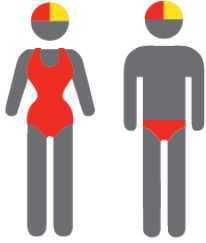


NORTH KIRRA SLSC

MEMBERSHIP STATISTICS REPORT 2020/2021



106

ACTIVE MEMBERSHIP



4% Decrease



313

TOTAL MEMBERSHIP



No Change



89

JUNIOR MEMBERSHIP



5% 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.

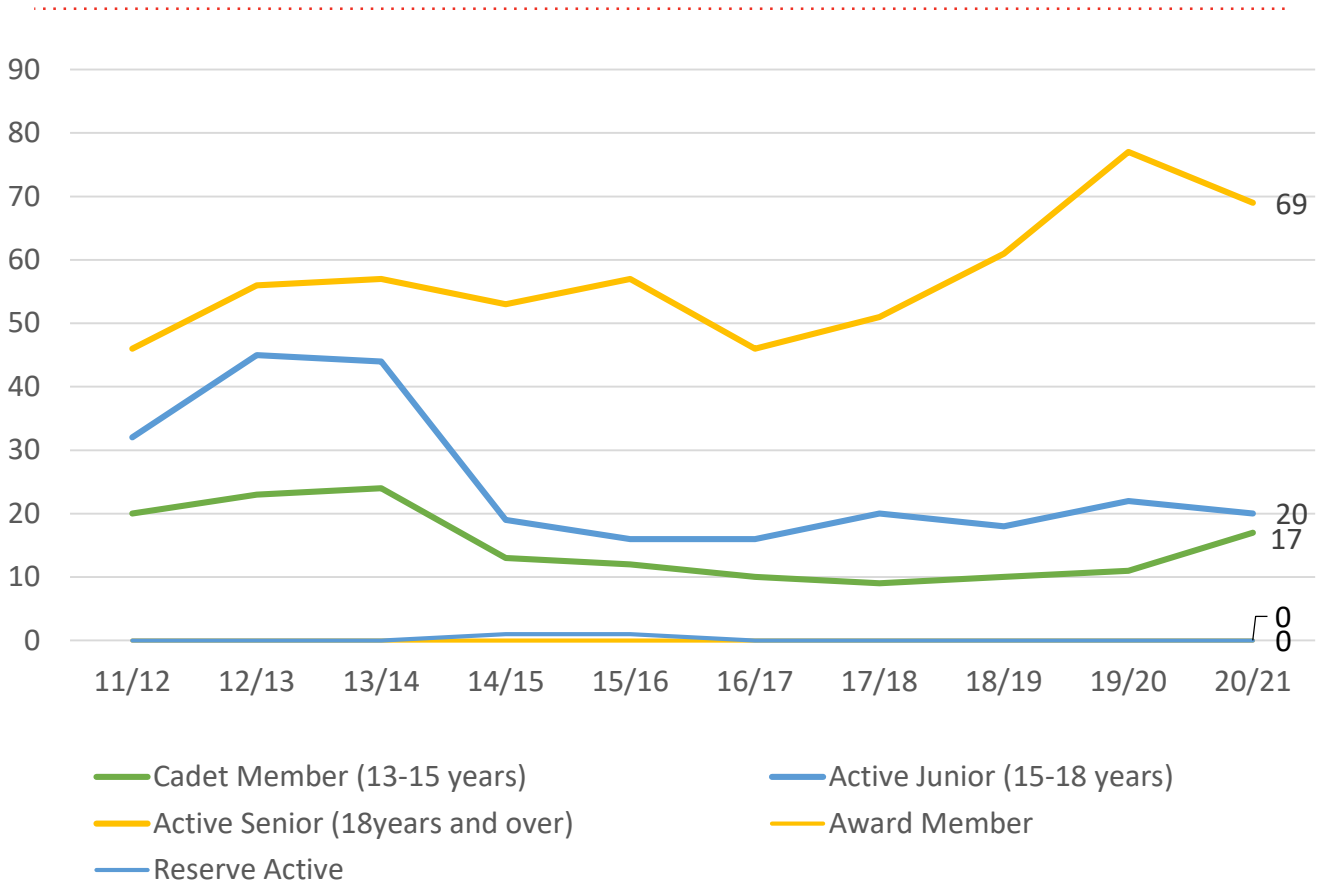
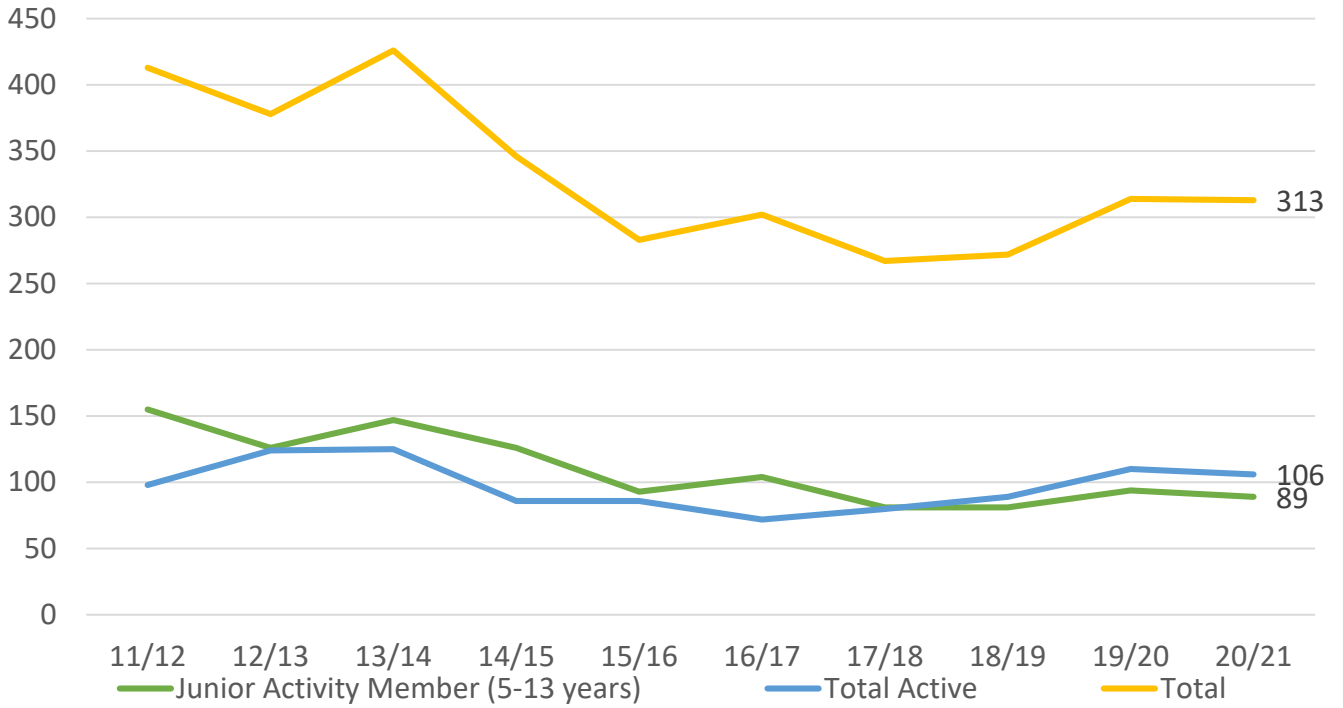
TOTAL MEMBERSHIP

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	31	2	2	3	0	0	0	0	0	0
Junior Activity Member (5-13 years)	155	126	147	126	93	104	81	81	94	89
Cadet Member (13-15 years)	20	23	24	13	12	10	9	10	11	17
Active Junior (15-18 years)	32	45	44	19	16	16	20	18	22	20
Active Senior (18years and over)	46	56	57	53	57	46	51	61	77	69
Award Member	0	0	0	0	0	0	0	0	0	0
Reserve Active	0	0	0	1	1	0	0	0	0	0
Long Service	2	3	5	6	5	6	8	7	7	11
Past Active	2	1	0	0	0	0	0	0	0	0
Associate	109	111	119	103	79	90	71	71	85	78
Life Member	14	8	28	20	20	28	27	23	18	29
General	0	0	0	0	0	0	0	0	0	0
Honorary	2	2	0	2	0	2	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	1	0	0	0	0	0	1	0	0
Total Active	98	124	125	86	86	72	80	89	110	106
Total	413	378	426	346	283	302	267	272	314	313

	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	13	8	8	9	5	13	1	3	9	8
Under 7	10	6	10	10	9	10	9	10	8	9
Under 8	19	13	15	17	8	11	10	12	12	11
Under 9	15	12	19	16	12	12	5	6	13	14
Under 10	28	24	27	15	14	11	11	11	10	14
Under 11	17	13	17	19	11	14	11	10	10	8
Under 12	18	23	24	10	14	13	11	7	15	9
Under 13	16	15	15	17	8	12	14	11	7	11
Under 14	19	15	12	13	12	8	9	11	10	5
Junior Activities Total	155	129	147	126	93	104	81	81	94	89

TREND ANALYSIS



MEMBERSHIP RETENTION



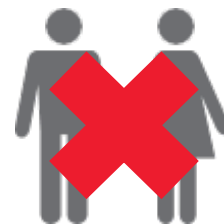
72

BRAND NEW MEMBERS



77%

MEMBERSHIP RETENTION



72

MEMBERS LOST FROM THE ORGANISATION

North Kirra SLSC 2020/21														
	2019/20 Members hip	Retained from previous season		Transfers between Club Categories	Transferre d out of the club		Left the organisati on		Brand new members		Transfers In from other clubs		2020/21 Membersh ip	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0			0		0		0		0		0	
Junior Activities	94	70	74%	8	0	0%	24	26%	27	29%	0	0%	89	-5%
Cadet Member (13-15 years)	11	8	73%		0	0%	3	27%	2	18%	0	0%	17	55%
Active (15-18 yrs)	22	19	86%		0	0%	3	14%	0	0%	0	0%	20	-9%
Active (18yrs and over)	77	66	86%	5	1	1%	10	13%	8	10%	0	0%	69	-10%
Award Member	0	0			0		0		0		0		0	
Reserve Active	0	0			0		0		0		0		0	
Long Service	7	7	100 %		0	0%	0	0%	0	0%	0	0%	11	57%
Past Active	0	0			0		0		0		0		0	
Associate	85	53	62%		0	0%	32	38%	24	28%	0	0%	78	-8%
Life Member	18	18	100 %		0	0%	0	0%	11	61%	0	0%	29	61%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	110	93	85%		1	1%	16	15%	10	9%	0		106	-4%
Total	314	241	77%		1	0%	72	23%	72	23%	0		313	0%

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

MEMBERSHIP RETENTION

North Kirra SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	13	9	69%	4	31%	2	15%	15
16-18 Years	24	22	92%	2	8%	0	0%	19
19-25 Years	26	19	73%	6	23%	1	4%	26
26-35 Years	4	4	100%	0	0%	1	25%	3
36-50 Years	27	25	93%	2	7%	2	7%	26
51-70 Years	16	14	88%	2	13%	2	13%	15
70+ Years	0	0		0		2		2
Total	110	93	85%	16	15%	10	9%	106

North Kirra SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	9					8		8
Under 7	8	6	67%	3	33%	3	33%	9
Under 8	12	6	75%	2	25%	5	63%	11
Under 9	13	12	100%	0	0%	2	17%	14
Under 10	10	9	69%	4	31%	5	38%	14
Under 11	10	7	70%	3	30%	1	10%	8
Under 12	15	7	70%	3	30%	2	20%	9
Under 13	7	10	67%	5	33%	1	7%	11
Under 14	10	5	71%	2	29%	0	0%	5
Transitioned From JA		8	80%					

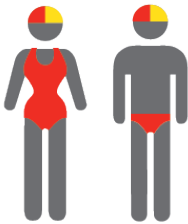
MEMBERSHIP RETENTION

2018/19



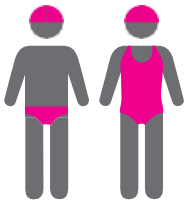
77%

TOTAL MEMBERSHIP
RETENTION



90%

ACTIVE MEMBERSHIP
RETENTION



70%

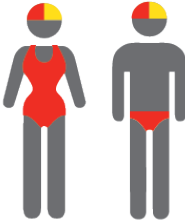
JUNIOR MEMBERSHIP
RETENTION

2019/20



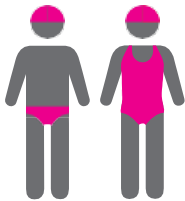
77%

TOTAL MEMBERSHIP
RETENTION



93%

ACTIVE MEMBERSHIP
RETENTION



73%

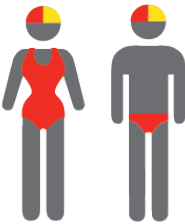
JUNIOR MEMBERSHIP
RETENTION

2020/21



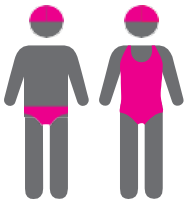
77%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



74%

JUNIOR MEMBERSHIP
RETENTION