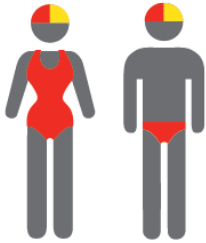


MEMBERSHIP STATISTICS REPORT EOS 2021/22



41

ACTIVE MEMBERSHIP



5% Increase



179

TOTAL MEMBERSHIP



2% Decrease



55

JUNIOR MEMBERSHIP



12% 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.

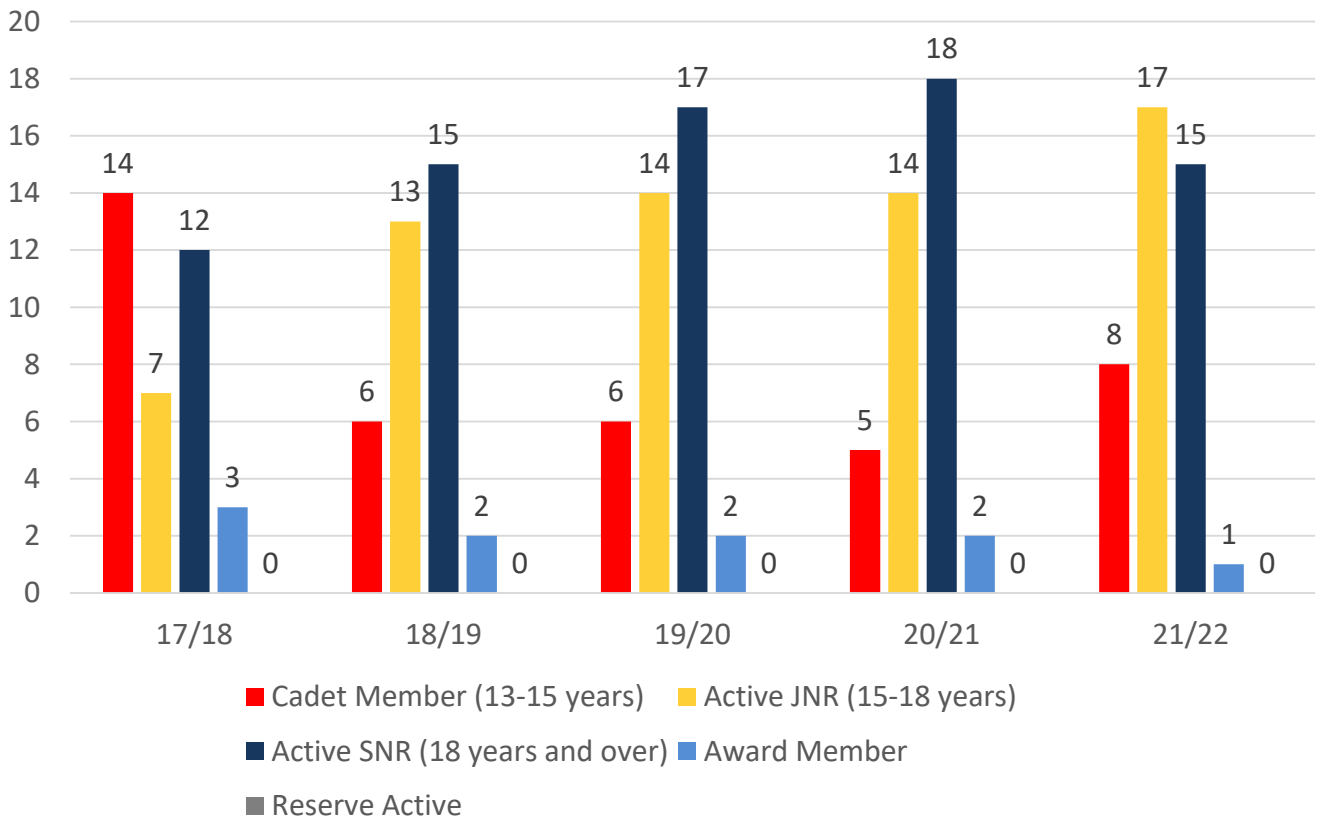
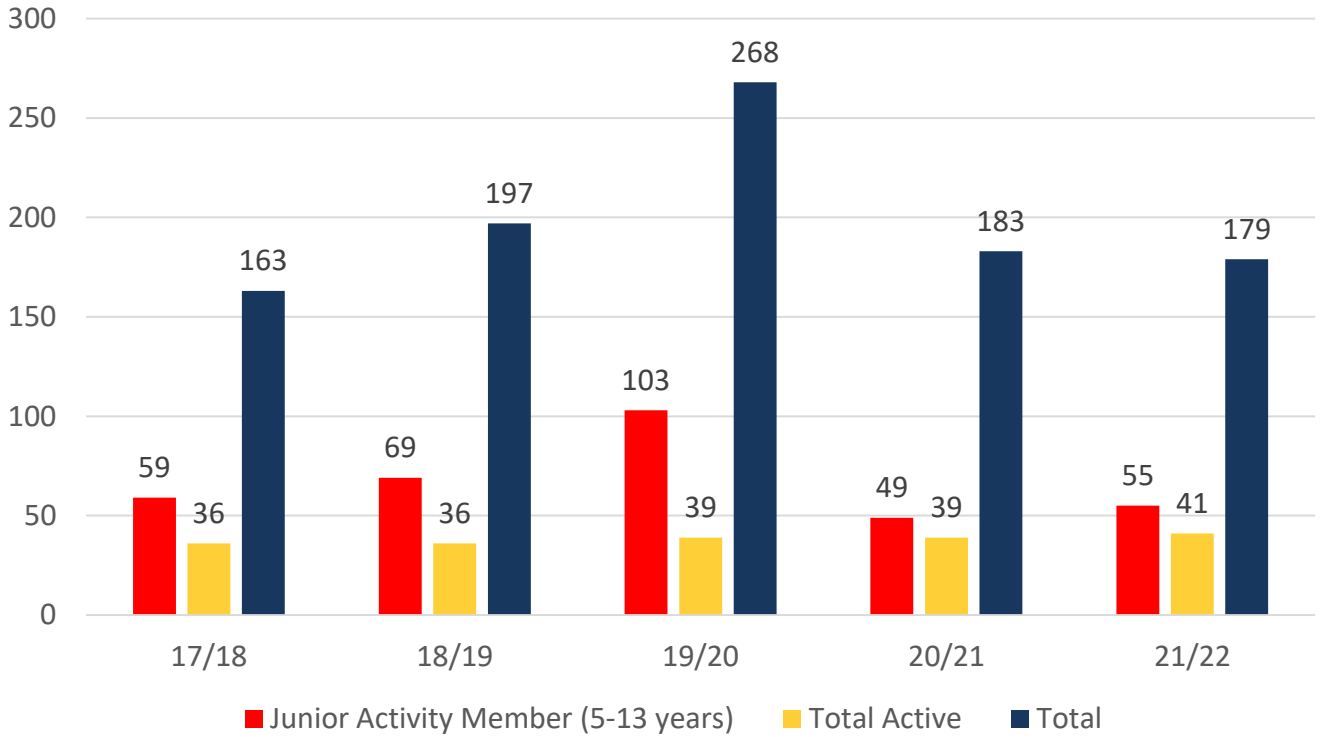
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

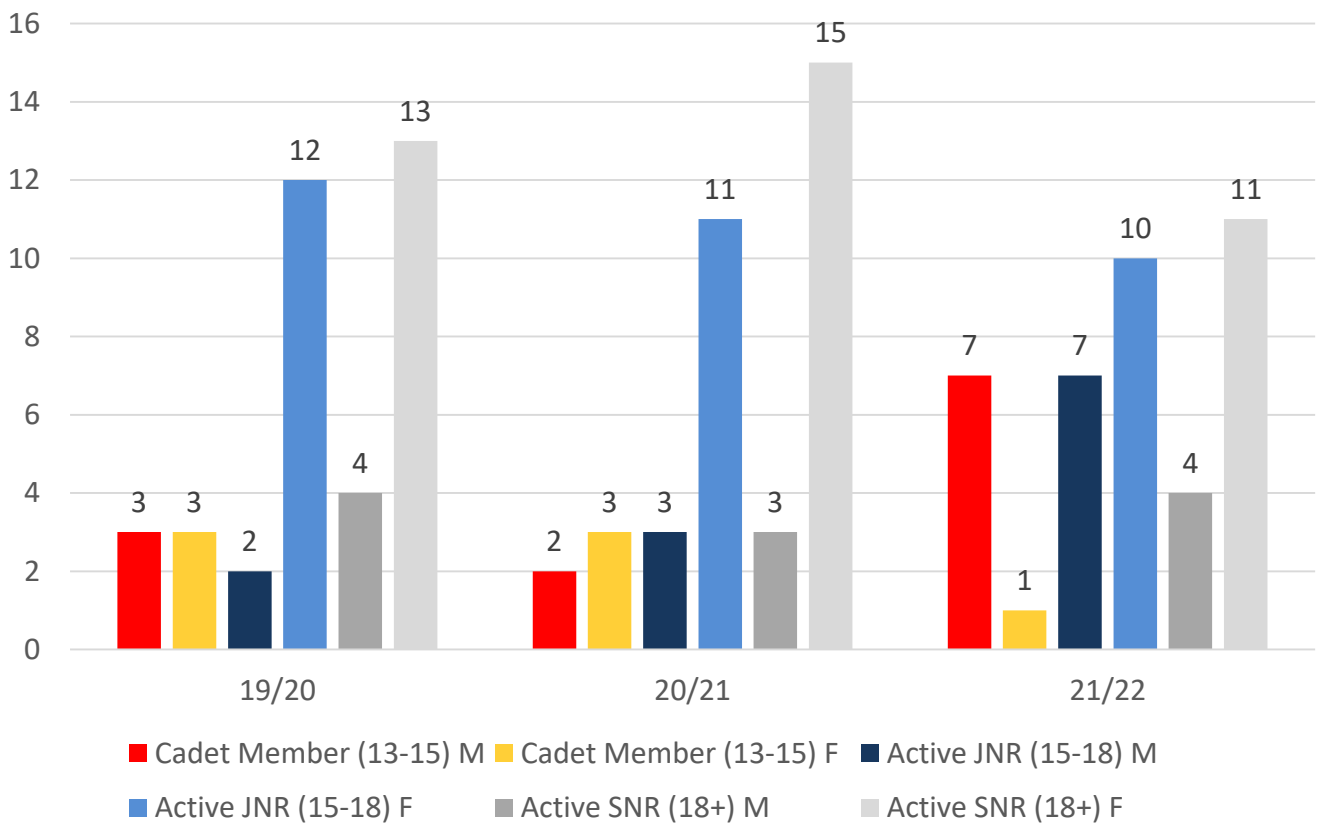
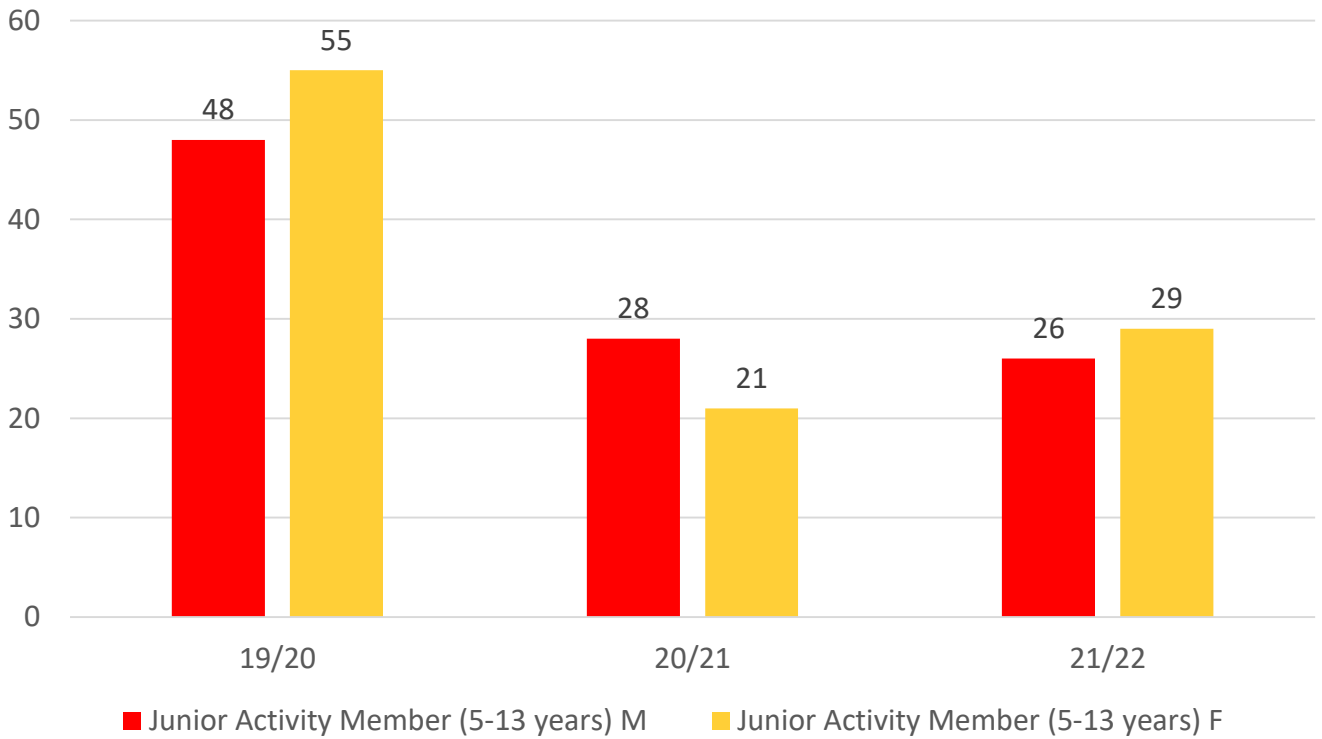
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	4	11	17	36	19
Junior Activity Member (5-13 years)	57	69	103	49	55
Cadet Member (13-15 years)	14	6	6	5	8
Active Junior (15-18 years)	7	13	14	14	17
Active Senior (18years and over)	12	15	17	18	15
Award Member	3	2	2	2	1
Reserve Active	0	0	0	0	0
Long Service	2	2	2	2	2
Past Active	0	0	0	0	0
Associate	39	48	80	34	35
Life Member	22	22	22	19	20
General	0	4	0	0	5
Honorary	2	5	5	4	2
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	0	0
Total Active	36	36	39	39	41
Total	163	197	268	183	179

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	5	8	15	0	5
Under 7	6	6	14	6	4
Under 8	6	10	12	7	7
Under 9	14	9	16	2	8
Under 10	6	13	10	8	6
Under 11	8	9	13	5	7
Under 12	4	6	14	7	11
Under 13	6	3	4	10	6
Under 14	1	5	5	4	9
Junior Activities Total	56	69	103	49	63

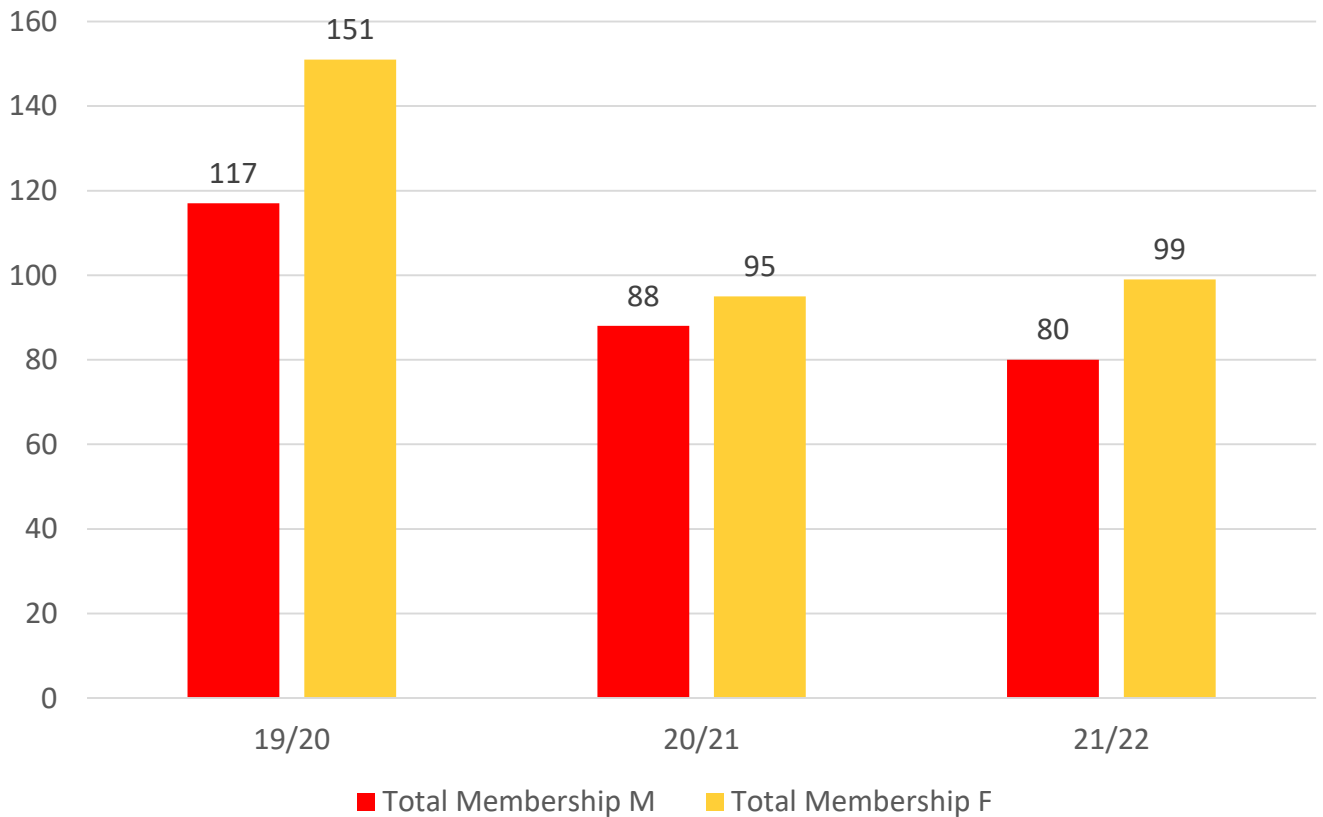
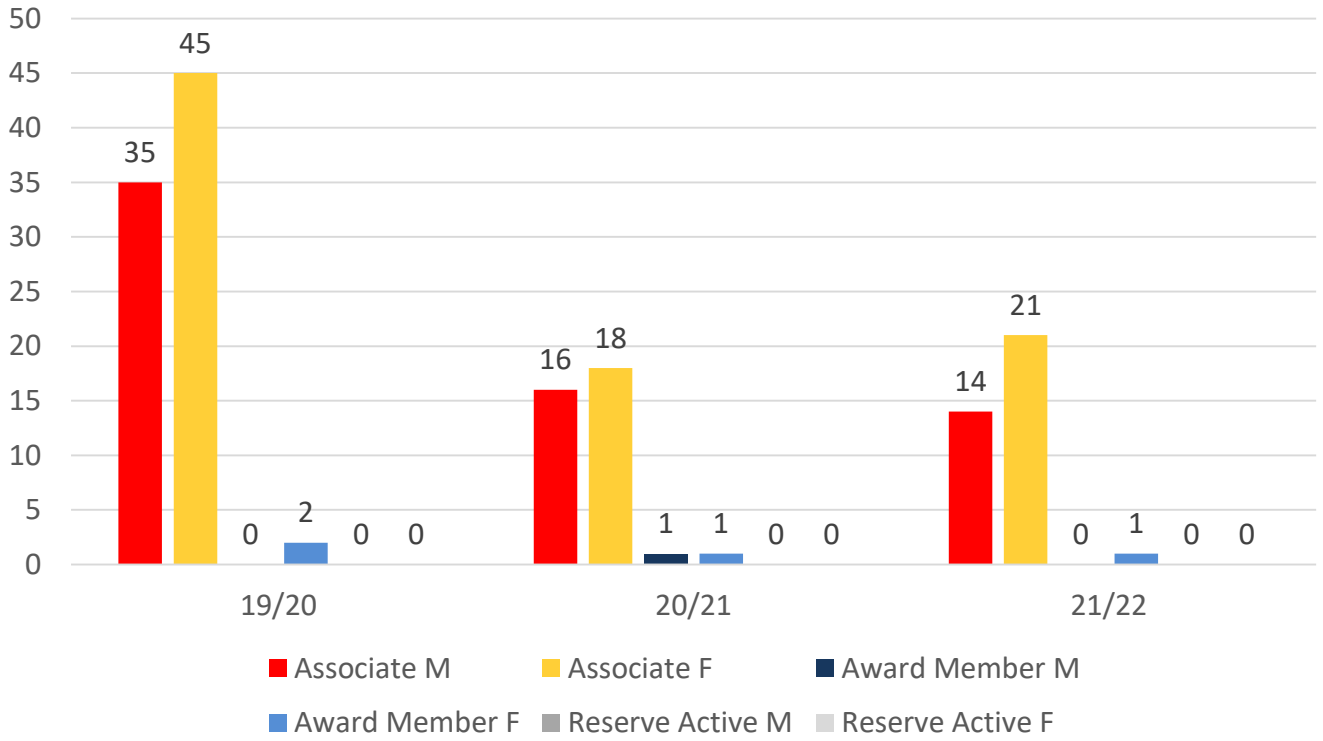
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



59

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



66

MEMBERS LOST FROM THE ORGANISATION

SARINA 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	36	16	44%	8	0	0%	20	56%	11	31%	0	0%	19	-47%
Junior Activities	49	32	65%	3	0	0%	17	35%	26	53%	0	0%	55	12%
Cadet Member (13-15 years)	5	4	80%	-3	0	0%	1	20%	1	20%	0	0%	8	60%
Active (15-18 yrs)	14	10	71%	-5	0	0%	4	29%	1	7%	1	7%	17	21%
Active (18yrs and over)	18	15	83%	0	0	0%	3	17%	0	0%	0	0%	15	-17%
Award Member	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	2	2	100%	0	0	0%	0	0%	0	0%	0	0%	2	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	34	17	50%	-1	0	0%	17	50%	15	44%	2	6%	35	3%
Life Member	19	19	100%	0	0	0%	0	0%	1	5%	0	0%	20	5%
General	0	0		-2	0		0		3		0		5	
Honorary	4	1	25%	0	0	0%	3	75%	1	25%	0	0%	2	-50%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	39	30	77%		0	0%	9	23%	2	5%	1		41	5%
Total	183	117	64%		0	0%	66	36%	59	32%	3		179	-2%

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

MEMBERSHIP RETENTION

SARINA 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	3	2	67%	1	33%	1	33%	10
16-18 Years	15	12	80%	3	20%	1	7%	14
19-25 Years	8	5	63%	3	38%	0	0%	4
26-35 Years	5	4	80%	1	20%	0	0%	2
36-50 Years	6	5	83%	1	17%	0	0%	7
51-70 Years	2	2	100%	0	0%	0	0%	4
70+ Years	0	0		0		0		0
Total	39	30	77%	9	23%	2	5%	41

SARINA 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	2					5		5
Under 7	6	0	0%	0	0%	2	100%	3
Under 8	7	2	33%	4	67%	5	83%	7
Under 9	2	4	57%	3	43%	3	43%	8
Under 10	8	1	50%	1	50%	4	200%	6
Under 11	5	5	63%	3	38%	2	25%	6
Under 12	7	5	100%	0	0%	4	80%	10
Under 13	10	5	71%	2	29%	0	0%	6
Under 14	4	7	70%	3	30%	1	10%	4
Transitioned From JA		3	75%					

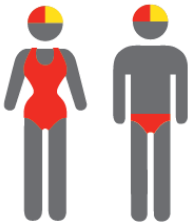
MEMBERSHIP RETENTION

2019/20



71%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



61%

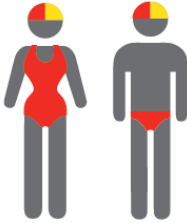
JUNIOR MEMBERSHIP
RETENTION

2020/21



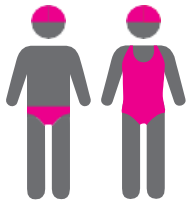
51%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



46%

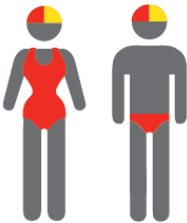
JUNIOR MEMBERSHIP
RETENTION

2021/22



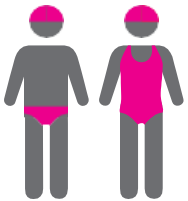
64%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION