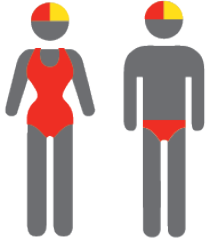


POINT LOOKOUT SLSC

MEMBERSHIP STATISTICS REPORT 2020/2021



191

ACTIVE MEMBERSHIP



6% Decrease



685

TOTAL MEMBERSHIP



14% Decrease



193

JUNIOR MEMBERSHIP



21% 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.

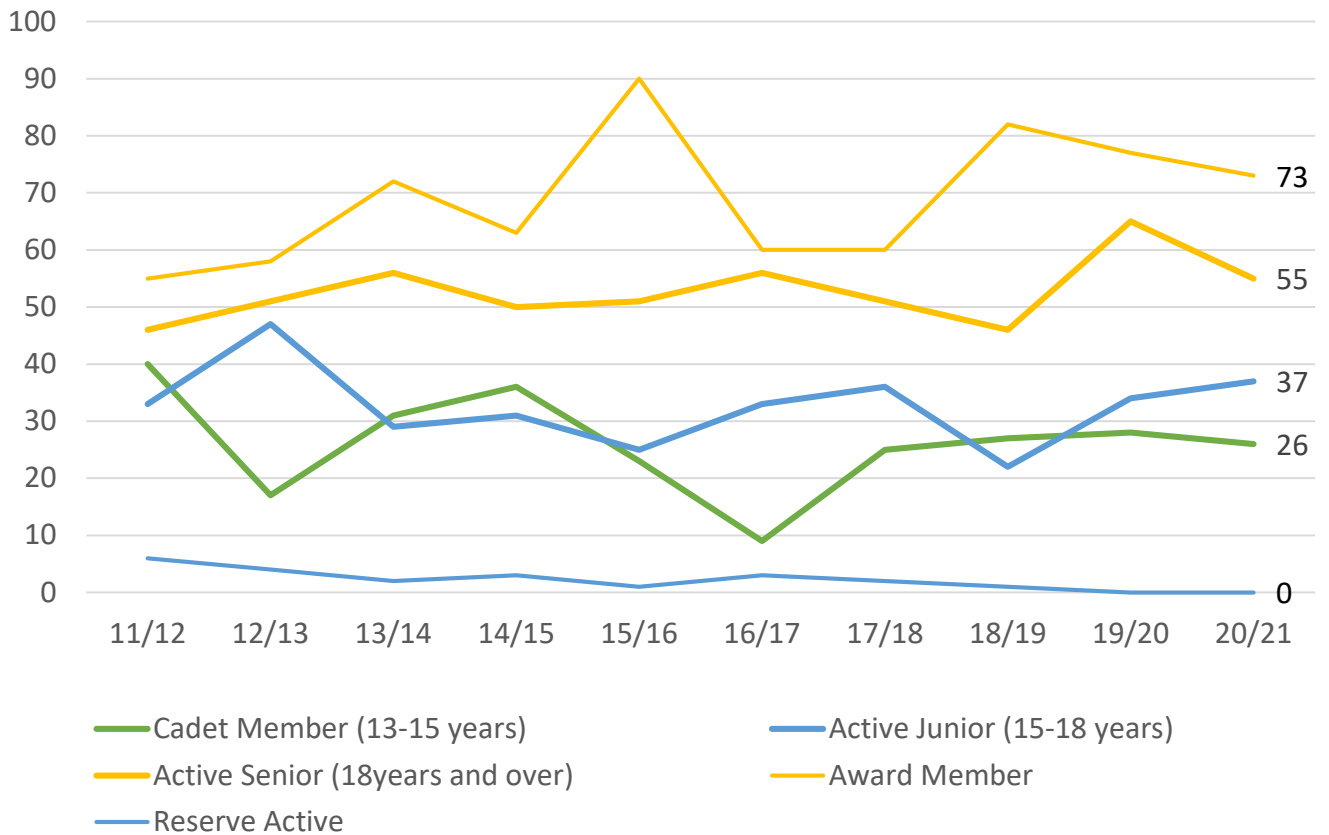
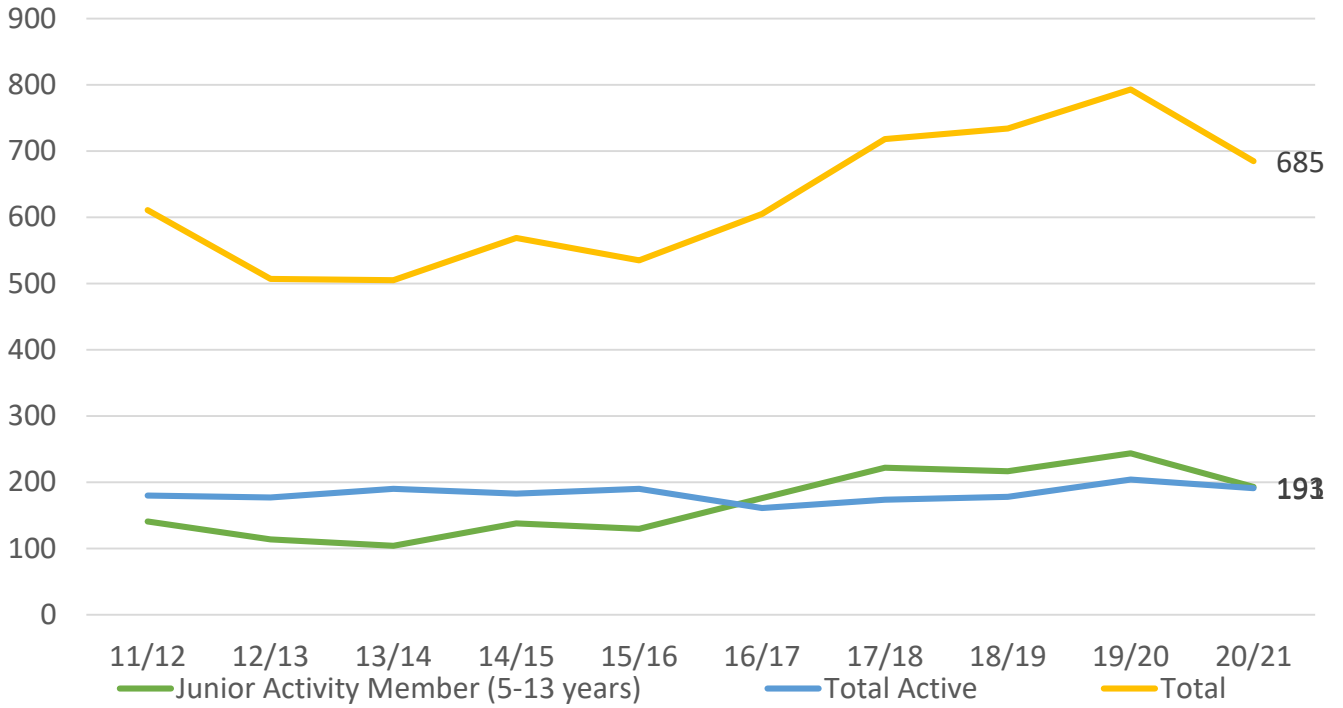
TOTAL MEMBERSHIP

MEMBERSHIP 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	5	4	3	3	11	16	4	16	0	18
Junior Activity Member (5-13 years)	141	114	104	138	130	176	222	217	244	193
Cadet Member (13-15 years)	40	17	31	36	23	9	25	27	28	26
Active Junior (15-18 years)	33	47	29	31	25	33	36	22	34	37
Active Senior (18years and over)	46	51	56	50	51	56	51	46	65	55
Award Member	55	58	72	63	90	60	60	82	77	73
Reserve Active	6	4	2	3	1	3	2	1	0	0
Long Service	22	27	23	23	24	26	27	31	30	37
Past Active	19	11	11	10	10	12	13	14	12	13
Associate	206	140	136	167	139	187	251	247	271	201
Life Member	16	15	16	19	18	17	17	18	21	21
General	0	0	0	0	0	0	0	0	0	0
Honorary	22	16	21	26	12	9	10	13	11	11
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	3	1	0	1	1	0	0	0	0
Total Active	180	177	190	183	190	161	174	178	204	191
Total	611	507	505	569	535	605	718	734	793	685

	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	11	11	12	10	7	11	19	19	12	12
Under 7	5	9	12	18	15	16	18	19	26	7
Under 8	22	11	12	19	16	21	26	15	29	17
Under 9	12	5	7	22	24	25	31	32	21	24
Under 10	17	17	16	10	14	31	33	33	41	21
Under 11	17	8	13	22	15	19	32	30	29	31
Under 12	17	10	10	13	18	16	25	32	33	27
Under 13	24	13	9	11	13	19	17	24	30	30
Under 14	16	15	13	13	8	17	21	13	23	24
Junior Activities Total	141	99	104	138	130	175	222	217	244	193

TREND ANALYSIS



MEMBERSHIP RETENTION



69

BRAND NEW MEMBERS



78%

MEMBERSHIP RETENTION



169

MEMBERS LOST FROM THE ORGANISATION

Point Lookout 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		18		0		18	
Junior Activities	244	190	78%	24	2	1%	52	21%	27	11%	0	0%	193	-21%
Cadet Member (13-15 years)	28	21	75%		1	4%	6	21%	0	0%	0	0%	26	-7%
Active (15-18 yrs)	34	25	74%		1	3%	8	24%	2	6%	0	0%	37	9%
Active (18yrs and over)	65	53	82%	3	0	0%	12	18%	5	8%	0	0%	55	-15%
Award Member	77	67	87%		1	1%	9	12%	1	1%	0	0%	73	-5%
Reserve Active	0	0			0		0		0		0		0	
Long Service	30	30	100%		0	0%	0	0%	1	3%	0	0%	37	23%
Past Active	12	11	92%	1	0	0%	1	8%	3	25%	0	0%	13	8%
Associate	271	187	69%		3	1%	81	30%	12	4%	0	0%	201	-26%
Life Member	21	21	100%		0	0%	0	0%	0	0%	0	0%	21	0%
General	0	0			0		0		0		0		0	
Honorary	11	11	100%		0	0%	0	0%	0	0%	0	0%	11	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	204	166	81%		3	1%	35	17%	8	4%	0		191	-6%
Total	793	616	78%		8	1%	169	21%	69	9%	0		685	-14%

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

MEMBERSHIP RETENTION

ORGANISATION SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	20	15	75%	4	20%	1	5%	26
16-18 Years	45	32	71%	12	27%	1	2%	39
19-25 Years	46	36	78%	10	22%	2	4%	36
26-35 Years	11	11	100%	0	0%	1	9%	16
36-50 Years	47	41	87%	6	13%	3	6%	42
51-70 Years	32	28	88%	3	9%	0	0%	29
70+ Years	3	3	100%	0	0%	0	0%	3
Total	204	166	81%	35	17%	8	4%	191

ORGANISATION SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	12					12		12
Under 7	26	7	58%	4	33%	0	0%	7
Under 8	29	16	62%	9	35%	0	0%	17
Under 9	21	22	76%	7	24%	2	7%	24
Under 10	41	21	100%	0	0%	0	0%	21
Under 11	29	29	71%	12	29%	3	7%	31
Under 12	33	25	86%	4	14%	3	10%	27
Under 13	30	28	85%	5	15%	3	9%	30
Under 14	23	22	73%	8	27%	4	13%	24
Transitioned From JA		20	87%					

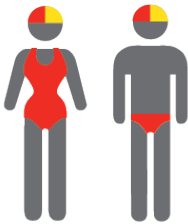
MEMBERSHIP RETENTION

2018/19



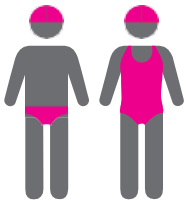
76%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



75%

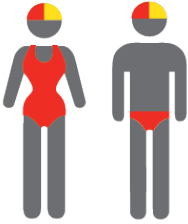
JUNIOR MEMBERSHIP
RETENTION

2019/20



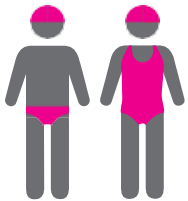
80%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



82%

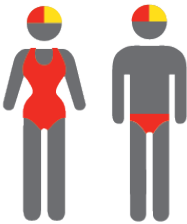
JUNIOR MEMBERSHIP
RETENTION

2020/21



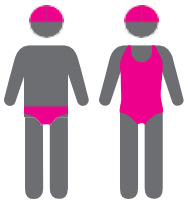
78%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



78%

JUNIOR MEMBERSHIP
RETENTION