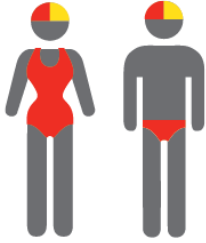


MEMBERSHIP STATISTICS REPORT EOS 2022/23



84

ACTIVE MEMBERSHIP



9% Decrease



296

TOTAL MEMBERSHIP



13% Decrease



106

JUNIOR MEMBERSHIP



17% 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

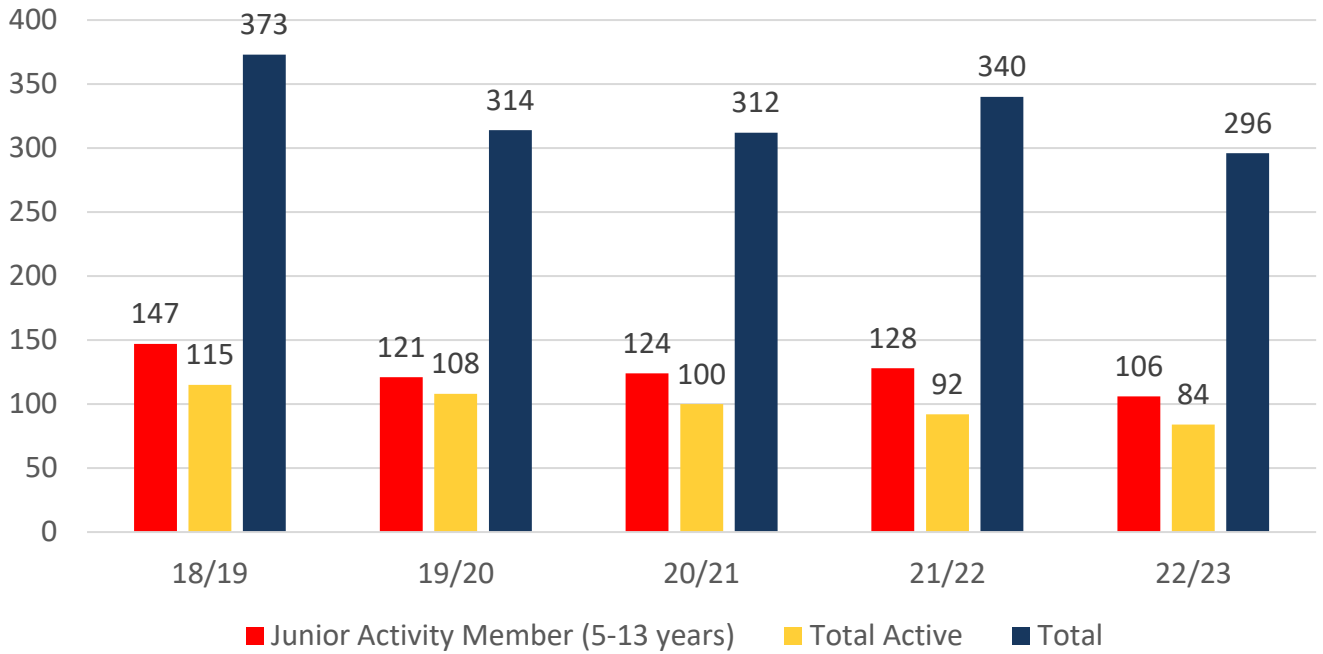
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	3	0	0	1	0
Junior Activity Member (5-13 years)	147	121	124	128	106
Cadet Member (13-15 years)	14	9	7	7	8
Active Junior (15-18 years)	23	16	15	7	6
Active Senior (18years and over)	71	76	71	73	68
Award Member	7	7	7	5	2
Reserve Active	0	0	0	0	0
Long Service	7	6	5	5	7
Past Active	2	1	0	0	0
Associate	86	62	67	99	84
Life Member	11	14	14	14	13
General	0	0	0	1	0
Honorary	0	1	2	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	1	0	0	2
Total Active	115	108	100	92	84
Total	373	314	312	340	296

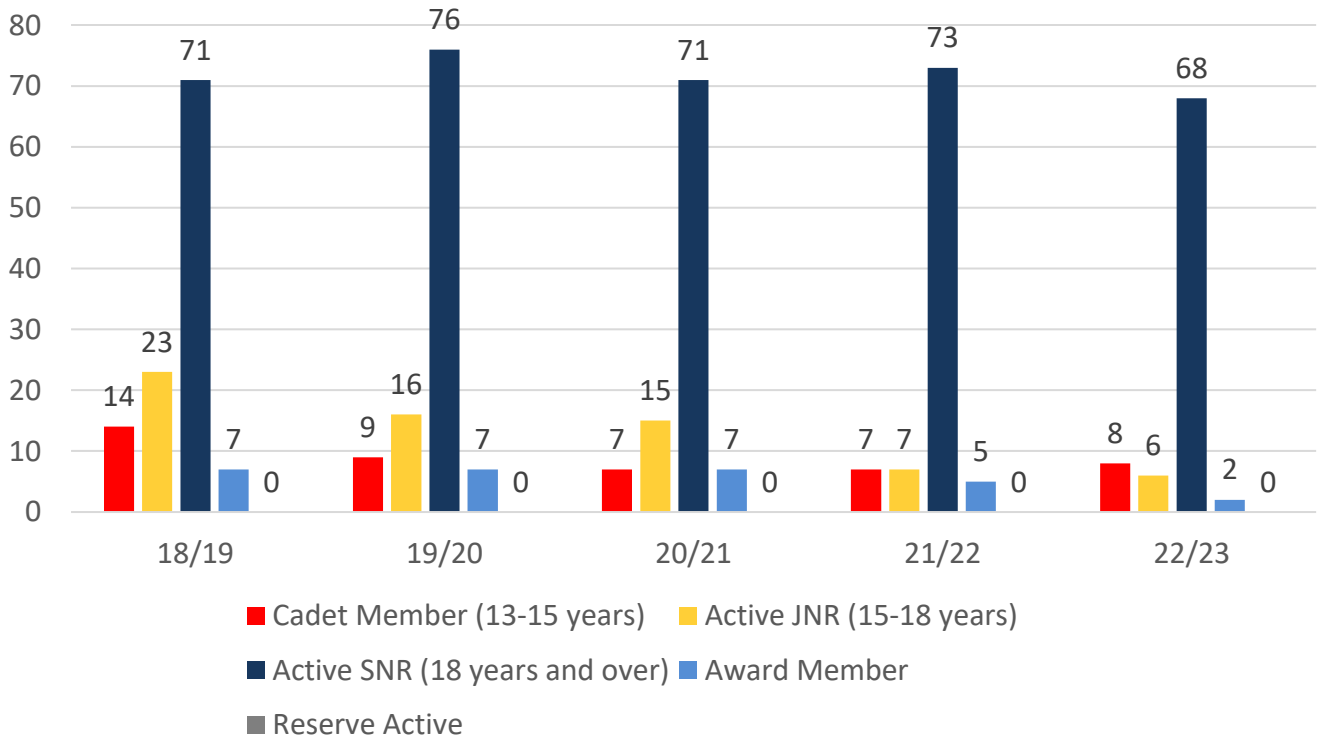
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	20	10	11	20	17
Under 7	15	14	11	23	17
Under 8	15	13	20	20	16
Under 9	29	12	15	18	15
Under 10	22	20	14	15	11
Under 11	16	18	16	13	11
Under 12	11	14	15	10	10
Under 13	11	12	13	7	8
Under 14	8	8	9	5	3
Junior Activities Total	147	121	124	131	108

5 YEAR TREND ANALYSIS

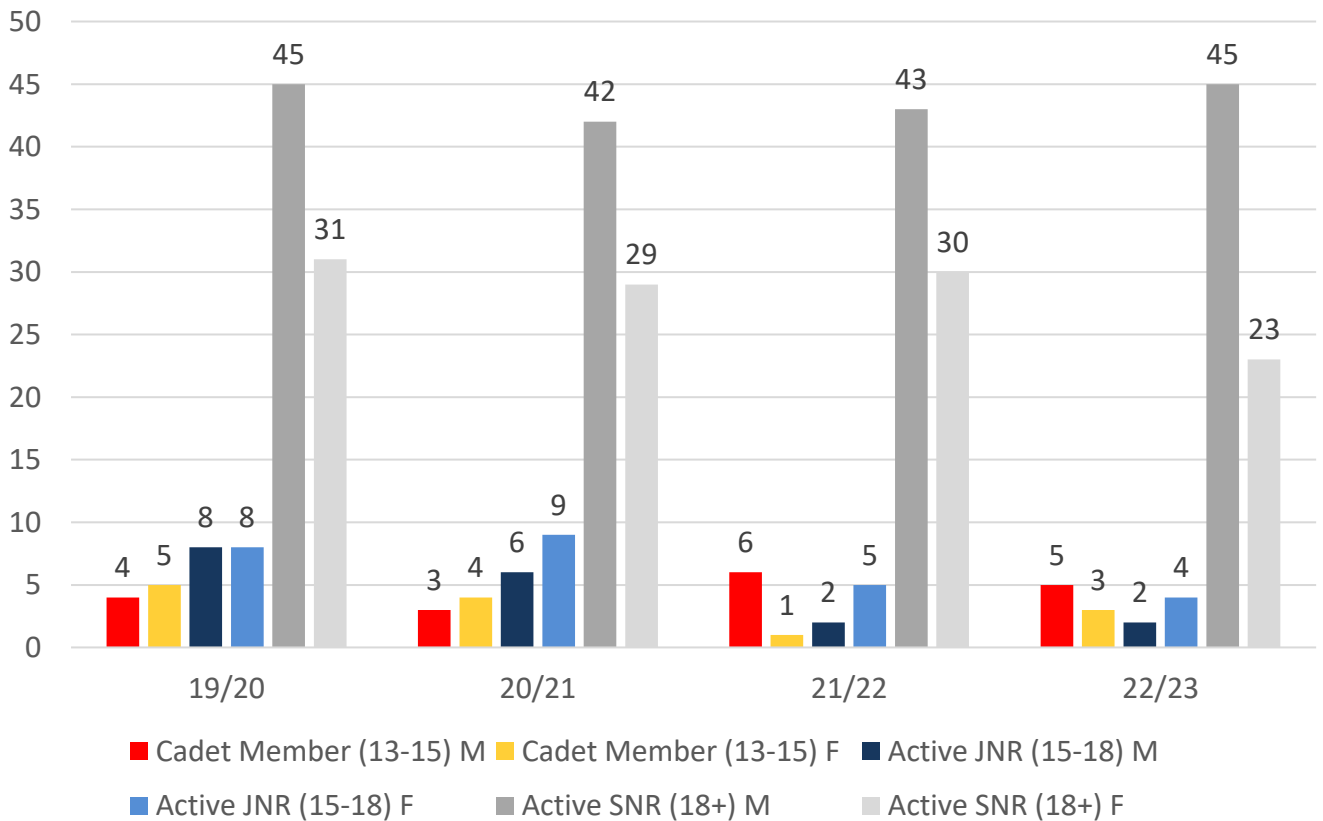
