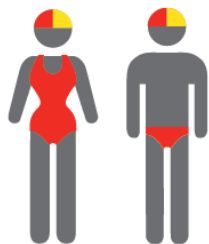




## MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



2575

ACTIVE MEMBERSHIP



5% Increase



10527

TOTAL MEMBERSHIP



1% Decrease



3625

JUNIOR MEMBERSHIP



2% 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

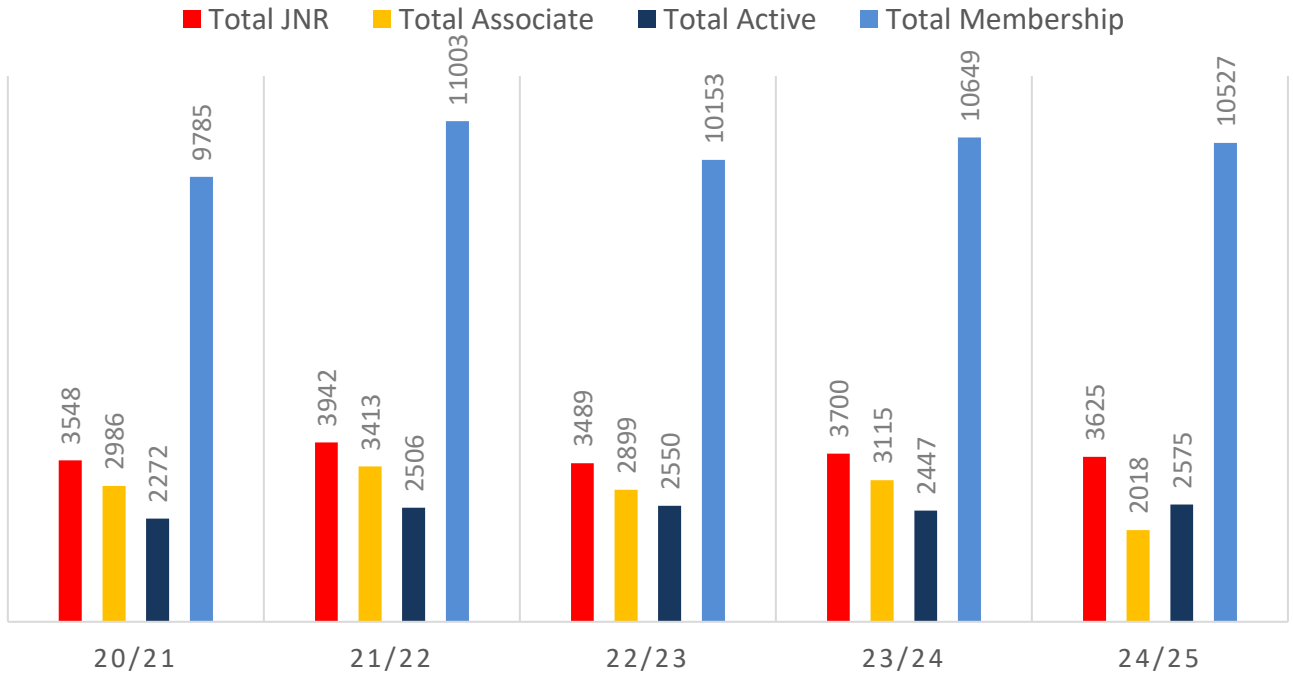
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

### Note:

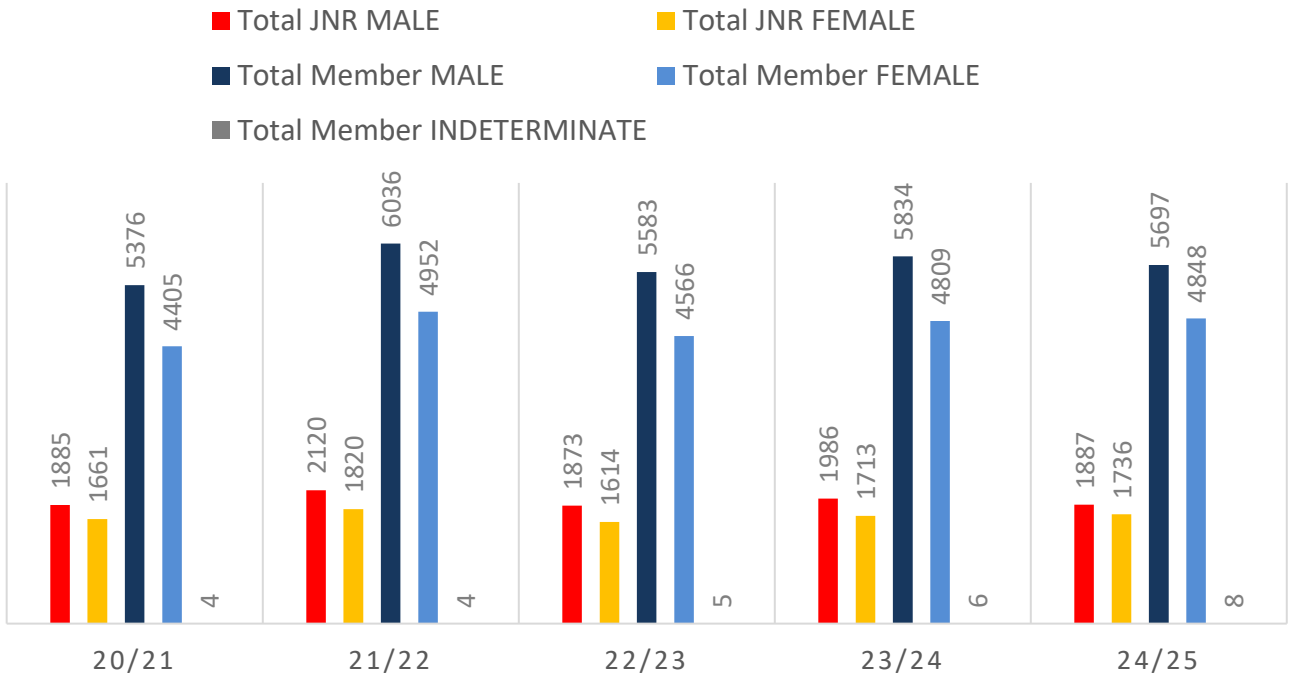
- Club Membership Statistics are delivered twice each season in May and October;
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

# 5 YEAR TREND ANALYSIS

## MEMBERSHIP TOTALS



## GENDER BREAKDOWN



# MEMBERSHIP RETENTION



**3234**

BRAND NEW MEMBERS



**67%**

MEMBERSHIP RETENTION



**3372**

MEMBERS LOST FROM THE ORGANISATION

South Coast Branch 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	275	138	50%	133	4	1%	133	48%	114	41%	0	0%	119	-57%
Nipper Parent	0	0			0		0		672		7		1126	
Junior Activities	3700	2309	62%	169	28	1%	1363	37%	1461	39%	24	1%	3625	-2%
Cadet Member (13-15 years)	365	289	79%		4	1%	72	20%	30	8%	1	0%	351	-4%
Active (15-18 yrs)	408	315	77%		10	2%	83	20%	47	12%	9	2%	431	6%
Active (18yrs and over)	1403	1161	83%		12	1%	230	16%	162	12%	33	2%	1489	6%
Award Member	247	207	84%		1	0%	39	16%	25	10%	1	0%	283	15%
Reserve Active	24	23	96%	2	0	0%	1	4%	0	0%	0	0%	21	-13%
Long Service	575	531	92%		12	2%	32	6%	18	3%	5	1%	592	3%
Past Active	106	81	76%		0	0%	25	24%	13	12%	0	0%	100	-6%
Associate	3115	1778	57%	446	21	1%	1316	42%	674	22%	12	0%	2018	-35%
Life Member	265	255	96%		0	0%	10	4%	5	2%	1	0%	276	4%
General	5	2	40%	1	0	0%	3	60%	3	60%	0	0%	4	-20%
Honorary	80	65	81%		0	0%	15	19%	5	6%	1	1%	71	-11%
Non Member Participant	0	0			0		0		1		0		1	
Leave / Restricted	81	30	37%	14	1	1%	50	62%	4	5%	0	0%	20	-75%
Total Active	2447	1995	82%		27	1%	425	17%	264	11%	44	2%	2575	5%
Total	10649	7184	67%		93	1%	3372	32%	3234	30%	94	1%	10527	-1%

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

# MEMBERSHIP RETENTION

South Coast Branch 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	370	296	80%	71	19%	41	11%	366
16-18 Years	434	324	75%	99	23%	49	11%	442
19-25 Years	466	356	76%	105	23%	78	17%	536
26-35 Years	203	156	77%	45	22%	29	14%	188
36-50 Years	535	468	87%	62	12%	46	9%	574
51-70 Years	422	381	90%	40	9%	21	5%	453
70+ Years	17	14	82%	3	18%	0	0%	16
<b>Total</b>	<b>2447</b>	<b>1995</b>	<b>82%</b>	<b>425</b>	<b>17%</b>	<b>264</b>	<b>11%</b>	<b>2575</b>



South Coast Branch 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	448					431		442
Under 7	535	267	60%	170	38%	262	58%	525
Under 8	574	332	62%	198	37%	212	40%	549
Under 9	514	360	63%	208	36%	194	34%	562
Under 10	454	302	59%	212	41%	126	25%	426
Under 11	374	272	60%	179	39%	96	21%	371
Under 12	347	228	61%	143	38%	62	17%	291
Under 13	259	224	65%	122	35%	49	14%	272
Under 14	194	181	70%	76	29%	28	11%	184
Transitioned From JA		141	73%					