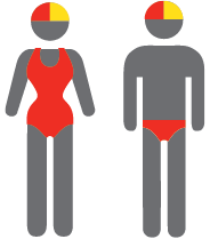


NORTH QUEENSLAND BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



359

ACTIVE MEMBERSHIP



12% Decrease



1003

TOTAL MEMBERSHIP



10% Decrease



281

JUNIOR MEMBERSHIP



14% 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

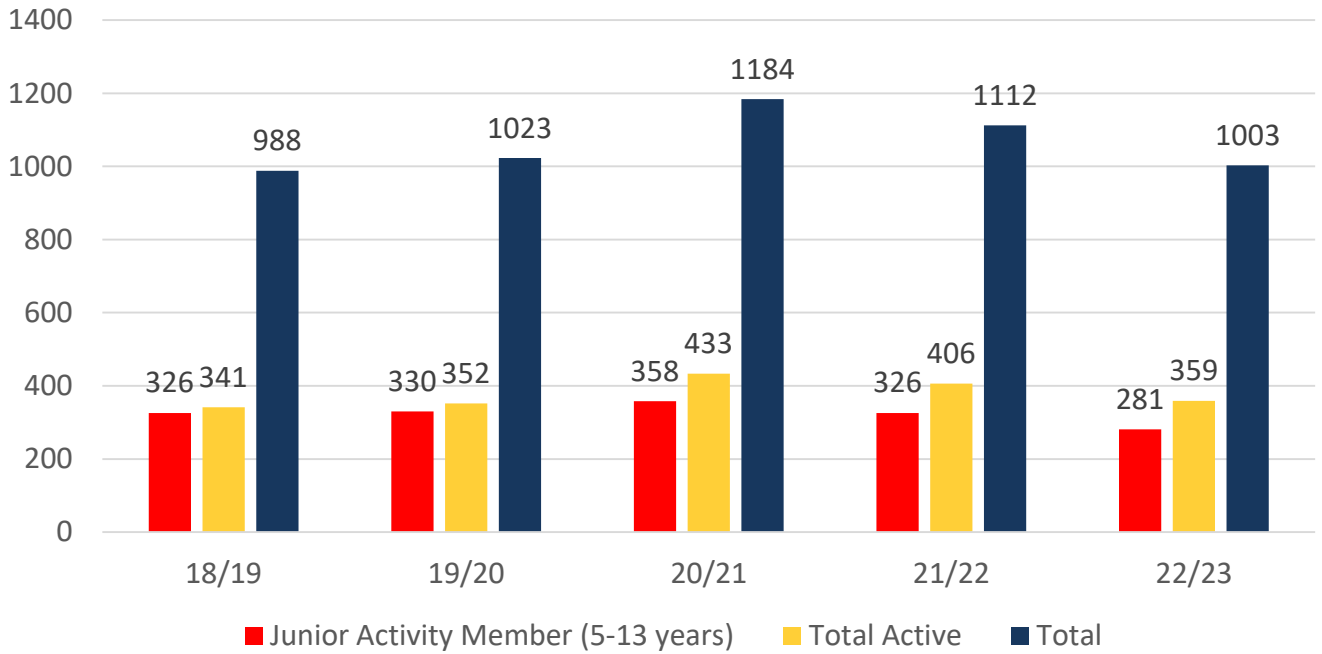
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	50	102	136	14	46
Junior Activity Member (5-13 years)	326	330	358	326	281
Cadet Member (13-15 years)	24	39	47	53	47
Active Junior (15-18 years)	86	69	80	83	61
Active Senior (18years and over)	188	198	234	211	202
Award Member	35	41	69	52	39
Reserve Active	8	5	3	7	10
Long Service	9	11	12	8	11
Past Active	2	1	1	1	3
Associate	194	149	159	276	223
Life Member	60	66	72	75	74
General	2	9	11	1	2
Honorary	1	0	0	0	0
Non Member Participants	1	2	2	2	1
Leave / Restricted	2	1	0	3	3
Total Active	341	352	433	406	359
Total	988	1023	1184	1112	1003

