

PEREGIAN BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



96

ACTIVE MEMBERSHIP



28% Decrease



615

TOTAL MEMBERSHIP



20% Increase



229

JUNIOR MEMBERSHIP



15% 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.

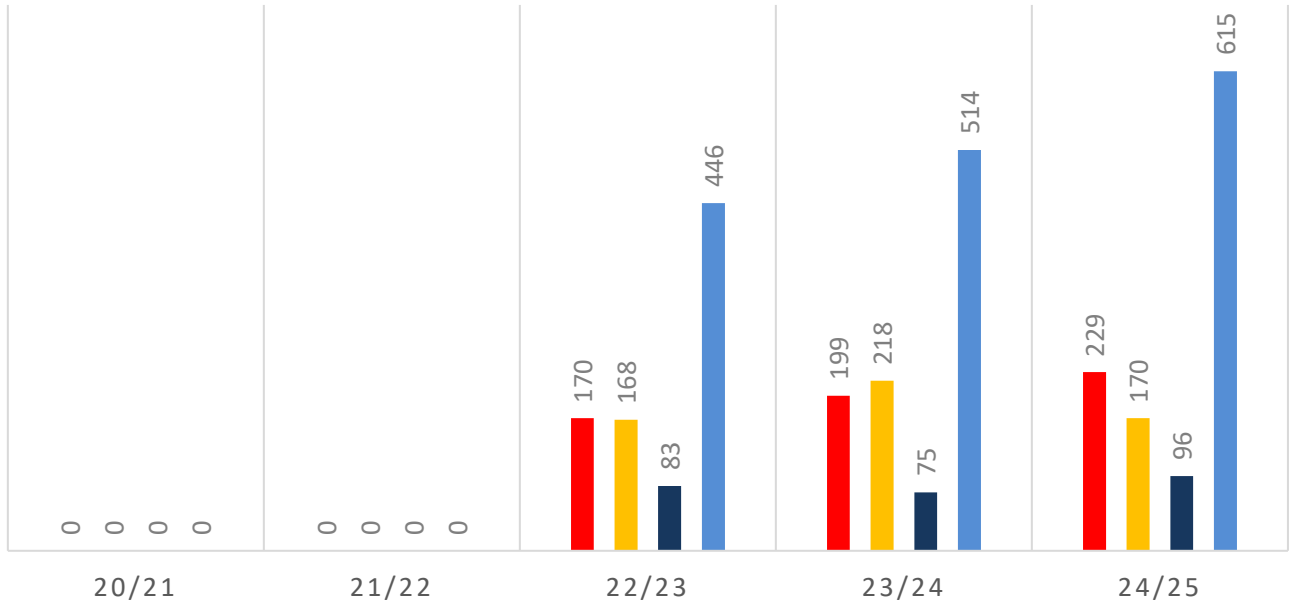
Note:

