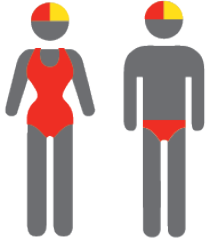


# NOBBYS BEACH SLSC

## MEMBERSHIP STATISTICS REPORT 2020/2021



162

ACTIVE MEMBERSHIP



3% Increase



567

TOTAL MEMBERSHIP



16% Increase



227

JUNIOR MEMBERSHIP



19% 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

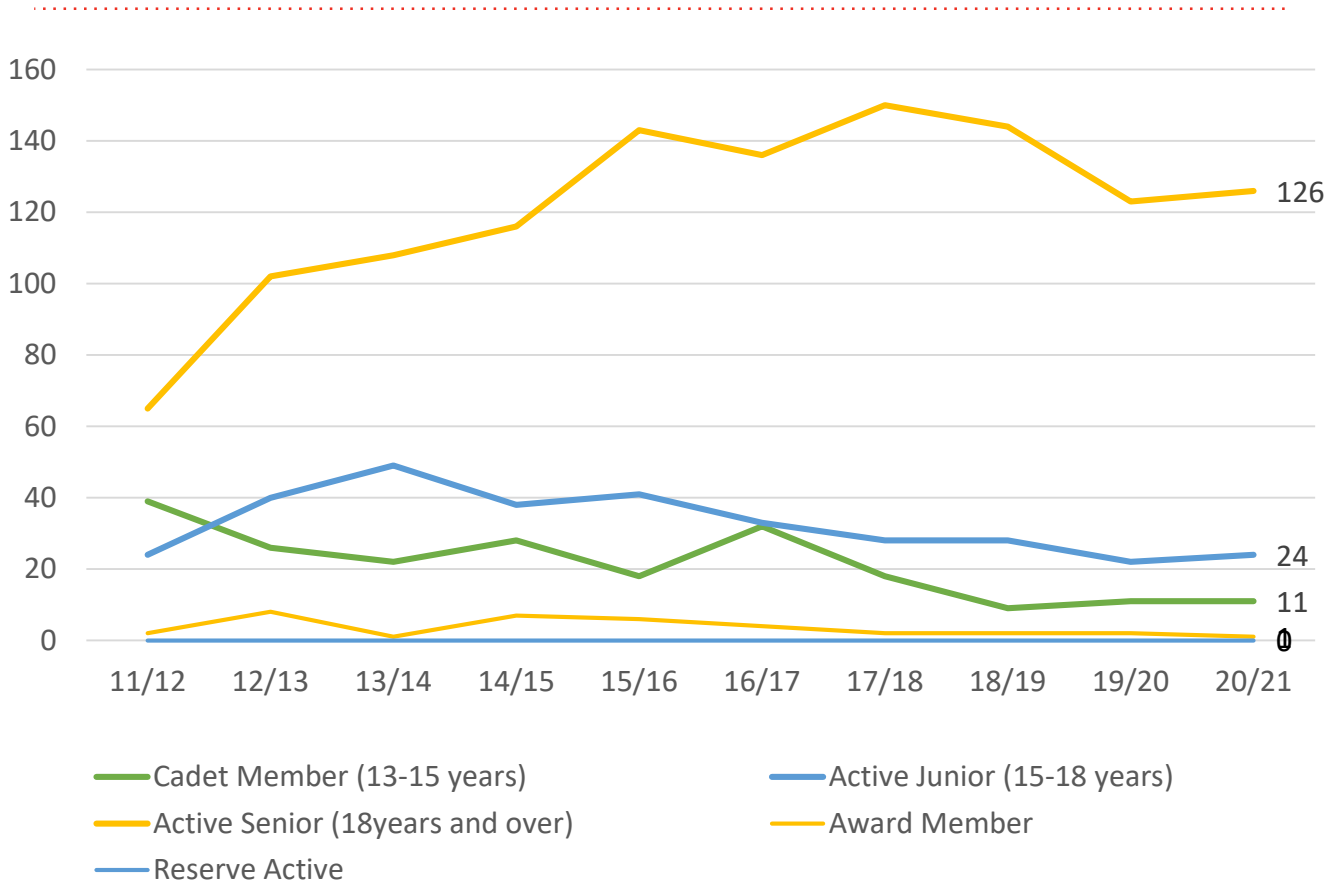
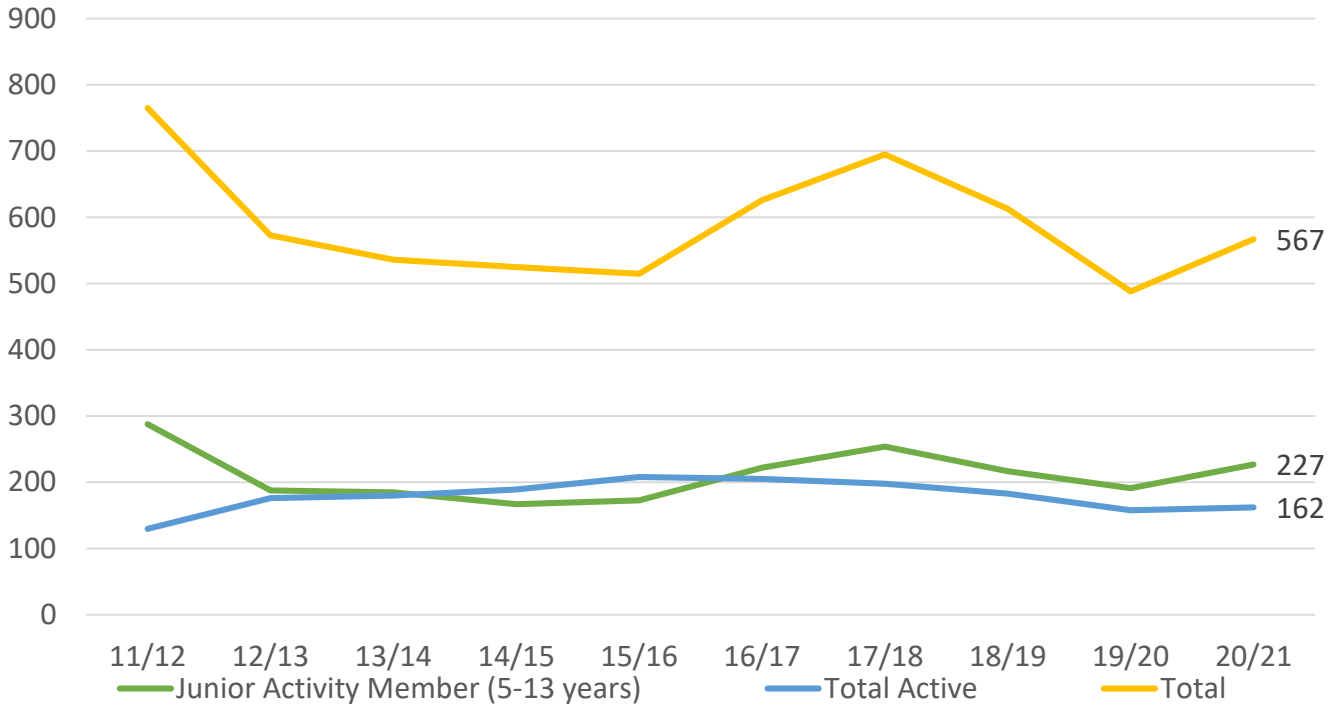
## MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	122	24	16	35	12	16	3	0	6	9
Junior Activity Member (5-13 years)	288	188	185	167	173	222	254	217	191	227
Cadet Member (13-15 years)	39	26	22	28	18	32	18	9	11	11
Active Junior (15-18 years)	24	40	49	38	41	33	28	28	22	24
Active Senior (18years and over)	65	102	108	116	143	136	150	144	123	126
Award Member	2	8	1	7	6	4	2	2	2	1
Reserve Active	0	0	0	0	0	0	0	0	0	0
Long Service	2	2	2	0	3	4	3	4	5	3
Past Active	2	5	5	4	4	2	0	0	0	0
Associate	211	168	134	108	95	157	216	186	109	149
Life Member	9	9	12	14	16	10	17	21	16	14
General	0	0	0	5	0	0	0	0	0	0
Honorary	1	1	2	3	4	6	2	1	2	2
Non Member Participants	0	0	0	0	0	0	0	0	1	0
Leave / Restricted	0	0	0	0	0	4	2	1	0	1
Total Active	130	176	180	189	208	205	198	183	158	162
Total	765	573	536	525	515	626	695	613	488	567

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	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	40	19	19	15	29	27	43	22	31	44
Under 7	31	17	23	15	24	43	37	36	31	44
Under 8	35	30	26	21	22	31	40	35	22	35
Under 9	37	15	20	23	29	30	32	30	26	31
Under 10	39	24	16	19	25	39	28	28	20	23
Under 11	29	28	27	9	13	22	32	19	20	14
Under 12	31	32	19	23	11	17	21	23	13	14
Under 13	14	24	18	16	20	12	11	17	18	11
Under 14	32	23	17	16	0	1	10	7	10	10
Junior Activities Total	288	212	185	157	173	222	254	217	191	226

# TREND ANALYSIS



# MEMBERSHIP RETENTION



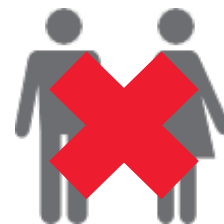
**255**

**BRAND NEW MEMBERS**



**64%**

**MEMBERSHIP RETENTION**



**143**

**MEMBERS LOST FROM THE ORGANISATION**

Nobbys Beach SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	6	2	33%	2	0	0%	4	67%	9	150%	0	0%	9	50%
Junior Activities	191	108	57%	5	19	10%	64	34%	124	65%	0	0%	227	19%
Cadet Member (13-15 years)	11	10	91%	3	0	0%	1	9%	4	36%	0	0%	11	0%
Active (15-18 yrs)	22	16	73%		0	0%	6	27%	6	27%	0	0%	24	9%
Active (18yrs and over)	123	97	79%		3	2%	23	19%	24	20%	0	0%	126	2%
Award Member	2	1	50%	1	0	0%	1	50%	1	50%	0	0%	1	-50%
Reserve Active	0	0			0		0		0		0		0	
Long Service	5	3	60%		1	20%	1	20%	0	0%	0	0%	3	-40%
Past Active	0	0			0		0		0		0		0	
Associate	109	60	55%		10	9%	39	36%	86	79%	0	0%	149	37%
Life Member	16	14	88%		0	0%	2	13%	0	0%	0	0%	14	-13%
General	0	0			0		0		0		0		0	
Honorary	2	1	50%		0	0%	1	50%	1	50%	0	0%	2	0%
Non Member Participant	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	158	124	78%		3	2%	31	20%	35	22%	0		162	3%
Total	488	312	64%		33	7%	143	29%	255	52%	0		567	16%

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

# MEMBERSHIP RETENTION

## Nobbys Beach SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	7	88%	1	13%	6	75%	12
16-18 Years	23	18	78%	5	22%	4	17%	23
19-25 Years	30	24	80%	6	20%	4	13%	30
26-35 Years	27	20	74%	7	26%	7	26%	29
36-50 Years	36	24	67%	9	25%	12	33%	34
51-70 Years	34	31	91%	3	9%	2	6%	34
70+ Years	0	0		0		0		0
<b>Total</b>	158	124	78%	31	20%	35	22%	162

## Nobbys Beach SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	32					44		44
Under 7	31	20	63%	8	25%	23	72%	44
Under 8	22	14	45%	14	45%	21	68%	35
Under 9	26	18	82%	4	18%	13	59%	31
Under 10	20	14	54%	6	23%	9	35%	23
Under 11	20	7	35%	11	55%	7	35%	14
Under 12	13	11	55%	8	40%	3	15%	14
Under 13	18	7	54%	4	31%	4	31%	11
Under 14	10	12	67%	4	22%	0	0%	10
Transitioned From JA		5	50%					

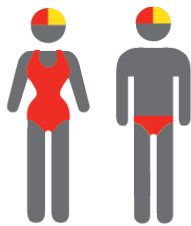
# MEMBERSHIP RETENTION

2018/19



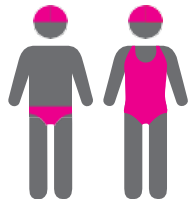
56%

TOTAL MEMBERSHIP  
RETENTION



75%

ACTIVE MEMBERSHIP  
RETENTION



52%

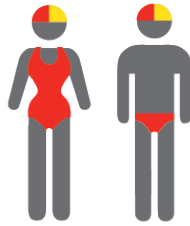
JUNIOR MEMBERSHIP  
RETENTION

2019/20



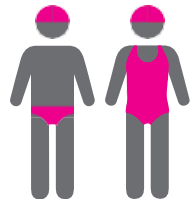
45%

TOTAL MEMBERSHIP  
RETENTION



68%

ACTIVE MEMBERSHIP  
RETENTION



40%

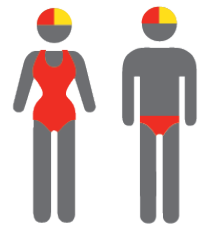
JUNIOR MEMBERSHIP  
RETENTION

2020/21



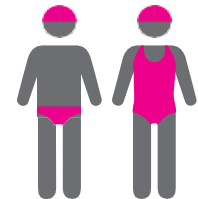
64%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION