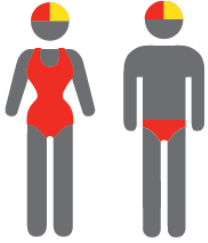


POINT DANGER BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



1821

ACTIVE MEMBERSHIP



1% Decrease



6192

TOTAL MEMBERSHIP



3% Increase



2131

JUNIOR MEMBERSHIP



4% 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.

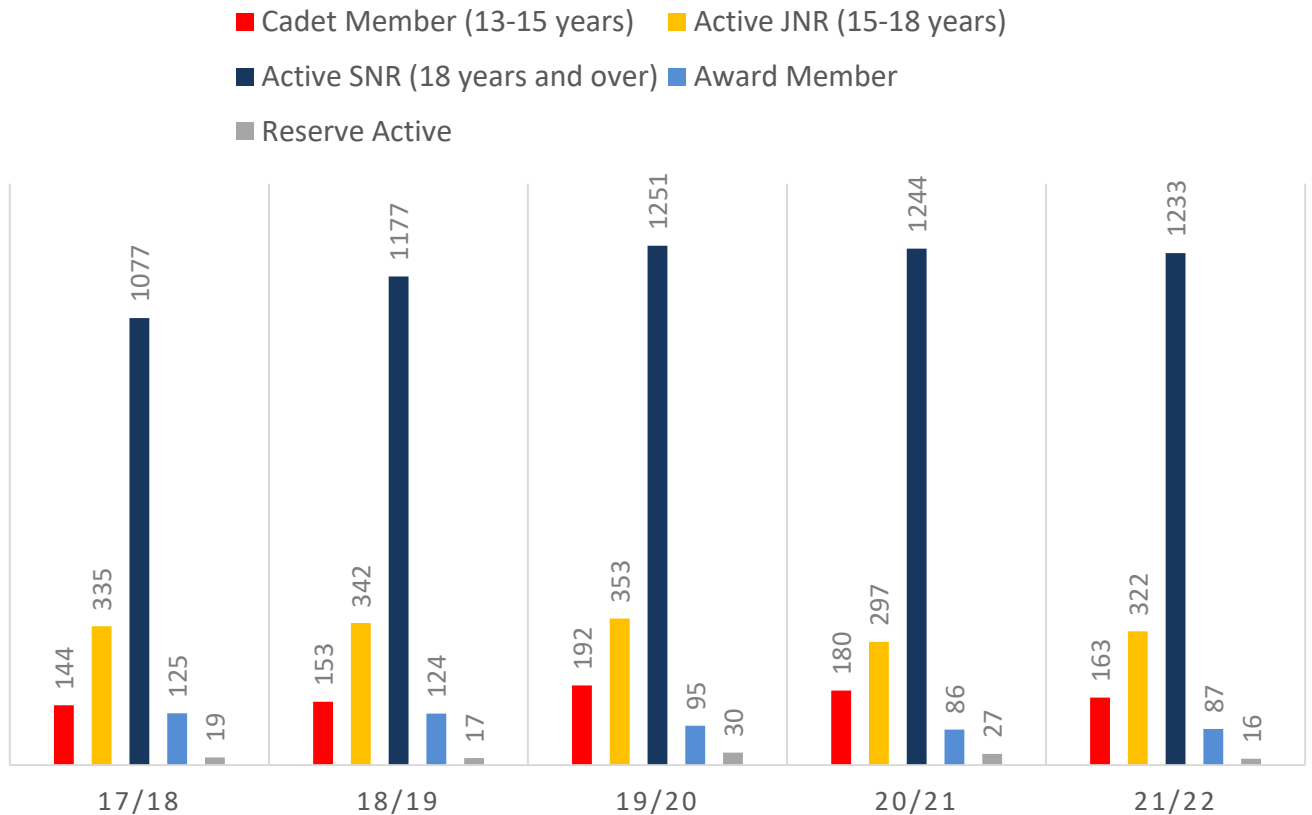
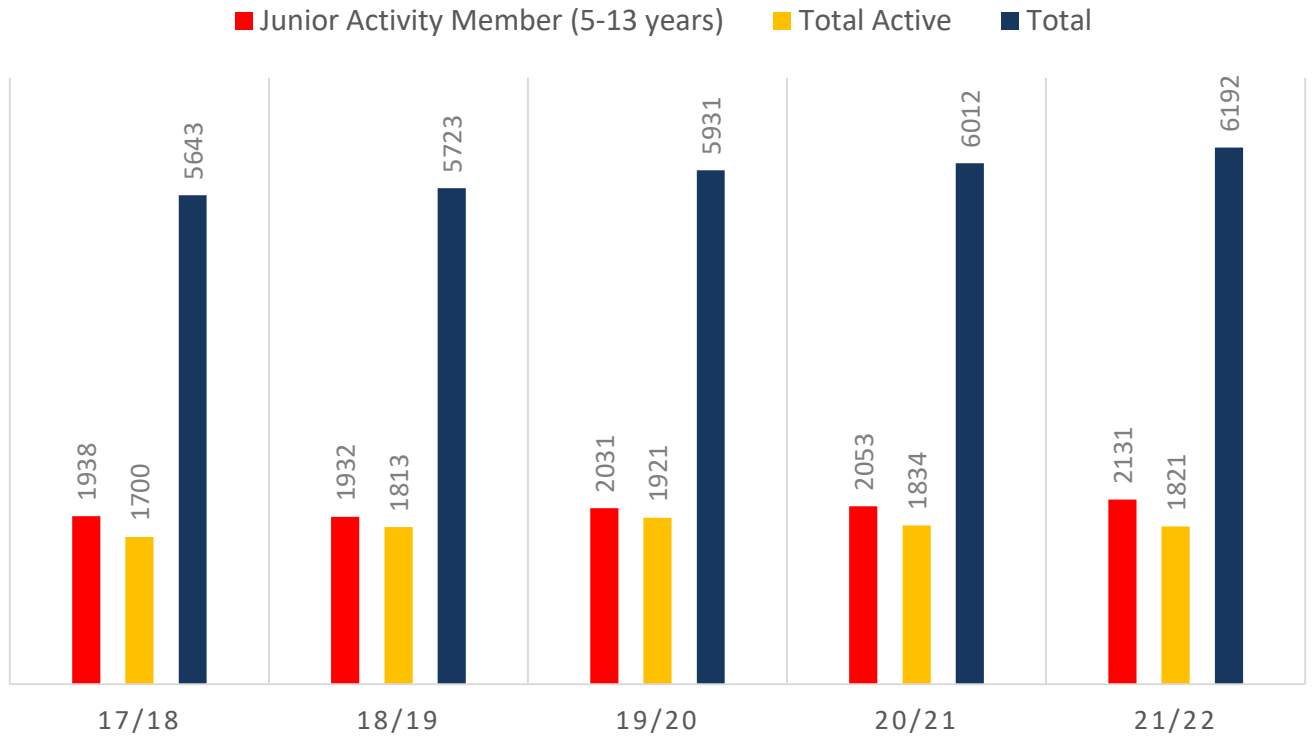
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