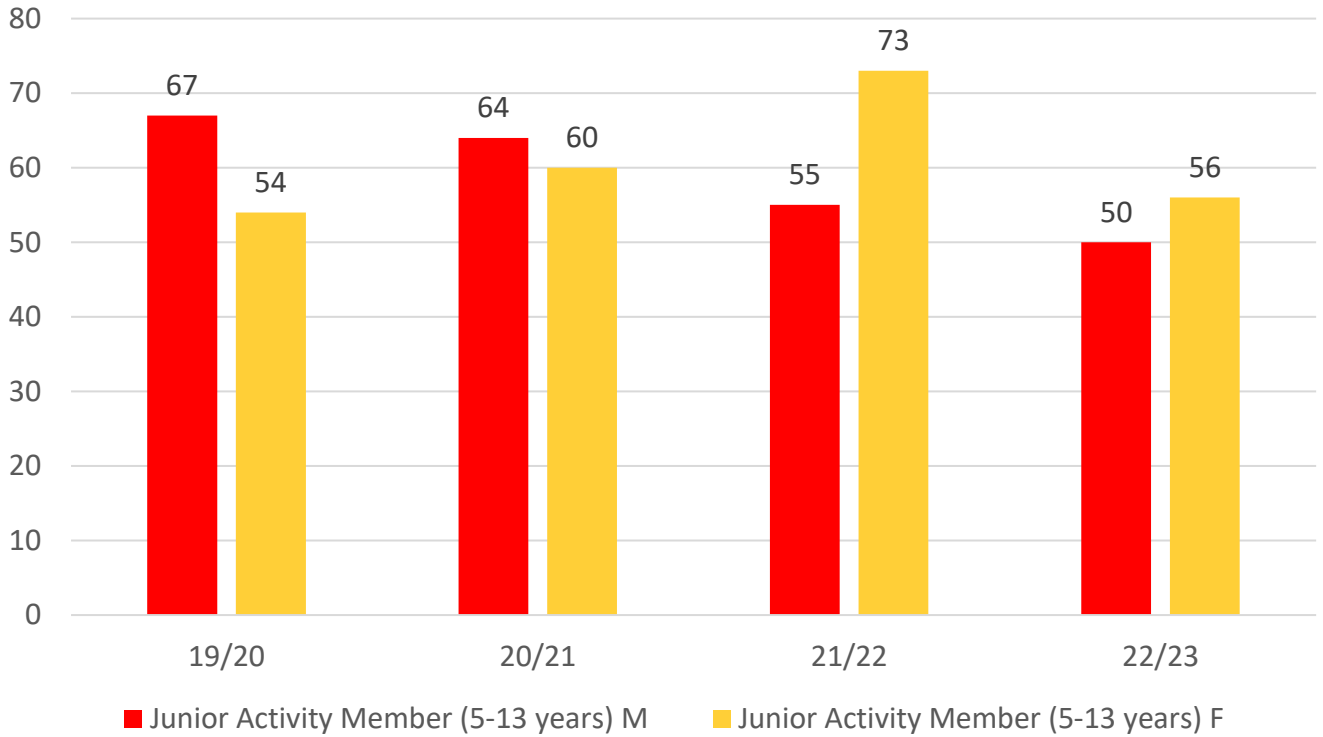
Total Membership



