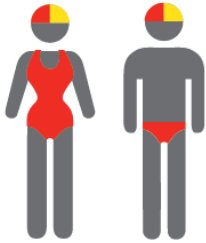


## MEMBERSHIP STATISTICS REPORT EOS 2022/23



**372**

**ACTIVE MEMBERSHIP**



**2% Increase**



**1124**

**TOTAL MEMBERSHIP**



**4% Decrease**



**395**

**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

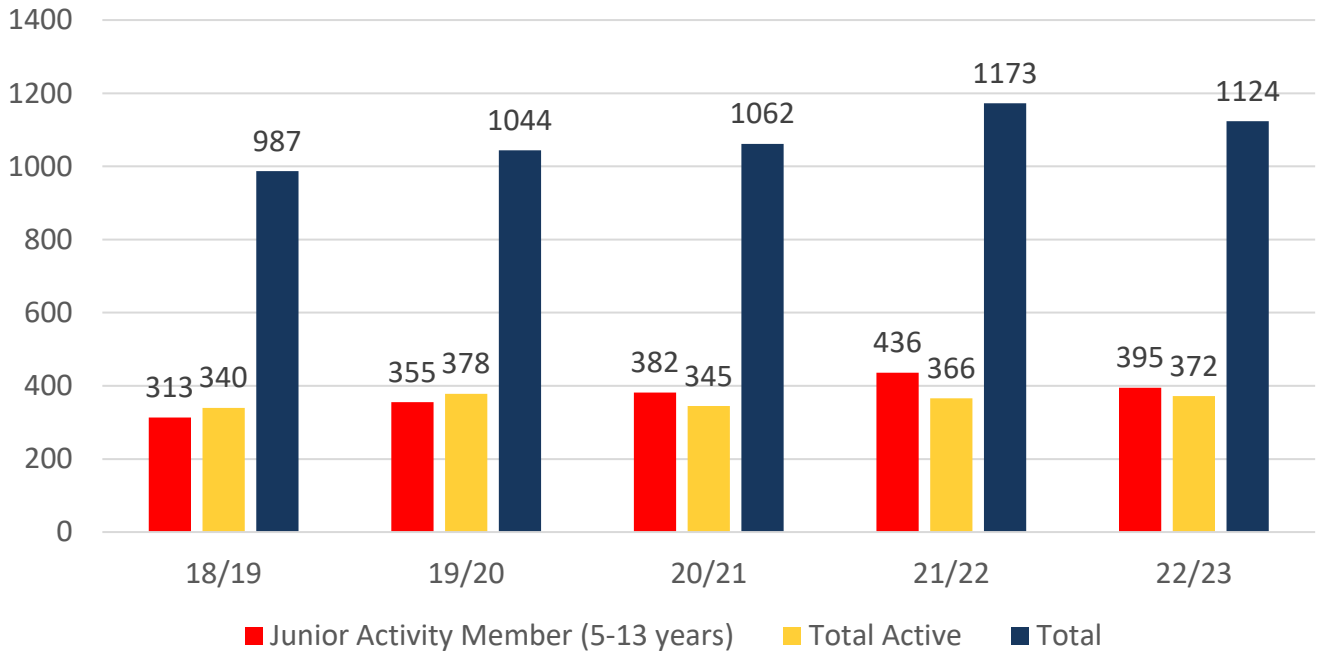
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	34	6	12	22	24
Junior Activity Member (5-13 years)	313	355	382	436	395
Cadet Member (13-15 years)	48	54	52	44	37
Active Junior (15-18 years)	88	94	87	92	95
Active Senior (18years and over)	198	221	195	217	231
Award Member	1	5	6	7	5
Reserve Active	5	4	5	6	4
Long Service	82	80	79	72	71
Past Active	0	0	1	0	1
Associate	189	202	216	255	232
Life Member	25	22	23	19	21
General	0	0	2	0	1
Honorary	3	1	1	0	1
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	1	3	6
Total Active	340	378	345	366	372
Total	987	1044	1062	1173	1124

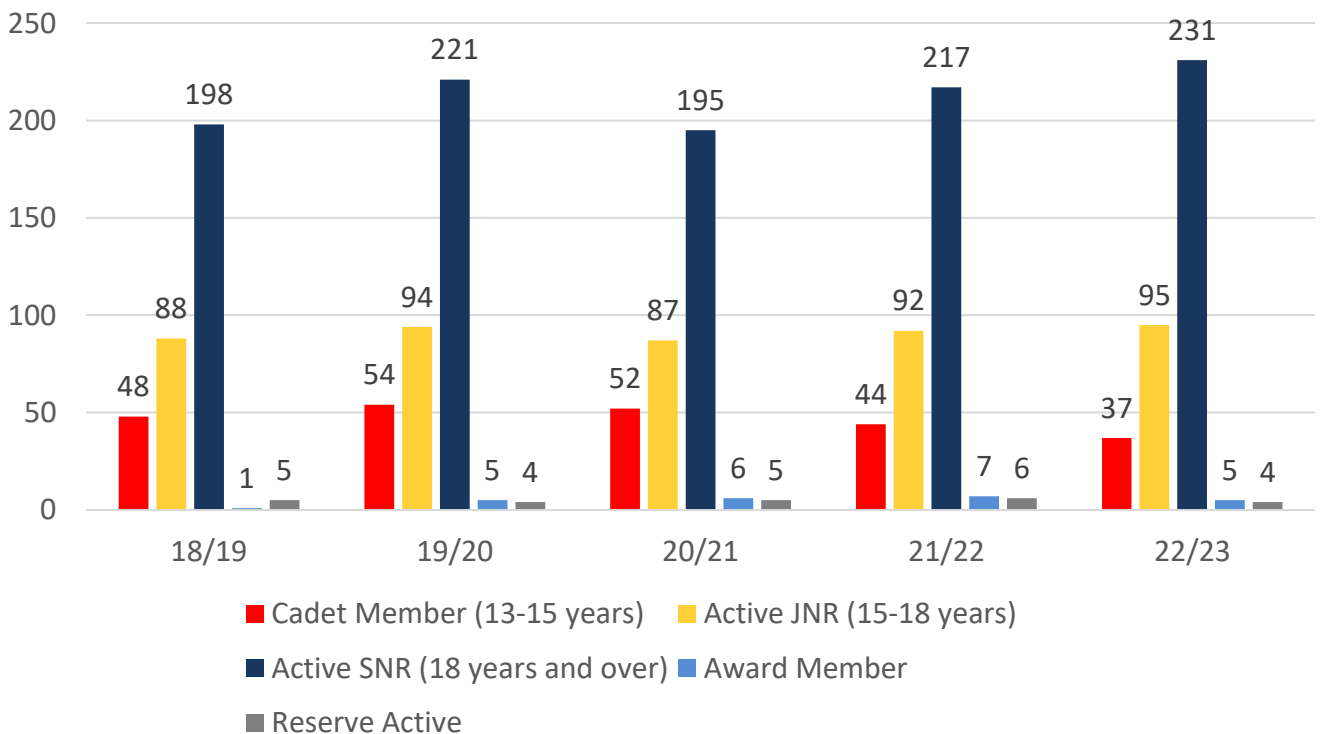
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	41	47	51	59	55
Under 7	47	59	54	66	58
Under 8	39	60	59	71	55
Under 9	39	45	52	60	65
Under 10	41	39	39	53	45
Under 11	31	35	37	43	47
Under 12	21	31	38	38	24
Under 13	30	19	24	28	37
Under 14	24	19	26	20	26
Junior Activities Total	313	354	380	438	412

# 5 YEAR TREND ANALYSIS

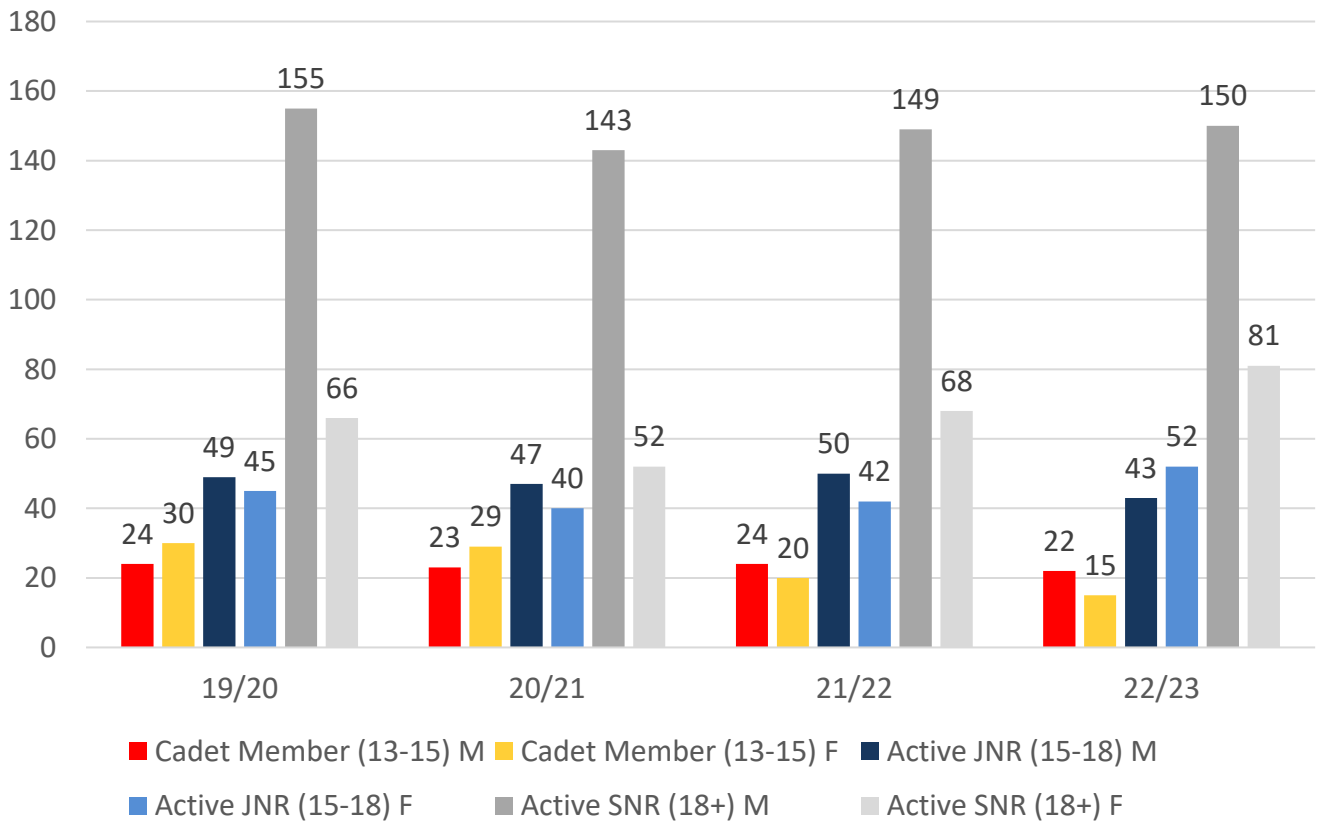
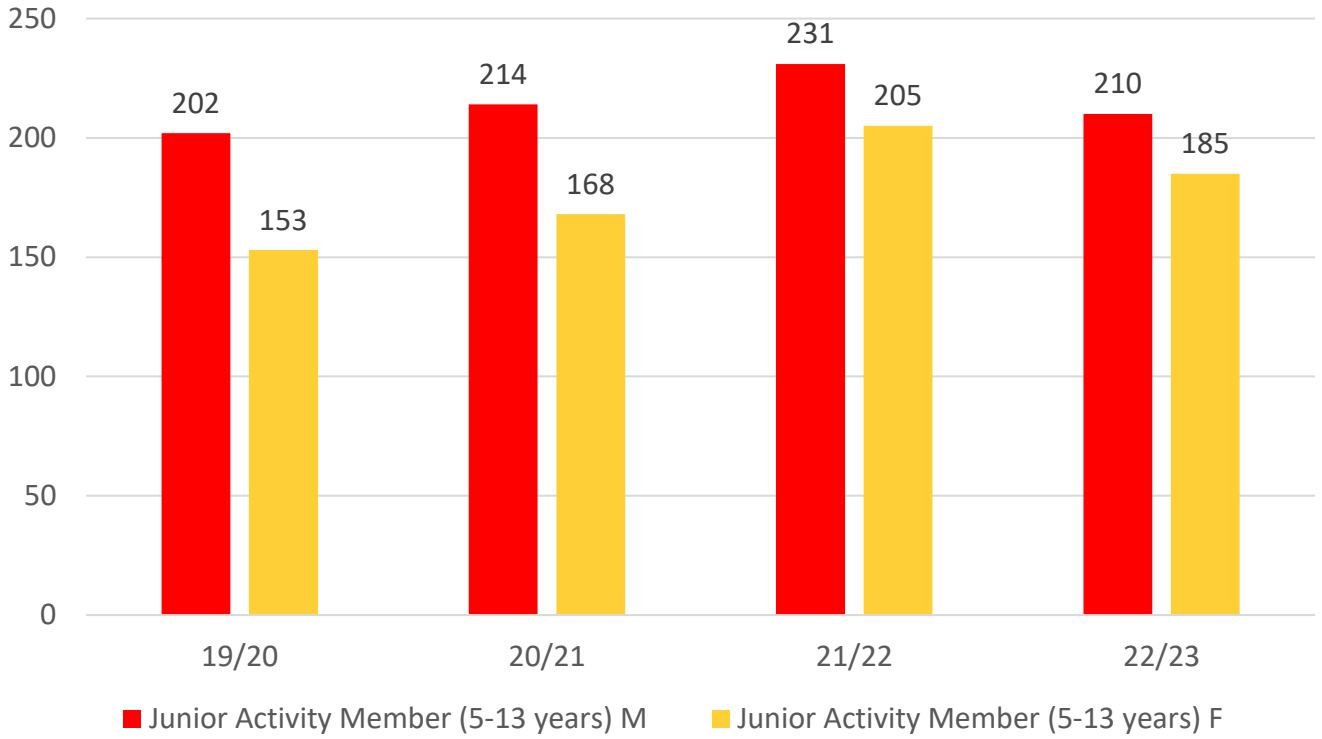
## Total Membership



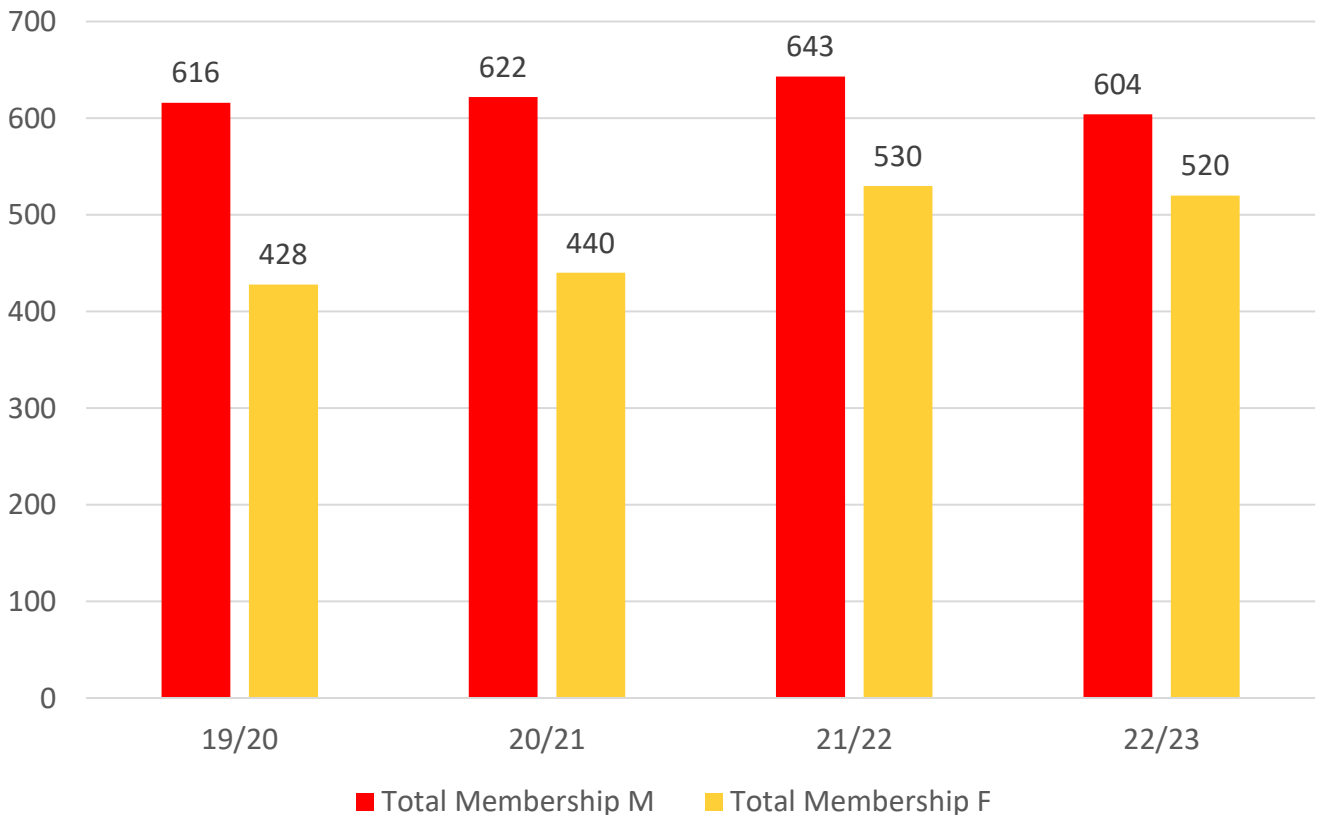
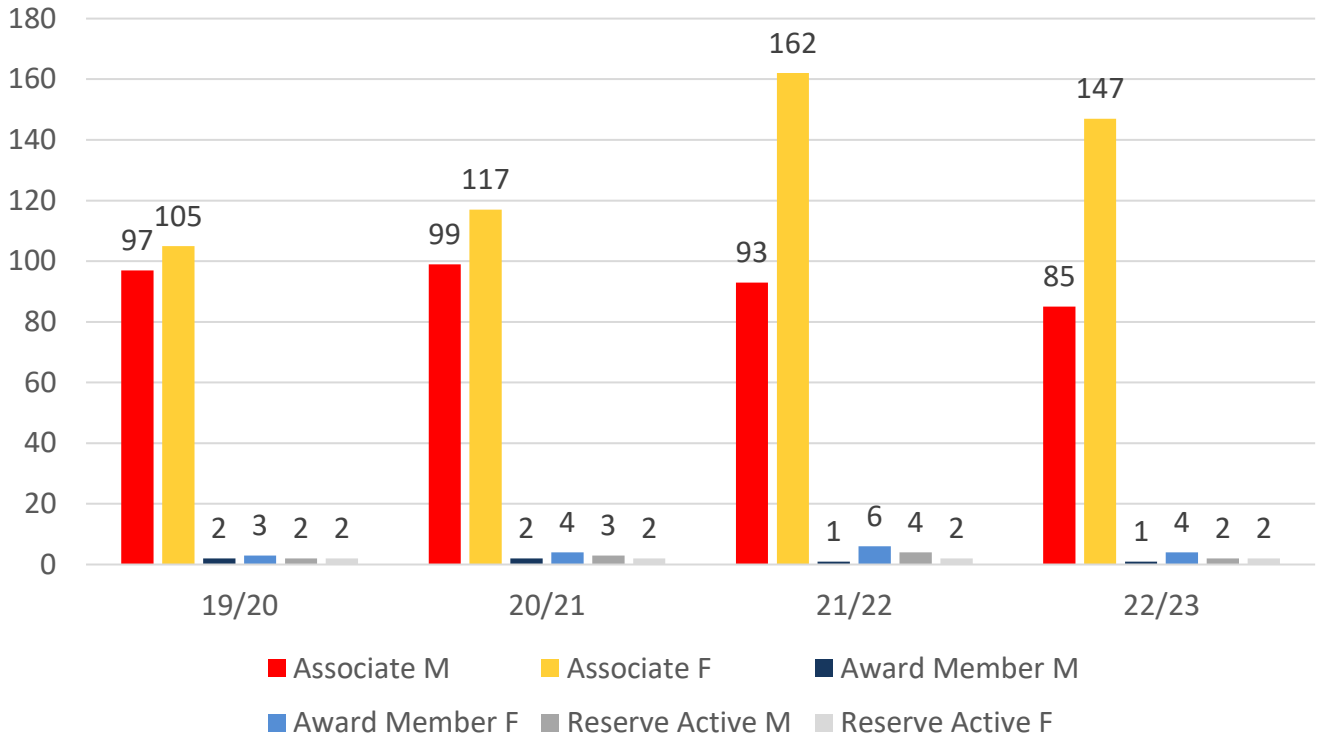
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**321**

**BRAND NEW MEMBERS**



**63%**

**MEMBERSHIP RETENTION**



**395**

**MEMBERS LOST FROM THE ORGANISATION**

NORTHCLIFFE 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	22	2	9%	1	0	0%	20	91%	21	95%	2	9%	24	9%
Junior Activities	436	263	60%	29	10	2%	163	37%	142	33%	19	4%	395	-9%
Cadet Member (13-15 years)	44	40	91%	12	0	0%	4	9%	4	9%	5	11%	37	-16%
Active (15-18 yrs)	92	59	64%	-17	5	5%	28	30%	12	13%	7	8%	95	3%
Active (18yrs and over)	217	157	72%	-23	8	4%	52	24%	34	16%	17	8%	231	6%
Award Member	7	5	71%	0	1	14%	1	14%	0	0%	0	0%	5	-29%
Reserve Active	6	5	83%	1	0	0%	1	17%	0	0%	0	0%	4	-33%
Long Service	72	57	79%	-5	6	8%	9	13%	8	11%	1	1%	71	-1%
Past Active	0	0		0	0		0		1		0		1	
Associate	255	138	54%	2	4	2%	113	44%	89	35%	7	3%	232	-9%
Life Member	19	16	84%	-2	0	0%	3	16%	3	16%	0	0%	21	11%
General	0	0		0	0		0		1		0		1	
Honorary	0	0		0	0		0		1		0		1	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	3	2	67%	2	0	0%	1	33%	5	167%	1	33%	6	100%
Total Active	366	266	73%		14	4%	86	23%	50	14%	29		372	2%
Total	1173	744	63%		34	3%	395	34%	321	27%	59		1124	-4%

# MEMBERSHIP RETENTION

## NORTHCLIFFE 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	32	29	91%	3	9%	6	19%	46
16-18 Years	92	59	64%	27	29%	10	11%	86
19-25 Years	115	81	70%	30	26%	24	21%	128
26-35 Years	21	16	76%	5	24%	2	10%	16
36-50 Years	58	45	78%	11	19%	7	12%	53
51-70 Years	48	36	75%	10	21%	1	2%	43
70+ Years	0	0		0		0		0
<b>Total</b>	366	266	73%	86	23%	50	14%	372

## NORTHCLIFFE 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	59					55		55
Under 7	66	30	51%	28	47%	25	42%	58
Under 8	71	40	61%	25	38%	14	21%	55
Under 9	60	44	62%	25	35%	16	23%	65
Under 10	52	33	55%	23	38%	9	15%	45
Under 11	43	35	67%	16	31%	10	19%	47
Under 12	38	20	47%	22	51%	4	9%	24
Under 13	28	26	68%	11	29%	7	18%	37
Under 14	20	19	68%	9	32%	2	7%	9
Transitioned From JA		16	80%					

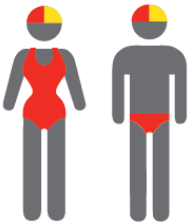
# MEMBERSHIP RETENTION

2020/21



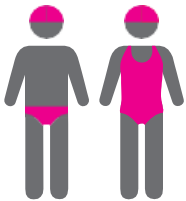
67%

TOTAL MEMBERSHIP  
RETENTION



72%

ACTIVE MEMBERSHIP  
RETENTION



64%

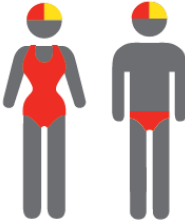
JUNIOR MEMBERSHIP  
RETENTION

2021/22



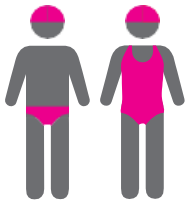
65%

TOTAL MEMBERSHIP  
RETENTION



77%

ACTIVE MEMBERSHIP  
RETENTION



62%

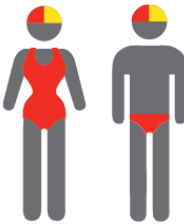
JUNIOR MEMBERSHIP  
RETENTION

2022/23



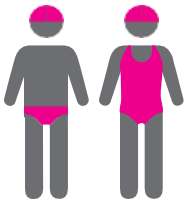
63%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



60%

JUNIOR MEMBERSHIP  
RETENTION