

## MEMBERSHIP STATISTICS REPORT EOS 2022/23



218

ACTIVE MEMBERSHIP



9% Decrease



823

TOTAL MEMBERSHIP



1% Increase



308

JUNIOR MEMBERSHIP



3% 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

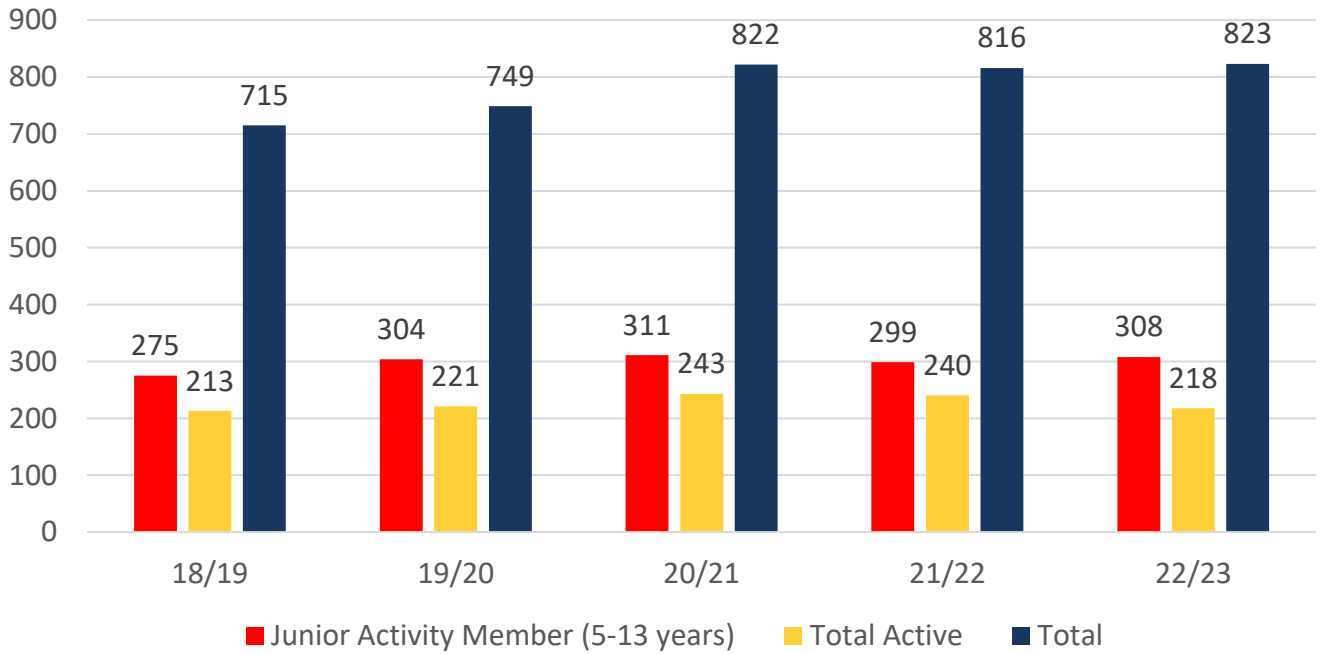
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	0	1	0	6
Junior Activity Member (5-13 years)	275	304	311	299	308
Cadet Member (13-15 years)	22	28	17	20	14
Active Junior (15-18 years)	36	23	42	48	50
Active Senior (18years and over)	154	169	183	172	151
Award Member	0	0	0	0	3
Reserve Active	1	1	1	0	0
Long Service	10	11	9	10	9
Past Active	2	1	0	1	2
Associate	187	201	221	237	246
Life Member	26	10	35	28	28
General	0	0	0	0	0
Honorary	2	1	1	0	0
Non Member Participants	0	0	0	1	0
Leave / Restricted	0	0	1	0	6
Total Active	213	221	243	240	218
Total	715	749	822	816	823

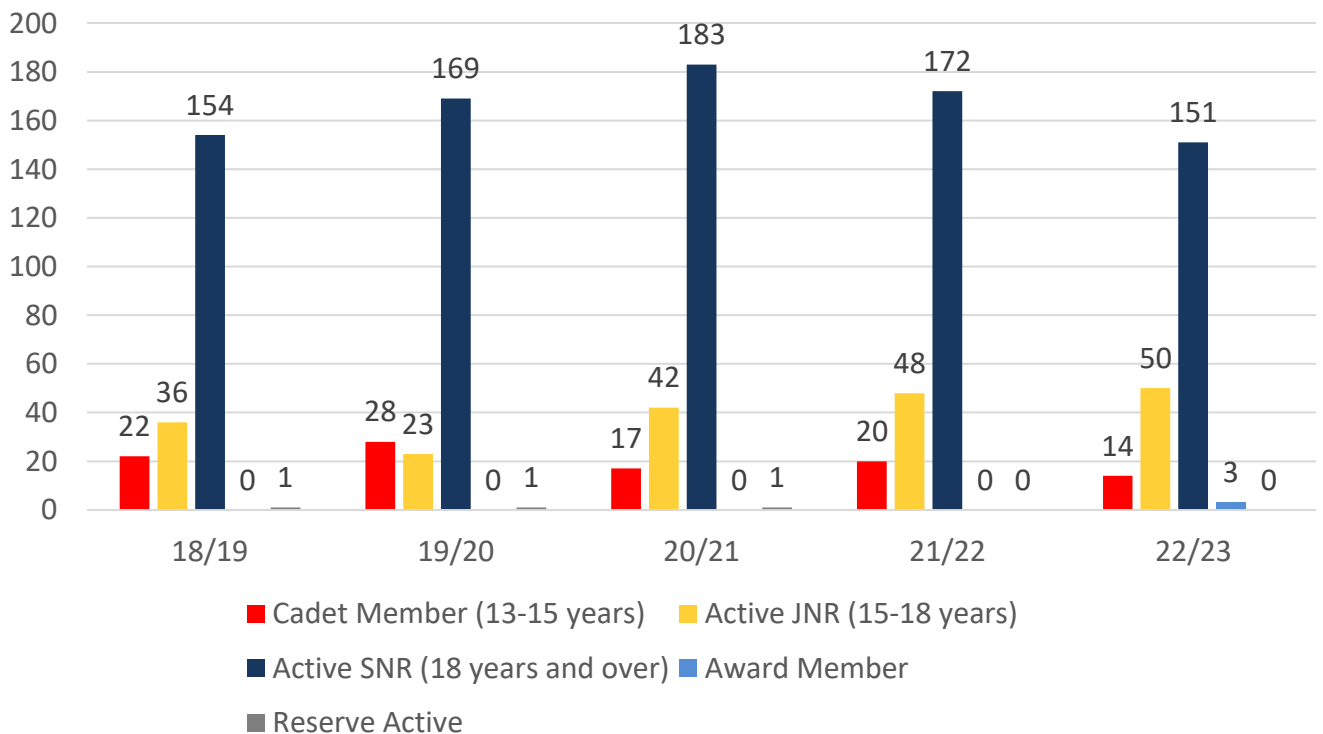
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	30	28	39	34	39
Under 7	32	27	48	53	43
Under 8	39	34	34	50	48
Under 9	37	52	36	40	47
Under 10	37	34	39	29	44
Under 11	25	44	26	27	29
Under 12	33	29	42	22	19
Under 13	22	31	19	27	20
Under 14	20	25	28	17	21
Junior Activities Total	275	304	311	299	310

# 5 YEAR TREND ANALYSIS

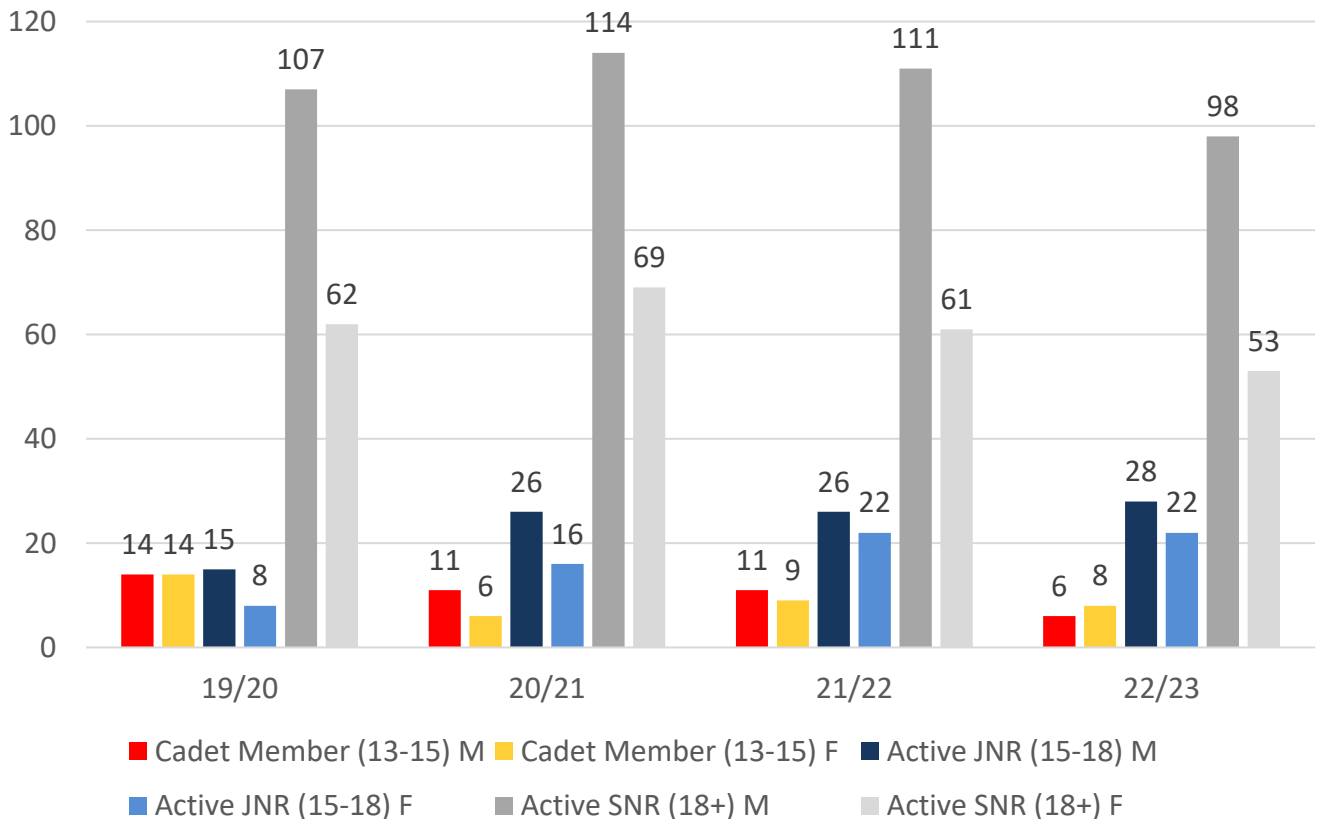
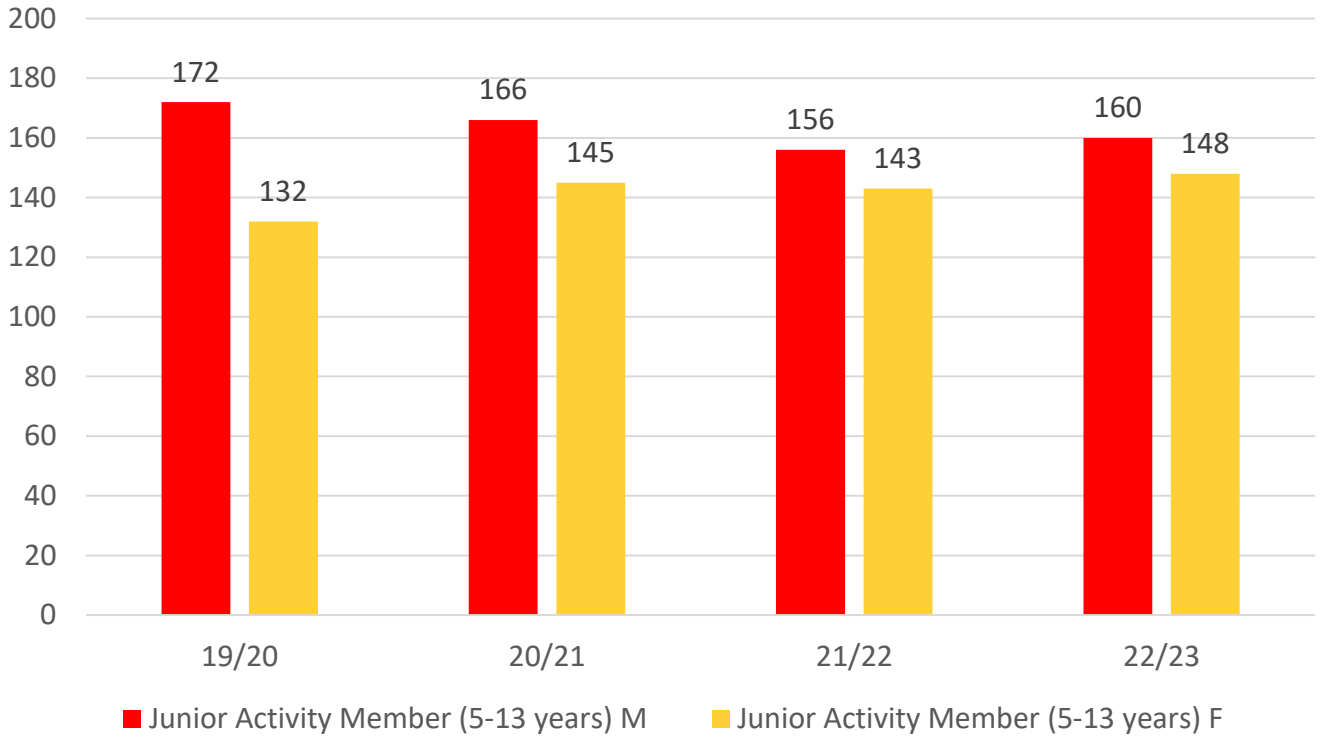
## Total Membership



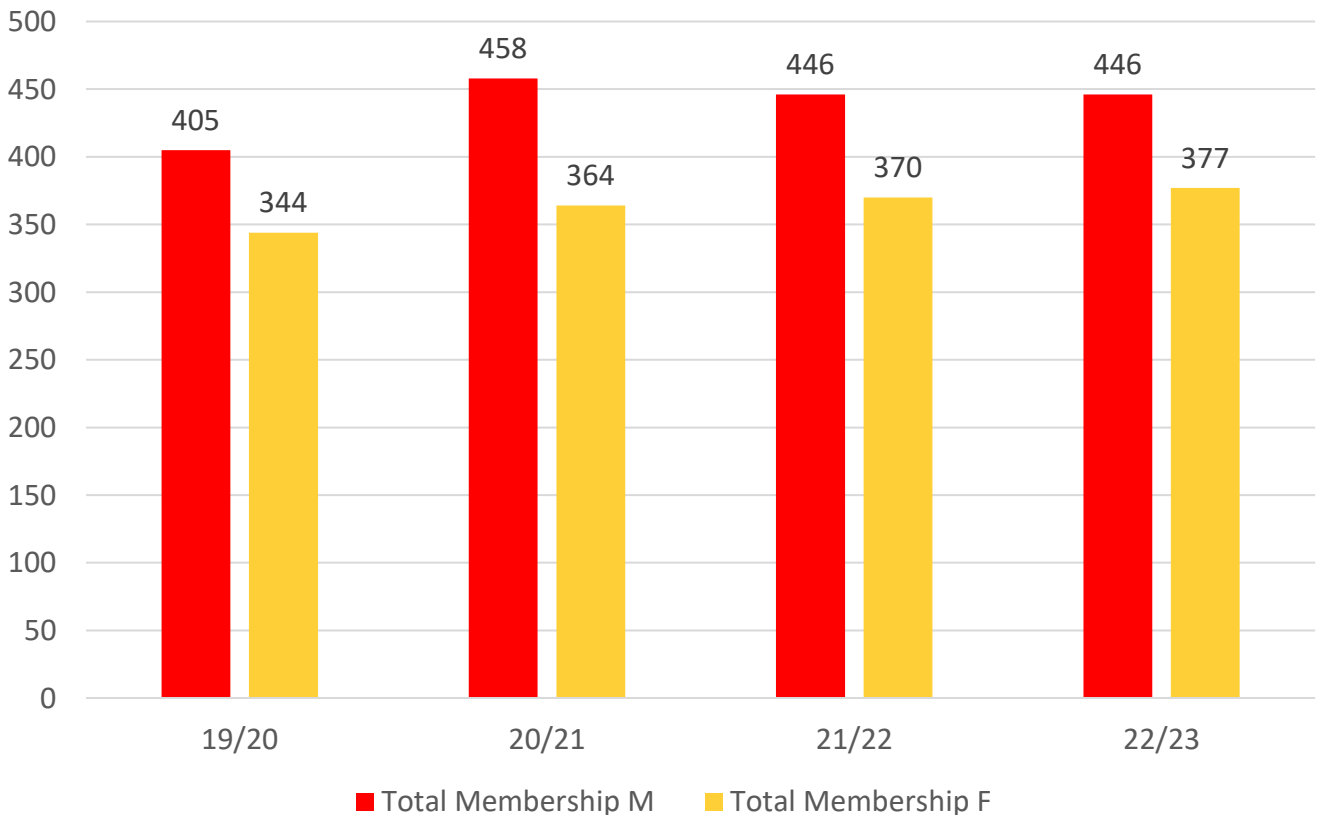
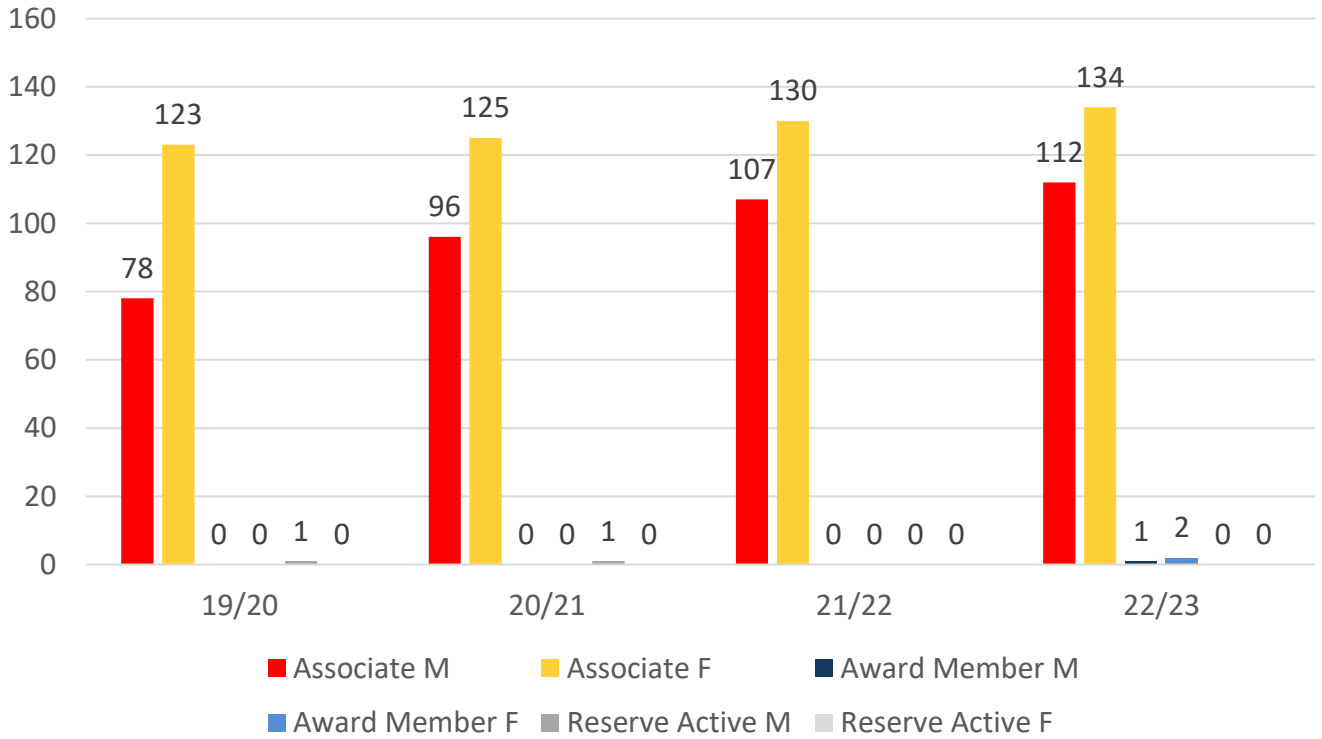
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**277**

