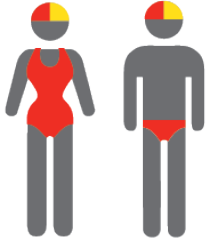




## MEMBERSHIP STATISTICS REPORT 2020/2021



202

ACTIVE MEMBERSHIP



3% Decrease



1135

TOTAL MEMBERSHIP



11% Decrease



501

JUNIOR MEMBERSHIP



14% 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

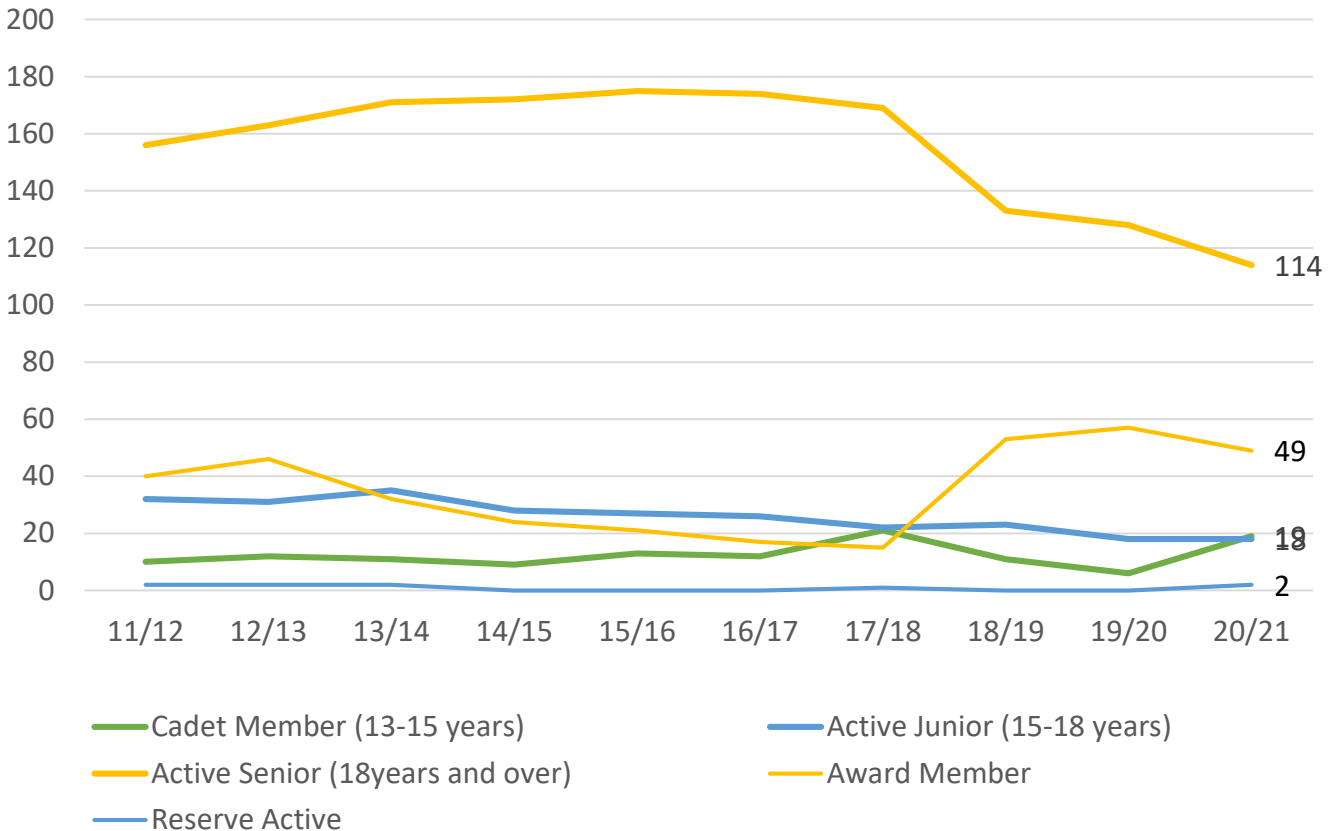
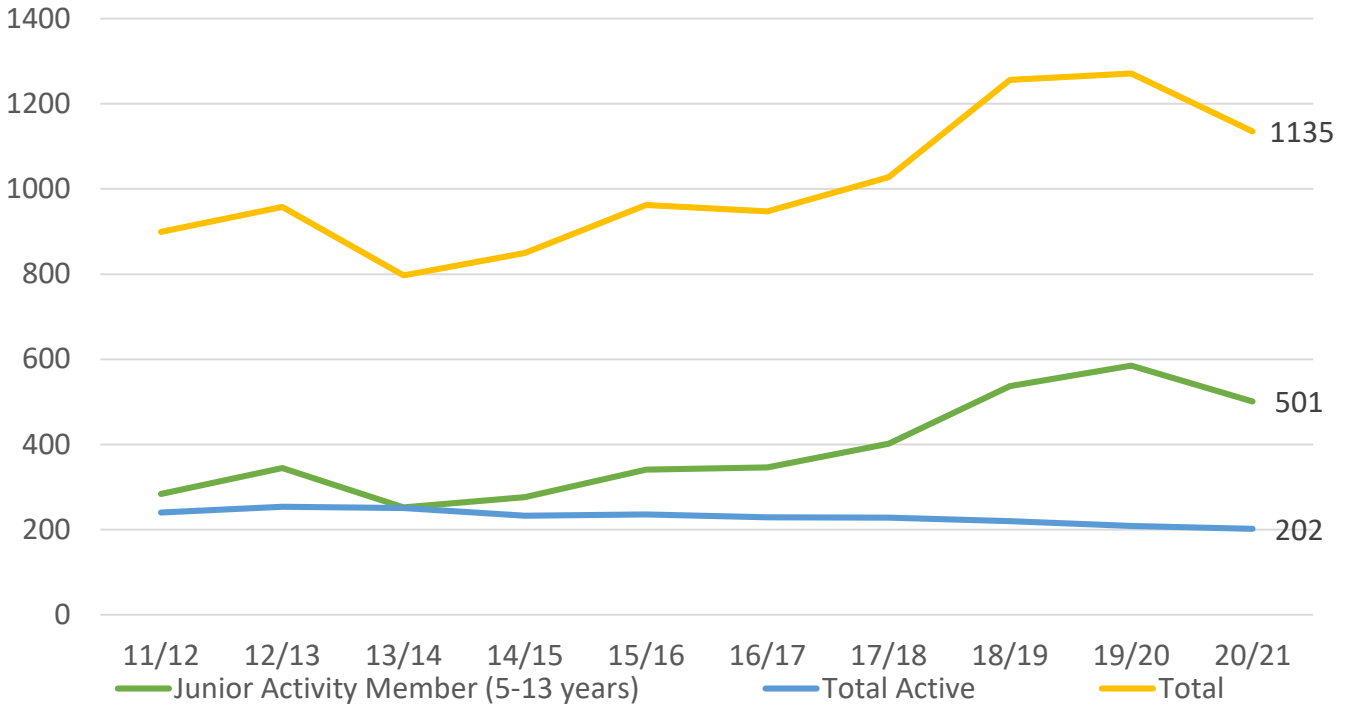
## MEMBERSHIP 2011-2021

	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	38	9	11	7	14	7	12	5	11	15
Junior Activity Member (5-13 years)	284	345	252	276	341	346	402	537	585	501
Cadet Member (13-15 years)	10	12	11	9	13	12	21	11	6	19
Active Junior (15-18 years)	32	31	35	28	27	26	22	23	18	18
Active Senior (18years and over)	156	163	171	172	175	174	169	133	128	114
Award Member	40	46	32	24	21	17	15	53	57	49
Reserve Active	2	2	2	0	0	0	1	0	0	2
Long Service	97	89	85	92	103	89	88	94	87	76
Past Active	0	1	0	1	0	1	0	0	0	0
Associate	214	235	173	186	235	239	270	373	350	317
Life Member	20	20	23	23	22	21	21	19	21	21
General	0	0	0	28	1	0	0	0	0	0
Honorary	6	2	1	1	1	3	3	6	7	3
Non Member Participants	0	0	0	0	0	7	1	0	0	0
Leave / Restricted	0	3	1	3	9	5	3	2	1	0
Total Active	240	254	251	233	236	229	228	220	209	202
Total	899	958	797	850	962	947	1028	1256	1271	1135

---

	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	57	61	37	63	78	59	72	95	85	87
Under 7	58	63	45	44	80	64	77	98	113	89
Under 8	37	54	28	39	34	57	62	84	80	86
Under 9	39	56	37	29	40	46	54	65	72	53
Under 10	22	39	24	26	37	33	47	56	74	53
Under 11	24	47	31	19	26	36	34	51	53	50
Under 12	23	28	21	25	17	22	34	47	49	34
Under 13	12	28	18	17	17	10	16	28	36	27
Under 14	12	14	11	14	12	19	5	13	22	22
Junior Activities Total	284	390	252	276	341	346	401	537	584	501

# TREND ANALYSIS



# MEMBERSHIP RETENTION



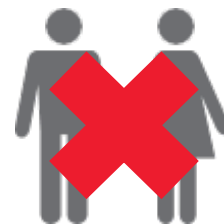
436

BRAND NEW MEMBERS



56%

MEMBERSHIP RETENTION



498

MEMBERS LOST FROM THE ORGANISATION

NORTH BURLEIGH 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	11	5	45%	4	0	0%	6	55%	14	127%	0	0%	15	36%
Junior Activities	585	311	53%	17	21	4%	253	43%	207	35%	0	0%	501	-14%
Cadet Member (13-15 years)	6	4	67%		0	0%	2	33%	4	67%	0	0%	19	217%
Active (15-18 yrs)	18	12	67%		1	6%	5	28%	1	6%	0	0%	18	0%
Active (18yrs and over)	128	89	70%		8	6%	31	24%	23	18%	0	0%	114	-11%
Award Member	57	42	74%		0	0%	15	26%	6	11%	0	0%	49	-14%
Reserve Active	0	0			0		0		1		0		2	
Long Service	87	69	79%		4	5%	14	16%	7	8%	0	0%	76	-13%
Past Active	0	0			0		0		0		0		0	
Associate	350	162	46%		15	4%	173	49%	154	44%	0	0%	317	-9%
Life Member	21	19	90%		0	0%	2	10%	2	10%	0	0%	21	0%
General	0	0			0		0		0		0		0	
Honorary	7	3	43%		0	0%	4	57%	0	0%	0	0%	3	-57%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
<b>Total Active</b>	<b>209</b>	<b>147</b>	<b>70%</b>		<b>9</b>	<b>4%</b>	<b>53</b>	<b>25%</b>	<b>35</b>	<b>17%</b>	<b>0</b>		<b>202</b>	<b>-3%</b>
<b>Total</b>	<b>1271</b>	<b>716</b>	<b>56%</b>		<b>49</b>	<b>4%</b>	<b>506</b>	<b>40%</b>	<b>419</b>	<b>33%</b>	<b>0</b>		<b>1135</b>	<b>-11%</b>

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

# MEMBERSHIP RETENTION

## NORTH BURLEIGH SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	5	4	80%	1	20%	5	100%	23
16-18 Years	19	12	63%	6	32%	0	0%	12
19-25 Years	23	11	48%	9	39%	5	22%	19
26-35 Years	34	21	62%	13	38%	9	26%	29
36-50 Years	104	80	77%	19	18%	11	11%	90
51-70 Years	22	17	77%	5	23%	5	23%	26
70+ Years	2	2	100%	0	0%	0	0%	3
<b>Total</b>	209	147	70%	53	25%	35	17%	202

## NORTH BURLEIGH SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	85					87		87
Under 7	113	50	59%	33	39%	39	46%	89
Under 8	80	63	56%	44	39%	23	20%	86
Under 9	72	37	46%	38	48%	16	20%	53
Under 10	74	38	53%	32	44%	15	21%	53
Under 11	53	35	47%	36	49%	15	20%	50
Under 12	49	27	51%	26	49%	7	13%	34
Under 13	36	25	51%	22	45%	3	6%	27
Under 14	22	20	56%	15	42%	2	6%	22
Transitioned From JA		15	68%					

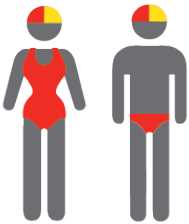
# MEMBERSHIP RETENTION

2018/19



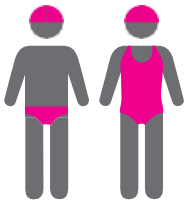
63%

TOTAL MEMBERSHIP  
RETENTION



70%

ACTIVE MEMBERSHIP  
RETENTION



60%

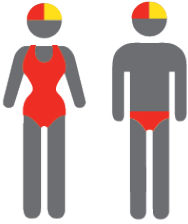
JUNIOR MEMBERSHIP  
RETENTION

2019/20



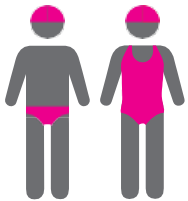
57%

TOTAL MEMBERSHIP  
RETENTION



70%

ACTIVE MEMBERSHIP  
RETENTION



55%

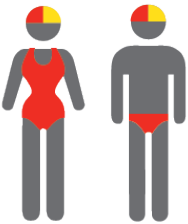
JUNIOR MEMBERSHIP  
RETENTION

2020/21



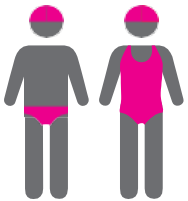
56%

TOTAL MEMBERSHIP  
RETENTION



70%

ACTIVE MEMBERSHIP  
RETENTION



53%

JUNIOR MEMBERSHIP  
RETENTION