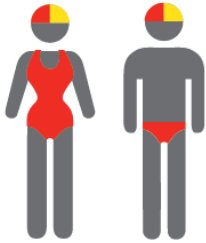


MEMBERSHIP STATISTICS REPORT EOS 2021/22



366

ACTIVE MEMBERSHIP



6% Increase



1173

TOTAL MEMBERSHIP



10% Increase



436

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 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.

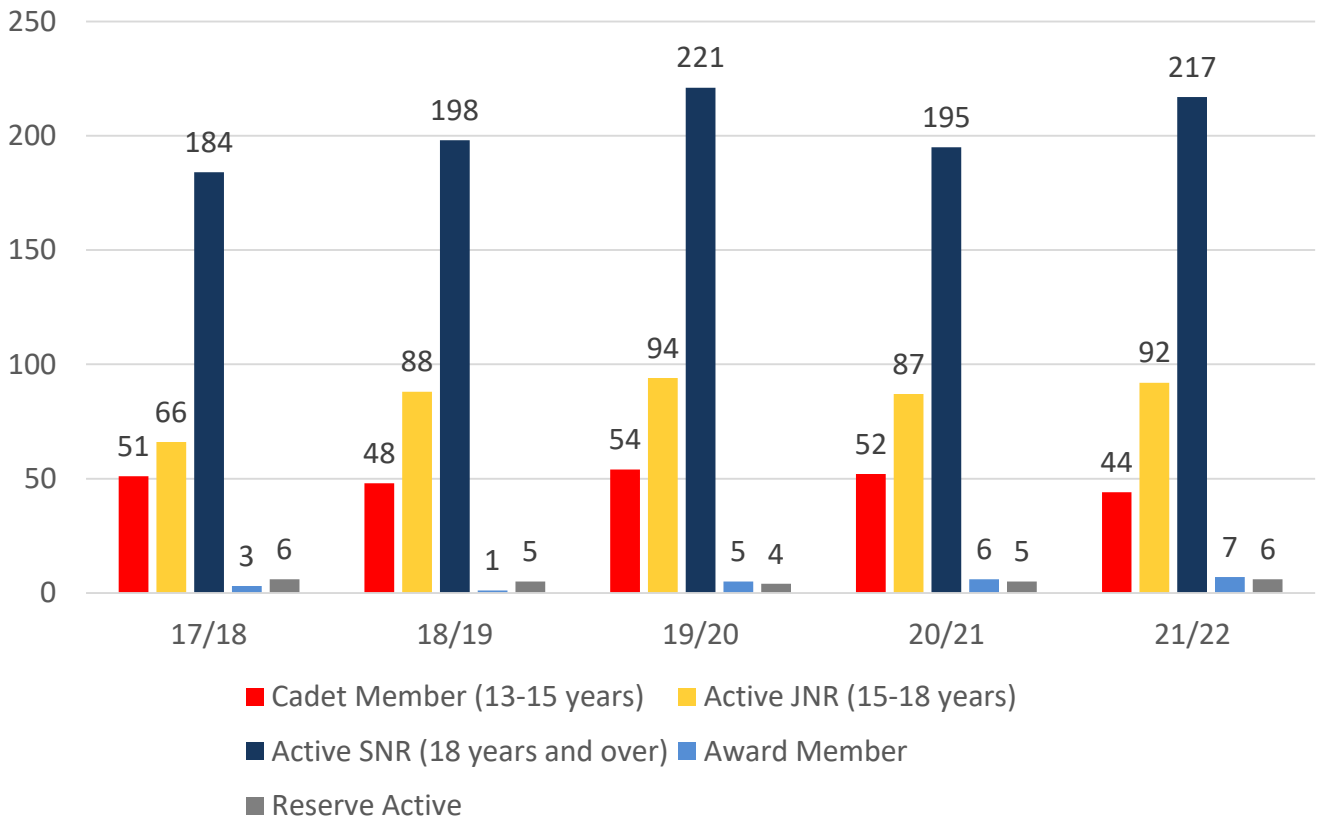
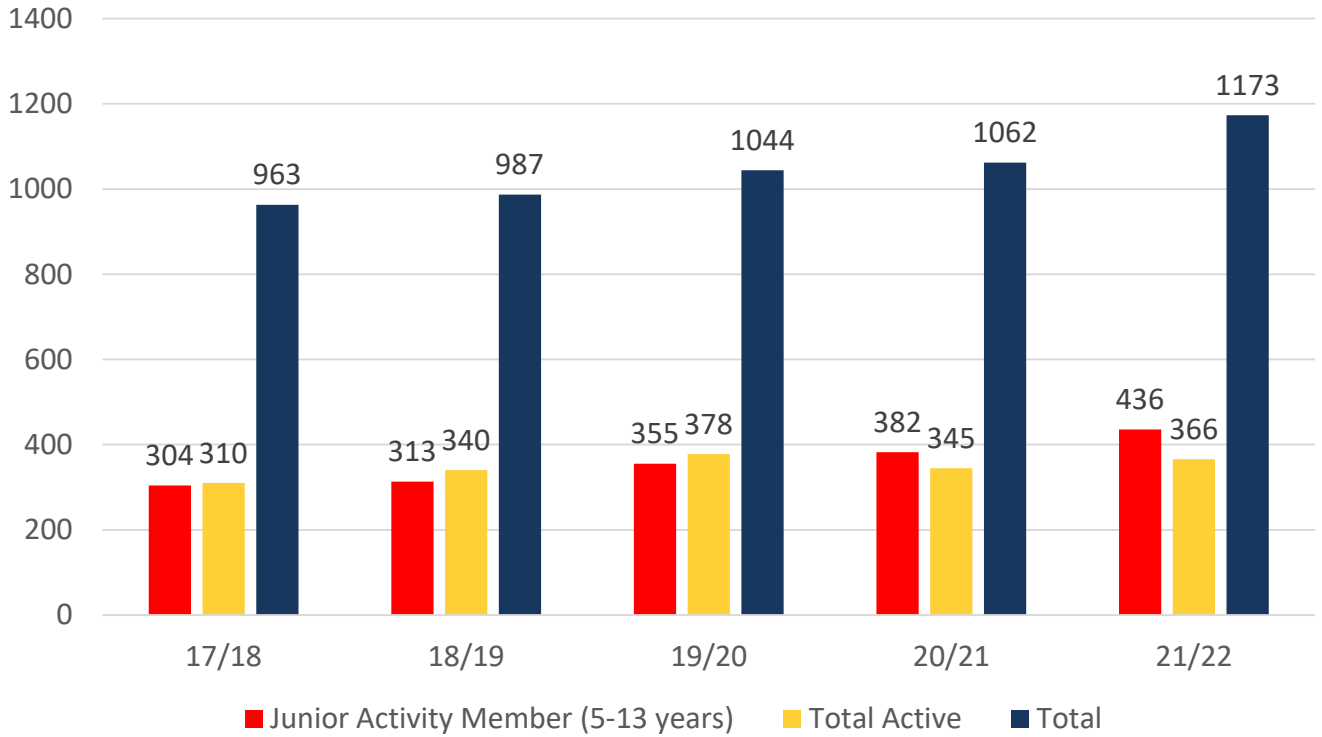
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

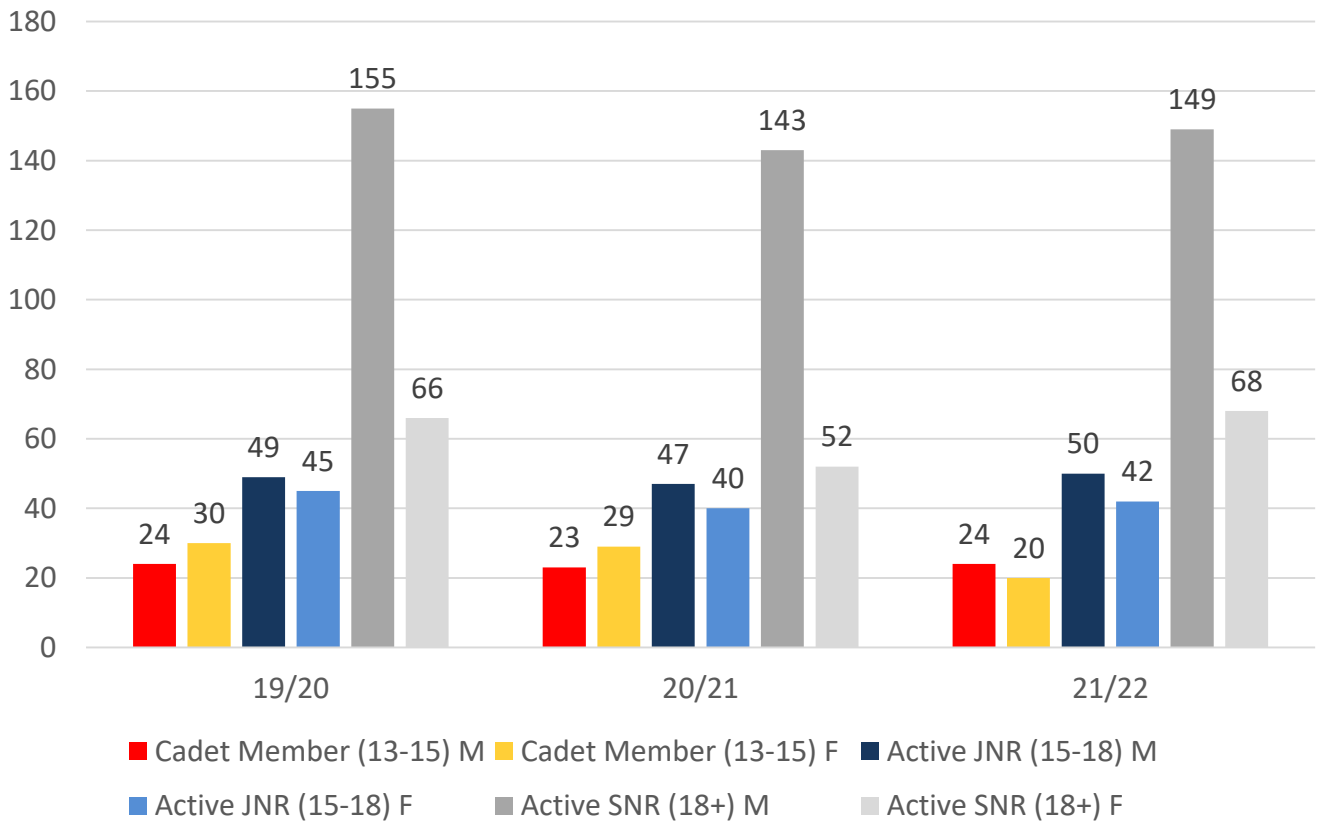
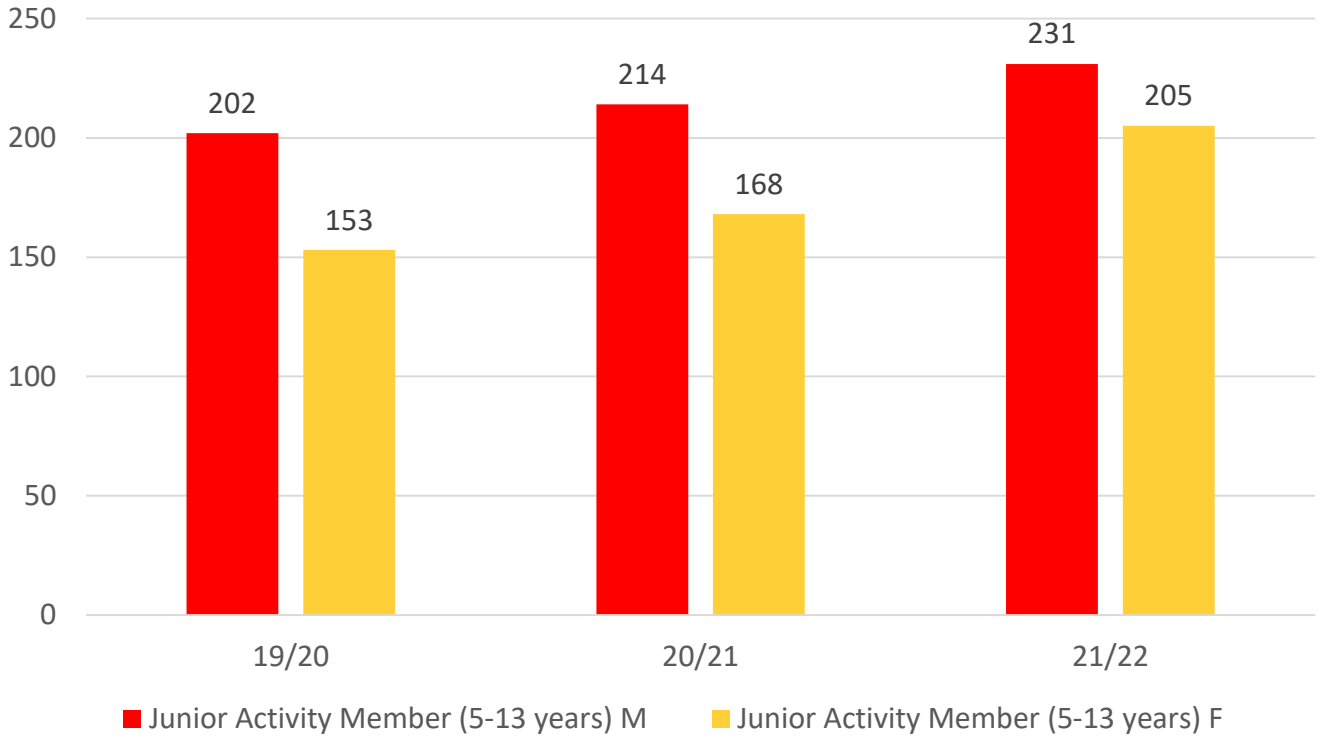
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	64	34	6	12	22
Junior Activity Member (5-13 years)	304	313	355	382	436
Cadet Member (13-15 years)	51	48	54	52	44
Active Junior (15-18 years)	66	88	94	87	92
Active Senior (18years and over)	184	198	221	195	217
Award Member	3	1	5	6	7
Reserve Active	6	5	4	5	6
Long Service	73	82	80	79	72
Past Active	2	0	0	1	0
Associate	185	189	202	216	255
Life Member	21	25	22	23	19
General	1	0	0	2	0
Honorary	2	3	1	1	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	1	0	1	3
Total Active	310	340	378	345	366
Total	963	987	1044	1062	1173

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	47	41	47	51	59
Under 7	42	47	59	54	66
Under 8	33	39	60	59	71
Under 9	40	39	45	52	60
Under 10	40	41	39	39	53
Under 11	27	31	35	37	43
Under 12	28	21	31	38	38
Under 13	26	30	19	24	28
Under 14	20	24	19	26	20
Junior Activities Total	303	313	354	380	438

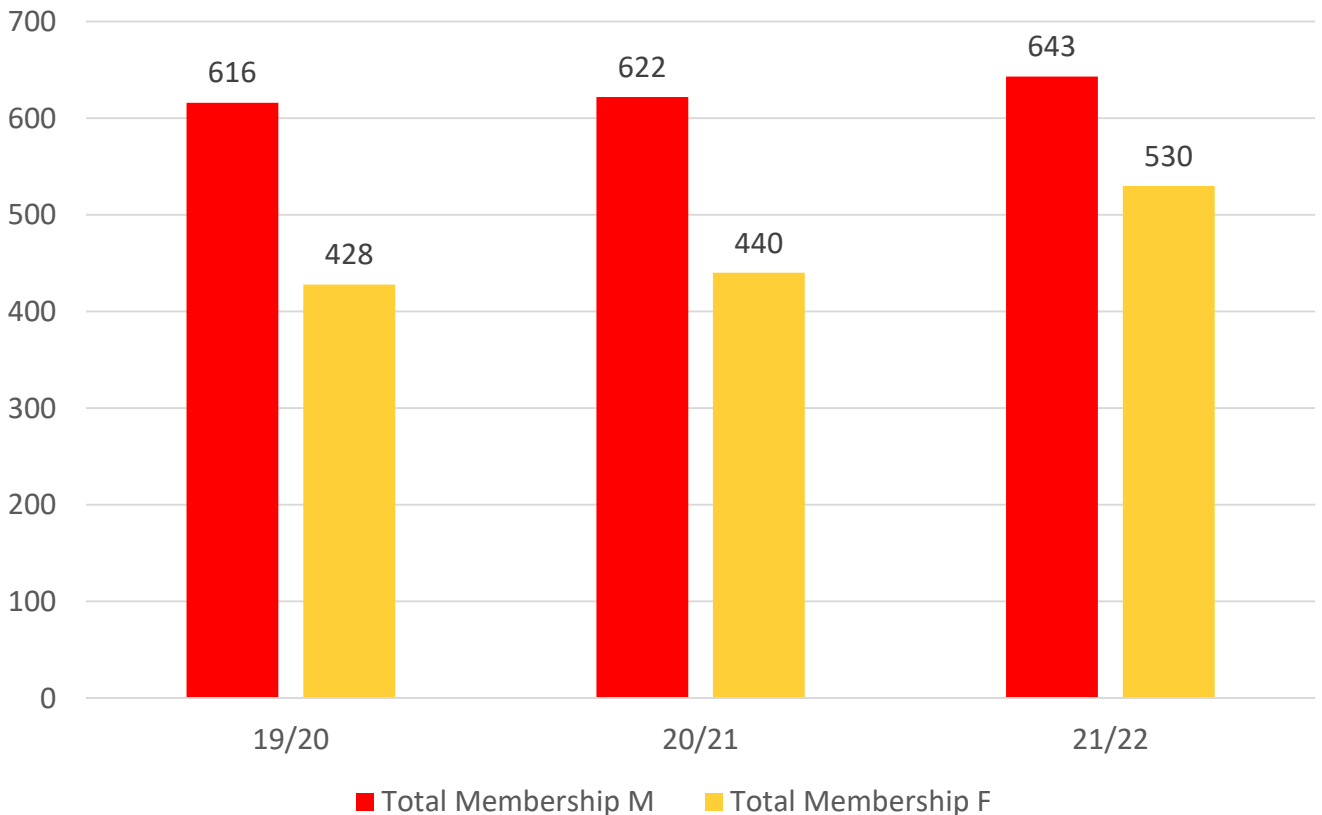
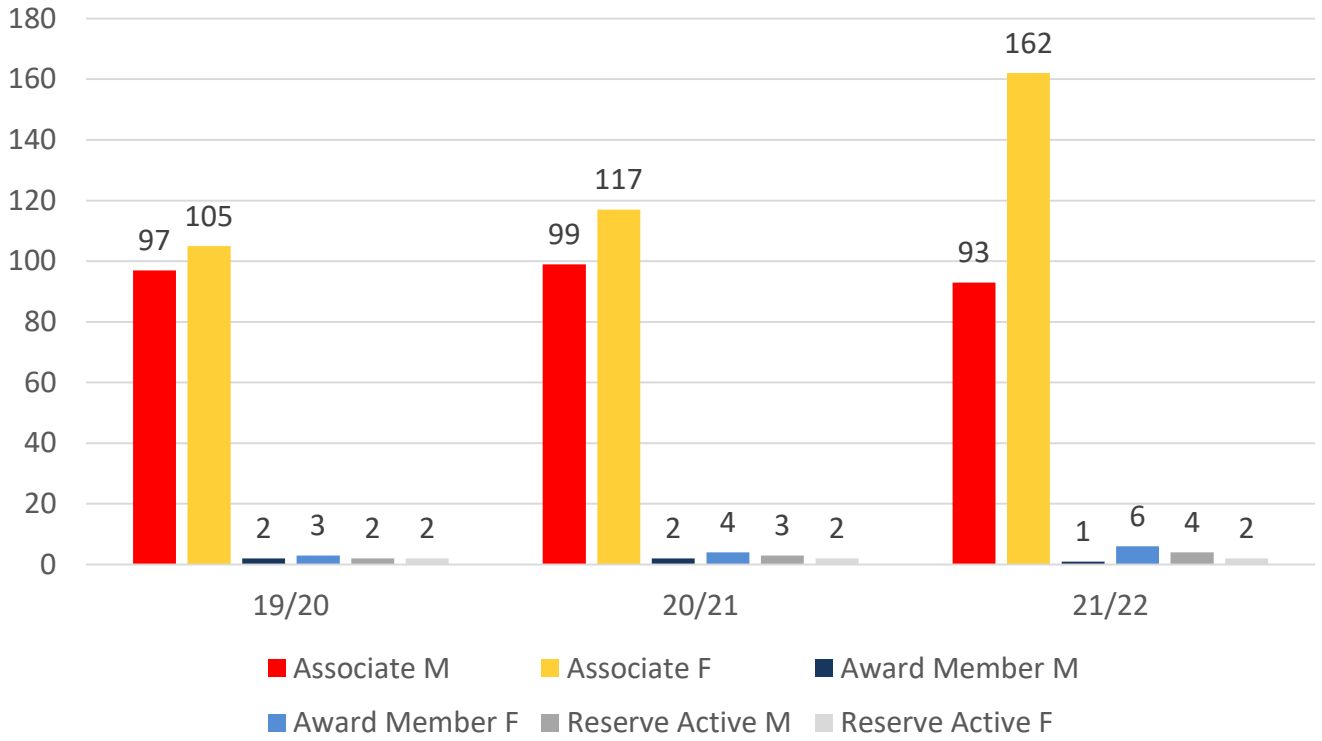
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



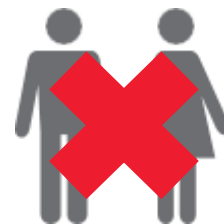
441

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



329

MEMBERS LOST FROM THE ORGANISATION

NORTHCLIFFE 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	12	2	17%	2	1	8%	9	75%	22	183%	0	0%	22	83%
Junior Activities	382	236	62%	22	9	2%	137	36%	209	55%	13	3%	436	14%
Cadet Member (13-15 years)	52	40	77%	1	2	4%	10	19%	1	2%	4	8%	44	-15%
Active (15-18 yrs)	87	63	72%	-7	3	3%	21	24%	21	24%	1	1%	92	6%
Active (18yrs and over)	195	153	78%	-17	14	7%	28	14%	41	21%	6	3%	217	11%
Award Member	6	6	100%	0	0	0%	0	0%	1	17%	0	0%	7	17%
Reserve Active	5	5	100%	0	0	0%	0	0%	1	20%	0	0%	6	20%
Long Service	79	61	77%	-2	5	6%	13	16%	5	6%	4	5%	72	-9%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	216	106	49%	3	6	3%	104	48%	140	65%	12	6%	255	18%
Life Member	23	18	78%	-1	1	4%	4	17%	0	0%	0	0%	19	-17%
General	2	0	0%	0	0	0%	2	100%	0	0%	0	0%	0	-100%
Honorary	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	-2	0	0%	0	0%	0	0%	0	0%	3	200%
Total Active	345	267	77%		19	6%	59	17%	65	19%	11		366	6%
Total	1062	692	65%		41	4%	329	31%	441	42%	40		1173	10%

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

MEMBERSHIP RETENTION

NORTHCLIFFE 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	35	27	77%	7	20%	0	0%	32
16-18 Years	90	68	76%	20	22%	25	28%	92
19-25 Years	86	63	73%	16	19%	29	34%	115
26-35 Years	26	19	73%	4	15%	3	12%	21
36-50 Years	67	54	81%	10	15%	6	9%	58
51-70 Years	41	36	88%	2	5%	2	5%	48
70+ Years	0	0		0		0		0
Total	345	267	77%	59	17%	65	19%	366

NORTHCLIFFE 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	51					58		58
Under 7	54	25	49%	23	45%	41	80%	66
Under 8	59	34	63%	19	35%	30	56%	71
Under 9	52	38	64%	19	32%	21	36%	60
Under 10	39	29	56%	23	44%	20	38%	52
Under 11	37	24	62%	13	33%	18	46%	43
Under 12	38	24	65%	13	35%	13	35%	38
Under 13	24	22	58%	15	39%	6	16%	28
Under 14	26	18	75%	6	25%	2	8%	20
Transitioned From JA		20	77%					

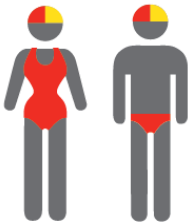
MEMBERSHIP RETENTION

2019/20



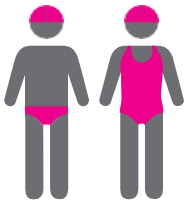
66%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



66%

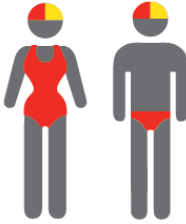
JUNIOR MEMBERSHIP
RETENTION

2020/21



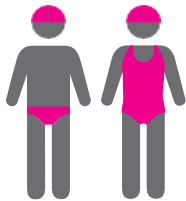
67%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



64%

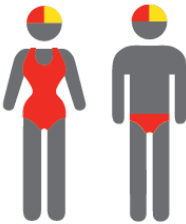
JUNIOR MEMBERSHIP
RETENTION

2021/22



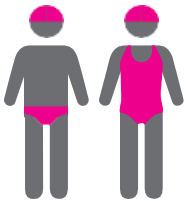
65%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION