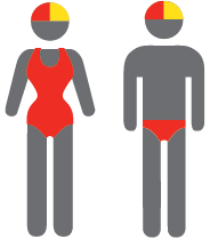


# POINT DANGER BRANCH

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2022/23



1852

ACTIVE MEMBERSHIP



2% Increase



6297

TOTAL MEMBERSHIP



2% Increase



2108

JUNIOR MEMBERSHIP



1% 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

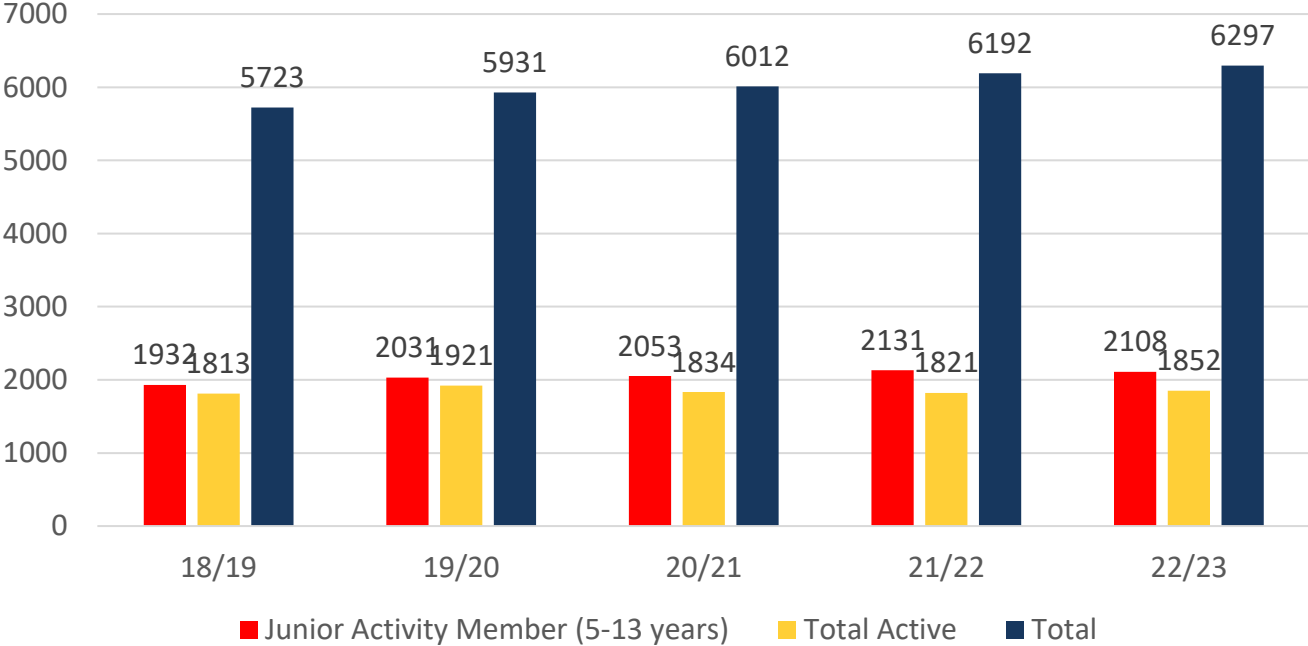
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	29	19	42	21	30
Junior Activity Member (5-13 years)	1932	2031	2053	2131	2108
Cadet Member (13-15 years)	153	192	180	163	208
Active Junior (15-18 years)	342	353	297	322	305
Active Senior (18years and over)	1177	1251	1244	1233	1215
Award Member	124	95	86	87	101
Reserve Active	17	30	27	16	23
Long Service	289	284	287	296	290
Past Active	59	51	50	57	53
Associate	1348	1389	1461	1574	1608
Life Member	194	183	224	230	228
General	0	0	1	1	6
Honorary	48	48	53	52	53
Non Member Participants	2	0	0	2	0
Leave / Restricted	9	5	7	7	69
Total Active	1813	1921	1834	1821	1852
Total	5723	5931	6012	6192	6297

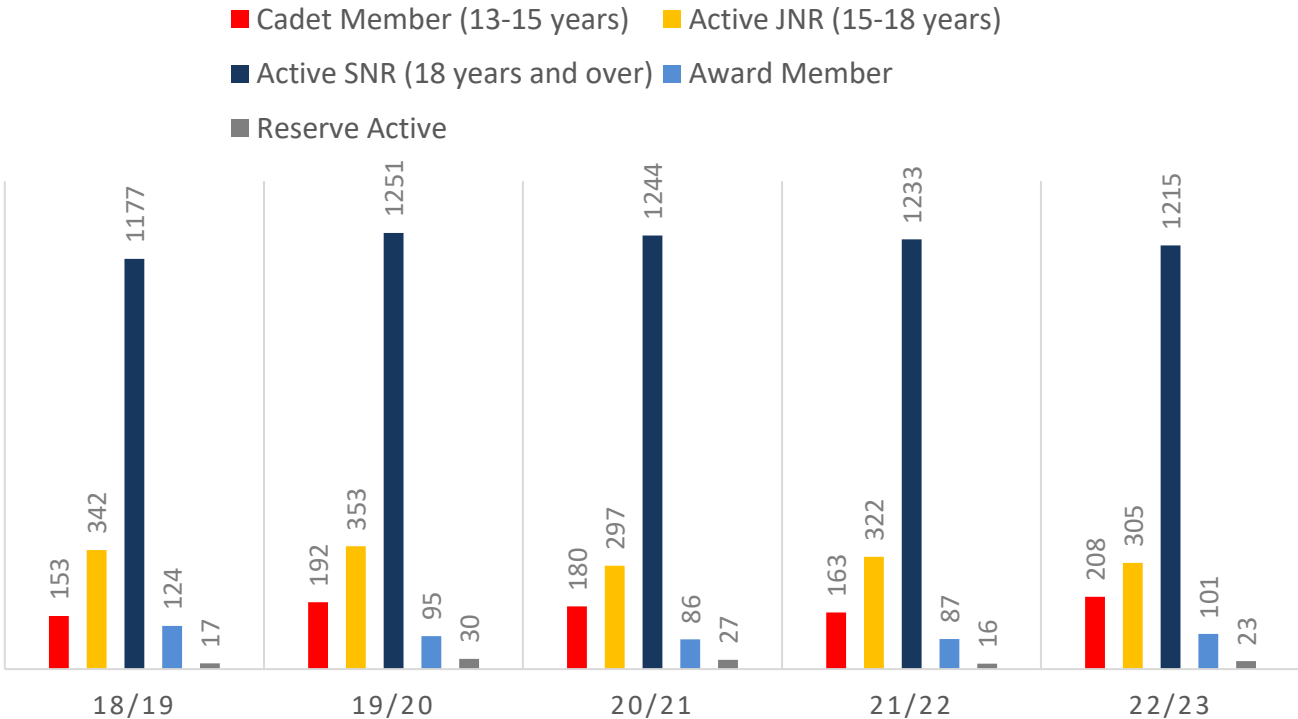
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	238	246	270	298	291
Under 7	256	280	311	342	344
Under 8	293	255	293	324	312
Under 9	258	304	249	319	279
Under 10	242	233	267	222	275
Under 11	190	242	190	232	197
Under 12	178	184	196	153	196
Under 13	153	164	154	148	133
Under 14	124	123	122	126	155
Junior Activities Total	1932	2031	2052	2164	2182

# 5 YEAR TREND ANALYSIS

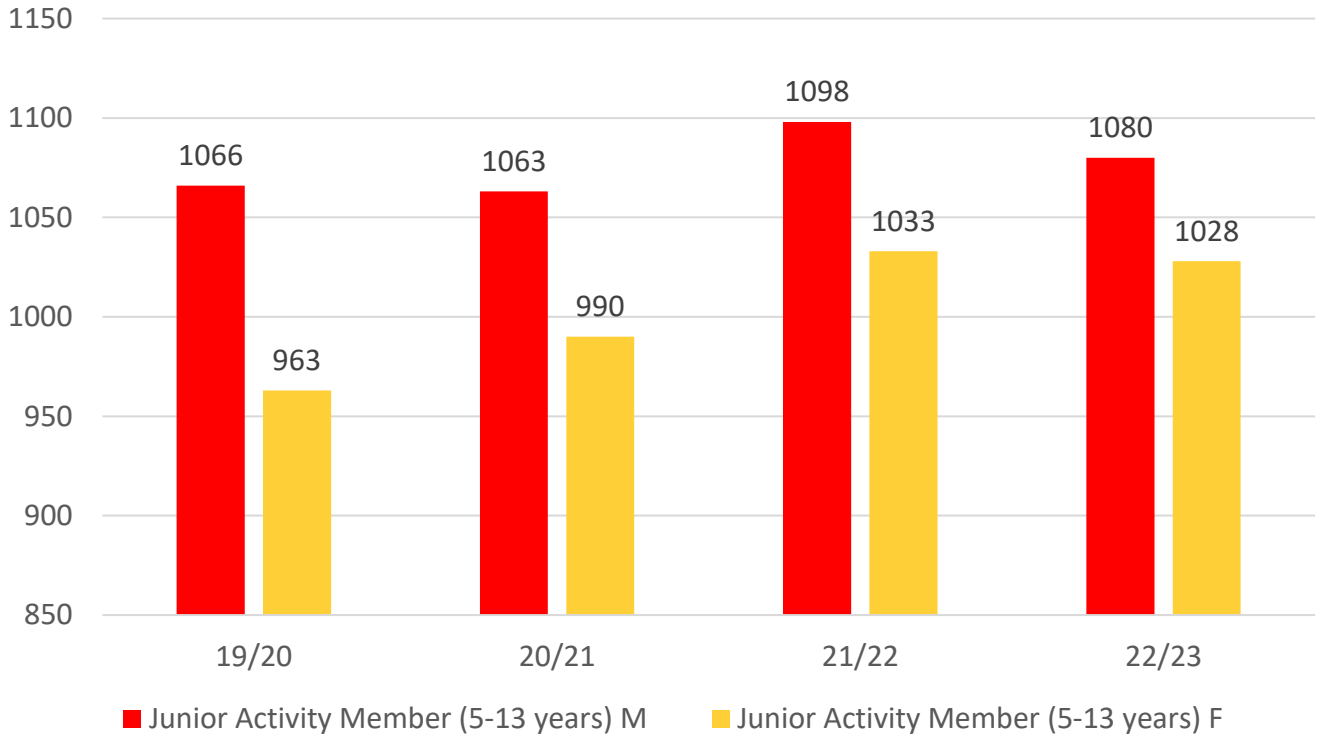
## Total Membership



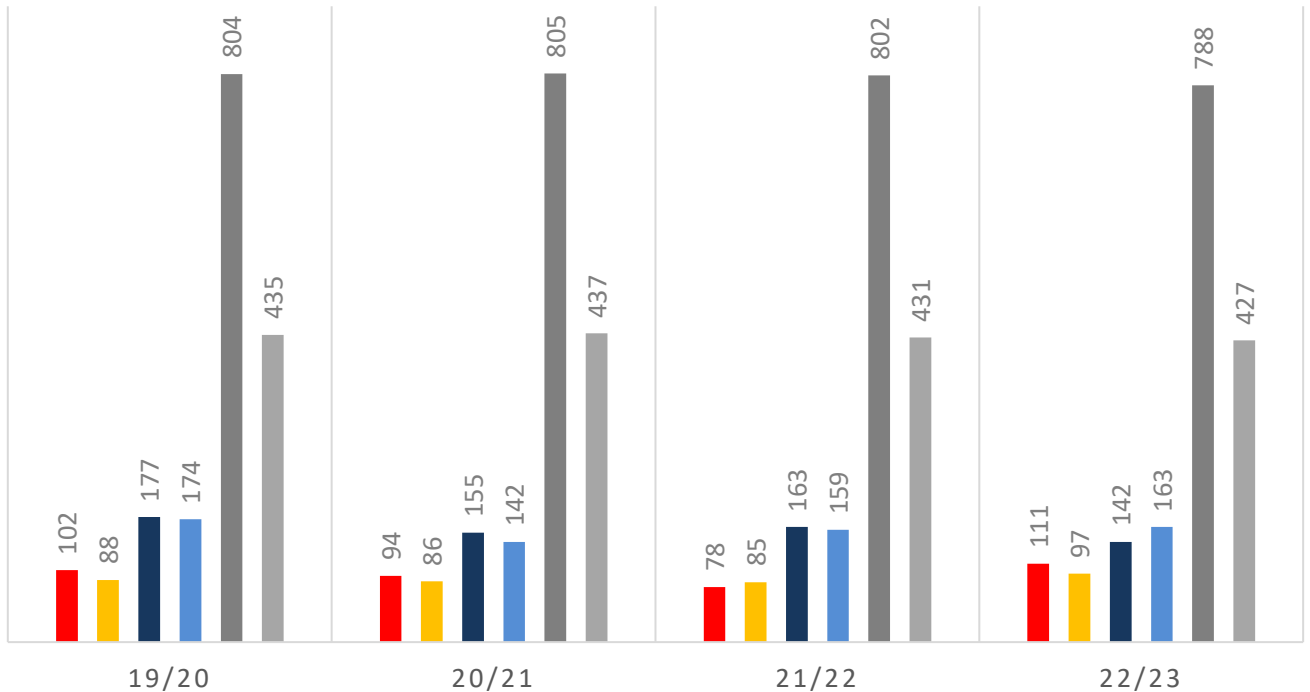
## ACTIVE MEMBERSHIP



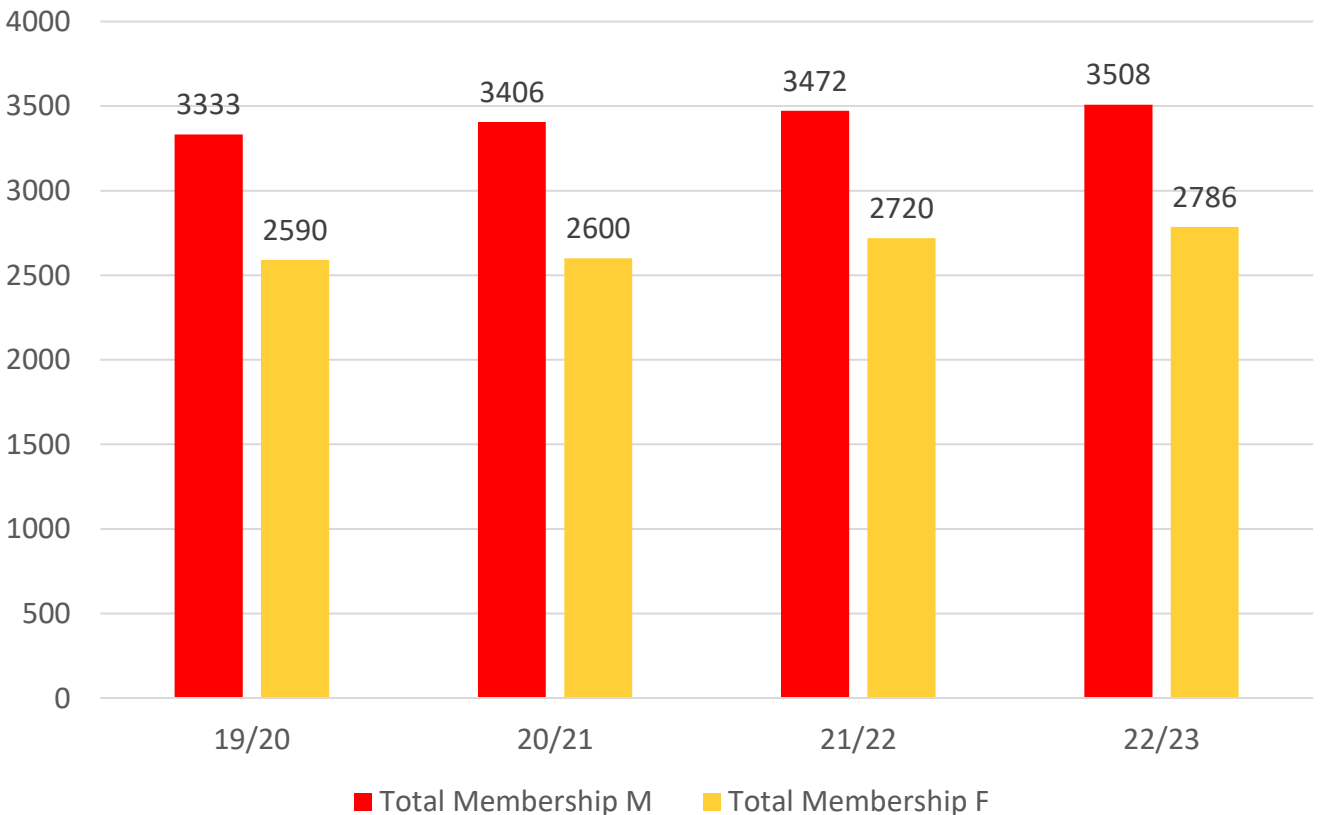
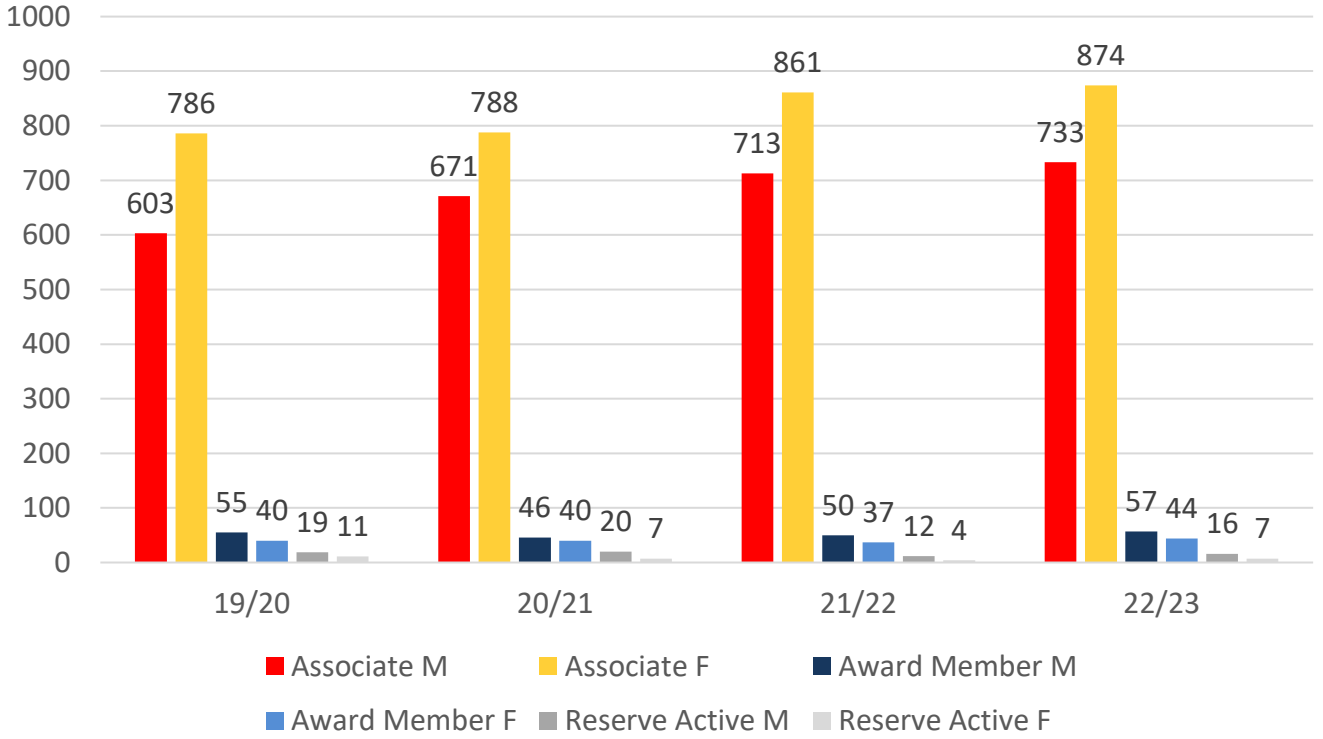
# 4 YEAR GENDER COMPARISON



- Cadet Member (13-15) M
 ■ Cadet Member (13-15) F
■ Active JNR (15-18) M
- Active JNR (15-18) F
 ■ Active SNR (18+) M
■ Active SNR (18+) F



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**2154**

**BRAND NEW MEMBERS**



**66%**

**MEMBERSHIP RETENTION**



**2009**

**MEMBERS LOST FROM THE ORGANISATION**

POINT DANGER BRANCH 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	21	7	33%	7	0	0%	14	67%	30	143%	0	0%	30	43%
Junior Activities	2131	1225	57%	97	34	2%	872	41%	955	45%	25	1%	2108	-1%
Cadet Member (13-15 years)	163	119	73%	-1	4	2%	40	25%	86	53%	2	1%	208	28%
Active (15-18 yrs)	322	229	71%	-34	16	5%	77	24%	40	12%	2	1%	305	-5%
Active (18yrs and over)	1233	1006	82%	-41	38	3%	189	15%	157	13%	11	1%	1215	-1%
Award Member	87	67	77%	-19	1	1%	19	22%	14	16%	1	1%	101	16%
Reserve Active	16	15	94%	-5	0	0%	1	6%	0	0%	3	19%	23	44%
Long Service	296	267	90%	-7	5	2%	24	8%	10	3%	6	2%	290	-2%
Past Active	57	49	86%	0	1	2%	7	12%	4	7%	0	0%	53	-7%
Associate	1574	813	52%	35	19	1%	742	47%	814	52%	16	1%	1608	2%
Life Member	230	213	93%	-9	0	0%	17	7%	5	2%	1	0%	228	-1%
General	1	0	0%	-1	0	0%	1	100%	5	500%	0	0%	6	500%
Honorary	52	46	88%	3	2	4%	4	8%	10	19%	0	0%	53	2%
Non Member Participant	2	0	0%	0	0	0%	2	100%	0	0%	0	0%	0	-
Leave / Restricted	7	6	86%	-37	1	14%	0	0%	24	343%	2	29%	69	886%
Total Active	1821	1436	79%		59	3%	326	18%	297	16%	19		1852	2%
Total	6192	4062	66%		121	2%	2009	32%	2154	35%	69		6297	2%

# MEMBERSHIP RETENTION

## POINT DANGER BRANCH 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	196	145	74%	46	23%	100	51%	254
16-18 Years	299	215	72%	71	24%	27	9%	279
19-25 Years	320	235	73%	65	20%	32	10%	289
26-35 Years	157	110	70%	38	24%	39	25%	156
36-50 Years	488	410	84%	69	14%	66	14%	477
51-70 Years	338	301	89%	34	10%	32	9%	373
70+ Years	23	20	87%	3	13%	2	9%	24
<b>Total</b>	1821	1436	79%	326	18%	298	16%	1852

## POINT DANGER BRANCH 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	298					290		291
Under 7	341	155	52%	140	47%	185	62%	344
Under 8	323	188	55%	146	43%	121	35%	312
Under 9	318	178	55%	142	44%	97	30%	279
Under 10	220	172	54%	140	44%	97	31%	275
Under 11	232	130	59%	87	40%	61	28%	196
Under 12	153	139	60%	90	39%	54	23%	196
Under 13	148	100	65%	50	33%	30	20%	132
Under 14	100	91	61%	49	33%	19	13%	82
Transitioned From JA		72	72%					

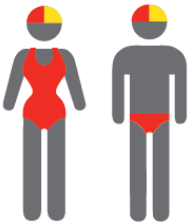
# MEMBERSHIP RETENTION

2020/21



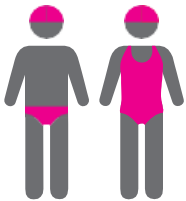
67%

TOTAL MEMBERSHIP  
RETENTION



77%

ACTIVE MEMBERSHIP  
RETENTION



62%

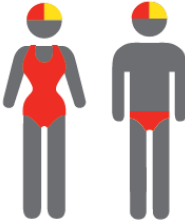
JUNIOR MEMBERSHIP  
RETENTION

2021/22



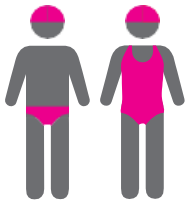
67%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



61%

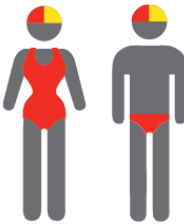
JUNIOR MEMBERSHIP  
RETENTION

2022/23



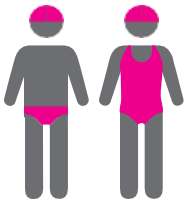
66%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION