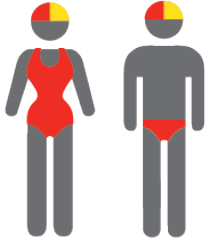


MEMBERSHIP STATISTICS REPORT 2020/2021



345

ACTIVE MEMBERSHIP



9% Decrease



1062

TOTAL MEMBERSHIP



2% Increase



382

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.

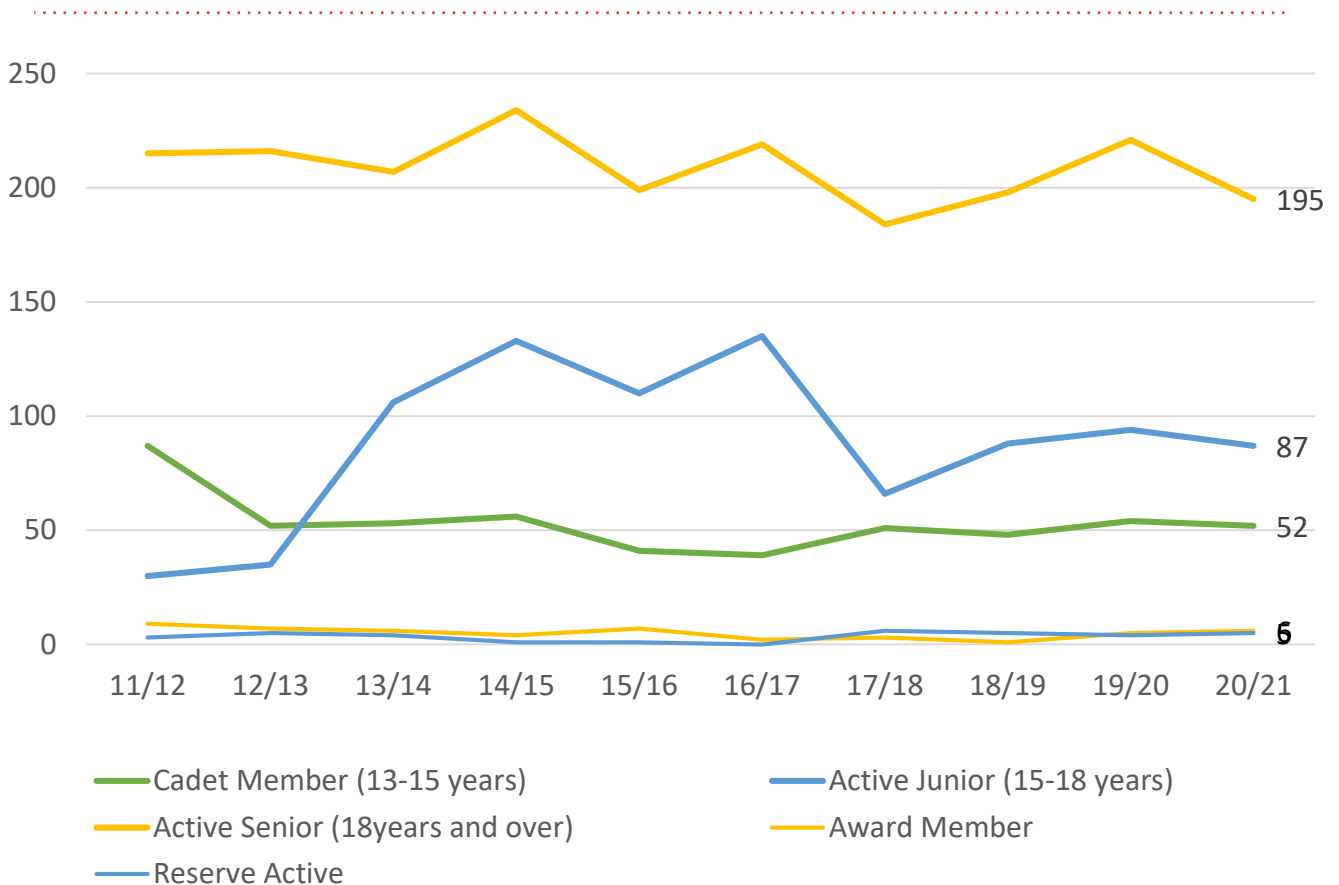
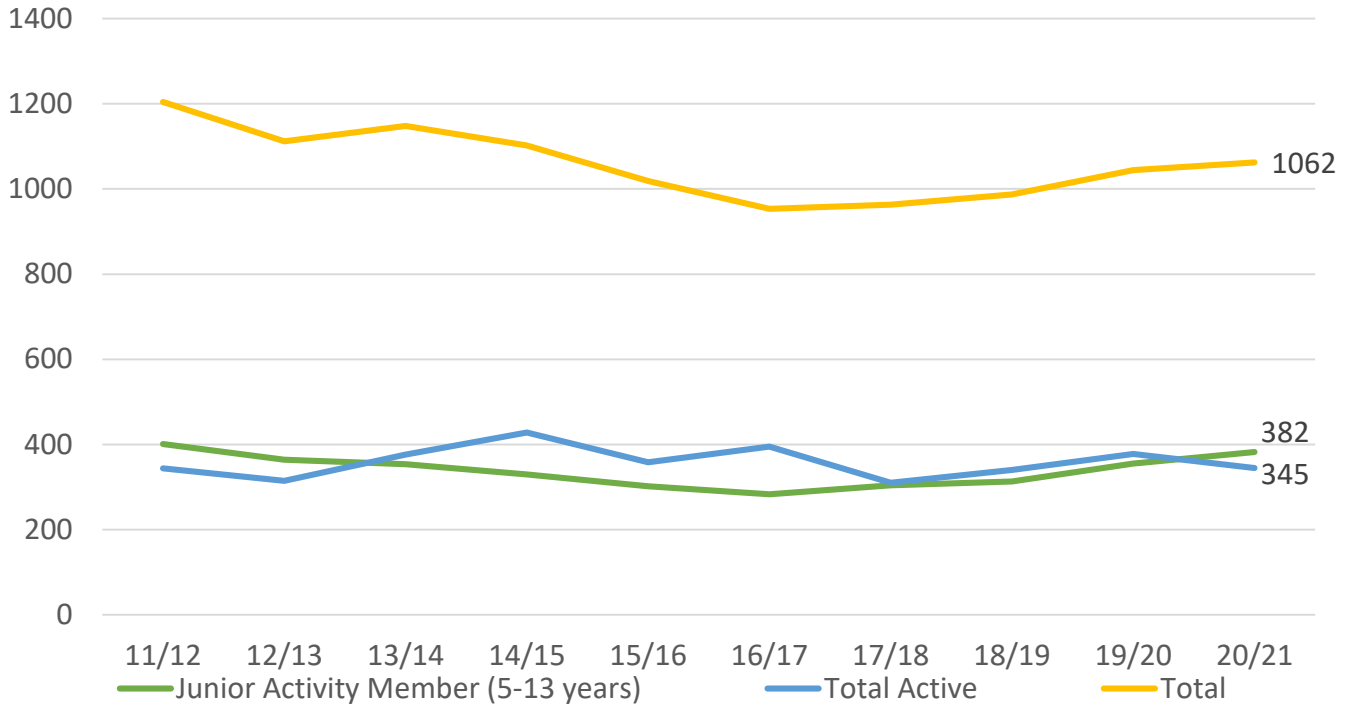
TOTAL MEMBERSHIP

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	72	62	33	20	68	0	64	34	6	12
Junior Activity Member (5-13 years)	401	364	354	330	302	283	304	313	355	382
Cadet Member (13-15 years)	87	52	53	56	41	39	51	48	54	52
Active Junior (15-18 years)	30	35	106	133	110	135	66	88	94	87
Active Senior (18years and over)	215	216	207	234	199	219	184	198	221	195
Award Member	9	7	6	4	7	2	3	1	5	6
Reserve Active	3	5	4	1	1	0	6	5	4	5
Long Service	77	74	81	79	72	77	73	82	80	79
Past Active	2	2	1	0	0	0	2	0	0	1
Associate	275	267	269	221	198	163	185	189	202	216
Life Member	25	24	26	21	17	26	21	25	22	23
General	0	0	0	0	0	0	1	0	0	2
Honorary	8	3	6	3	4	5	2	3	1	1
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	1	2	0	0	4	1	1	0	1
Total Active	344	315	376	428	358	395	310	340	378	345
Total	1204	1112	1148	1102	1019	953	963	987	1044	1062

	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	29	40	44	31	34	30	47	41	47	51
Under 7	46	37	40	51	29	39	42	47	59	54
Under 8	46	43	45	40	55	32	33	39	60	59
Under 9	56	49	46	43	38	44	40	39	45	52
Under 10	50	38	47	42	29	30	40	41	39	39
Under 11	44	44	36	40	34	29	27	31	35	37
Under 12	51	34	35	26	32	28	28	21	31	38
Under 13	50	38	29	22	28	23	26	30	19	24
Under 14	29	33	32	31	23	28	20	24	19	26
Junior Activities Total	401	356	354	326	302	283	303	313	354	380

TREND ANALYSIS



MEMBERSHIP RETENTION



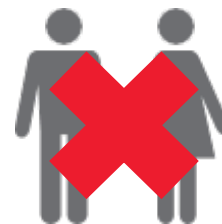
365

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



314

MEMBERS LOST FROM THE ORGANISATION

Northcliffe 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	6	3	50%	1	0	0%	3	50%	10	167%	0	0%	12	100%
Junior Activities	355	226	64%	17	12	3%	117	33%	173	49%	0	0%	382	8%
Cadet Member (13-15 years)	54	47	87%	5	0	0%	7	13%	10	19%	0	0%	52	-4%
Active (15-18 yrs)	94	61	65%		3	3%	30	32%	16	17%	0	0%	87	-7%
Active (18yrs and over)	221	156	71%		5	2%	60	27%	24	11%	0	0%	195	-12%
Award Member	5	5	100%	1	0	0%	0	0%	2	40%	0	0%	6	20%
Reserve Active	4	4	100%		0	0%	0	0%	1	25%	0	0%	5	25%
Long Service	80	66	83%		7	9%	7	9%	13	16%	0	0%	79	-1%
Past Active	0	0			0		0		1		0		1	
Associate	202	107	53%	2	6	3%	89	44%	111	55%	0	0%	216	7%
Life Member	22	22	100%		0	0%	0	0%	1	5%	0	0%	23	5%
General	0	0			0		0		2		0		2	
Honorary	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	378	273	72%		8	2%	97	26%	53	14%	0		345	-9%
Total	1044	697	67%		33	3%	314	30%	365	35%	0		1062	2%

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

MEMBERSHIP RETENTION

Northcliffe SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	43	37	86%	6	14%	6	14%	35
16-18 Years	97	64	66%	30	31%	20	21%	90
19-25 Years	105	64	61%	37	35%	9	9%	86
26-35 Years	30	20	67%	10	33%	3	10%	26
36-50 Years	67	55	82%	11	16%	12	18%	67
51-70 Years	36	33	92%	3	8%	3	8%	41
70+ Years	0	0		0		0		0
Total	378	273	72%	97	26%	53	14%	345

Northcliffe SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	47					51		51
Under 7	59	32	68%	14	30%	22	47%	54
Under 8	60	36	61%	19	32%	23	39%	59
Under 9	45	33	55%	25	42%	19	32%	52
Under 10	39	27	60%	15	33%	12	27%	39
Under 11	35	24	62%	15	38%	13	33%	37
Under 12	31	23	66%	11	31%	15	43%	38
Under 13	19	20	65%	10	32%	4	13%	24
Under 14	19	14	74%	5	26%	12	63%	26
Transitioned From JA		16	84%					

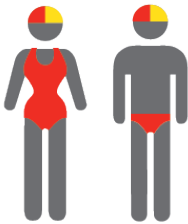
MEMBERSHIP RETENTION

2018/19



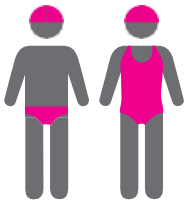
64%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



61%

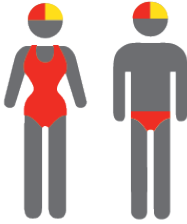
JUNIOR MEMBERSHIP
RETENTION

2019/20



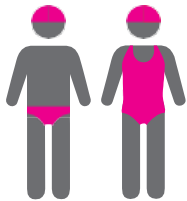
66%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



66%

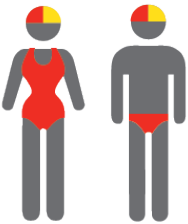
JUNIOR MEMBERSHIP
RETENTION

2020/21



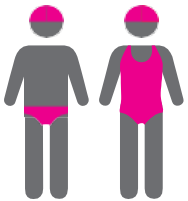
67%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION