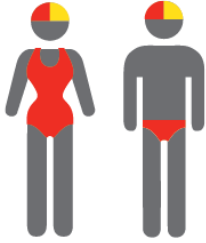




MEMBERSHIP STATISTICS REPORT EOS 2022/23



33

ACTIVE MEMBERSHIP



21% Decrease



125

TOTAL MEMBERSHIP



31% Decrease



39

JUNIOR MEMBERSHIP



36% 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

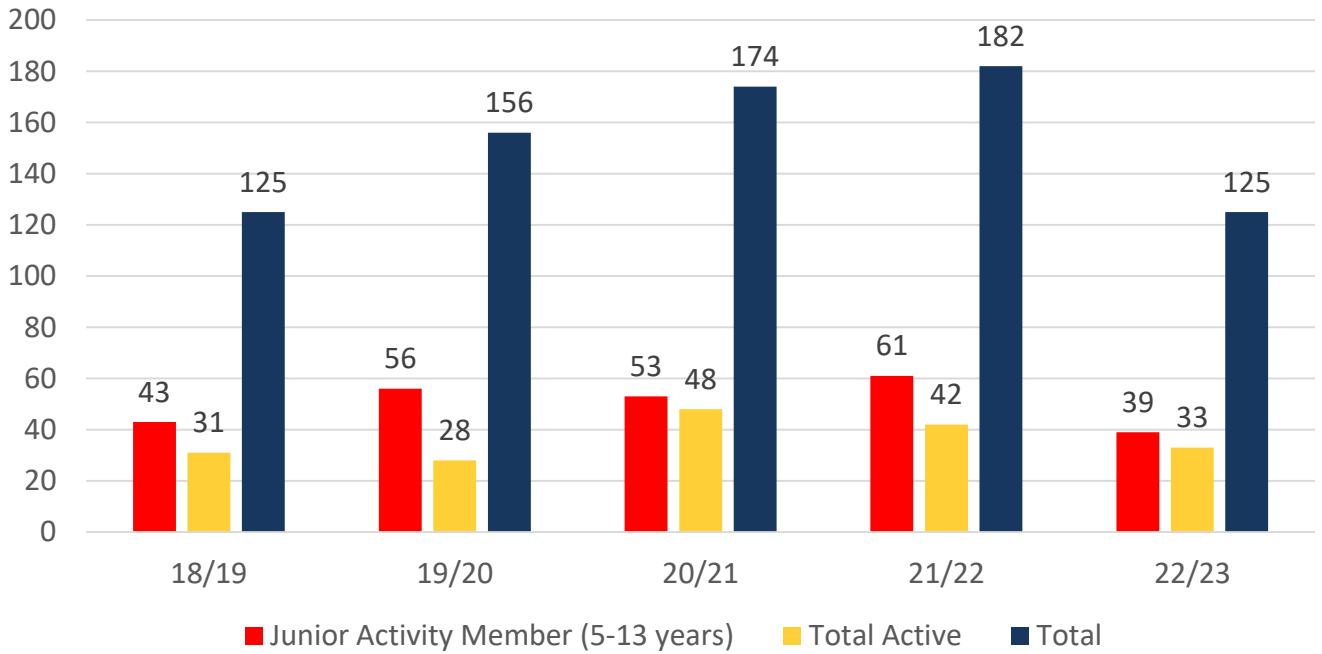
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	7	38	32	3	2
Junior Activity Member (5-13 years)	43	56	53	61	39
Cadet Member (13-15 years)	2	1	12	1	2
Active Junior (15-18 years)	4	2	0	5	3
Active Senior (18years and over)	17	22	33	32	26
Award Member	8	3	3	4	2
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	35	24	30	67	41
Life Member	7	7	6	7	7
General	0	1	3	0	1
Honorary	1	0	0	0	0
Non Member Participants	1	2	2	2	1
Leave / Restricted	0	0	0	0	1
Total Active	31	28	48	42	33
Total	125	156	174	182	125

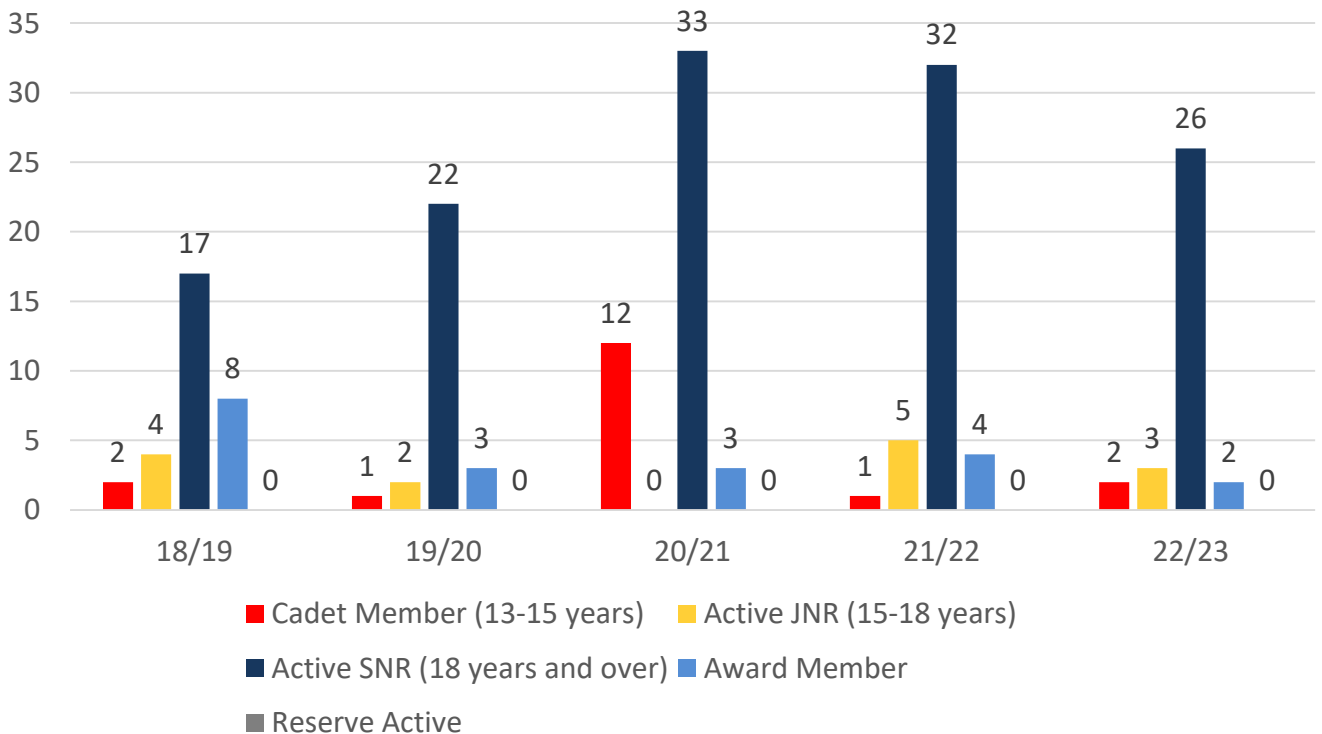
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	0	7	2	12	1
Under 7	7	7	7	7	10
Under 8	6	10	7	12	7
Under 9	3	9	7	7	8
Under 10	8	3	7	5	4
Under 11	4	8	5	6	4
Under 12	4	4	8	4	1
Under 13	5	3	6	6	2
Under 14	3	4	1	3	2
Junior Activities Total	40	55	50	62	39

5 YEAR TREND ANALYSIS

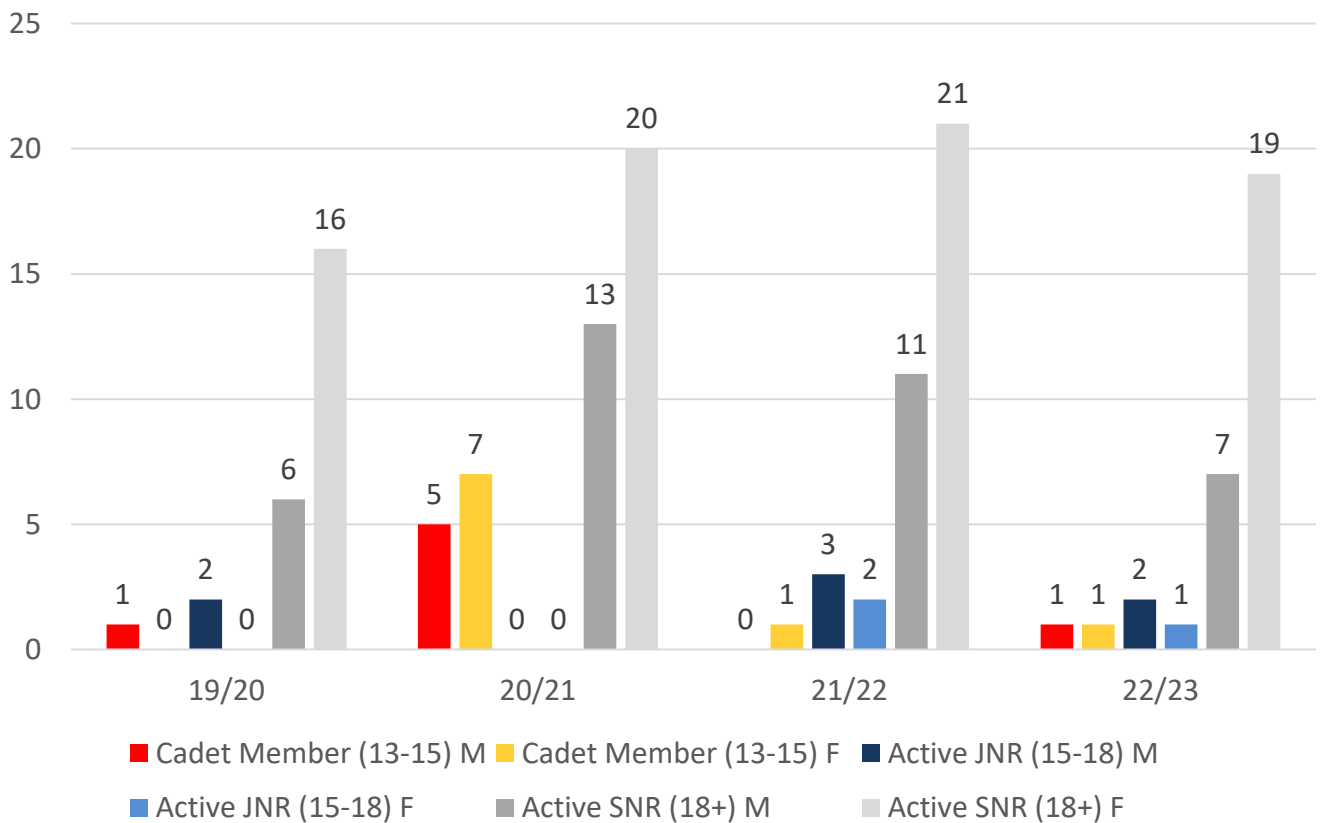
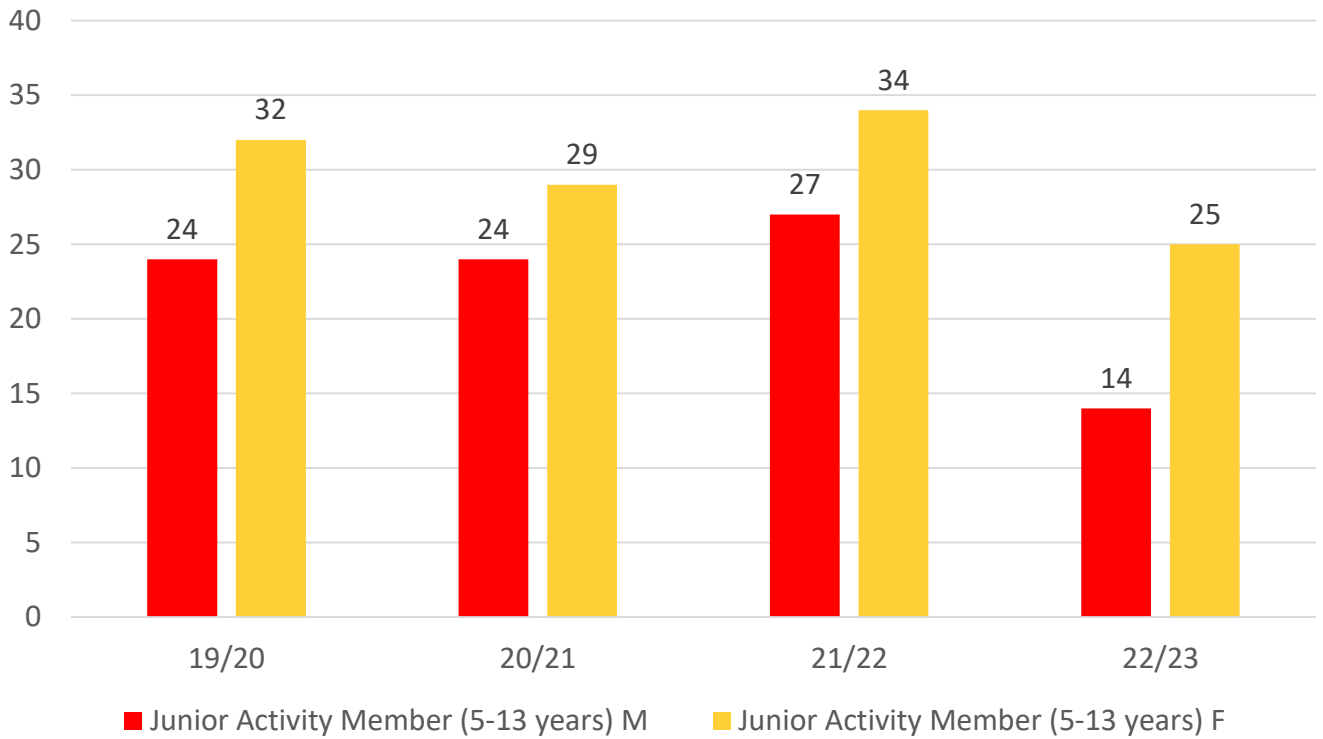
Total Membership



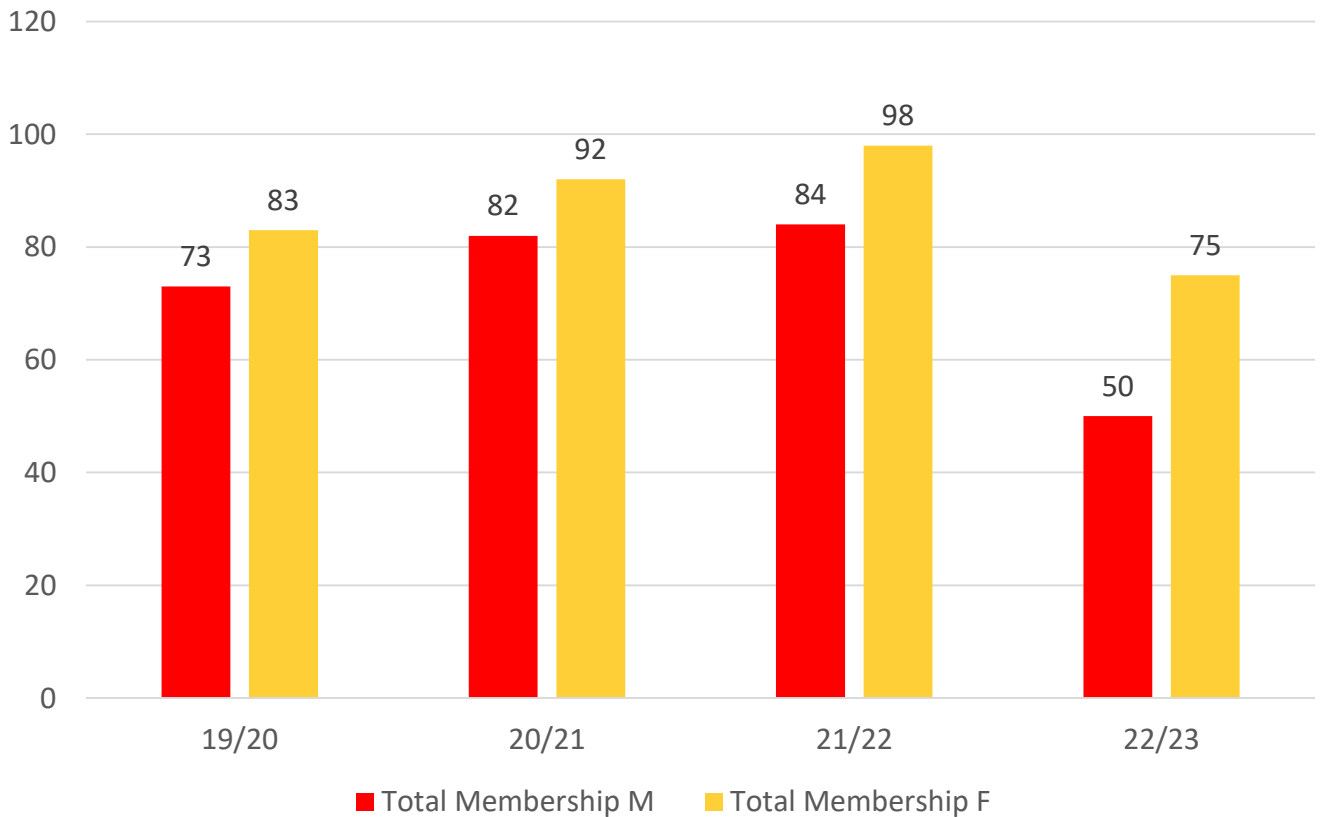
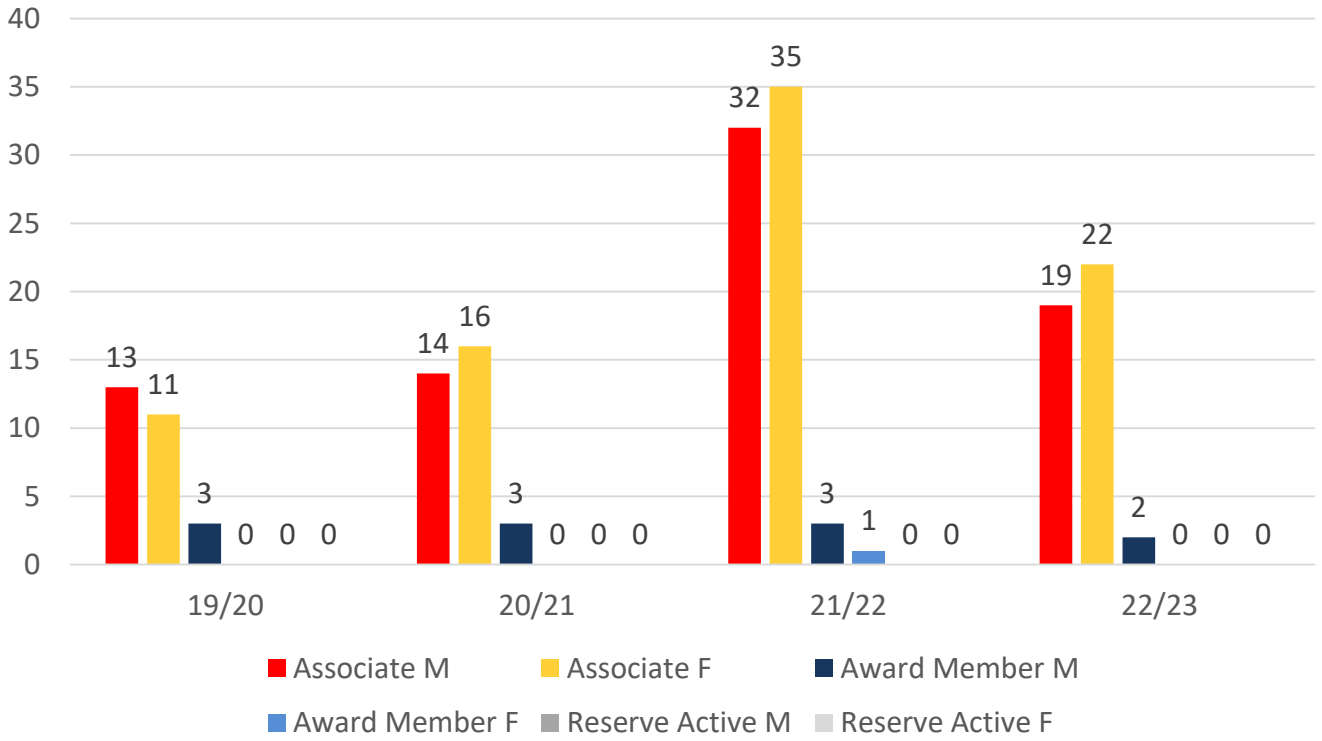
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



21

BRAND NEW MEMBERS



57%

MEMBERSHIP RETENTION



71

MEMBERS LOST FROM THE ORGANISATION

PORT DOUGLAS 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	3	1	33%	1	1	33%	1	33%	2	67%	0	0%	2	-33%
Junior Activities	61	34	56%	1	2	3%	25	41%	6	10%	0	0%	39	-36%
Cadet Member (13-15 years)	1	0	0%	-2	0	0%	1	100%	0	0%	0	0%	2	100%
Active (15-18 yrs)	5	3	60%	0	1	20%	1	20%	0	0%	0	0%	3	-40%
Active (18yrs and over)	32	24	75%	0	1	3%	7	22%	2	6%	0	0%	26	-19%
Award Member	4	2	50%	0	0	0%	2	50%	0	0%	0	0%	2	-50%
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	67	34	51%	2	1	1%	32	48%	9	13%	0	0%	41	-39%
Life Member	7	5	71%	-2	1	14%	1	14%	0	0%	0	0%	7	0%
General	0	0		0	0		0		1		0		1	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Leave / Restricted	0	0		0	0		0		1		0		1	
Total Active	42	29	69%		2	5%	11	26%	2	5%	0		33	-21%
Total	182	104	57%		7	4%	71	39%	21	12%	0		125	-31%

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

MEMBERSHIP RETENTION

PORT DOUGLAS 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	7	3	43%	4	57%	0	0%	3
16-18 Years	2	1	50%	0	0%	0	0%	3
19-25 Years	6	4	67%	1	17%	0	0%	4
26-35 Years	8	6	75%	2	25%	0	0%	5
36-50 Years	12	10	83%	2	17%	0	0%	10
51-70 Years	7	5	71%	2	29%	2	29%	8
70+ Years	0	0		0		0		0
Total	42	29	69%	11	26%	2	5%	33

PORT DOUGLAS 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	12					1		1
Under 7	7	8	67%	3	25%	1	8%	10
Under 8	12	5	71%	2	29%	2	29%	7
Under 9	7	7	58%	5	42%	1	8%	8
Under 10	5	4	57%	3	43%	0	0%	4
Under 11	6	3	60%	2	40%	1	20%	4
Under 12	4	1	17%	4	67%	0	0%	1
Under 13	6	2	50%	2	50%	0	0%	2
Under 14	3	2	33%	4	67%	0	0%	2
Transitioned From JA		2	67%					

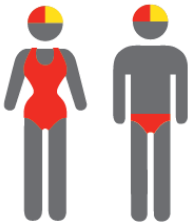
MEMBERSHIP RETENTION

2020/21



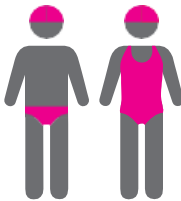
72%

TOTAL MEMBERSHIP
RETENTION



100%

ACTIVE MEMBERSHIP
RETENTION



70%

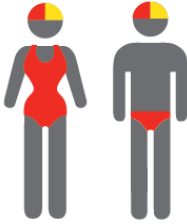
JUNIOR MEMBERSHIP
RETENTION

2021/22



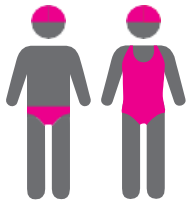
63%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



57%

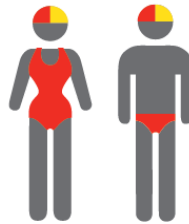
JUNIOR MEMBERSHIP
RETENTION

2022/23



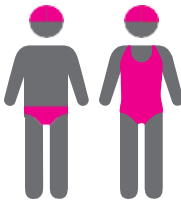
57%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



56%

JUNIOR MEMBERSHIP
RETENTION