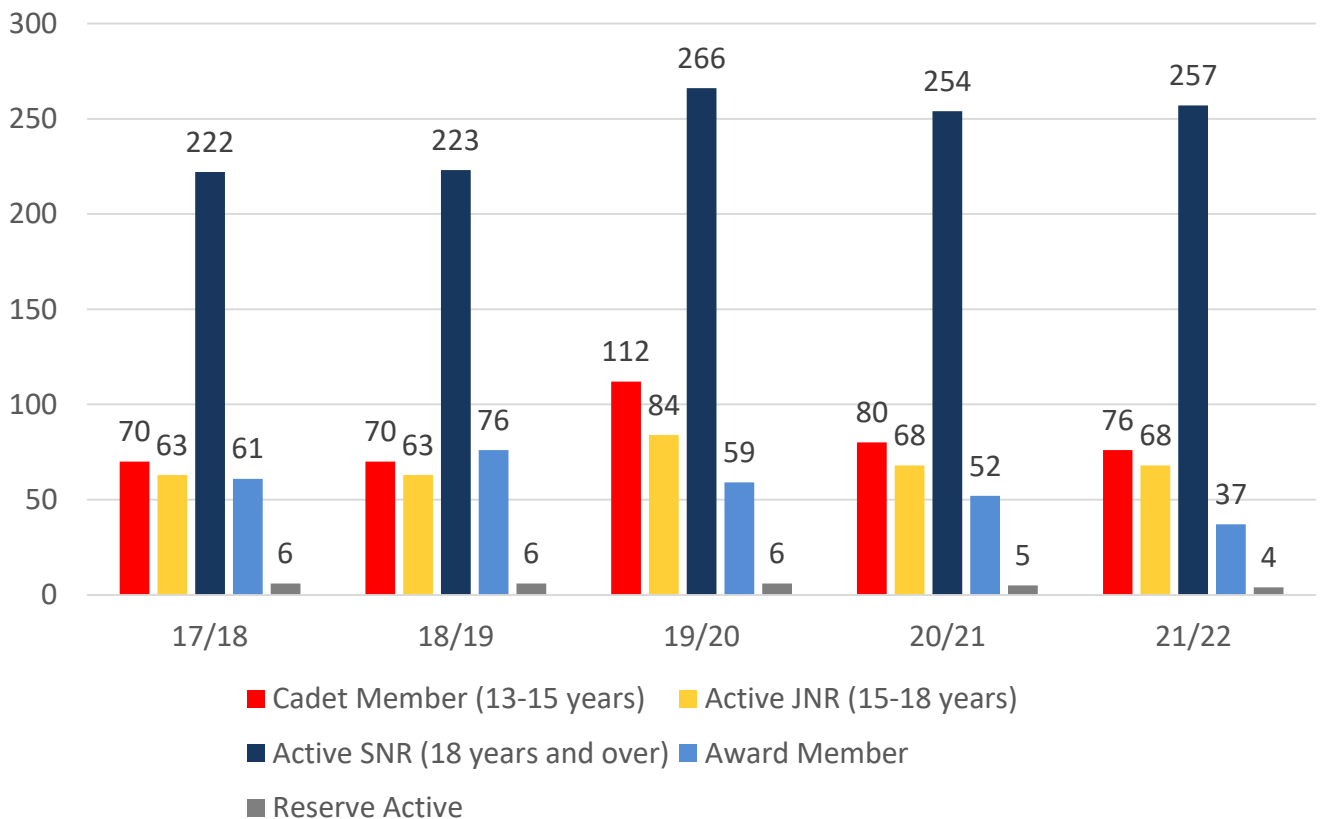
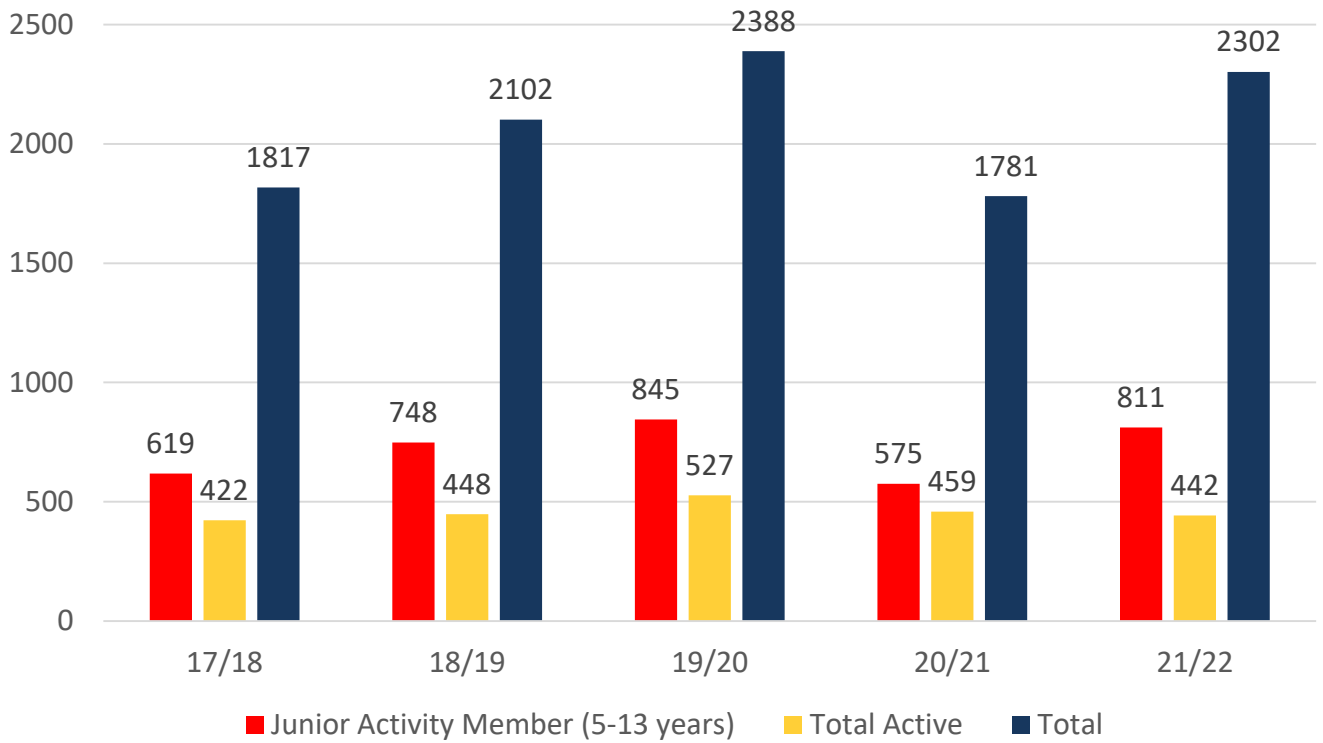
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

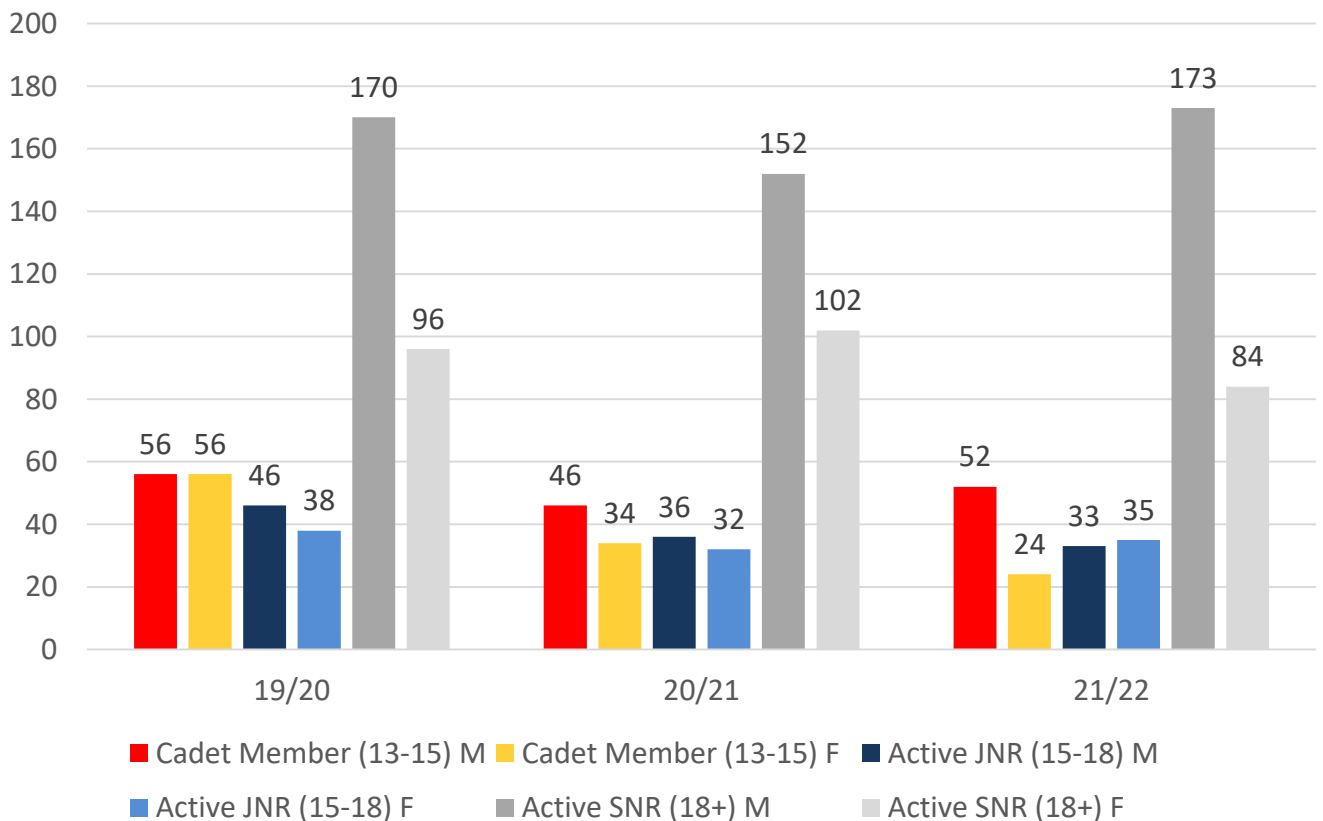
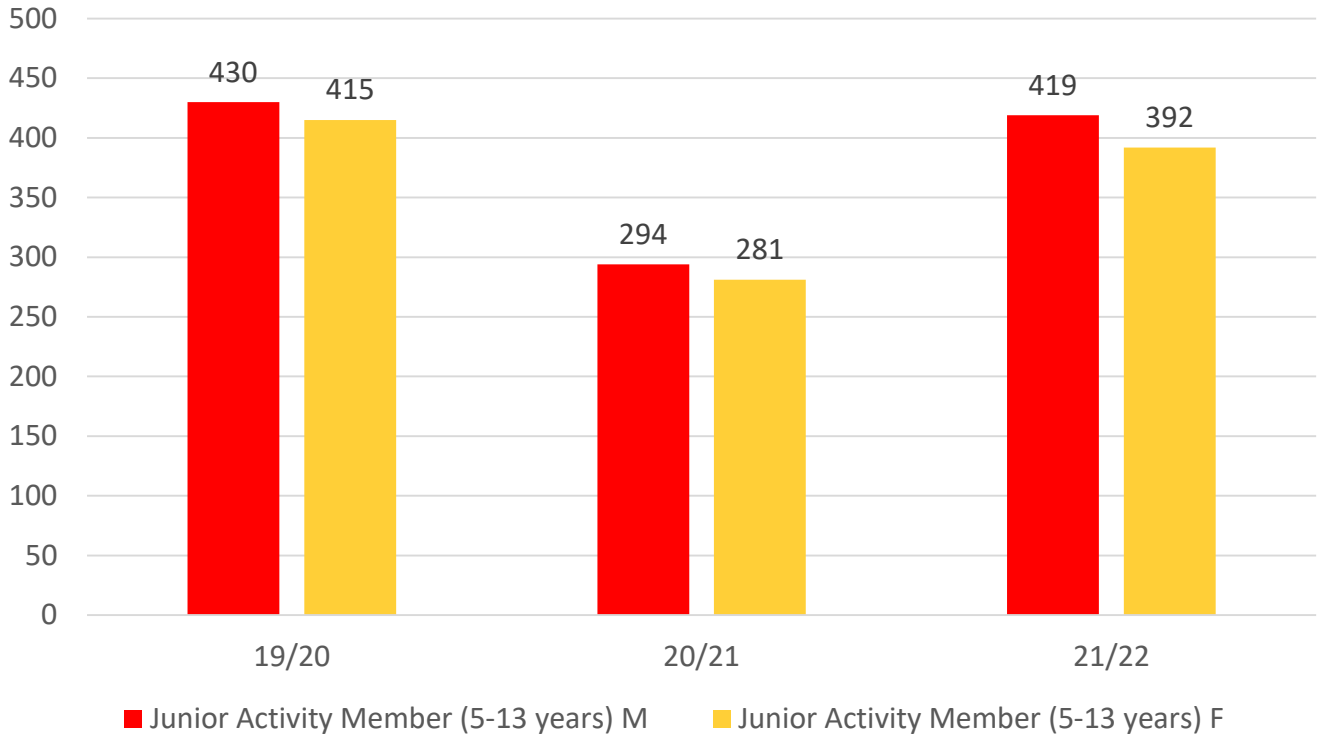
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	7	15	8	12	7
Junior Activity Member (5-13 years)	619	748	845	575	811
Cadet Member (13-15 years)	70	70	112	80	76
Active Junior (15-18 years)	63	63	84	68	68
Active Senior (18years and over)	222	233	266	254	257
Award Member	61	76	59	52	37
Reserve Active	6	6	6	5	4
Long Service	107	105	113	116	132
Past Active	0	0	0	0	17
Associate	571	674	763	517	803
Life Member	19	20	20	20	18
General	65	77	101	78	63
Honorary	5	11	8	3	7
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	4	3	1	2
Total Active	422	448	527	459	442
Total	1817	2102	2388	1781	2302