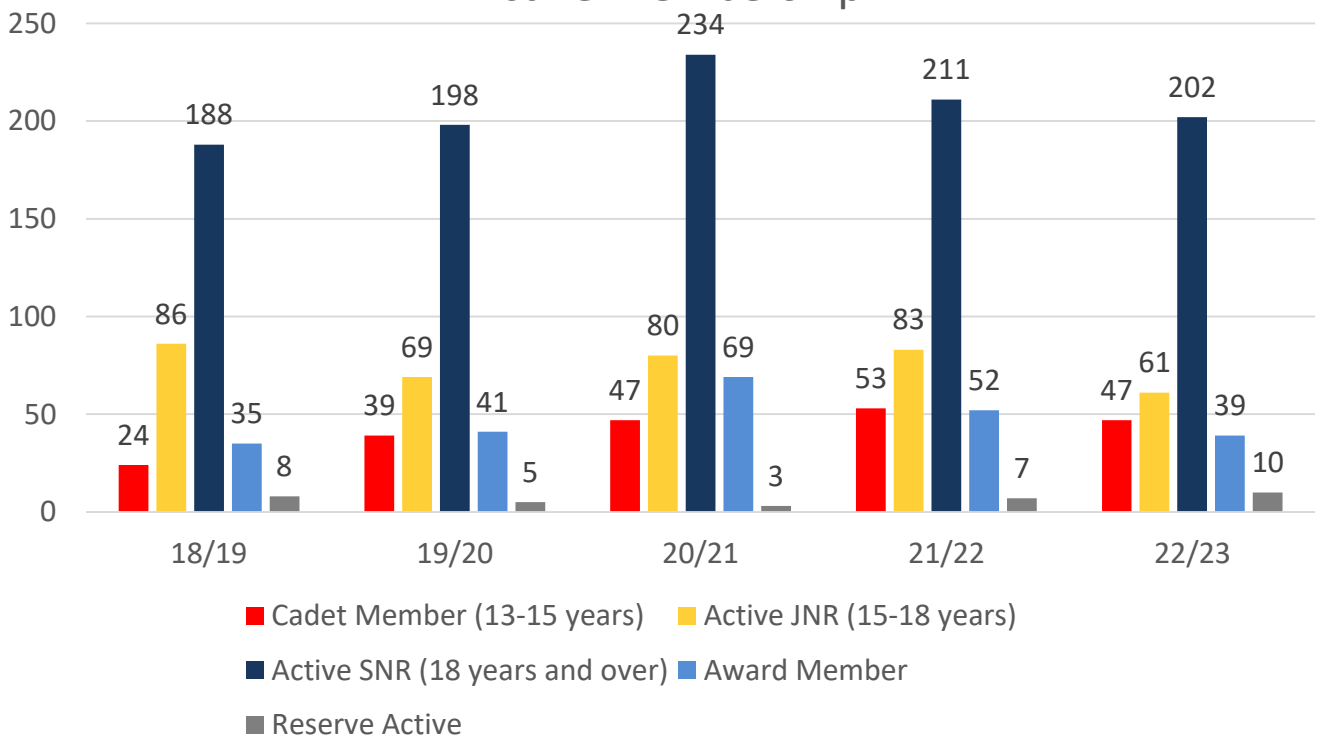
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	21	17	31	27	21
Under 7	40	45	35	49	38
Under 8	47	38	47	49	48
Under 9	36	42	49	43	46
Under 10	38	36	46	42	32
Under 11	38	35	45	38	35
Under 12	35	36	34	40	29
Under 13	33	36	34	30	23
Under 14	30	31	26	27	23
Junior Activities Total	318	316	347	345	295

5 YEAR TREND ANALYSIS

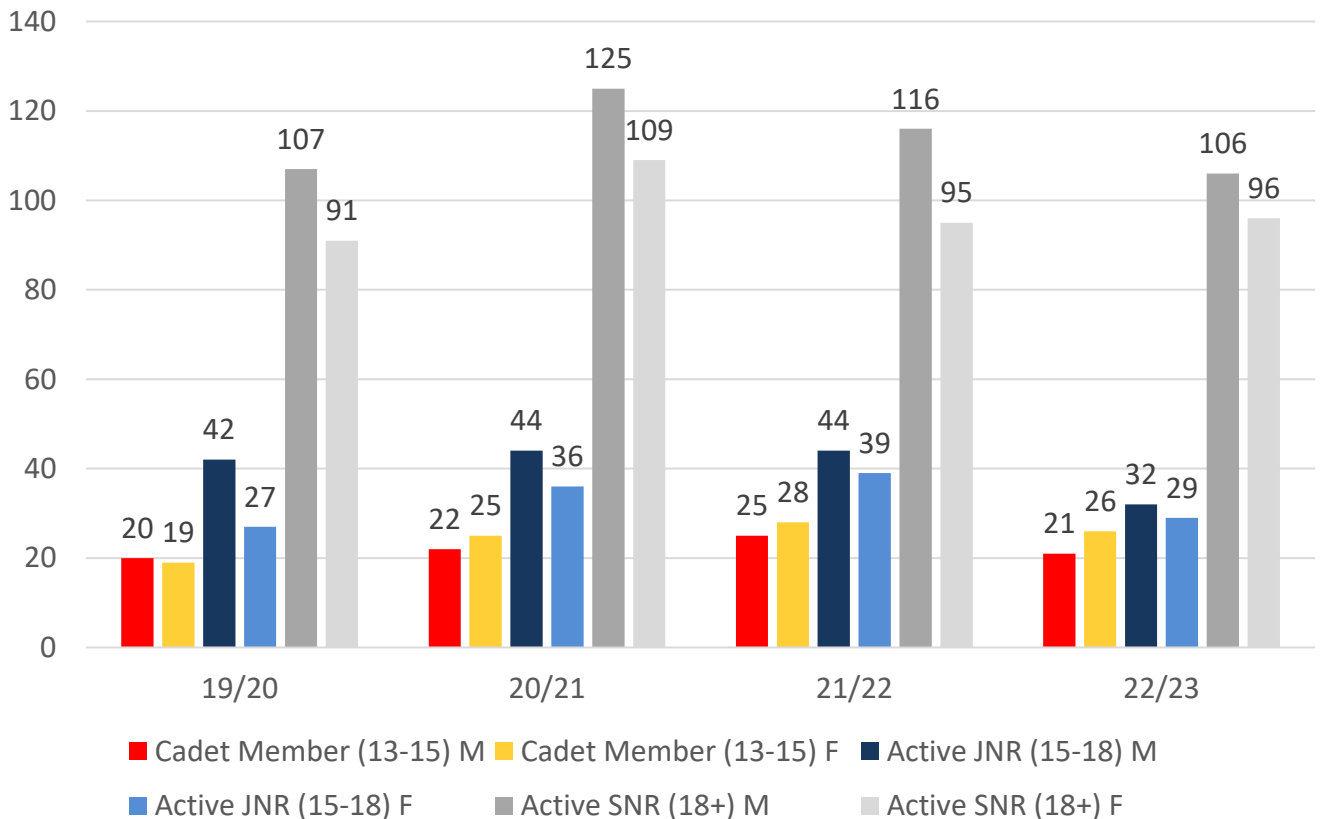
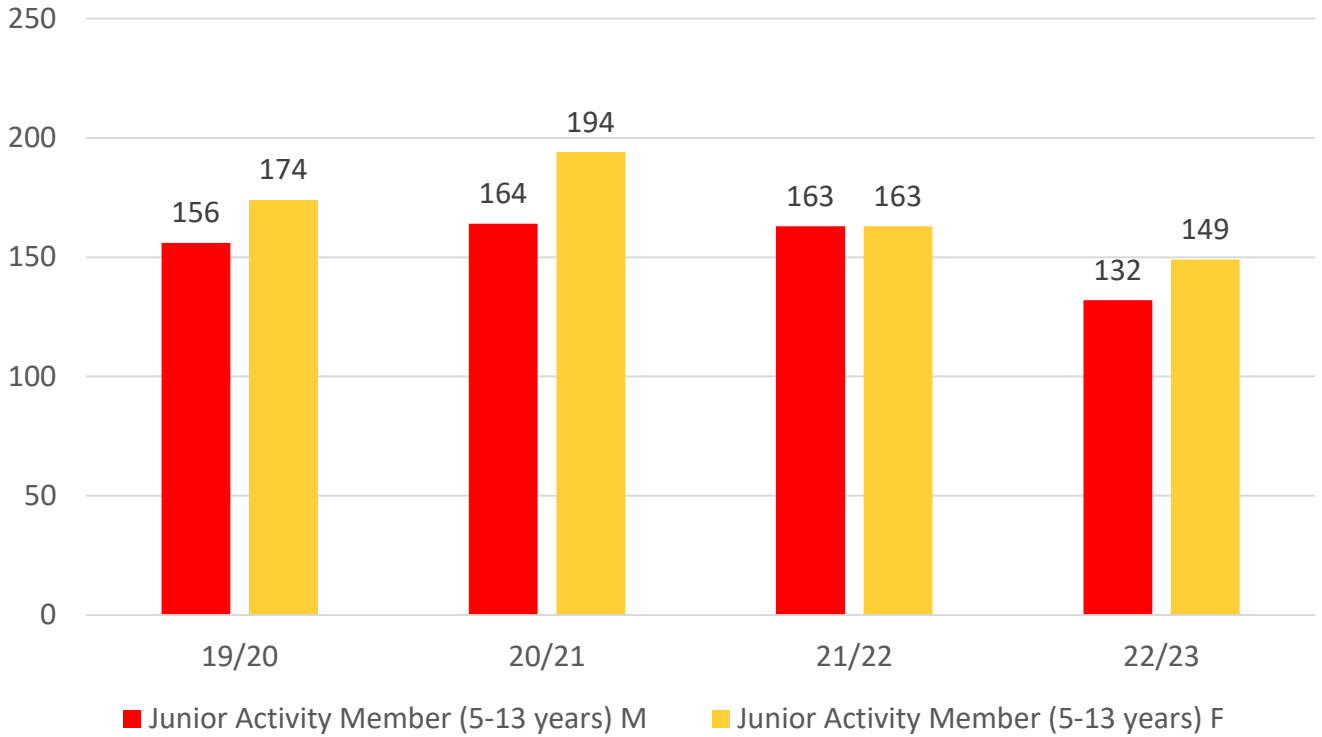
Total Membership



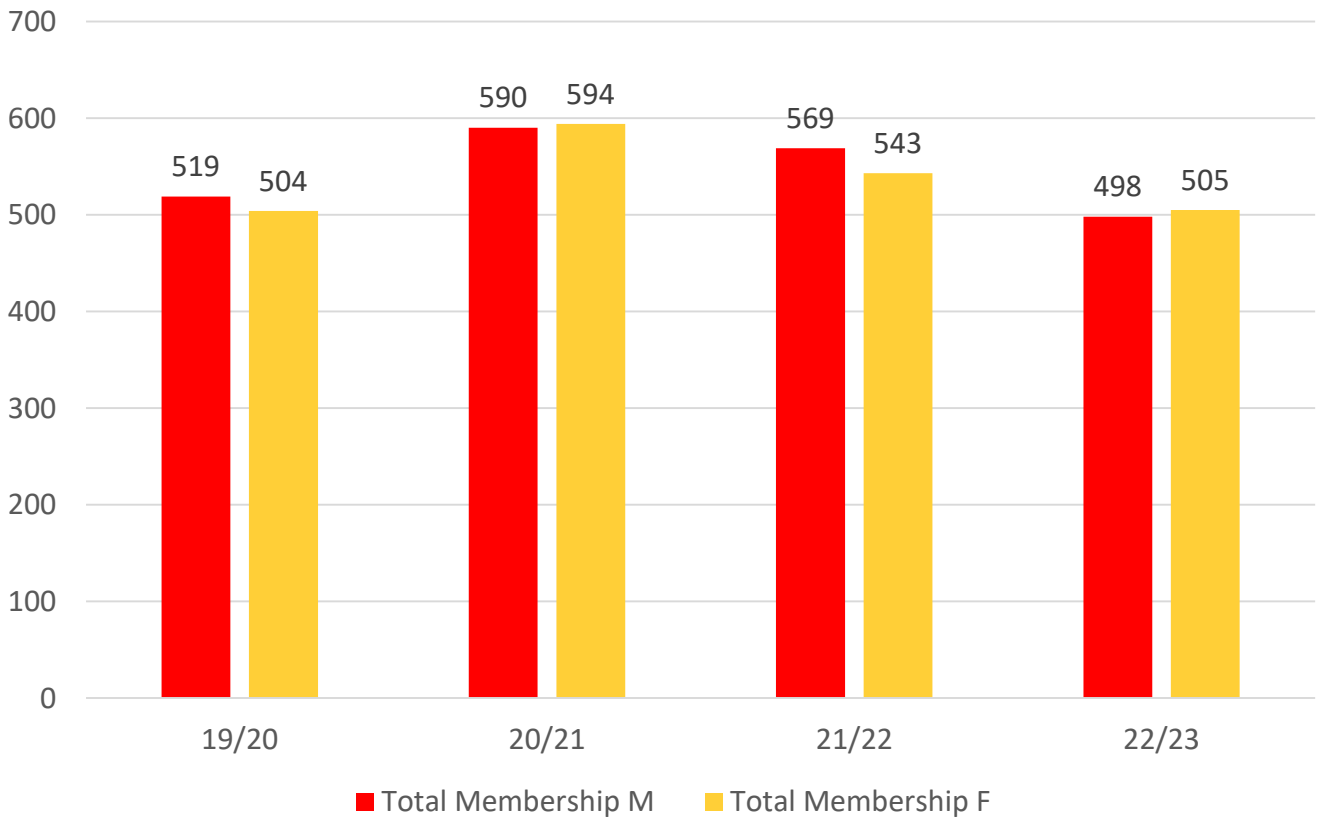
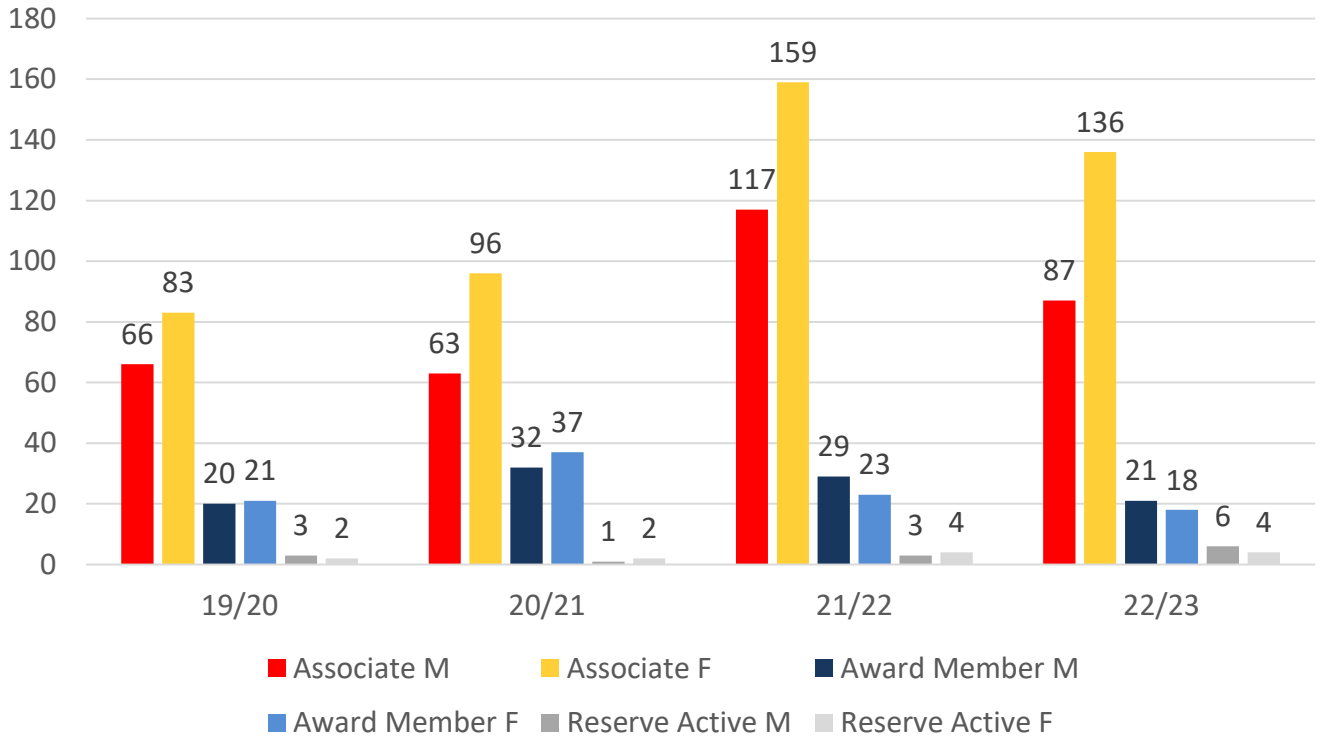
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



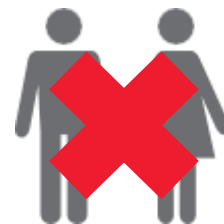
270

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



369

MEMBERS LOST FROM THE ORGANISATION

NORTH QUEENSLAND BRANCH 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	14	4	29%	1	1	7%	9	64%	43	307%	0	0%	46	229%
Junior Activities	326	199	61%	19	1	0%	126	39%	101	31%	0	0%	281	-14%
Cadet Member (13-15 years)	53	40	75%	-5	2	4%	11	21%	2	4%	0	0%	47	-11%
Active (15-18 yrs)	83	54	65%	0	2	2%	27	33%	7	8%	0	0%	61	-27%
Active (18yrs and over)	211	162	77%	-19	2	1%	47	22%	21	10%	0	0%	202	-4%
Award Member	52	39	75%	5	0	0%	13	25%	5	10%	0	0%	39	-25%
Reserve Active	7	7	100%	-1	0	0%	0	0%	2	29%	0	0%	10	43%
Long Service	8	7	88%	-4	0	0%	1	13%	0	0%	0	0%	11	38%
Past Active	1	1	100%	-1	0	0%	0	0%	1	100%	0	0%	3	200%
Associate	276	144	52%	5	1	0%	131	47%	84	30%	0	0%	223	-19%
Life Member	75	73	97%	0	0	0%	2	3%	1	1%	0	0%	74	-1%
General	1	0	0%	0	0	0%	1	100%	2	200%	0	0%	2	100%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Leave / Restricted	3	3	100%	1	0	0%	0	0%	1	33%	0	0%	3	0%
Total Active	406	302	74%		6	1%	98	24%	37	9%	0		359	-12%
Total	1112	734	66%		9	1%	369	33%	270	24%	0		1003	-10%

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

MEMBERSHIP RETENTION

NORTH QUEENSLAND BRANCH 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	75	56	75%	17	23%	6	8%	57
16-18 Years	66	40	61%	24	36%	3	5%	64
19-25 Years	42	25	60%	15	36%	4	10%	33
26-35 Years	33	22	67%	11	33%	5	15%	22
36-50 Years	116	101	87%	15	13%	7	6%	108
51-70 Years	74	58	78%	16	22%	12	16%	74
70+ Years	0	0		0		0		1
Total	406	302	74%	98	24%	37	9%	359

NORTH QUEENSLAND BRANCH 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	27					21		21
Under 7	49	16	59%	9	33%	20	74%	38
Under 8	49	33	67%	16	33%	15	31%	48
Under 9	43	29	59%	20	41%	17	35%	45
Under 10	42	27	63%	16	37%	5	12%	32
Under 11	38	21	50%	21	50%	13	31%	35
Under 12	40	22	58%	16	42%	7	18%	29
Under 13	30	21	53%	18	45%	2	5%	23
Under 14	9	22	73%	8	27%	1	3%	10
Transitioned From JA		7	78%					

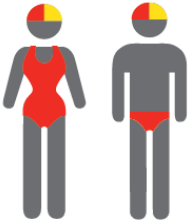
MEMBERSHIP RETENTION

2020/21



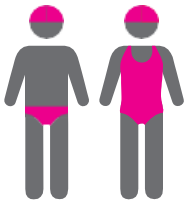
78%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



78%

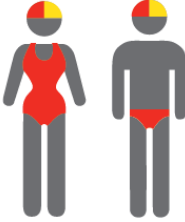
JUNIOR MEMBERSHIP
RETENTION

2021/22



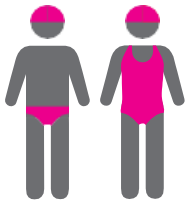
65%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



65%

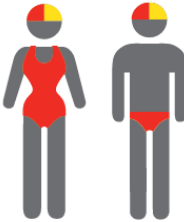
JUNIOR MEMBERSHIP
RETENTION

2022/23



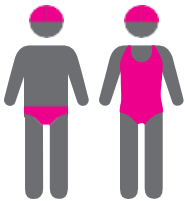
74%

TOTAL MEMBERSHIP
RETENTION



66%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION