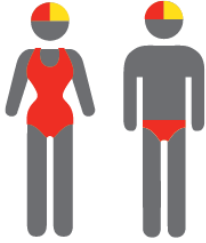


MEMBERSHIP STATISTICS REPORT EOS 2021/22



42

ACTIVE MEMBERSHIP



13% Decrease



183

TOTAL MEMBERSHIP



5% Increase



61

JUNIOR MEMBERSHIP



15% 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.

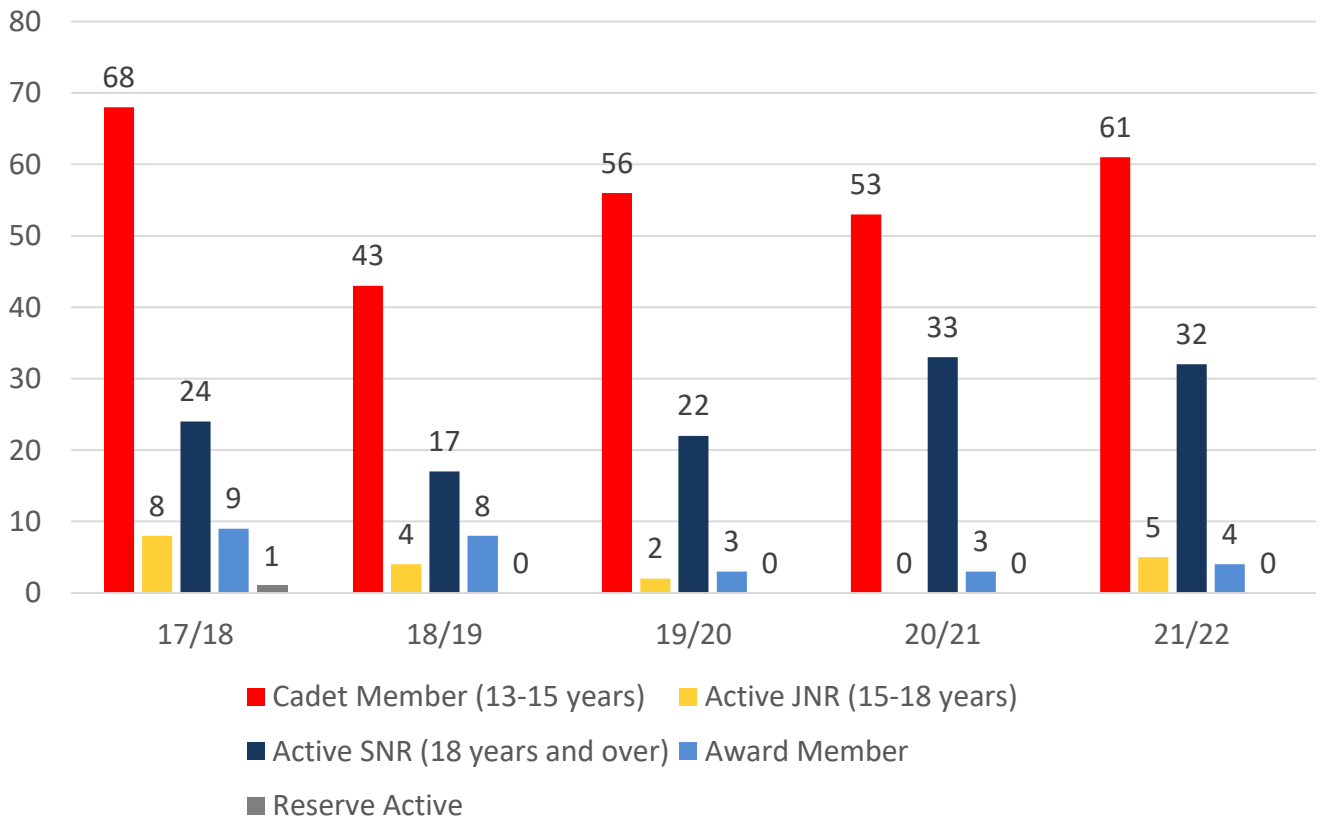
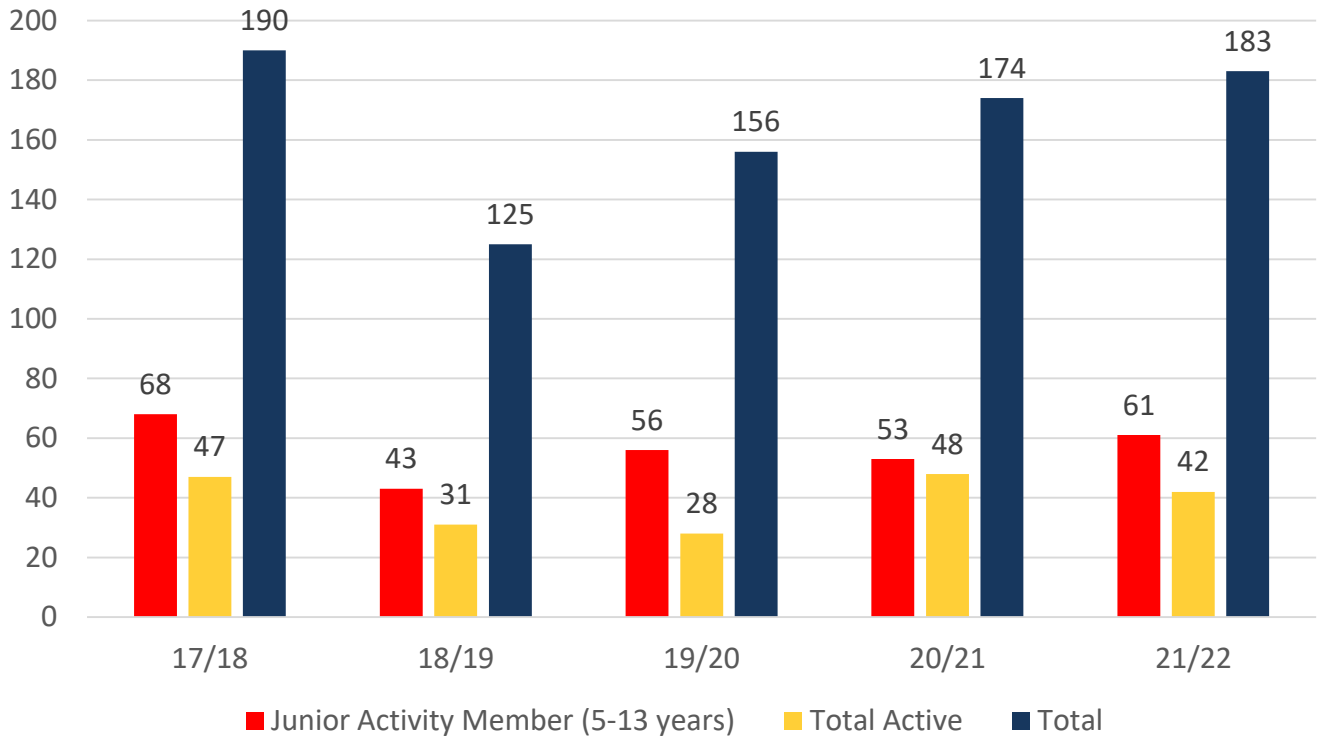
TOTAL MEMBERSHIP

MEMBERSHIP 2012-2022

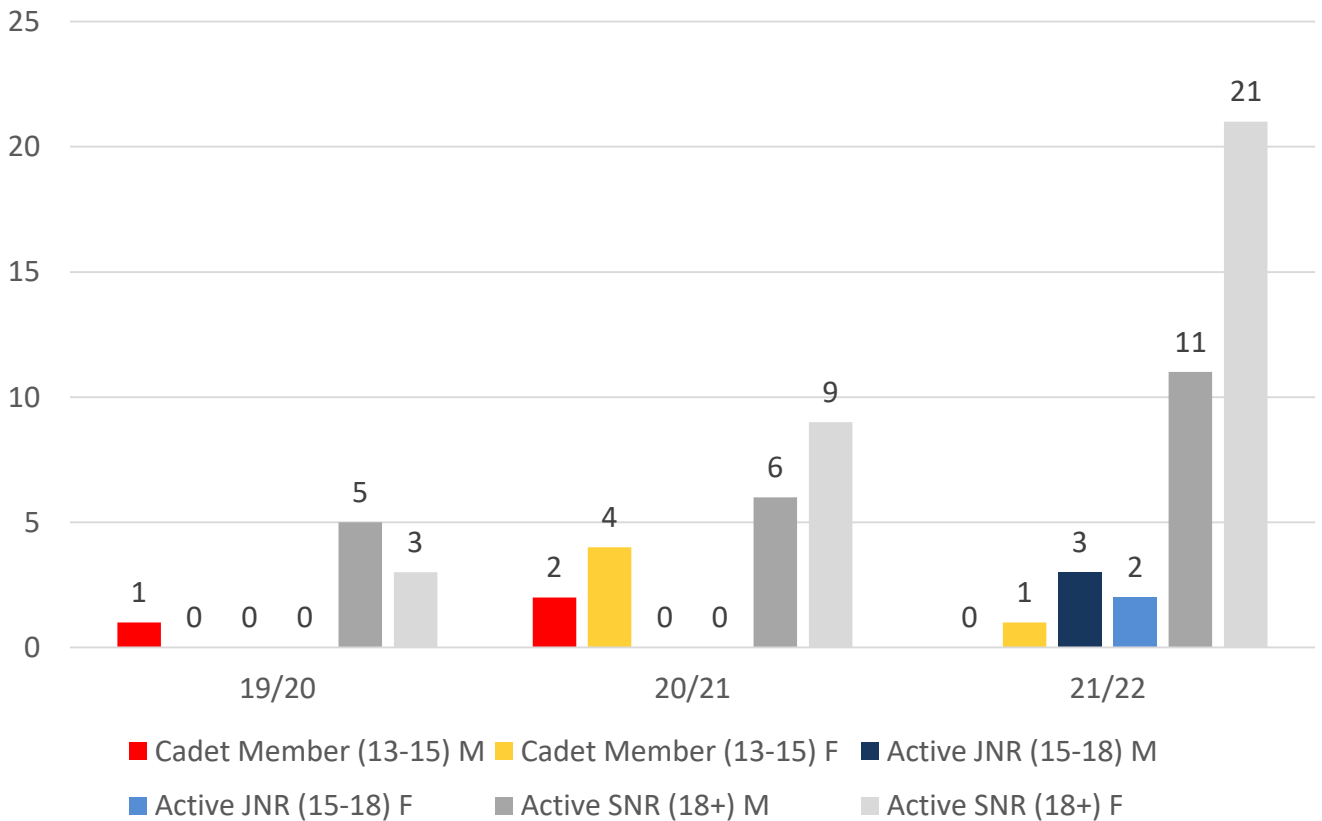
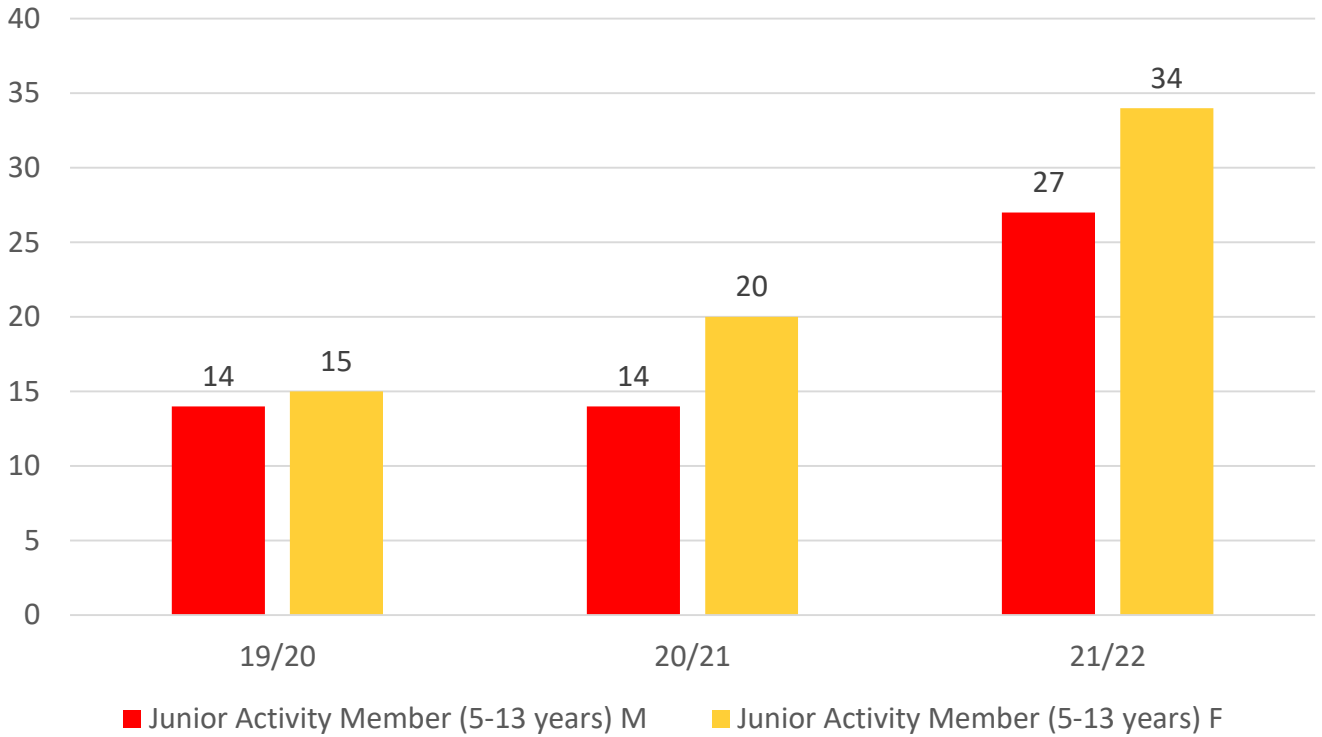
	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	16	18	21	30	20	18	7	38	32	4
Junior Activity Member (5-13 years)	90	104	89	86	75	68	43	56	53	61
Cadet Member (13-15 years)	7	5	12	13	12	5	2	1	12	1
Active Junior (15-18 years)	4	1	3	4	3	8	4	2	0	5
Active Senior (18years and over)	15	21	20	22	23	24	17	22	33	32
Award Member	2	6	20	8	11	9	8	3	3	4
Reserve Active	0	1	0	0	0	1	0	0	0	0
Long Service	0	0	1	1	0	0	0	0	0	0
Past Active	0	0	0	0	0	0	0	0	0	0
Associate	93	91	68	51	51	50	35	24	30	67
Life Member	6	5	5	5	5	6	7	7	6	7
General	0	0	0	0	0	0	0	1	3	0
Honorary	0	0	0	0	0	0	1	0	0	0
Non Member Participants	0	0	1	1	2	1	1	2	2	2
Leave / Restricted	0	0	0	0	0	0	0	0	0	0
Total Active	28	34	55	47	49	47	31	28	48	42
Total	233	252	240	221	202	190	125	156	174	183

	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	4	9	4	6	6	7	0	7	2	11
Under 7	1	12	13	17	9	10	7	7	7	7
Under 8	17	14	19	11	15	3	6	10	7	12
Under 9	14	15	10	11	10	13	3	9	7	7
Under 10	16	15	13	11	5	4	8	3	7	5
Under 11	10	12	8	10	12	8	4	8	5	6
Under 12	9	10	7	7	8	9	4	4	8	4
Under 13	13	9	5	5	6	8	5	3	6	6
Under 14	5	8	8	2	2	6	3	4	1	3
Junior Activities Total	89	104	87	80	73	68	40	55	50	61

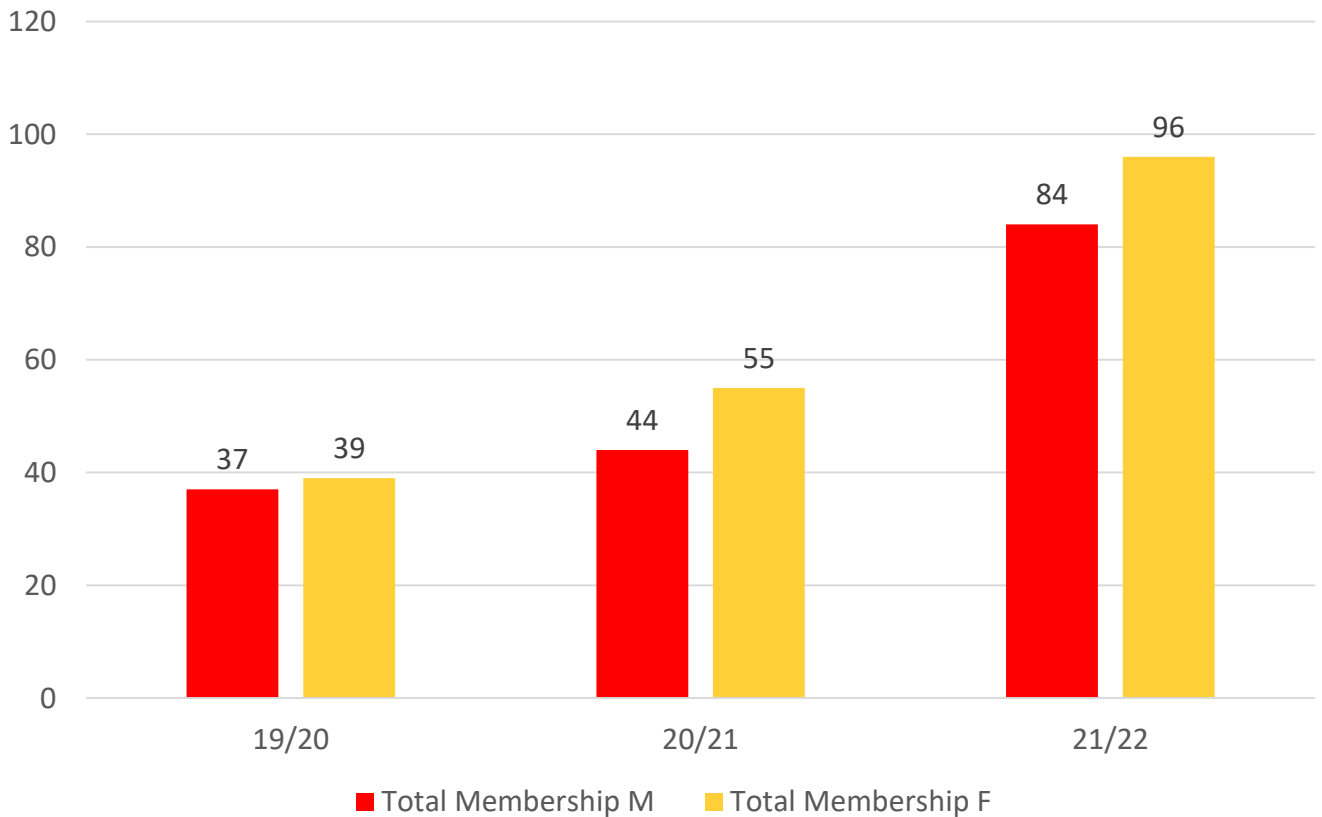
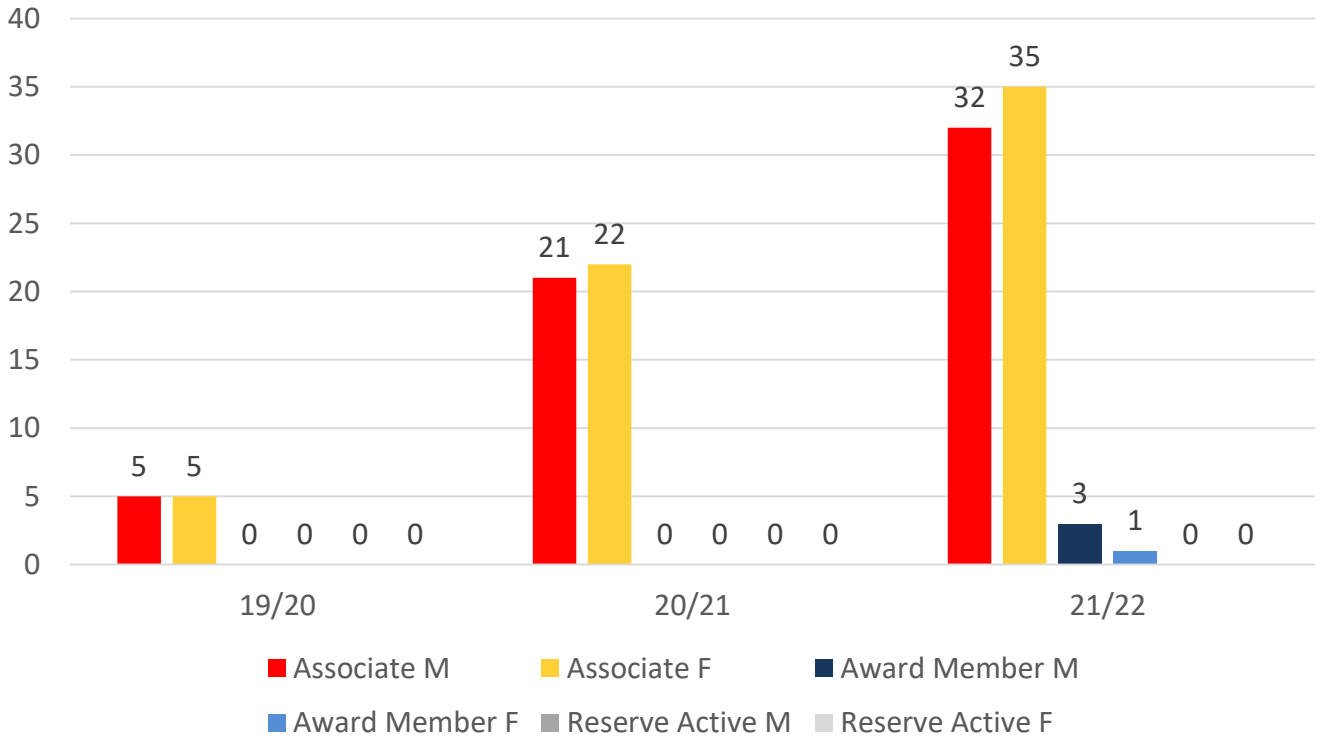
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



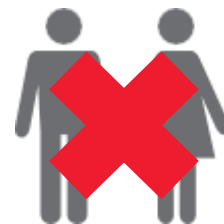
122

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



39

MEMBERS LOST FROM THE ORGANISATION

PORT DOUGLAS SLSC 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	0	0		0	0	0	0	4		0		4		
Junior Activities	34	19	56%	2	0	0%	15	44%	44	129%	0	0%	61	79%
Cadet Member (13-15 years)	6	4	67%	3	0	0%	2	33%	0	0%	0	0%	1	-83%
Active (15-18 yrs)	0	0		-4	0		0		1		0		5	
Active (18yrs and over)	15	13	87%	-2	0	0%	2	13%	17	113%	0	0%	32	113%
Award Member	0	0		-1	0		0		3		0		4	
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	43	23	53%	2	0	0%	20	47%	46	107%	0	0%	67	56%
Life Member	1	1	100%	0	0	0%	0	0%	6	600%	0	0%	7	600%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	1	1	100%	0	0	0%	0	0%	1	100%	0	0%	2	100%
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	21	17	81%		0	0%	4	19%	21	100%	0		42	100%
Total	100	61	61%		0	0%	39	39%	122	122%	0		183	83%

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

MEMBERSHIP RETENTION

PORT DOUGLAS SLSC 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	5	3	60%	2	40%	3	60%	7
16-18 Years	1	1	100%	0	0%	0	0%	2
19-25 Years	3	3	100%	0	0%	3	100%	6
26-35 Years	5	5	100%	0	0%	2	40%	8
36-50 Years	4	3	75%	1	25%	8	200%	12
51-70 Years	3	2	67%	1	33%	5	167%	7
70+ Years	0	0		0		0		0
Total	21	17	81%	4	19%	21	100%	42

PORT DOUGLAS SLSC 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	0					11		11
Under 7	7	0		0		7		7
Under 8	6	7	100%	0	0%	5	71%	12
Under 9	4	2	33%	4	67%	5	83%	7
Under 10	3	3	75%	1	25%	2	50%	5
Under 11	3	1	33%	2	67%	5	167%	6
Under 12	6	1	33%	2	67%	3	100%	4
Under 13	2	3	50%	3	50%	3	50%	6
Under 14	1	0	0%	2	100%	3	150%	3
Transitioned From JA		0	0%					

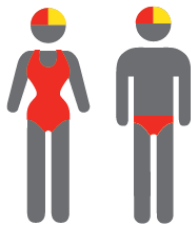
MEMBERSHIP RETENTION

2019/20



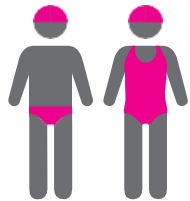
69%

TOTAL MEMBERSHIP
RETENTION



58%

ACTIVE MEMBERSHIP
RETENTION



72%

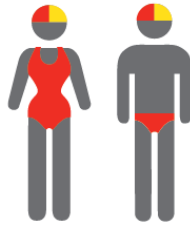
JUNIOR MEMBERSHIP
RETENTION

2020/21



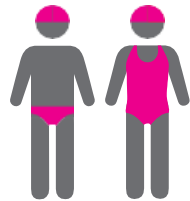
72%

TOTAL MEMBERSHIP
RETENTION



100%

ACTIVE MEMBERSHIP
RETENTION



70%

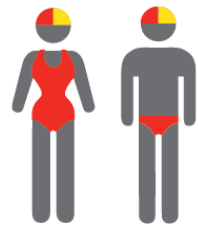
JUNIOR MEMBERSHIP
RETENTION

2021/22



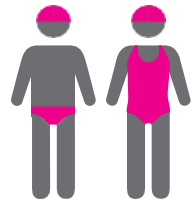
61%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



56%

JUNIOR MEMBERSHIP
RETENTION