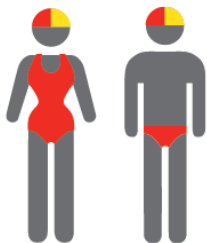


SOUTH COAST BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



2642

ACTIVE MEMBERSHIP



1% Increase



11137

TOTAL MEMBERSHIP



4% Increase



3956

JUNIOR MEMBERSHIP



4% 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.

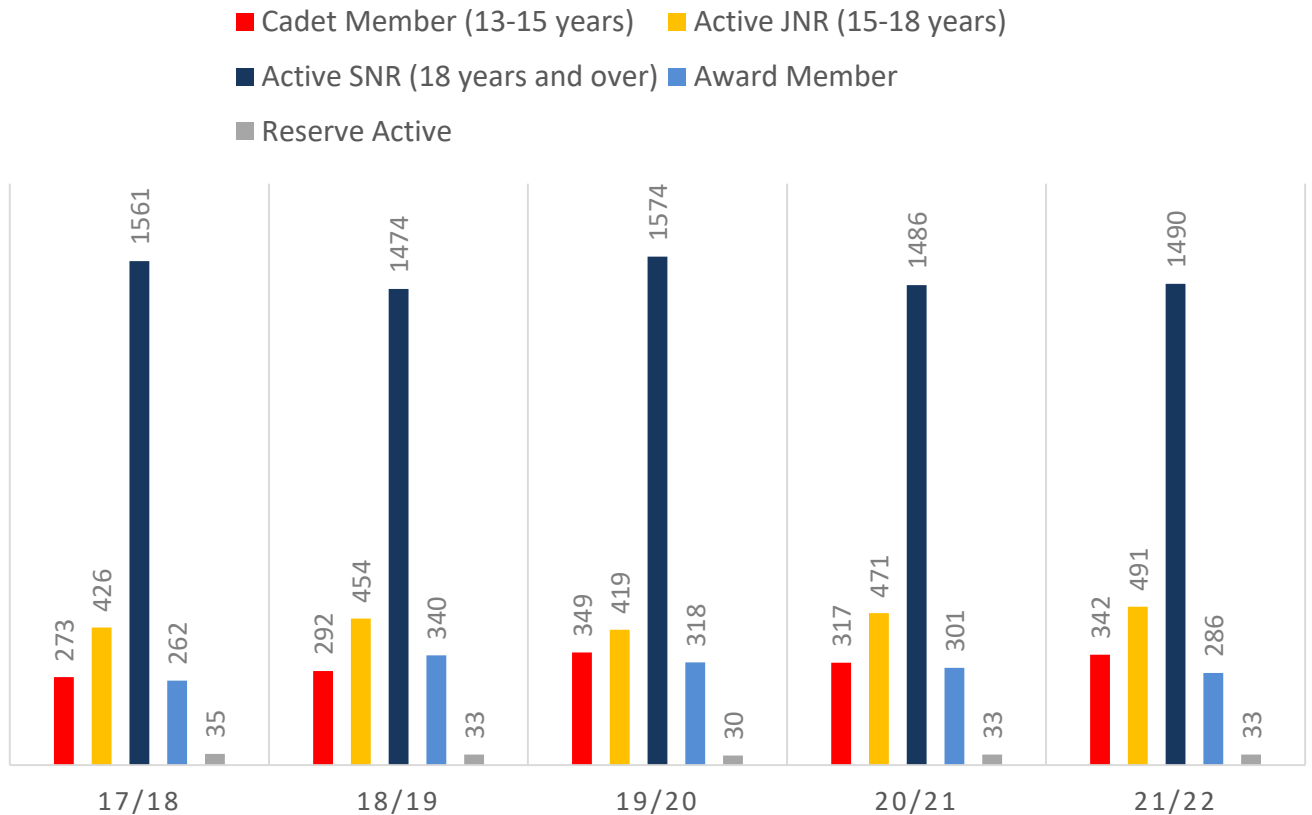
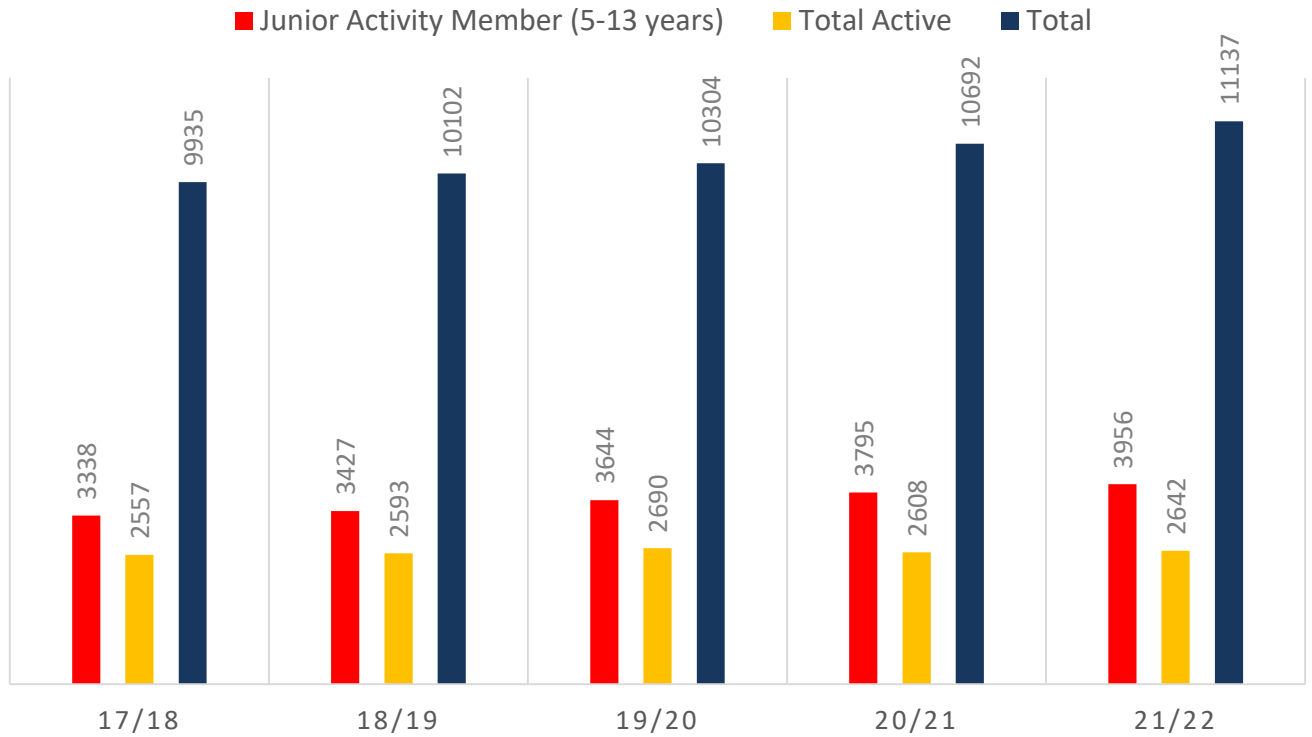
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

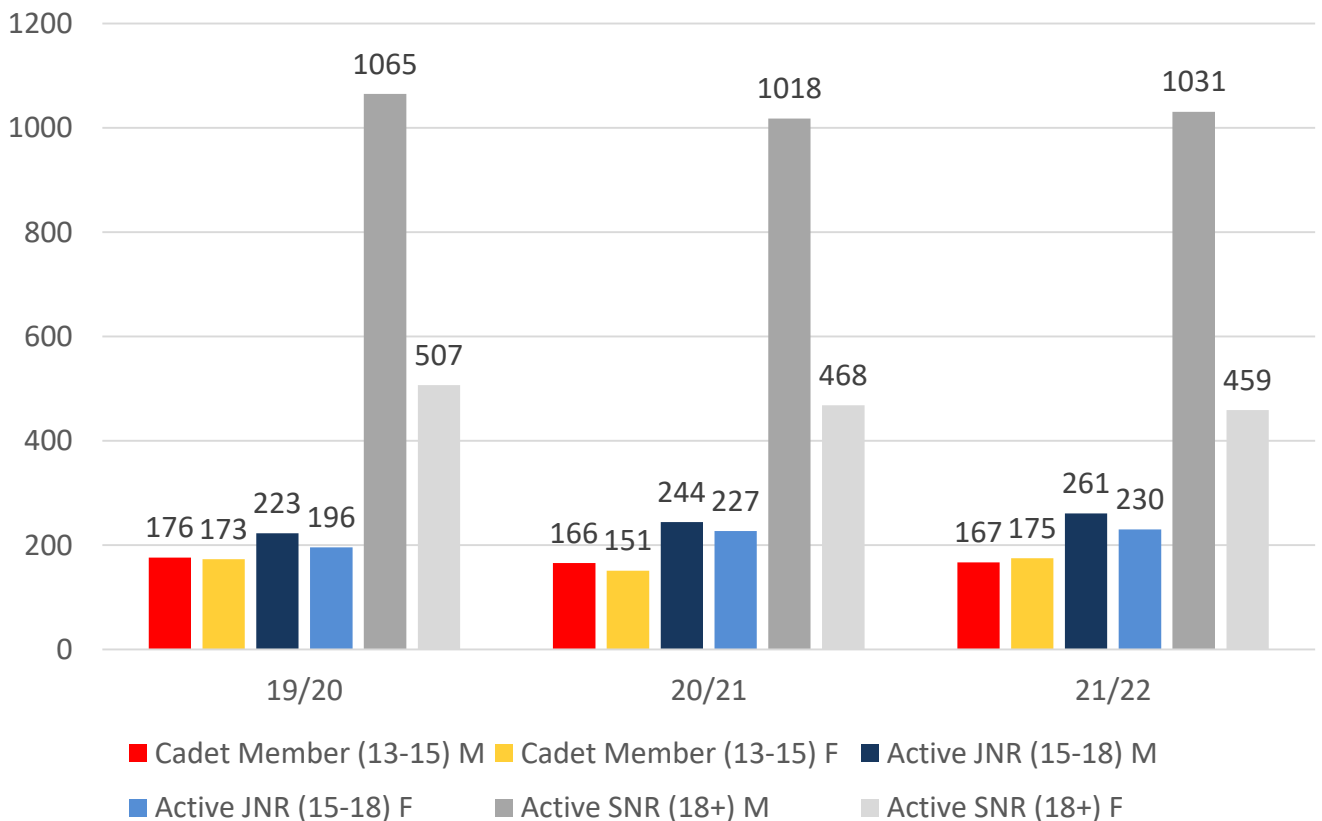
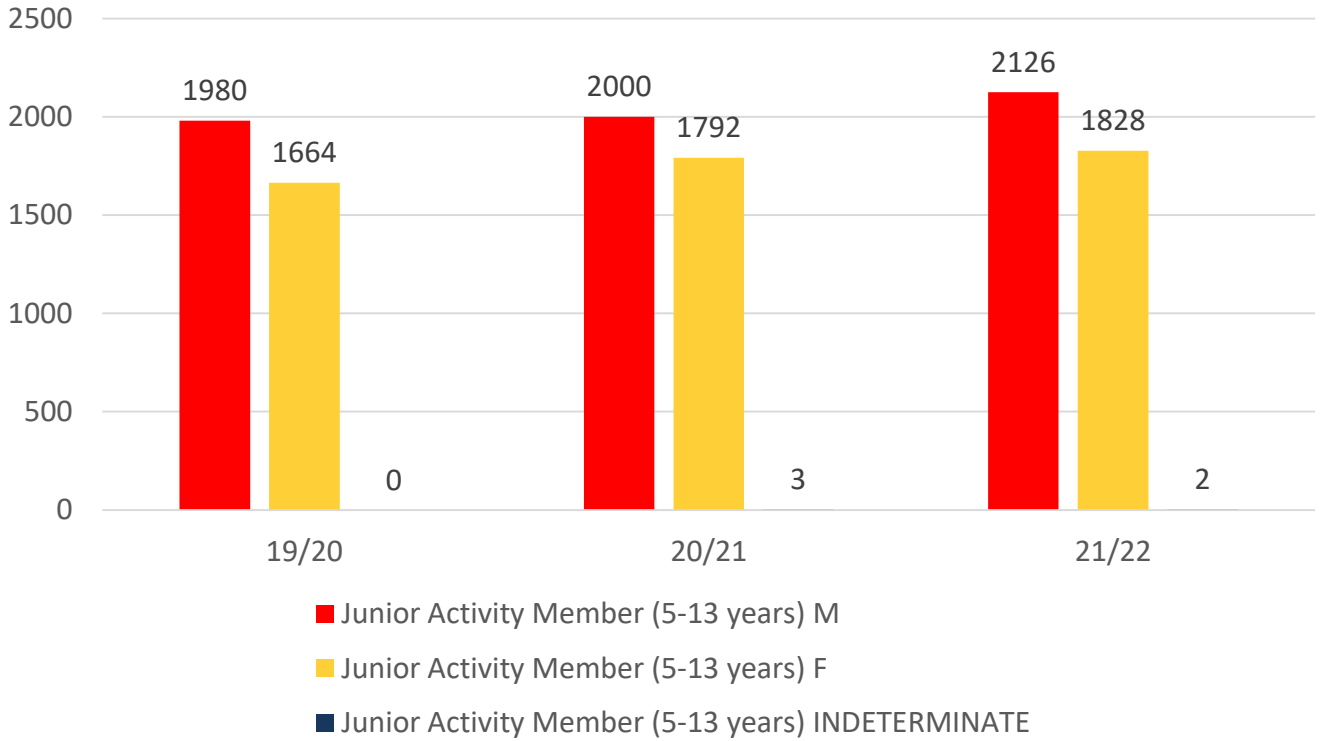
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	148	137	71	89	82
Junior Activity Member (5-13 years)	3338	3427	3644	3795	3956
Cadet Member (13-15 years)	273	292	349	317	342
Active Junior (15-18 years)	426	454	419	471	491
Active Senior (18years and over)	1561	1474	1574	1486	1490
Award Member	262	340	318	301	286
Reserve Active	35	33	30	33	33
Long Service	514	558	553	570	555
Past Active	70	55	50	63	119
Associate	2940	2957	2930	3200	3410
Life Member	241	251	255	264	252
General	5	1	2	2	3
Honorary	92	97	89	76	90
Non Member Participants	5	7	6	9	7
Leave / Restricted	25	19	14	16	21
Total Active	2557	2593	2690	2608	2642
Total	9935	10102	10304	10692	11137

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	449	421	454	508	504
Under 7	493	501	522	548	602
Under 8	493	501	576	555	596
Under 9	429	486	465	529	554
Under 10	404	429	468	441	476
Under 11	345	356	379	399	406
Under 12	292	307	330	348	361
Under 13	237	243	262	277	292
Under 14	190	183	184	185	246
Junior Activities Total	3332	3427	3640	3790	4037

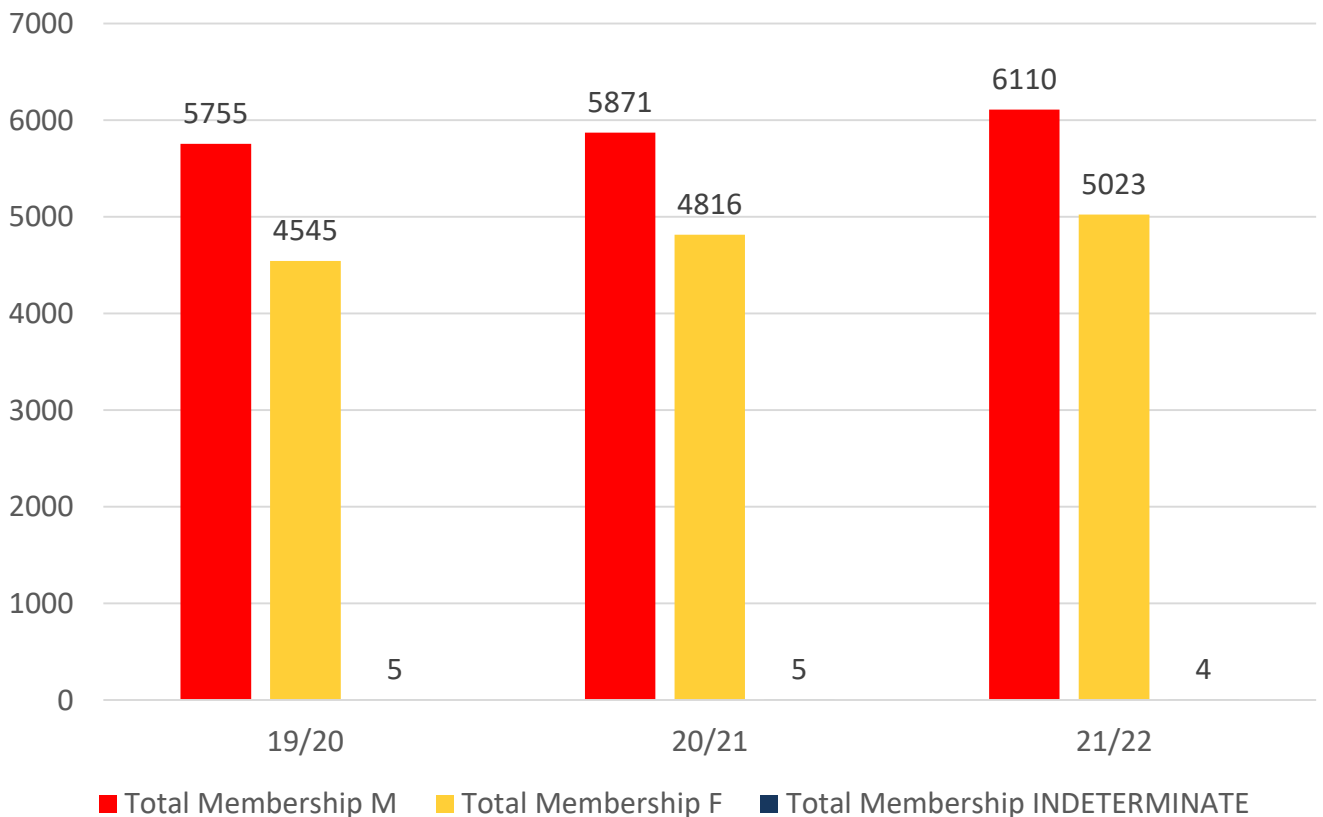
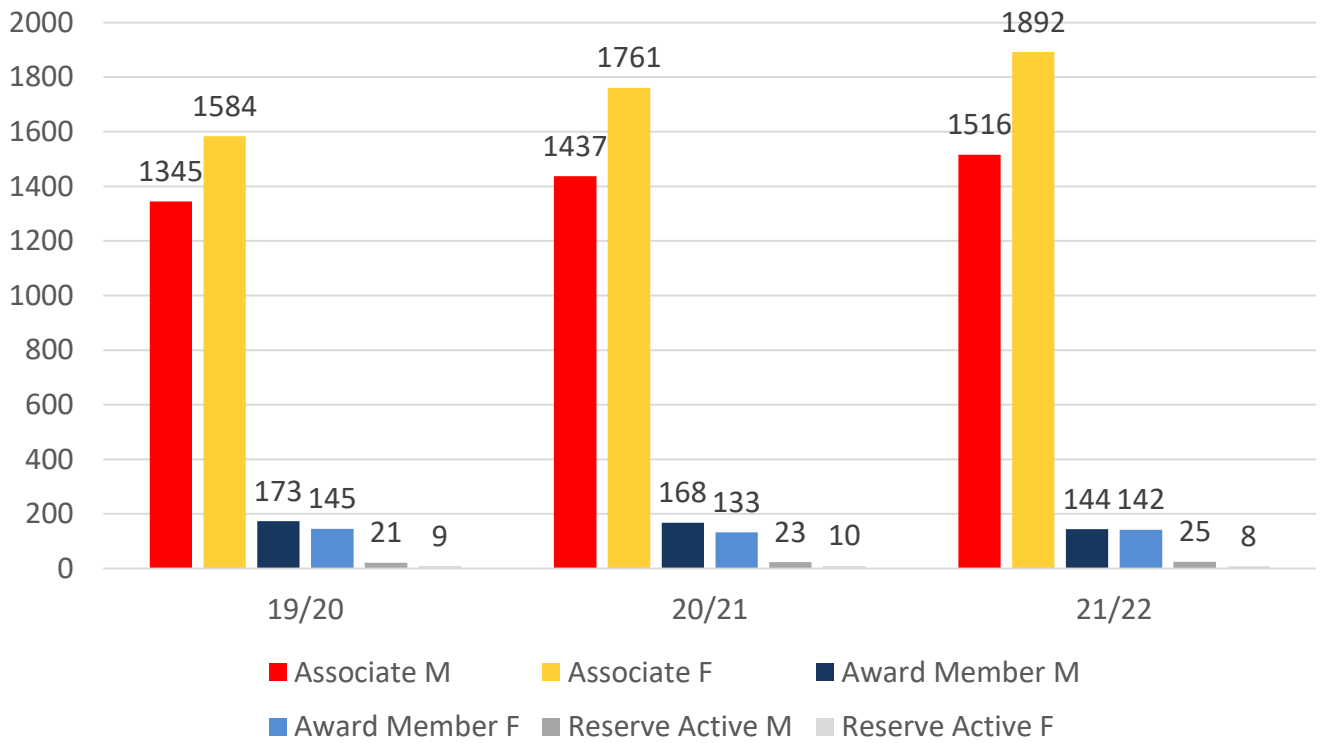
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



3710

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



3284

MEMBERS LOST FROM THE ORGANISATION

SOUTH COAST BRANCH 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	89	46	52%	37	0	0%	43	48%	73	82%	0	0%	82	-8%
Junior Activities	3795	2432	64%	176	26	1%	1337	35%	1664	44%	36	1%	3956	4%
Cadet Member (13-15 years)	317	261	82%	-43	2	1%	54	17%	34	11%	4	1%	342	8%
Active (15-18 yrs)	471	368	78%	-42	7	1%	96	20%	71	15%	10	2%	491	4%
Active (18yrs and over)	1486	1244	84%	-46	17	1%	225	15%	183	12%	17	1%	1490	0%
Award Member	301	248	82%	-7	3	1%	50	17%	27	9%	4	1%	286	-5%
Reserve Active	33	28	85%	-2	0	0%	5	15%	3	9%	0	0%	33	0%
Long Service	570	503	88%	-16	9	2%	58	10%	30	5%	6	1%	555	-3%
Past Active	63	50	79%	-52	0	0%	13	21%	16	25%	1	2%	119	89%
Associate	3200	1825	57%	7	13	0%	1362	43%	1571	49%	21	1%	3410	7%
Life Member	264	248	94%	-4	1	0%	15	6%	0	0%	0	0%	252	-5%
General	2	0	0%	0	0	0%	2	100%	3	150%	0	0%	3	50%
Honorary	76	62	82%	2	1	1%	13	17%	29	38%	1	1%	90	18%
Non Member Participant	9	4	44%	0	0	0%	5	56%	3	33%	0	0%	7	-22%
Leave / Restricted	16	10	63%	-7	0	0%	6	38%	3	19%	1	6%	21	31%
Total Active	2608	2149	82%		29	1%	430	16%	318	12%	35		2642	1%
Total	10692	7329	69%		79	1%	3284	31%	3710	35%	101		11137	4%

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

MEMBERSHIP RETENTION

SOUTH COAST BRANCH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	316	264	84%	50	16%	36	11%	317
16-18 Years	456	357	78%	93	20%	76	17%	486
19-25 Years	465	360	77%	97	21%	75	16%	492
26-35 Years	237	188	79%	46	19%	33	14%	231
36-50 Years	693	591	85%	94	14%	73	11%	676
51-70 Years	414	365	88%	47	11%	24	6%	419
70+ Years	27	24	89%	3	11%	1	4%	21
Total	2608	2149	82%	430	16%	318	12%	2642

SOUTH COAST BRANCH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	510					496		499
Under 7	548	308	60%	194	38%	287	56%	599
Under 8	555	352	64%	191	35%	232	42%	593
Under 9	529	346	62%	204	37%	207	37%	553
Under 10	441	328	62%	195	37%	142	27%	474
Under 11	399	273	62%	167	38%	126	29%	404
Under 12	348	254	64%	144	36%	96	24%	356
Under 13	277	233	67%	113	32%	54	16%	282
Under 14	185	204	74%	73	26%	23	8%	195
Transitioned From JA		130	70%					

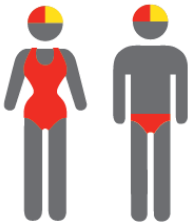
MEMBERSHIP RETENTION

2019/20



67%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



64%

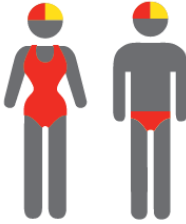
JUNIOR MEMBERSHIP
RETENTION

2020/21



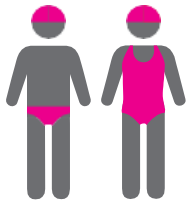
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



64%

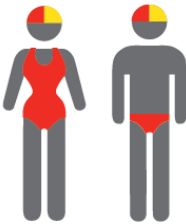
JUNIOR MEMBERSHIP
RETENTION

2021/22



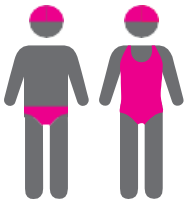
69%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION