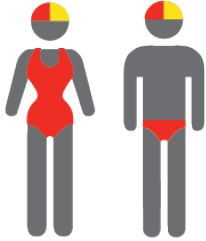


NORTH QUEENSLAND

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



433

ACTIVE MEMBERSHIP



23% Increase



1184

TOTAL MEMBERSHIP



16% Increase



358

JUNIOR MEMBERSHIP



8% 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.

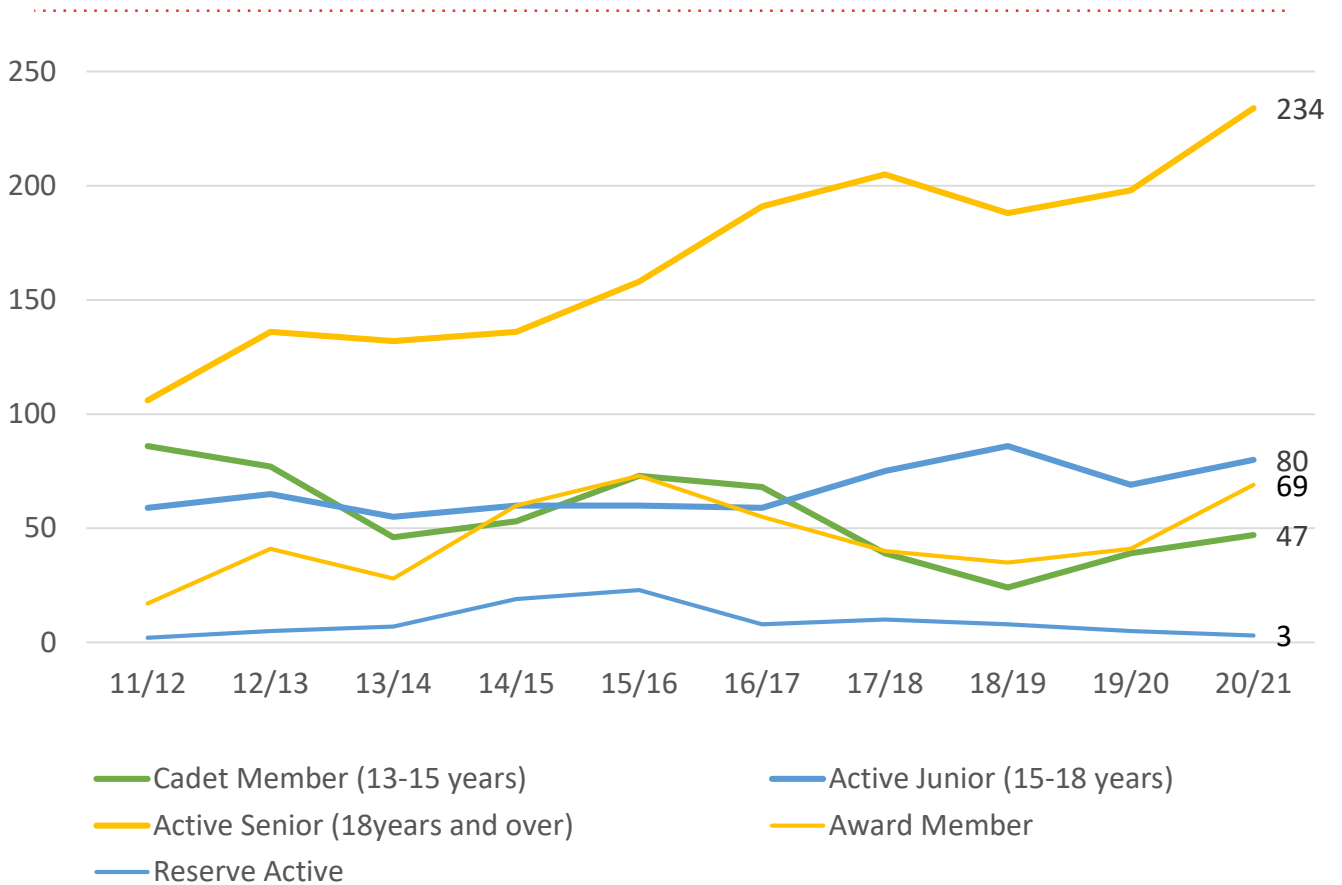
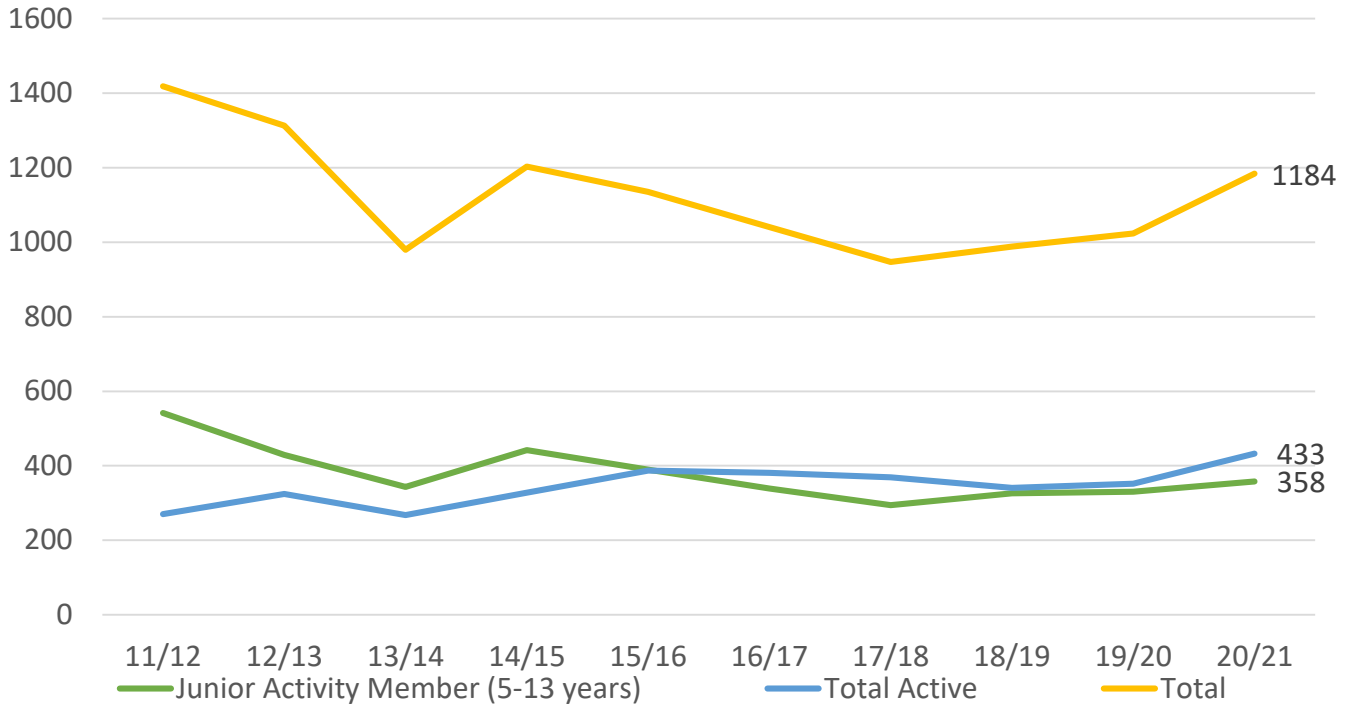
TOTAL MEMBERSHIP