**BRAND NEW MEMBERS**



**64%**

**MEMBERSHIP RETENTION**



**288**

**MEMBERS LOST FROM THE ORGANISATION**

PALM BEACH 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	0	0		0	0		0		6		0		6	
Junior Activities	299	184	62%	18	3	1%	112	37%	129	43%	13	4%	308	3%
Cadet Member (13-15 years)	20	18	90%	5	0	0%	2	10%	1	5%	0	0%	14	-30%
Active (15-18 yrs)	48	24	50%	-16	1	2%	23	48%	8	17%	2	4%	50	4%
Active (18yrs and over)	172	131	76%	-5	2	1%	39	23%	13	8%	2	1%	151	-12%
Award Member	0	0		-3	0		0		0		0		3	
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	10	8	80%	0	1	10%	1	10%	1	10%	0	0%	9	-10%
Past Active	1	1	100%	-1	0	0%	0	0%	0	0%	0	0%	2	100%
Associate	237	129	54%	7	1	0%	107	45%	115	49%	9	4%	246	4%
Life Member	28	25	89%	-1	0	0%	3	11%	2	7%	0	0%	28	0%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	0	0		-4	0		0		2		0		6	
Total Active	240	173	72%		3	1%	64	27%	22	9%	4		218	-9%
Total	816	520	64%		8	1%	288	35%	277	34%	26		823	1%

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

# MEMBERSHIP RETENTION

PALM BEACH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	22	19	86%	2	9%	3	14%	25
16-18 Years	46	24	52%	22	48%	6	13%	41
19-25 Years	29	13	45%	16	55%	2	7%	18
26-35 Years	12	7	58%	4	33%	1	8%	7
36-50 Years	81	70	86%	11	14%	7	9%	75
51-70 Years	47	37	79%	9	19%	3	6%	49
70+ Years	3	3	100%	0	0%	0	0%	3
<b>Total</b>	240	173	72%	64	27%	22	9%	218

PALM BEACH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	34					38		39
Under 7	53	21	62%	13	38%	22	65%	43
Under 8	50	27	51%	24	45%	19	36%	48
Under 9	40	28	56%	22	44%	17	34%	47
Under 10	29	25	63%	15	38%	13	33%	44
Under 11	27	17	59%	11	38%	11	38%	29
Under 12	22	16	59%	11	41%	3	11%	19
Under 13	27	15	68%	7	32%	4	18%	20
Under 14	17	19	70%	8	30%	2	7%	19
Transitioned From JA		16	94%					

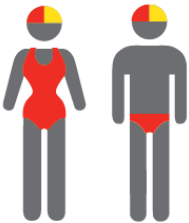
# MEMBERSHIP RETENTION

2020/21



64%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



63%

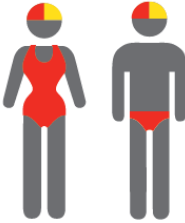
JUNIOR MEMBERSHIP  
RETENTION

2021/22



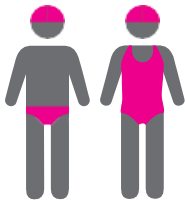
63%

TOTAL MEMBERSHIP  
RETENTION



76%

ACTIVE MEMBERSHIP  
RETENTION



60%

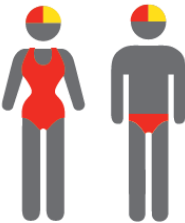
JUNIOR MEMBERSHIP  
RETENTION

2022/23



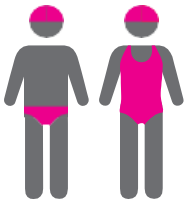
64%

TOTAL MEMBERSHIP  
RETENTION



72%

ACTIVE MEMBERSHIP  
RETENTION



62%

JUNIOR MEMBERSHIP  
RETENTION