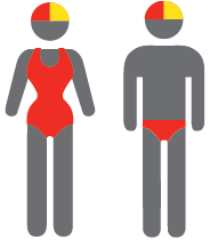


NORTH KIRRA

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



102

ACTIVE MEMBERSHIP



4% Decrease



403

TOTAL MEMBERSHIP



29% Increase



134

JUNIOR MEMBERSHIP



51% 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.

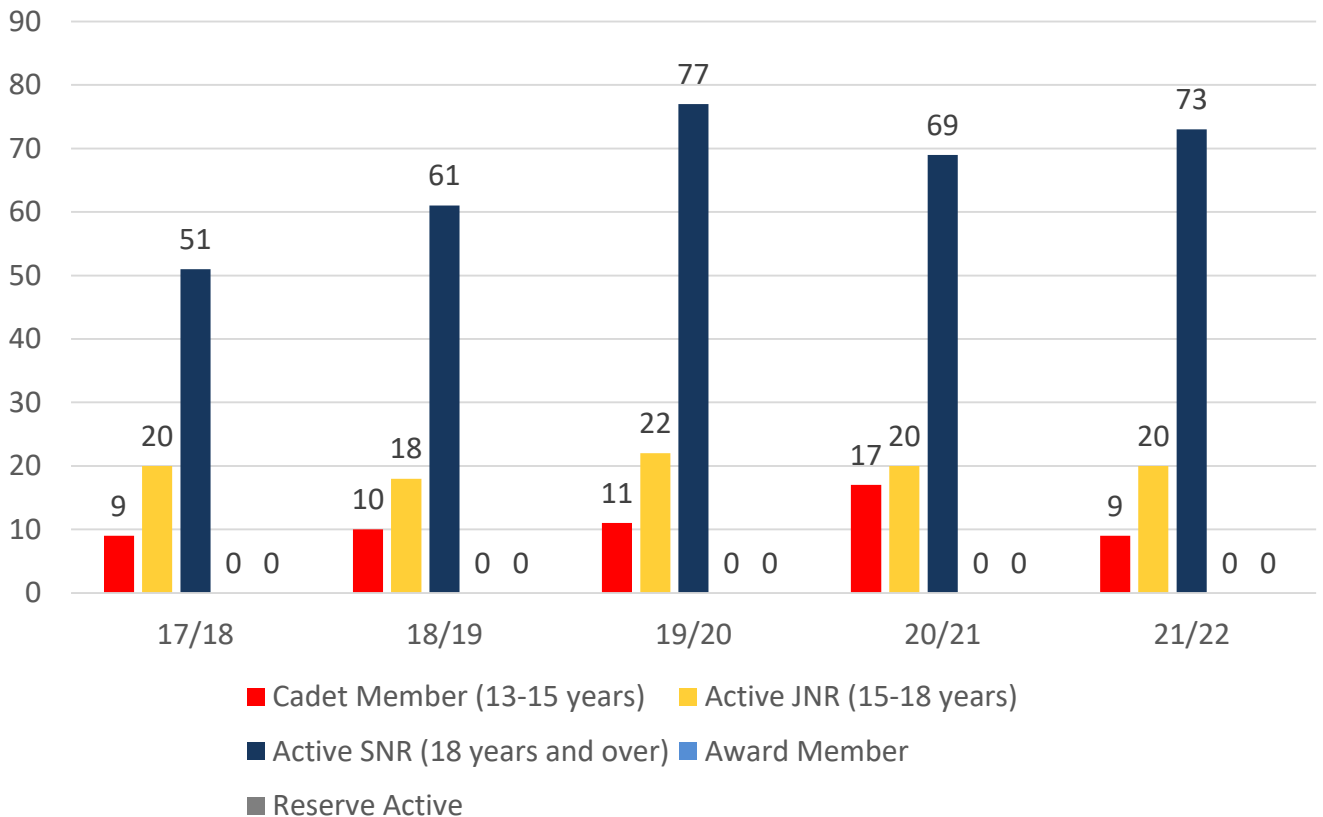
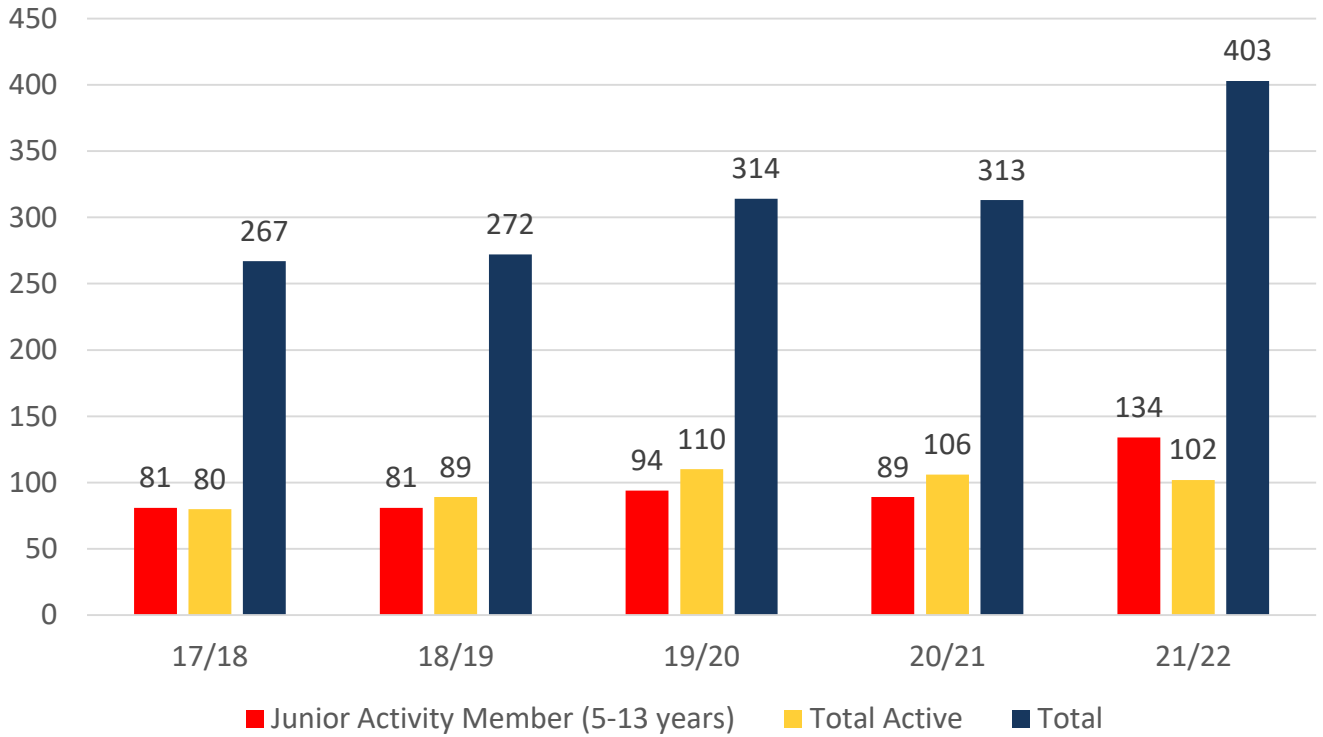
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

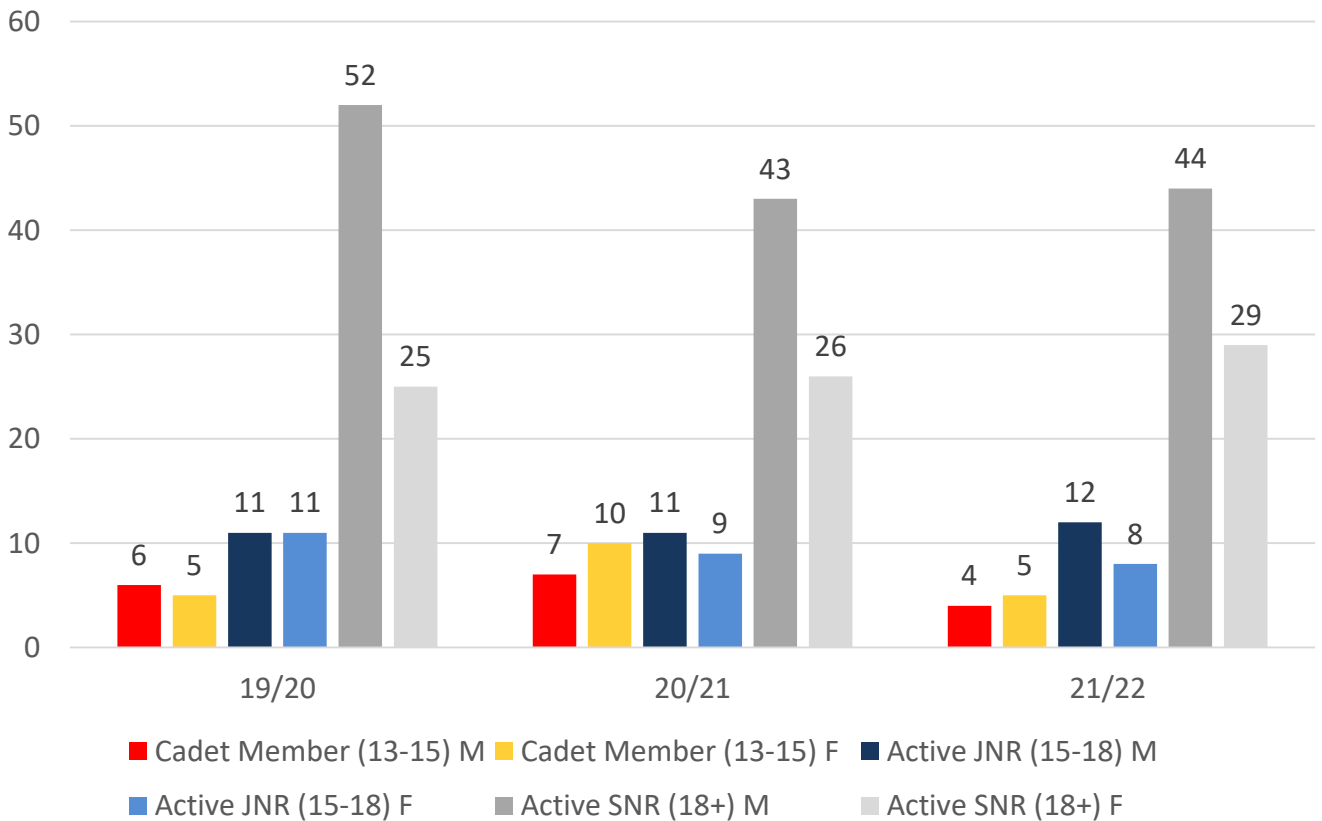
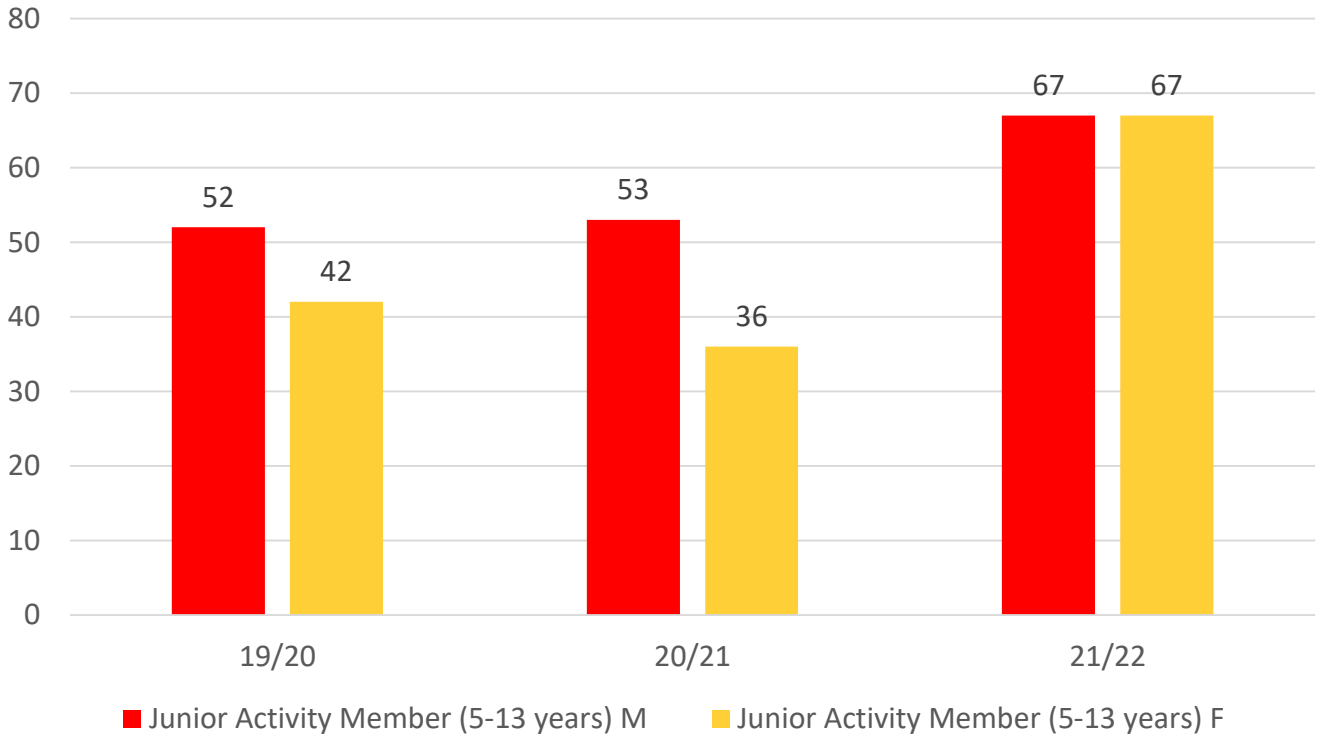
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	0	0	0
Junior Activity Member (5-13 years)	81	81	94	89	134
Cadet Member (13-15 years)	9	10	11	17	9
Active Junior (15-18 years)	20	18	22	20	20
Active Senior (18years and over)	51	61	77	69	73
Award Member	0	0	0	0	0
Reserve Active	0	0	0	0	0
Long Service	8	7	7	11	14
Past Active	0	0	0	0	0
Associate	71	71	85	78	125
Life Member	27	23	18	29	27
General	0	0	0	0	0
Honorary	0	0	0	0	1
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	1	0	0	0
Total Active	80	89	110	106	102
Total	267	272	314	313	403

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	1	3	9	8	13
Under 7	9	10	8	9	17
Under 8	10	12	12	11	23
Under 9	5	6	13	14	16
Under 10	11	11	10	14	22
Under 11	11	10	10	8	16
Under 12	11	7	15	9	9
Under 13	14	11	7	11	7
Under 14	9	11	10	5	11
Junior Activities Total	81	81	94	89	134

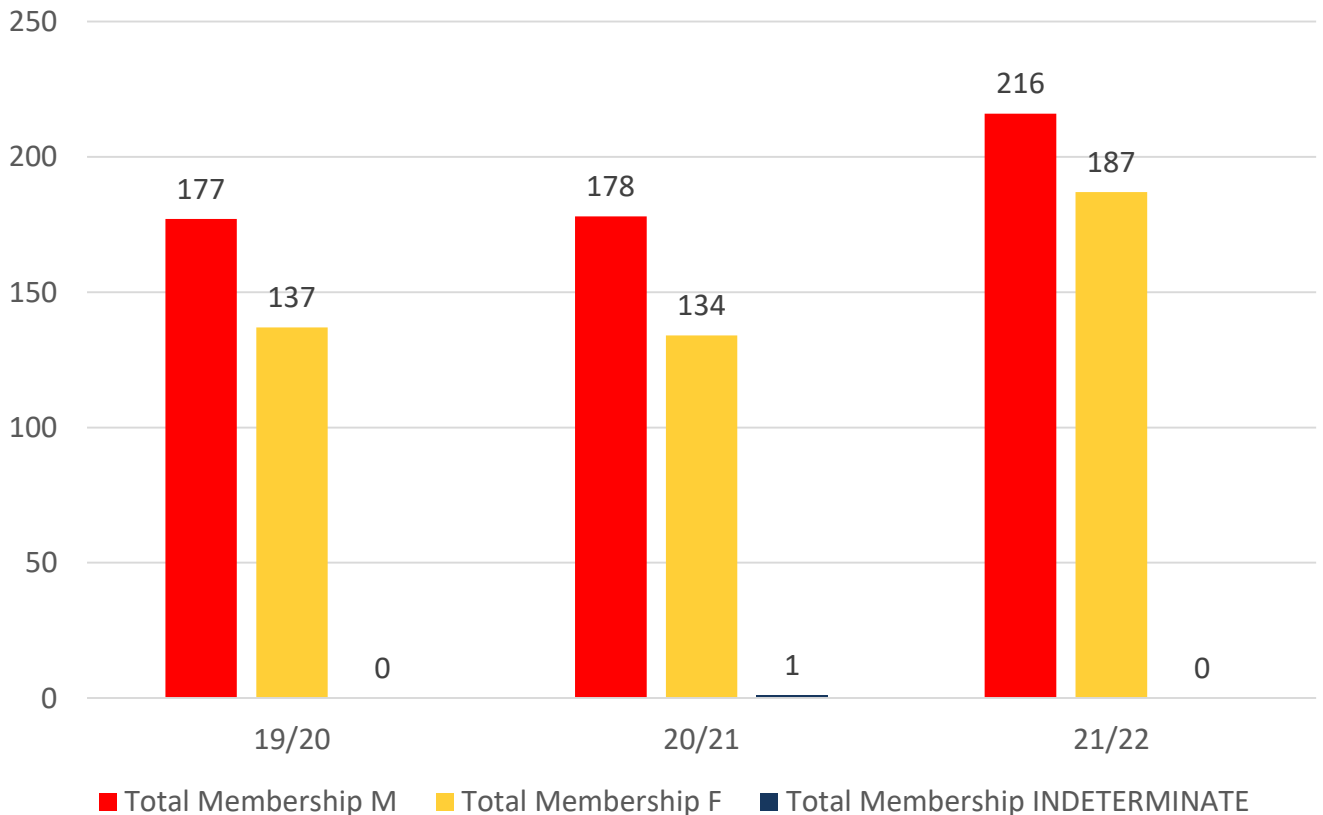
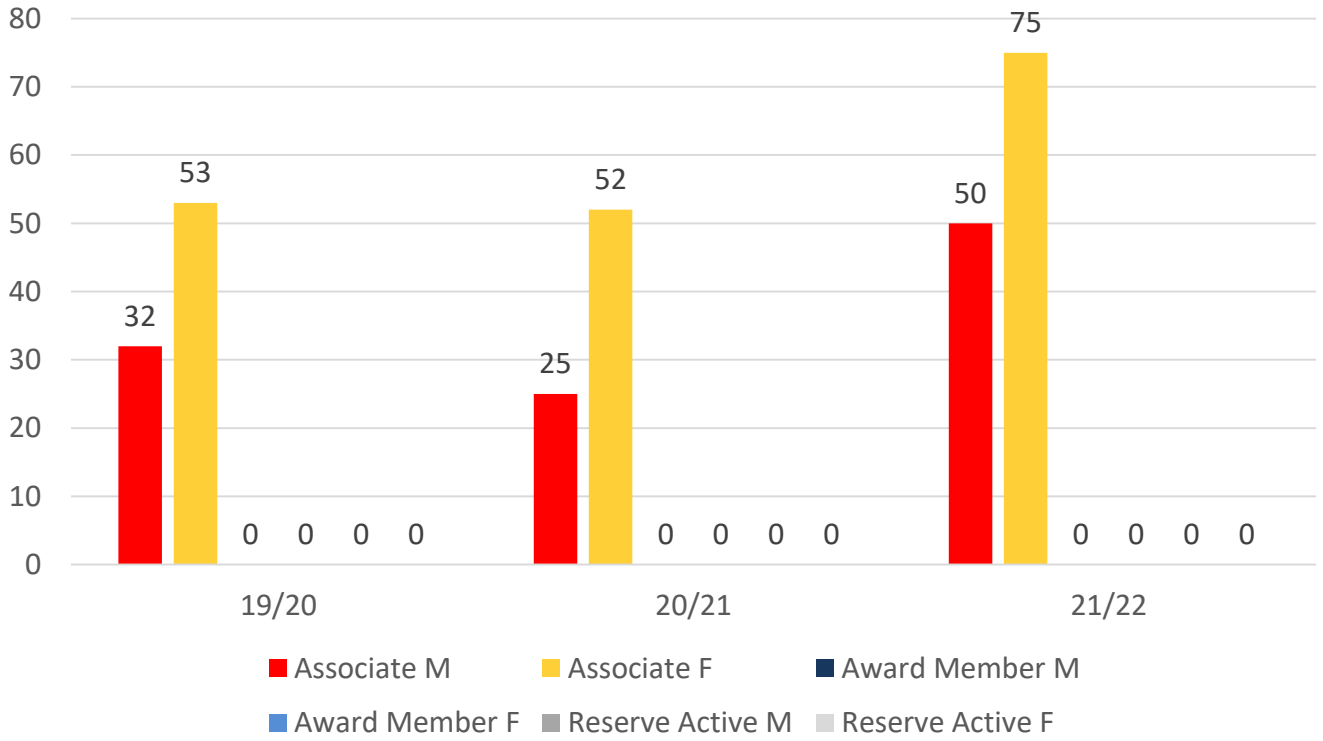
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



131

BRAND NEW MEMBERS



85%

MEMBERSHIP RETENTION



45

MEMBERS LOST FROM THE ORGANISATION

NORTH KIRRA 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	0	0		0	0		0		0		0		0	
Junior Activities	89	73	82%	4	0	0%	16	18%	64	72%	1	1%	134	51%
Cadet Member (13-15 years)	17	15	88%	6	0	0%	2	12%	0	0%	0	0%	9	-47%
Active (15-18 yrs)	20	19	95%	-1	0	0%	1	5%	0	0%	0	0%	20	0%
Active (18yrs and over)	69	59	86%	-8	2	3%	8	12%	4	6%	2	3%	73	6%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	11	11	100%	-2	0	0%	0	0%	0	0%	1	9%	14	27%
Past Active	0	0		0	0		0		0		0		0	
Associate	78	62	79%	2	0	0%	16	21%	63	81%	2	3%	125	60%
Life Member	29	26	90%	-1	1	3%	2	7%	0	0%	0	0%	27	-7%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		1		1	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	106	93	88%		2	2%	11	10%	4	4%	2		102	-4%
Total	313	265	85%		3	1%	45	14%	131	42%	7		403	29%

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

MEMBERSHIP RETENTION

NORTH KIRRA 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	15	13	87%	2	13%	0	0%	8
16-18 Years	19	18	95%	1	5%	0	0%	22
19-25 Years	26	22	85%	4	15%	4	15%	30
26-35 Years	3	2	67%	1	33%	0	0%	2
36-50 Years	26	24	92%	2	8%	0	0%	19
51-70 Years	15	13	87%	1	7%	0	0%	20
70+ Years	2	1	50%	0	0%	0	0%	1
Total	106	93	88%	11	10%	4	4%	102

NORTH KIRRA 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	8					13		13
Under 7	9	7	88%	1	13%	10	125%	17
Under 8	11	9	100%	0	0%	13	144%	23
Under 9	14	9	82%	2	18%	7	64%	16
Under 10	14	12	86%	2	14%	10	71%	22
Under 11	8	13	93%	1	7%	3	21%	16
Under 12	9	6	75%	2	25%	3	38%	9
Under 13	11	5	56%	4	44%	2	22%	7
Under 14	5	8	73%	3	27%	3	27%	11
Transitioned From JA		4	80%					

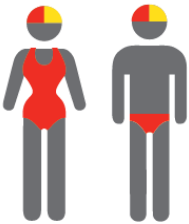
MEMBERSHIP RETENTION

2019/20



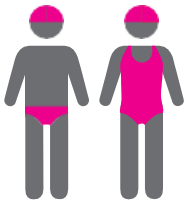
77%

TOTAL MEMBERSHIP
RETENTION



93%

ACTIVE MEMBERSHIP
RETENTION



73%

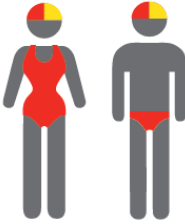
JUNIOR MEMBERSHIP
RETENTION

2020/21



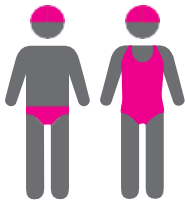
77%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



74%

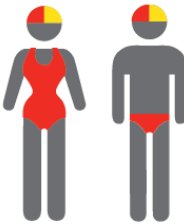
JUNIOR MEMBERSHIP
RETENTION

2021/22



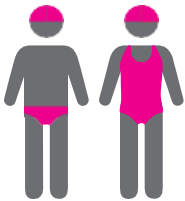
85%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



82%

JUNIOR MEMBERSHIP
RETENTION