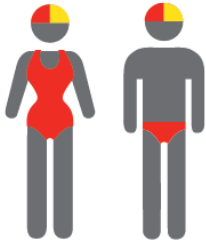


## MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



169

ACTIVE MEMBERSHIP



13% Decrease



904

TOTAL MEMBERSHIP



9% Increase



392

JUNIOR MEMBERSHIP



16% 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.

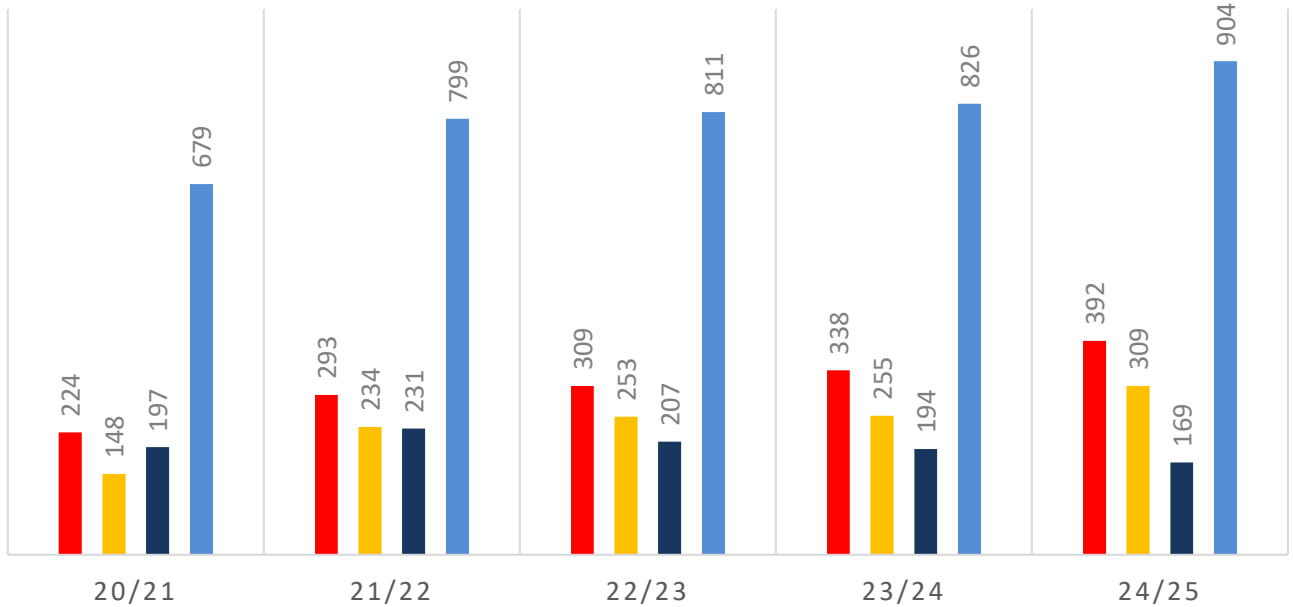
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5-YEAR TREND ANALYSIS

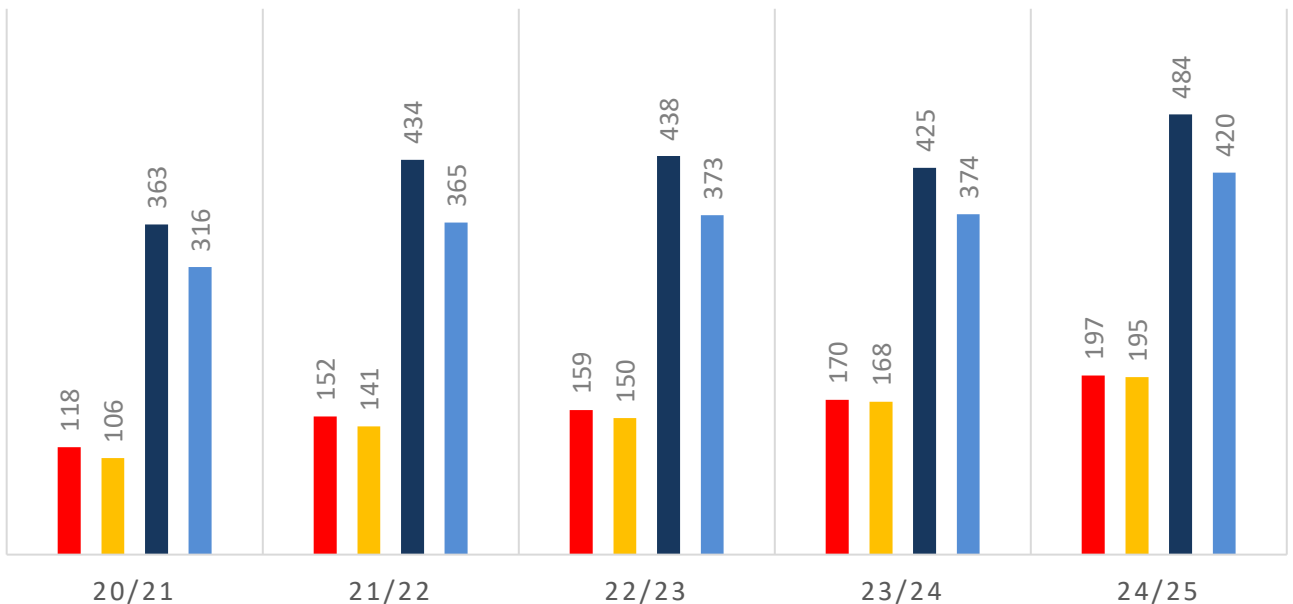
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



