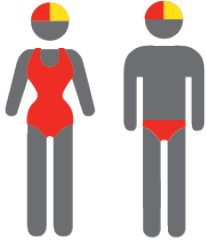


NOOSA HEADS SLSC

MEMBERSHIP STATISTICS REPORT 2020/2021



459

ACTIVE MEMBERSHIP



13% Decrease



1781

TOTAL MEMBERSHIP



25% Decrease



575

JUNIOR MEMBERSHIP



32% 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.

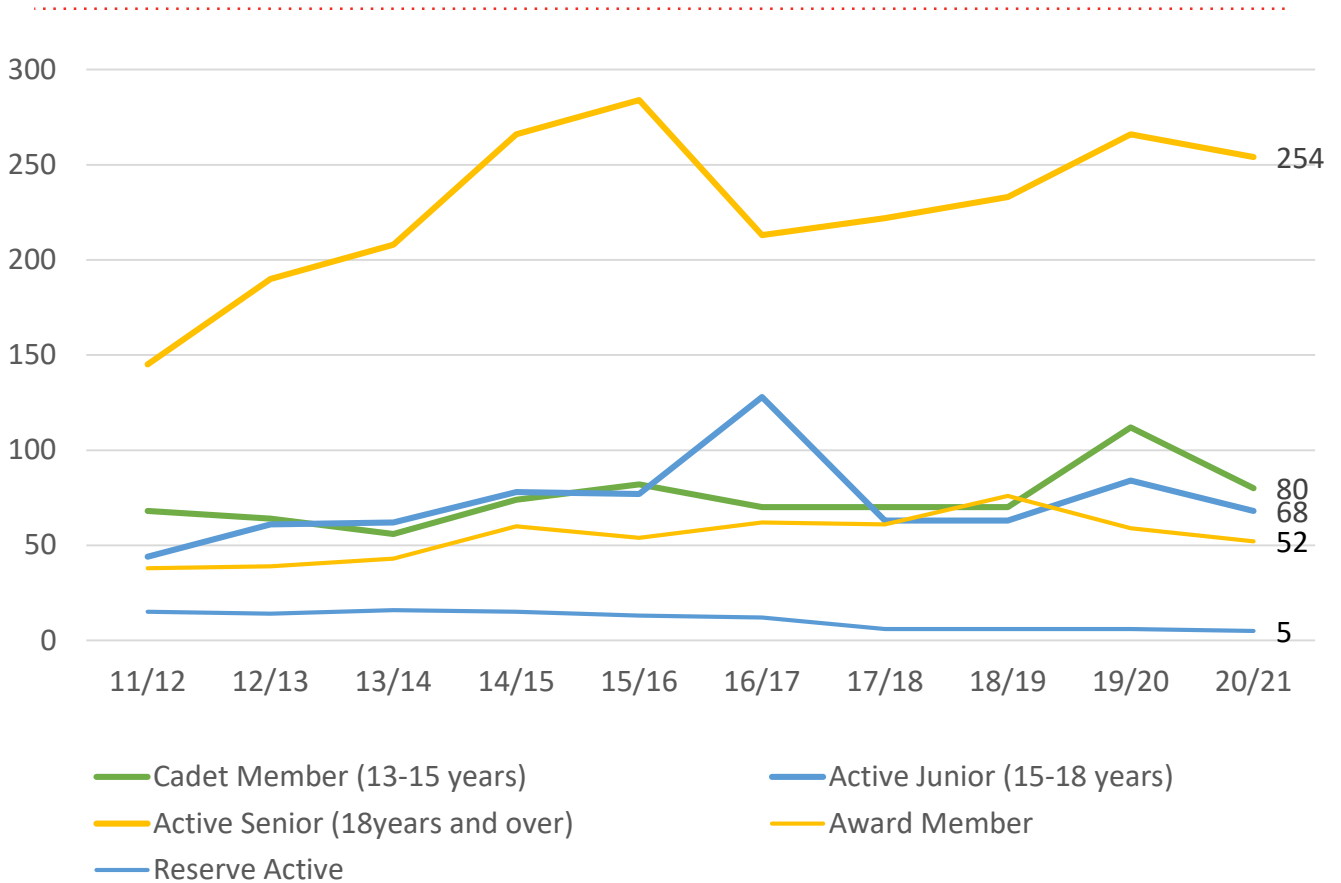
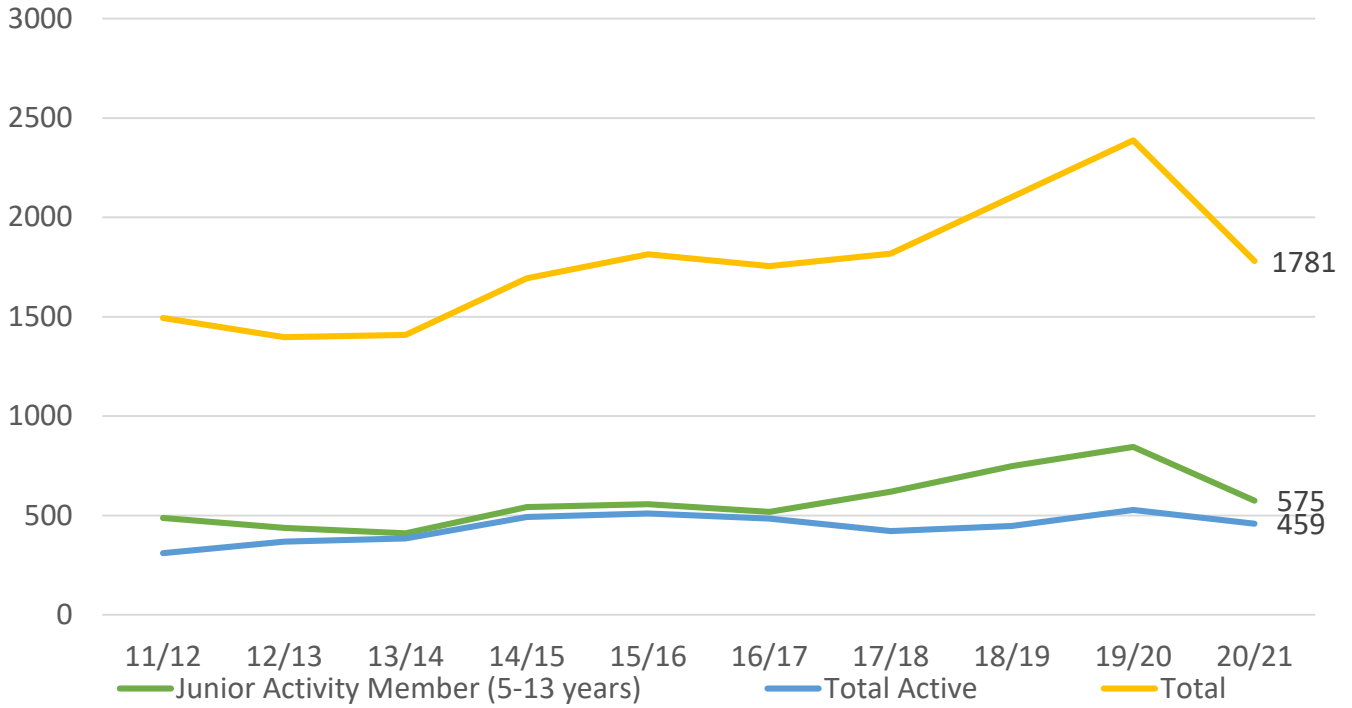
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	37	16	11	8	49	16	7	15	8	12
Junior Activity Member (5-13 years)	488	438	410	542	556	518	619	748	845	575
Cadet Member (13-15 years)	68	64	56	74	82	70	70	70	112	80
Active Junior (15-18 years)	44	61	62	78	77	128	63	63	84	68
Active Senior (18years and over)	145	190	208	266	284	213	222	233	266	254
Award Member	38	39	43	60	54	62	61	76	59	52
Reserve Active	15	14	16	15	13	12	6	6	6	5
Long Service	63	65	76	86	89	100	107	105	113	116
Past Active	2	2	1	0	2	1	0	0	0	0
Associate	554	438	404	466	505	529	571	674	763	517
Life Member	20	20	20	20	19	19	19	20	20	20
General	0	35	77	67	73	82	65	77	101	78
Honorary	19	13	22	8	7	3	5	11	8	3
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	2	3	3	4	2	2	4	3	1
Total Active	310	368	385	493	510	485	422	448	527	459
Total	1493	1397	1409	1693	1814	1755	1817	2102	2388	1781

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	56	51	39	75	57	64	69	87	115	64
Under 7	61	52	54	72	80	65	74	104	121	70
Under 8	67	49	53	89	68	86	86	98	116	85
Under 9	70	60	58	63	80	73	79	95	97	63
Under 10	59	46	49	68	65	72	84	89	115	69
Under 11	54	59	48	41	68	43	82	90	80	65
Under 12	45	46	39	56	43	65	54	68	83	49
Under 13	51	48	34	41	57	42	49	60	69	61
Under 14	25	45	36	34	38	7	42	57	48	48
Junior Activities Total	488	456	410	539	556	517	619	748	844	574

TREND ANALYSIS



MEMBERSHIP RETENTION



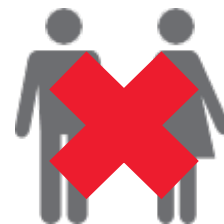
447

BRAND NEW MEMBERS



56%

MEMBERSHIP RETENTION



1013

MEMBERS LOST FROM THE ORGANISATION

NOOSA HEADS SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	8	0	0%		0	0%	8	100%	8	100%	0	0%	12	50%
Junior Activities	845	432	51%	35	19	2%	394	47%	178	21%	0	0%	575	-32%
Cadet Member (13-15 years)	112	63	56%		2	2%	47	42%	6	5%	0	0%	80	-29%
Active (15-18 yrs)	84	49	58%		0	0%	35	42%	10	12%	0	0%	68	-19%
Active (18yrs and over)	266	201	76%		5	2%	60	23%	41	15%	0	0%	254	-5%
Award Member	59	41	69%		1	2%	17	29%	7	12%	0	0%	52	-12%
Reserve Active	6	3	50%		0	0%	3	50%	1	17%	0	0%	5	-17%
Long Service	113	103	91%		0	0%	10	9%	5	4%	0	0%	116	3%
Past Active	0	0			0		0		0		0		0	
Associate	763	362	47%	15	13	2%	388	51%	170	22%	0	0%	517	-32%
Life Member	20	20	100%		0	0%	0	0%	0	0%	0	0%	20	0%
General	101	55	54%		0	0%	46	46%	20	20%	0	0%	78	-23%
Honorary	8	3	38%		0	0%	5	63%	0	0%	0	0%	3	-63%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	3	2	67%	2	1	33%	0	0%	1	33%	0	0%	1	-67%
Total Active	527	357	68%		8	2%	162	31%	65	12%	0		459	-13%
Total	2388	1334	56%		41	2%	1013	42%	447	19%	0		1781	-25%

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

MEMBERSHIP RETENTION

NOOSA HEADS SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	94	53	56%	39	41%	8	9%	64
16-18 Years	95	52	55%	43	45%	8	8%	80
19-25 Years	59	40	68%	16	27%	9	15%	57
26-35 Years	24	13	54%	11	46%	4	17%	17
36-50 Years	168	124	74%	43	26%	23	14%	147
51-70 Years	82	70	85%	10	12%	12	15%	87
70+ Years	5	5	100%	0	0%	1	20%	7
Total	527	357	68%	162	31%	65	12%	459

NOOSA HEADS SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	120					64		64
Under 7	121	43	36%	69	58%	27	23%	70
Under 8	116	61	50%	58	48%	24	20%	85
Under 9	97	50	43%	62	53%	13	11%	63
Under 10	115	54	56%	39	40%	14	14%	69
Under 11	80	56	49%	56	49%	11	10%	65
Under 12	83	39	49%	40	50%	10	13%	49
Under 13	69	52	63%	30	36%	9	11%	61
Under 14	48	44	64%	24	35%	6	9%	48
Transitioned From JA		32	67%					

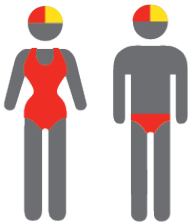
MEMBERSHIP RETENTION

2018/19



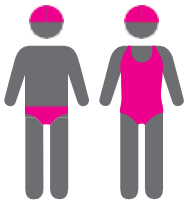
63%

TOTAL MEMBERSHIP
RETENTION



64%

ACTIVE MEMBERSHIP
RETENTION



61%

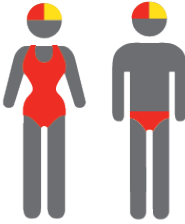
JUNIOR MEMBERSHIP
RETENTION

2019/20



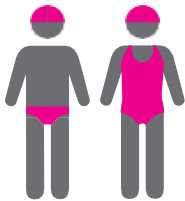
64%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



59%

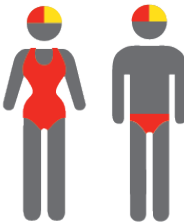
JUNIOR MEMBERSHIP
RETENTION

2020/21



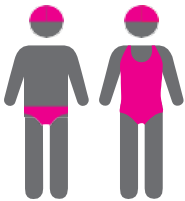
56%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



51%

JUNIOR MEMBERSHIP
RETENTION