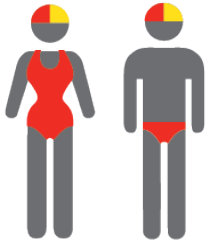


## MEMBERSHIP STATISTICS REPORT 2020/2021



243

ACTIVE MEMBERSHIP



10% Increase



822

TOTAL MEMBERSHIP



10% Increase



311

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

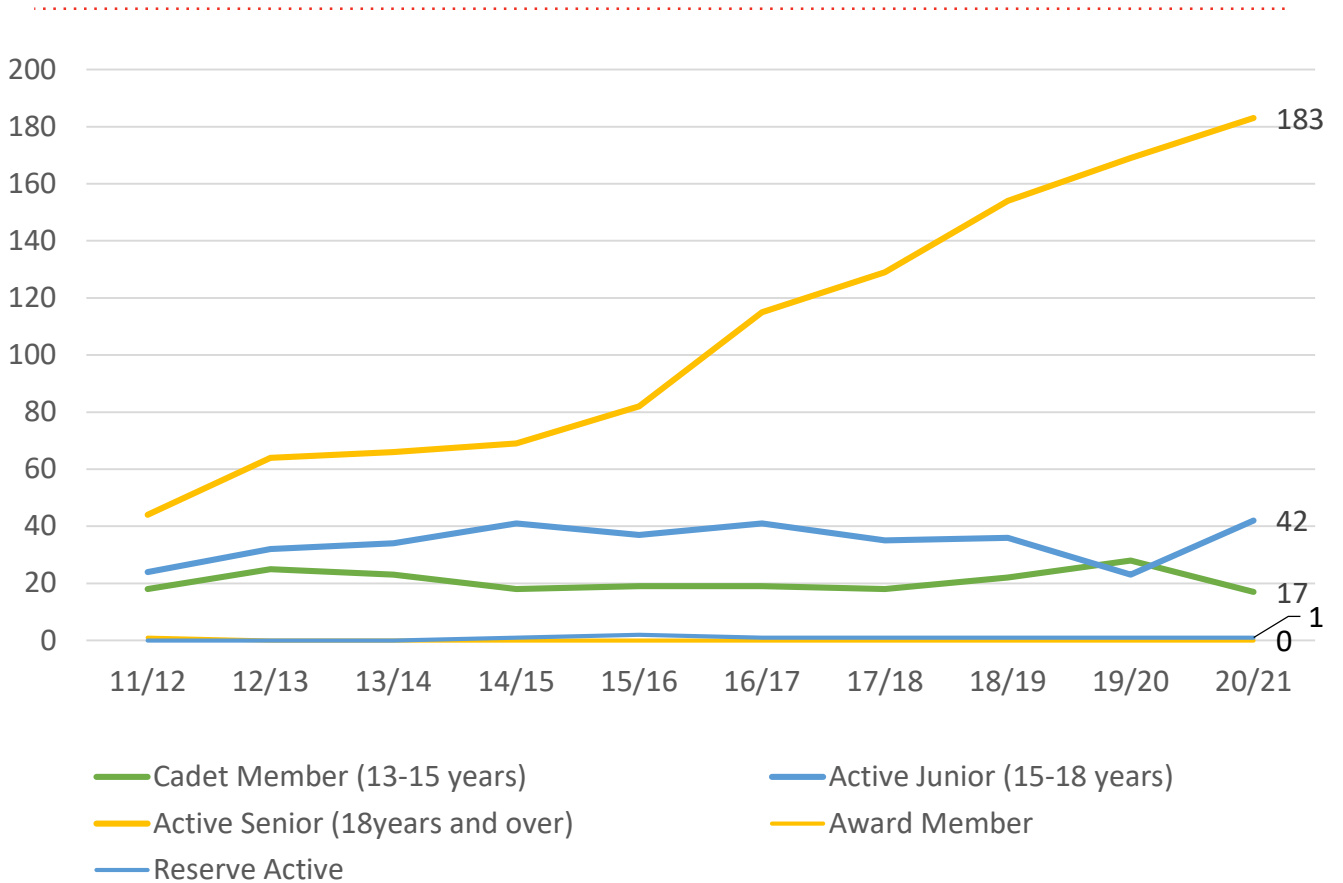
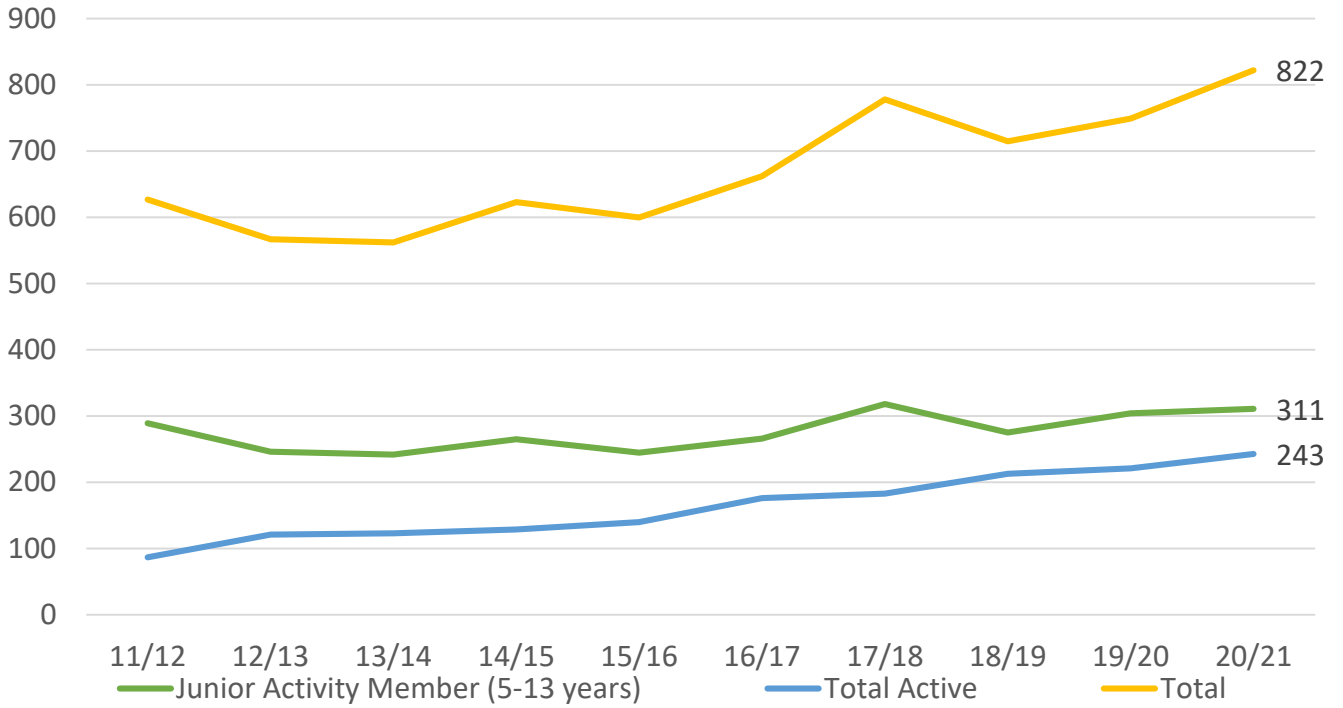
## MEMBERSHIP 2011-2021

	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	49	17	2	9	2	12	5	0	0	1
Junior Activity Member (5-13 years)	289	246	242	265	245	266	318	275	304	311
Cadet Member (13-15 years)	18	25	23	18	19	19	18	22	28	17
Active Junior (15-18 years)	24	32	34	41	37	41	35	36	23	42
Active Senior (18years and over)	44	64	66	69	82	115	129	154	169	183
Award Member	1	0	0	0	0	0	0	0	0	0
Reserve Active	0	0	0	1	2	1	1	1	1	1
Long Service	9	9	5	2	7	6	7	10	11	9
Past Active	1	2	1	0	0	1	2	2	1	0
Associate	166	151	163	193	177	178	228	187	201	221
Life Member	24	18	25	23	26	20	35	26	10	35
General	0	0	0	0	1	0	0	0	0	0
Honorary	2	1	0	1	0	0	0	2	1	1
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	2	1	1	2	3	0	0	0	1
Total Active	87	121	123	129	140	176	183	213	221	243
Total	627	567	562	623	600	662	778	715	749	822

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	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	30	29	27	35	40	28	38	30	28	39
Under 7	38	28	27	33	26	37	46	32	27	48
Under 8	33	31	32	41	36	34	44	39	34	34
Under 9	39	31	33	36	35	33	44	37	52	36
Under 10	30	26	28	28	30	45	36	37	34	39
Under 11	41	36	25	19	30	29	44	25	44	26
Under 12	22	25	29	20	16	29	27	33	29	42
Under 13	31	31	25	32	14	20	26	22	31	19
Under 14	25	17	16	20	16	11	13	20	25	28
Junior Activities Total	289	254	242	264	243	266	318	275	304	311

# TREND ANALYSIS



# MEMBERSHIP RETENTION



**342**

**BRAND NEW MEMBERS**



**64%**

**MEMBERSHIP RETENTION**



**240**

**MEMBERS LOST FROM THE ORGANISATION**

Palm Beach 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		1		0		1	
Junior Activities	304	191	63%	14	10	3%	103	34%	134	44%	0	0%	311	2%
Cadet Member (13-15 years)	28	22	79%	8	1	4%	5	18%	3	11%	0	0%	17	-39%
Active (15-18 yrs)	23	16	70%		1	4%	6	26%	15	65%	0	0%	42	83%
Active (18yrs and over)	169	123	73%		12	7%	34	20%	41	24%	0	0%	183	8%
Award Member	0	0			0		0		0		0		0	
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	11	8	73%		1	9%	2	18%	1	9%	0	0%	9	-18%
Past Active	1	0	0%		1	100%	0	0%	0	0%	0	0%	0	-100%
Associate	201	109	54%	9	2	1%	90	45%	121	60%	0	0%	221	10%
Life Member	10	10	100%		0	0%	0	0%	25	250%	0	0%	35	250%
General	0	0			0		0		0		0		0	
Honorary	1	0	0%		1	100%	0	0%	1	100%	0	0%	1	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		1	
<b>Total Active</b>	<b>221</b>	<b>162</b>	<b>73%</b>		<b>14</b>	<b>6%</b>	<b>45</b>	<b>20%</b>	<b>59</b>	<b>27%</b>	<b>0</b>		<b>243</b>	<b>10%</b>
<b>Total</b>	<b>749</b>	<b>480</b>	<b>64%</b>		<b>29</b>	<b>4%</b>	<b>240</b>	<b>32%</b>	<b>342</b>	<b>46%</b>	<b>0</b>		<b>822</b>	<b>10%</b>

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

# MEMBERSHIP RETENTION

## Palm Beach SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	25	21	84%	3	12%	4	16%	23
16-18 Years	22	15	68%	6	27%	17	77%	43
19-25 Years	22	14	64%	7	32%	2	9%	21
26-35 Years	25	11	44%	13	52%	10	40%	22
36-50 Years	88	68	77%	11	13%	24	27%	92
51-70 Years	38	32	84%	5	13%	2	5%	40
70+ Years	1	1	100%	0	0%	1	100%	2
<b>Total</b>	221	162	73%	45	20%	60	27%	243

## Palm Beach SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	28					39		39
Under 7	27	19	68%	8	29%	29	104%	48
Under 8	34	18	67%	8	30%	16	59%	34
Under 9	52	20	59%	13	38%	16	47%	36
Under 10	34	30	58%	21	40%	9	17%	39
Under 11	44	19	56%	14	41%	7	21%	26
Under 12	29	30	68%	13	30%	12	27%	42
Under 13	31	17	59%	12	41%	2	7%	19
Under 14	25	24	77%	7	23%	4	13%	28
Transitioned From JA		14	56%					

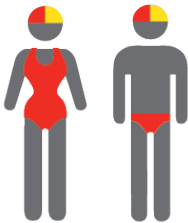
# MEMBERSHIP RETENTION

2018/19



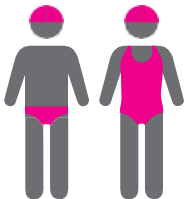
58%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



54%

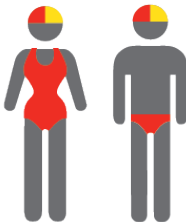
JUNIOR MEMBERSHIP  
RETENTION

2019/20



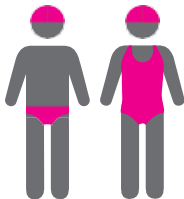
60%

TOTAL MEMBERSHIP  
RETENTION



71%

ACTIVE MEMBERSHIP  
RETENTION



61%

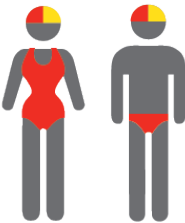
JUNIOR MEMBERSHIP  
RETENTION

2020/21



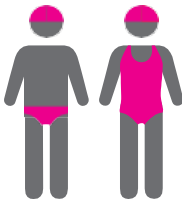
64%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



63%

JUNIOR MEMBERSHIP  
RETENTION