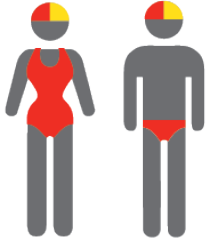


POINT DANGER BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



1,834

ACTIVE MEMBERSHIP



5% Decrease



6,012

TOTAL MEMBERSHIP



1% Increase



2,053

JUNIOR MEMBERSHIP



1% 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.

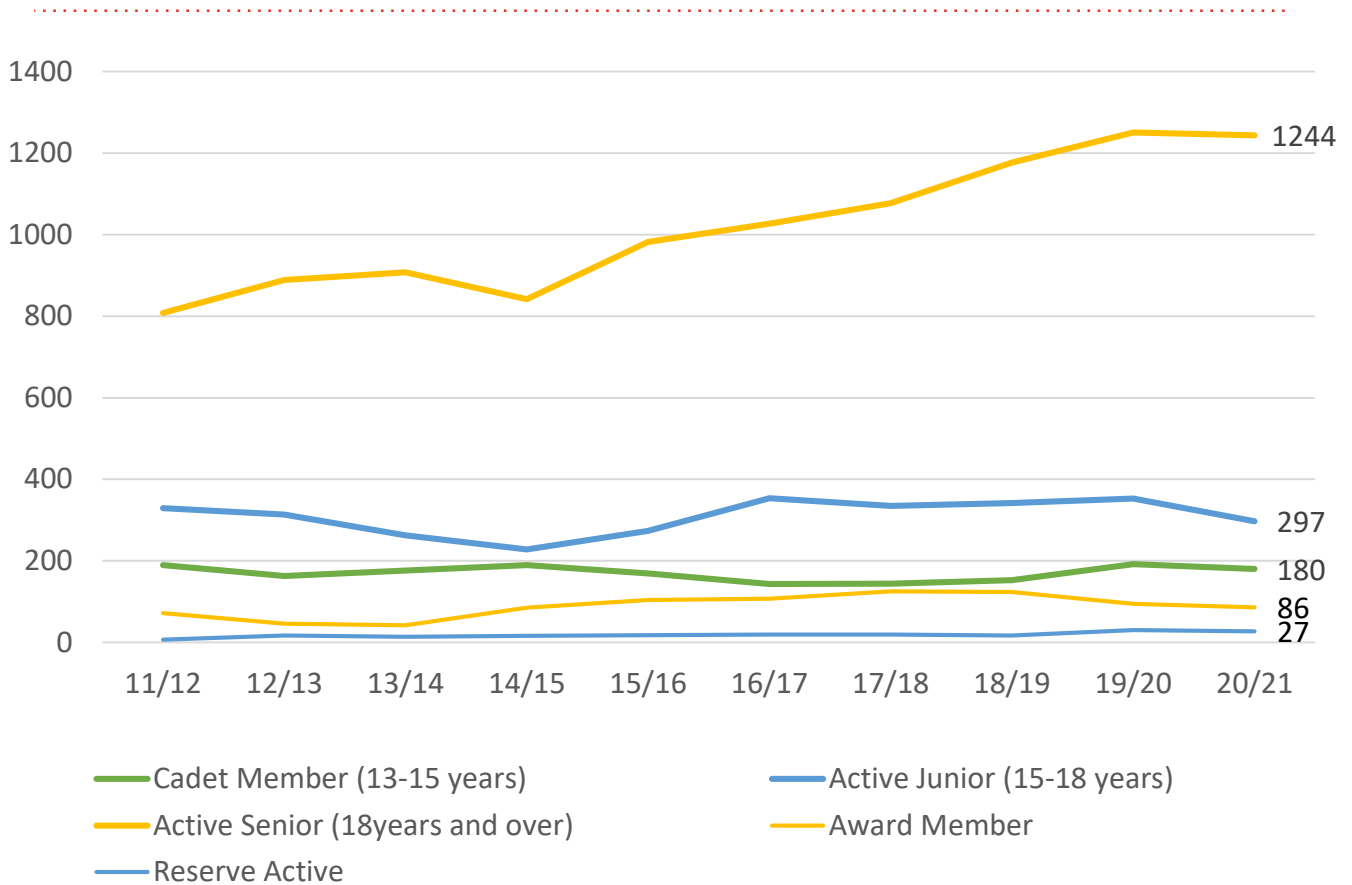
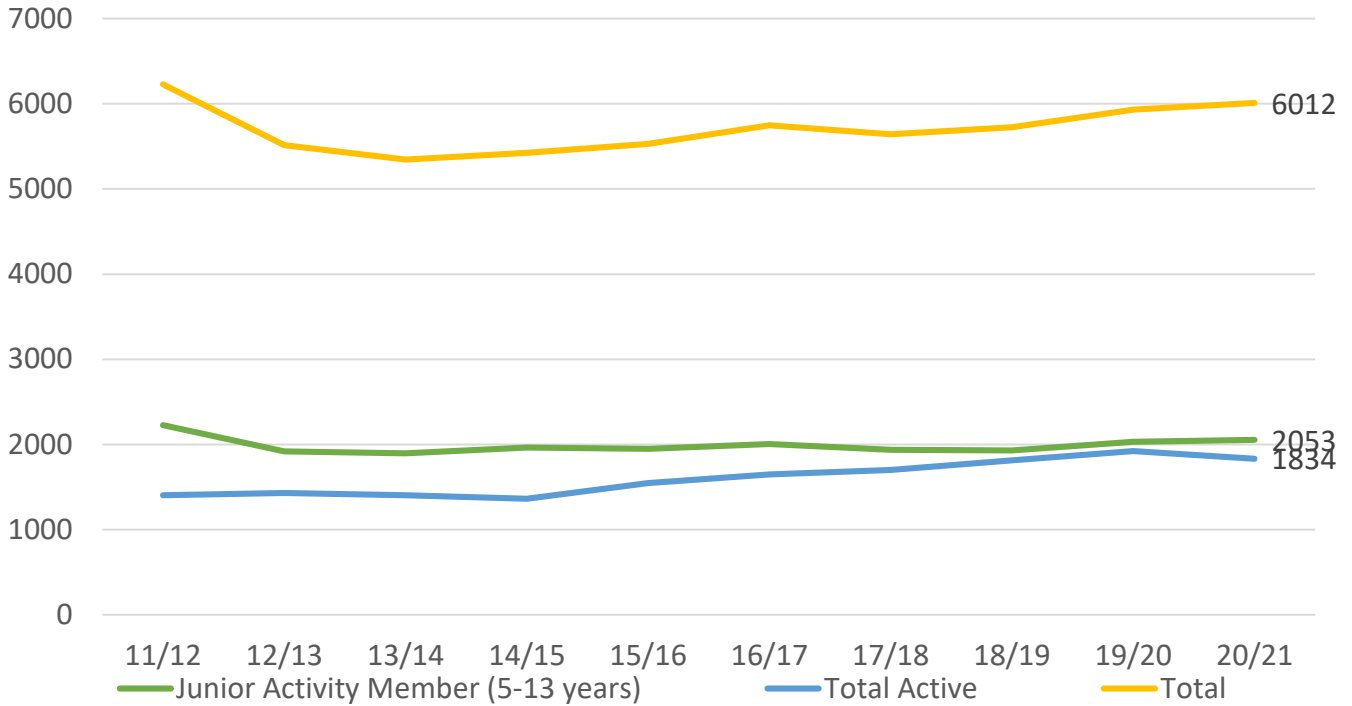
TOTAL MEMBERSHIP

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	212	129	75	71	33	51	39	29	19	42
Junior Activity Member (5-13 years)	2227	1919	1895	1963	1948	2004	1938	1932	2031	2053
Cadet Member (13-15 years)	190	163	176	190	169	143	144	153	192	180
Active Junior (15-18 years)	329	314	263	228	274	354	335	342	353	297
Active Senior (18years and over)	808	889	908	842	982	1027	1077	1177	1251	1244
Award Member	72	46	42	85	104	107	125	124	95	86
Reserve Active	7	17	14	16	18	19	19	17	30	27
Long Service	277	288	293	279	297	288	283	289	284	287
Past Active	122	82	63	80	80	81	67	59	51	50
Associate	1753	1460	1390	1437	1378	1418	1346	1348	1389	1461
Life Member	193	170	199	197	197	196	210	194	183	224
General	0	1	2	2	4	0	0	0	0	1
Honorary	39	28	20	27	28	27	51	48	48	53
Non Member Participants	0	0	1	1	3	2	2	2	0	0
Leave / Restricted	0	9	5	5	15	29	7	9	5	7
Total Active	1406	1429	1403	1361	1547	1650	1700	1813	1921	1834
Total	6229	5515	5346	5423	5530	5746	5643	5723	5931	6012

	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	269	234	231	268	260	265	228	238	246	270
Under 7	332	239	222	269	271	293	290	256	280	311
Under 8	290	272	239	270	287	272	284	293	255	293
Under 9	298	282	266	252	247	269	254	258	304	249
Under 10	267	224	229	250	248	225	222	242	233	267
Under 11	230	241	211	175	223	213	206	190	242	190
Under 12	221	202	184	176	157	211	185	178	184	196
Under 13	180	183	169	164	149	139	162	153	164	154
Under 14	140	151	143	139	100	116	107	124	123	122
Junior Activities Total	2227	2028	1894	1963	1942	2003	1938	1932	2031	2053

TREND ANALYSIS



MEMBERSHIP RETENTION



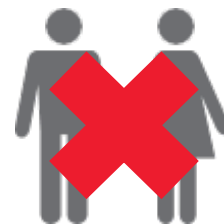
2,023

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



1,844

MEMBERS LOST FROM THE ORGANISATION

Point Danger Branch 2020/21														
	2019/20 Members hip	Retained from previous season		Transfers between Club Categories	Transferre d out of the club		Left the organisati on		Brand new members		Transfers In from other clubs		2020/21 Membersh ip	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	19	3	16%	2	0	0%	16	84%	41	216%	0	0%	42	121%
Junior Activities	2031	1263	62%	94	23	1%	745	37%	884	44%	0	0%	2053	1%
Cadet Member (13-15 years)	192	138	72%		6	3%	48	25%	29	15%	0	0%	180	-6%
Active (15-18 yrs)	353	219	62%		9	3%	125	35%	51	14%	0	0%	297	-16%
Active (18yrs and over)	1251	1028	82%		26	2%	197	16%	181	14%	0	0%	1244	-1%
Award Member	95	71	75%		4	4%	20	21%	11	12%	0	0%	86	-9%
Reserve Active	30	25	83%	1	3	10%	2	7%	3	10%	0	0%	27	-10%
Long Service	284	251	88%		8	3%	25	9%	24	8%	0	0%	287	1%
Past Active	51	40	78%		3	6%	8	16%	6	12%	0	0%	50	-2%
Associate	1389	733	53%	10	12	1%	644	46%	738	53%	0	0%	1461	5%
Life Member	183	173	95%		0	0%	10	5%	42	23%	0	0%	224	22%
General	0	0			0		0		1		0		1	
Honorary	48	43	90%	1	2	4%	3	6%	11	23%	0	0%	53	10%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	5	4	80%		0	0%	1	20%	1	20%	0	0%	7	40%
Total Active	1921	1481	77%		48	2%	392	20%	275	14%	0		1834	-5%
Total	5931	3991	67%		96	2%	1844	31%	2023	34%	0		6012	1%

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

MEMBERSHIP RETENTION

Point Danger Branch 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	221	168	76%	46	21%	36	16%	198
16-18 Years	337	201	60%	126	37%	50	15%	301
19-25 Years	322	231	72%	75	23%	46	14%	311
26-35 Years	188	130	69%	52	28%	46	24%	179
36-50 Years	556	478	86%	73	13%	71	13%	517
51-70 Years	285	261	92%	20	7%	23	8%	307
70+ Years	12	12	100%	0	0%	4	33%	21
Total	1921	1481	77%	392	20%	276	14%	1834

Point Danger Branch 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	246					270		270
Under 7	280	155	63%	89	36%	155	63%	311
Under 8	255	162	58%	112	40%	132	47%	293
Under 9	304	167	65%	86	34%	82	32%	249
Under 10	233	188	62%	115	38%	78	26%	267
Under 11	242	132	57%	97	42%	58	25%	190
Under 12	184	145	60%	97	40%	51	21%	196
Under 13	164	123	67%	59	32%	31	17%	154
Under 14	123	110	67%	48	29%	26	16%	122
Transitioned From JA		81	66%					

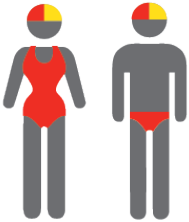
MEMBERSHIP RETENTION

2018/19



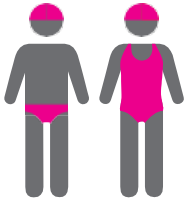
66%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



60%

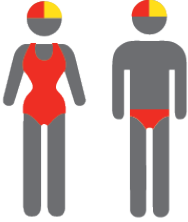
JUNIOR MEMBERSHIP
RETENTION

2019/20



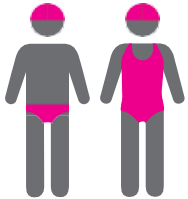
67%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



63%

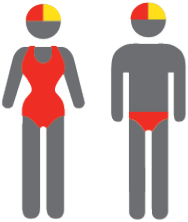
JUNIOR MEMBERSHIP
RETENTION

2020/21



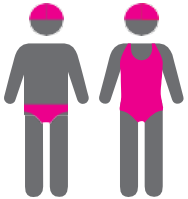
67%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION