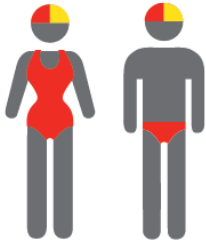




MEMBERSHIP STATISTICS REPORT 2021/2022



406

ACTIVE MEMBERSHIP



6% Decrease



1116

TOTAL MEMBERSHIP



6% Decrease



326

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.

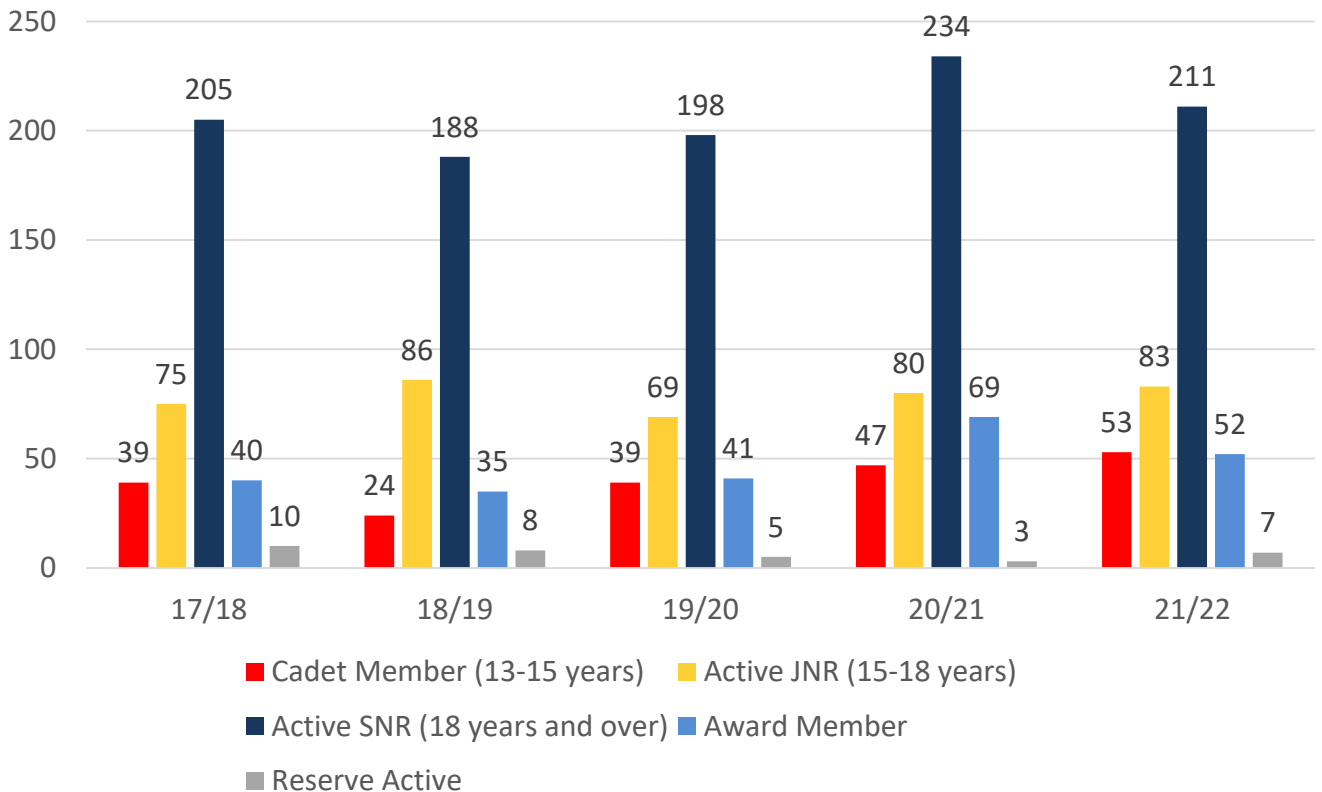
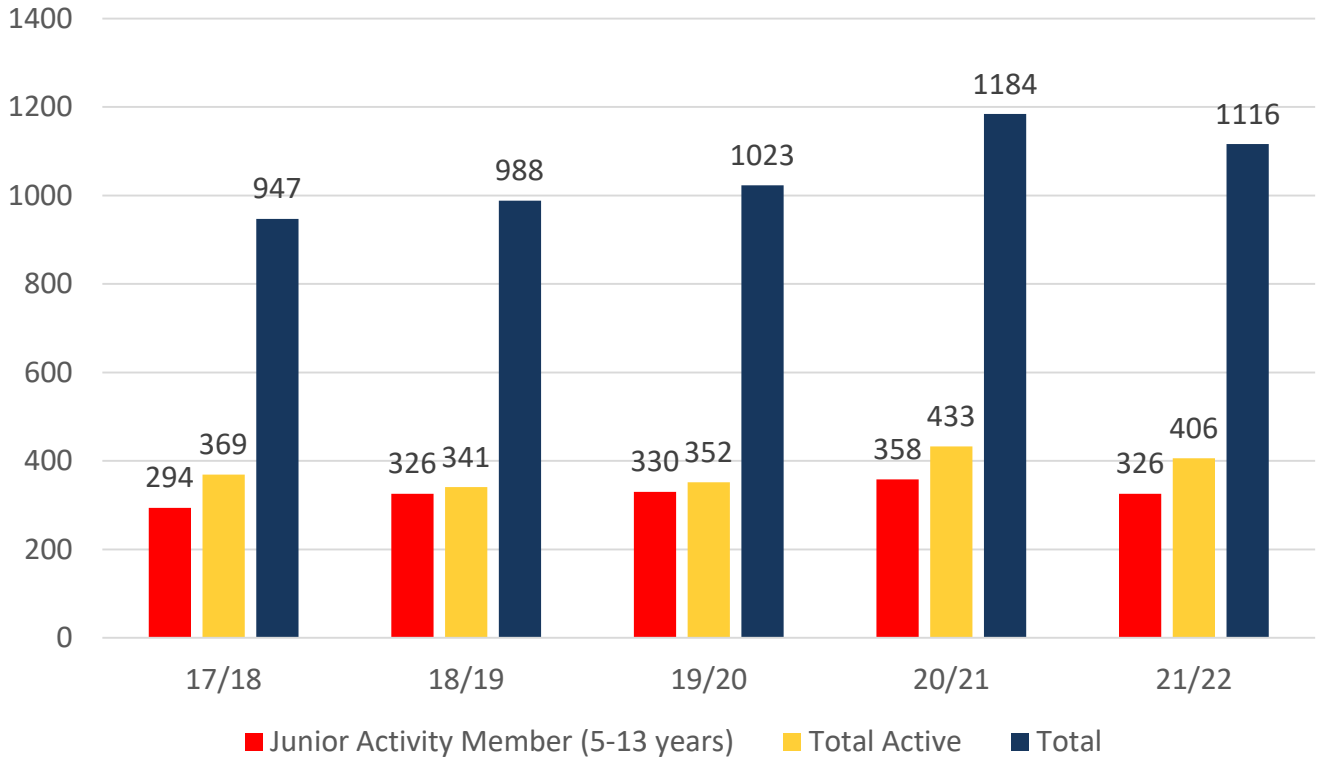
TOTAL MEMBERSHIP

MEMBERSHIP 2012-2022

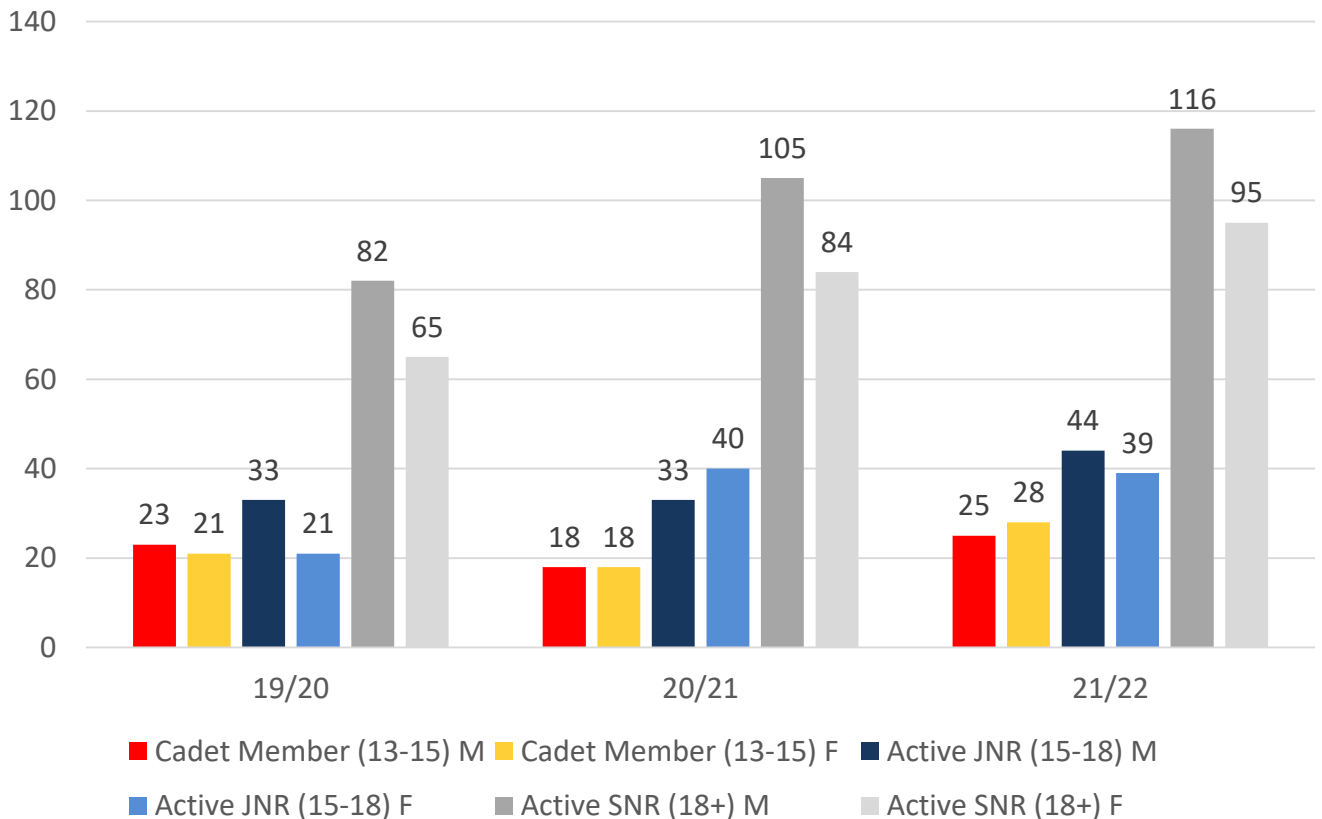
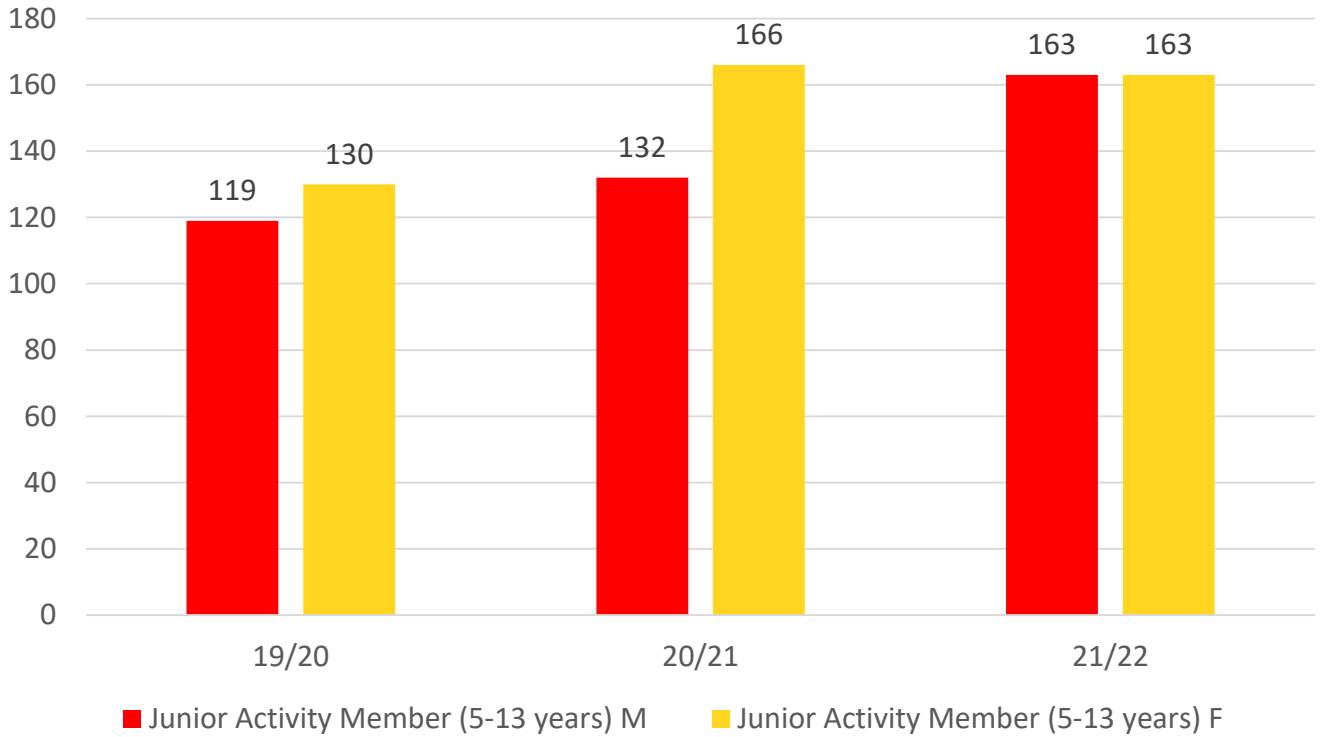
	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	100	40	64	84	57	46	50	102	136	18
Junior Activity Member (5-13 years)	429	343	442	390	339	294	326	330	358	326
Cadet Member (13-15 years)	77	46	53	73	68	39	24	39	47	53
Active Junior (15-18 years)	65	55	60	60	59	75	86	69	80	83
Active Senior (18years and over)	136	132	136	158	191	205	188	198	234	211
Award Member	41	28	60	73	55	40	35	41	69	52
Reserve Active	5	7	19	23	8	10	8	5	3	7
Long Service	3	10	11	9	11	8	9	11	12	8
Past Active	19	14	6	6	2	1	2	1	1	1
Associate	380	253	260	187	145	172	194	149	159	276
Life Member	58	43	45	44	49	56	60	66	72	75
General	0	9	46	26	55	0	2	9	11	1
Honorary	0	0	0	0	0	0	1	0	0	0
Non Member Participants	0	0	1	1	2	1	1	2	2	2
Leave / Restricted	0	0	0	1	0	0	2	1	0	3
Total Active	324	268	328	387	381	369	341	352	433	406
Total	1313	980	1203	1135	1041	947	988	1023	1184	1116