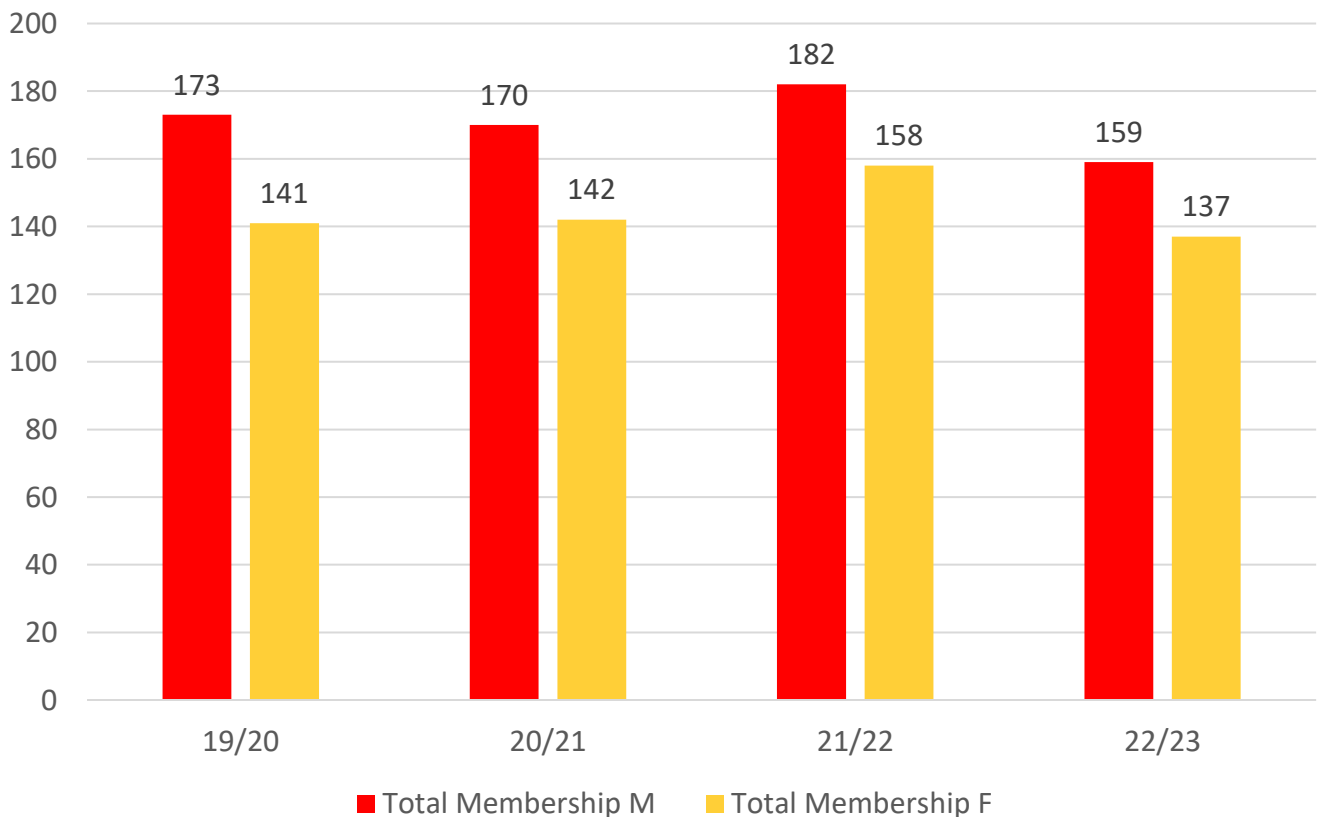
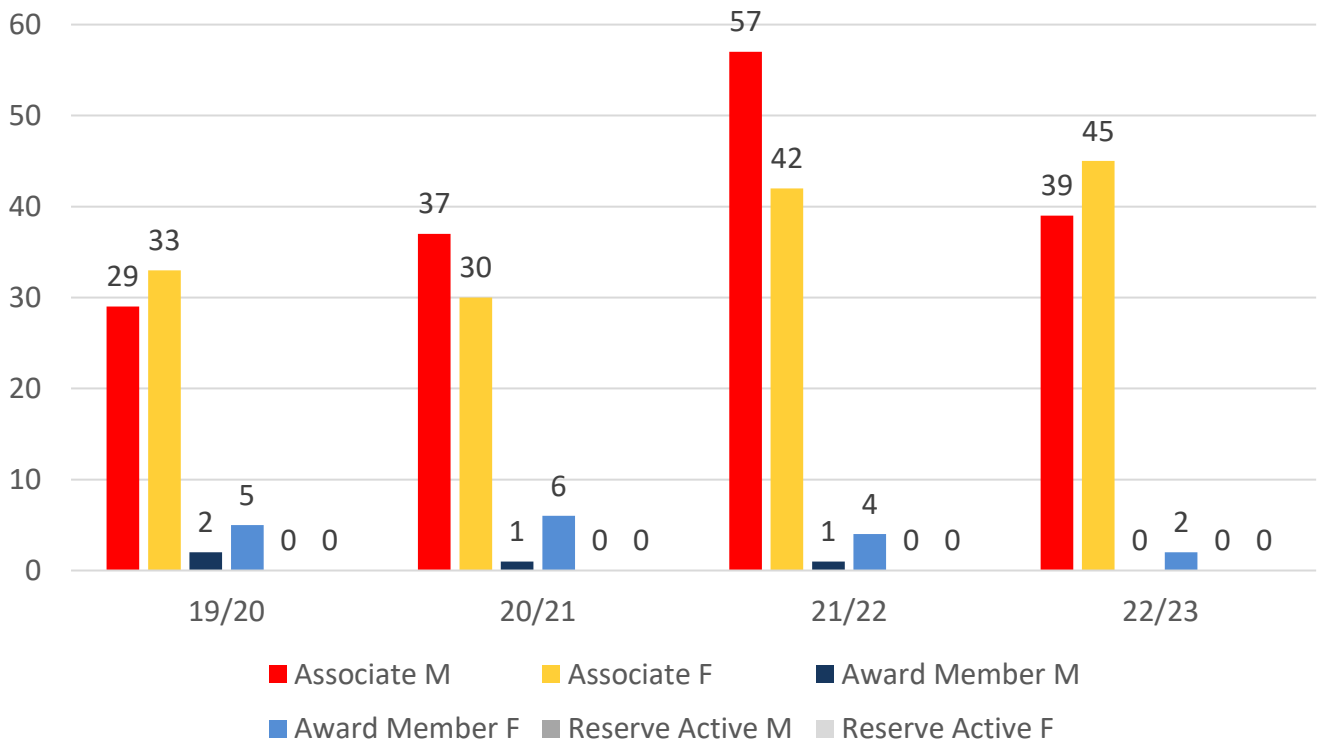
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



98

BRAND NEW MEMBERS



55%

MEMBERSHIP RETENTION



136

MEMBERS LOST FROM THE ORGANISATION

PACIFIC 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Junior Activities	128	61	48%	4	1	1%	66	52%	44	34%	5	4%	106	-17%
Cadet Member (13-15 years)	7	2	29%	-5	2	29%	3	43%	1	14%	0	0%	8	14%
Active (15-18 yrs)	7	6	86%	1	1	14%	0	0%	1	14%	0	0%	6	-14%
Active (18yrs and over)	73	57	78%	-1	9	12%	7	10%	9	12%	1	1%	68	-7%
Award Member	5	2	40%	1	1	20%	2	40%	1	20%	0	0%	2	-60%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	5	5	100%	-2	0	0%	0	0%	0	0%	0	0%	7	40%
Past Active	0	0		0	0		0		0		0		0	
Associate	99	42	42%	4	2	2%	55	56%	42	42%	4	4%	84	-15%
Life Member	14	12	86%	-1	0	0%	2	14%	0	0%	0	0%	13	-7%
General	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-2	0		0		0		0		2	
Total Active	92	67	73%		13	14%	12	13%	12	13%	1		84	-9%
Total	340	188	55%		16	5%	136	40%	98	29%	10		296	-13%

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

MEMBERSHIP RETENTION

PACIFIC 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	3	38%	3	38%	1	13%	8
16-18 Years	7	5	71%	0	0%	1	14%	6
19-25 Years	17	13	76%	0	0%	2	12%	16
26-35 Years	6	4	67%	1	17%	0	0%	4
36-50 Years	36	28	78%	6	17%	6	17%	29
51-70 Years	17	14	82%	1	6%	2	12%	21
70+ Years	1	0	0%	1	100%	0	0%	0
Total	92	67	73%	12	13%	12	13%	84

PACIFIC 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	20					17		17
Under 7	23	6	30%	11	55%	8	40%	17
Under 8	20	11	48%	12	52%	3	13%	16
Under 9	17	7	35%	13	65%	7	35%	15
Under 10	15	6	35%	11	65%	4	24%	11
Under 11	13	10	67%	5	33%	1	7%	11
Under 12	10	7	54%	6	46%	3	23%	10
Under 13	7	7	70%	3	30%	1	10%	8
Under 14	5	3	43%	4	57%	0	0%	1
Transitioned From JA		4	80%					

MEMBERSHIP RETENTION

2020/21



72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



69%

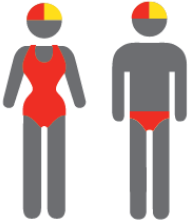
JUNIOR MEMBERSHIP
RETENTION

2021/22



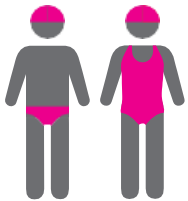
61%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



54%

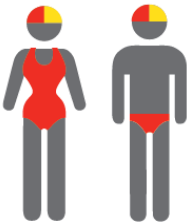
JUNIOR MEMBERSHIP
RETENTION

2022/23



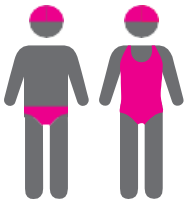
55%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



48%

JUNIOR MEMBERSHIP
RETENTION