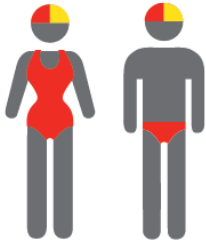


NORTH BARRIER

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



445

ACTIVE MEMBERSHIP



9% Increase



1512

TOTAL MEMBERSHIP



3% Decrease



530

JUNIOR MEMBERSHIP



6% 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.

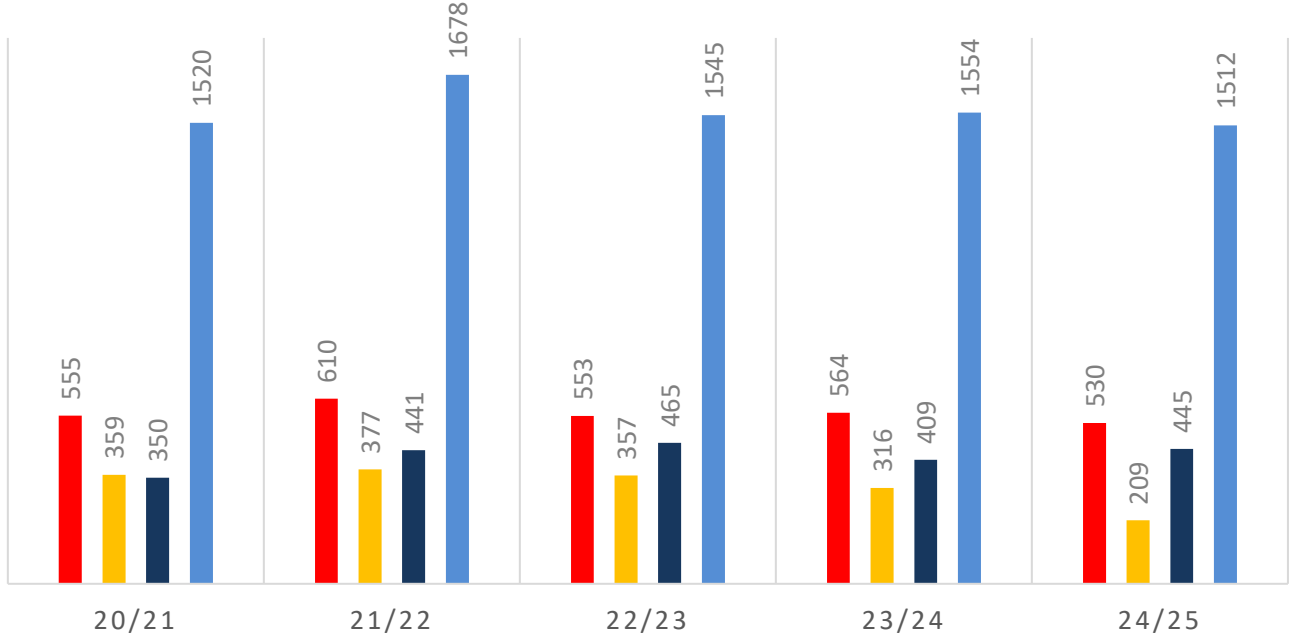
Note:

- Club Membership Statistics are delivered twice each season in 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

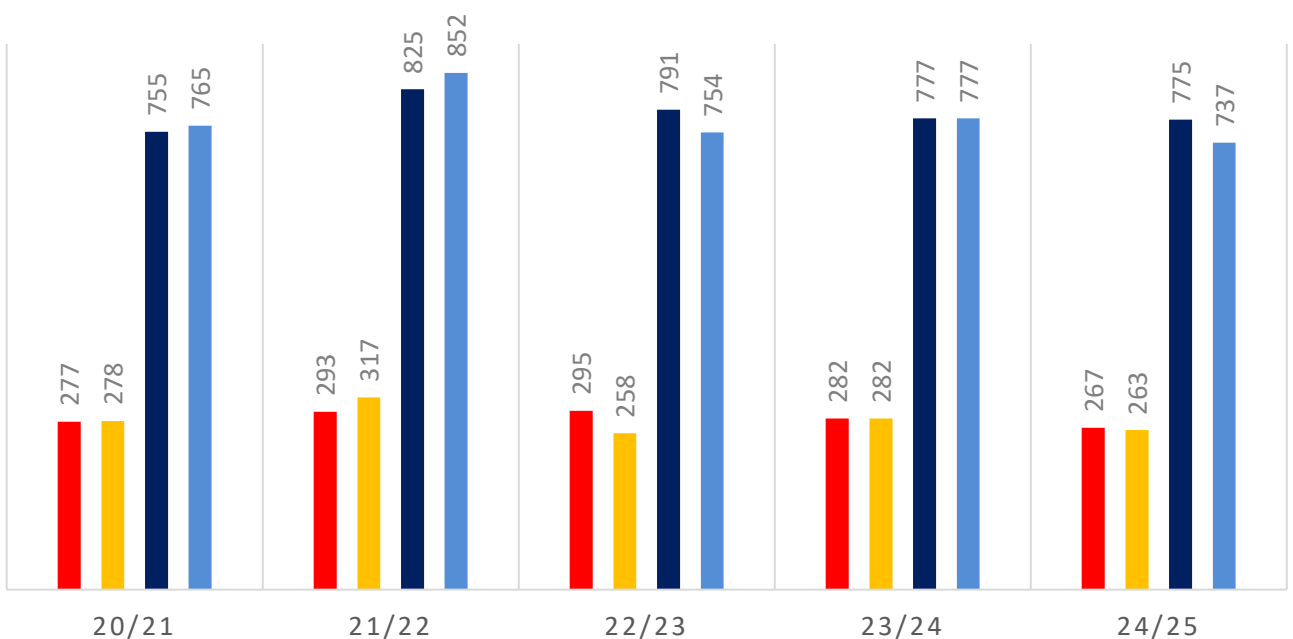
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



476

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



508

MEMBERS LOST FROM THE ORGANISATION

North Barrier Branch 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	93	36	39%	12	0	0%	57	61%	118	127%	0	0%	142	53%
Nipper Parent	0	0			0		0		47		0		55	
Junior Activities	564	359	64%	39	2	0%	203	36%	209	37%	1	0%	530	-6%
Cadet Member (13-15 years)	69	55	80%		0	0%	14	20%	14	20%	1	1%	74	7%
Active (15-18 yrs)	80	49	61%		0	0%	31	39%	20	25%	0	0%	96	20%
Active (18yrs and over)	242	203	84%		4	2%	35	14%	22	9%	3	1%	257	6%
Award Member	13	11	85%		0	0%	2	15%	1	8%	0	0%	13	0%
Reserve Active	5	5	100%		0	0%	0	0%	0	0%	0	0%	5	0%
Long Service	17	14	82%	4	1	6%	2	12%	1	6%	0	0%	11	-35%
Past Active	3	3	100%		0	0%	0	0%	0	0%	0	0%	6	100%
Associate	316	188	59%	19	2	1%	126	40%	39	12%	1	0%	209	-34%
Life Member	103	84	82%		2	2%	17	17%	3	3%	0	0%	89	-14%
General	16	12	75%	3	0	0%	4	25%	2	13%	0	0%	11	-31%
Honorary	12	8	67%	1	0	0%	4	33%	0	0%	0	0%	7	-42%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	21	8	38%	1	0	0%	13	62%	0	0%	0	0%	7	-67%
Total Active	409	323	79%		4	1%	82	20%	57	14%	4	1%	445	9%
Total	1554	1035	67%	5	11	1%	508	33%	476	31%	6	0%	1512	-3%

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

MEMBERSHIP RETENTION

North Barrier Branch 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	68	54	79%	14	21%	19	28%	90
16-18 Years	81	48	59%	33	41%	17	21%	82
19-25 Years	24	16	67%	6	25%	5	21%	35
26-35 Years	32	27	84%	5	16%	4	13%	30
36-50 Years	139	120	86%	19	14%	9	6%	140
51-70 Years	64	57	89%	5	8%	3	5%	67
70+ Years	1	1	100%	0	0%	0	0%	1
Total	409	323	79%	82	20%	57	14%	445



North Barrier Branch 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	61					58		59
Under 7	73	32	52%	22	36%	29	48%	62
Under 8	73	41	56%	32	44%	21	29%	63
Under 9	71	46	63%	27	37%	27	37%	75
Under 10	61	41	58%	29	41%	21	30%	62
Under 11	61	41	67%	20	33%	19	31%	60
Under 12	56	42	69%	19	31%	12	20%	54
Under 13	62	36	64%	20	36%	15	27%	51
Under 14	52	45	73%	17	27%	7	11%	44
Transitioned From JA		35	67%					