**388**

**BRAND NEW MEMBERS**



**59%**

**MEMBERSHIP RETENTION**



**313**

**MEMBERS LOST FROM THE ORGANISATION**

Palm Beach 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	4	0	0%		0	0%	4	100%	2	50%	0	0%	2	-50%
Nipper Parent	0	0			0		0		3		1		6	
Junior Activities	338	207	61%	9	9	3%	122	36%	181	54%	13	4%	392	16%
Cadet Member (13-15 years)	16	6	38%		1	6%	9	56%	8	50%	0	0%	21	31%
Active (15-18 yrs)	55	27	49%	2	3	5%	25	45%	15	27%	1	2%	41	-25%
Active (18yrs and over)	123	80	65%		8	7%	35	28%	13	11%	6	5%	104	-15%
Award Member	0	0			0		0		0		0		1	
Reserve Active	0	0			0		0		1		0		2	
Long Service	7	4	57%	1	2	29%	1	14%	0	0%	0	0%	3	-57%
Past Active	1	1	100%		0	0%	0	0%	0	0%	1	100%	2	100%
Associate	255	142	56%	5	6	2%	107	42%	162	64%	10	4%	309	21%
Life Member	23	16	70%		0	0%	7	30%	0	0%	0	0%	17	-26%
General	0	0			0		0		2		0		2	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		1		0		1	
Leave / Restricted	4	1	25%		0	0%	3	75%	0	0%	0	0%	1	-75%
<b>Total Active</b>	<b>194</b>	<b>113</b>	<b>58%</b>		<b>12</b>	<b>6%</b>	<b>69</b>	<b>36%</b>	<b>37</b>	<b>19%</b>	<b>7</b>	<b>4%</b>	<b>169</b>	<b>-13%</b>
<b>Total</b>	<b>826</b>	<b>484</b>	<b>59%</b>		<b>29</b>	<b>4%</b>	<b>313</b>	<b>38%</b>	<b>388</b>	<b>47%</b>	<b>32</b>	<b>4%</b>	<b>904</b>	<b>9%</b>

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

# MEMBERSHIP RETENTION

Palm Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	10	43%	11	48%	6	26%	18
16-18 Years	47	22	47%	23	49%	17	36%	44
19-25 Years	16	10	63%	6	38%	2	13%	15
26-35 Years	7	2	29%	5	71%	3	43%	7
36-50 Years	58	36	62%	17	29%	7	12%	42
51-70 Years	40	31	78%	6	15%	2	5%	40
70+ Years	3	2	67%	1	33%	0	0%	3
<b>Total</b>	194	113	58%	69	36%	37	19%	169

Palm Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	56					53		57
Under 7	54	39	70%	16	29%	33	59%	71
Under 8	50	38	70%	15	28%	26	48%	66
Under 9	42	31	62%	19	38%	19	38%	55
Under 10	37	26	62%	14	33%	14	33%	42
Under 11	32	17	46%	19	51%	11	30%	28
Under 12	22	19	59%	12	38%	11	34%	31
Under 13	23	14	64%	8	36%	10	45%	24
Under 14	22	14	61%	9	39%	4	17%	18
Transitioned From JA		9	41%					