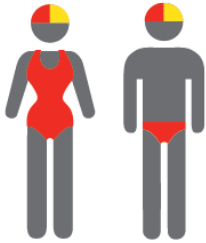




MEMBERSHIP STATISTICS REPORT EOS 2022/23



382

ACTIVE MEMBERSHIP



14% Decrease



2021

TOTAL MEMBERSHIP



12% Decrease



654

JUNIOR MEMBERSHIP



19% 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

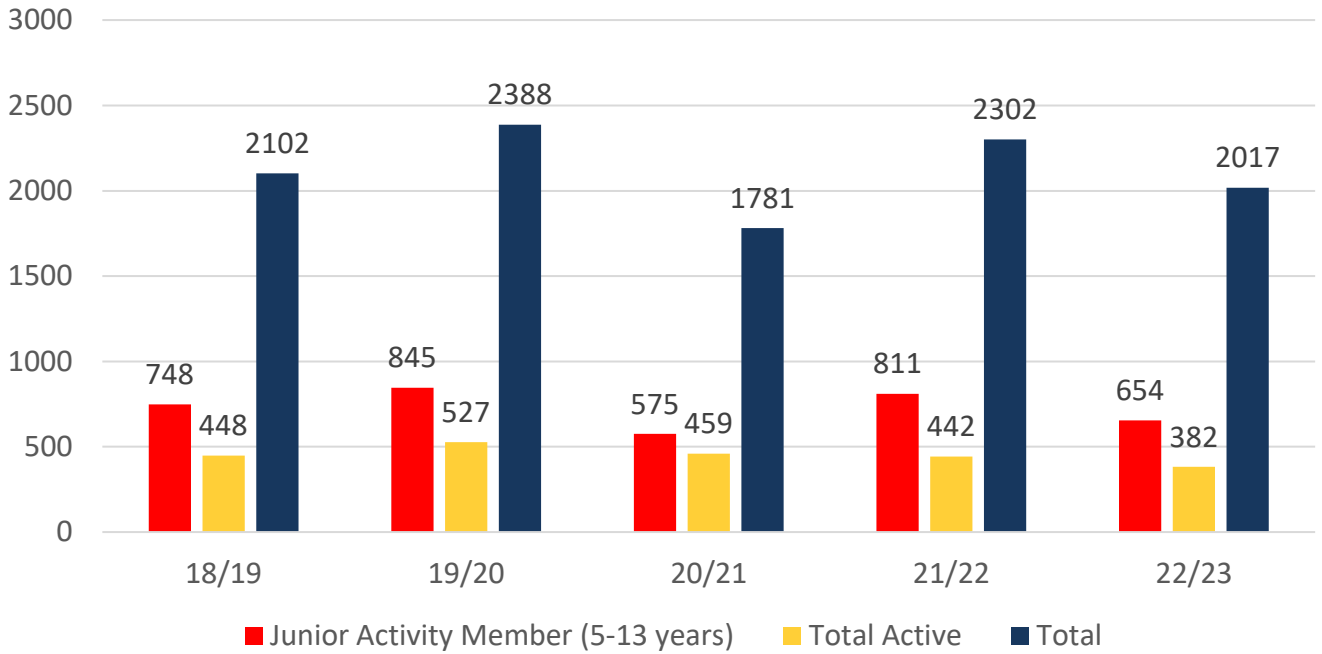
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	15	8	12	7	7
Junior Activity Member (5-13 years)	748	845	575	811	654
Cadet Member (13-15 years)	70	112	80	76	48
Active Junior (15-18 years)	63	84	68	68	72
Active Senior (18years and over)	233	266	254	257	223
Award Member	76	59	52	37	35
Reserve Active	6	6	5	4	4
Long Service	105	113	116	132	129
Past Active	0	0	0	17	38
Associate	674	763	517	803	677
Life Member	20	20	20	18	20
General	77	101	78	63	96
Honorary	11	8	3	7	7
Non Member Participants	0	0	0	0	0
Leave / Restricted	4	3	1	2	7
Total Active	448	527	459	442	382
Total	2102	2388	1781	2302	2017

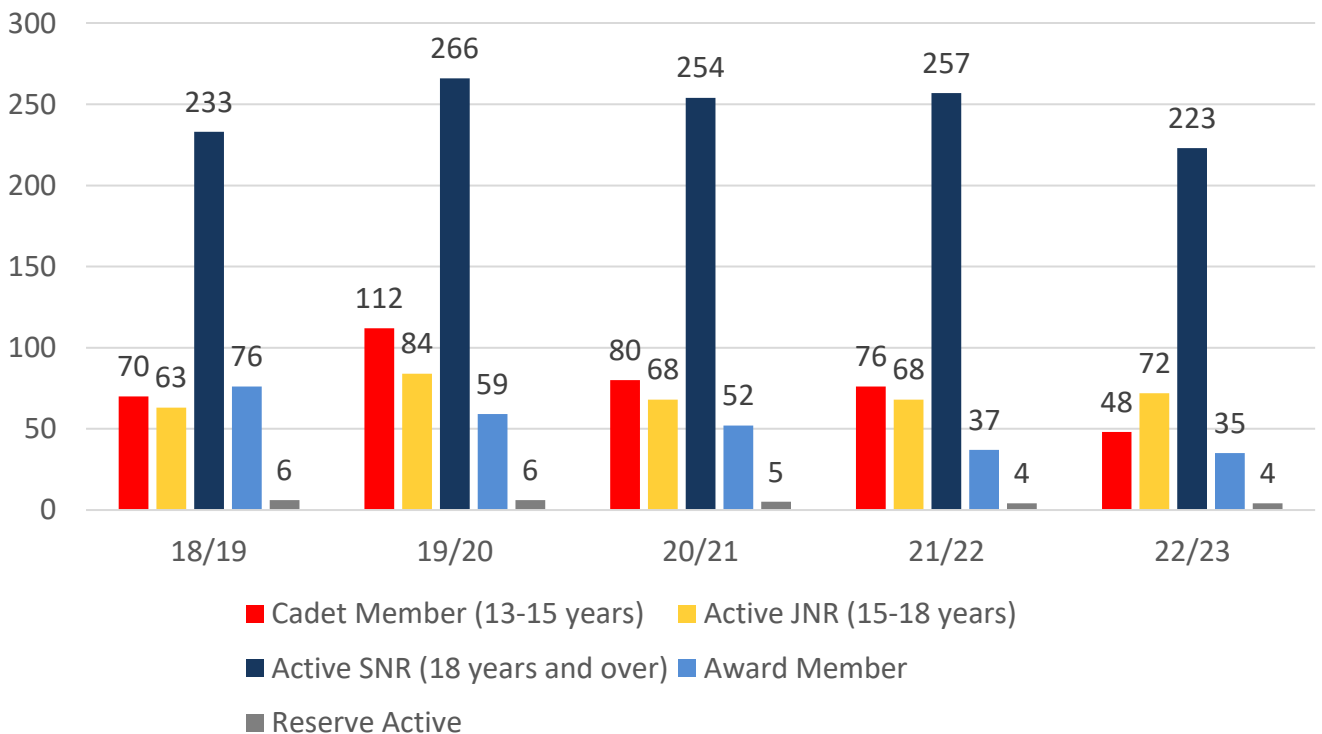
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	87	115	64	112	85
Under 7	104	121	70	113	103
Under 8	98	116	85	108	92
Under 9	95	97	63	117	90
Under 10	89	115	69	90	99
Under 11	90	80	65	94	62
Under 12	68	83	49	81	66
Under 13	60	69	61	62	54
Under 14	57	48	48	66	45
Junior Activities Total	748	844	574	843	696

5 YEAR TREND ANALYSIS

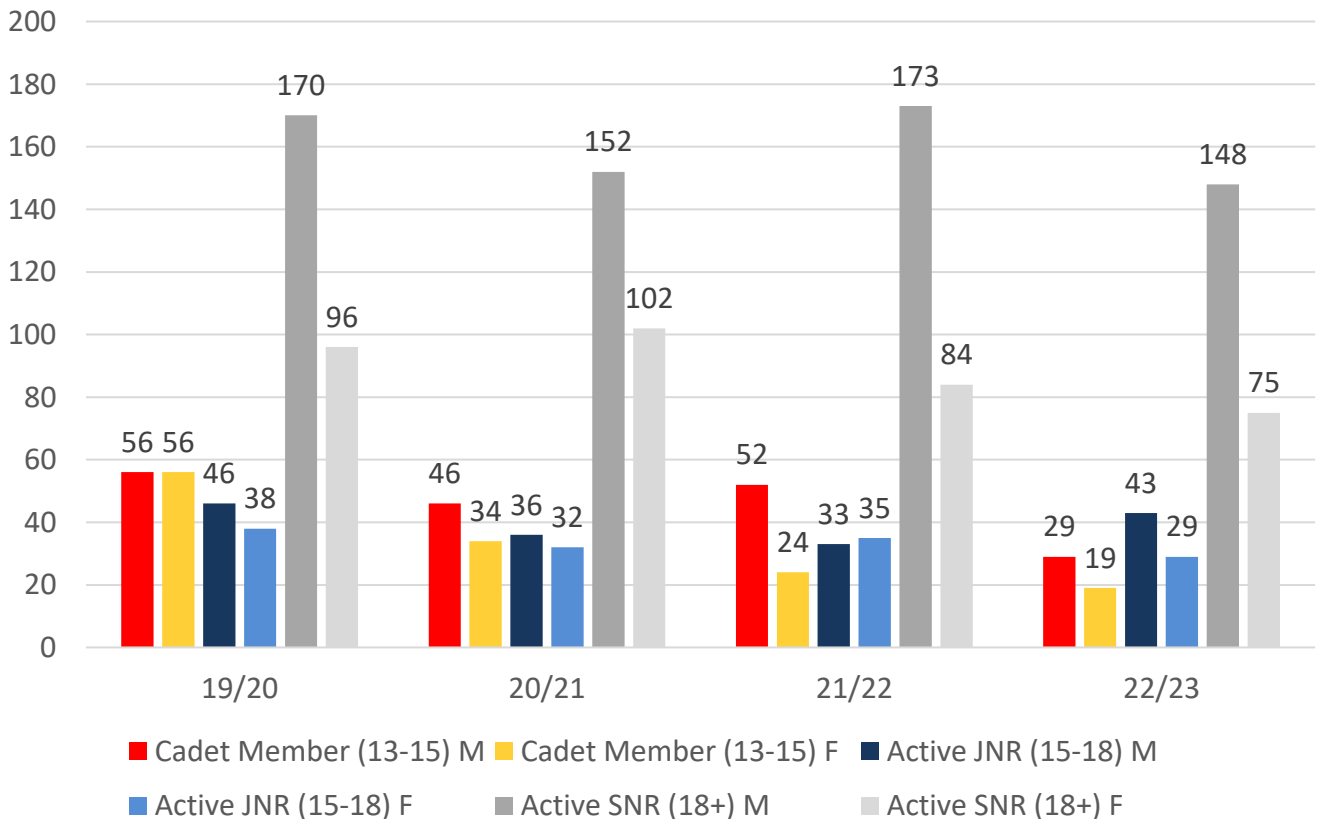
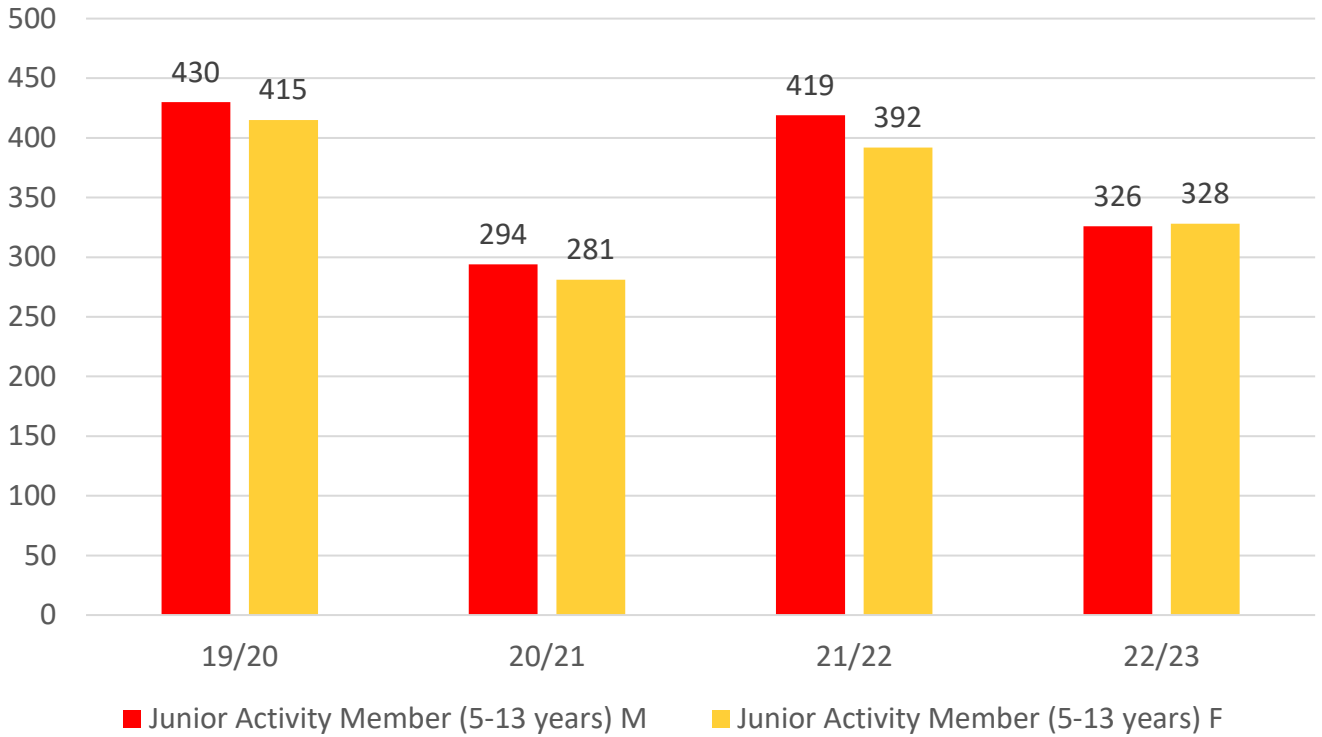
Total Membership



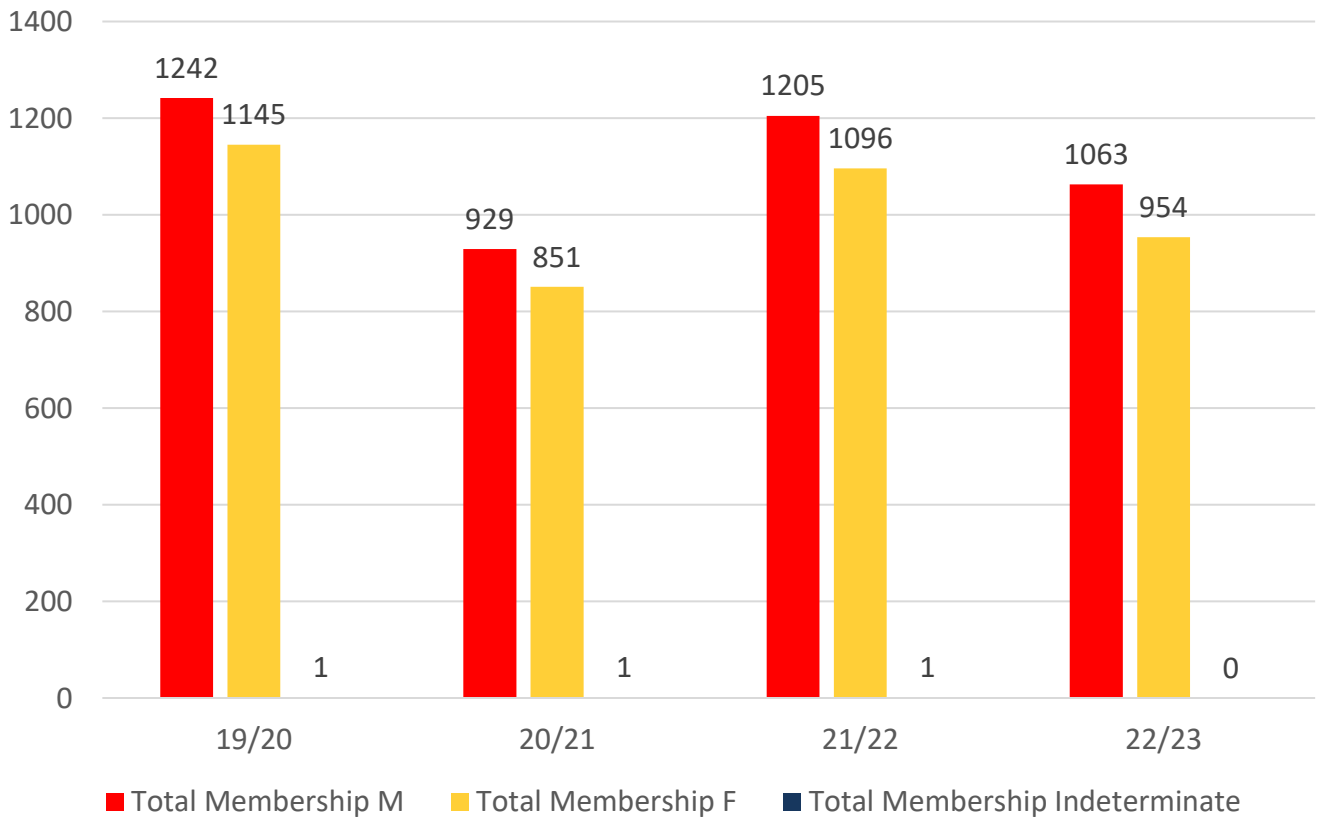
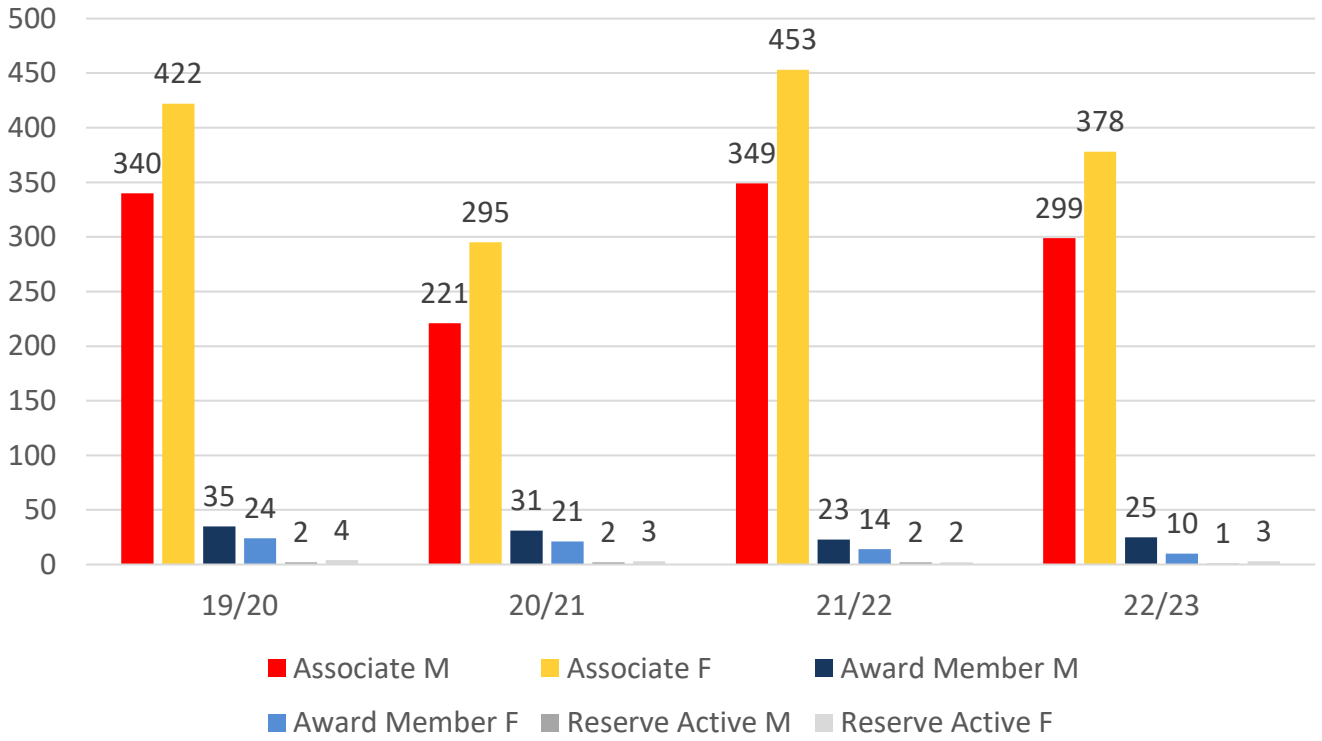
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



740

BRAND NEW MEMBERS



54%

MEMBERSHIP RETENTION



806

MEMBERS LOST FROM THE ORGANISATION

NOOSA HEADS 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	7	0	0%	0	2	29%	5	71%	7	100%	0	0%	7	0%
Junior Activities	811	374	46%	33	104	13%	333	41%	301	37%	12	1%	654	-19%
Cadet Member (13-15 years)	76	51	67%	9	2	3%	23	30%	6	8%	0	0%	48	-37%
Active (15-18 yrs)	68	42	62%	-23	0	0%	26	38%	4	6%	3	4%	72	6%
Active (18yrs and over)	257	203	79%	10	22	9%	32	12%	28	11%	2	1%	223	-13%
Award Member	37	25	68%	-2	4	11%	8	22%	7	19%	1	3%	35	-5%
Reserve Active	4	4	100%	1	0	0%	0	0%	1	25%	0	0%	4	0%
Long Service	132	119	90%	-4	8	6%	5	4%	4	3%	2	2%	129	-2%
Past Active	17	6	35%	-22	1	6%	10	59%	7	41%	3	18%	38	124%
Associate	803	351	44%	9	101	13%	351	44%	325	40%	10	1%	677	-16%
Life Member	18	18	100%	-2	0	0%	0	0%	0	0%	0	0%	20	11%
General	63	47	75%	0	4	6%	12	19%	49	78%	0	0%	96	52%
Honorary	7	7	100%	0	0	0%	0	0%	0	0%	0	0%	7	0%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	1	50%	-9	0	0%	1	50%	1	50%	0	0%	11	450%
Total Active	442	325	74%		28	6%	89	20%	46	10%	6		382	-14%
Total	2302	1248	54%		248	11%	806	35%	740	32%	33		2021	-12%

MEMBERSHIP RETENTION

NOOSA HEADS 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	62	44	71%	16	26%	6	10%	52
16-18 Years	78	48	62%	30	38%	4	5%	69
19-25 Years	38	23	61%	14	37%	4	11%	35
26-35 Years	19	11	58%	5	26%	3	16%	12
36-50 Years	147	113	77%	17	12%	14	10%	115
51-70 Years	92	80	87%	7	8%	12	13%	91
70+ Years	6	6	100%	0	0%	3	50%	8
Total	442	325	74%	89	20%	46	10%	382

NOOSA HEADS 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	112					79		80
Under 7	111	49	44%	45	40%	50	45%	99
Under 8	106	40	36%	53	48%	47	42%	88
Under 9	115	51	48%	40	38%	33	31%	85
Under 10	86	57	50%	46	40%	37	32%	96
Under 11	90	35	41%	46	53%	23	27%	59
Under 12	77	45	50%	31	34%	13	14%	63
Under 13	58	37	48%	29	38%	11	14%	47
Under 14	55	30	52%	23	40%	8	14%	37
Transitioned From JA		29	53%					

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

2022/23



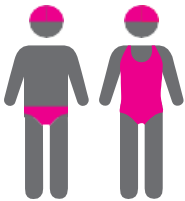
54%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



46%

JUNIOR MEMBERSHIP
RETENTION