

REDCLIFFE PENINSULA

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



93

ACTIVE MEMBERSHIP



3% Increase



677

TOTAL MEMBERSHIP



11% Decrease



276

JUNIOR MEMBERSHIP



17% 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.

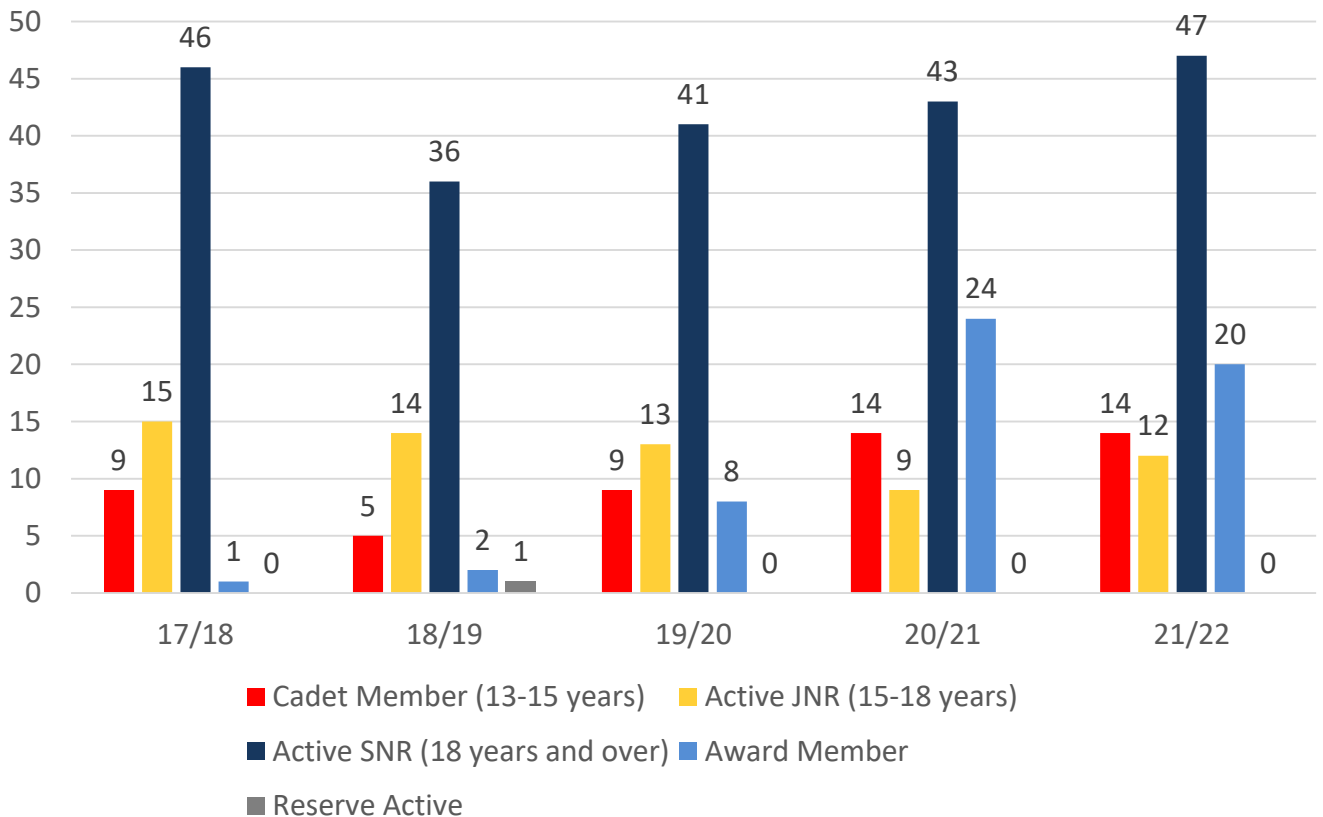
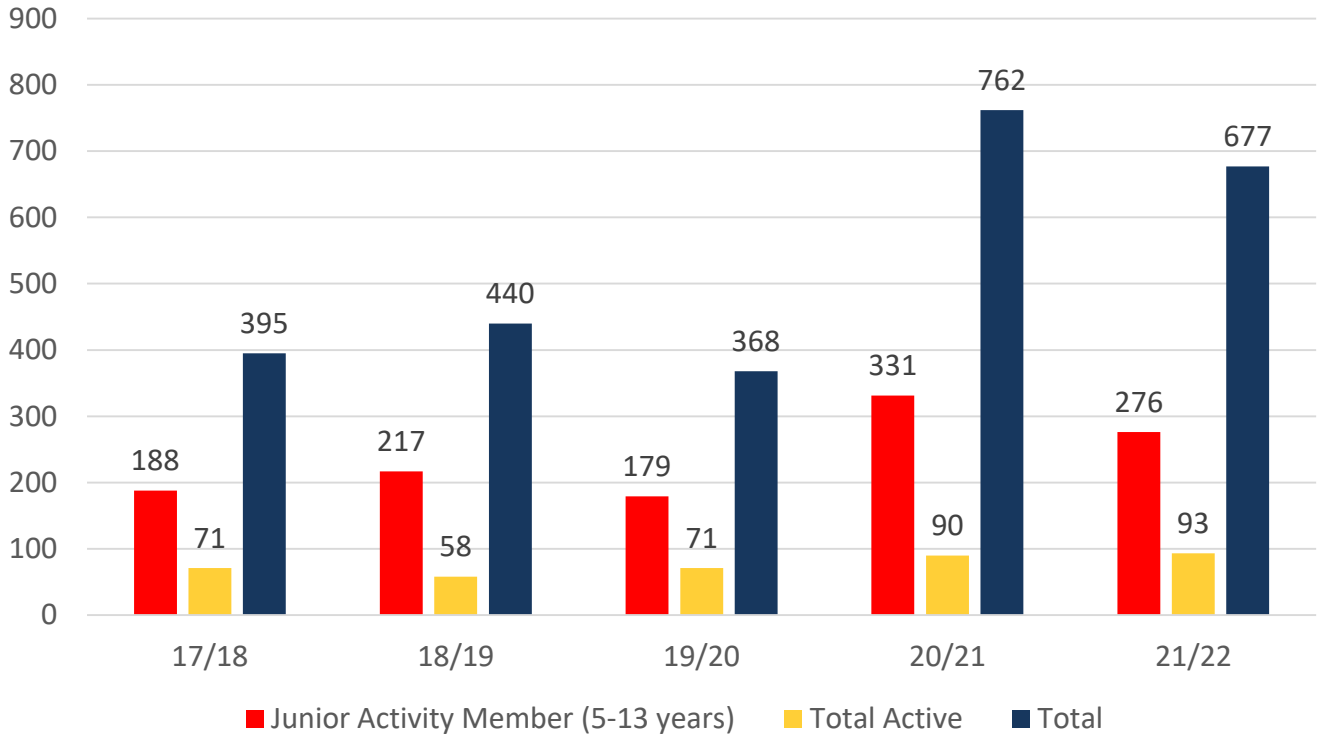
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

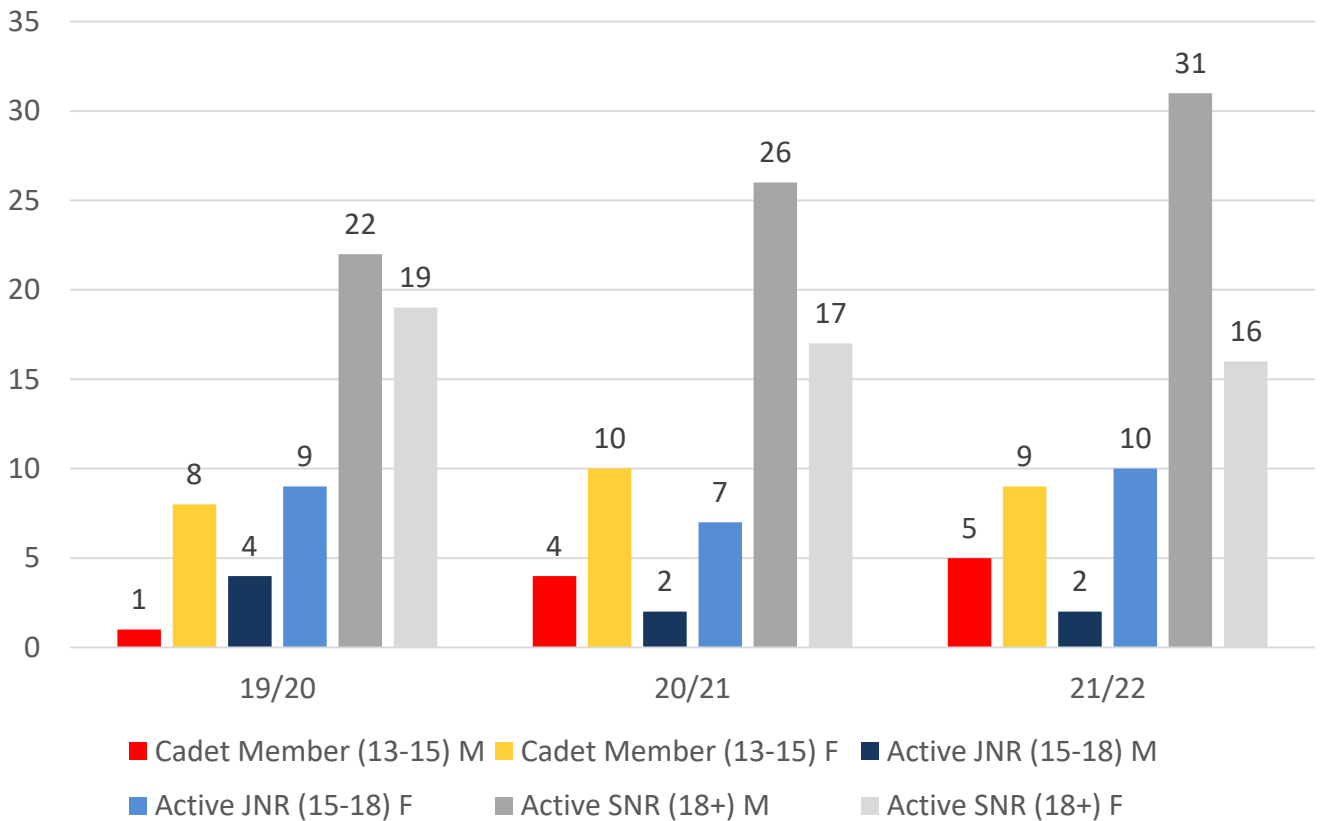
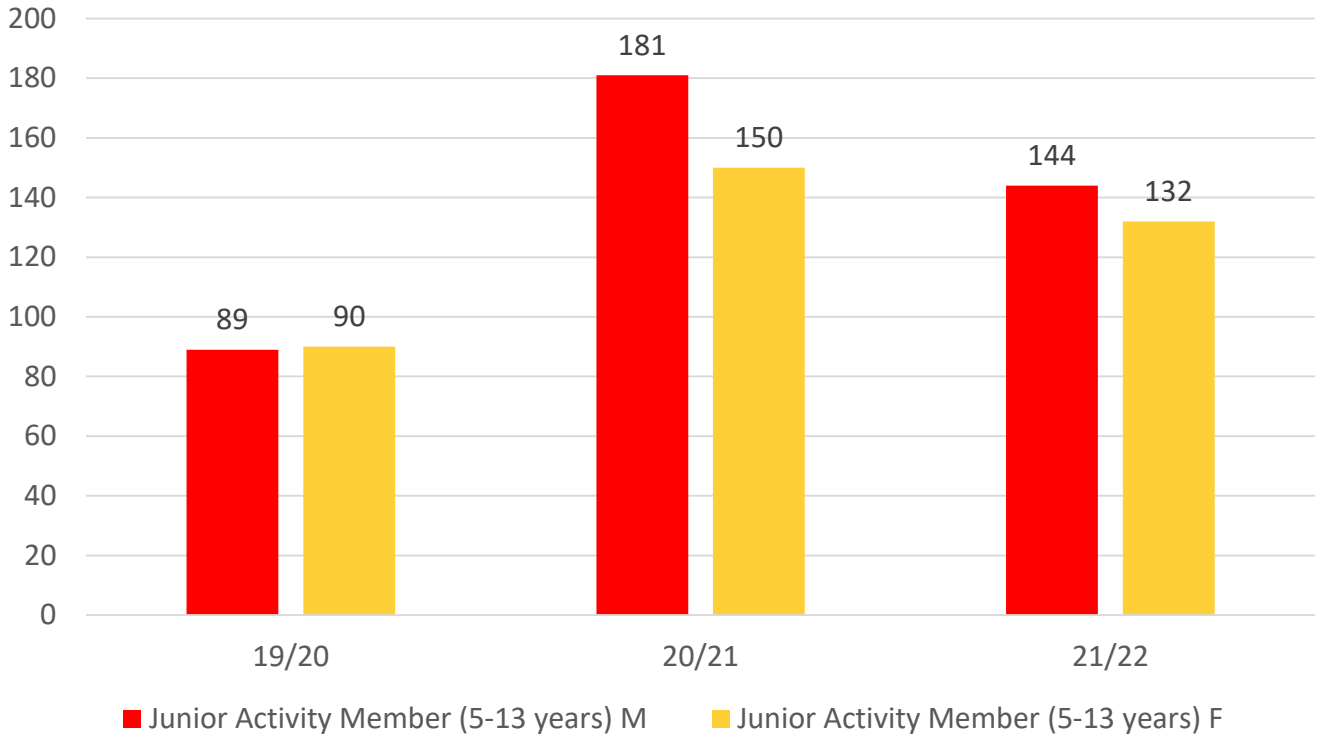
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	1	5	0	0	1
Junior Activity Member (5-13 years)	188	217	179	331	276
Cadet Member (13-15 years)	9	5	9	14	14
Active Junior (15-18 years)	15	14	13	9	12
Active Senior (18years and over)	46	36	41	43	47
Award Member	1	2	8	24	20
Reserve Active	0	1	0	0	0
Long Service	4	4	4	4	1
Past Active	0	0	0	0	0
Associate	127	150	109	333	296
Life Member	3	4	5	3	7
General	0	2	0	1	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	2
Leave / Restricted	1	0	0	0	0
Total Active	71	58	71	90	93
Total	395	440	368	762	677

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	35	42	18	48	37
Under 7	24	36	34	55	47
Under 8	31	36	20	68	33
Under 9	26	20	33	37	37
Under 10	24	30	14	59	36
Under 11	14	23	25	15	35
Under 12	13	11	23	30	16
Under 13	13	11	9	15	26
Under 14	8	8	3	4	12
Junior Activities Total	188	217	179	331	279

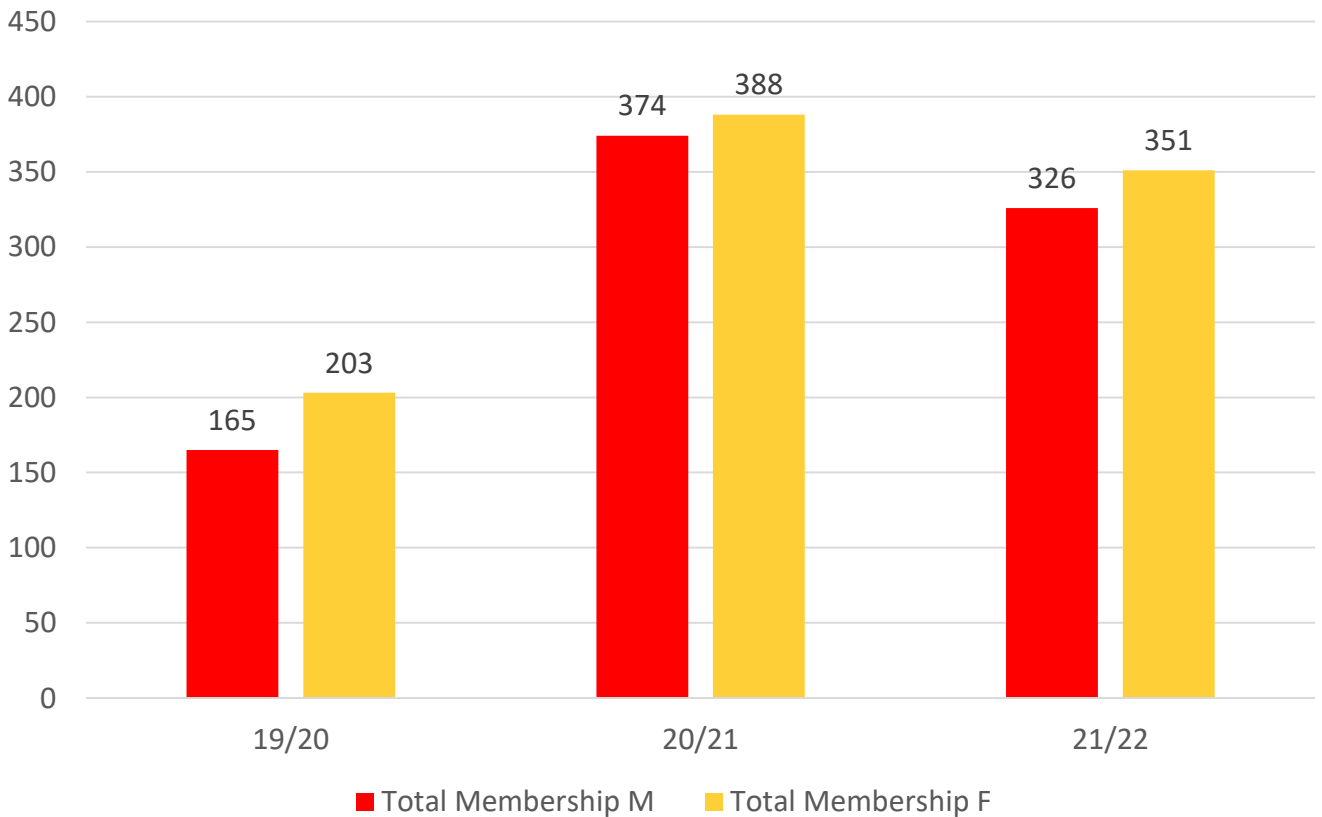
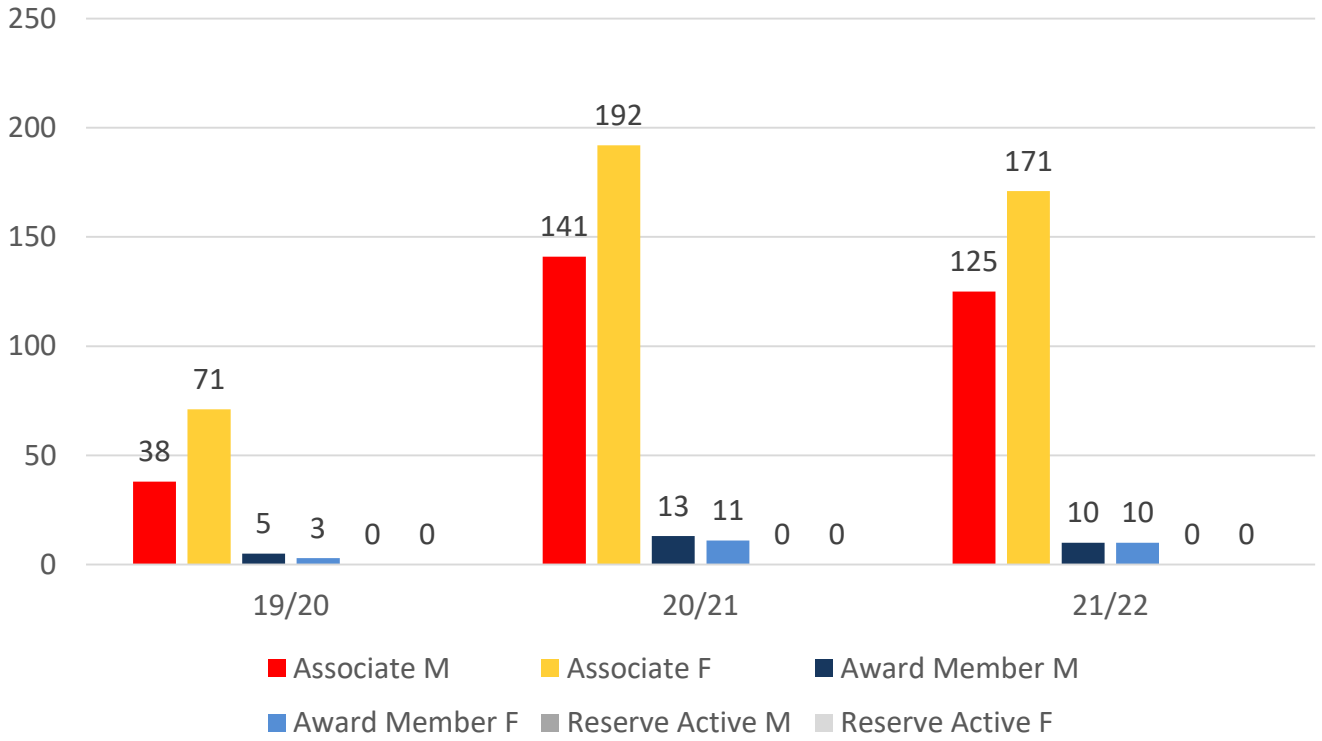
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



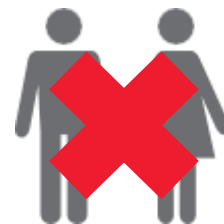
292

BRAND NEW MEMBERS



50%

MEMBERSHIP RETENTION



372

MEMBERS LOST FROM THE ORGANISATION

REDCLIFFE PENINSULA 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0		0	0		0		1		0		1	
Junior Activities	331	154	47%	4	4	1%	173	52%	124	37%	2	1%	276	-17%
Cadet Member (13-15 years)	14	10	71%	3	0	0%	4	29%	7	50%	0	0%	14	0%
Active (15-18 yrs)	9	8	89%	-3	0	0%	1	11%	1	11%	0	0%	12	33%
Active (18yrs and over)	43	29	67%	-4	1	2%	13	30%	13	30%	1	2%	47	9%
Award Member	24	18	75%	-1	0	0%	6	25%	1	4%	0	0%	20	-17%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	4	2	50%	1	1	25%	1	25%	0	0%	0	0%	1	-75%
Past Active	0	0		0	0		0		0		0		0	
Associate	333	157	47%	3	4	1%	172	52%	141	42%	1	0%	296	-11%
Life Member	3	2	67%	-3	0	0%	1	33%	1	33%	1	33%	7	133 %
General	1	0	0%	0	0	0%	1	100 %	1	100 %	0	0%	1	0%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		2		0		2	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	90	65	72%		1	1%	24	27%	22	24%	1		93	3%
Total	762	380	50%		10	1%	372	49%	292	38%	5		677	-11%

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

MEMBERSHIP RETENTION

REDCLIFFE PENINSULA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	15	11	73%	4	27%	4	27%	15
16-18 Years	10	8	80%	2	20%	4	40%	13
19-25 Years	5	4	80%	1	20%	3	60%	10
26-35 Years	4	1	25%	3	75%	1	25%	3
36-50 Years	42	27	64%	14	33%	7	17%	36
51-70 Years	14	14	100%	0	0%	3	21%	15
70+ Years	0	0		0		0		1
Total	90	65	72%	24	27%	22	24%	93

REDCLIFFE PENINSULA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	48					37		37
Under 7	55	24	50%	23	48%	22	46%	47
Under 8	68	28	51%	26	47%	5	9%	33
Under 9	37	26	38%	41	60%	11	16%	37
Under 10	59	22	59%	15	41%	13	35%	36
Under 11	15	25	42%	33	56%	10	17%	35
Under 12	30	7	47%	8	53%	9	60%	16
Under 13	15	14	47%	16	53%	12	40%	26
Under 14	4	7	47%	8	53%	5	33%	9
Transitioned From JA		1	25%					

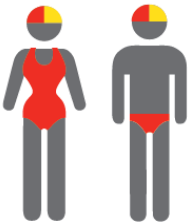
MEMBERSHIP RETENTION

2019/20



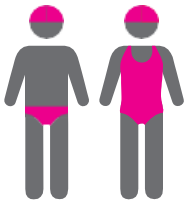
49%

TOTAL MEMBERSHIP
RETENTION



62%

ACTIVE MEMBERSHIP
RETENTION



49%

JUNIOR MEMBERSHIP
RETENTION

2020/21



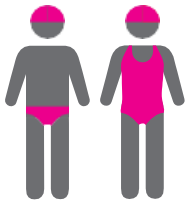
53%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



46%

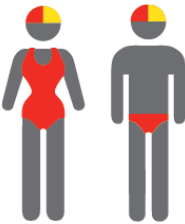
JUNIOR MEMBERSHIP
RETENTION

2021/22



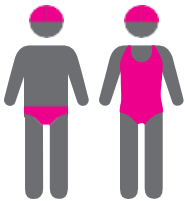
50%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



47%

JUNIOR MEMBERSHIP
RETENTION