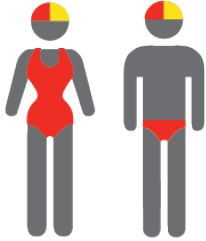


MEMBERSHIP STATISTICS REPORT 2020/2021



100

ACTIVE MEMBERSHIP



7% Decrease



312

TOTAL MEMBERSHIP



1% Decrease



124

JUNIOR MEMBERSHIP



2% 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.

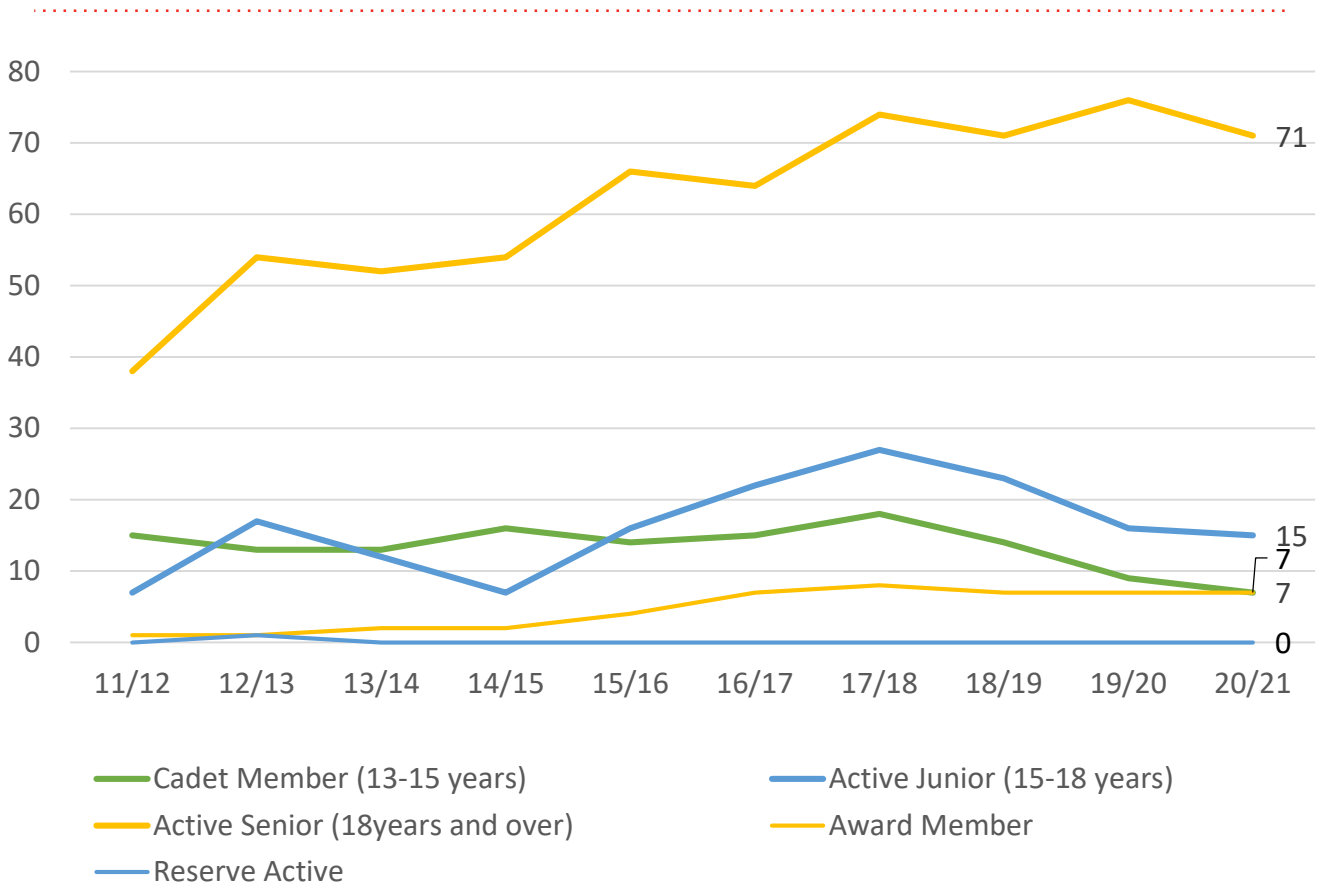
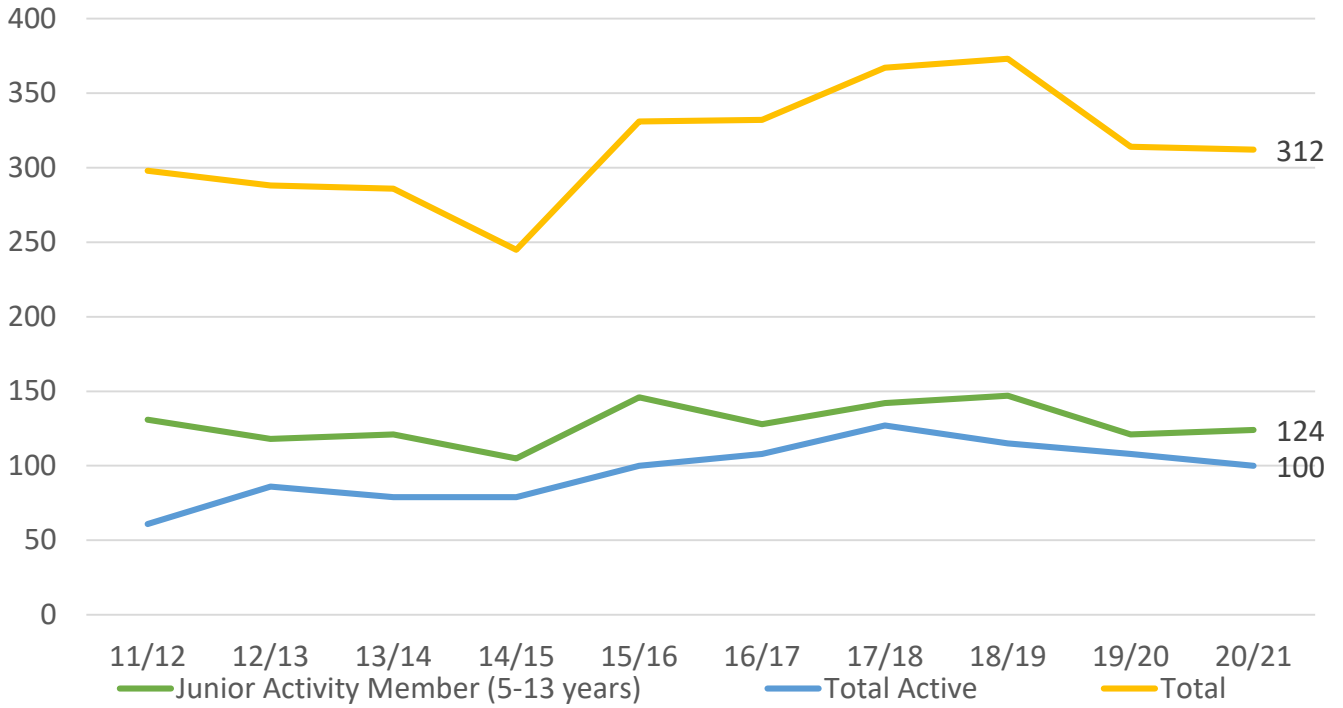
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	12	3	8	10	8	13	9	3	0	0
Junior Activity Member (5-13 years)	131	118	121	105	146	128	142	147	121	124
Cadet Member (13-15 years)	15	13	13	16	14	15	18	14	9	7
Active Junior (15-18 years)	7	17	12	7	16	22	27	23	16	15
Active Senior (18years and over)	38	54	52	54	66	64	74	71	76	71
Award Member	1	1	2	2	4	7	8	7	7	7
Reserve Active	0	1	0	0	0	0	0	0	0	0
Long Service	2	2	2	2	3	5	5	7	6	5
Past Active	4	3	2	2	1	3	2	2	1	0
Associate	78	67	64	38	61	63	71	86	62	67
Life Member	10	9	9	9	11	11	11	11	14	14
General	0	0	0	0	0	0	0	0	0	0
Honorary	0	0	0	0	0	0	0	0	1	2
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	1	0	1	1	0	2	1	0
Total Active	61	86	79	79	100	108	127	115	108	100
Total	298	288	286	245	331	332	367	373	314	312

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	13	12	13	5	18	11	17	20	10	11
Under 7	18	12	11	10	12	21	20	15	14	11
Under 8	20	15	15	10	16	11	23	15	13	20
Under 9	18	15	13	12	13	10	16	29	12	15
Under 10	19	13	18	10	26	13	14	22	20	14
Under 11	8	13	12	18	13	21	13	16	18	16
Under 12	16	17	16	16	15	13	19	11	14	15
Under 13	9	15	14	14	21	14	8	11	12	13
Under 14	10	11	9	10	12	13	12	8	8	9
Junior Activities Total	131	123	121	105	146	127	142	147	121	124

TREND ANALYSIS



MEMBERSHIP RETENTION



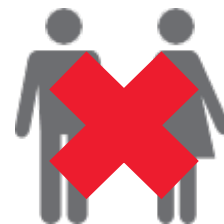
85

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



74

MEMBERS LOST FROM THE ORGANISATION

Pacific SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0			0		0		0		0		0	
Junior Activities	121	83	69%	3	7	6%	31	26%	44	36%	0	0%	124	2%
Cadet Member (13-15 years)	9	8	89%	1	0	0%	1	11%	0	0%	0	0%	7	-22%
Active (15-18 yrs)	16	13	81%		0	0%	3	19%	1	6%	0	0%	15	-6%
Active (18yrs and over)	76	65	86%		4	5%	7	9%	6	8%	0	0%	71	-7%
Award Member	7	5	71%		0	0%	2	29%	1	14%	0	0%	7	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	6	6	100%	1	0	0%	0	0%	0	0%	0	0%	5	-17%
Past Active	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Associate	62	34	55%		2	3%	26	42%	32	52%	0	0%	67	8%
Life Member	14	12	86%		0	0%	2	14%	0	0%	0	0%	14	0%
General	0	0			0		0		0		0		0	
Honorary	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	100%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Total Active	108	91	84%		4	4%	13	12%	8	7%	0		100	-7%
Total	314	227	72%		13	4%	74	24%	85	27%	0		312	-1%

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

MEMBERSHIP RETENTION

Pacific SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	7	7	100%	0	0%	1	14%	5
16-18 Years	15	12	80%	3	20%	0	0%	16
19-25 Years	14	12	86%	2	14%	2	14%	14
26-35 Years	9	6	67%	3	33%	1	11%	8
36-50 Years	45	39	87%	3	7%	3	7%	40
51-70 Years	17	14	82%	2	12%	1	6%	16
70+ Years	1	1	100%	0	0%	0	0%	1
Total	108	91	84%	13	12%	8	7%	100

Pacific SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	10					11		11
Under 7	14	4	40%	1	10%	7	70%	11
Under 8	13	13	93%	1	7%	7	50%	20
Under 9	12	8	62%	3	23%	7	54%	15
Under 10	20	9	75%	3	25%	5	42%	14
Under 11	18	15	75%	5	25%	1	5%	16
Under 12	14	13	72%	5	28%	2	11%	15
Under 13	12	11	79%	3	21%	2	14%	13
Under 14	8	7	58%	5	42%	2	17%	9
Transitioned From JA		3	38%					

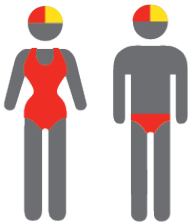
MEMBERSHIP RETENTION

2018/19



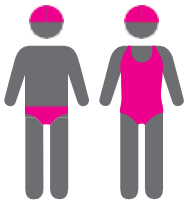
62%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



57%

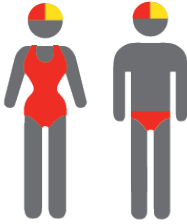
JUNIOR MEMBERSHIP
RETENTION

2019/20



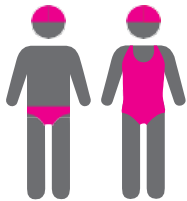
65%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



63%

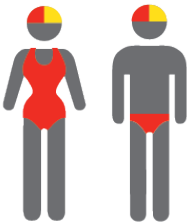
JUNIOR MEMBERSHIP
RETENTION

2020/21



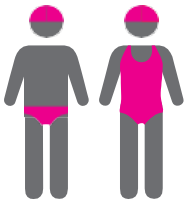
72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



69%

JUNIOR MEMBERSHIP
RETENTION