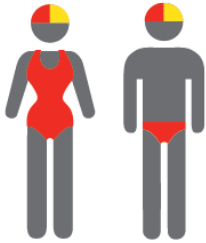


NORTH BURLEIGH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



202

ACTIVE MEMBERSHIP



Equal



1158

TOTAL MEMBERSHIP



2% Increase



512

JUNIOR MEMBERSHIP



2% 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.

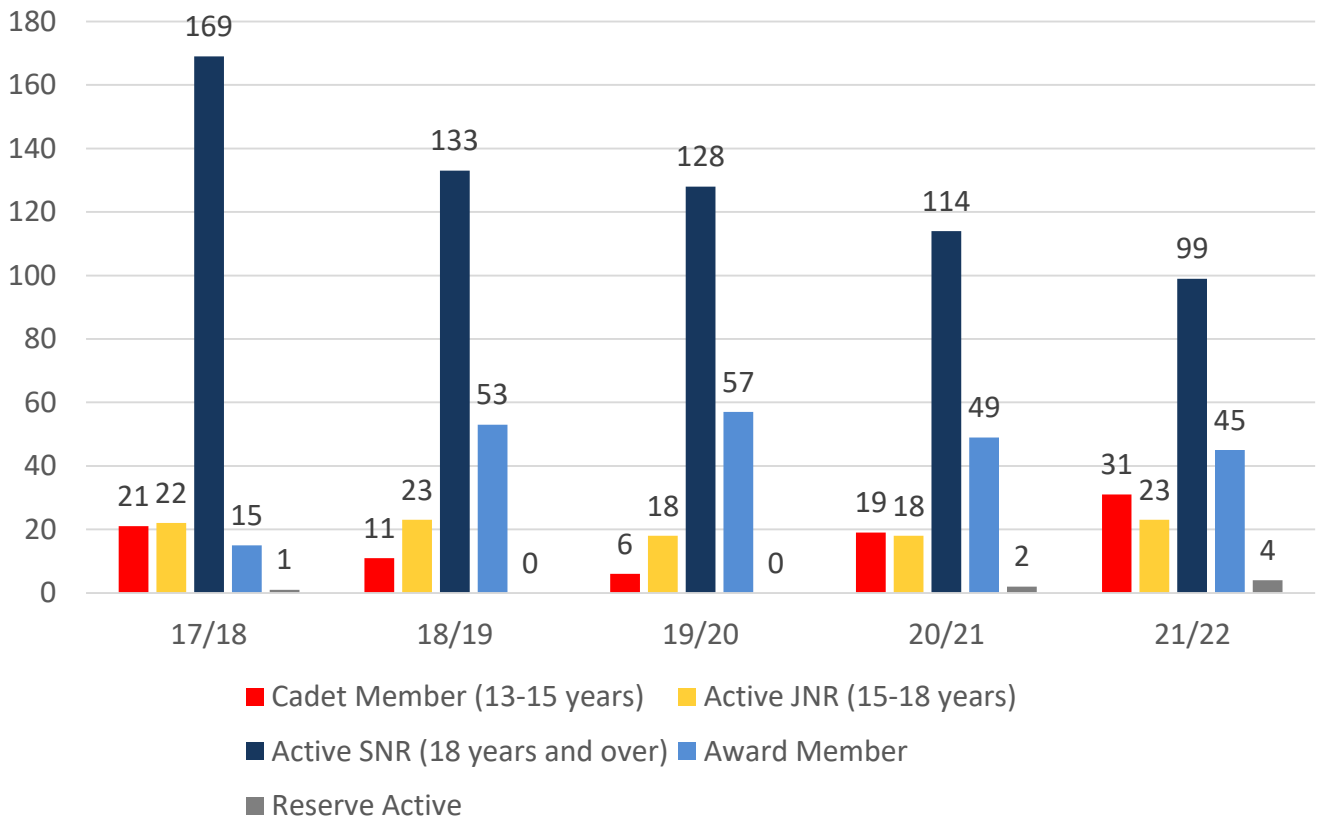
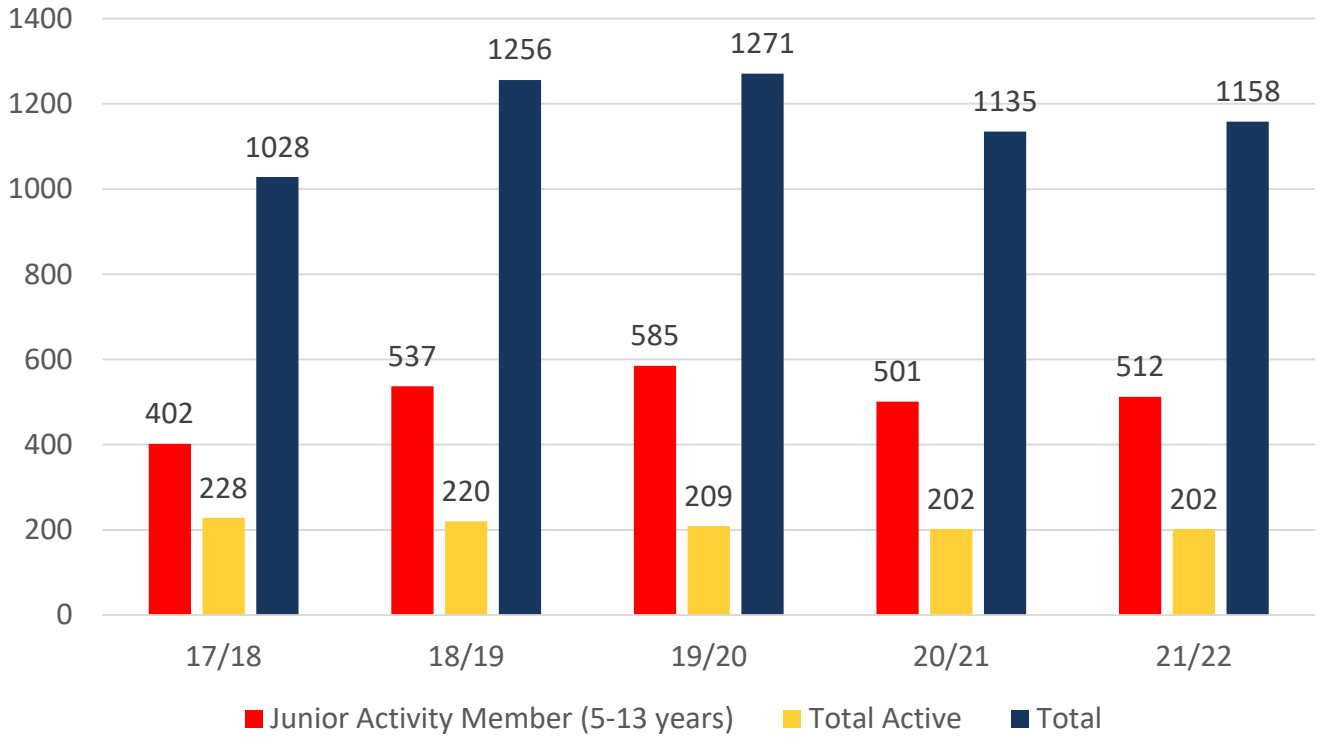
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

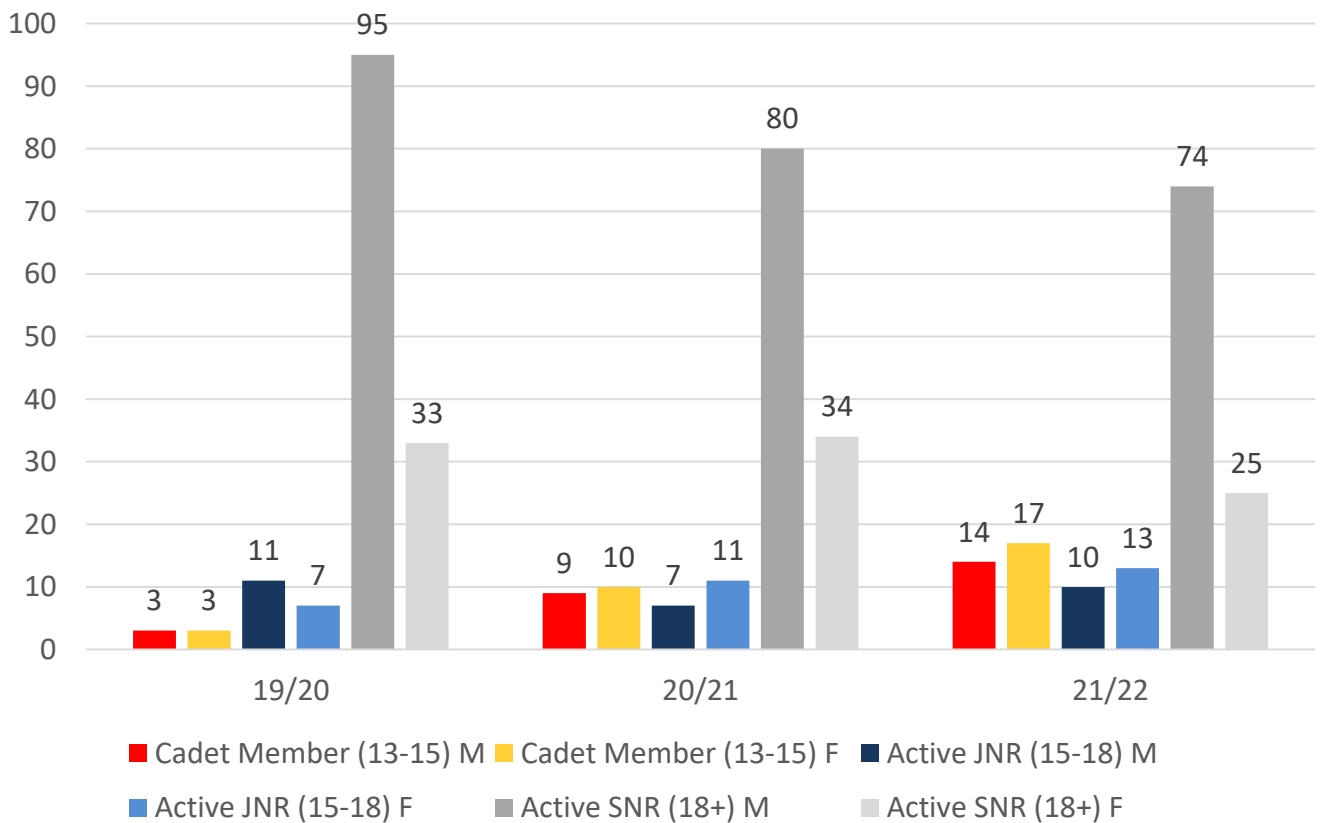
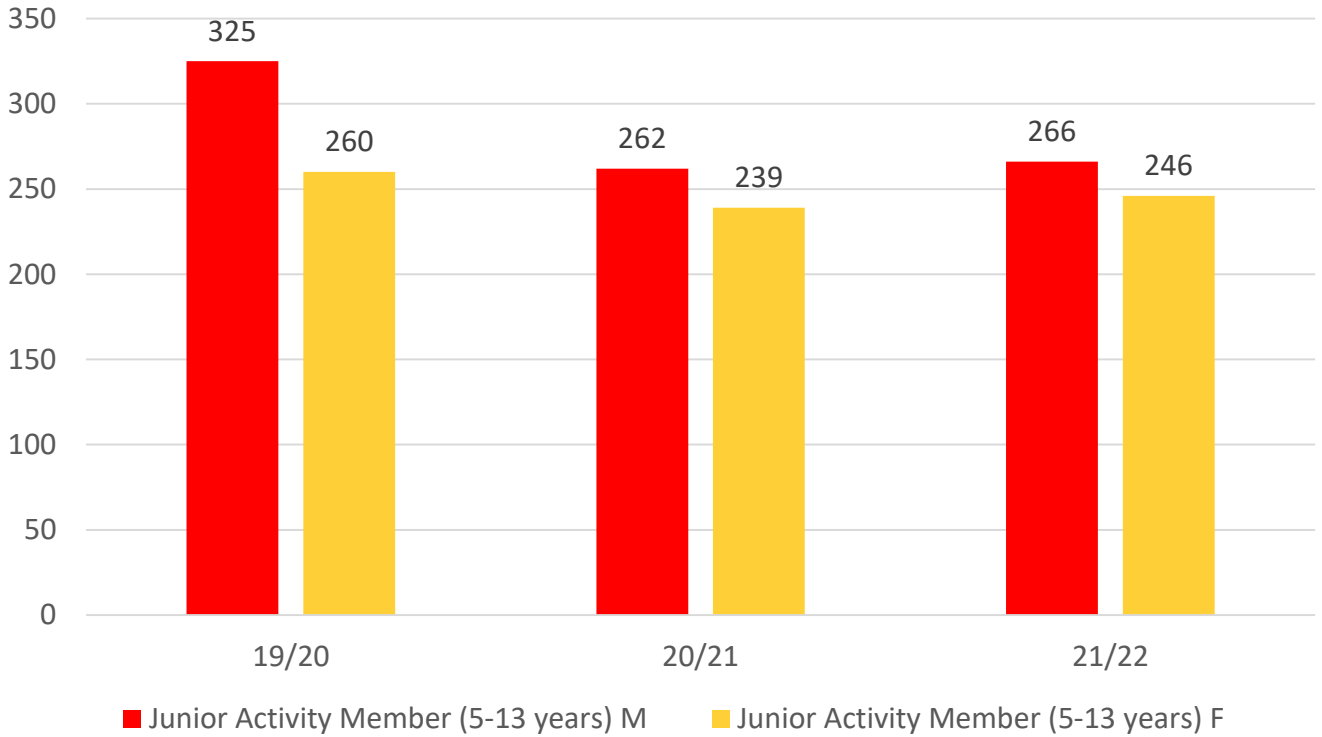
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	12	5	11	15	5
Junior Activity Member (5-13 years)	402	537	585	501	512
Cadet Member (13-15 years)	21	11	6	19	31
Active Junior (15-18 years)	22	23	18	18	23
Active Senior (18years and over)	169	133	128	114	99
Award Member	15	53	57	49	45
Reserve Active	1	0	0	2	4
Long Service	88	94	87	76	72
Past Active	0	0	0	0	1
Associate	270	373	350	317	335
Life Member	21	19	21	21	17
General	0	0	0	0	1
Honorary	3	6	7	3	13
Non Member Participants	1	0	0	0	0
Leave / Restricted	3	2	1	0	0
Total Active	228	220	209	202	202
Total	1028	1256	1271	1135	1158

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	72	95	85	87	73
Under 7	77	98	113	89	85
Under 8	62	84	80	86	78
Under 9	54	65	72	53	76
Under 10	47	56	74	53	54
Under 11	34	51	53	50	47
Under 12	34	47	49	34	43
Under 13	16	28	36	27	30
Under 14	5	13	22	22	29
Junior Activities Total	401	537	584	501	515

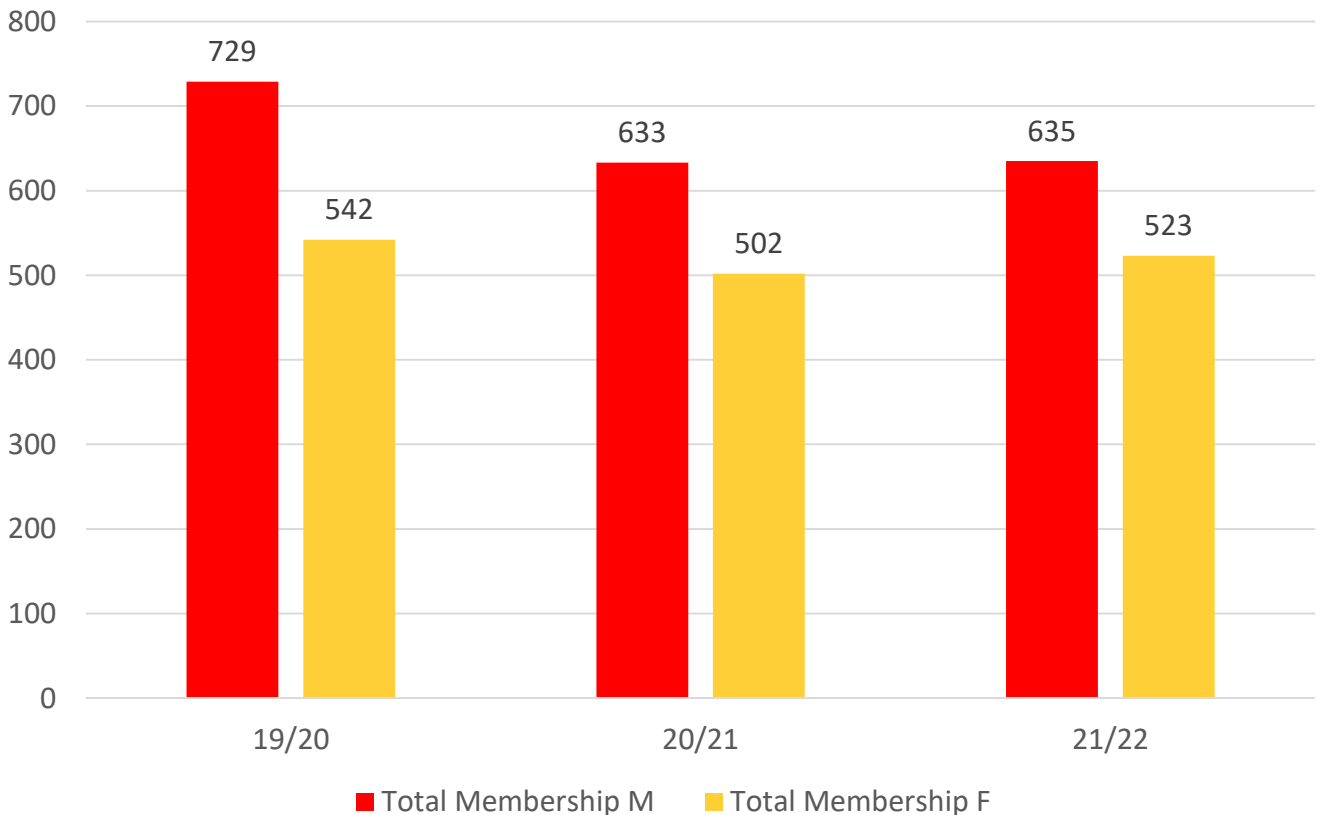
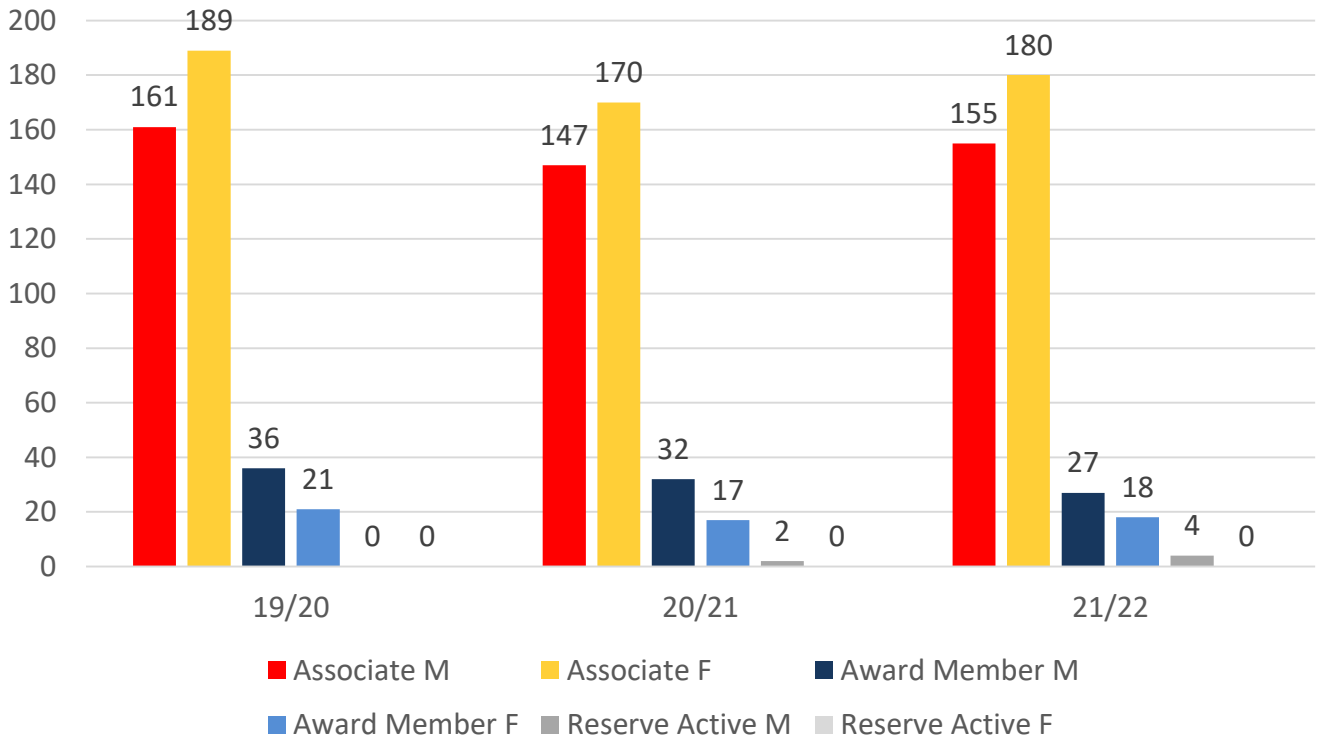
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



383

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



345

MEMBERS LOST FROM THE ORGANISATION

NORTH BURLEIGH 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	15	7	47%	7	0	0%	8	53%	5	33%	0	0%	5	-67%
Junior Activities	501	323	64%	16	22	4%	156	31%	190	38%	15	3%	512	2%
Cadet Member (13-15 years)	19	13	68%	-15	3	16%	3	16%	2	11%	1	5%	31	63%
Active (15-18 yrs)	18	15	83%	3	0	0%	3	17%	6	33%	5	28%	23	28%
Active (18yrs and over)	114	80	70%	-6	6	5%	28	25%	11	10%	2	2%	99	-13%
Award Member	49	36	73%	-5	2	4%	11	22%	2	4%	2	4%	45	-8%
Reserve Active	2	1	50%	-3	0	0%	1	50%	0	0%	0	0%	4	100%
Long Service	76	65	86%	-1	2	3%	9	12%	5	7%	1	1%	72	-5%
Past Active	0	0		0	0		0		1		0		1	
Associate	317	182	57%	4	12	4%	123	39%	150	47%	7	2%	335	6%
Life Member	21	17	81%	0	1	5%	3	14%	0	0%	0	0%	17	-19%
General	0	0		0	0		0		1		0		1	
Honorary	3	3	100%	0	0	0%	0	0%	10	333%	0	0%	13	333%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	202	145	72%		11	5%	46	23%	21	10%	10		202	0%
Total	1135	742	65%		48	4%	345	30%	383	34%	33		1158	2%

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

MEMBERSHIP RETENTION

NORTH BURLEIGH 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	17	74%	3	13%	3	13%	29
16-18 Years	12	9	75%	3	25%	4	33%	20
19-25 Years	19	11	58%	7	37%	1	5%	18
26-35 Years	29	16	55%	13	45%	4	14%	22
36-50 Years	90	70	78%	16	18%	9	10%	88
51-70 Years	26	19	73%	4	15%	0	0%	22
70+ Years	3	3	100%	0	0%	0	0%	3
Total	202	145	72%	46	23%	21	10%	202

NORTH BURLEIGH 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	87					73		73
Under 7	89	52	60%	29	33%	30	34%	85
Under 8	86	55	62%	29	33%	17	19%	78
Under 9	53	53	62%	31	36%	22	26%	76
Under 10	53	36	68%	15	28%	18	34%	54
Under 11	50	35	66%	16	30%	11	21%	47
Under 12	34	33	66%	17	34%	9	18%	43
Under 13	27	23	68%	9	26%	5	15%	30
Under 14	22	20	74%	5	19%	5	19%	26
Transitioned From JA		16	73%					

MEMBERSHIP RETENTION

2019/20



57%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



55%

JUNIOR MEMBERSHIP
RETENTION

2020/21



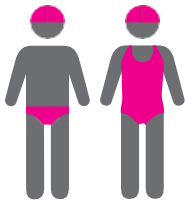
56%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



53%

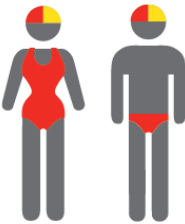
JUNIOR MEMBERSHIP
RETENTION

2021/22



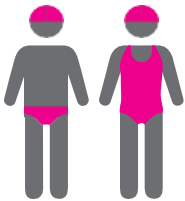
65%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION