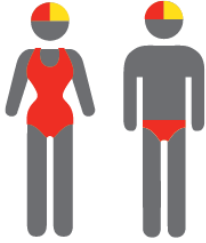




## MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



88

ACTIVE MEMBERSHIP



2% Increase



627

TOTAL MEMBERSHIP



20% Decrease



260

JUNIOR MEMBERSHIP



20% 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.

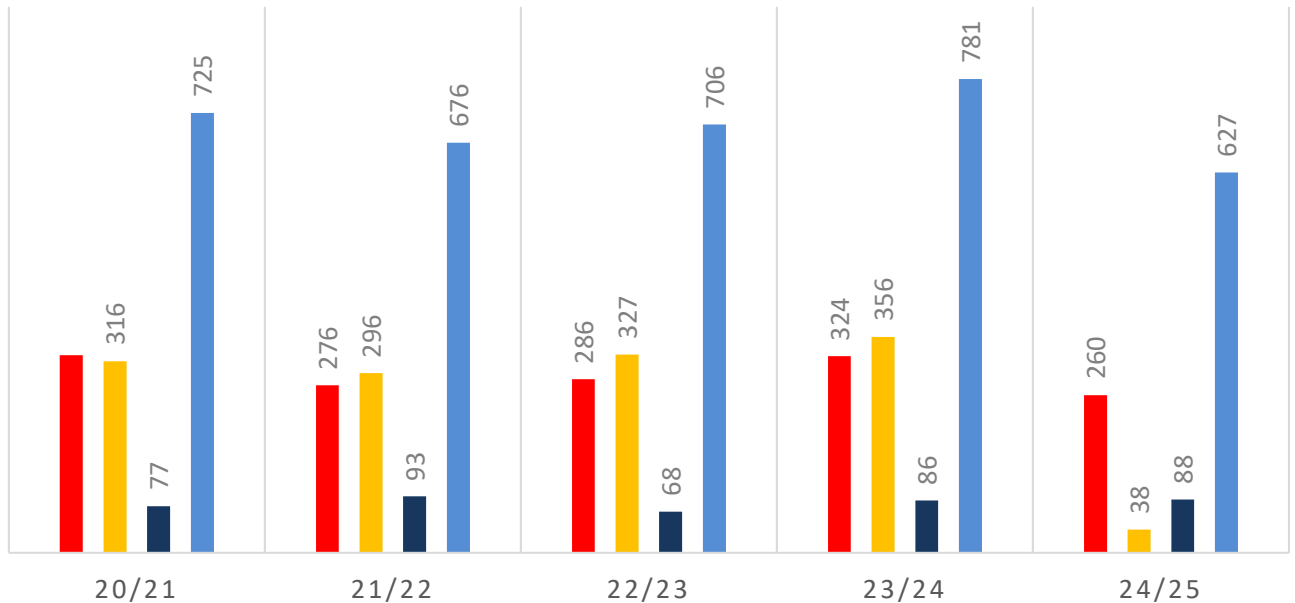
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5-YEAR TREND ANALYSIS

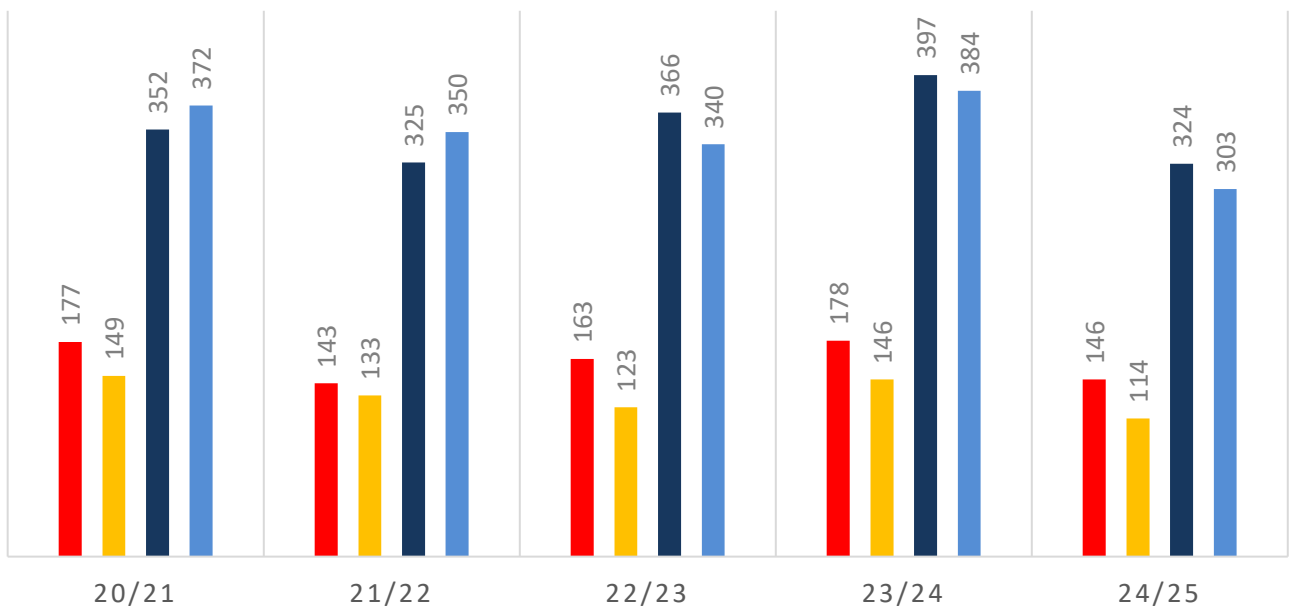
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



130

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



276

MEMBERS LOST FROM THE ORGANISATION

Redcliffe Peninsula 24/25 Mid-Season													
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25
Probationary	0	0			0		0		0		0		0
Nipper Parent	0	0			0		0		43		0		223
Junior Activities	324	202	62%	7	6	2%	116	36%	64	20%	1	0%	260
Cadet Member (13-15 years)	13	11	85%		0	0%	2	15%	1	8%	0	0%	13
Active (15-18 yrs)	10	7	70%		1	10%	2	20%	2	20%	0	0%	12
Active (18yrs and over)	36	26	72%		0	0%	10	28%	2	6%	0	0%	35
Award Member	27	20	74%		0	0%	7	26%	2	7%	0	0%	26
Reserve Active	0	0			0		0		0		0		2
Long Service	2	2	100%		0	0%	0	0%	1	50%	0	0%	3
Past Active	0	0			0		0		0		0		0
Associate	356	213	60%	190	4	1%	139	39%	14	4%	1	0%	38
Life Member	13	13	100%		0	0%	0	0%	0	0%	1	8%	14
General	0	0			0		0		1		0		1
Honorary	0	0			0		0		0		0		0
Non Member Participant	0	0			0		0		0		0		0
Leave / Restricted	0	0			0		0		0		0		0
<b>Total Active</b>	<b>86</b>	<b>64</b>	<b>74%</b>		<b>1</b>	<b>1%</b>	<b>21</b>	<b>24%</b>	<b>7</b>	<b>8%</b>	<b>0</b>	<b>0%</b>	<b>88</b>
<b>Total</b>	<b>781</b>	<b>494</b>	<b>63%</b>		<b>11</b>	<b>1%</b>	<b>276</b>	<b>35%</b>	<b>130</b>	<b>17%</b>	<b>3</b>	<b>0%</b>	<b>627</b>

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

# MEMBERSHIP RETENTION

Redcliffe Peninsula 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	12	86%	2	14%	2	14%	17
16-18 Years	12	8	67%	3	25%	1	8%	11
19-25 Years	7	4	57%	3	43%	2	29%	9
26-35 Years	5	2	40%	3	60%	1	20%	3
36-50 Years	33	28	85%	5	15%	1	3%	36
51-70 Years	14	10	71%	4	29%	0	0%	12
70+ Years	1	0	0%	1	100%	0	0%	0
<b>Total</b>	86	64	74%	21	24%	7	8%	88

Redcliffe Peninsula 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	41					25		25
Under 7	45	21	51%	19	46%	11	27%	32
Under 8	47	29	64%	15	33%	4	9%	34
Under 9	50	34	72%	12	26%	4	9%	38
Under 10	36	31	62%	19	38%	3	6%	34
Under 11	38	25	69%	10	28%	4	11%	29
Under 12	28	23	61%	15	39%	8	21%	31
Under 13	26	14	50%	13	46%	3	11%	17
Under 14	13	18	69%	7	27%	2	8%	20
Transitioned From JA		7	54%					