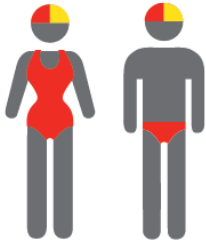


POINT LOOKOUT

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



189

ACTIVE MEMBERSHIP



22% Increase



689

TOTAL MEMBERSHIP



Equal



183

JUNIOR MEMBERSHIP



2% 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.

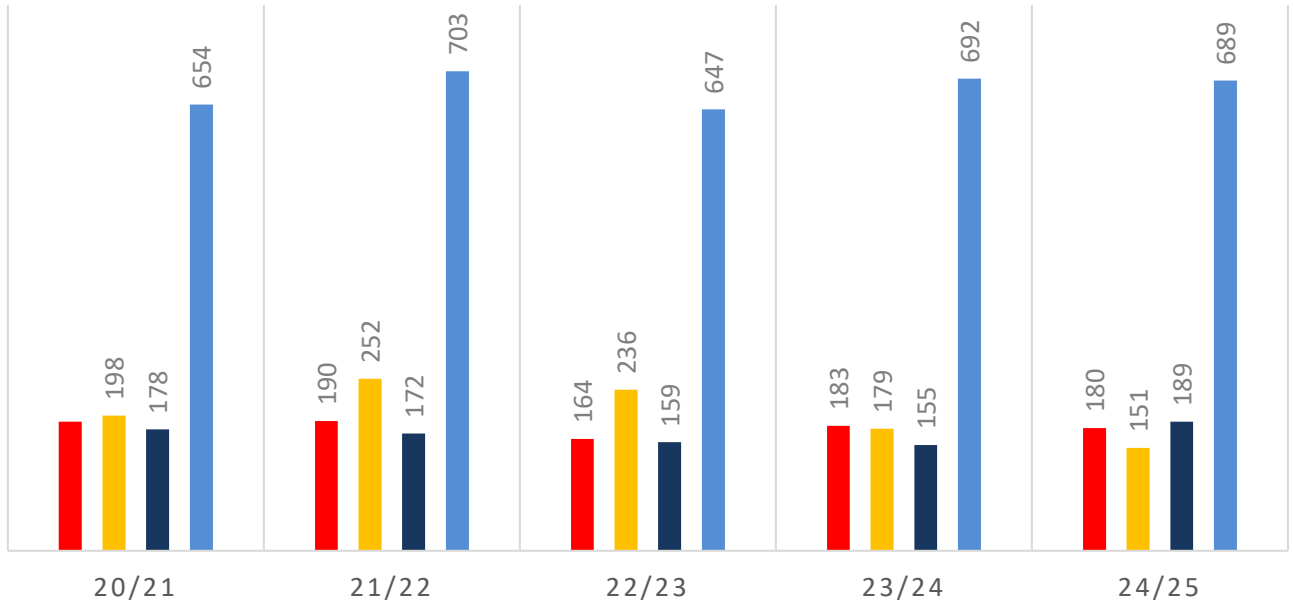
Note:

- Club Membership Statistics are delivered twice each season in 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

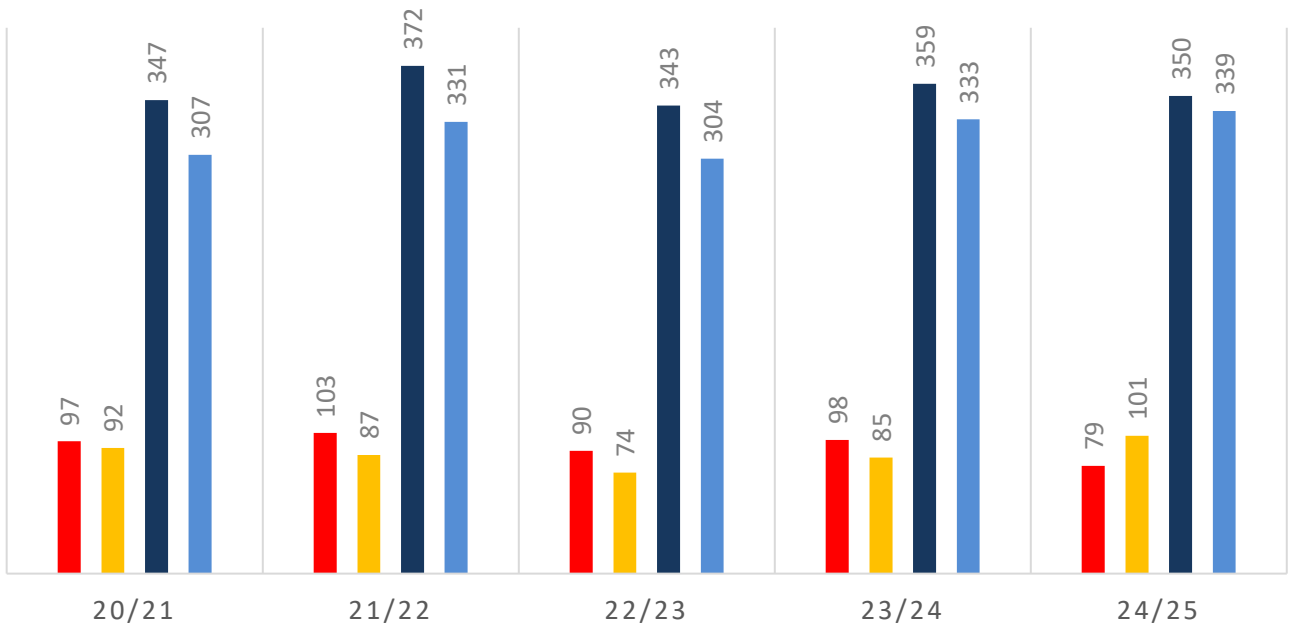
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



179

BRAND NEW MEMBERS



73%

MEMBERSHIP RETENTION



178

MEMBERS LOST FROM THE ORGANISATION

Point Lookout 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	92	50	54%	50	3	3%	39	42%	61	66%	0	0%	61	-34%
Nipper Parent	0	0			0		0		18		0		24	
Junior Activities	183	124	68%	17	3	2%	56	31%	72	39%	1	1%	180	-2%
Cadet Member (13-15 years)	36	31	86%		0	0%	5	14%	4	11%	0	0%	39	8%
Active (15-18 yrs)	23	13	57%		0	0%	10	43%	5	22%	0	0%	25	9%
Active (18yrs and over)	49	41	84%	4	0	0%	8	16%	6	12%	0	0%	43	-12%
Award Member	46	40	87%		0	0%	6	13%	0	0%	1	2%	80	74%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	2	100%
Long Service	36	36	100%	1	0	0%	0	0%	2	6%	0	0%	37	3%
Past Active	10	10	100%		0	0%	0	0%	2	20%	0	0%	12	20%
Associate	179	130	73%		0	0%	49	27%	8	4%	0	0%	151	-16%
Life Member	21	21	100%		0	0%	0	0%	0	0%	0	0%	22	5%
General	0	0			0		0		1		0		1	
Honorary	14	10	71%		0	0%	4	29%	0	0%	0	0%	11	-21%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Total Active	155	126	81%		0	0%	29	19%	15	10%	1	1%	189	22%
Total	692	508	73%		6	1%	178	26%	179	26%	2	0%	689	0%

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

MEMBERSHIP RETENTION

Point Lookout 24/25 Mid-Season

Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	30	26	87%	4	13%	4	13%	34
16-18 Years	33	21	64%	12	36%	6	18%	42
19-25 Years	23	18	78%	5	22%	2	9%	24
26-35 Years	11	8	73%	3	27%	1	9%	12
36-50 Years	22	22	100%	0	0%	2	9%	34
51-70 Years	36	31	86%	5	14%	0	0%	43
70+ Years	0	0		0		0		0
Total	155	126	81%	29	19%	15	10%	189



Point Lookout 24/25 Mid-Season

Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	22					16		16
Under 7	19	11	50%	7	32%	7	32%	19
Under 8	24	11	58%	8	42%	9	47%	21
Under 9	16	15	63%	8	33%	11	46%	27
Under 10	13	11	69%	5	31%	8	50%	19
Under 11	24	10	77%	3	23%	11	85%	21
Under 12	24	16	67%	8	33%	2	8%	18
Under 13	18	16	67%	8	33%	6	25%	23
Under 14	25	15	83%	3	17%	2	11%	16
Transitioned From JA		19	76%					