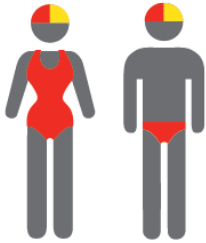


MEMBERSHIP STATISTICS REPORT EOS 2021/22



240

ACTIVE MEMBERSHIP



1% Decrease



816

TOTAL MEMBERSHIP



1% Decrease



299

JUNIOR MEMBERSHIP



4% 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.

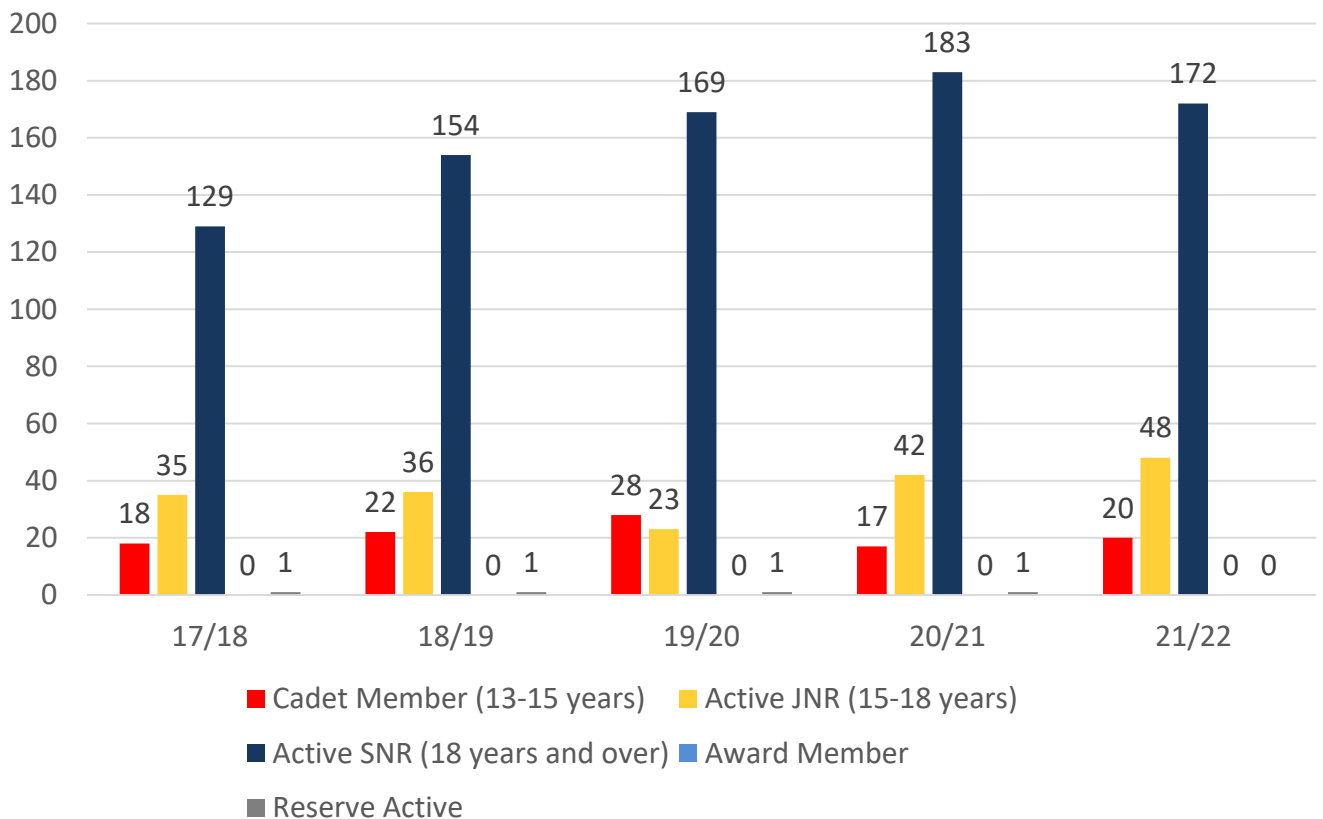
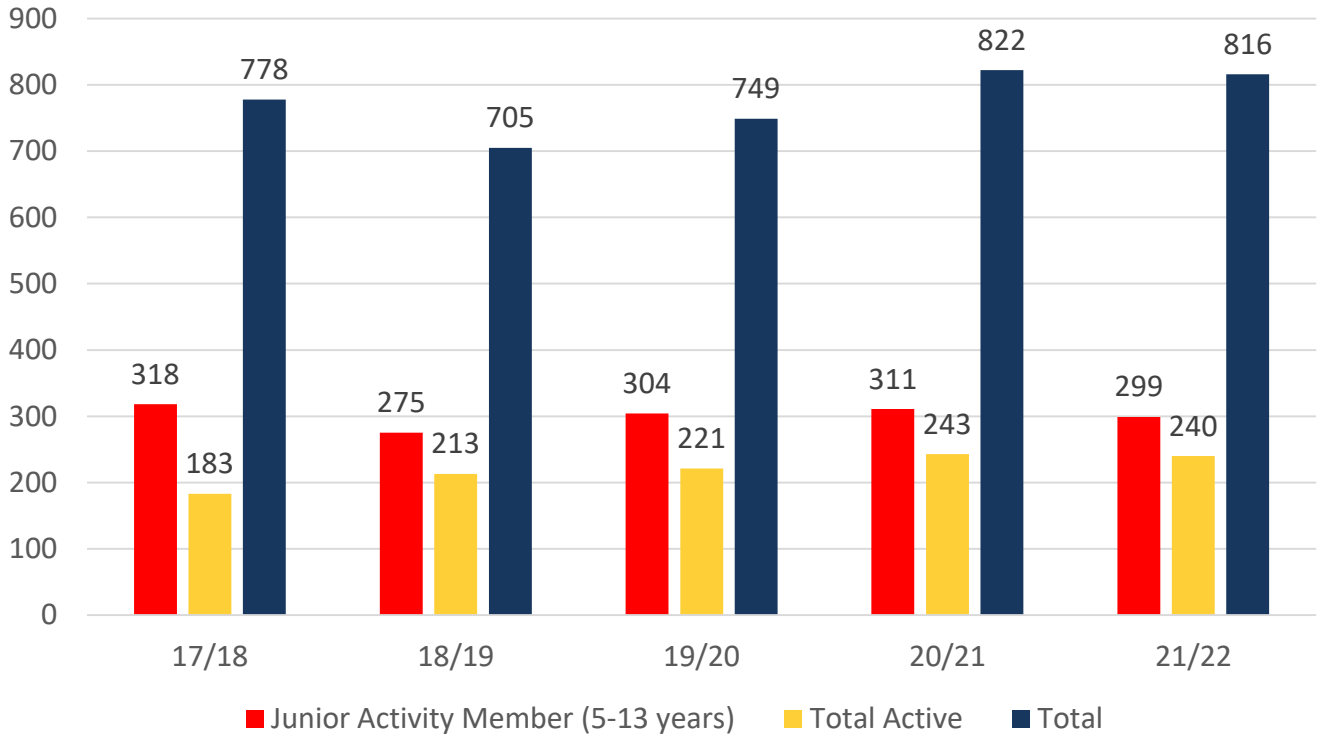
TOTAL MEMBERSHIP

MEMBERSHIP XXXX-XXXX

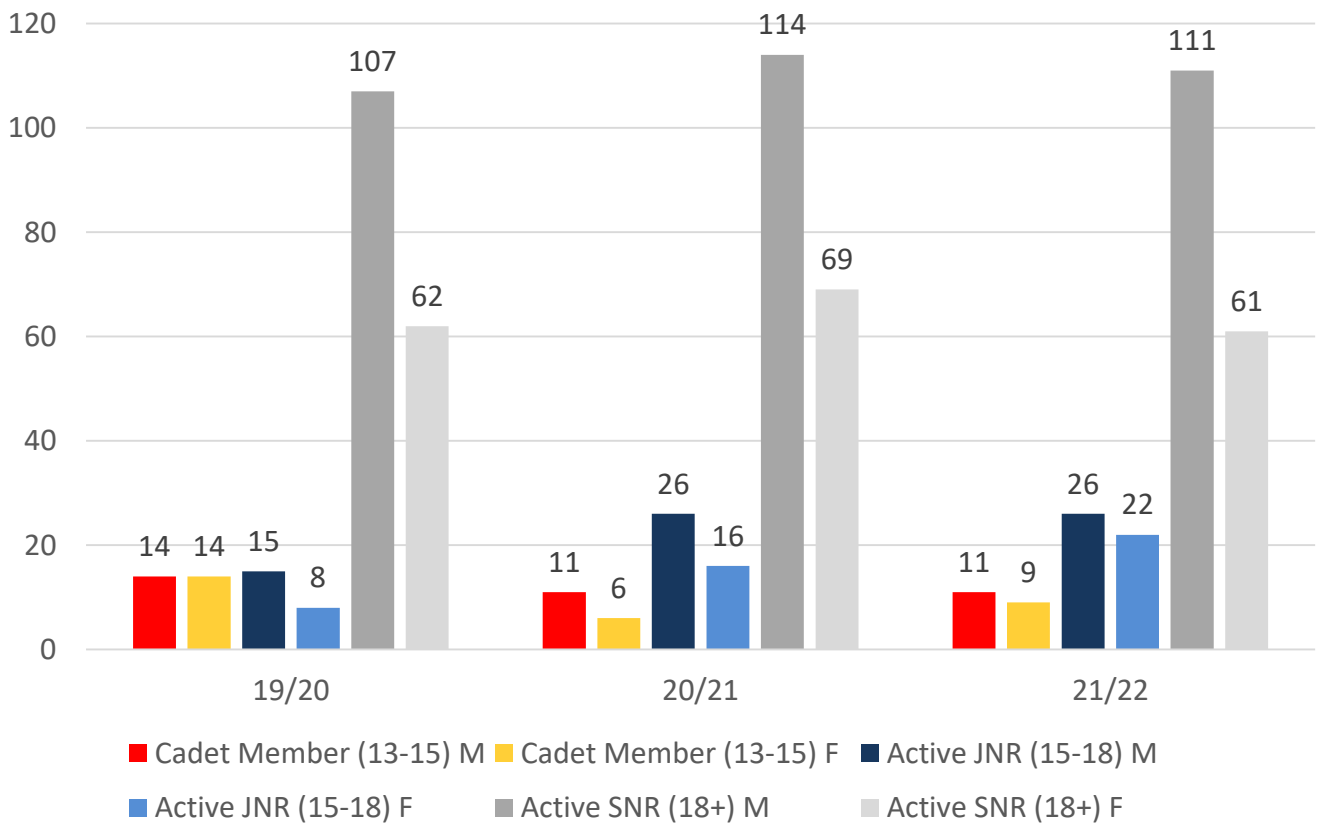
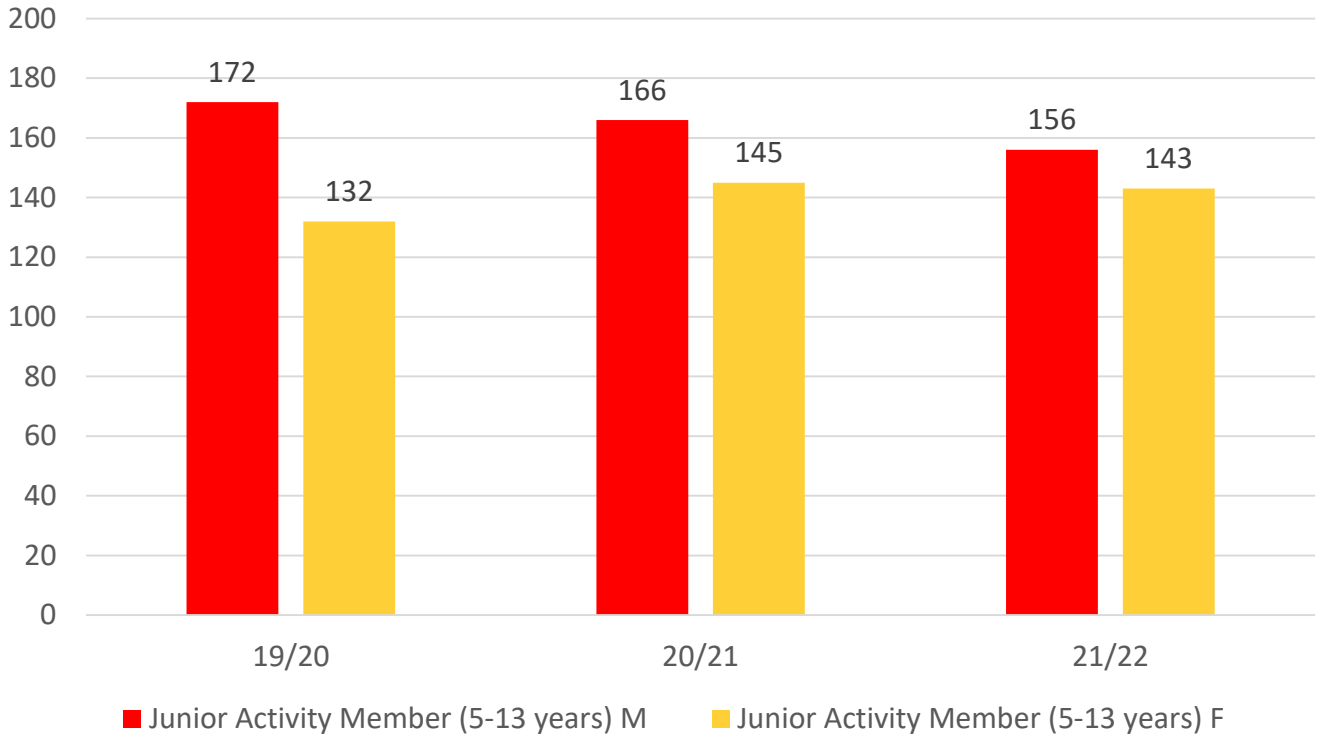
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	5	0	0	1	0
Junior Activity Member (5-13 years)	318	275	304	311	299
Cadet Member (13-15 years)	18	22	28	17	20
Active Junior (15-18 years)	35	36	23	42	48
Active Senior (18years and over)	129	154	169	183	172
Award Member	0	0	0	0	0
Reserve Active	1	1	1	1	0
Long Service	7	10	11	9	10
Past Active	2	2	1	0	1
Associate	228	187	201	221	237
Life Member	35	26	10	35	28
General	0	0	0	0	0
Honorary	0	2	1	1	0
Non Member Participants	0	0	0	0	1
Leave / Restricted	0	0	0	1	0
Total Active	183	213	221	243	240
Total	778	715	749	822	816

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	38	30	28	39	34
Under 7	46	32	27	48	53
Under 8	44	39	34	34	50
Under 9	44	37	52	36	40
Under 10	36	37	34	39	29
Under 11	44	25	44	26	27
Under 12	27	33	29	42	22
Under 13	26	22	31	19	27
Under 14	13	20	25	28	17
Junior Activities Total	318	275	304	311	299

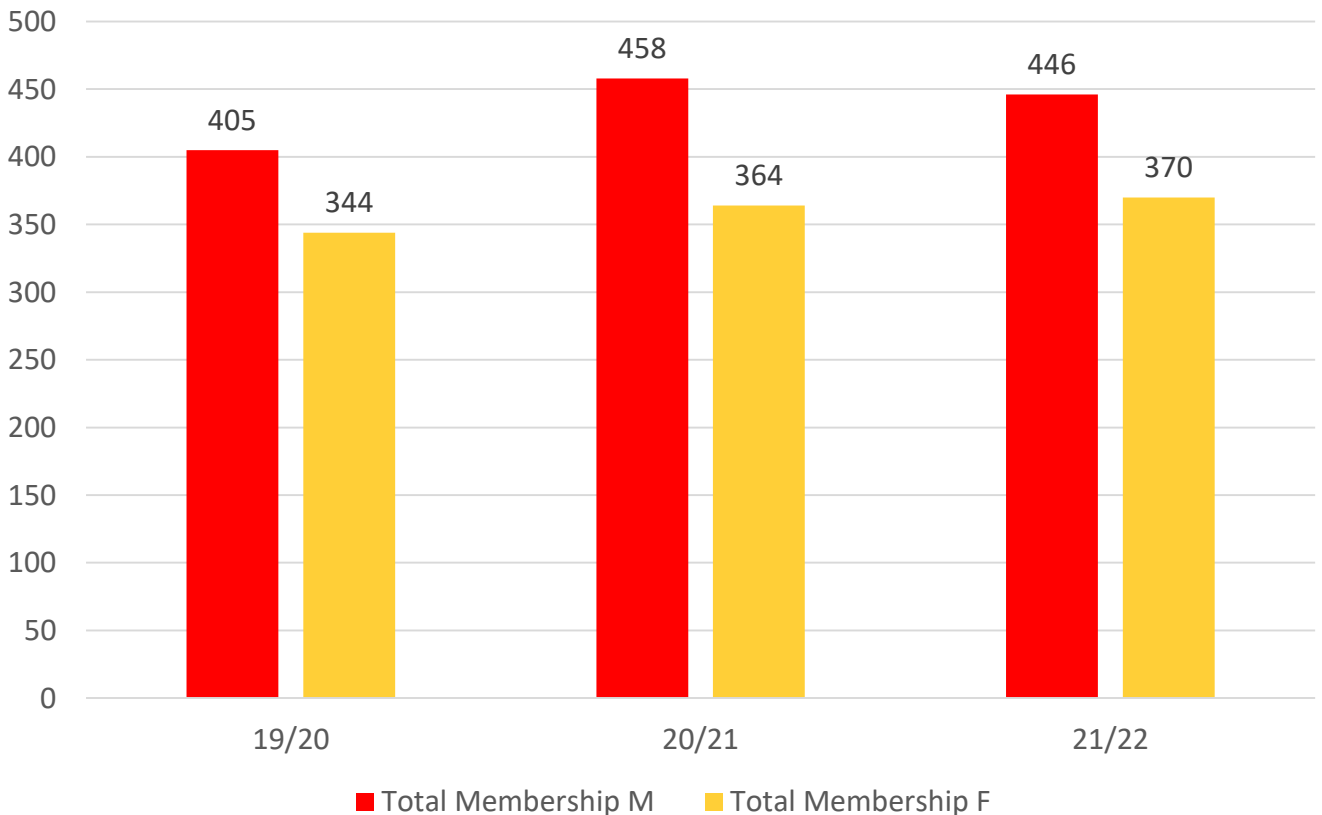
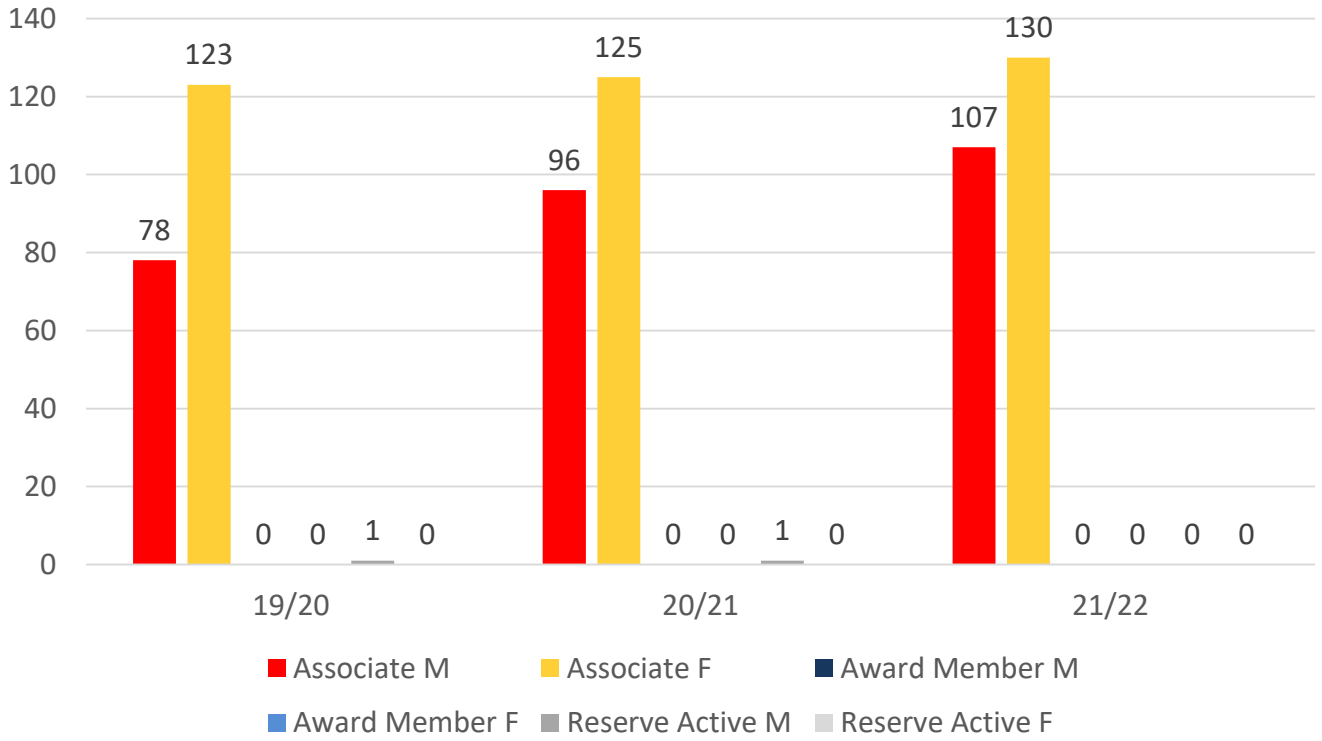
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



266

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



261

MEMBERS LOST FROM THE ORGANISATION

PALM BEACH 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Junior Activities	311	186	60%	18	20	6%	105	34%	113	36%	18	6%	299	-4%
Cadet Member (13-15 years)	17	8	47%	-10	0	0%	9	53%	2	12%	0	0%	20	18%
Active (15-18 yrs)	42	29	69%	-9	2	5%	11	26%	10	24%	0	0%	48	14%
Active (18yrs and over)	183	146	80%	-3	7	4%	30	16%	20	11%	3	2%	172	-6%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Long Service	9	7	78%	0	1	11%	1	11%	2	22%	1	11%	10	11%
Past Active	0	0		0	0		0		0		1		1	
Associate	221	112	51%	1	11	5%	98	44%	118	53%	8	4%	237	7%
Life Member	35	28	80%	0	0	0%	7	20%	0	0%	0	0%	28	-20%
General	0	0		0	0		0		0		0		0	
Honorary	1	0	0%	0	1	100%	0	0%	0	0%	0	0%	0	-100%
Non Member Participant	0	0		0	0		0		1		0		1	
Leave / Restricted	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	243	184	76%		9	4%	50	21%	32	13%	3		240	-1%
Total	822	519	63%		42	5%	261	32%	266	32%	31		816	-1%

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

MEMBERSHIP RETENTION

PALM BEACH 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	12	52%	11	48%	3	13%	22
16-18 Years	43	30	70%	11	26%	10	23%	46
19-25 Years	21	18	86%	3	14%	5	24%	29
26-35 Years	22	10	45%	11	50%	2	9%	12
36-50 Years	92	75	82%	12	13%	6	7%	81
51-70 Years	40	37	93%	2	5%	6	15%	47
70+ Years	2	2	100%	0	0%	0	0%	3
Total	243	184	76%	50	21%	32	13%	240

PALM BEACH 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	40					34		34
Under 7	48	28	70%	8	20%	19	48%	53
Under 8	34	29	60%	14	29%	18	38%	50
Under 9	36	21	62%	12	35%	16	47%	40
Under 10	39	20	56%	12	33%	7	19%	29
Under 11	26	21	54%	14	36%	6	15%	27
Under 12	42	14	54%	12	46%	6	23%	22
Under 13	19	22	52%	19	45%	4	10%	27
Under 14	28	12	63%	6	32%	3	16%	17
Transitioned From JA		19	68%					

MEMBERSHIP RETENTION

2019/20



60%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION

2020/21



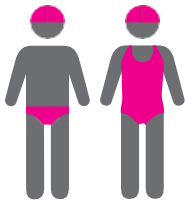
64%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



63%

JUNIOR MEMBERSHIP
RETENTION

2021/22



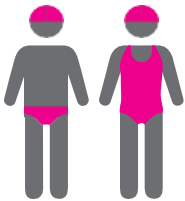
63%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION