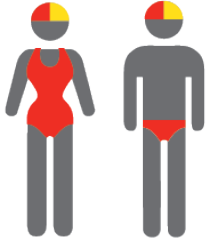


NORTH BARRIER BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



421

ACTIVE MEMBERSHIP



10% Increase



1,616

TOTAL MEMBERSHIP



1% Increase



578

JUNIOR MEMBERSHIP



3% 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.

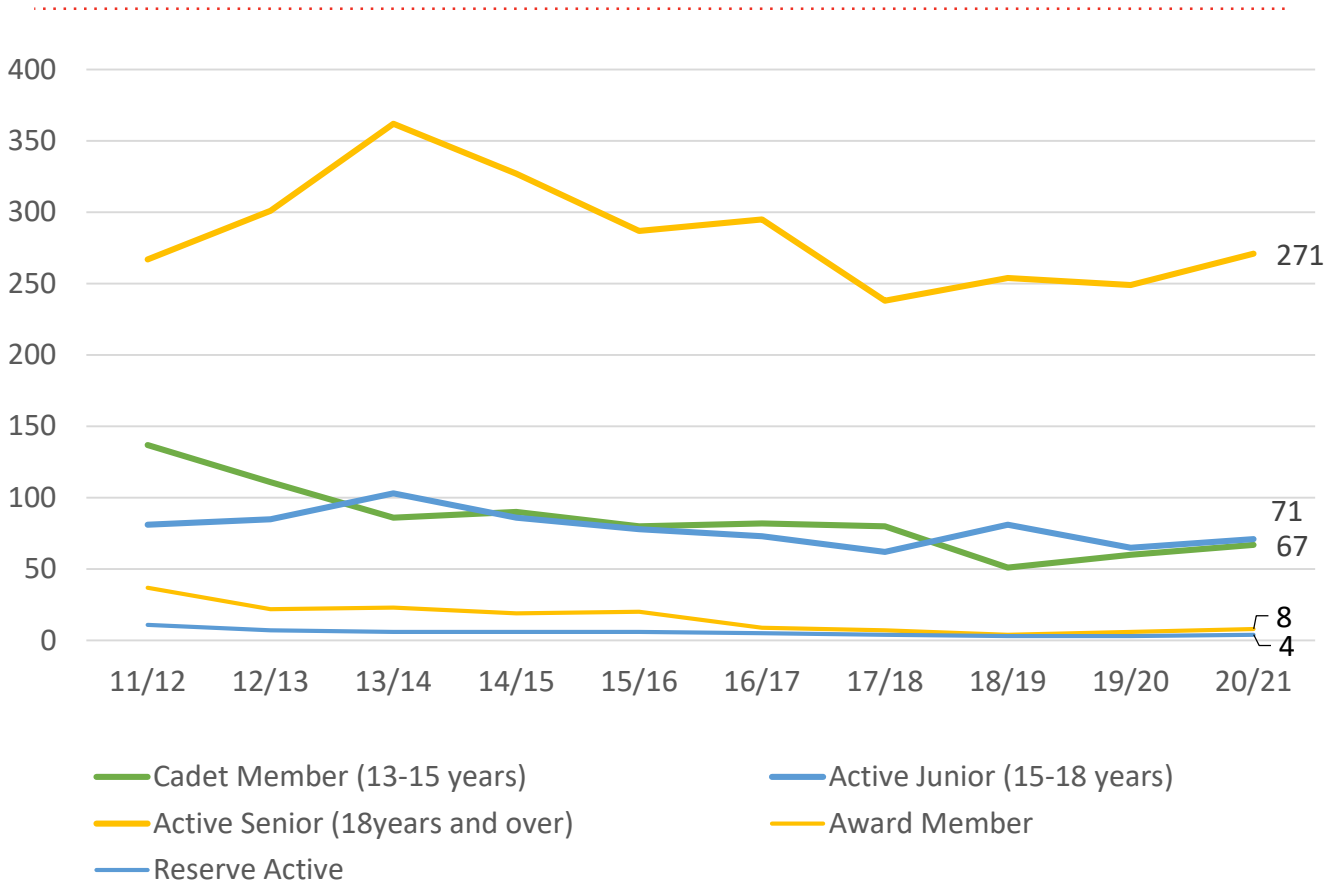
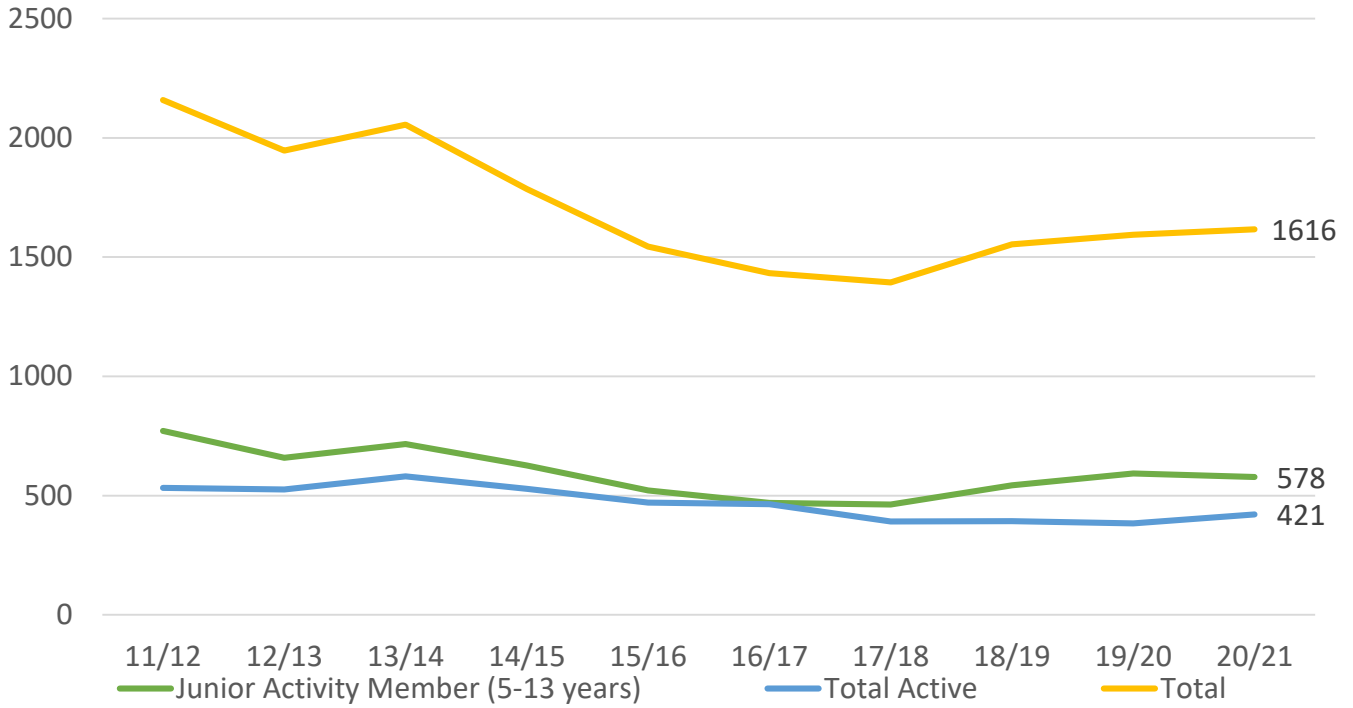
TOTAL MEMBERSHIP

MEMBERSHIP 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	204	132	40	63	24	8	40	41	69	117
Junior Activity Member (5-13 years)	771	659	716	626	522	469	462	543	593	578
Cadet Member (13-15 years)	137	111	86	90	80	82	80	51	60	67
Active Junior (15-18 years)	81	85	103	86	78	73	62	81	65	71
Active Senior (18years and over)	267	301	362	327	287	295	238	254	249	271
Award Member	37	22	23	19	20	9	7	4	6	8
Reserve Active	11	7	6	6	6	5	4	3	3	4
Long Service	29	25	32	22	24	16	21	24	19	18
Past Active	23	16	15	12	7	3	11	6	4	3
Associate	497	434	563	439	366	339	328	412	409	360
Life Member	89	89	91	91	105	111	115	112	103	103
General	0	62	3	0	1	1	1	5	0	1
Honorary	13	3	14	3	21	20	22	16	13	15
Non Member Participants	0	0	0	0	0	0	0	0	1	0
Leave / Restricted	0	0	1	1	3	2	3	1	0	0
Total Active	533	526	580	528	471	464	391	393	383	421
Total	2159	1946	2055	1785	1544	1433	1394	1553	1594	1616

	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	83	65	82	75	65	45	50	70	79	69
Under 7	78	67	91	76	62	64	69	74	80	82
Under 8	101	87	120	83	79	68	60	74	74	78
Under 9	105	78	90	81	66	71	71	80	91	85
Under 10	84	92	67	75	60	55	55	75	75	72
Under 11	94	96	81	67	59	46	51	54	68	62
Under 12	86	66	63	68	48	45	41	46	56	56
Under 13	68	76	63	47	49	40	39	38	36	44
Under 14	72	66	59	52	30	32	24	32	34	30
Junior Activities Total	771	693	716	624	518	466	460	543	593	578

TREND ANALYSIS



MEMBERSHIP RETENTION



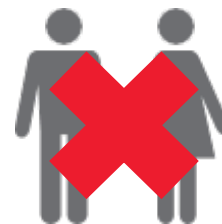
595

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



565

MEMBERS LOST FROM THE ORGANISATION

North Barrier Branch 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		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Junior Activities	69	43	62%	12	0	0%	26	38%	86	125%	0	0%	117	70%
Cadet Member (13-15 years)	593	341	58%	26	4	1%	248	42%	263	44%	0	0%	578	-3%
Active (15-18 yrs)	60	50	83%		0	0%	10	17%	13	22%	0	0%	67	12%
Active (18yrs and over)	65	40	62%		0	0%	25	38%	15	23%	0	0%	71	9%
Award Member	249	201	81%		0	0%	48	19%	52	21%	0	0%	271	9%
Reserve Active	6	4	67%		0	0%	2	33%	2	33%	0	0%	8	33%
Long Service	3	3	100%		0	0%	0	0%	0	0%	0	0%	4	33%
Past Active	19	16	84%		0	0%	3	16%	1	5%	0	0%	18	-5%
Associate	4	2	50%	1	0	0%	2	50%	2	50%	0	0%	3	-25%
Life Member	409	214	52%	9	2	0%	193	47%	155	38%	0	0%	360	-12%
General	103	96	93%		1	1%	6	6%	3	3%	0	0%	103	0%
Honorary	0	0			0		0		1		0		1	
Non Member Participant	13	12	92%		0	0%	1	8%	2	15%	0	0%	15	15%
Leave / Restricted	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Total Active	0	0			0		0		0		0		0	
Total	383	298	78%		0	0%	85	22%	82	21%	0		421	10%
** Total Active = Cadet Member (13-15 years), Active (15-18), Active (18yrs and over), Award Member, Reserve Active	1594	1022	64%		7	0%	565	35%	595	37%	0		1616	1%

MEMBERSHIP RETENTION

North Barrier Branch 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	47	38	81%	9	19%	16	34%	57
16-18 Years	73	47	64%	26	36%	13	18%	82
19-25 Years	42	30	71%	12	29%	11	26%	45
26-35 Years	45	34	76%	11	24%	14	31%	43
36-50 Years	110	93	85%	17	15%	26	24%	137
51-70 Years	65	55	85%	10	15%	2	3%	56
70+ Years	1	1	100%	0	0%	0	0%	1
Total	383	298	78%	85	22%	82	21%	421

North Barrier Branch 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	81					68		69
Under 7	80	37	46%	40	49%	44	54%	82
Under 8	74	48	60%	32	40%	27	34%	78
Under 9	91	39	53%	34	46%	48	65%	85
Under 10	75	48	53%	42	46%	23	25%	72
Under 11	68	44	59%	31	41%	17	23%	62
Under 12	56	44	65%	24	35%	12	18%	56
Under 13	36	28	50%	28	50%	16	29%	44
Under 14	34	28	78%	8	22%	8	22%	30
Transitioned From JA		25	74%					

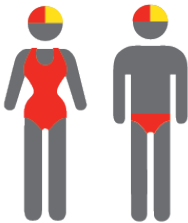
MEMBERSHIP RETENTION

2018/19



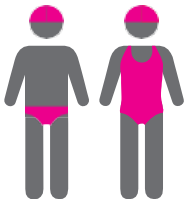
71%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



65%

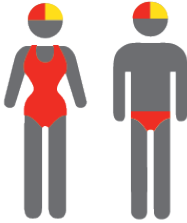
JUNIOR MEMBERSHIP
RETENTION

2019/20



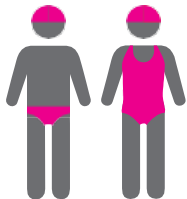
65%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



61%

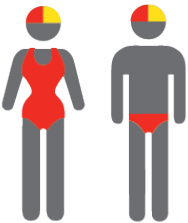
JUNIOR MEMBERSHIP
RETENTION

2020/21



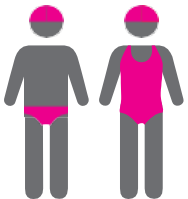
64%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



58%

JUNIOR MEMBERSHIP
RETENTION