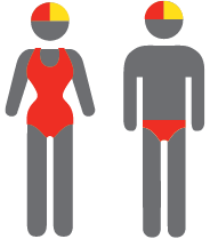


NORTH BARRIER BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



489

ACTIVE MEMBERSHIP



6% Increase



1589

TOTAL MEMBERSHIP



6% Decrease



559

JUNIOR MEMBERSHIP



9% 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

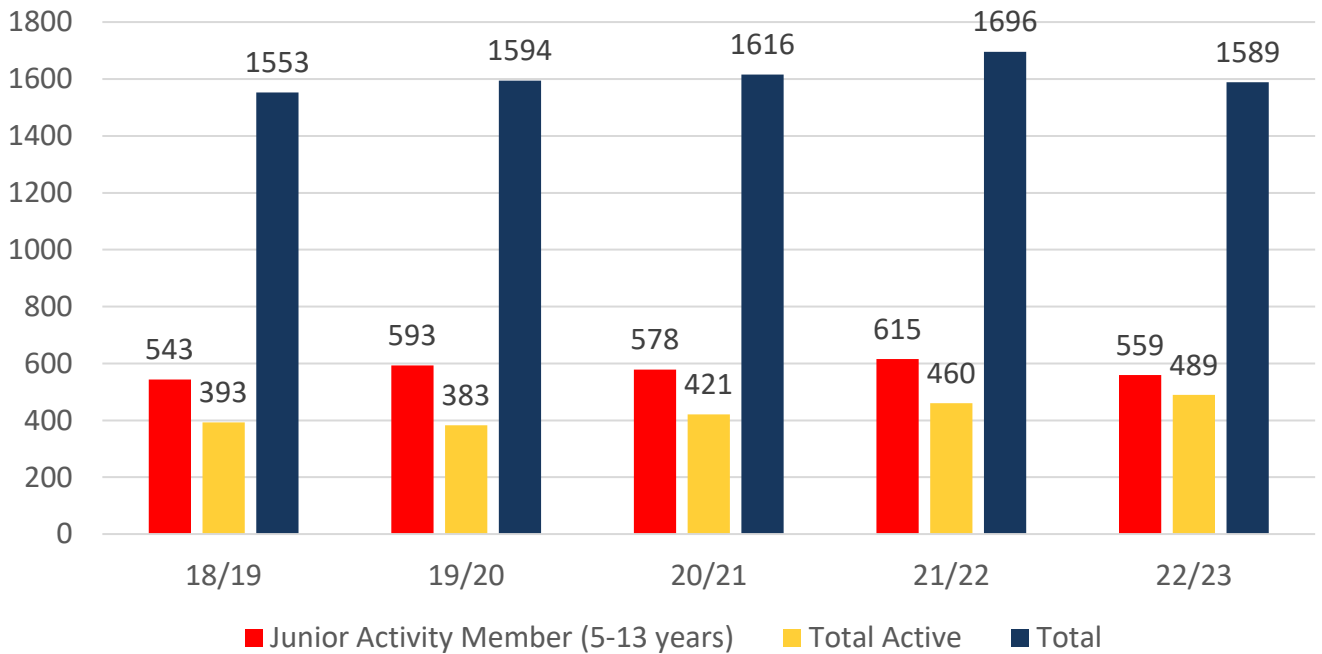
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	41	69	117	101	38
Junior Activity Member (5-13 years)	543	593	578	615	559
Cadet Member (13-15 years)	51	60	67	67	78
Active Junior (15-18 years)	81	65	71	89	104
Active Senior (18years and over)	254	249	271	287	279
Award Member	4	6	8	11	23
Reserve Active	3	3	4	6	5
Long Service	24	19	18	18	16
Past Active	6	4	3	3	2
Associate	412	409	360	376	371
Life Member	112	103	103	100	98
General	5	0	1	8	5
Honorary	16	13	15	13	11
Non Member Participants	0	1	0	1	0
Leave / Restricted	1	0	0	1	0
Total Active	393	383	421	460	489
Total	1553	1594	1616	1696	1589

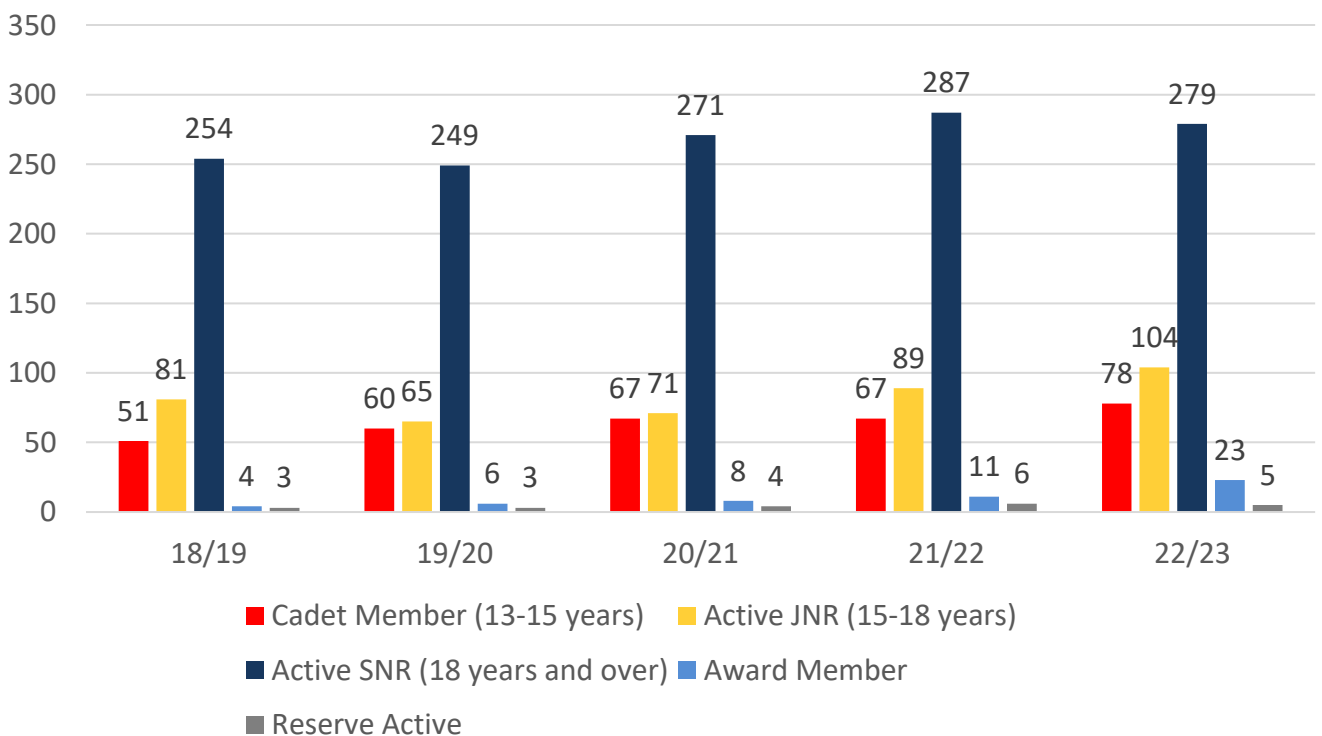
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	70	79	69	62	75
Under 7	74	80	82	86	72
Under 8	74	74	78	89	77
Under 9	80	91	85	86	72
Under 10	75	75	72	95	62
Under 11	54	68	62	71	70
Under 12	46	56	56	72	61
Under 13	38	36	44	45	59
Under 14	32	34	30	37	48
Junior Activities Total	543	593	578	643	596

5 YEAR TREND ANALYSIS

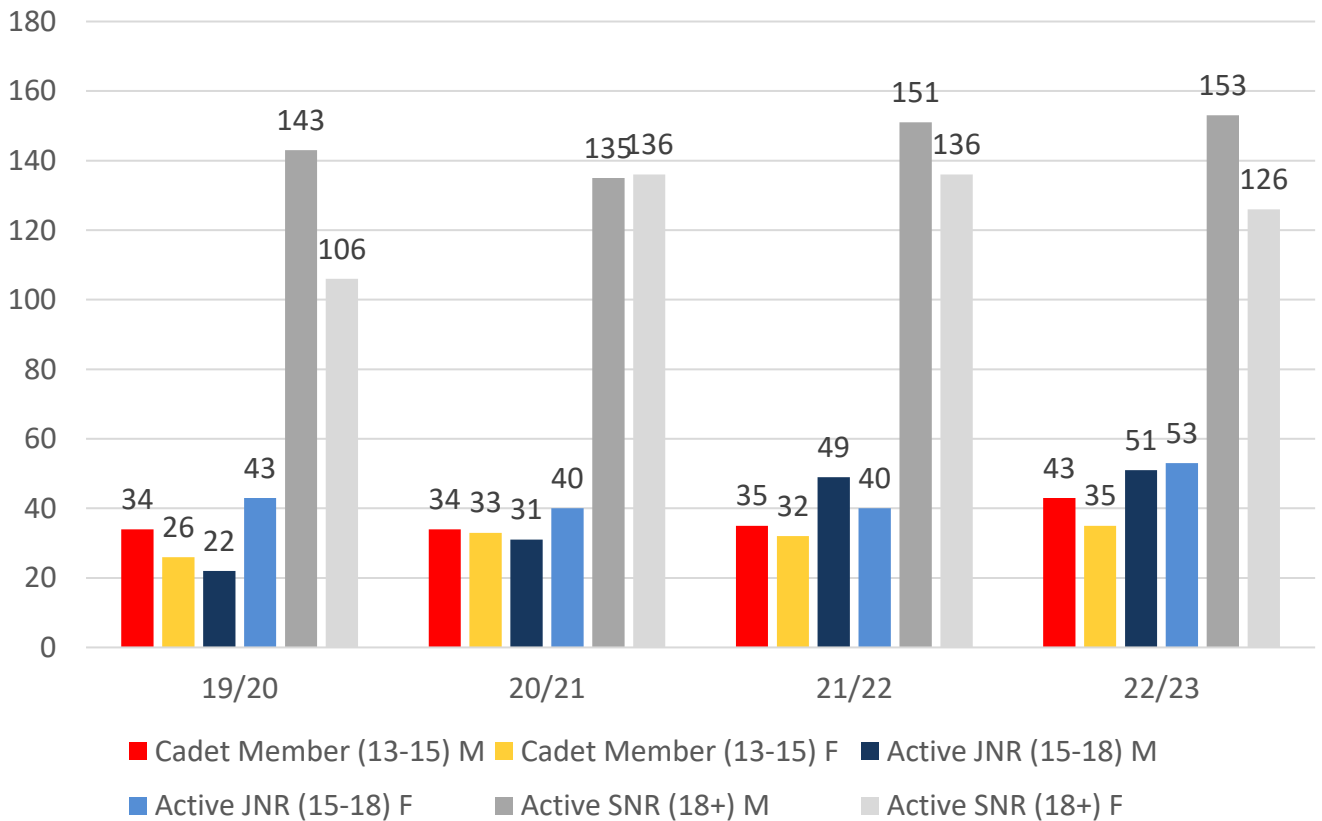
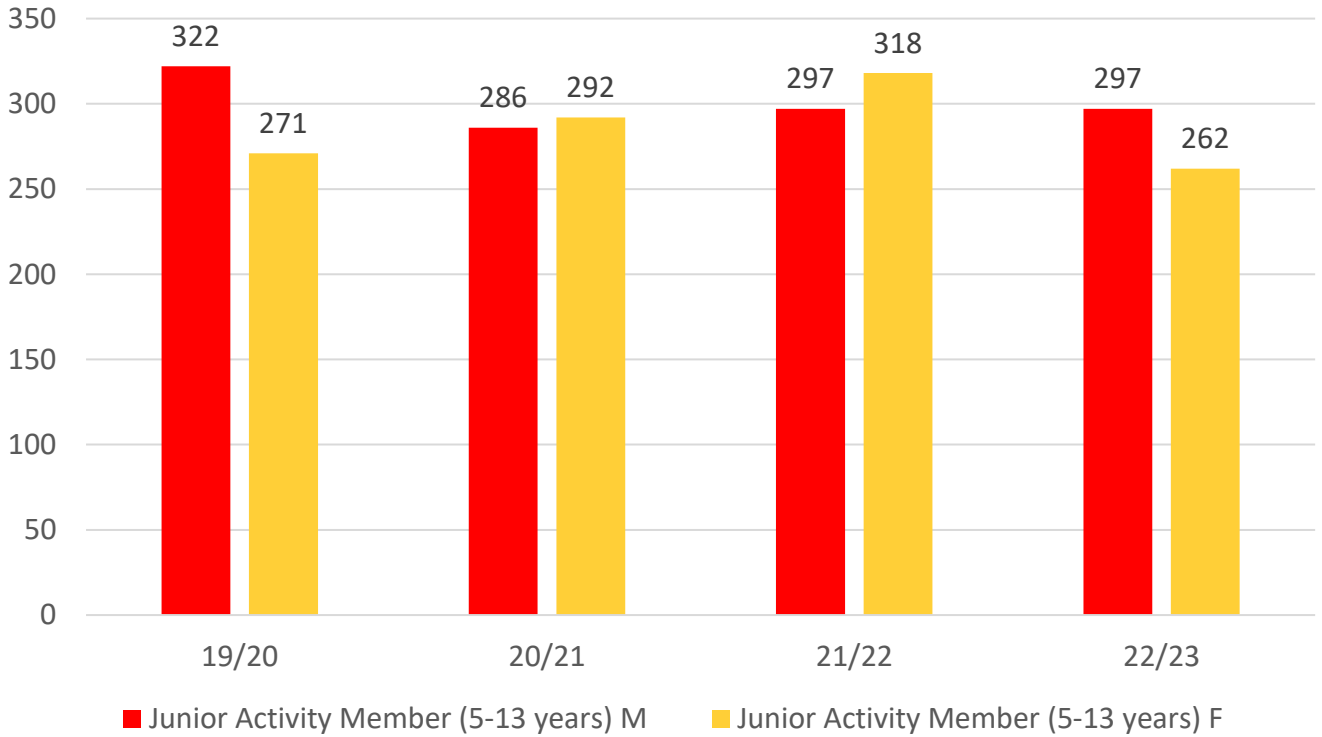
Total Membership



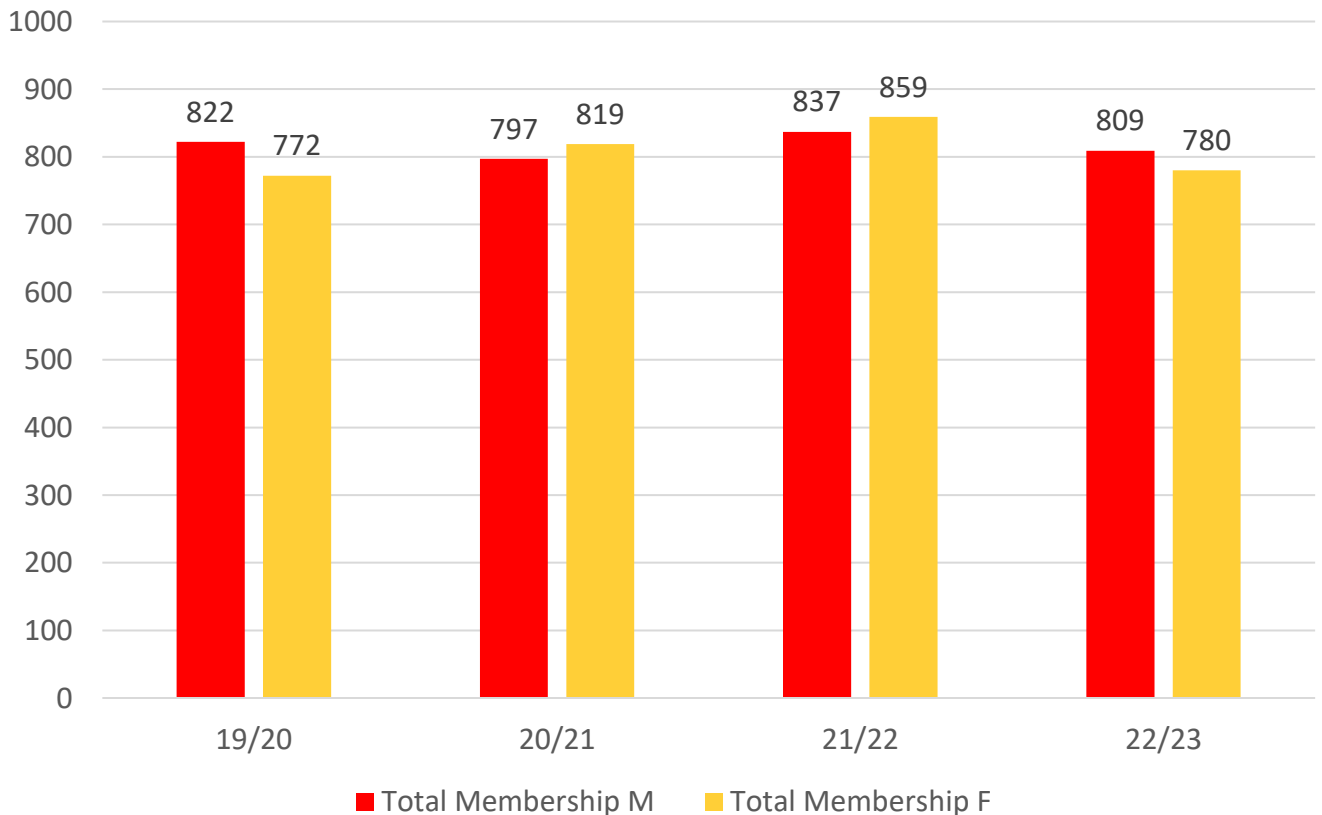
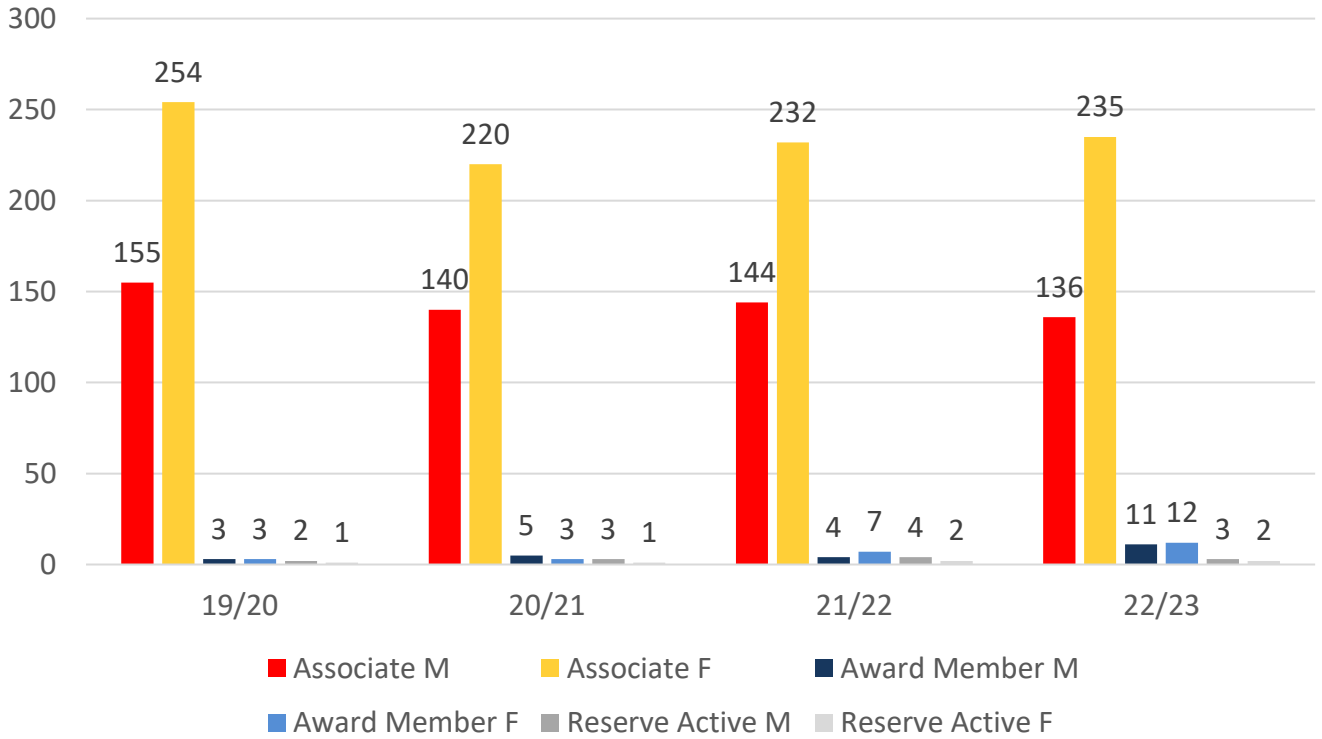
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



432

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



522

MEMBERS LOST FROM THE ORGANISATION

NORTH BARRIER BRANCH 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	101	56	55%	32	0	0%	45	45%	14	14%	0	0%	38	-62%
Junior Activities	615	395	64%	33	6	1%	214	35%	197	32%	0	0%	559	-9%
Cadet Member (13-15 years)	67	56	84%	-6	1	1%	10	15%	16	24%	0	0%	78	16%
Active (15-18 yrs)	89	56	63%	-20	1	1%	32	36%	28	31%	0	0%	104	17%
Active (18yrs and over)	287	235	82%	-21	5	2%	47	16%	22	8%	1	0%	279	-3%
Award Member	11	9	82%	-12	0	0%	2	18%	2	18%	0	0%	23	109%
Reserve Active	6	5	83%	1	0	0%	1	17%	1	17%	0	0%	5	-17%
Long Service	18	17	94%	1	0	0%	1	6%	0	0%	0	0%	16	-11%
Past Active	3	3	100%	1	0	0%	0	0%	0	0%	0	0%	2	-33%
Associate	376	222	59%	-7	1	0%	153	41%	142	38%	0	0%	371	-1%
Life Member	100	93	93%	0	0	0%	7	7%	5	5%	0	0%	98	-2%
General	8	3	38%	1	0	0%	5	63%	3	38%	0	0%	5	-38%
Honorary	13	10	77%	1	0	0%	3	23%	2	15%	0	0%	11	-15%
Non Member Participant	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Total Active	460	361	78%		7	2%	92	20%	69	15%	1		489	6%
Total	1696	1160	68%		14	1%	522	31%	432	25%	1		1589	-6%

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

MEMBERSHIP RETENTION

NORTH BARRIER BRANCH 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	63	52	83%	10	16%	18	29%	85
16-18 Years	89	58	65%	30	34%	26	29%	98
19-25 Years	37	23	62%	13	35%	2	5%	36
26-35 Years	34	29	85%	5	15%	5	15%	35
36-50 Years	169	140	83%	26	15%	13	8%	163
51-70 Years	67	58	87%	8	12%	5	7%	71
70+ Years	1	1	100%	0	0%	1	100%	1
Total	460	361	78%	92	20%	70	15%	489

NORTH BARRIER BRANCH 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	62					75		75
Under 7	83	36	58%	20	32%	33	53%	72
Under 8	87	49	59%	32	39%	25	30%	77
Under 9	85	55	63%	31	36%	15	17%	72
Under 10	94	51	60%	33	39%	10	12%	62
Under 11	70	60	64%	33	35%	9	10%	70
Under 12	71	46	66%	23	33%	14	20%	61
Under 13	45	45	63%	26	37%	13	18%	59
Under 14	24	35	78%	10	22%	3	7%	11
Transitioned From JA		18	75%					

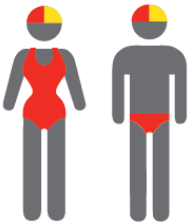
MEMBERSHIP RETENTION

2020/21



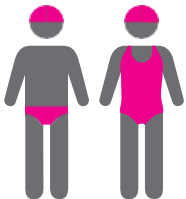
64%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



58%

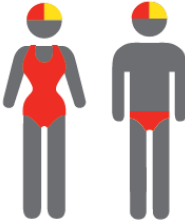
JUNIOR MEMBERSHIP
RETENTION

2021/22



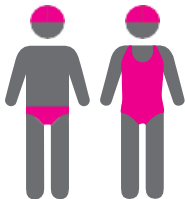
71%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



70%

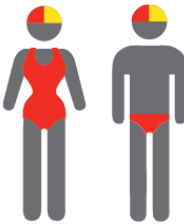
JUNIOR MEMBERSHIP
RETENTION

2022/23



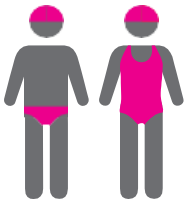
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION