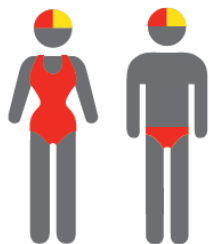


MEMBERSHIP STATISTICS REPORT EOS 2021/22



9328

ACTIVE MEMBERSHIP



1% Decrease



36267

TOTAL MEMBERSHIP



5% Increase



12524

JUNIOR MEMBERSHIP



6% 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; NQ EOS on 23/12/21, SEQ EOS on 10/05/22
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

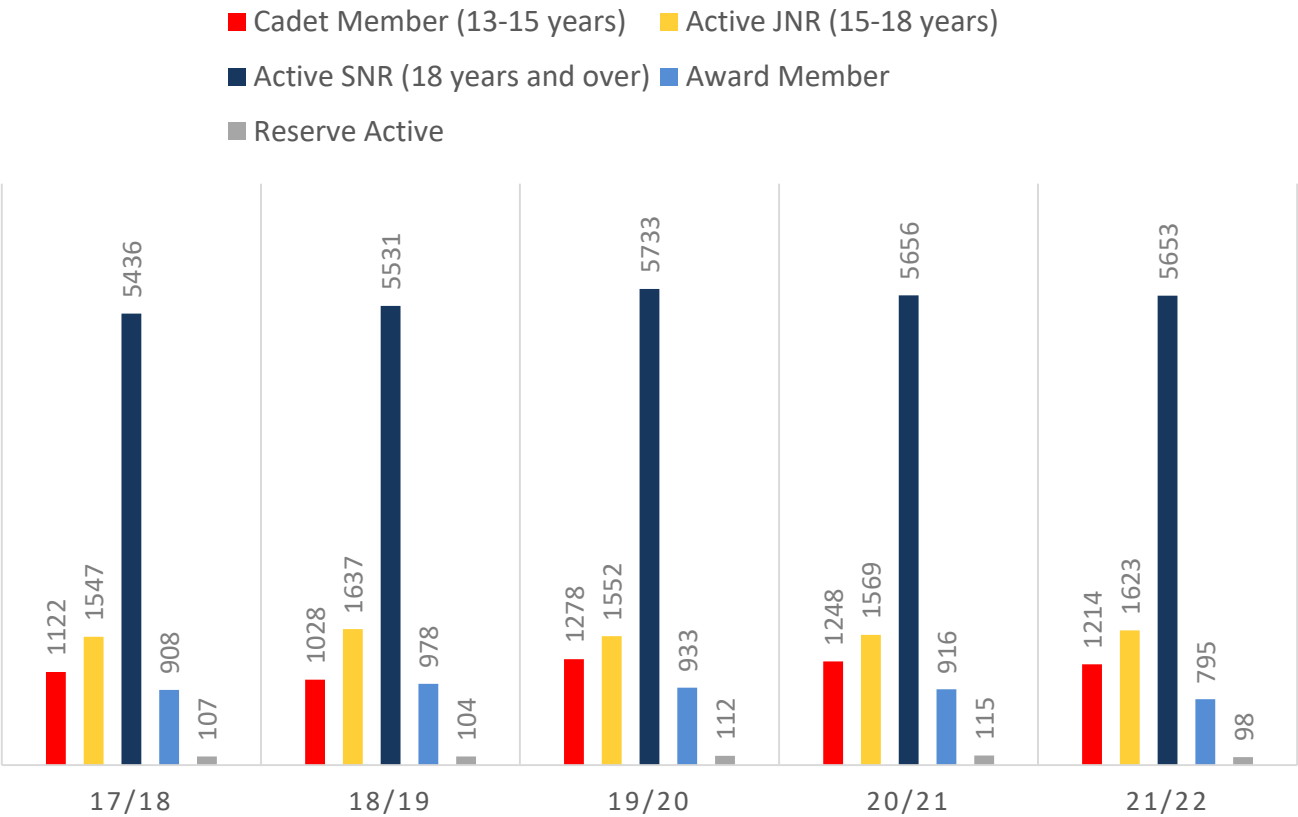
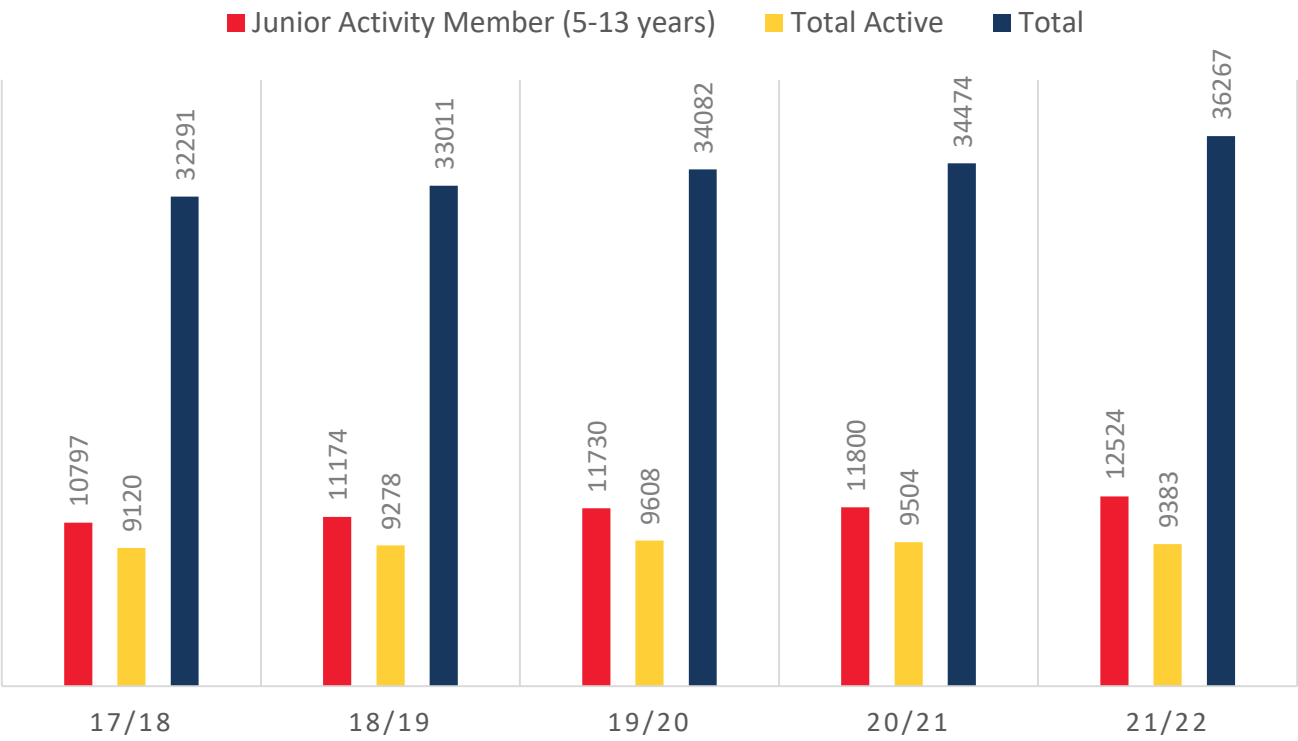
5 YEAR TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

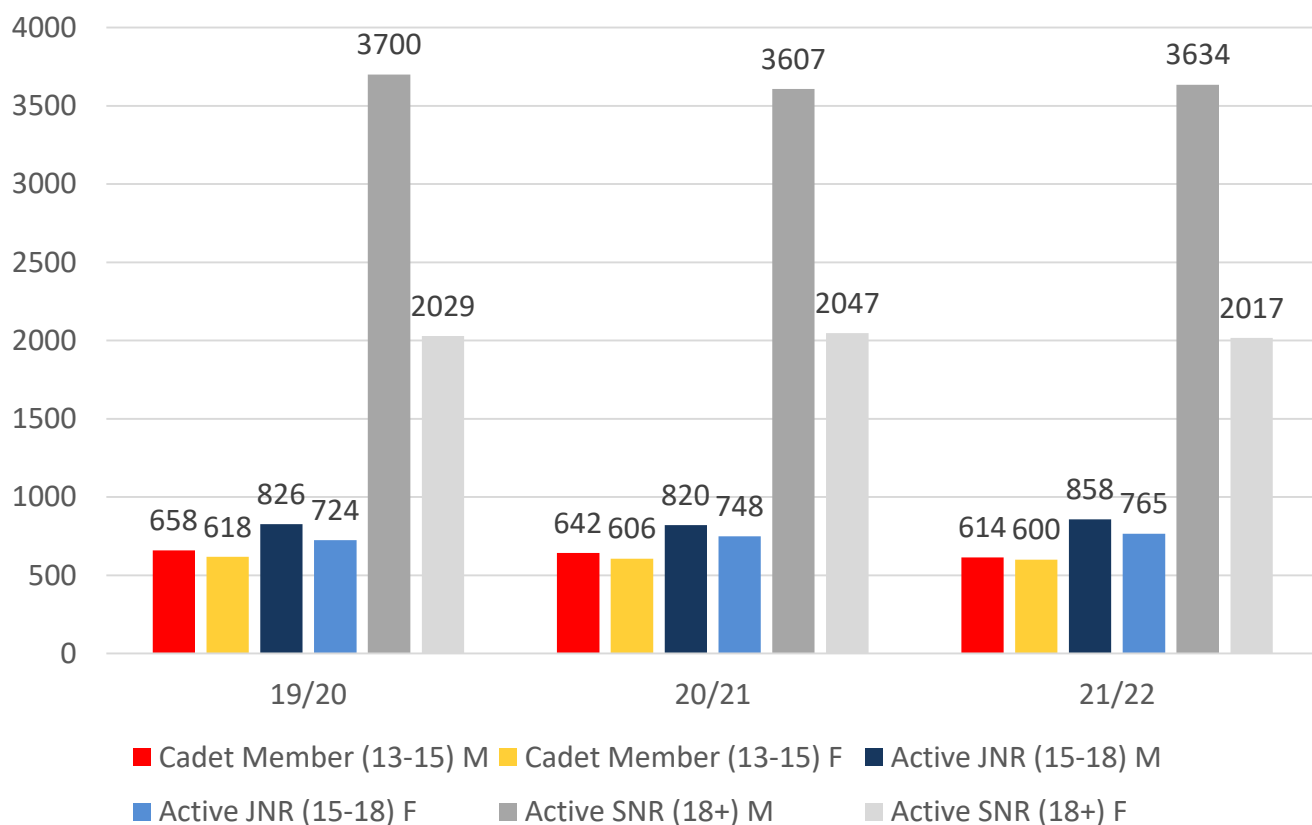
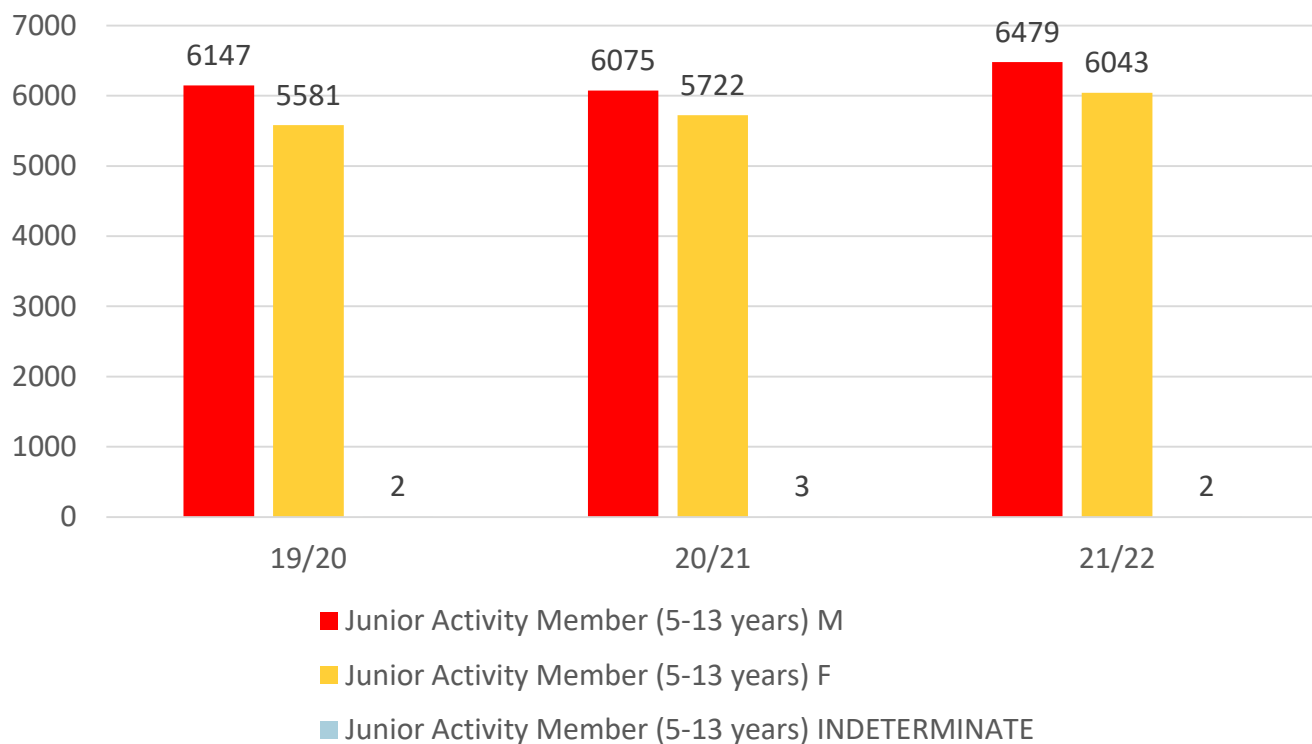
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	466	473	475	728	501
Junior Activity Member (5-13 years)	10797	11174	11730	11800	12524
Cadet Member (13-15 years)	1122	1028	1278	1248	1214
Active Junior (15-18 years)	1547	1637	1552	1569	1623
Active Senior (18years and over)	5436	5531	5733	5656	5653
Award Member	908	978	933	916	795
Reserve Active	107	104	112	115	98
Long Service	1404	1489	1489	1537	1538
Past Active	245	181	241	149	365
Associate	8625	8847	8944	9241	10370
Life Member	1053	1072	1070	1134	1143
General	126	114	134	112	100
Honorary	377	294	312	218	221
Non Member Participants	19	34	44	19	37
Leave / Restricted	59	55	35	32	85
Total Active	9120	9278	9608	9504	9383
Total	32291	33011	34082	34474	36267

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	1225	1251	1350	1389	1469
Under 7	1516	1520	1618	1651	1843
Under 8	1595	1622	1674	1698	1852
Under 9	1447	1543	1596	1575	1784
Under 10	1307	1409	1503	1492	1534
Under 11	1190	1199	1265	1276	1375
Under 12	983	1062	1139	1117	1215
Under 13	897	861	927	948	946
Under 14	625	699	637	628	835
Junior Activities Total	10785	11166	11709	11774	12853

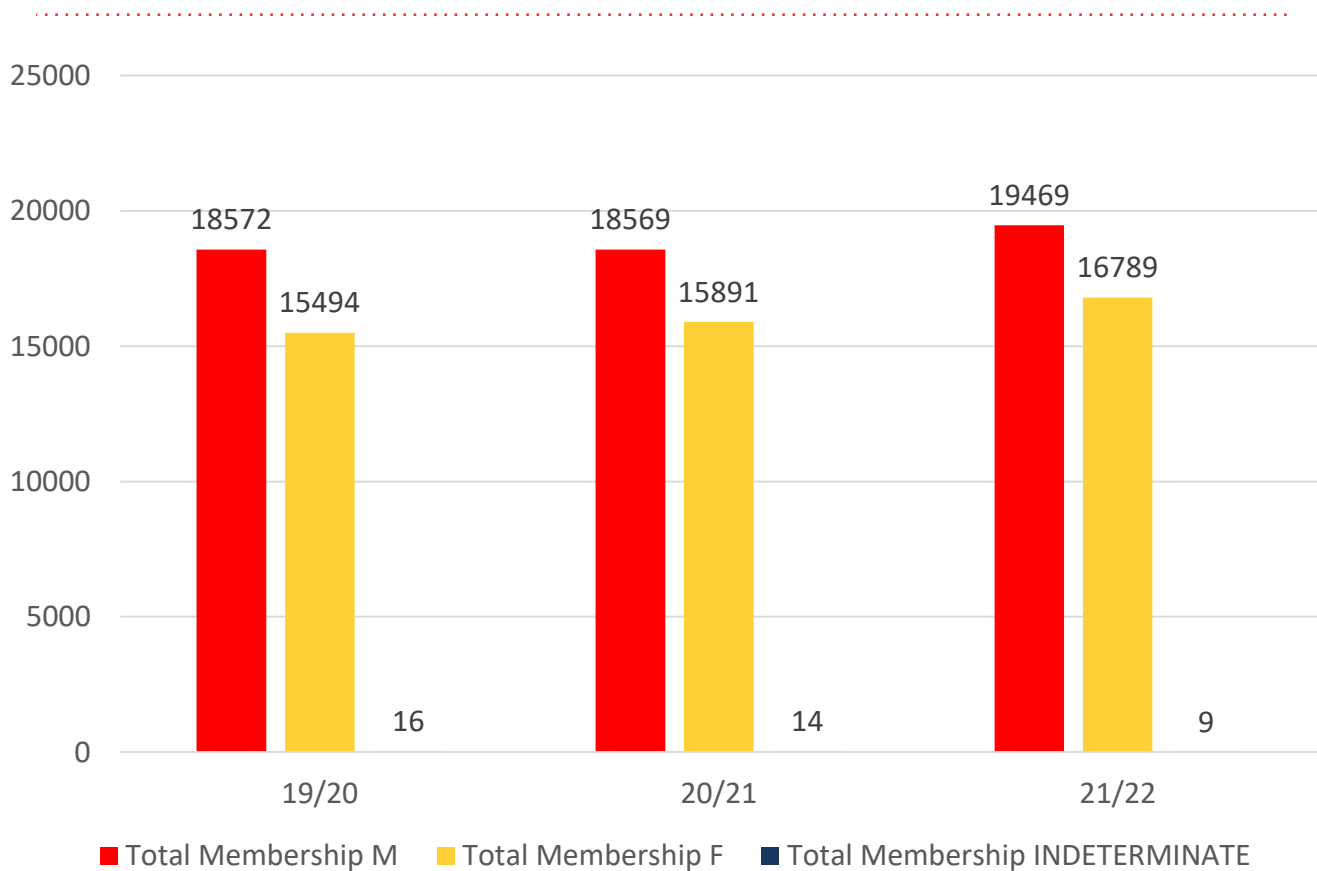
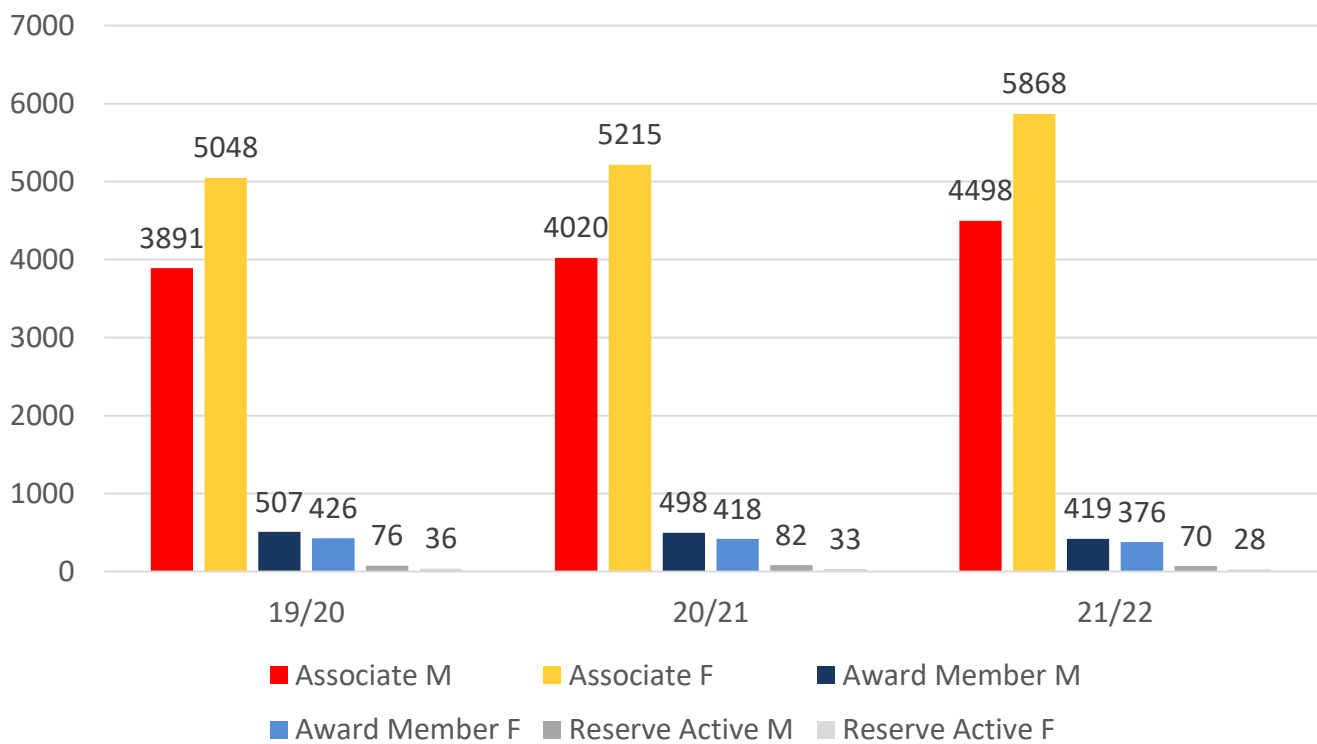
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



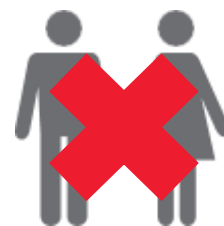
12444

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



10701

MEMBERS LOST FROM THE ORGANISATION

SURF LIFE SAVING QUEENSLAND 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	717	304	42%	226	0	0%	413	58%	452	63%	0	0%	530	-26%
Junior Activities	11800	7643	65%	639	0	0%	4157	35%	5482	46%	0	0%	12486	6%
Cadet Member (13-15 years)	1247	965	77%	-95	0	0%	282	23%	149	12%	0	0%	1209	-3%
Active (15-18 yrs)	1568	1144	73%	-263	0	0%	424	27%	203	13%	0	0%	1610	3%
Active (18yrs and over)	5597	4611	82%	-305	1	0%	985	18%	700	13%	3	0%	5619	0%
Award Member	915	733	80%	16	0	0%	182	20%	72	8%	0	0%	789	-14%
Reserve Active	115	94	82%	11	0	0%	21	18%	18	16%	0	0%	101	-12%
Long Service	1537	1387	90%	-66	2	0%	148	10%	85	6%	0	0%	1538	0%
Past Active	148	117	79%	-108	0	0%	31	21%	140	95%	0	0%	365	147%
Associate	9241	5354	58%	21	1	0%	3886	42%	5002	54%	1	0%	10336	12%
Life Member	1134	1058	93%	-37	1	0%	75	7%	20	2%	0	0%	1115	-2%
General	112	69	62%	3	0	0%	43	38%	37	33%	0	0%	103	-8%
Honorary	217	177	82%	1	2	1%	38	18%	45	21%	0	0%	221	2%
Non Member Participant	19	11	58%	1	0	0%	8	42%	27	142%	0	0%	37	95%
Leave / Restricted	32	24	75%	-48	0	0%	8	25%	12	38%	0	0%	84	163%
Total Active	9442	7547	80%		1	0%	1894	20%	1142	12%	3		9328	-1%
Total	34399	23691	69%		7	0%	10701	31%	12444	36%	4		36143	5%

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

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

MEMBERSHIP RETENTION

SURF LIFE SAVING QUEENSLAND 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	1194	947	79%	247	21%	160	13%	1195
16-18 Years	1652	1188	72%	464	28%	211	13%	1632
19-25 Years	1385	1026	74%	359	26%	170	12%	1373
26-35 Years	767	560	73%	207	27%	156	20%	722
36-50 Years	2702	2296	85%	406	15%	320	12%	2627
51-70 Years	1623	1424	88%	198	12%	121	7%	1659
70+ Years	119	106	89%	13	11%	5	4%	120
Total	9442	7547	80%	1894	20%	1143	12%	9328

SURF LIFE SAVING QUEENSLAND 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	1405					1437		1443
Under 7	1651	888	63%	501	36%	938	67%	1829
Under 8	1698	1042	63%	609	37%	794	48%	1835
Under 9	1575	1086	64%	612	36%	685	40%	1771
Under 10	1492	995	63%	580	37%	523	33%	1517
Under 11	1276	935	63%	557	37%	426	29%	1361
Under 12	1117	847	66%	429	34%	352	28%	1199
Under 13	948	720	64%	397	36%	210	19%	924
Under 14	628	655	69%	293	31%	116	12%	603
Transitioned From JA		459	73%					

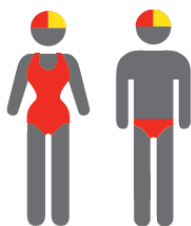
MEMBERSHIP RETENTION

2019/20



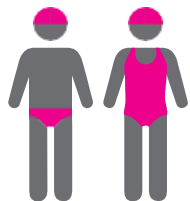
67%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



63%

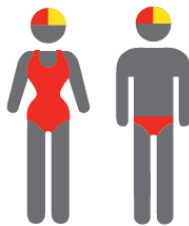
JUNIOR MEMBERSHIP
RETENTION

2020/21



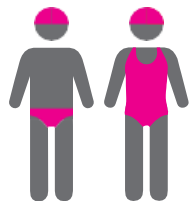
67%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



63%

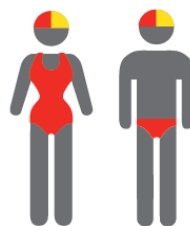
JUNIOR MEMBERSHIP
RETENTION

2021/22



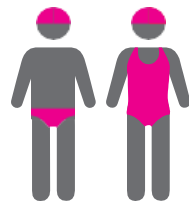
69%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION