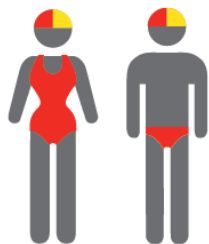


MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



296

ACTIVE MEMBERSHIP



7% Decrease



1276

TOTAL MEMBERSHIP



2% Decrease



401

JUNIOR MEMBERSHIP



1% 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

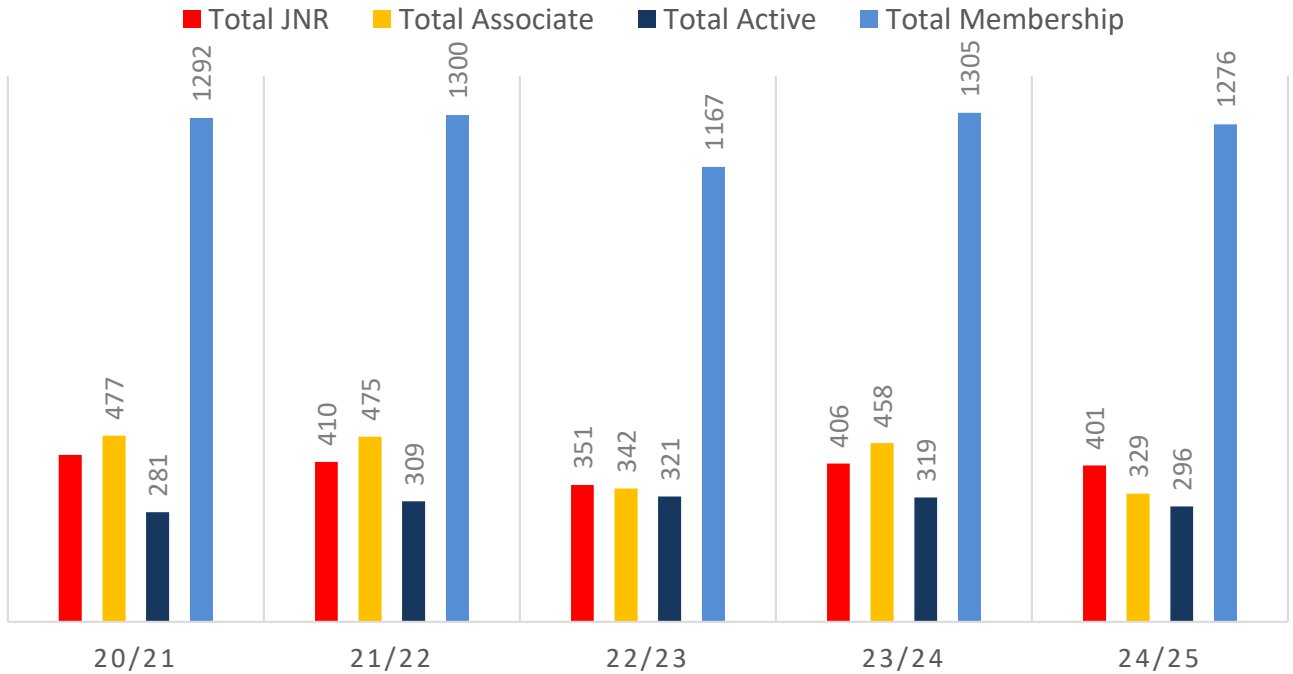
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

Note:

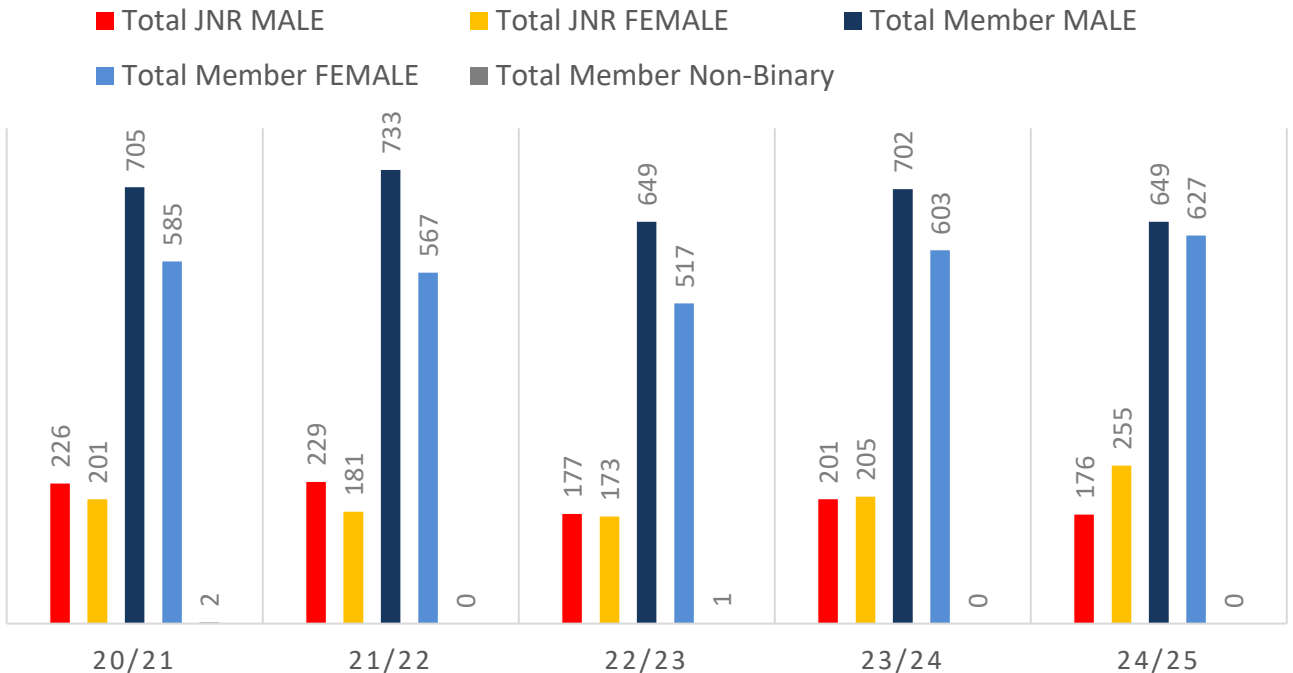
- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5 YEAR TREND ANALYSIS

MEMBERSHIP TOTALS



GENDER BREAKDOWN



MEMBERSHIP RETENTION



396

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



399

MEMBERS LOST FROM THE ORGANISATION

Southport 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	20	11	55%	10	0	0%	9	45%	9	45%	0	0%	10	-50%
Nipper Parent	0	0			0		0		133		5		138	
Junior Activities	406	229	56%	25	20	5%	157	39%	189	47%	8	2%	401	-1%
Cadet Member (13-15 years)	61	51	84%		2	3%	8	13%	0	0%	0	0%	52	-15%
Active (15-18 yrs)	48	39	81%		3	6%	6	13%	2	4%	0	0%	46	-4%
Active (18yrs and over)	186	158	85%		3	2%	25	13%	5	3%	3	2%	172	-8%
Award Member	22	19	86%		1	5%	2	9%	4	18%	0	0%	25	14%
Reserve Active	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Long Service	43	38	88%		1	2%	4	9%	1	2%	1	2%	44	2%
Past Active	12	5	42%		1	8%	6	50%	1	8%	0	0%	8	-33%
Associate	458	267	58%		14	3%	177	39%	47	10%	1	0%	329	-28%
Life Member	29	29	100%		0	0%	0	0%	0	0%	1	3%	32	10%
General	0	0			0		0		1		0		1	
Honorary	11	11	100%		0	0%	0	0%	2	18%	0	0%	13	18%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	7	2	29%		0	0%	5	71%	2	29%	0	0%	4	-43%
Total Active	319	269	84%		9	3%	41	13%	11	3%	3	1%	296	-7%
Total	1305	861	66%		45	3%	399	31%	396	30%	19	1%	1276	-2%

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

MEMBERSHIP RETENTION

Southport 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	50	43	86%	5	10%	0	0%	47
16-18 Years	63	50	79%	10	16%	3	5%	51
19-25 Years	42	34	81%	8	19%	4	10%	47
26-35 Years	21	14	67%	7	33%	0	0%	19
36-50 Years	72	64	89%	6	8%	0	0%	63
51-70 Years	71	64	90%	5	7%	4	6%	69
70+ Years	0	0		0		0		0
Total	319	269	84%	41	13%	11	3%	296

Southport 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	19					23		23
Under 7	70	11	58%	7	37%	54	284%	65
Under 8	60	29	41%	36	51%	37	53%	66
Under 9	61	31	52%	25	42%	30	50%	63
Under 10	50	30	49%	30	49%	13	21%	43
Under 11	34	30	60%	18	36%	13	26%	45
Under 12	43	17	50%	16	47%	10	29%	29
Under 13	35	30	70%	10	23%	6	14%	35
Under 14	32	26	74%	8	23%	3	9%	31
Transitioned From JA		24	75%					