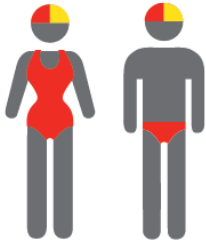


POINT DANGER

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 2023/24



1748

ACTIVE MEMBERSHIP



2% Decrease



6348

TOTAL MEMBERSHIP



1% Increase



2241

JUNIOR MEMBERSHIP



7% 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.

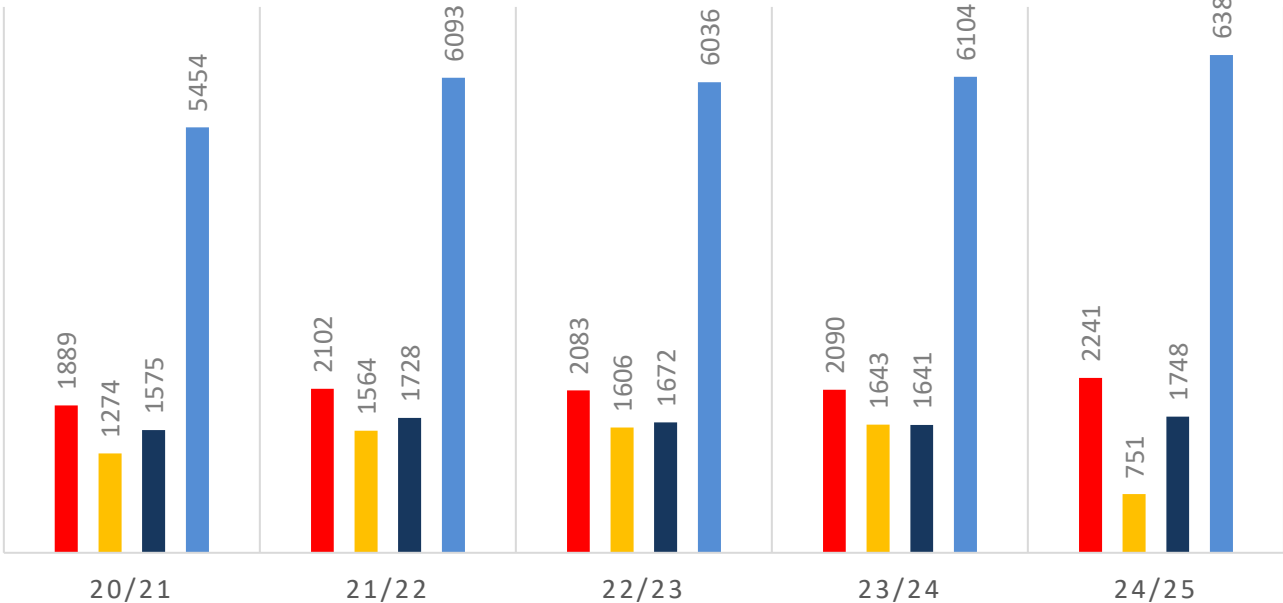
Note:

- 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.

5-YEAR TREND ANALYSIS

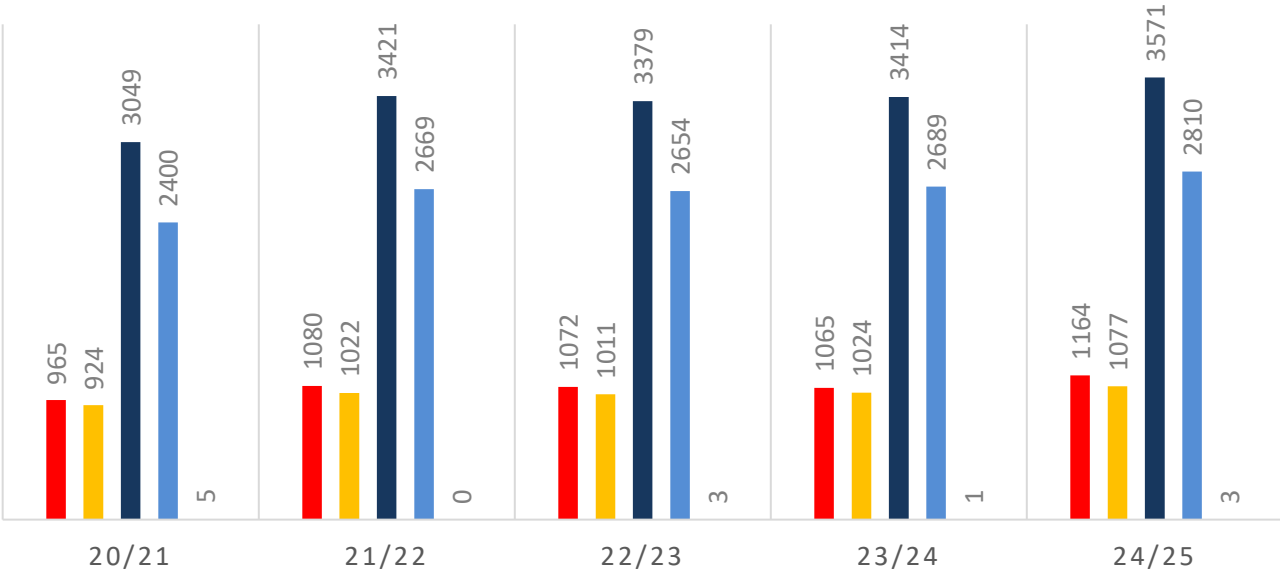
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE
■ Total Member FEMALE ■ Total Member NON-BINARY



MEMBERSHIP RETENTION



2178

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



1930

MEMBERS LOST FROM THE ORGANISATION

Point Danger Branch 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	50	23	46%	20	2	4%	25	50%	28	56%	0	0%	31	-38%
Nipper Parent	0	0			0		0		546		11		992	
Junior Activities	2090	1294	62%	69	20	1%	776	37%	994	48%	22	1%	2241	7%
Cadet Member (13-15 years)	182	114	63%	1	2	1%	66	36%	48	26%	4	2%	165	-9%
Active (15-18 yrs)	251	176	70%		5	2%	70	28%	69	27%	9	4%	274	9%
Active (18yrs and over)	1092	895	82%		20	2%	177	16%	147	13%	19	2%	1194	9%
Award Member	94	76	81%		0	0%	18	19%	9	10%	4	4%	97	3%
Reserve Active	22	16	73%		0	0%	6	27%	1	5%	0	0%	18	-18%
Long Service	283	261	92%		5	2%	17	6%	10	4%	5	2%	284	0%
Past Active	47	34	72%		0	0%	13	28%	5	11%	1	2%	50	6%
Associate	1643	923	56%	485	16	1%	704	43%	300	18%	13	1%	751	-54%
Life Member	214	198	93%		0	0%	16	7%	11	5%	0	0%	216	1%
General	5	2	40%	2	1	20%	2	40%	3	60%	0	0%	3	-40%
Honorary	45	41	91%		2	4%	2	4%	4	9%	2	4%	48	7%
Non Member Participant	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Leave / Restricted	85	47	55%	30	0	0%	38	45%	2	2%	0	0%	19	-78%
Total Active	1641	1277	78%		27	2%	337	21%	274	17%	36	2%	1748	7%
Total	6104	4101	67%		73	1%	1930	32%	2178	36%	90	1%	6384	5%

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

MEMBERSHIP RETENTION

Point Danger Branch 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	194	124	64%	67	35%	49	25%	180
16-18 Years	263	182	69%	75	29%	71	27%	282
19-25 Years	255	200	78%	47	18%	41	16%	291
26-35 Years	141	105	74%	34	24%	37	26%	154
36-50 Years	418	336	80%	75	18%	49	12%	435
51-70 Years	346	309	89%	36	10%	20	6%	369
70+ Years	24	21	88%	3	13%	7	29%	37
Total	1641	1277	78%	337	21%	274	17%	1748



Point Danger Branch 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	315					333		343
Under 7	342	202	64%	109	35%	172	55%	369
Under 8	307	202	59%	136	40%	137	40%	345
Under 9	277	192	63%	109	36%	110	36%	307
Under 10	241	178	64%	98	35%	85	31%	263
Under 11	216	126	52%	112	46%	62	26%	190
Under 12	157	135	63%	80	37%	48	22%	185
Under 13	145	97	62%	59	38%	35	22%	132
Under 14	90	103	71%	40	28%	12	8%	107
Transitioned From JA		57	63%					