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	81	100	40	64	84	57	46	50	102	136
Junior Activity Member (5-13 years)	542	429	343	442	390	339	294	326	330	358
Cadet Member (13-15 years)	86	77	46	53	73	68	39	24	39	47
Active Junior (15-18 years)	59	65	55	60	60	59	75	86	69	80
Active Senior (18years and over)	106	136	132	136	158	191	205	188	198	234
Award Member	17	41	28	60	73	55	40	35	41	69
Reserve Active	2	5	7	19	23	8	10	8	5	3
Long Service	3	3	10	11	9	11	8	9	11	12
Past Active	31	19	14	6	6	2	1	2	1	1
Associate	438	380	253	260	187	145	172	194	149	159
Life Member	52	58	43	45	44	49	56	60	66	72
General	0	0	9	46	26	55	0	2	9	11
Honorary	1	0	0	0	0	0	0	1	0	0
Non Member Participants	0	0	0	1	1	2	1	1	2	2
Leave / Restricted	0	0	0	0	1	0	0	2	1	0
Total Active	270	324	268	328	387	381	369	341	352	433
Total	1418	1313	980	1203	1135	1041	947	988	1023	1184

	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	56	35	34	29	32	21	17	21	17	31
Under 7	58	15	41	64	47	34	33	40	45	35
Under 8	75	49	42	75	59	51	31	47	38	47
Under 9	60	54	47	54	54	47	40	36	42	49
Under 10	59	77	49	63	58	45	38	38	36	46
Under 11	76	71	38	42	48	50	38	38	35	45
Under 12	58	75	33	36	43	43	36	35	36	34
Under 13	49	81	34	38	30	38	36	33	36	34
Under 14	51	65	33	35	12	8	24	30	31	26
Junior Activities Total	542	522	351	436	383	337	293	318	316	347

TREND ANALYSIS



MEMBERSHIP RETENTION



391

BRAND NEW MEMBERS



78%

MEMBERSHIP RETENTION



229

MEMBERS LOST FROM THE ORGANISATION

NORTH QUEENSLAND 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	102	55	54%	29	0	0%	47	46%	110	108%	0	0%	136	33%
Junior Activities	330	256	78%	41	0	0%	74	22%	143	43%	0	0%	358	8%
Cadet Member (13-15 years)	39	34	87%		0	0%	5	13%	10	26%	0	0%	47	21%
Active (15-18 yrs)	69	51	74%		0	0%	18	26%	10	14%	0	0%	80	16%
Active (18yrs and over)	198	169	85%		0	0%	29	15%	41	21%	0	0%	234	18%
Award Member	41	36	88%		0	0%	5	12%	8	20%	0	0%	69	68%
Reserve Active	5	4	80%	1	0	0%	1	20%	0	0%	0	0%	3	-40%
Long Service	11	9	82%		0	0%	2	18%	2	18%	0	0%	12	9%
Past Active	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Associate	149	107	72%	3	0	0%	42	28%	55	37%	0	0%	159	7%
Life Member	66	64	97%		0	0%	2	3%	3	5%	0	0%	72	9%
General	9	5	56%	2	0	0%	4	44%	8	89%	0	0%	11	22%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Leave / Restricted	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	352	294	84%		0	0%	58	16%	69	20%	0		433	23%
Total	1023	794	78%		0	0%	229	22%	391	38%	0		1184	16%

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

MEMBERSHIP RETENTION

NORTH QUEENSLAND BRANCH 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	42	34	81%	8	19%	13	31%	65
16-18 Years	63	47	75%	16	25%	10	16%	67
19-25 Years	46	37	80%	9	20%	8	17%	53
26-35 Years	29	22	76%	7	24%	11	38%	37
36-50 Years	118	104	88%	14	12%	16	14%	131
51-70 Years	54	50	93%	4	7%	11	20%	80
70+ Years	0	0		0		0		0
Total	352	294	84%	58	16%	69	20%	433

NORTH QUEENSLAND BRANCH 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	17					31		31
Under 7	45	12	71%	5	29%	23	135%	35
Under 8	38	29	64%	16	36%	18	40%	47
Under 9	42	27	71%	11	29%	22	58%	49
Under 10	36	29	69%	13	31%	17	40%	46
Under 11	35	31	86%	5	14%	14	39%	45
Under 12	36	27	77%	8	23%	7	20%	34
Under 13	36	29	81%	7	19%	7	19%	34
Under 14	31	30	83%	6	17%	4	11%	26
Transitioned From JA		30	97%					

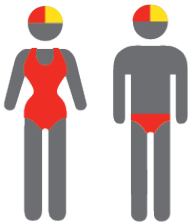
MEMBERSHIP RETENTION

2018/19



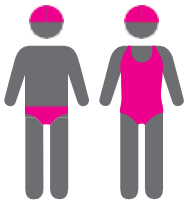
71%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



63%

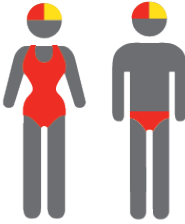
JUNIOR MEMBERSHIP
RETENTION

2019/20



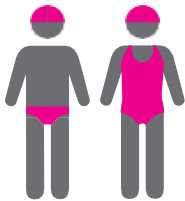
61%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



62%

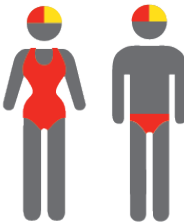
JUNIOR MEMBERSHIP
RETENTION

2020/21



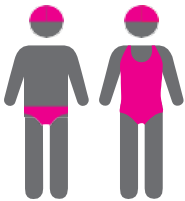
78%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



78%

JUNIOR MEMBERSHIP
RETENTION