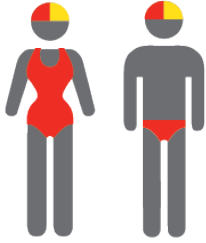


# PORT DOUGLAS SLSC

## MEMBERSHIP STATISTICS REPORT 2020/2021



48

ACTIVE MEMBERSHIP



71% Increase



174

TOTAL MEMBERSHIP



12% Increase



53

JUNIOR MEMBERSHIP



5% 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

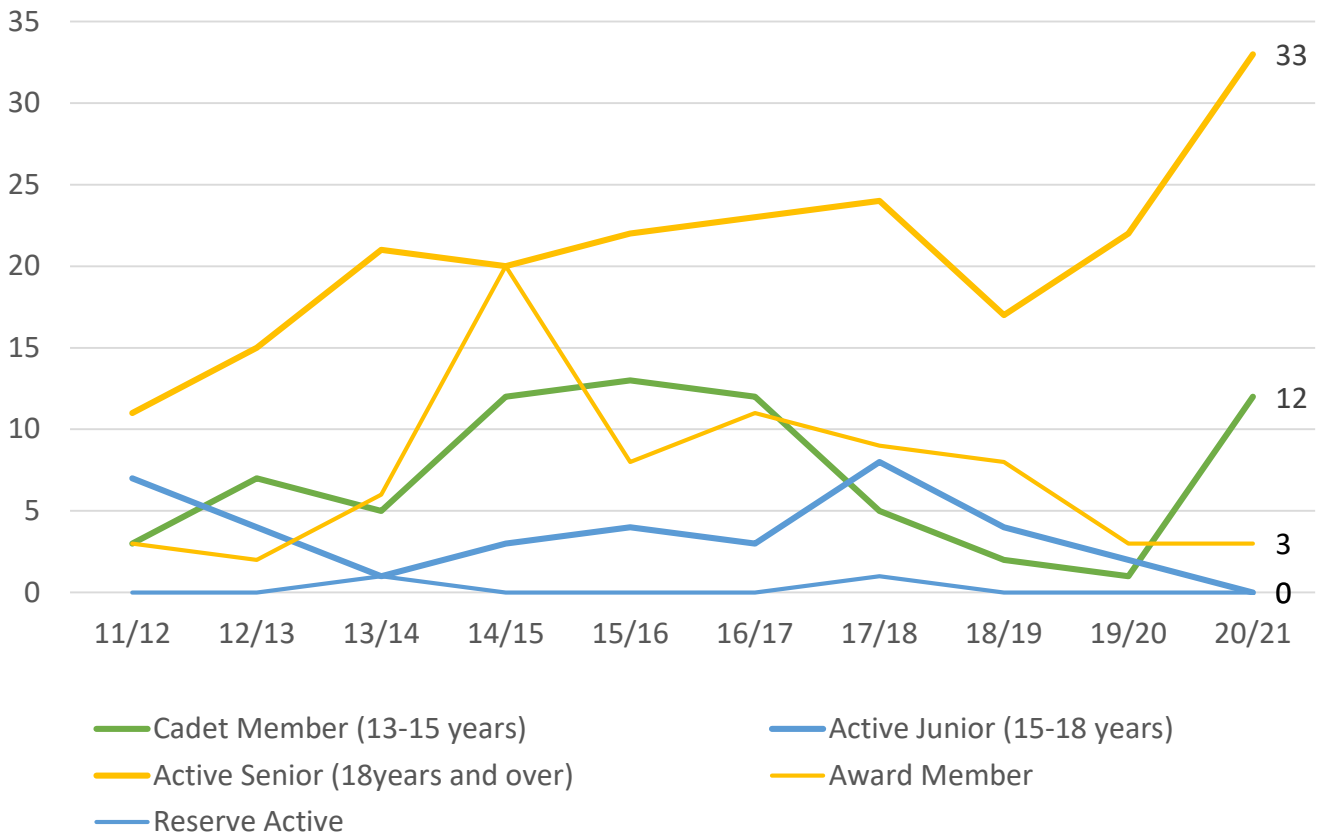
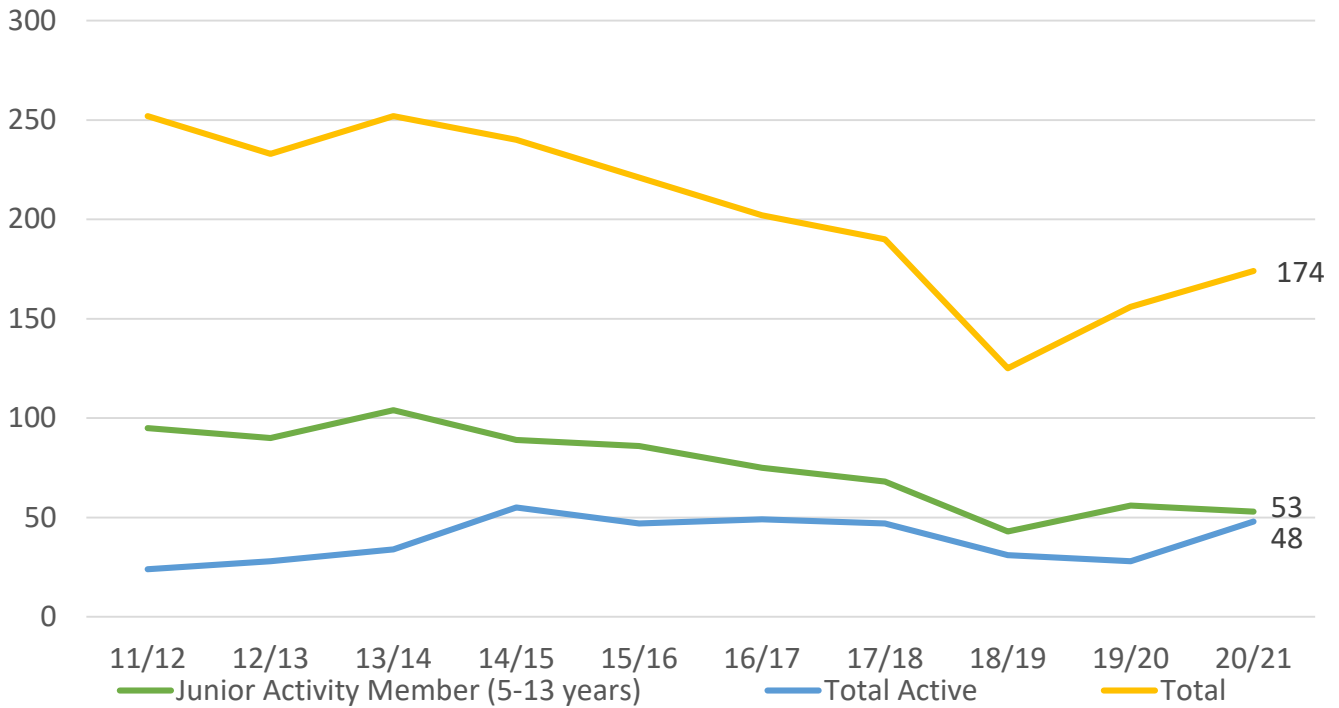
## MEMBERSHIP 2011-2021

	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	8	16	18	21	30	20	18	7	38	32
Junior Activity Member (5-13 years)	95	90	104	89	86	75	68	43	56	53
Cadet Member (13-15 years)	3	7	5	12	13	12	5	2	1	12
Active Junior (15-18 years)	7	4	1	3	4	3	8	4	2	0
Active Senior (18years and over)	11	15	21	20	22	23	24	17	22	33
Award Member	3	2	6	20	8	11	9	8	3	3
Reserve Active	0	0	1	0	0	0	1	0	0	0
Long Service	0	0	0	1	1	0	0	0	0	0
Past Active	0	0	0	0	0	0	0	0	0	0
Associate	121	93	91	68	51	51	50	35	24	30
Life Member	4	6	5	5	5	5	6	7	7	6
General	0	0	0	0	0	0	0	0	1	3
Honorary	0	0	0	0	0	0	0	1	0	0
Non Member Participants	0	0	0	1	1	2	1	1	2	2
Leave / Restricted	0	0	0	0	0	0	0	0	0	0
Total Active	24	28	34	55	47	49	47	31	28	48
Total	252	233	252	240	221	202	190	125	156	174

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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	18	4	9	4	6	6	7	0	7	2
Under 7	15	1	12	13	17	9	10	7	7	7
Under 8	16	17	14	19	11	15	3	6	10	7
Under 9	8	14	15	10	11	10	13	3	9	7
Under 10	5	16	15	13	11	5	4	8	3	7
Under 11	18	10	12	8	10	12	8	4	8	5
Under 12	4	9	10	7	7	8	9	4	4	8
Under 13	6	13	9	5	5	6	8	5	3	6
Under 14	5	5	8	8	2	2	6	3	4	1
Junior Activities Total	95	89	104	87	80	73	68	40	55	50

# TREND ANALYSIS



# MEMBERSHIP RETENTION



62

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



44

MEMBERS LOST FROM THE ORGANISATION

PORT DOUGLAS 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	38	16	42%	2	0	0%	22	58%	18	47%	0	0%	32	-16%
Junior Activities	56	39	70%	4	0	0%	17	30%	18	32%	0	0%	53	-5%
Cadet Member (13-15 years)	1	1	100%		0	0%	0	0%	7	700%	0	0%	12	1100%
Active (15-18 yrs)	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Active (18yrs and over)	22	22	100%		0	0%	0	0%	5	23%	0	0%	33	50%
Award Member	3	3	100%		0	0%	0	0%	0	0%	0	0%	3	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	24	20	83%	2	0	0%	4	17%	12	50%	0	0%	30	25%
Life Member	7	6	86%		0	0%	1	14%	0	0%	0	0%	6	-14%
General	1	1	100%		0	0%	0	0%	2	200%	0	0%	3	200%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	28	28	100%		0	0%	0	0%	12	43%	0		48	71%
Total	156	112	72%		0	0%	44	28%	62	40%	0		174	12%

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

# MEMBERSHIP RETENTION

## PORT DOUGLAS SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	1	1	100%	0	0%	6	600%	11
16-18 Years	0	0		0		1		1
19-25 Years	6	6	100%	0	0%	2	33%	6
26-35 Years	4	4	100%	0	0%	2	50%	9
36-50 Years	12	12	100%	0	0%	1	8%	14
51-70 Years	5	5	100%	0	0%	0	0%	7
70+ Years	0	0		0		0		0
<b>Total</b>	28	28	100%	0	0%	12	43%	48

## PORT DOUGLAS SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	7					2		2
Under 7	7	4	57%	3	43%	3	43%	7
Under 8	10	4	57%	3	43%	3	43%	7
Under 9	9	6	60%	4	40%	1	10%	7
Under 10	3	6	67%	3	33%	1	11%	7
Under 11	8	2	67%	1	33%	3	100%	5
Under 12	4	7	88%	1	13%	1	13%	8
Under 13	3	3	75%	1	25%	3	75%	6
Under 14	4	2	67%	1	33%	1	33%	1
Transitioned From JA		4	100%					

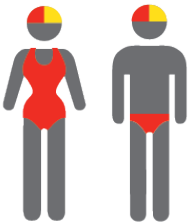
# MEMBERSHIP RETENTION

2018/19



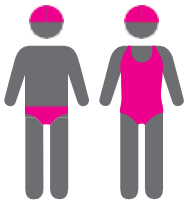
64%

TOTAL MEMBERSHIP  
RETENTION



80%

ACTIVE MEMBERSHIP  
RETENTION



61%

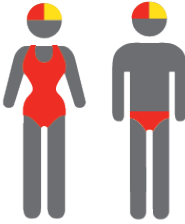
JUNIOR MEMBERSHIP  
RETENTION

2019/20



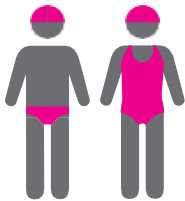
64%

TOTAL MEMBERSHIP  
RETENTION



67%

ACTIVE MEMBERSHIP  
RETENTION



62%

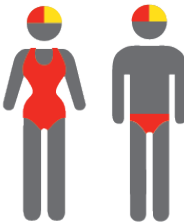
JUNIOR MEMBERSHIP  
RETENTION

2020/21



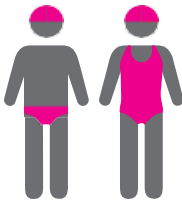
72%

TOTAL MEMBERSHIP  
RETENTION



100%

ACTIVE MEMBERSHIP  
RETENTION



70%

JUNIOR MEMBERSHIP  
RETENTION