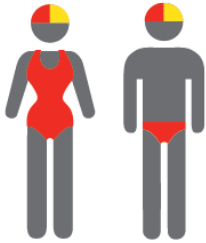


POINT LOOKOUT

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



177

ACTIVE MEMBERSHIP



7% Decrease



709

TOTAL MEMBERSHIP



4% Increase



190

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 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.

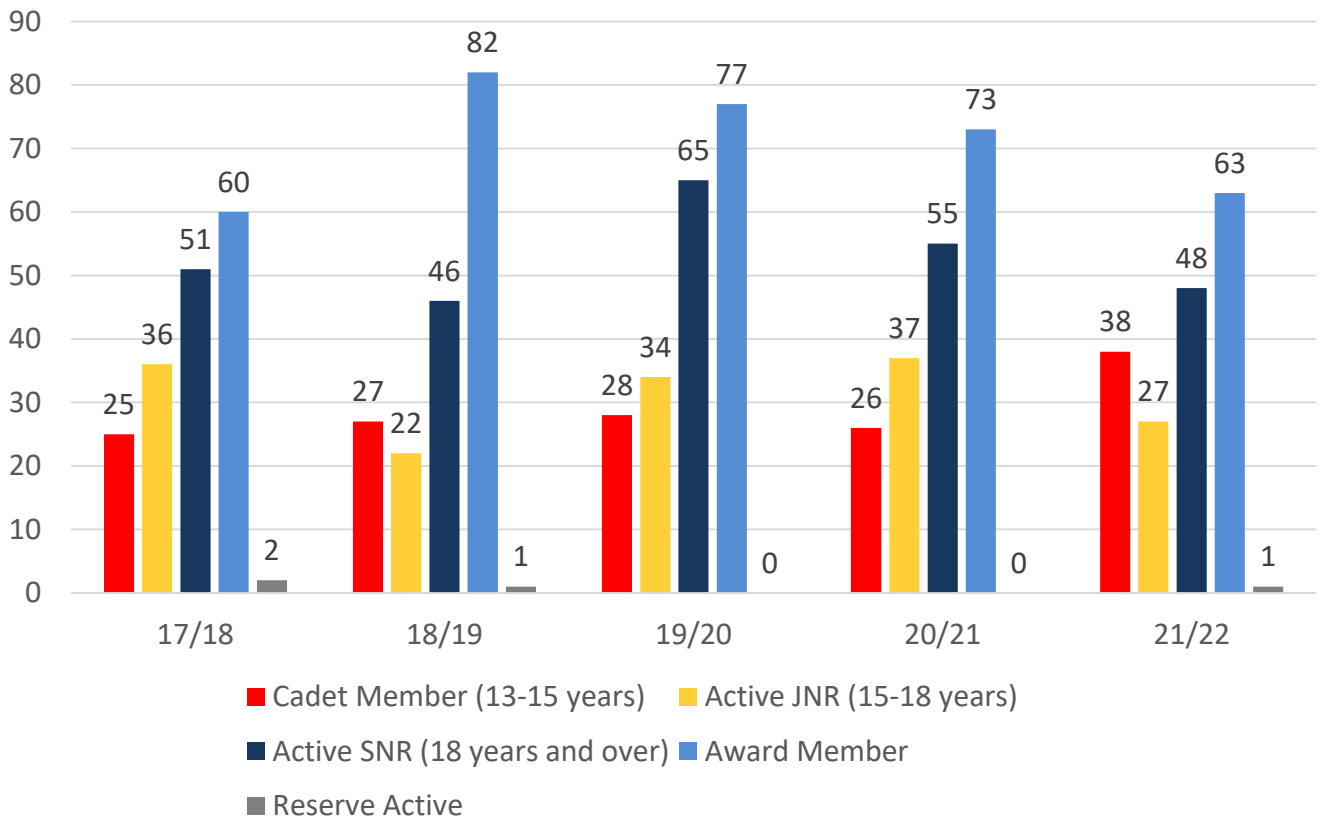
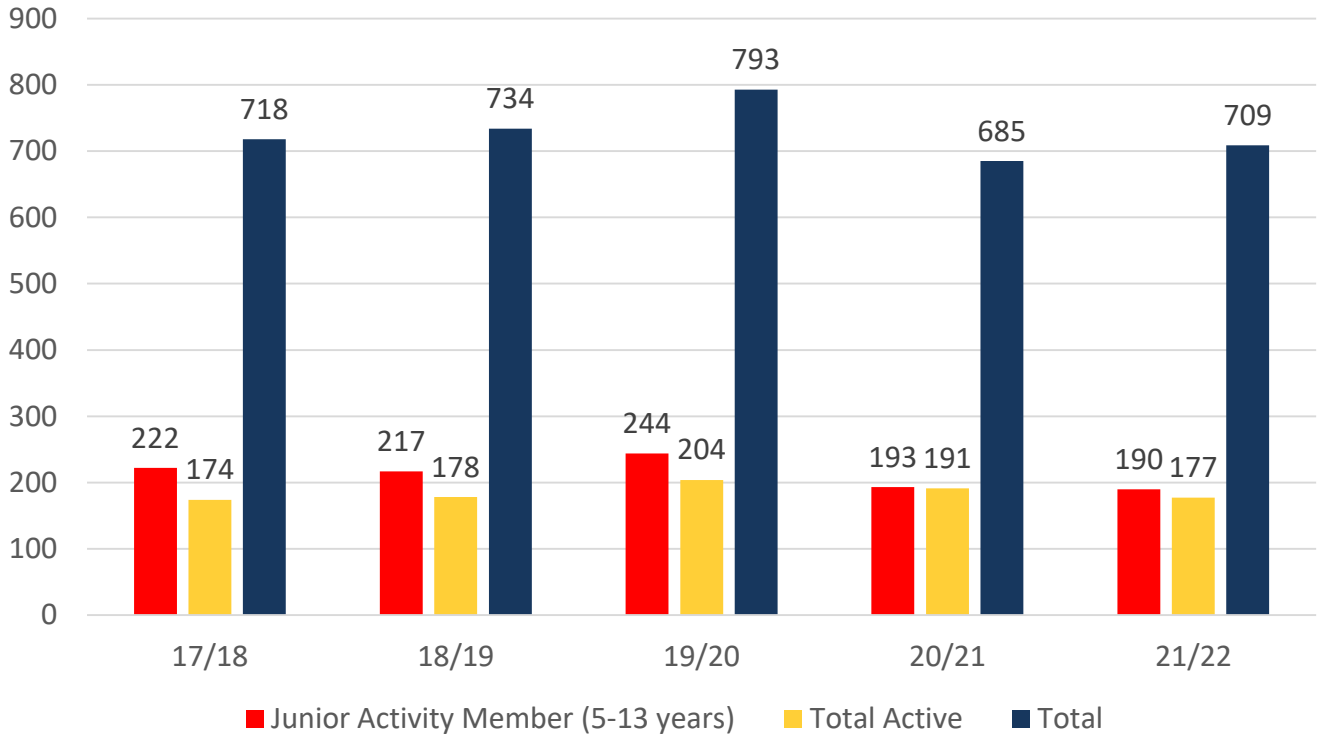
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

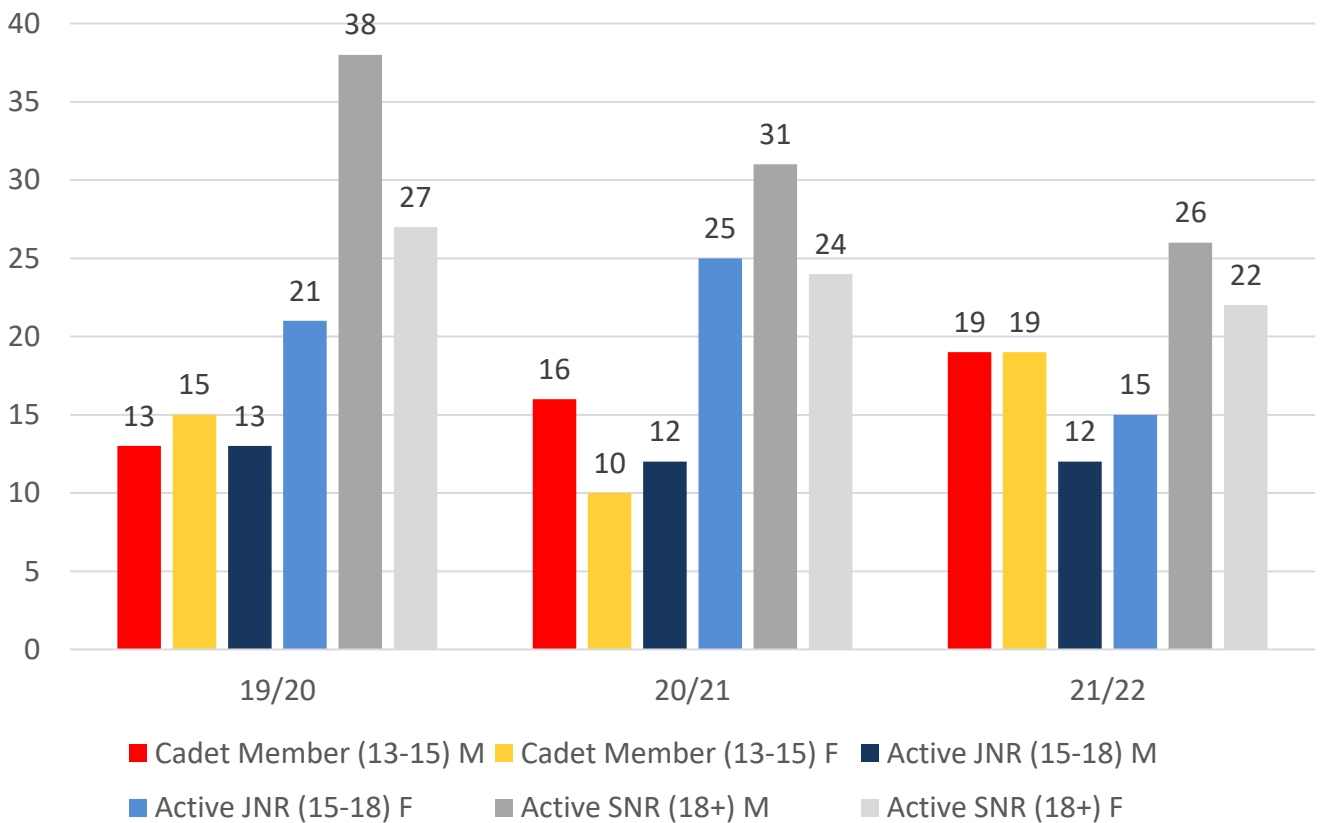
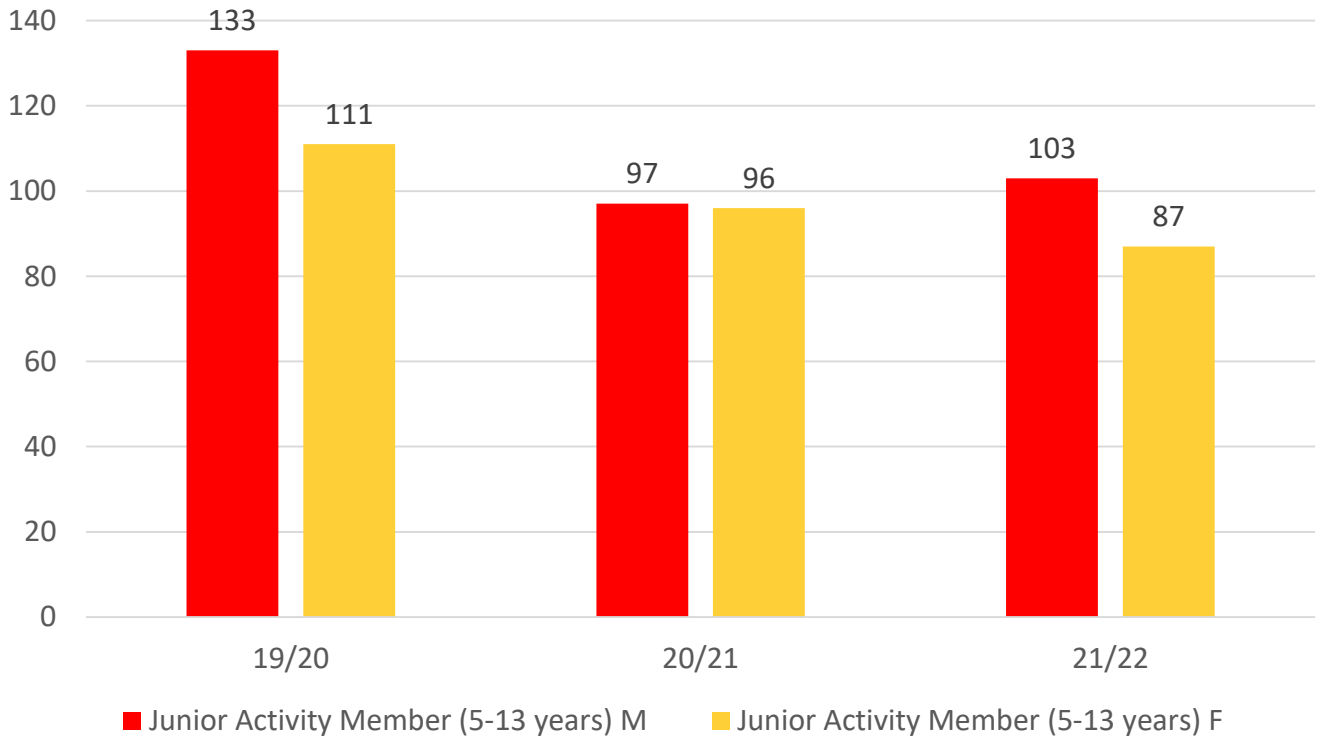
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	4	16	0	18	5
Junior Activity Member (5-13 years)	222	217	244	193	190
Cadet Member (13-15 years)	25	27	28	26	38
Active Junior (15-18 years)	36	22	34	37	27
Active Senior (18years and over)	51	46	65	55	48
Award Member	60	82	77	73	63
Reserve Active	2	1	0	0	1
Long Service	27	31	30	37	36
Past Active	13	14	12	13	15
Associate	251	247	271	201	250
Life Member	17	18	21	21	20
General	0	0	0	0	1
Honorary	10	13	11	11	12
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	3
Total Active	174	178	204	191	177
Total	718	734	793	685	709

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	19	19	12	12	13
Under 7	18	19	26	7	16
Under 8	26	15	29	17	12
Under 9	31	32	21	24	22
Under 10	33	33	41	21	27
Under 11	32	30	29	31	22
Under 12	25	32	33	27	36
Under 13	17	24	30	30	29
Under 14	21	13	23	24	27
Junior Activities Total	222	217	244	193	204

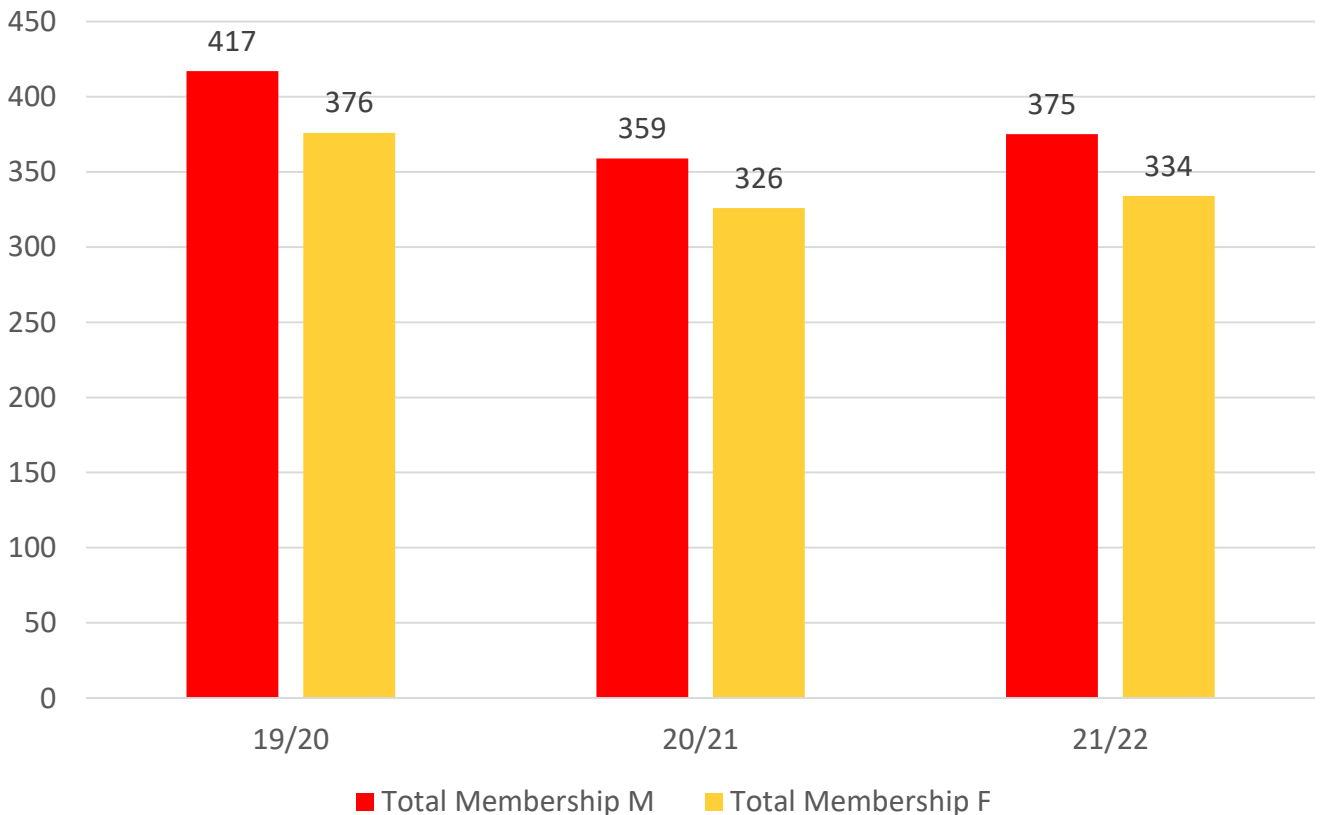
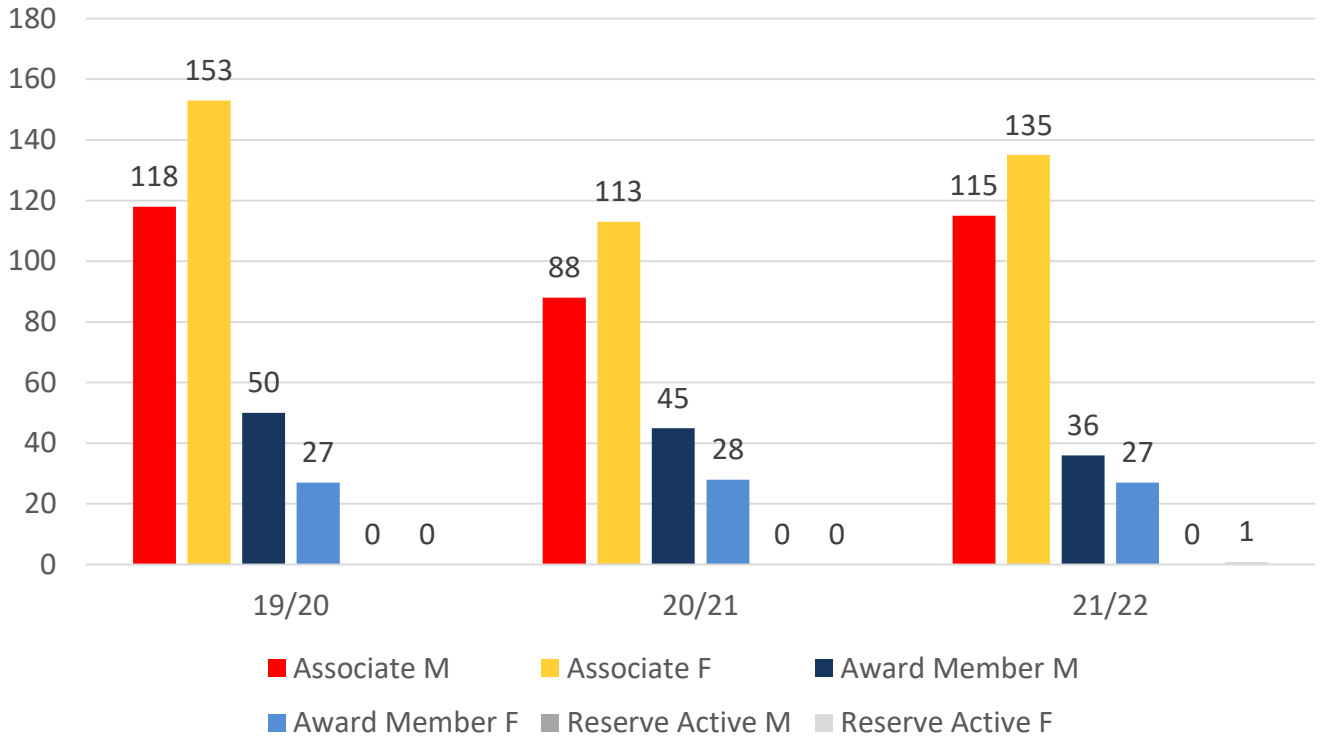
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



141

BRAND NEW MEMBERS



80%

MEMBERSHIP RETENTION



134

MEMBERS LOST FROM THE ORGANISATION

POINT LOOKOUT 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	18	14	78%	14	0	0%	4	22%	5	28%	0	0%	5	-72%
Junior Activities	193	148	77%	24	0	0%	45	23%	56	29%	10	5%	190	-2%
Cadet Member (13-15 years)	26	22	85%	-14	0	0%	4	15%	0	0%	2	8%	38	46%
Active (15-18 yrs)	37	27	73%	1	0	0%	10	27%	1	3%	0	0%	27	-27%
Active (18yrs and over)	55	44	80%	-2	1	2%	10	18%	0	0%	2	4%	48	-13%
Award Member	73	61	84%	1	4	5%	8	11%	2	3%	1	1%	63	-14%
Reserve Active	0	0		-1	0		0		0		0		1	
Long Service	37	35	95%	0	0	0%	2	5%	1	3%	0	0%	36	-3%
Past Active	13	13	100%	-2	0	0%	0	0%	0	0%	0	0%	15	15%
Associate	201	150	75%	-17	1	0%	50	25%	75	37%	8	4%	250	24%
Life Member	21	20	95%	0	0	0%	1	5%	0	0%	0	0%	20	-5%
General	0	0		0	0		0		1		0		1	
Honorary	11	11	100%	-1	0	0%	0	0%	0	0%	0	0%	12	9%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-3	0		0		0		0		3	
Total Active	191	154	81%		5	3%	32	17%	3	2%	5		177	-7%
Total	685	545	80%		6	1%	134	20%	141	21%	23		709	4%

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

MEMBERSHIP RETENTION

POINT LOOKOUT 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	26	22	85%	4	15%	0	0%	26
16-18 Years	39	29	74%	10	26%	1	3%	41
19-25 Years	36	24	67%	11	31%	1	3%	28
26-35 Years	16	12	75%	2	13%	1	6%	14
36-50 Years	42	35	83%	5	12%	0	0%	32
51-70 Years	29	29	100%	0	0%	0	0%	33
70+ Years	3	3	100%	0	0%	0	0%	3
Total	191	154	81%	32	17%	3	2%	177

POINT LOOKOUT 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	12					12		12
Under 7	7	9	75%	3	25%	6	50%	15
Under 8	17	5	71%	2	29%	5	71%	11
Under 9	24	14	82%	3	18%	7	41%	22
Under 10	21	18	75%	6	25%	7	29%	27
Under 11	31	12	57%	9	43%	8	38%	22
Under 12	27	25	81%	6	19%	6	19%	32
Under 13	30	22	81%	5	19%	4	15%	25
Under 14	24	24	80%	6	20%	1	3%	24
Transitioned From JA		19	79%					

MEMBERSHIP RETENTION

2019/20



80%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



82%

JUNIOR MEMBERSHIP
RETENTION

2020/21



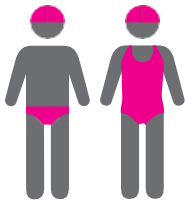
78%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



78%

JUNIOR MEMBERSHIP
RETENTION

2021/22



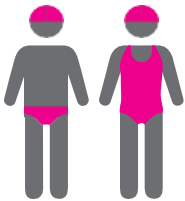
80%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



77%

JUNIOR MEMBERSHIP
RETENTION