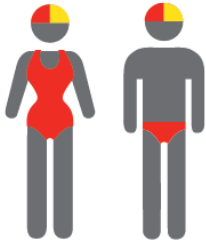




MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



336

ACTIVE MEMBERSHIP



8% Decrease



1317

TOTAL MEMBERSHIP



10% Increase



540

JUNIOR MEMBERSHIP



14% 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.

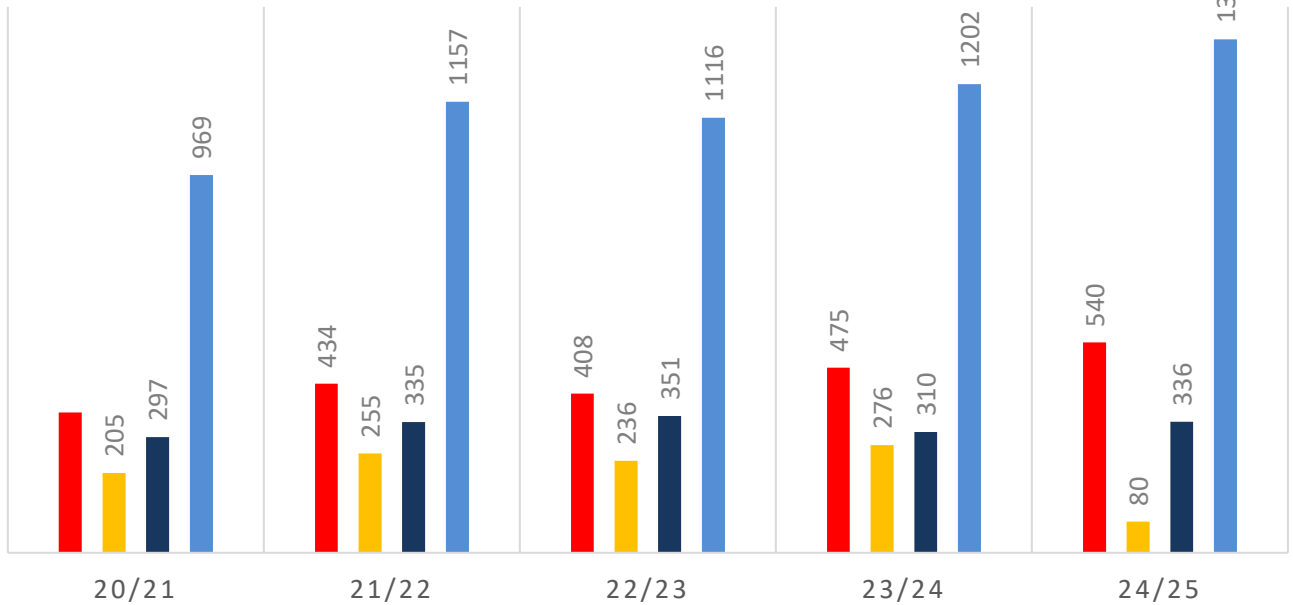
Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

5 YEAR TREND ANALYSIS

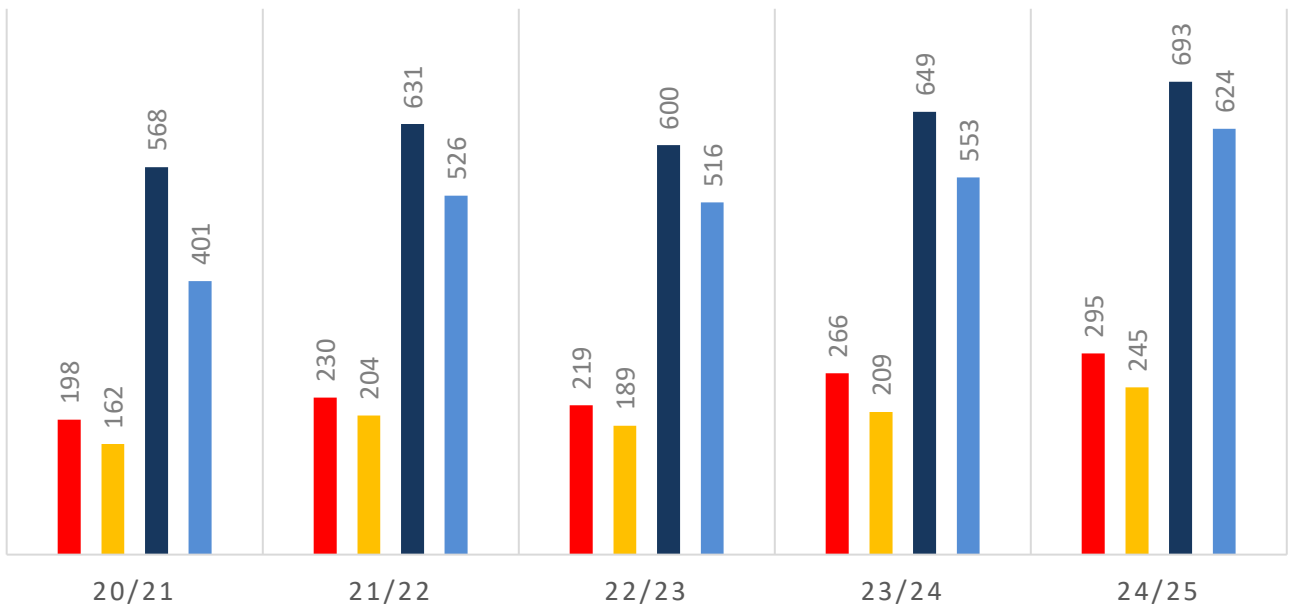
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



490

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



376

MEMBERS LOST FROM THE ORGANISATION

Northcliffe 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	34	19	56%	18	1	3%	14	41%	12	35%	0	0%	13	-62%
Nipper Parent	0	0			0		0		159		1		253	
Junior Activities	475	291	61%	16	13	3%	171	36%	246	52%	19	4%	540	14%
Cadet Member (13-15 years)	36	27	75%		0	0%	9	25%	2	6%	2	6%	36	0%
Active (15-18 yrs)	63	50	79%	4	4	6%	9	14%	9	14%	5	8%	60	-5%
Active (18yrs and over)	201	156	78%		9	4%	36	18%	32	16%	4	2%	228	13%
Award Member	6	4	67%		0	0%	2	33%	3	50%	1	17%	10	67%
Reserve Active	4	2	50%		1	25%	1	25%	0	0%	0	0%	2	-50%
Long Service	65	58	89%		3	5%	4	6%	2	3%	0	0%	64	-2%
Past Active	0	0			0		0		0		0		0	
Associate	276	150	54%	101	9	3%	117	42%	22	8%	9	3%	80	-71%
Life Member	24	23	96%		0	0%	1	4%	3	13%	0	0%	27	13%
General	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	15	3	20%	2	0	0%	12	80%	0	0%	0	0%	1	-93%
Total Active	310	239	77%		14	5%	57	18%	46	15%	12	4%	336	8%
Total	1202	786	65%		40	3%	376	31%	490	41%	41	3%	1317	10%

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

MEMBERSHIP RETENTION

Northcliffe 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	34	27	79%	7	21%	2	6%	29
16-18 Years	59	45	76%	11	19%	9	15%	65
19-25 Years	109	85	78%	18	17%	17	16%	119
26-35 Years	19	13	68%	6	32%	6	32%	19
36-50 Years	48	35	73%	10	21%	7	15%	55
51-70 Years	41	34	83%	5	12%	5	12%	49
70+ Years	0	0		0		0		0
Total	310	239	77%	57	18%	46	15%	336

Northcliffe 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	72					74		75
Under 7	78	40	56%	31	43%	47	65%	88
Under 8	81	53	68%	22	28%	41	53%	101
Under 9	73	38	47%	37	46%	29	36%	70
Under 10	58	42	58%	31	42%	22	30%	65
Under 11	44	36	62%	21	36%	13	22%	50
Under 12	31	31	70%	12	27%	8	18%	40
Under 13	16	23	74%	8	26%	8	26%	33
Under 14	21	12	75%	4	25%	4	25%	18
Transitioned From JA		15	71%					