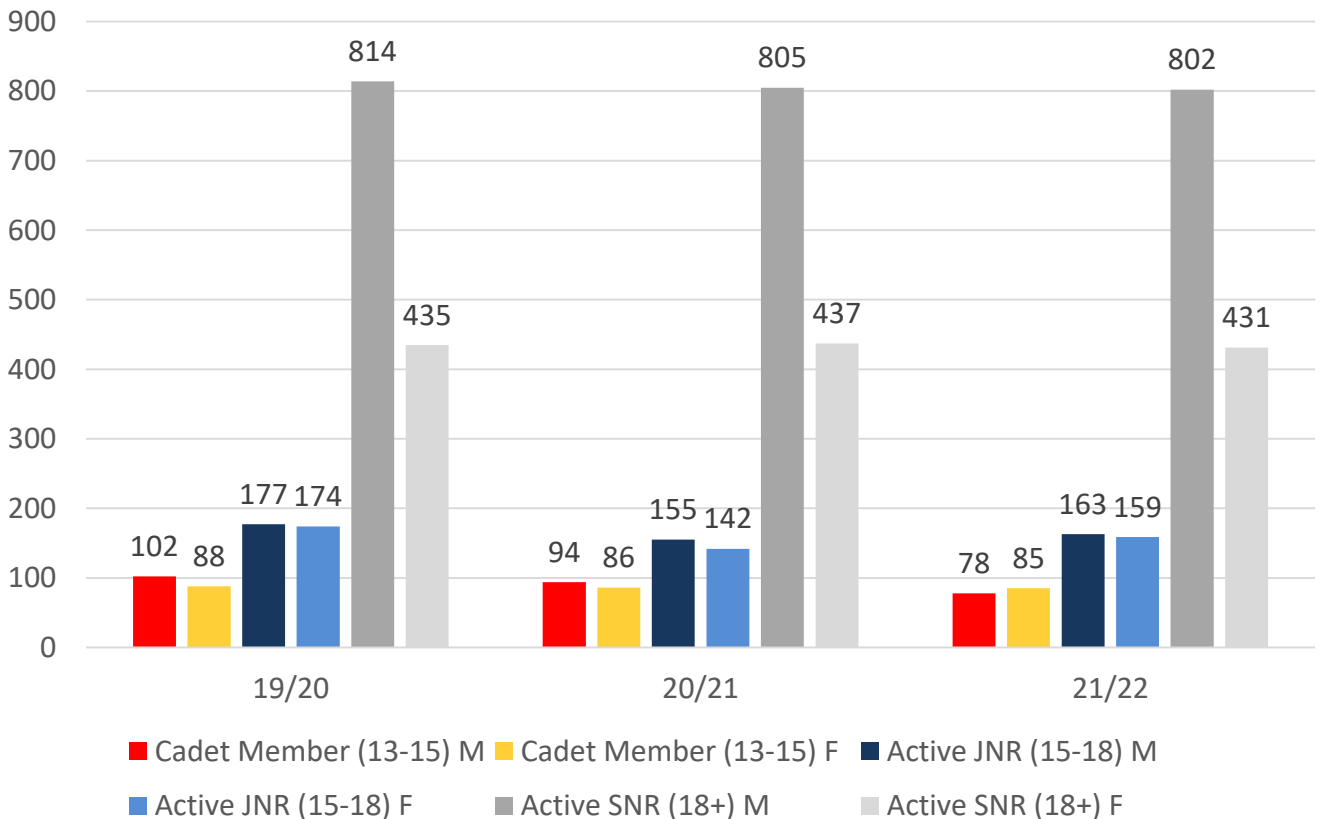
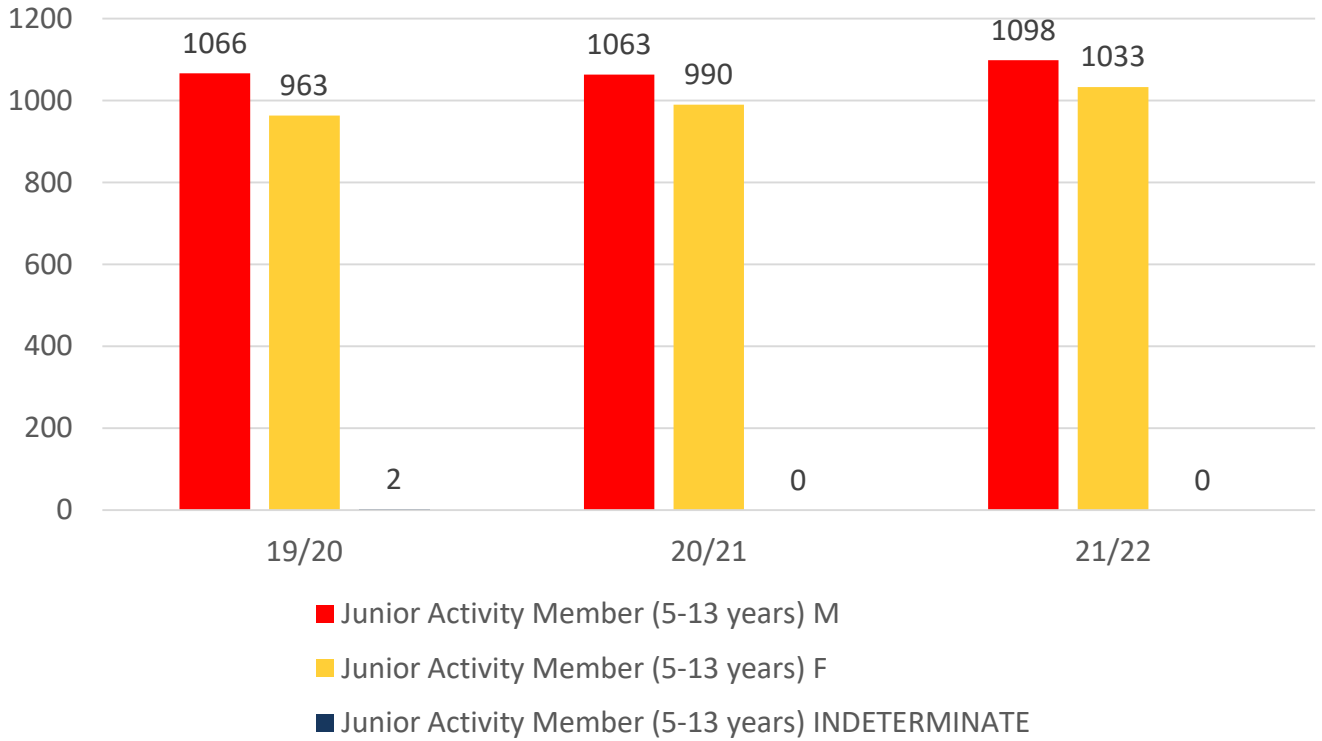
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	39	29	19	42	21
Junior Activity Member (5-13 years)	1938	1932	2031	2053	2131
Cadet Member (13-15 years)	144	153	192	180	163
Active Junior (15-18 years)	335	342	353	297	322
Active Senior (18years and over)	1077	1177	1251	1244	1233
Award Member	125	124	95	86	87
Reserve Active	19	17	30	27	16
Long Service	283	289	284	287	296
Past Active	67	59	51	50	57
Associate	1346	1348	1389	1461	1574
Life Member	210	194	183	224	230
General	0	0	0	1	1
Honorary	51	48	48	53	52
Non Member Participants	2	2	0	0	2
Leave / Restricted	7	9	5	7	7
Total Active	1700	1813	1921	1834	1821
Total	5643	5723	5931	6012	6192

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	228	238	246	270	298
Under 7	290	256	280	311	342
Under 8	284	293	255	293	324
Under 9	254	258	304	249	319
Under 10	222	242	233	267	222
Under 11	206	190	242	190	232
Under 12	185	178	184	196	153
Under 13	162	153	164	154	148
Under 14	107	124	123	122	126
Junior Activities Total	1938	1932	2031	2052	2164

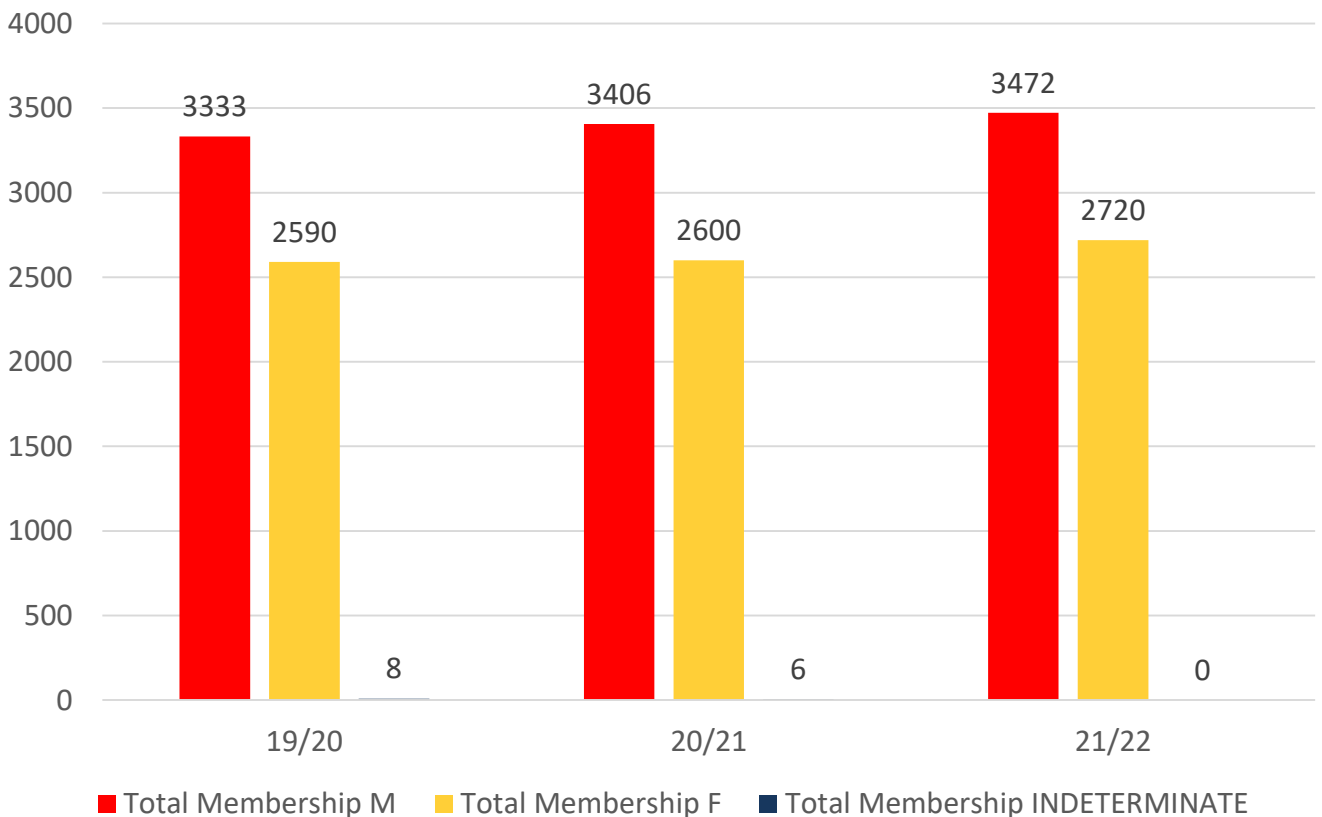
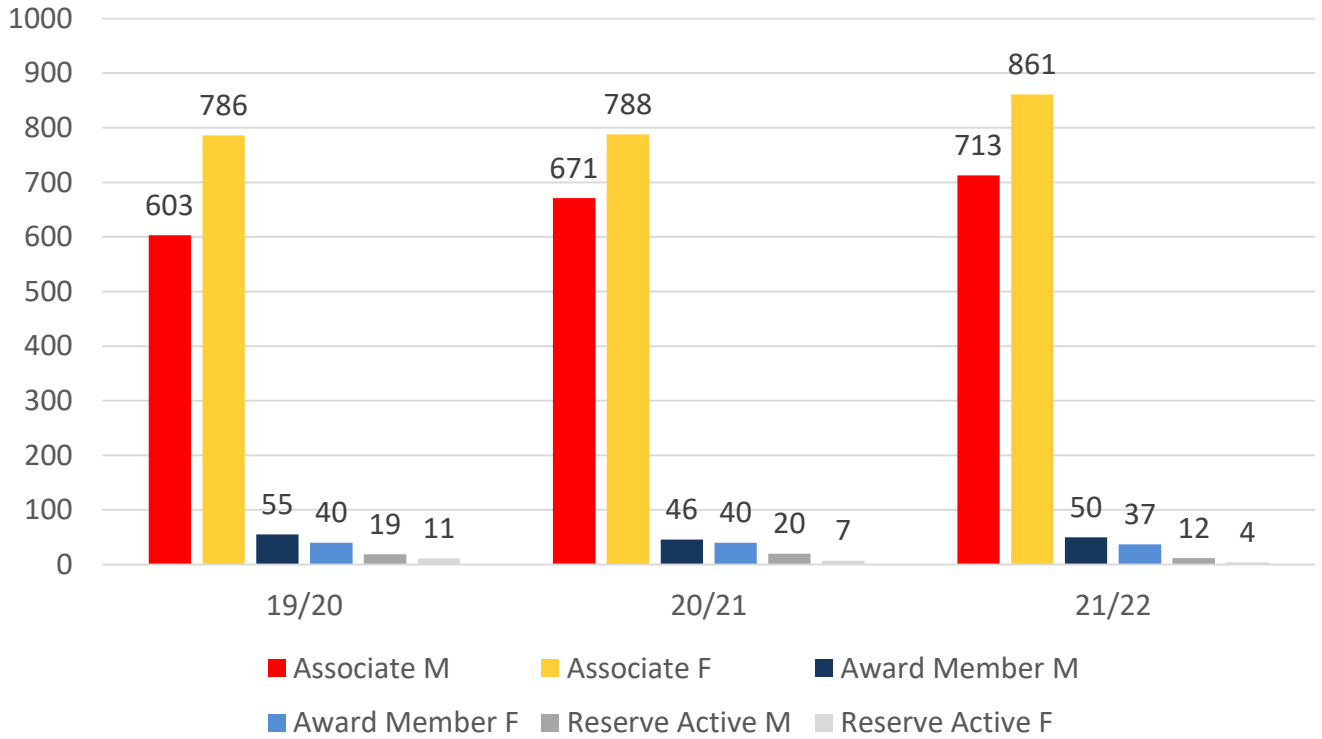
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



2065

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



1875

MEMBERS LOST FROM THE ORGANISATION

POINT DANGER BRANCH 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	42	17	40%	17	0	0%	25	60%	21	50%	0	0%	21	-50%
Junior Activities	2053	1257	61%	112	35	2%	761	37%	962	47%	24	1%	2131	4%
Cadet Member (13-15 years)	180	130	72%	-18	1	1%	49	27%	14	8%	1	1%	163	-9%
Active (15-18 yrs)	297	223	75%	-41	7	2%	67	23%	50	17%	8	3%	322	8%
Active (18yrs and over)	1244	994	80%	-84	13	1%	237	19%	127	10%	28	2%	1233	-1%
Award Member	86	68	79%	-8	2	2%	16	19%	11	13%	0	0%	87	1%
Reserve Active	27	20	74%	6	1	4%	6	22%	2	7%	0	0%	16	-41%
Long Service	287	255	89%	-16	4	1%	28	10%	22	8%	3	1%	296	3%
Past Active	50	38	76%	-10	1	2%	11	22%	8	16%	1	2%	57	14%
Associate	1461	792	54%	53	19	1%	650	44%	823	56%	12	1%	1574	8%
Life Member	224	210	94%	-6	0	0%	14	6%	14	6%	0	0%	230	3%
General	1	0	0%	0	0	0%	1	100%	1	100%	0	0%	1	0%
Honorary	53	42	79%	-3	2	4%	9	17%	6	11%	1	2%	52	-2%
Non Member Participant	0	0		0	0		0		2		0		2	
Leave / Restricted	7	6	86%	1	0	0%	1	14%	2	29%	0	0%	7	0%
Total Active	1834	1435	78%		24	1%	375	20%	204	11%	37		1821	-1%
Total	6012	4052	67%		85	1%	1875	31%	2065	34%	78		6192	3%

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

MEMBERSHIP RETENTION

POINT DANGER BRANCH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	198	146	74%	49	25%	29	15%	196
16-18 Years	301	223	74%	72	24%	39	13%	299
19-25 Years	311	242	78%	64	21%	31	10%	320
26-35 Years	179	118	66%	59	33%	29	16%	157
36-50 Years	517	416	80%	94	18%	46	9%	488
51-70 Years	307	271	88%	35	11%	28	9%	338
70+ Years	21	19	90%	2	10%	2	10%	23
Total	1834	1435	78%	375	20%	204	11%	1821

POINT DANGER BRANCH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	274					294		296
Under 7	311	170	62%	94	34%	166	61%	341
Under 8	293	184	59%	121	39%	134	43%	323
Under 9	249	181	62%	110	38%	133	45%	318
Under 10	267	146	59%	98	39%	71	29%	220
Under 11	190	167	63%	97	36%	64	24%	232
Under 12	196	110	58%	75	39%	42	22%	153
Under 13	154	112	57%	81	41%	33	17%	148
Under 14	122	99	64%	53	34%	25	16%	100
Transitioned From JA		87	71%					

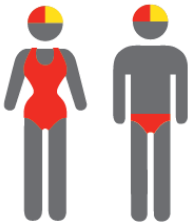
MEMBERSHIP RETENTION

2019/20



67%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



63%

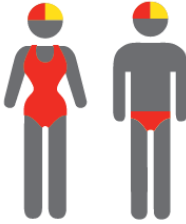
JUNIOR MEMBERSHIP
RETENTION

2020/21



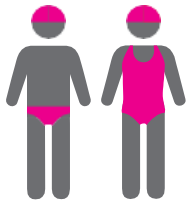
67%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



62%

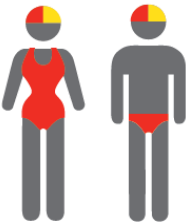
JUNIOR MEMBERSHIP
RETENTION

2021/22



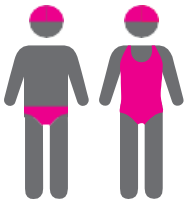
67%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION