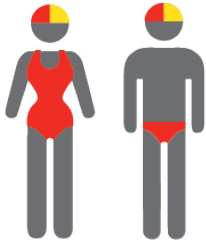


REDCLIFFE PENINSULA

MEMBERSHIP STATISTICS REPORT 2020/2021



90

ACTIVE MEMBERSHIP



27% Increase



762

TOTAL MEMBERSHIP



107% Increase



331

JUNIOR MEMBERSHIP



85% 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.

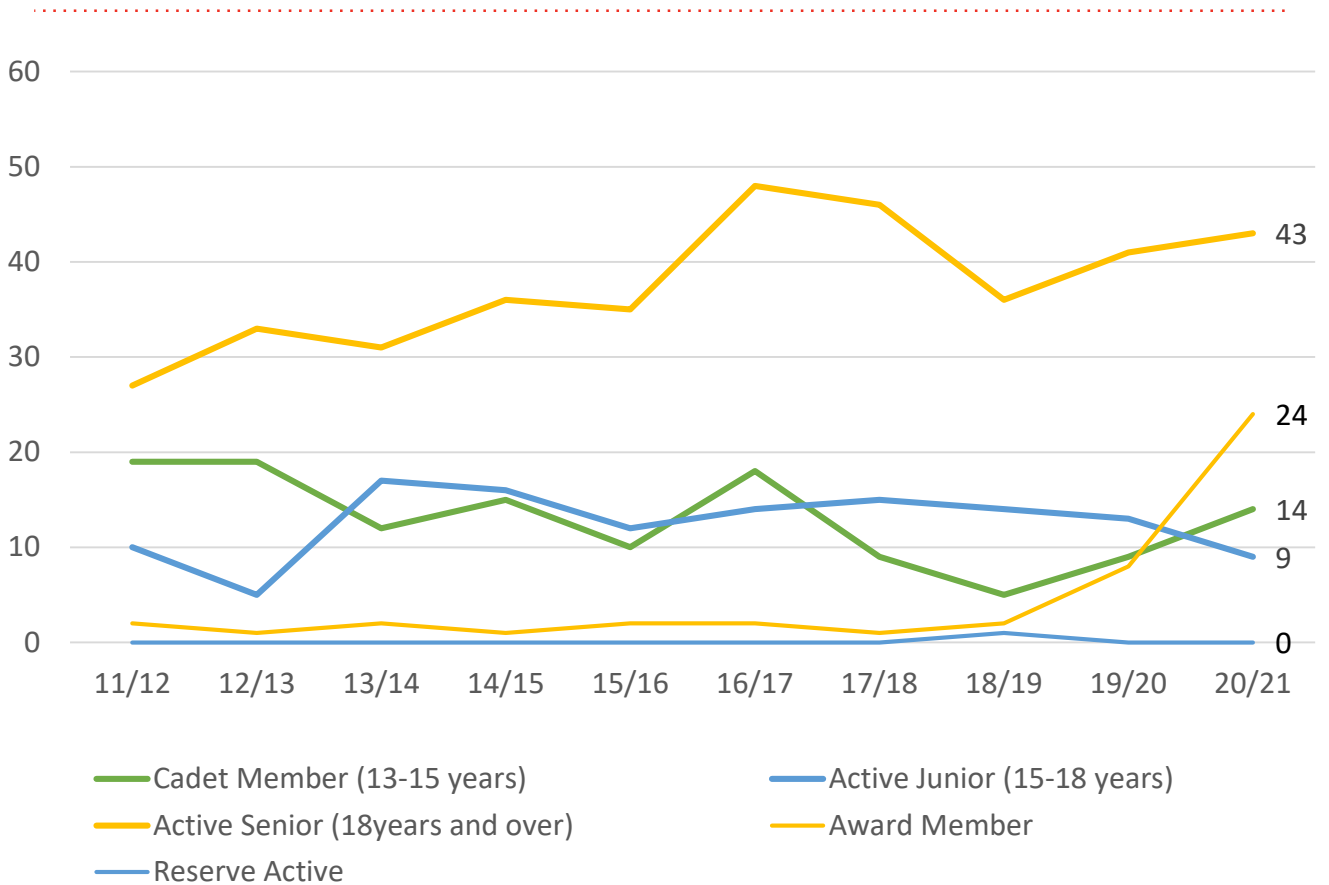
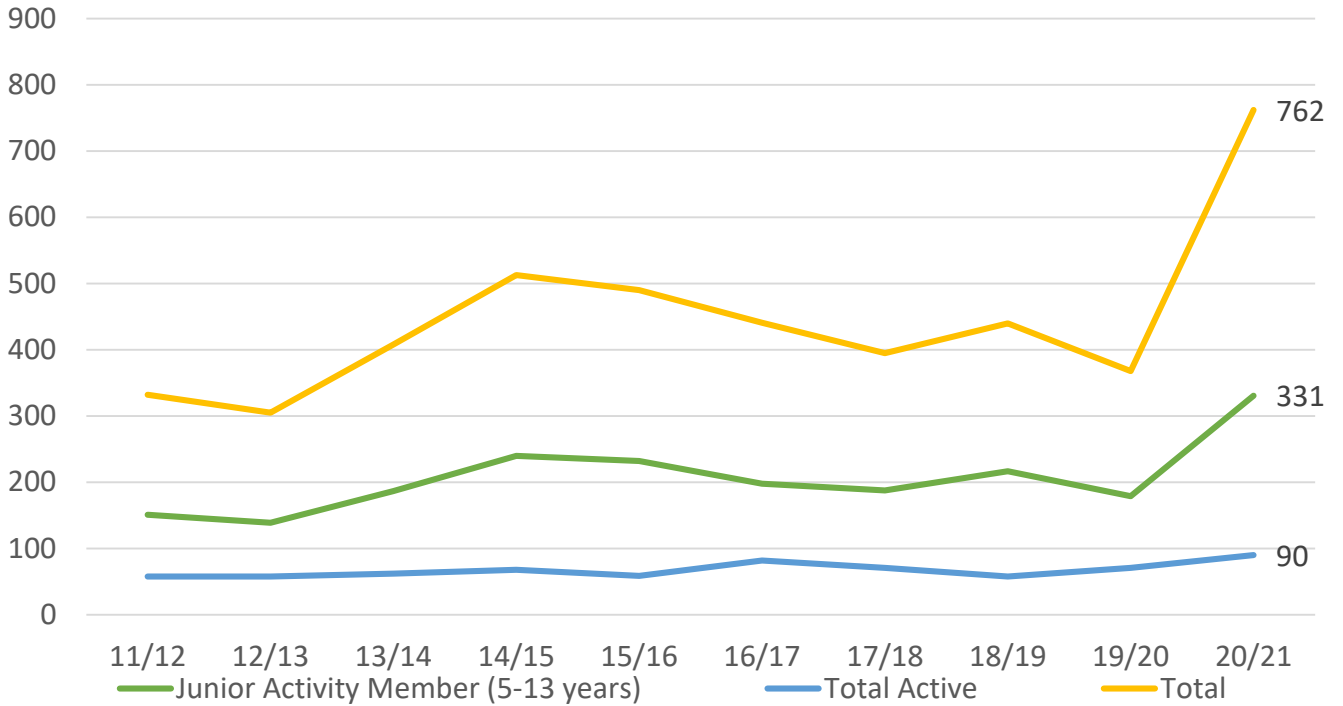
TOTAL MEMBERSHIP

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	3	2	0	0	0	3	1	5	0	0
Junior Activity Member (5-13 years)	151	139	187	240	232	198	188	217	179	331
Cadet Member (13-15 years)	19	19	12	15	10	18	9	5	9	14
Active Junior (15-18 years)	10	5	17	16	12	14	15	14	13	9
Active Senior (18years and over)	27	33	31	36	35	48	46	36	41	43
Award Member	2	1	2	1	2	2	1	2	8	24
Reserve Active	0	0	0	0	0	0	0	1	0	0
Long Service	4	6	9	10	8	8	4	4	4	4
Past Active	1	0	0	0	1	0	0	0	0	0
Associate	111	100	129	182	171	143	127	150	109	333
Life Member	4	0	6	2	2	1	3	4	5	3
General	0	0	15	11	16	1	0	2	0	1
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	1	5	1	0	0	0
Total Active	58	58	62	68	59	82	71	58	71	90
Total	332	305	408	513	490	441	395	440	368	762

	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	15	19	41	32	37	30	35	42	18	48
Under 7	20	12	33	51	45	41	24	36	34	55
Under 8	22	22	22	49	43	37	31	36	20	68
Under 9	32	21	37	27	36	23	26	20	33	37
Under 10	14	16	18	29	17	19	24	30	14	59
Under 11	11	26	20	17	17	16	14	23	25	15
Under 12	13	15	14	21	10	18	13	11	23	30
Under 13	11	9	7	11	13	8	13	11	9	15
Under 14	13	9	7	3	12	6	8	8	3	4
Junior Activities Total	151	149	199	240	230	198	188	217	179	331

TREND ANALYSIS



MEMBERSHIP RETENTION



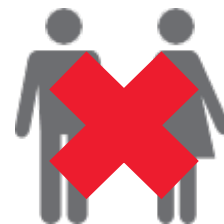
568

BRAND NEW MEMBERS



53%

MEMBERSHIP RETENTION



172

MEMBERS LOST FROM THE ORGANISATION

Redcliffe Peninsula 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		0		0		0	
Junior Activities	179	83	46%	4	1	1%	95	53%	252	141%	0	0%	331	85%
Cadet Member (13-15 years)	9	8	89%		0	0%	1	11%	5	56%	0	0%	14	56%
Active (15-18 yrs)	13	9	69%		0	0%	4	31%	0	0%	0	0%	9	-31%
Active (18yrs and over)	41	32	78%	2	0	0%	9	22%	13	32%	0	0%	43	5%
Award Member	8	7	88%		0	0%	1	13%	12	150%	0	0%	24	200%
Reserve Active	0	0			0		0		0		0		0	
Long Service	4	3	75%		0	0%	1	25%	1	25%	0	0%	4	0%
Past Active	0	0			0		0		0		0		0	
Associate	109	49	45%		1	1%	59	54%	284	261%	0	0%	333	206%
Life Member	5	3	60%		0	0%	2	40%	0	0%	0	0%	3	-40%
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	
Total Active	71	56	79%		0	0%	15	21%	30	42%	0		90	27%
Total	368	194	53%		2	1%	172	47%	568	154%	0		762	107%

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

MEMBERSHIP RETENTION

Redcliffe Peninsula SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	11	92%	1	8%	5	42%	15
16-18 Years	11	7	64%	4	36%	0	0%	10
19-25 Years	7	3	43%	4	57%	1	14%	5
26-35 Years	0	0		0		4		4
36-50 Years	29	24	83%	5	17%	19	66%	42
51-70 Years	12	11	92%	1	8%	1	8%	14
70+ Years	0	0		0		0		0
Total	71	56	79%	15	21%	30	42%	90

Redcliffe Peninsula SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	18					48		48
Under 7	34	8	44%	10	56%	47	261%	55
Under 8	20	15	44%	18	53%	53	156%	68
Under 9	33	9	45%	11	55%	28	140%	37
Under 10	14	18	55%	15	45%	41	124%	59
Under 11	25	5	36%	9	64%	10	71%	15
Under 12	23	14	56%	11	44%	16	64%	30
Under 13	9	9	39%	14	61%	6	26%	15
Under 14	3	3	33%	6	67%	3	33%	4
Transitioned From JA		2	67%					

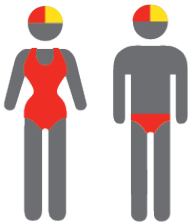
MEMBERSHIP RETENTION

2018/19



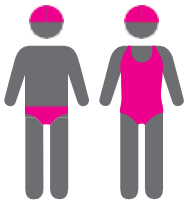
51%

TOTAL MEMBERSHIP
RETENTION



66%

ACTIVE MEMBERSHIP
RETENTION



48%

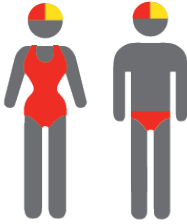
JUNIOR MEMBERSHIP
RETENTION

2019/20



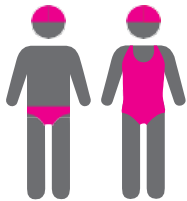
49%

TOTAL MEMBERSHIP
RETENTION



62%

ACTIVE MEMBERSHIP
RETENTION



49%

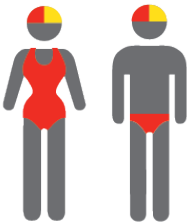
JUNIOR MEMBERSHIP
RETENTION

2020/21



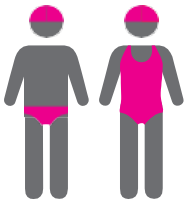
53%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



46%

JUNIOR MEMBERSHIP
RETENTION