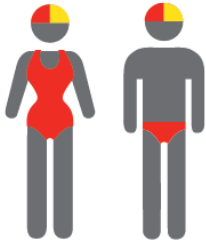




MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



204

ACTIVE MEMBERSHIP



5% Increase



914

TOTAL MEMBERSHIP



12% Decrease



424

JUNIOR MEMBERSHIP



16% 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.

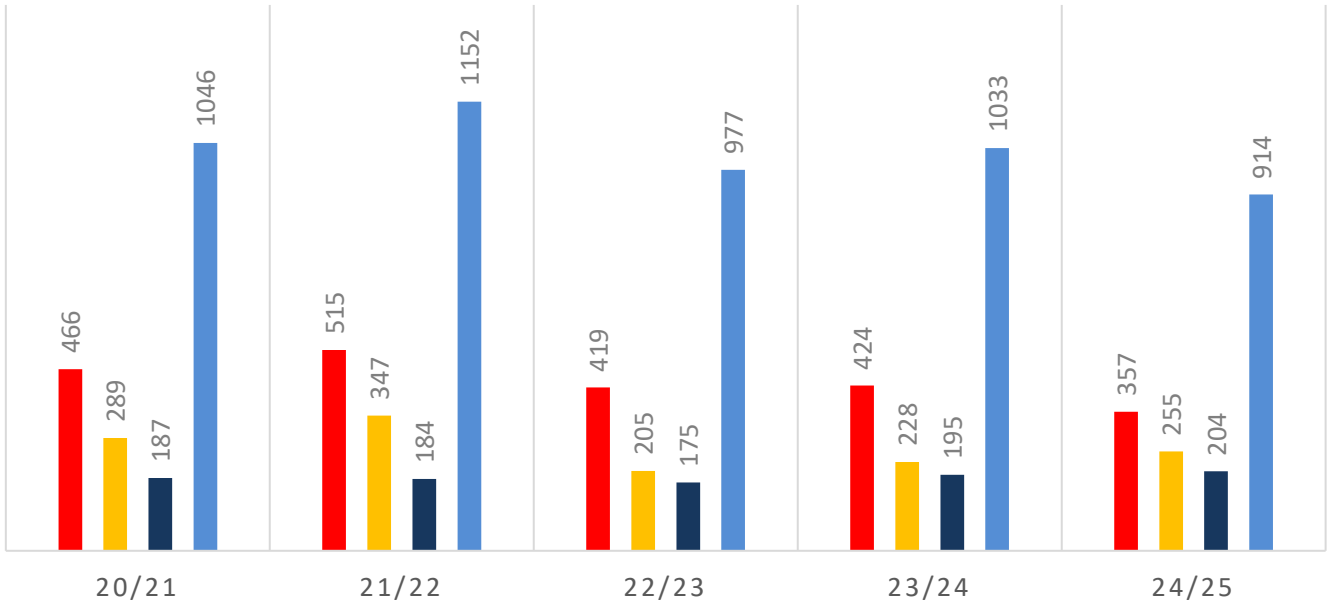
Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

5 YEAR TREND ANALYSIS

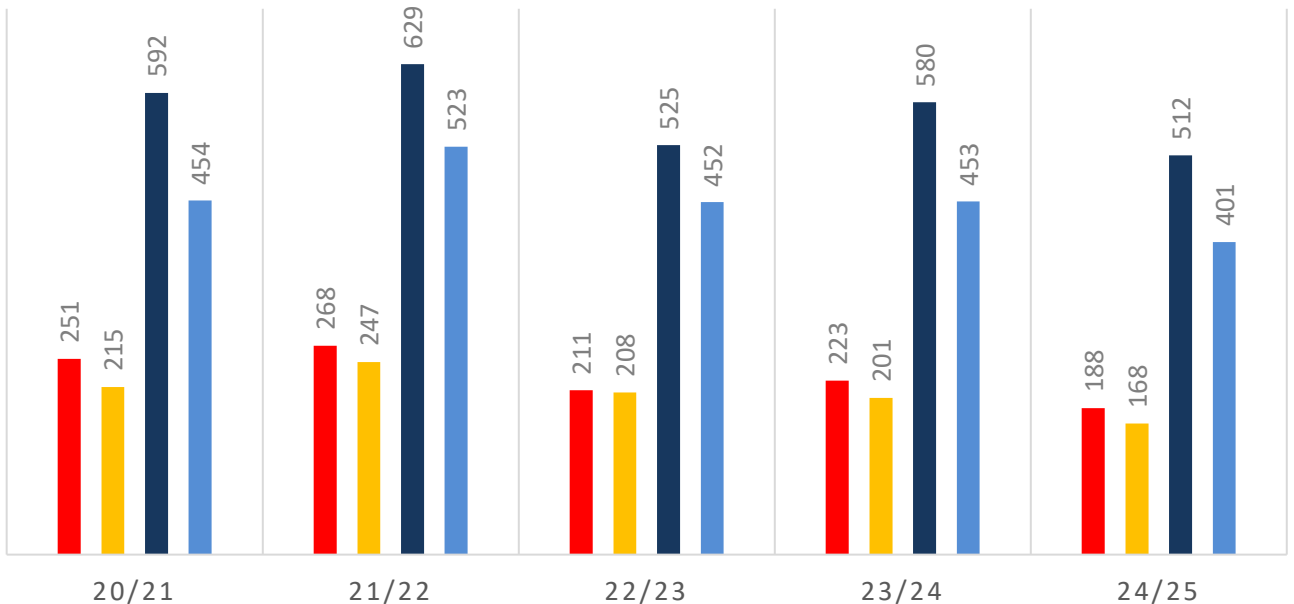
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



259

BRAND NEW MEMBERS



58%

MEMBERSHIP RETENTION



392

MEMBERS LOST FROM THE ORGANISATION

North Burleigh 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	80	32	40%	31	1	1%	47	59%	5	6%	0	0%	6	-93%
Nipper Parent	0	0			0		0		0		1		1	
Junior Activities	424	227	54%	15	15	4%	182	43%	121	29%	24	6%	357	-16%
Cadet Member (13-15 years)	57	45	79%	15	4	7%	8	14%	3	5%	1	2%	34	-40%
Active (15-18 yrs)	22	13	59%		4	18%	5	23%	4	18%	1	5%	43	95%
Active (18yrs and over)	86	66	77%		4	5%	16	19%	7	8%	6	7%	99	15%
Award Member	29	24	83%		1	3%	4	14%	2	7%	2	7%	28	-3%
Reserve Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Long Service	68	63	93%		0	0%	5	7%	2	3%	2	3%	68	0%
Past Active	0	0			0		0		0		0		0	
Associate	228	103	45%		11	5%	114	50%	112	49%	18	8%	255	12%
Life Member	18	17	94%		0	0%	1	6%	2	11%	0	0%	19	6%
General	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Honorary	4	3	75%	1	0	0%	1	25%	1	25%	0	0%	3	-25%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	15	5	33%	4	1	7%	9	60%	0	0%	0	0%	1	-93%
Total Active	195	149	76%		13	7%	33	17%	16	8%	10	5%	204	5%
Total	1033	600	58%		41	4%	392	38%	259	25%	55	5%	914	-12%

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

MEMBERSHIP RETENTION

North Burleigh 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	55	43	78%	9	16%	4	7%	45
16-18 Years	25	15	60%	5	20%	2	8%	33
19-25 Years	6	4	67%	2	33%	2	33%	11
26-35 Years	16	13	81%	2	13%	0	0%	11
36-50 Years	61	47	77%	11	18%	6	10%	70
51-70 Years	29	26	90%	2	7%	2	7%	32
70+ Years	3	1	33%	2	67%	0	0%	2
Total	195	149	76%	33	17%	16	8%	204

North Burleigh 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	68					55		55
Under 7	80	40	59%	26	38%	14	21%	60
Under 8	62	44	55%	32	40%	18	23%	65
Under 9	50	34	55%	27	44%	14	23%	53
Under 10	51	30	60%	20	40%	6	12%	37
Under 11	42	17	33%	31	61%	3	6%	22
Under 12	37	24	57%	15	36%	6	14%	33
Under 13	26	18	49%	18	49%	2	5%	20
Under 14	7	15	58%	10	38%	3	12%	12
Transitioned From JA		5	71%					