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	69	87	115	64	112
Under 7	74	104	121	70	113
Under 8	86	98	116	85	108
Under 9	79	95	97	63	117
Under 10	84	89	115	69	90
Under 11	82	90	80	65	94
Under 12	54	68	83	49	81
Under 13	49	60	69	61	62
Under 14	42	57	48	48	66
Junior Activities Total	619	748	844	574	843

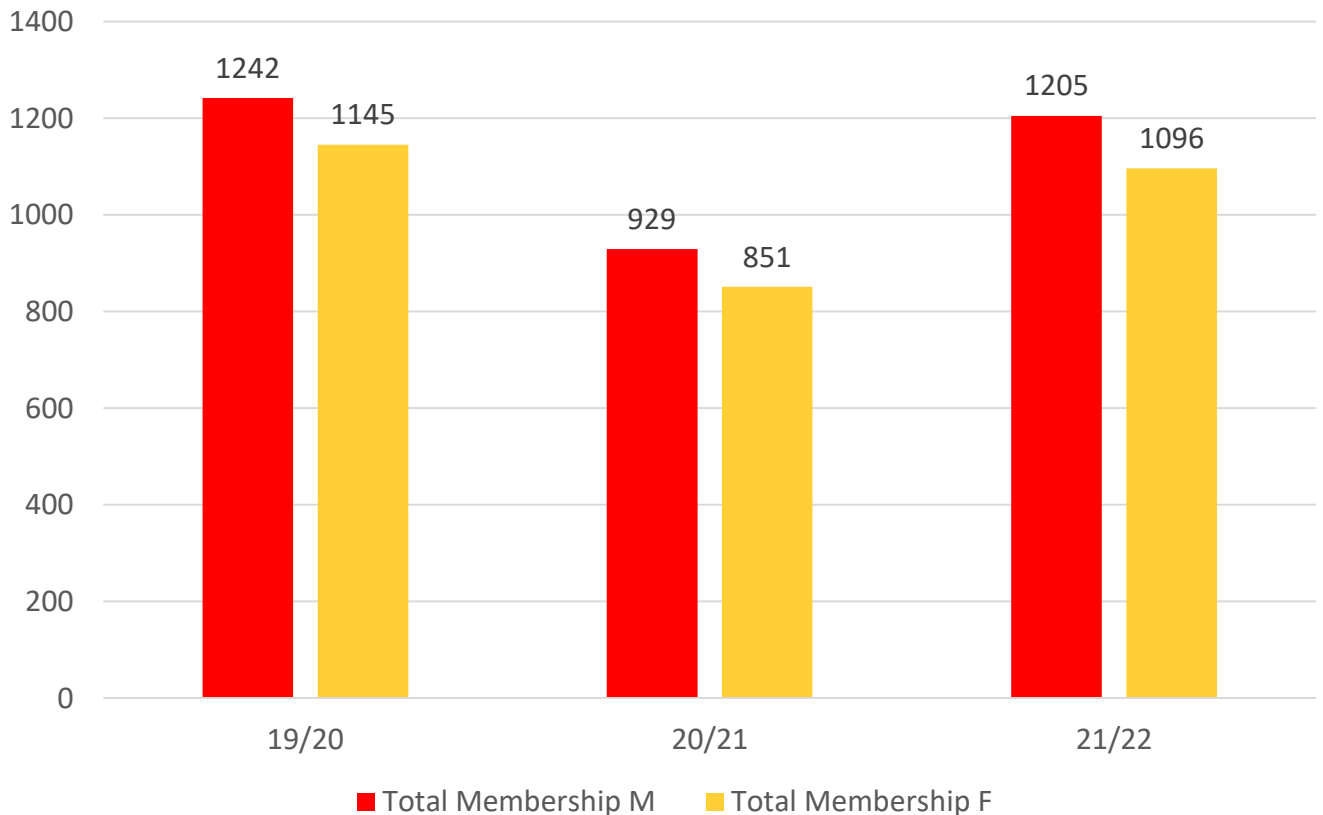
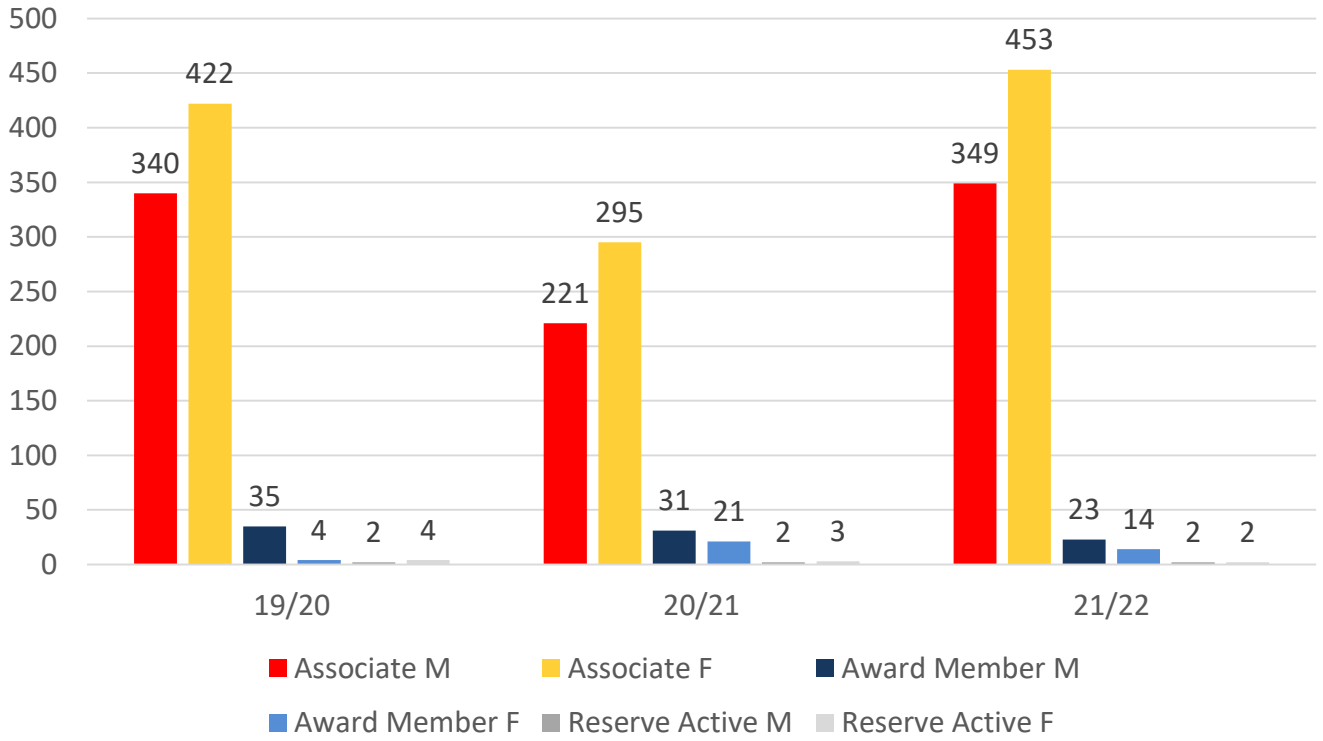
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



993

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



459

MEMBERS LOST FROM THE ORGANISATION

NOOSA HEADS 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	12	4	33%	3	0	0%	8	67%	7	58%	0	0%	8	-33%
Junior Activities	575	409	71%	24	6	1%	160	28%	421	73%	5	1%	811	41%
Cadet Member (13-15 years)	80	55	69%	-2	2	3%	23	29%	18	23%	1	1%	76	-5%
Active (15-18 yrs)	68	42	62%	-13	4	6%	22	32%	10	15%	3	4%	68	0%
Active (18yrs and over)	254	207	81%	3	17	7%	30	12%	48	19%	5	2%	257	1%
Award Member	52	39	75%	4	0	0%	13	25%	2	4%	0	0%	37	-29%
Reserve Active	5	4	80%	0	1	20%	0	0%	0	0%	0	0%	4	-20%
Long Service	116	112	97%	-11	1	1%	3	3%	6	5%	3	3%	132	14%
Past Active	0	0		-9	0		0		8		0		17	
Associate	517	338	65%	-1	5	1%	174	34%	456	88%	8	2%	803	55%
Life Member	20	18	90%	0	0	0%	2	10%	0	0%	0	0%	18	-10%
General	78	53	68%	3	1	1%	24	31%	13	17%	0	0%	63	-19%
Honorary	3	3	100%	-1	0	0%	0	0%	3	100%	0	0%	7	133%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	0	0	0%	0	0%	1	100%	0	0%	2	100%
Total Active	459	347	76%		24	5%	88	19%	78	17%	9		442	-4%
Total	1781	1285	72%		37	2%	459	26%	993	56%	25		2303	29%

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

MEMBERSHIP RETENTION

NOOSA HEADS 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	64	47	73%	16	25%	17	27%	62
16-18 Years	80	48	60%	27	34%	11	14%	78
19-25 Years	57	28	49%	19	33%	3	5%	38
26-35 Years	17	12	71%	0	0%	7	41%	19
36-50 Years	147	129	88%	15	10%	29	20%	147
51-70 Years	87	77	89%	10	11%	11	13%	92
70+ Years	7	6	86%	1	14%	0	0%	6
Total	459	347	76%	88	19%	78	17%	442

NOOSA HEADS 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	67					109		110
Under 7	70	44	66%	20	30%	68	101%	111
Under 8	85	51	73%	19	27%	53	76%	106
Under 9	63	61	72%	24	28%	52	61%	115
Under 10	69	40	63%	20	32%	45	71%	86
Under 11	65	52	75%	16	23%	38	55%	90
Under 12	49	52	80%	13	20%	26	40%	77
Under 13	61	36	73%	12	24%	20	41%	58
Under 14	48	45	74%	16	26%	10	16%	55
Transitioned From JA		27	56%					

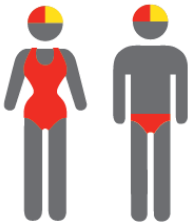
MEMBERSHIP RETENTION

2019/20



64%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION

2020/21



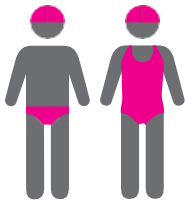
56%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



51%

JUNIOR MEMBERSHIP
RETENTION

2021/22



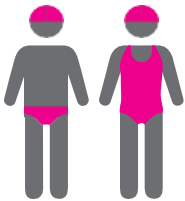
72%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



71%

JUNIOR MEMBERSHIP
RETENTION