- 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

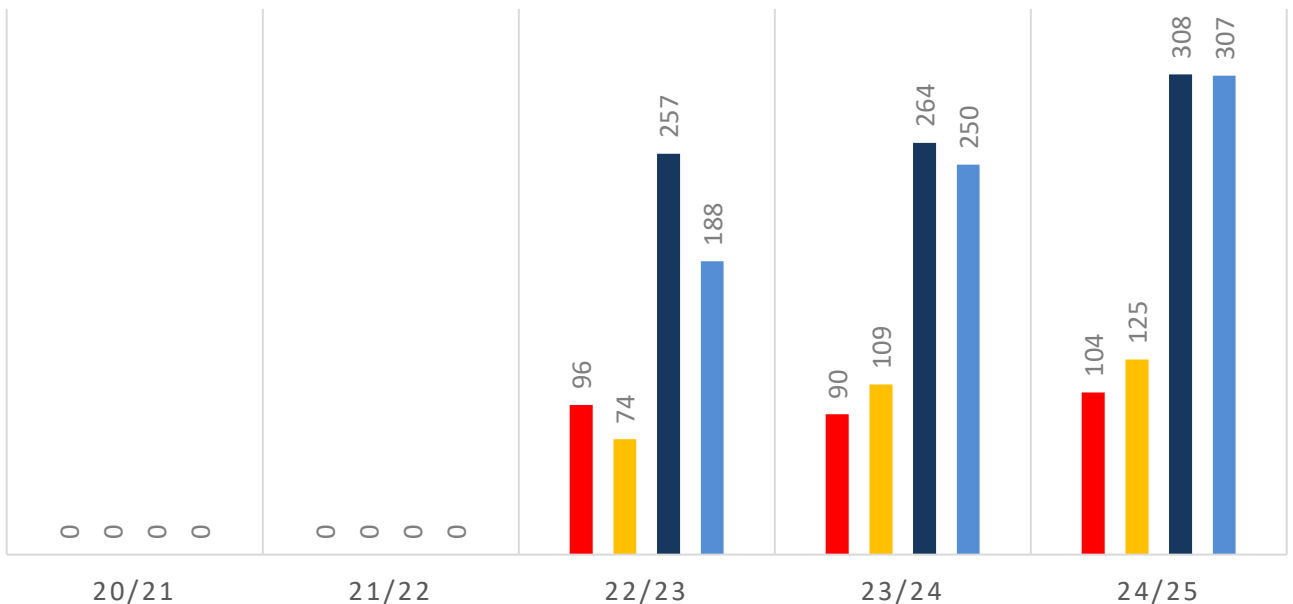
MEMBERSHIP TOTALS

■ Junior Activities ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



245

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



147

MEMBERS LOST FROM THE ORGANISATION

Peregian 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	1	0	0%		1	100%	0	0%	16	1600%	0	0%	16	1500%
Nipper Parent	0	0			0		0		65		7		89	
Junior Activities	199	131	66%	9	7	4%	61	31%	96	48%	11	6%	229	15%
Cadet Member (13-15 years)	10	8	80%		0	0%	2	20%	1	10%	3	30%	16	60%
Active (15-18 yrs)	8	6	75%		0	0%	2	25%	2	25%	0	0%	12	50%
Active (18yrs and over)	52	41	79%		5	10%	6	12%	6	12%	3	6%	64	23%
Award Member	5	4	80%	3	0	0%	1	20%	3	60%	0	0%	4	-20%
Reserve Active	0	0			0		0		0		0		0	
Long Service	6	4	67%	1	2	33%	0	0%	0	0%	1	17%	4	-33%
Past Active	0	0			0		0		1		0		1	
Associate	218	136	62%	24	10	5%	72	33%	55	25%	3	1%	170	-22%
Life Member	10	9	90%		0	0%	1	10%	0	0%	0	0%	9	-10%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	5	3	60%	2	0	0%	2	40%	0	0%	0	0%	1	-80%
Total Active	75	59	79%		5	7%	11	15%	12	16%	6	8%	96	28%
Total	514	342	67%		25	5%	147	29%	245	48%	28	5%	615	20%

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

MEMBERSHIP RETENTION

Peregian Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	10	83%	2	17%	0	0%	18
16-18 Years	6	4	67%	2	33%	3	50%	10
19-25 Years	1	0	0%	0	0%	0	0%	1
26-35 Years	2	1	50%	1	50%	1	50%	2
36-50 Years	33	28	85%	4	12%	3	9%	43
51-70 Years	20	16	80%	1	5%	5	25%	22
70+ Years	1	0	0%	1	100%	0	0%	0
Total	75	59	79%	11	15%	12	16%	96



Peregian Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	33					28		28
Under 7	33	23	70%	7	21%	26	79%	50
Under 8	25	24	73%	7	21%	7	21%	35
Under 9	35	15	60%	10	40%	10	40%	27
Under 10	23	23	66%	11	31%	7	20%	30
Under 11	12	13	57%	10	43%	6	26%	21
Under 12	16	9	75%	3	25%	6	50%	16
Under 13	14	10	63%	6	38%	4	25%	14
Under 14	8	7	50%	6	43%	2	14%	8
Transitioned From JA		7	88%					