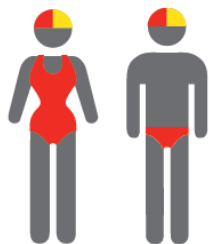


SOUTH COAST BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



2665

ACTIVE MEMBERSHIP



1% Increase



10344

TOTAL MEMBERSHIP



7% Decrease



3487

JUNIOR MEMBERSHIP



12% 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

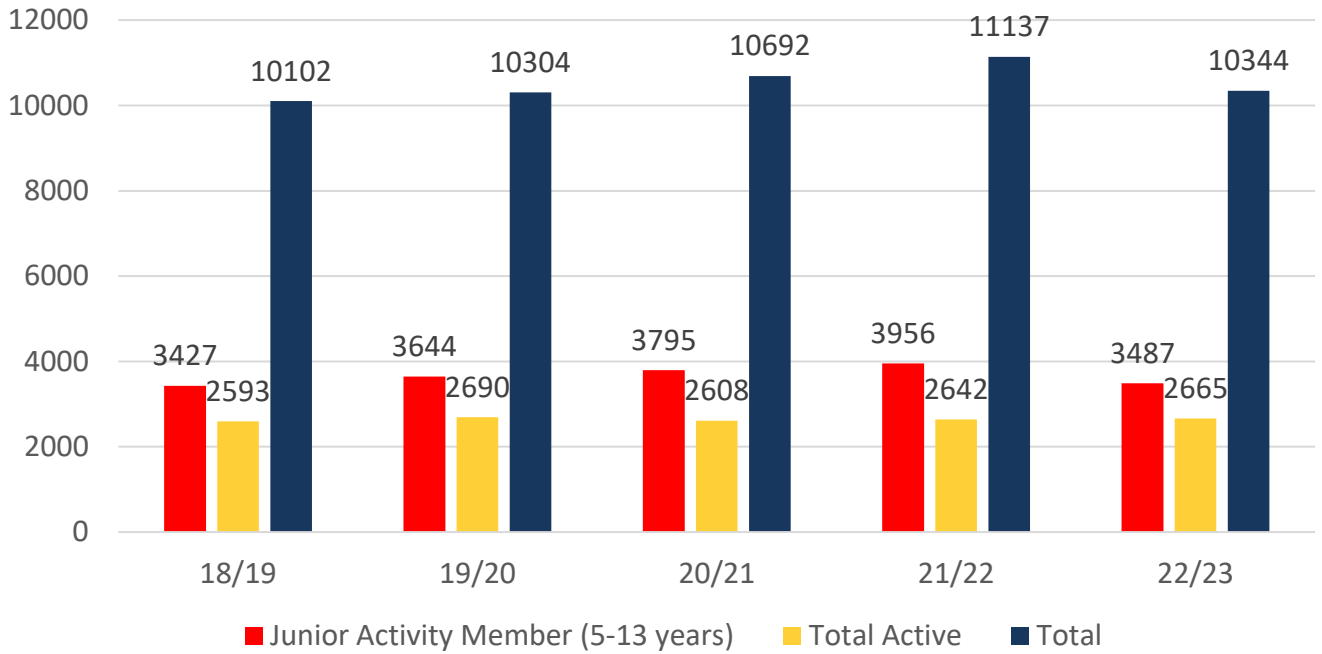
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	137	71	89	82	85
Junior Activity Member (5-13 years)	3427	3644	3795	3956	3487
Cadet Member (13-15 years)	292	349	317	342	258
Active Junior (15-18 years)	454	419	471	491	534
Active Senior (18years and over)	1474	1574	1486	1490	1565
Award Member	340	318	301	286	279
Reserve Active	33	30	33	33	29
Long Service	558	553	570	555	574
Past Active	55	50	63	119	111
Associate	2957	2930	3200	3410	3031
Life Member	251	255	264	252	257
General	1	2	2	3	4
Honorary	97	89	76	90	100
Non Member Participants	7	6	9	7	2
Leave / Restricted	19	14	16	21	28
Total Active	2593	2690	2608	2642	2665
Total	10102	10304	10692	11137	10344

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	421	454	508	504	423
Under 7	501	522	548	602	557
Under 8	501	576	555	596	541
Under 9	486	465	529	554	517
Under 10	429	468	441	476	429
Under 11	356	379	399	406	424
Under 12	307	330	348	361	313
Under 13	243	262	277	292	320
Under 14	183	184	185	246	248
Junior Activities Total	3427	3640	3790	4037	3772

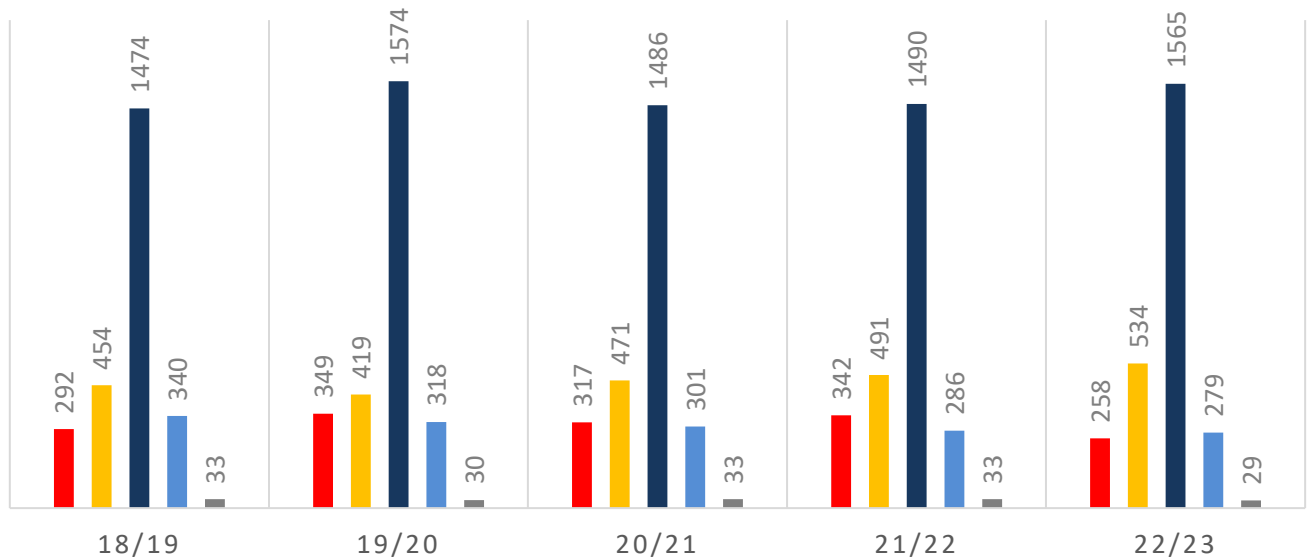
5 YEAR TREND ANALYSIS

Total Membership

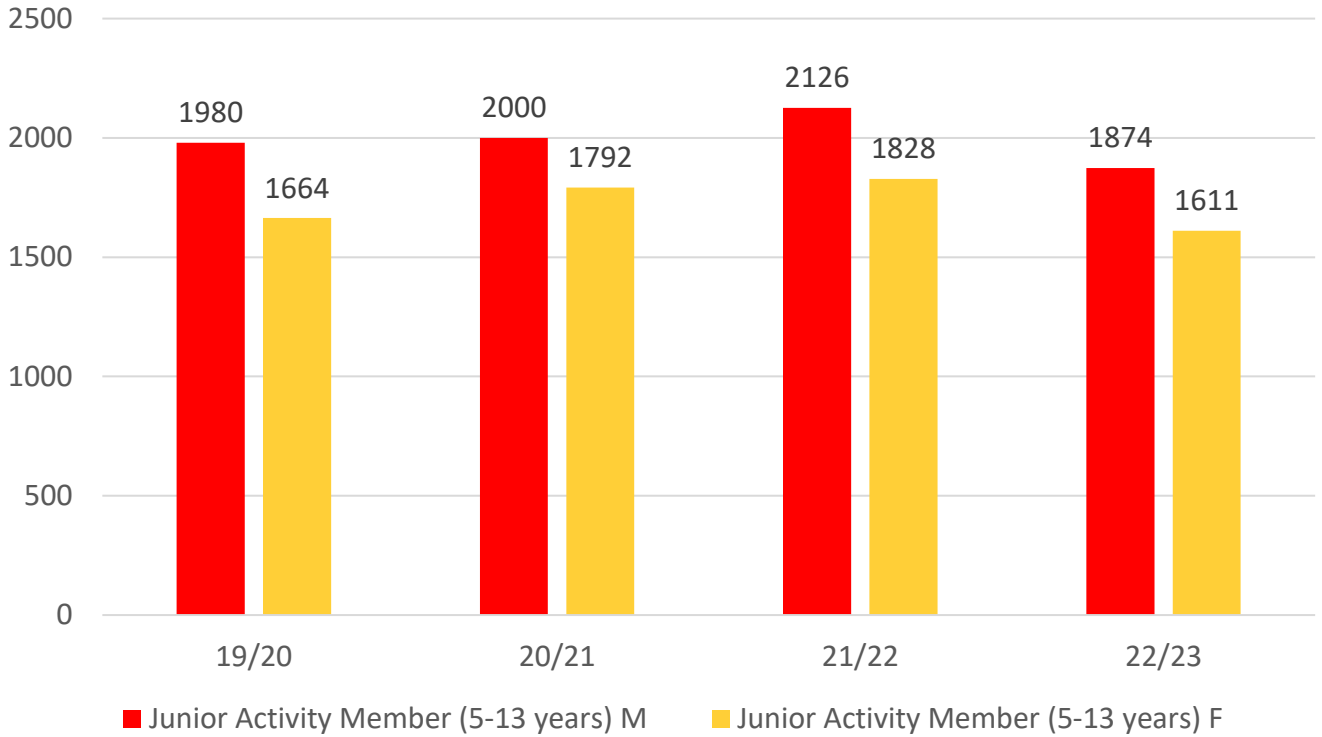


ACTIVE MEMBERSHIP

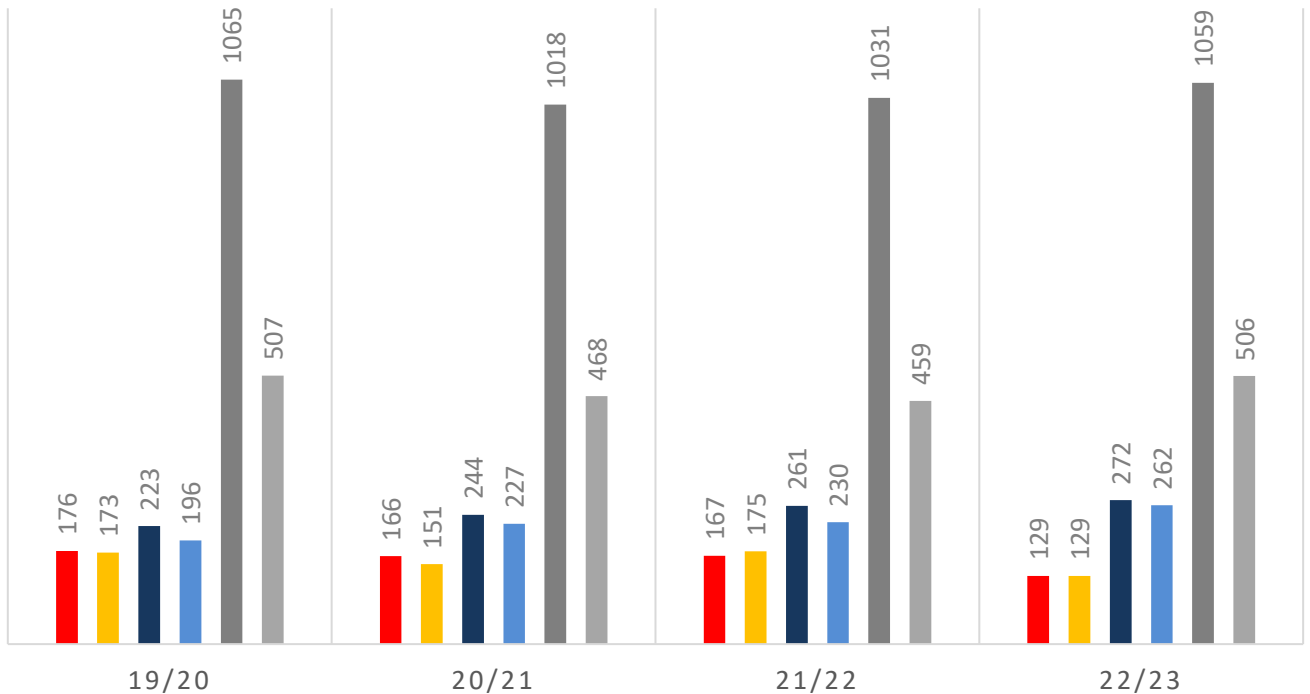
- Cadet Member (13-15 years)
- Active JNR (15-18 years)
- Active SNR (18 years and over)
- Award Member
- Reserve Active



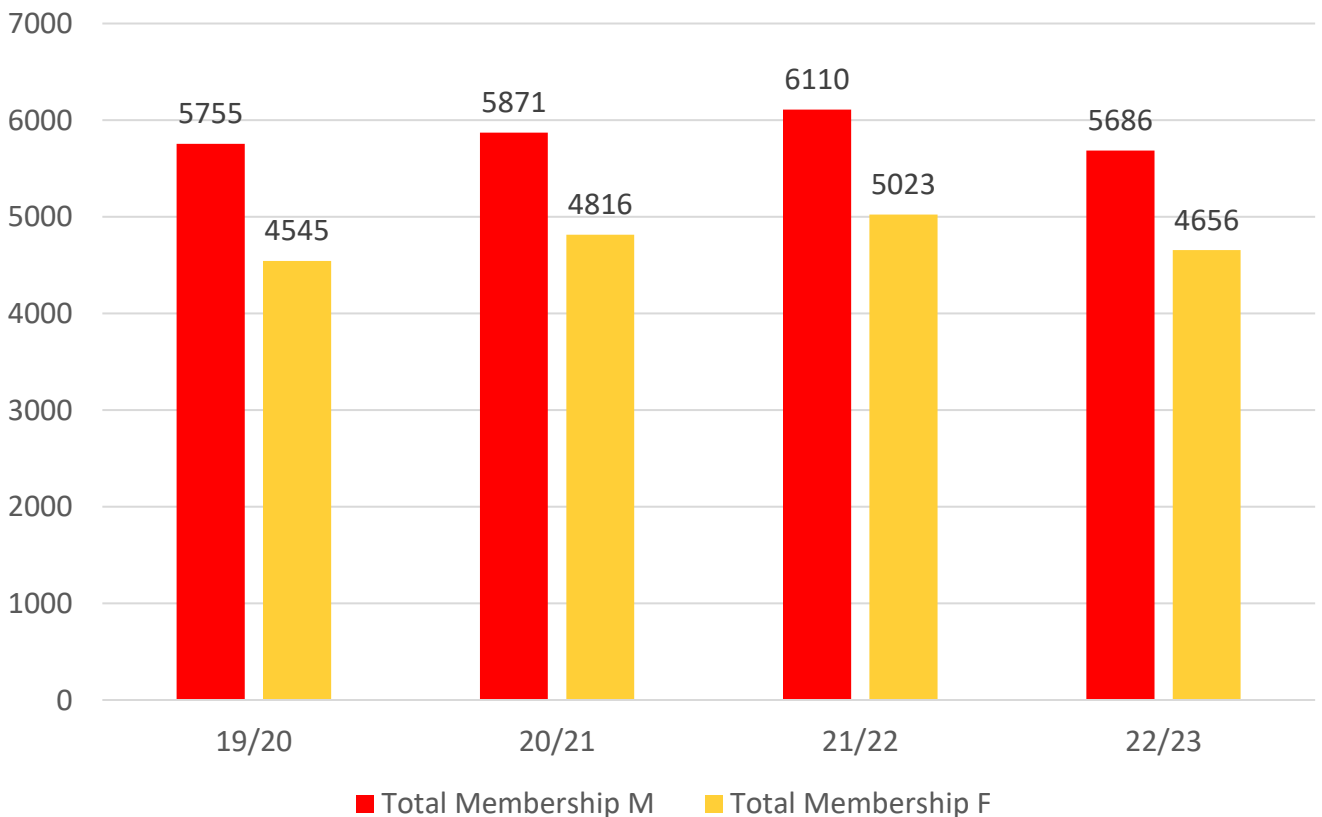
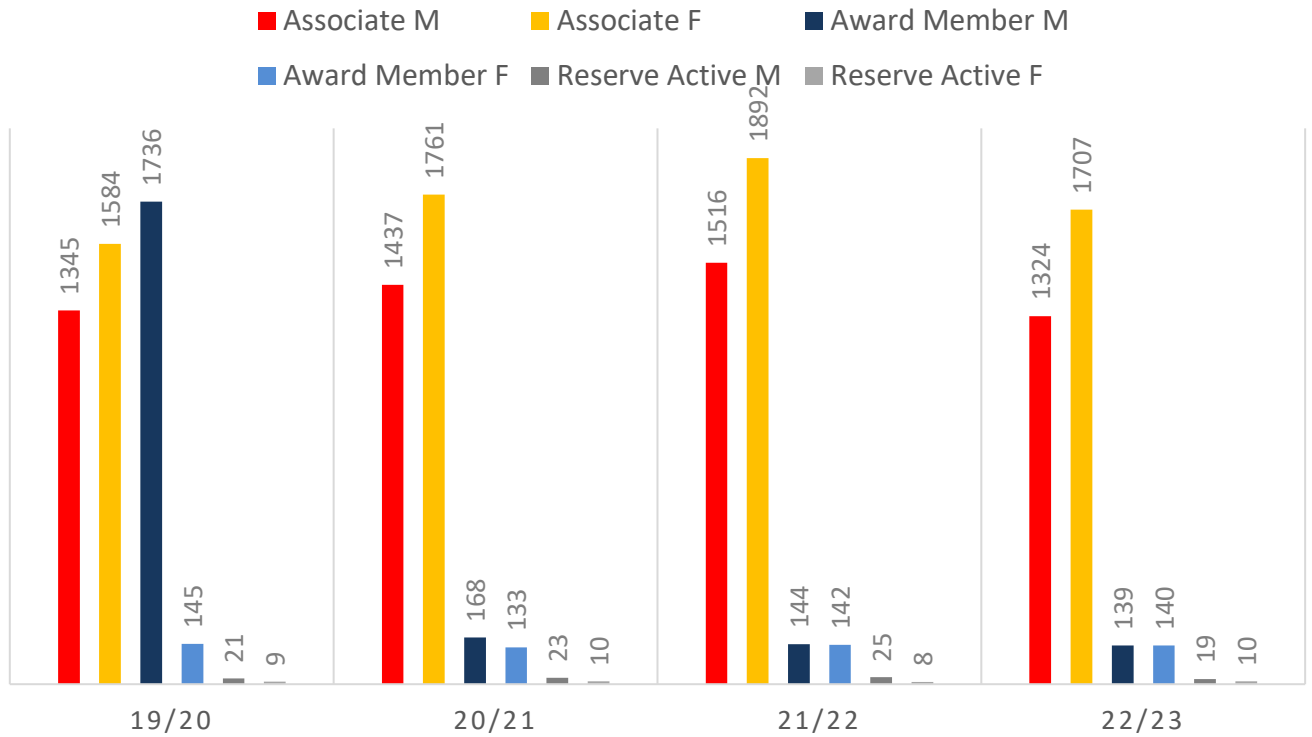
4 YEAR GENDER COMPARISON



■ Cadet Member (13-15) M
 ■ Cadet Member (13-15) F
 ■ Active JNR (15-18) M
■ Active JNR (15-18) F
 ■ Active SNR (18+) M
 ■ Active SNR (18+) F



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



2898

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



3742

MEMBERS LOST FROM THE ORGANISATION

SOUTH COAST BRANCH 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	82	23	28%	14	2	2%	57	70%	75	91%	1	1%	85	4%
Junior Activities	3956	2389	60%	188	30	1%	1537	39%	1259	32%	27	1%	3487	-12%
Cadet Member (13-15 years)	342	266	78%	48	2	1%	74	22%	32	9%	8	2%	258	-25%
Active (15-18 yrs)	491	379	77%	-93	1	0%	111	23%	44	9%	18	4%	534	9%
Active (18yrs and over)	1490	1234	83%	-104	12	1%	244	16%	186	12%	41	3%	1565	5%
Award Member	286	223	78%	-27	4	1%	59	21%	28	10%	1	0%	279	-2%
Reserve Active	33	24	73%	-4	0	0%	9	27%	1	3%	0	0%	29	-12%
Long Service	555	507	91%	-22	6	1%	42	8%	35	6%	10	2%	574	3%
Past Active	119	87	73%	-16	2	2%	30	25%	7	6%	1	1%	111	-7%
Associate	3410	1856	54%	25	20	1%	1534	45%	1176	34%	24	1%	3031	-11%
Life Member	252	240	95%	-8	0	0%	12	5%	9	4%	0	0%	257	2%
General	3	2	67%	1	0	0%	1	33%	3	100%	0	0%	4	33%
Honorary	90	65	72%	-4	3	3%	22	24%	31	34%	0	0%	100	11%
Non Member Participant	7	3	43%	2	0	0%	4	57%	1	14%	0	0%	2	-71%
Leave / Restricted	21	15	71%	-2	0	0%	6	29%	11	52%	0	0%	28	33%
Total Active	2642	2126	80%		19	1%	497	19%	291	11%	68		2665	1%
Total	11137	7313	66%		82	1%	3742	34%	2898	26%	131		10344	-7%

MEMBERSHIP RETENTION

SOUTH COAST BRANCH 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	317	245	77%	70	22%	41	13%	341
16-18 Years	486	374	77%	111	23%	47	10%	481
19-25 Years	492	374	76%	112	23%	85	17%	542
26-35 Years	231	187	81%	42	18%	28	12%	226
36-50 Years	676	564	83%	108	16%	65	10%	614
51-70 Years	419	364	87%	51	12%	24	6%	441
70+ Years	21	18	86%	3	14%	1	5%	20
Total	2642	2126	80%	497	19%	291	11%	2665

SOUTH COAST BRANCH 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	504					399		401
Under 7	599	298	59%	199	39%	222	44%	522
Under 8	593	344	57%	250	42%	157	26%	511
Under 9	553	348	59%	242	41%	134	23%	483
Under 10	474	297	54%	248	45%	97	18%	401
Under 11	404	297	63%	174	37%	99	21%	400
Under 12	356	233	58%	168	42%	62	15%	297
Under 13	282	236	66%	117	33%	58	16%	300
Under 14	195	189	67%	91	32%	31	11%	172
Transitioned From JA		147	75%					

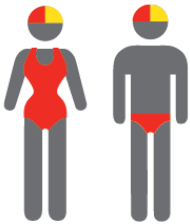
MEMBERSHIP RETENTION

2020/21



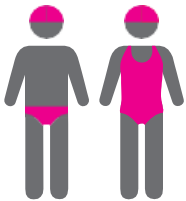
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



64%

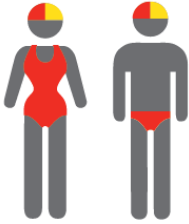
JUNIOR MEMBERSHIP
RETENTION

2021/22



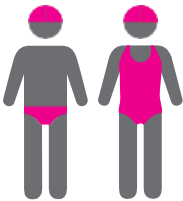
69%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



64%

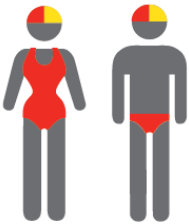
JUNIOR MEMBERSHIP
RETENTION

2022/23



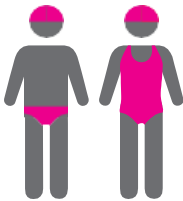
66%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION