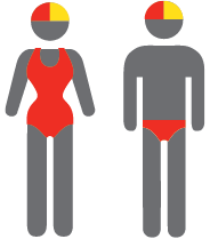


NORTH BURLEIGH

MEMBERSHIP STATISTICS REPORT EOS 2022/23



202

ACTIVE MEMBERSHIP



Equal



1013

TOTAL MEMBERSHIP



13% Decrease



403

JUNIOR MEMBERSHIP



21% 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

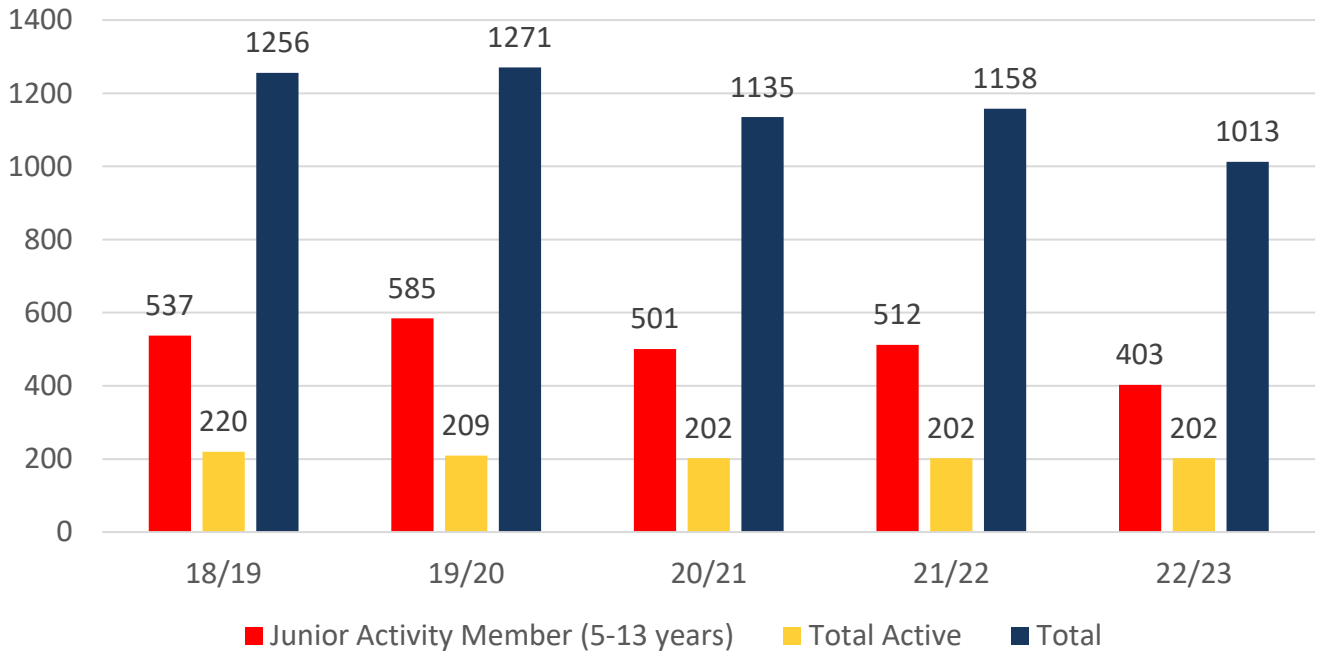
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	5	11	15	5	10
Junior Activity Member (5-13 years)	537	585	501	512	403
Cadet Member (13-15 years)	11	6	19	31	40
Active Junior (15-18 years)	23	18	18	23	27
Active Senior (18years and over)	133	128	114	99	94
Award Member	53	57	49	45	38
Reserve Active	0	0	2	4	3
Long Service	94	87	76	72	72
Past Active	0	0	0	1	0
Associate	373	350	317	335	278
Life Member	19	21	21	17	19
General	0	0	0	1	0
Honorary	6	7	3	13	29
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	1	0	0	0
Total Active	220	209	202	202	202
Total	1256	1271	1135	1158	1013

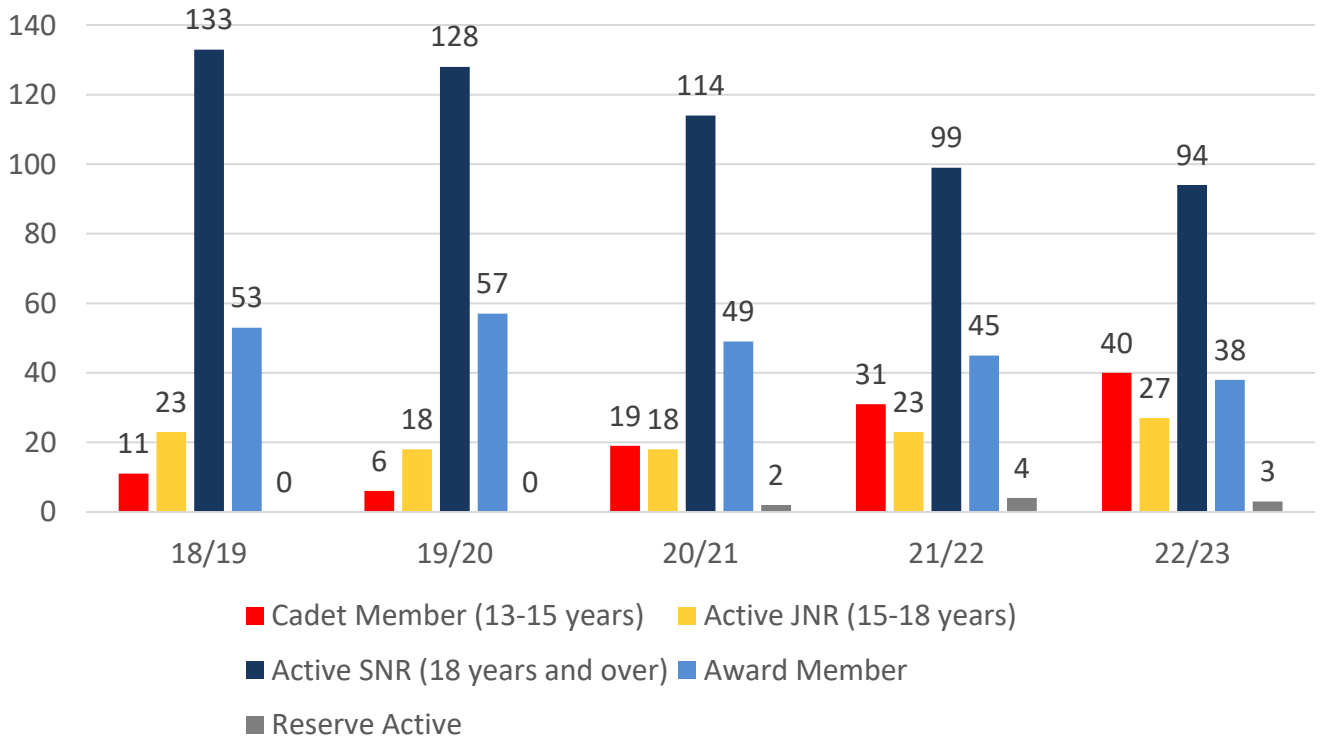
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	95	85	87	73	55
Under 7	98	113	89	85	67
Under 8	84	80	86	78	57
Under 9	65	72	53	76	54
Under 10	56	74	53	54	53
Under 11	51	53	50	47	45
Under 12	47	49	34	43	38
Under 13	28	36	27	30	34
Under 14	13	22	22	29	30
Junior Activities Total	537	584	501	515	433

5 YEAR TREND ANALYSIS

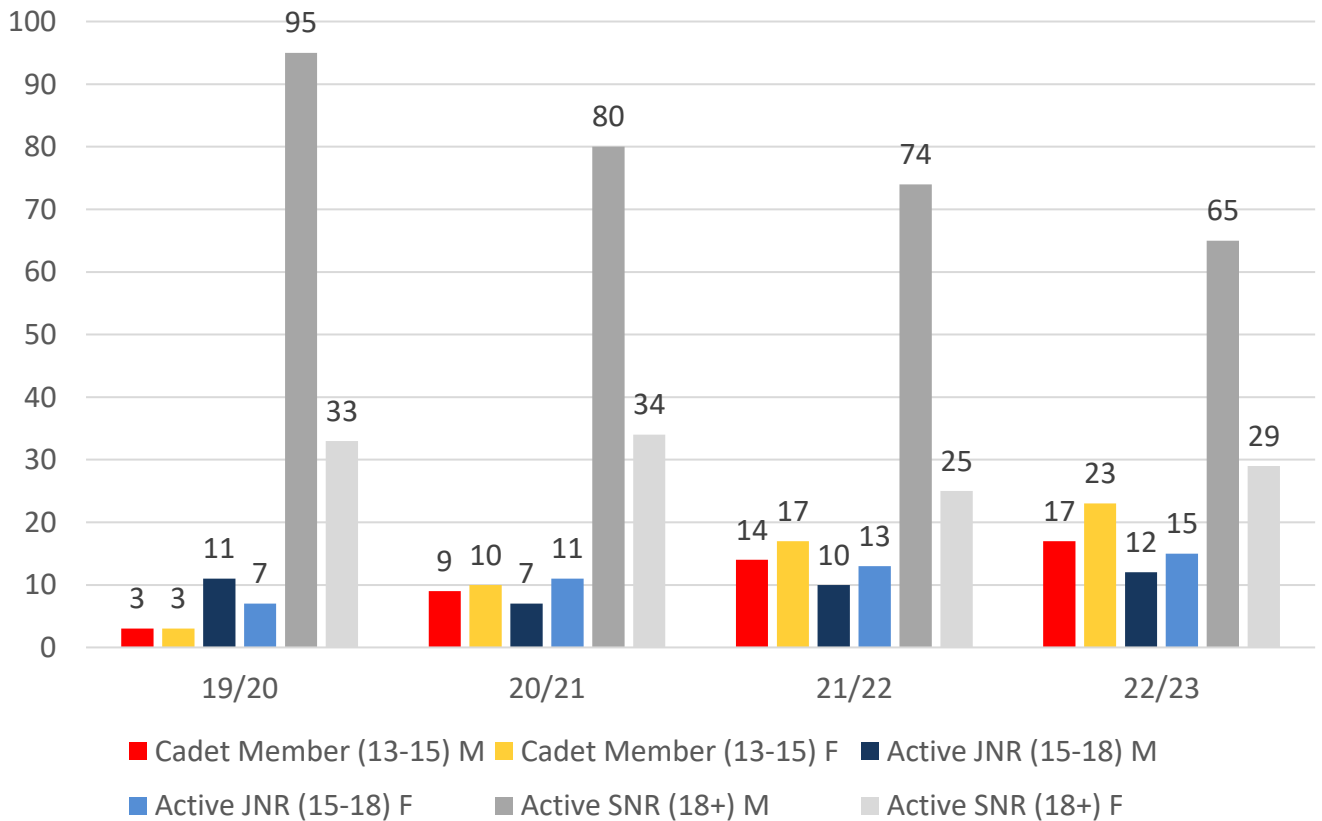
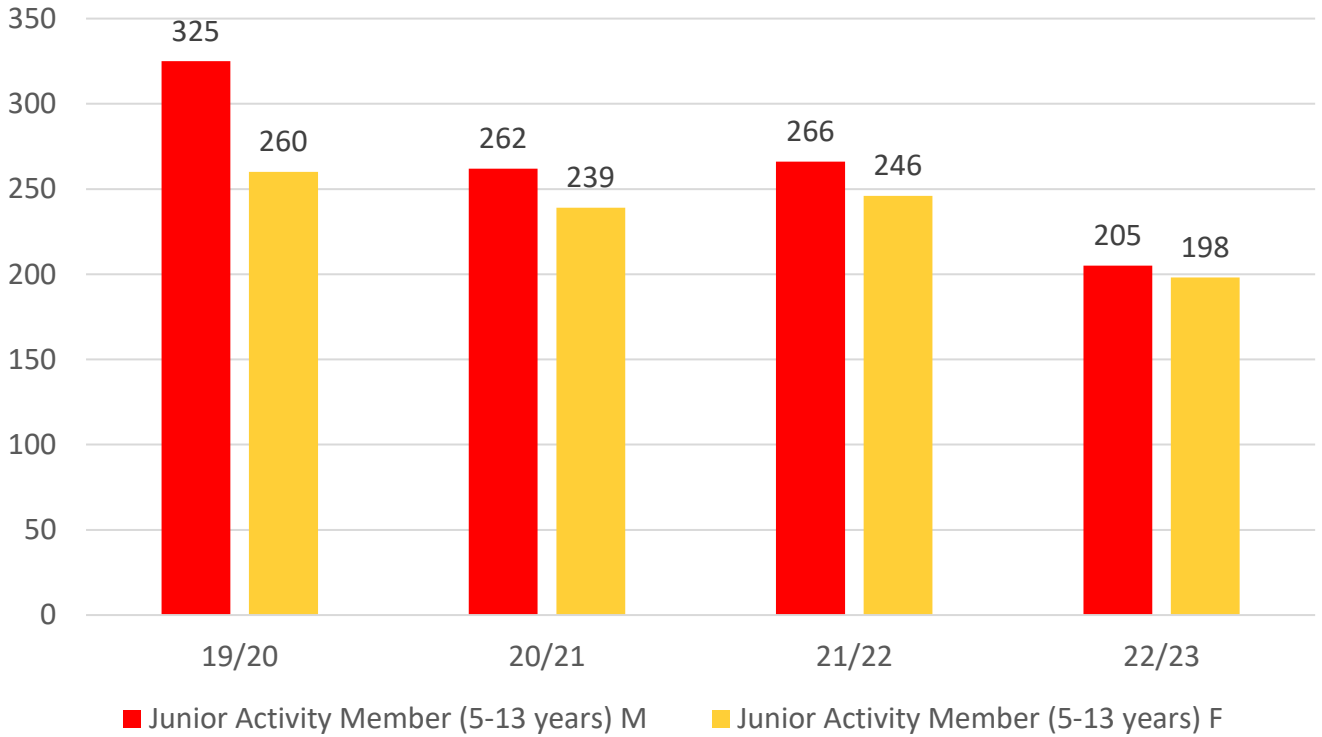
Total Membership



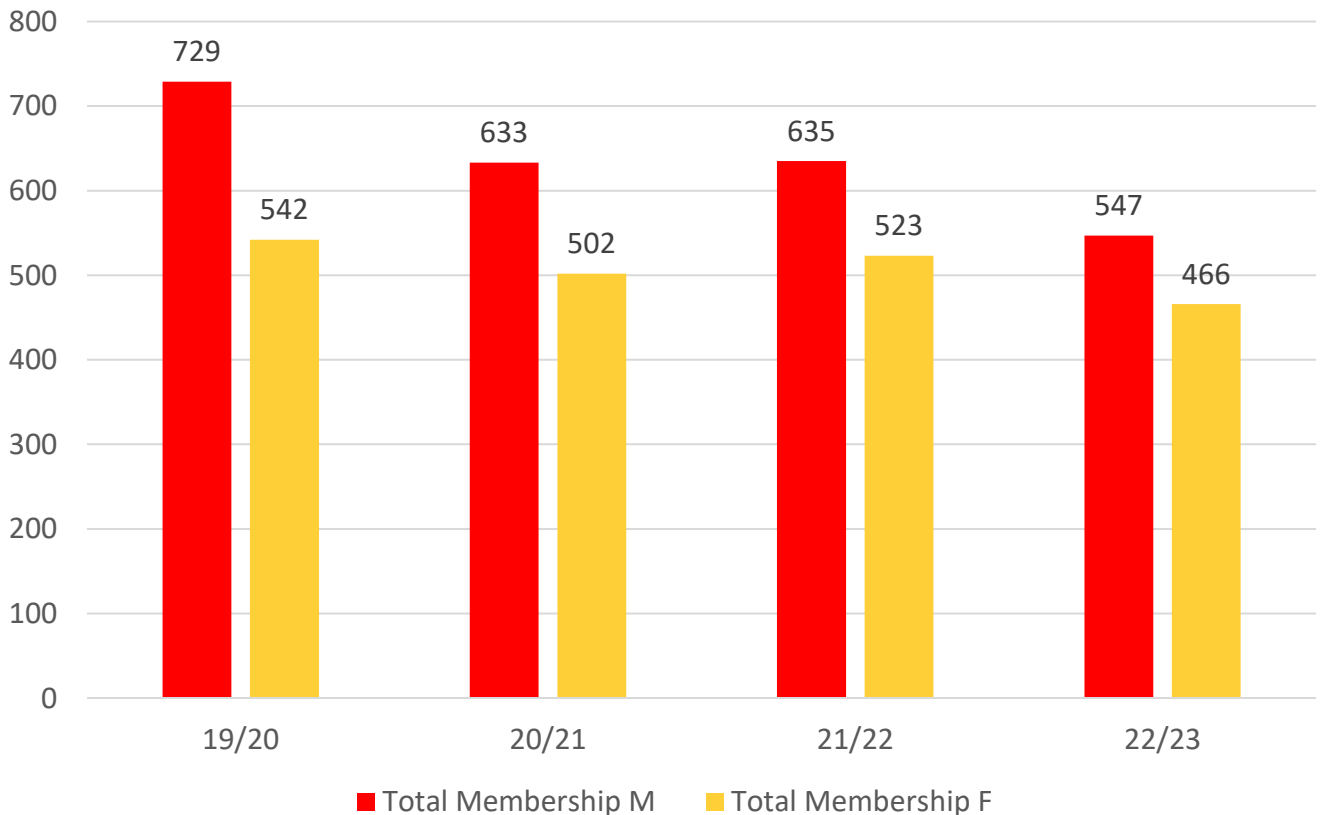
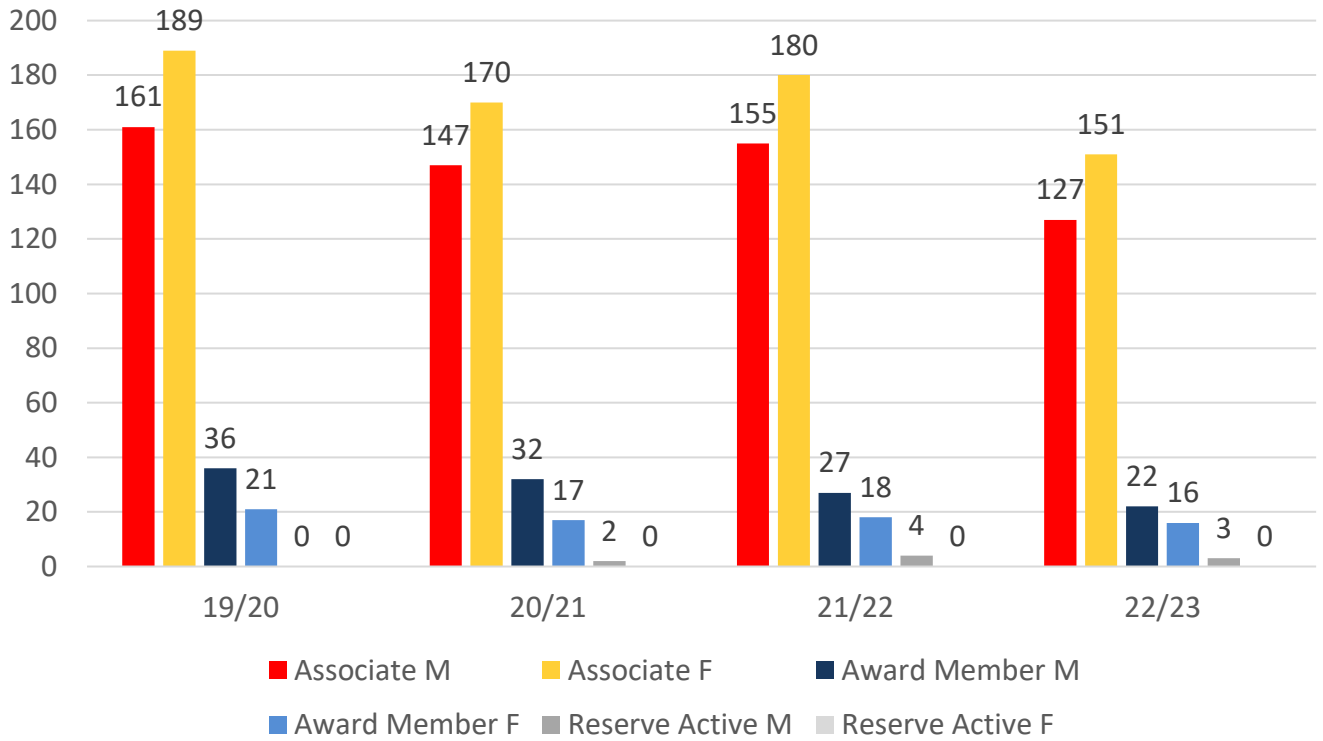
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



286

BRAND NEW MEMBERS



59%

MEMBERSHIP RETENTION



441

MEMBERS LOST FROM THE ORGANISATION

NORTH BURLEIGH 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	5	2	40%	0	1	20%	2	40%	8	160%	0	0%	10	100%
Junior Activities	512	284	55%	31	16	3%	212	41%	130	25%	20	4%	403	-21%
Cadet Member (13-15 years)	31	19	61%	-12	6	19%	6	19%	6	19%	3	10%	40	29%
Active (15-18 yrs)	23	10	43%	-16	4	17%	9	39%	0	0%	1	4%	27	17%
Active (18yrs and over)	99	80	81%	2	3	3%	16	16%	14	14%	2	2%	94	-5%
Award Member	45	34	76%	-1	0	0%	11	24%	1	2%	2	4%	38	-16%
Reserve Active	4	3	75%	0	0	0%	1	25%	0	0%	0	0%	3	-25%
Long Service	72	64	89%	-3	2	3%	6	8%	3	4%	2	3%	72	0%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	335	161	48%	-2	6	2%	168	50%	98	29%	17	5%	278	-17%
Life Member	17	16	94%	0	0	0%	1	6%	3	18%	0	0%	19	12%
General	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	13	5	38%	0	0	0%	8	62%	23	177%	1	8%	29	123%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	202	146	72%		13	6%	43	21%	21	10%	8		202	0%
Total	1158	679	59%		38	3%	441	38%	286	25%	48		1013	-13%

MEMBERSHIP RETENTION

NORTH BURLEIGH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	29	18	62%	5	17%	6	21%	45
16-18 Years	20	10	50%	7	35%	0	0%	23
19-25 Years	18	7	39%	9	50%	3	17%	10
26-35 Years	22	14	64%	7	32%	3	14%	15
36-50 Years	88	75	85%	12	14%	7	8%	75
51-70 Years	22	19	86%	3	14%	2	9%	31
70+ Years	3	3	100%	0	0%	0	0%	3
Total	202	146	72%	43	21%	21	10%	202

NORTH BURLEIGH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	73					54		54
Under 7	85	35	48%	36	49%	25	34%	66
Under 8	78	42	49%	41	48%	12	14%	57
Under 9	76	43	55%	33	42%	10	13%	54
Under 10	54	39	51%	35	46%	9	12%	52
Under 11	47	33	61%	20	37%	8	15%	43
Under 12	43	29	62%	16	34%	7	15%	37
Under 13	30	26	60%	16	37%	4	9%	33
Under 14	26	20	67%	8	27%	1	3%	7
Transitioned From JA		17	65%					

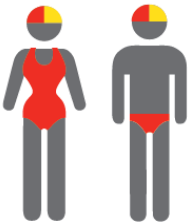
MEMBERSHIP RETENTION

2020/21



56%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION

2021/22



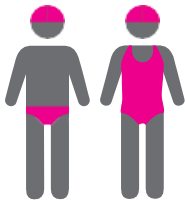
65%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



64%

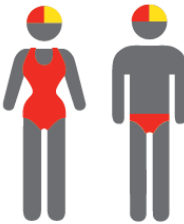
JUNIOR MEMBERSHIP
RETENTION

2022/23



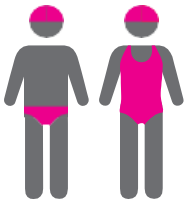
59%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



55%

JUNIOR MEMBERSHIP
RETENTION