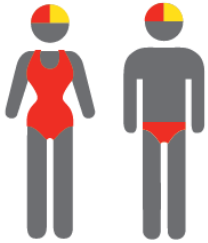


POINT LOOKOUT

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



157

ACTIVE MEMBERSHIP



11% Decrease



650

TOTAL MEMBERSHIP



8% Decrease



165

JUNIOR MEMBERSHIP



13% 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

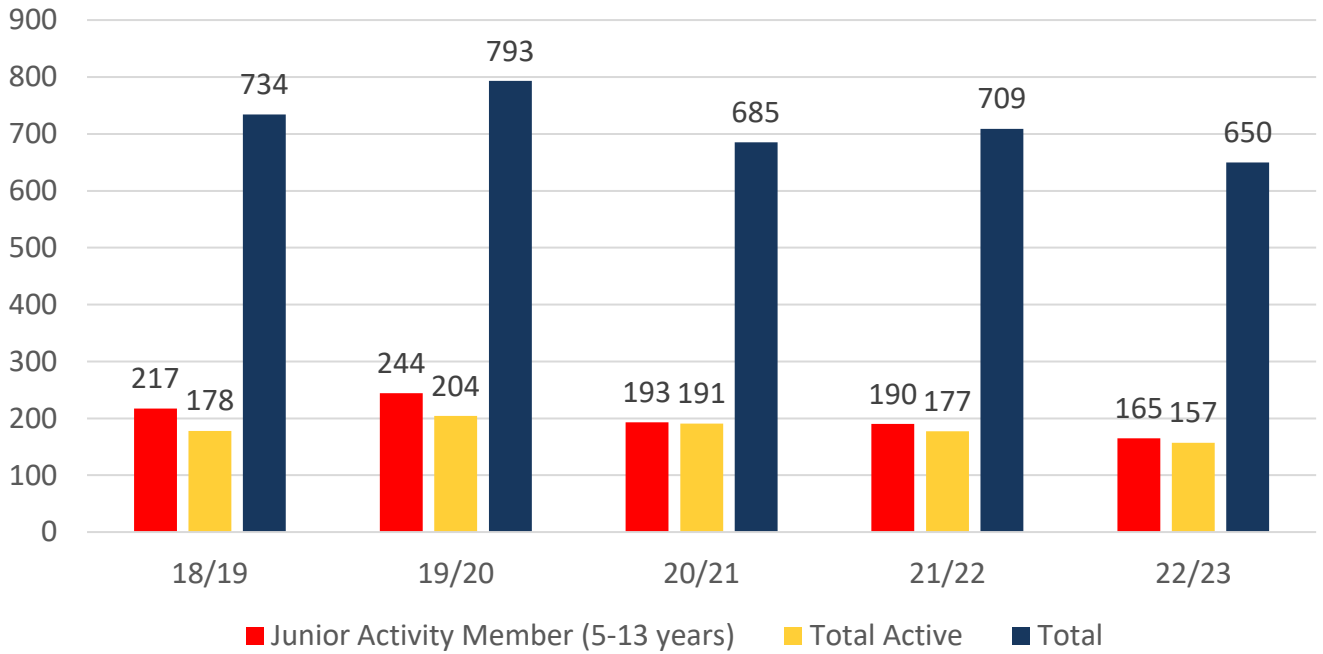
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	16	0	18	5	3
Junior Activity Member (5-13 years)	217	244	193	190	165
Cadet Member (13-15 years)	27	28	26	38	23
Active Junior (15-18 years)	22	34	37	27	30
Active Senior (18years and over)	46	65	55	48	53
Award Member	82	77	73	63	47
Reserve Active	1	0	0	1	4
Long Service	31	30	37	36	42
Past Active	14	12	13	15	10
Associate	247	271	201	250	238
Life Member	18	21	21	20	21
General	0	0	0	1	0
Honorary	13	11	11	12	14
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	3	0
Total Active	178	204	191	177	157
Total	734	793	685	709	650

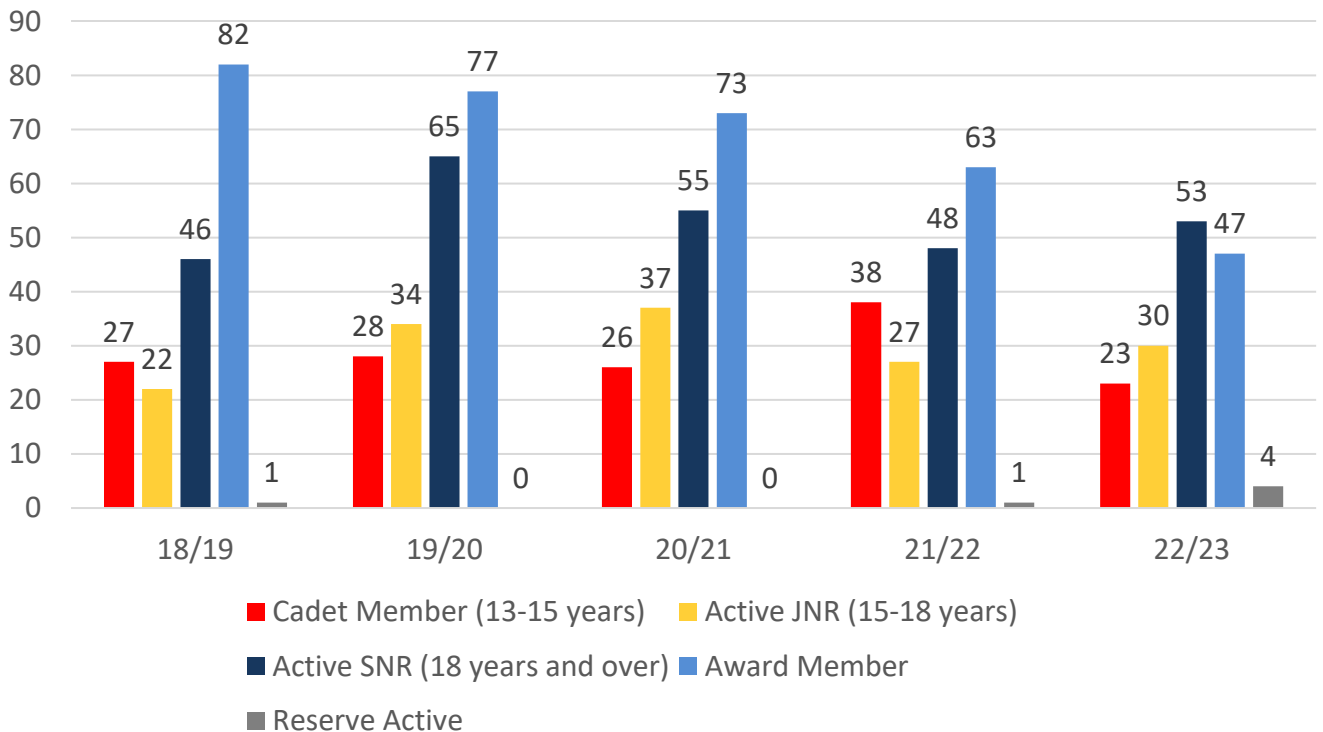
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	19	12	12	13	9
Under 7	19	26	7	16	17
Under 8	15	29	17	12	16
Under 9	32	21	24	22	11
Under 10	33	41	21	27	21
Under 11	30	29	31	22	26
Under 12	32	33	27	36	15
Under 13	24	30	30	29	30
Under 14	13	23	24	27	24
Junior Activities Total	217	244	193	204	169

5 YEAR TREND ANALYSIS

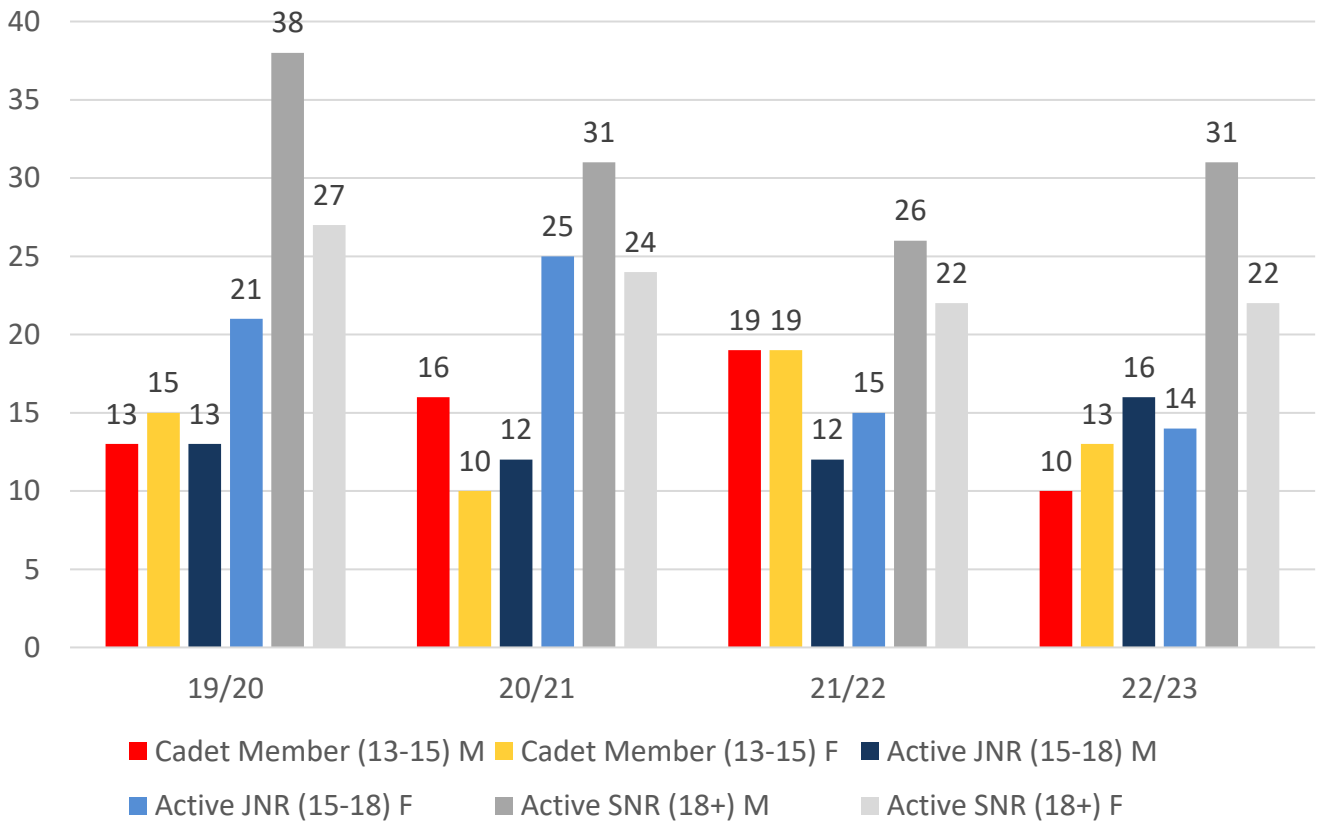
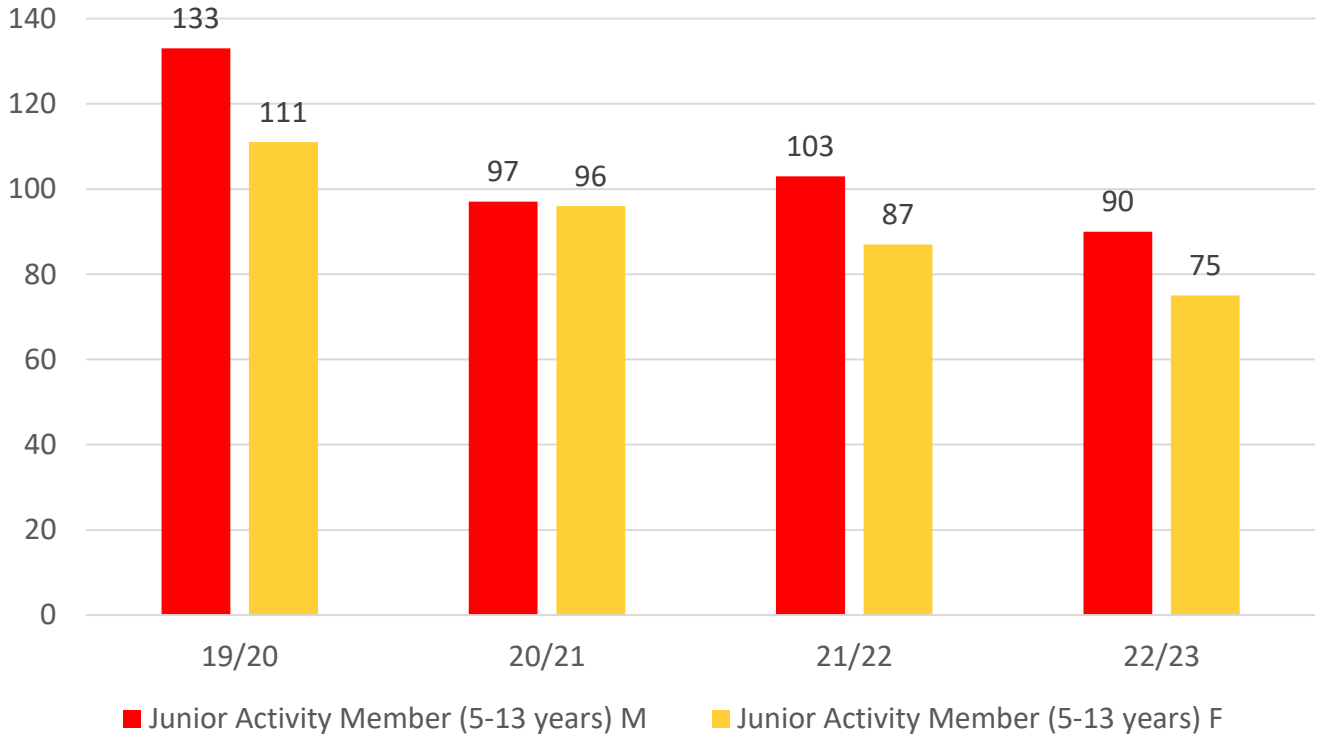
Total Membership



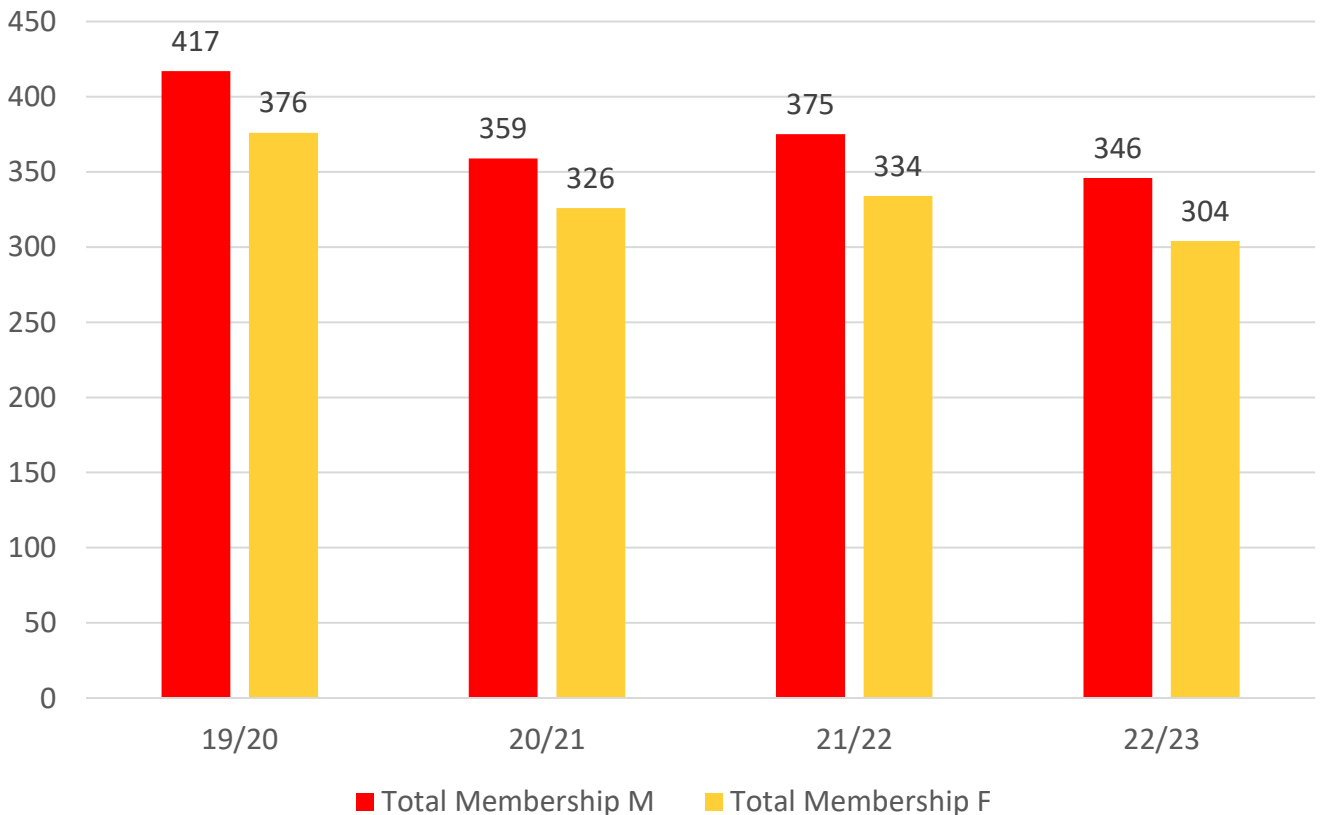
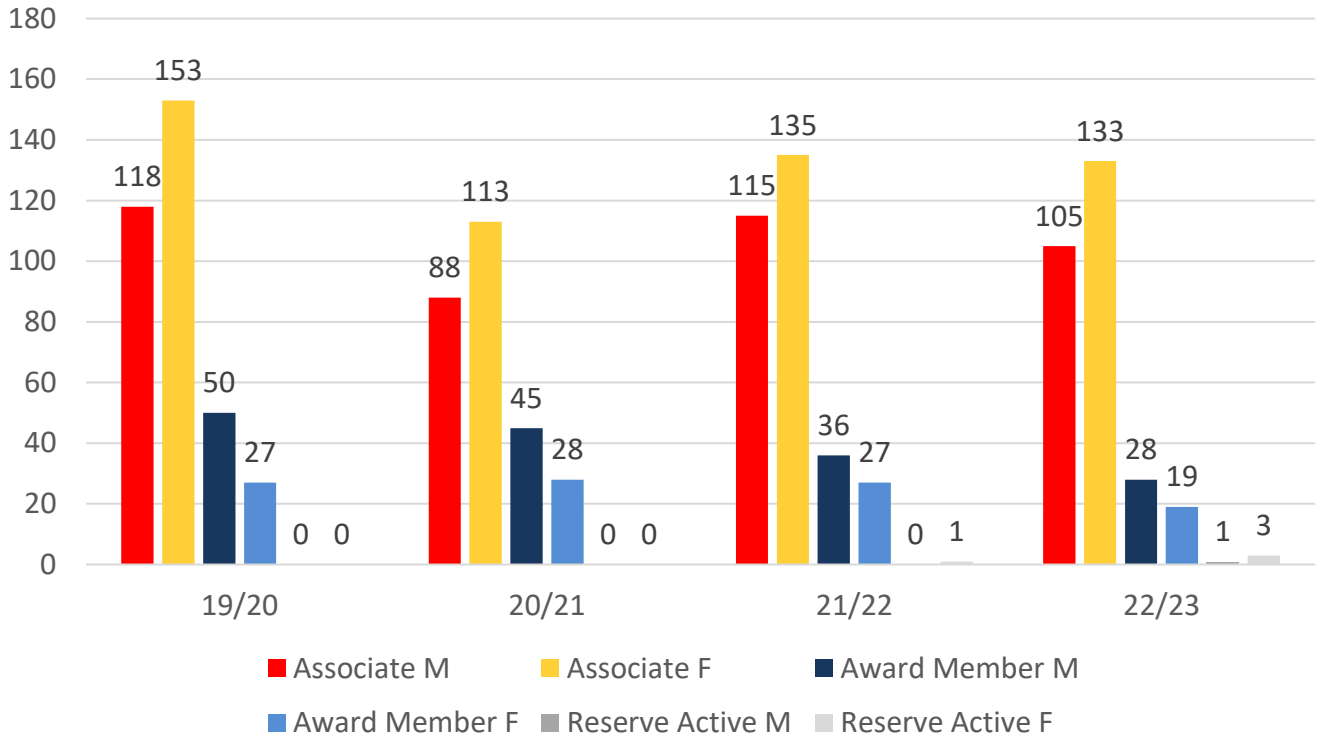
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



100

BRAND NEW MEMBERS



76%

MEMBERSHIP RETENTION



146

MEMBERS LOST FROM THE ORGANISATION

POINT LOOKOUT 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	5	4	80%	4	0	0%	1	20%	2	40%	1	20%	3	-40%
Junior Activities	190	144	76%	18	11	6%	35	18%	34	18%	5	3%	165	-13%
Cadet Member (13-15 years)	38	28	74%	7	1	3%	9	24%	2	5%	0	0%	23	-39%
Active (15-18 yrs)	27	20	74%	-10	0	0%	7	26%	0	0%	0	0%	30	11%
Active (18yrs and over)	48	41	85%	-10	1	2%	6	13%	2	4%	0	0%	53	10%
Award Member	63	47	75%	5	3	5%	13	21%	5	8%	0	0%	47	-25%
Reserve Active	1	0	0%	-4	0	0%	1	100%	0	0%	0	0%	4	300%
Long Service	36	36	100%	-6	0	0%	0	0%	0	0%	0	0%	42	17%
Past Active	15	11	73%	1	1	7%	3	20%	0	0%	0	0%	10	-33%
Associate	250	176	70%	-5	8	3%	66	26%	51	20%	6	2%	238	-5%
Life Member	20	19	95%	-1	0	0%	1	5%	1	5%	0	0%	21	5%
General	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Honorary	12	9	75%	-2	0	0%	3	25%	3	25%	0	0%	14	17%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	3	2	67%	2	0	0%	1	33%	0	0%	0	0%	0	-100%
Total Active	177	136	77%		5	3%	36	20%	9	5%	0		157	-11%
Total	709	538	76%		25	4%	146	21%	100	14%	12		650	-8%

MEMBERSHIP RETENTION

POINT LOOKOUT 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	26	18	69%	7	27%	2	8%	28
16-18 Years	41	32	78%	9	22%	0	0%	28
19-25 Years	28	17	61%	10	36%	2	7%	28
26-35 Years	14	10	71%	3	21%	2	14%	14
36-50 Years	32	30	94%	1	3%	2	6%	26
51-70 Years	33	27	82%	5	15%	1	3%	32
70+ Years	3	2	67%	1	33%	0	0%	1
Total	177	136	77%	36	20%	9	5%	157

POINT LOOKOUT 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	13					9		9
Under 7	15	8	62%	3	23%	8	62%	17
Under 8	11	12	80%	3	20%	3	20%	16
Under 9	22	9	82%	2	18%	2	18%	11
Under 10	27	16	73%	3	14%	5	23%	21
Under 11	22	19	70%	5	19%	5	19%	26
Under 12	32	14	64%	6	27%	0	0%	15
Under 13	25	25	78%	6	19%	1	3%	29
Under 14	24	21	84%	3	12%	1	4%	21
Transitioned From JA		20	83%					

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

2022/23



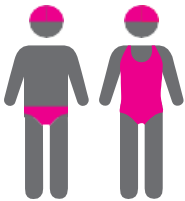
76%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



76%

JUNIOR MEMBERSHIP
RETENTION