	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	35	34	29	32	21	17	21	17	31	25
Under 7	15	41	64	47	34	33	40	45	35	49
Under 8	49	42	75	59	51	31	47	38	47	49
Under 9	54	47	54	54	47	40	36	42	49	43
Under 10	77	49	63	58	45	38	38	36	46	42
Under 11	71	38	42	48	50	38	38	35	45	38
Under 12	75	33	36	43	43	36	35	36	34	40
Under 13	81	34	38	30	38	36	33	36	34	30
Under 14	65	33	35	12	8	24	30	31	26	9
Junior Activities Total	522	351	436	383	337	293	318	316	347	325

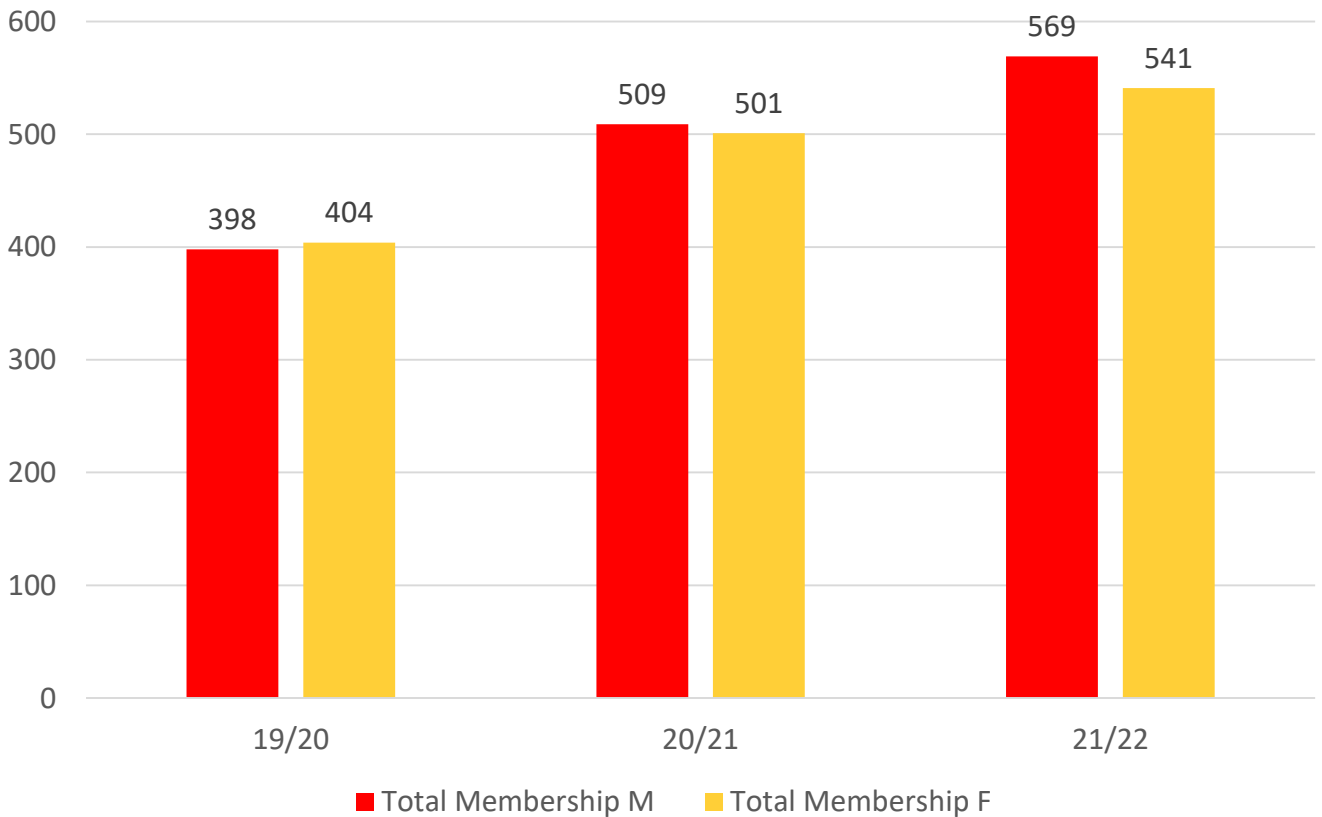
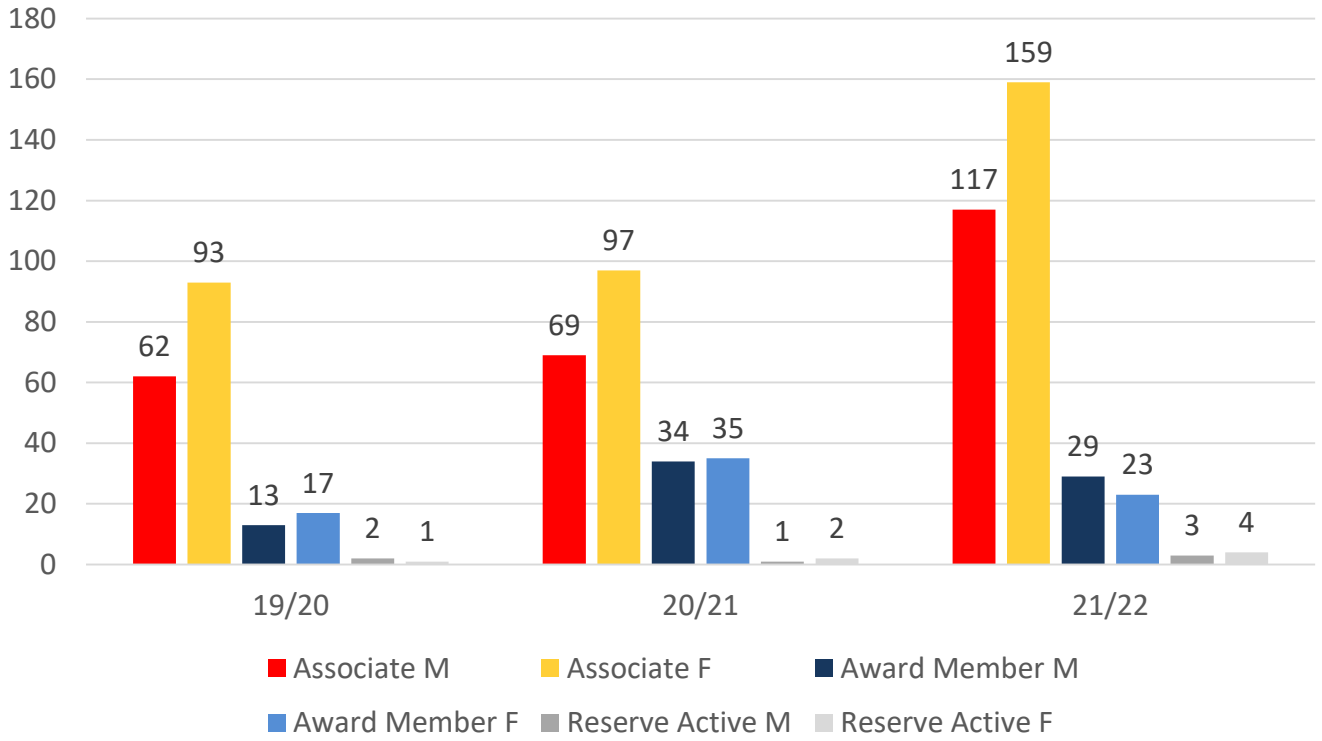
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



443

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



337

MEMBERS LOST FROM THE ORGANISATION

NTH QLD BRANCH 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	94	33	35%	32	0	0%	61	65%	17	18%	0	0%	18	-81%
Junior Activities	298	198	66%	32	0	0%	100	34%	160	54%	0	0%	326	9%
Cadet Member (13-15 years)	36	31	86%	-12	0	0%	5	14%	10	28%	0	0%	53	47%
Active (15-18 yrs)	73	50	68%	-14	0	0%	23	32%	19	26%	0	0%	83	14%
Active (18yrs and over)	189	144	76%	-8	2	1%	43	23%	59	31%	0	0%	211	12%
Award Member	69	43	62%	0	0	0%	26	38%	9	13%	0	0%	52	-25%
Reserve Active	3	3	100%	-3	0	0%	0	0%	1	33%	0	0%	7	133%
Long Service	9	7	78%	3	1	11%	1	11%	4	44%	0	0%	8	-11%
Past Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Associate	166	95	57%	-28	0	0%	71	43%	153	92%	0	0%	276	66%
Life Member	64	63	98%	-3	0	0%	1	2%	9	14%	0	0%	75	17%
General	8	2	25%	2	0	0%	6	75%	1	13%	0	0%	1	-88%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	1	1	100%	0	0	0%	0	0%	1	100%	0	0%	2	100%
Leave/Restricted	0	0		-3	0		0		0		0		3	
Total Active	370	271	73%		2	1%	97	26%	98	26%	0		406	10%
Total	1011	671	66%		3	0%	337	33%	443	44%	0		1116	10%

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

MEMBERSHIP RETENTION

NTH QLD BRANCH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	49	39	80%	10	20%	18	37%	75
16-18 Years	61	41	67%	20	33%	12	20%	66
19-25 Years	54	32	59%	21	39%	10	19%	42
26-35 Years	28	19	68%	9	32%	11	39%	33
36-50 Years	104	82	79%	21	20%	30	29%	116
51-70 Years	74	58	78%	16	22%	17	23%	74
70+ Years	0	0		0		0		0
Total	370	271	73%	97	26%	98	26%	406

NTH QLD BRANCH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	31					24		25
Under 7	33	21	68%	7	23%	28	90%	49
Under 8	39	24	73%	9	27%	25	76%	49
Under 9	42	21	54%	18	46%	21	54%	43
Under 10	36	21	50%	21	50%	20	48%	42
Under 11	36	24	67%	12	33%	14	39%	38
Under 12	29	24	67%	12	33%	16	44%	40
Under 13	27	21	72%	8	28%	9	31%	30
Under 14	20	18	67%	9	33%	3	11%	9
Transitioned From JA		16	80%					

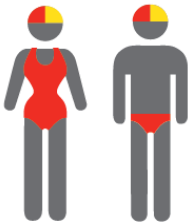
MEMBERSHIP RETENTION

2019/20



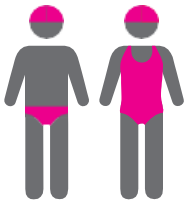
61%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION

2020/21



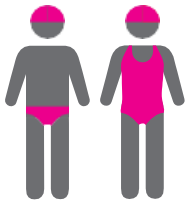
78%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



78%

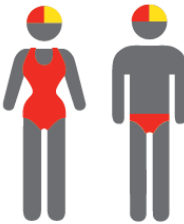
JUNIOR MEMBERSHIP
RETENTION

2021/22



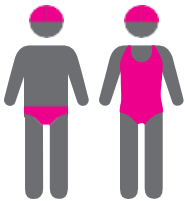
66%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION