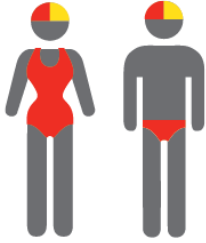


NORTH BARRIER BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/2022



460

ACTIVE MEMBERSHIP



9% Increase



1696

TOTAL MEMBERSHIP



5% Increase



615

JUNIOR MEMBERSHIP



6% 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.

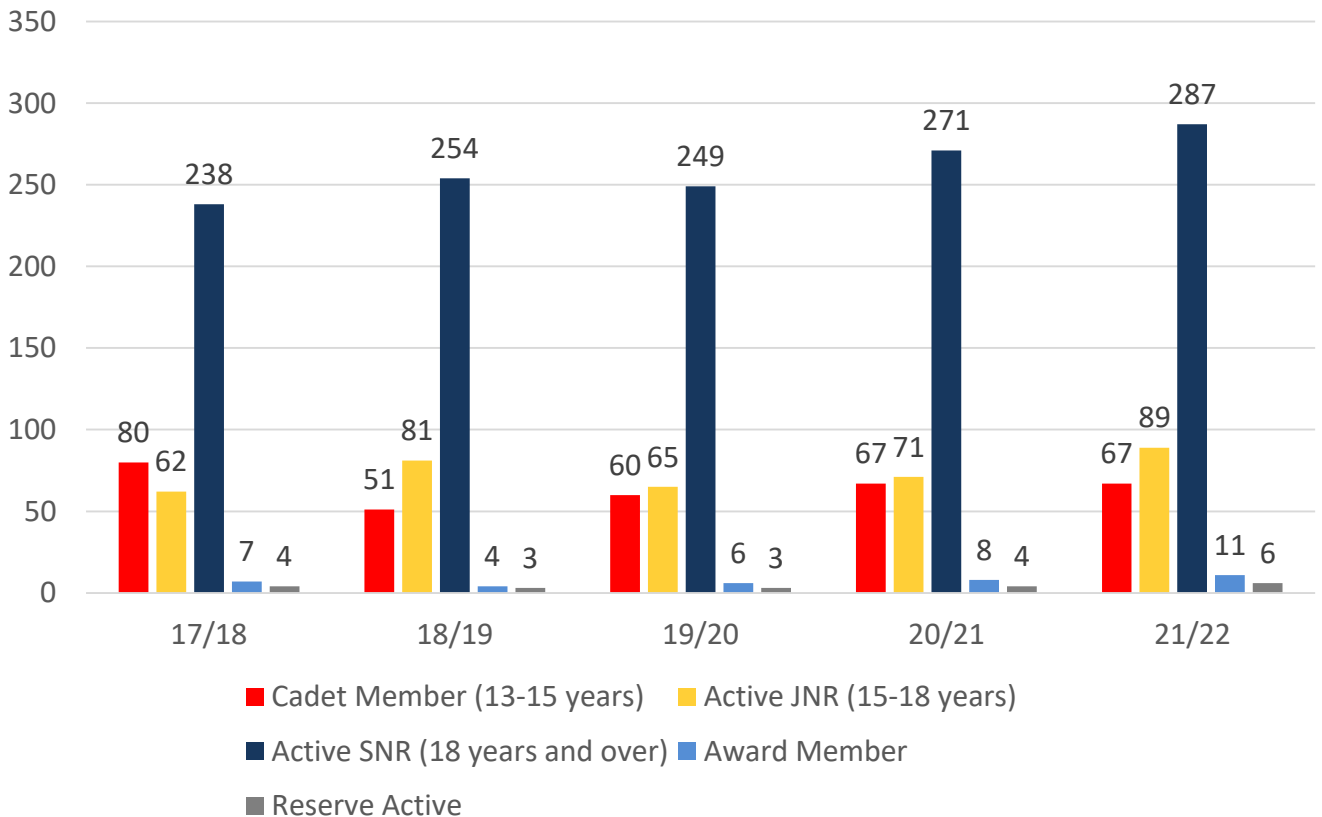
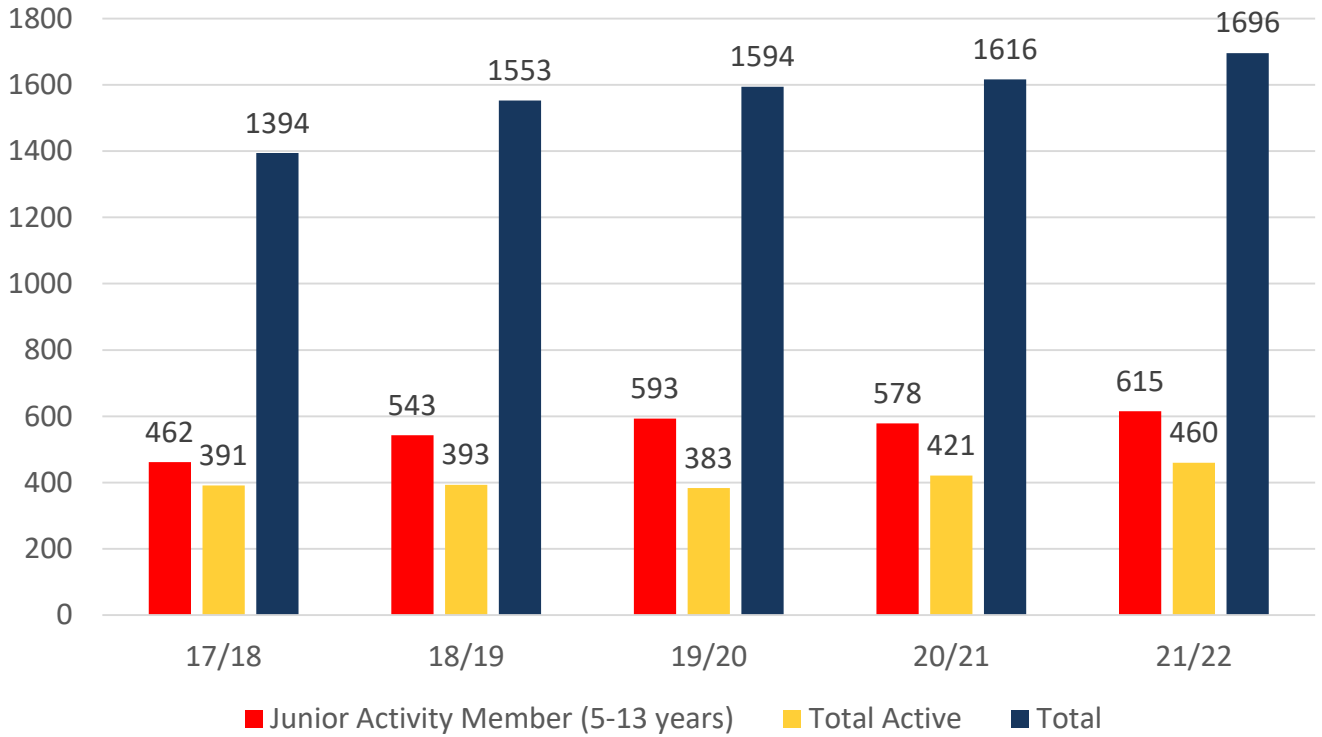
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

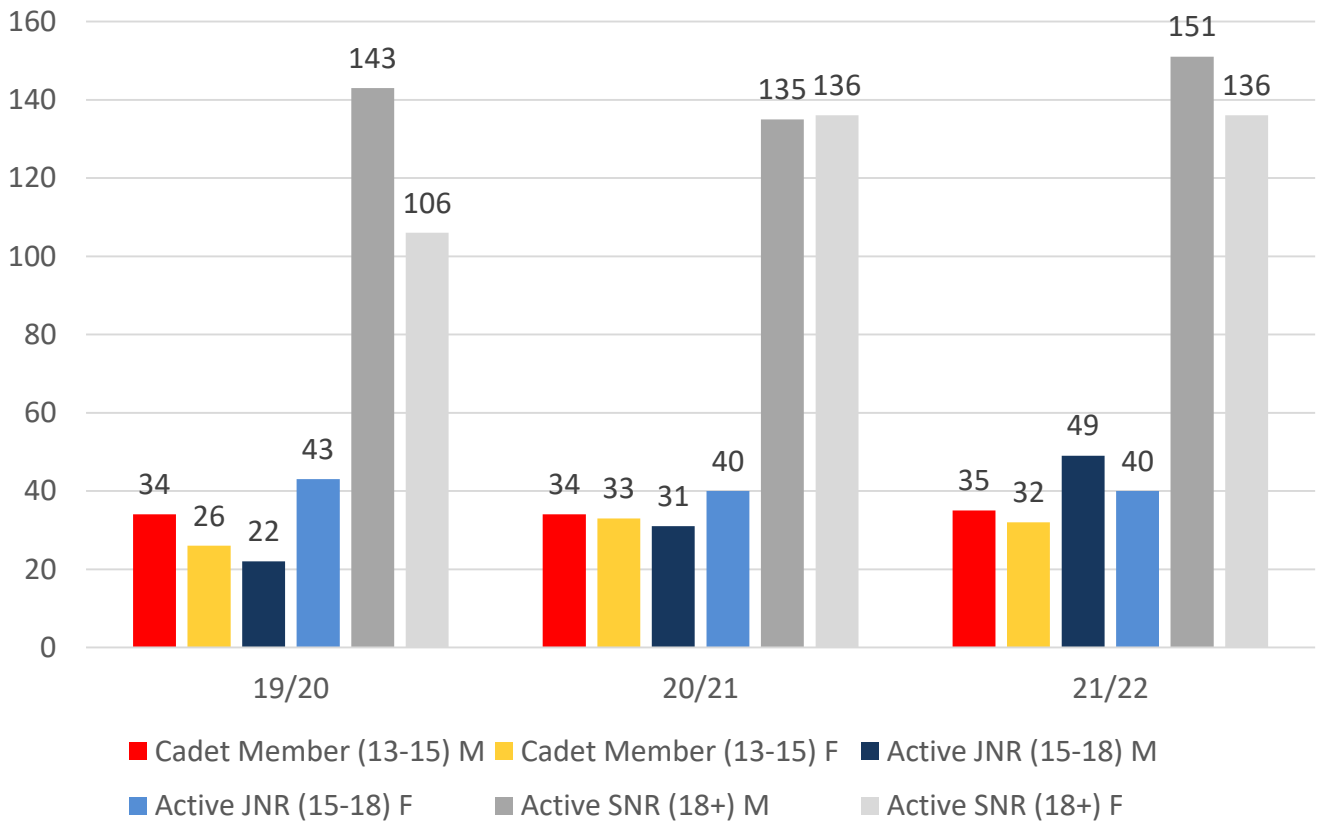
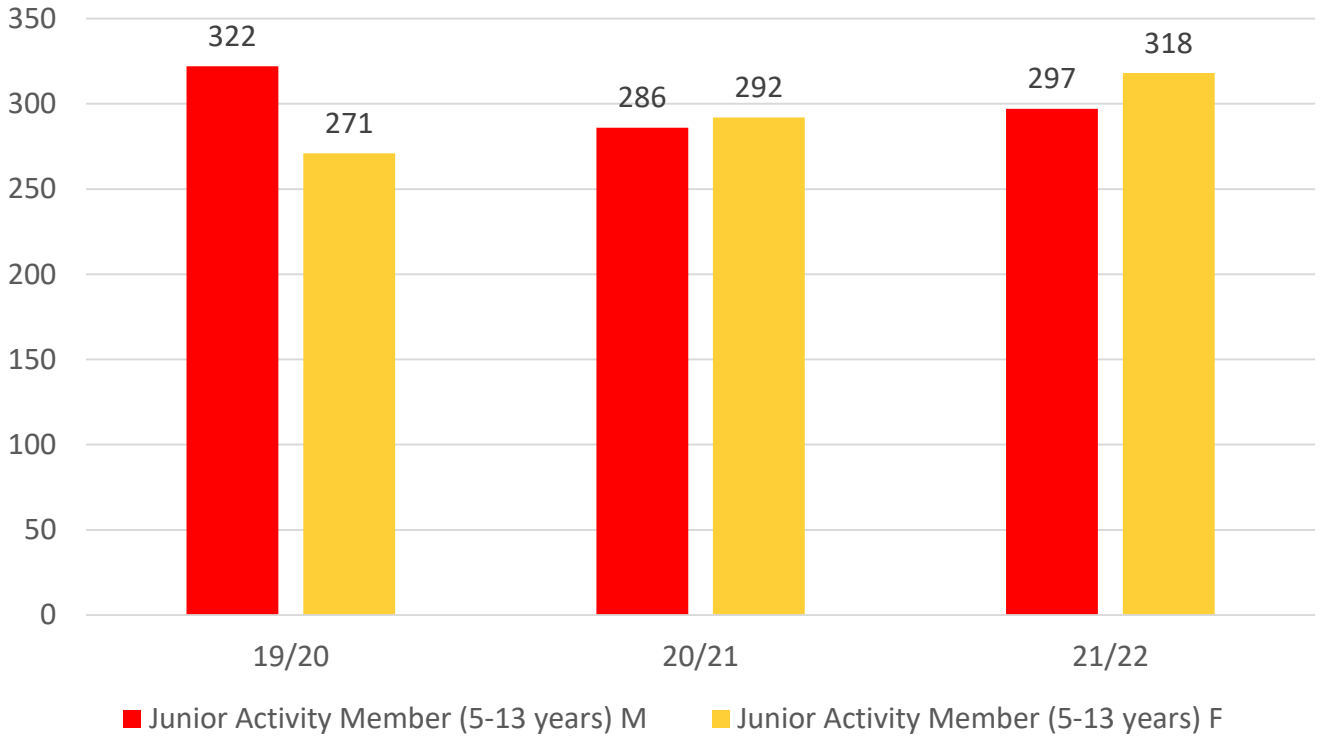
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	40	41	69	117	101
Junior Activity Member (5-13 years)	462	543	593	578	615
Cadet Member (13-15 years)	80	51	60	67	67
Active Junior (15-18 years)	62	81	65	71	89
Active Senior (18years and over)	238	254	249	271	287
Award Member	7	4	6	8	11
Reserve Active	4	3	3	4	6
Long Service	21	24	19	18	18
Past Active	11	6	4	3	3
Associate	328	412	409	360	376
Life Member	115	112	103	103	100
General	1	5	0	1	8
Honorary	22	16	13	15	13
Non Member Participants	0	0	1	0	1
Leave / Restricted	3	1	0	0	1
Total Active	391	393	383	421	460
Total	1394	1553	1594	1616	1696

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	50	70	79	69	62
Under 7	69	74	80	82	86
Under 8	60	74	74	78	89
Under 9	71	80	91	85	86
Under 10	55	75	75	72	95
Under 11	51	54	68	62	71
Under 12	41	46	56	56	72
Under 13	39	38	36	44	45
Under 14	24	32	34	30	37
Junior Activities Total	460	543	593	578	643

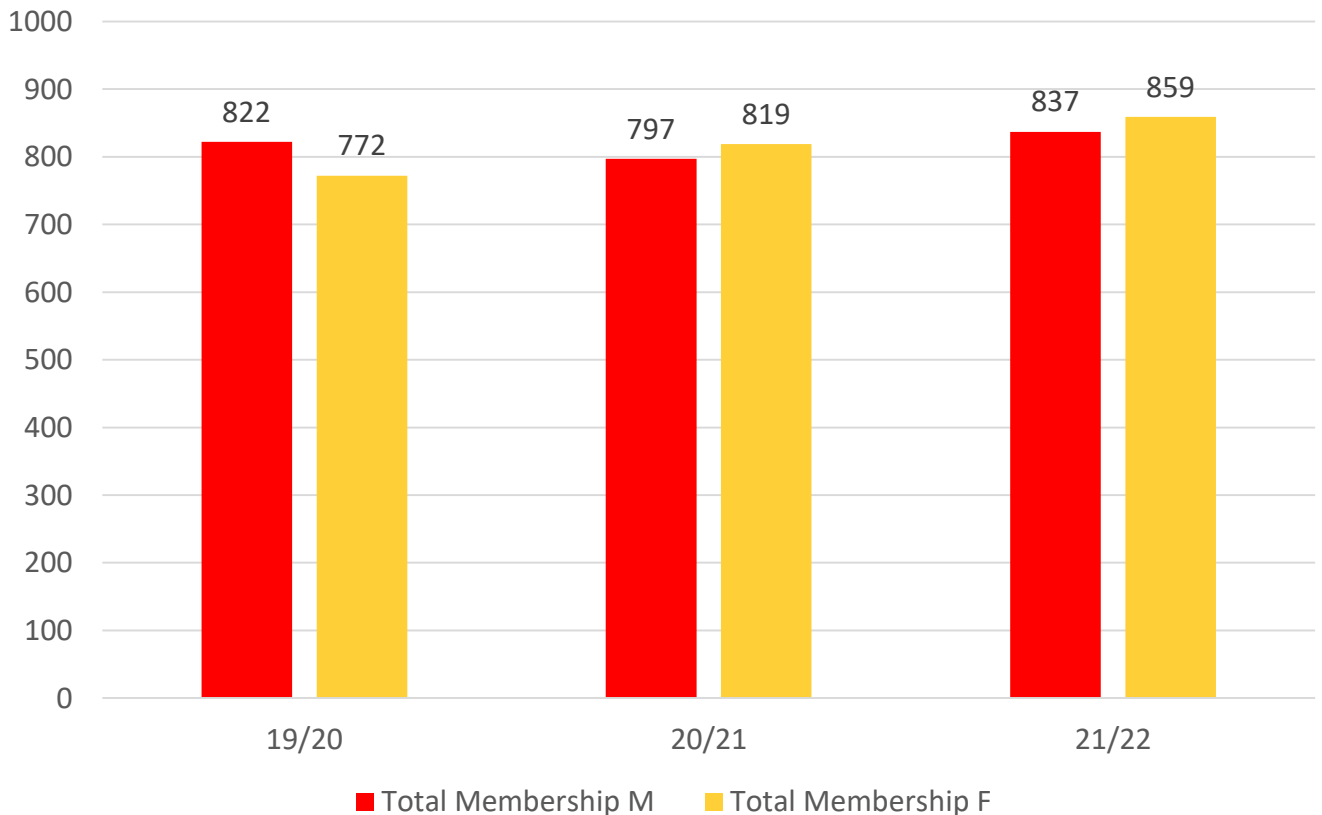
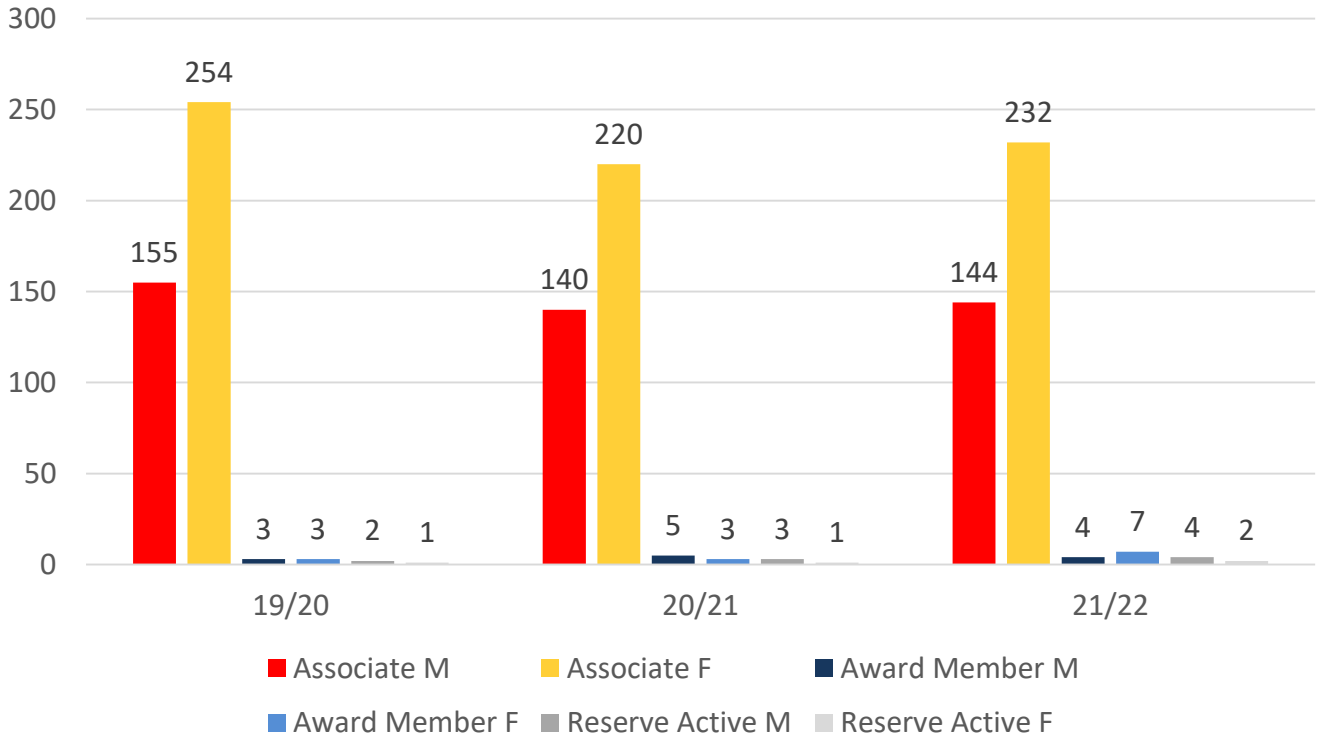
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



532

BRAND NEW MEMBERS



71%

MEMBERSHIP RETENTION



453

MEMBERS LOST FROM THE ORGANISATION

NORTH BARRIER BRANCH 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	117	54	46%	15	0	0%	63	54%	62	53%	0	0%	101	-14%
Junior Activities	578	402	70%	29	2	0%	174	30%	242	42%	0	0%	615	6%
Cadet Member (13-15 years)	67	60	90%	2	1	1%	6	9%	9	13%	0	0%	67	0%
Active (15-18 yrs)	71	50	70%	-31	0	0%	21	30%	6	8%	2	3%	89	25%
Active (18yrs and over)	271	226	83%	-24	7	3%	38	14%	29	11%	8	3%	287	6%
Award Member	8	5	63%	-2	0	0%	3	38%	4	50%	0	0%	11	38%
Reserve Active	4	4	100%	0	0	0%	0	0%	1	25%	1	25%	6	50%
Long Service	18	16	89%	1	1	6%	1	6%	2	11%	1	6%	18	0%
Past Active	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Associate	360	224	62%	14	1	0%	135	38%	165	46%	1	0%	376	4%
Life Member	103	96	93%	-2	0	0%	7	7%	2	2%	0	0%	100	-3%
General	1	1	100%	-2	0	0%	0	0%	5	500%	0	0%	8	700%
Honorary	15	10	67%	0	0	0%	5	33%	3	20%	0	0%	13	-13%
Non Member Participant	0	0		0	0		0		1		0		1	
Leave / Restricted	0	0		0	0		0		1		0		1	
Total Active	421	345	82%		8	2%	68	16%	49	12%	11		460	9%
Total	1616	1151	71%		12	1%	453	28%	532	33%	13		1696	5%

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

MEMBERSHIP RETENTION

NORTH BARRIER BRANCH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	57	50	88%	6	11%	11	19%	63
16-18 Years	82	60	73%	20	24%	6	7%	89
19-25 Years	45	23	51%	19	42%	2	4%	37
26-35 Years	43	33	77%	10	23%	5	12%	34
36-50 Years	137	126	92%	10	7%	21	15%	169
51-70 Years	56	52	93%	3	5%	4	7%	67
70+ Years	1	1	100%	0	0%	0	0%	1
Total	421	345	82%	68	16%	49	12%	460

NORTH BARRIER BRANCH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	71					56		56
Under 7	82	46	65%	23	32%	35	49%	83
Under 8	78	51	62%	31	38%	37	45%	87
Under 9	85	57	73%	21	27%	27	35%	85
Under 10	72	62	73%	23	27%	31	36%	94
Under 11	62	48	67%	24	33%	23	32%	70
Under 12	56	50	81%	11	18%	20	32%	71
Under 13	44	36	64%	19	34%	8	14%	45
Under 14	30	29	66%	15	34%	5	11%	24
Transitioned From JA		23	77%					

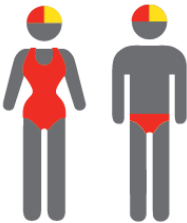
MEMBERSHIP RETENTION

2019/20



65%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



61%

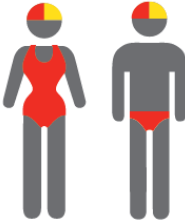
JUNIOR MEMBERSHIP
RETENTION

2020/21



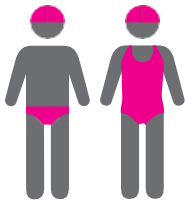
64%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



58%

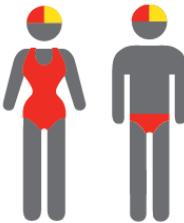
JUNIOR MEMBERSHIP
RETENTION

2021/22



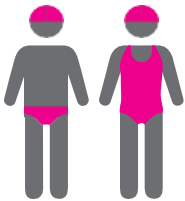
71%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



70%

JUNIOR MEMBERSHIP
RETENTION