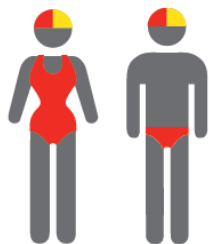


MEMBERSHIP STATISTICS REPORT EOS 2021/22



313

ACTIVE MEMBERSHIP



2% Decrease



1307

TOTAL MEMBERSHIP



6% Decrease



408

JUNIOR MEMBERSHIP



9% 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.

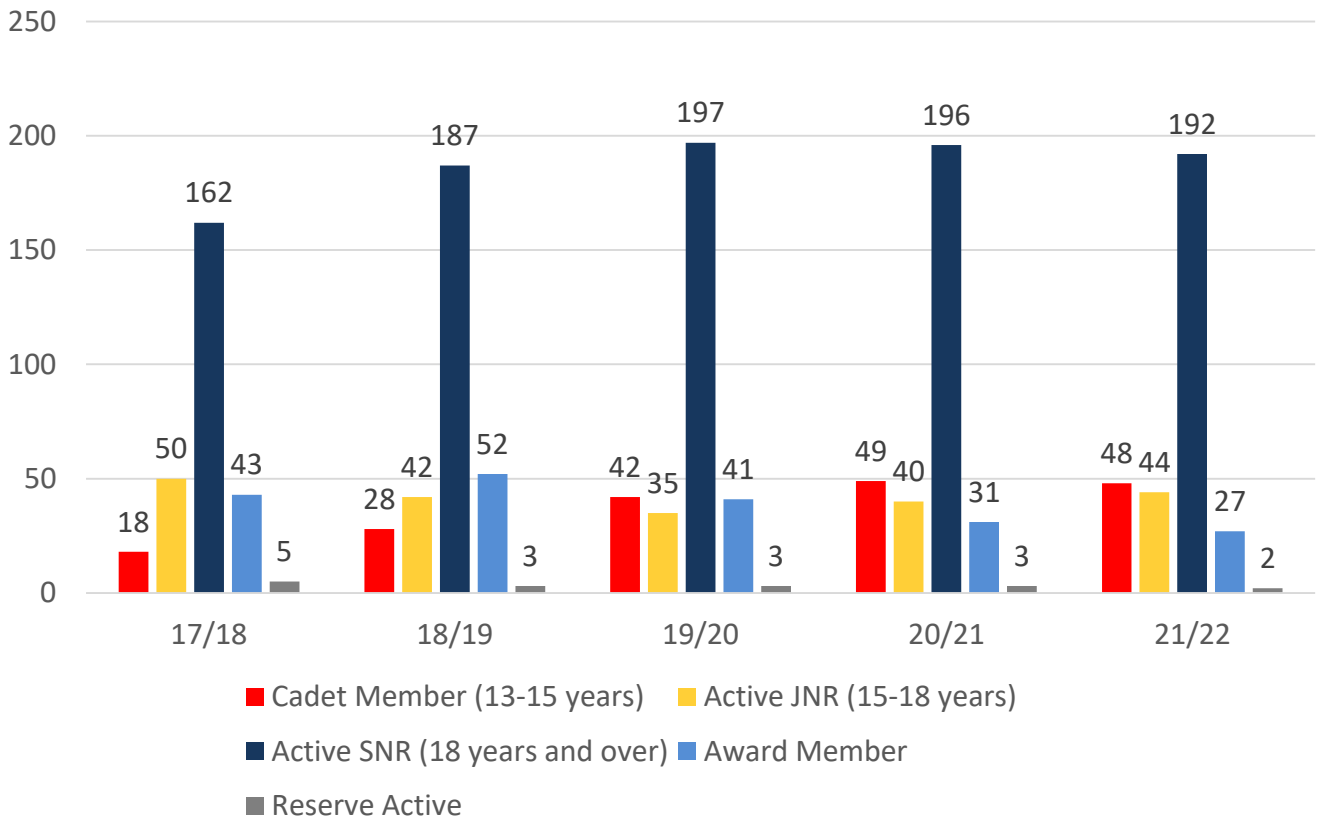
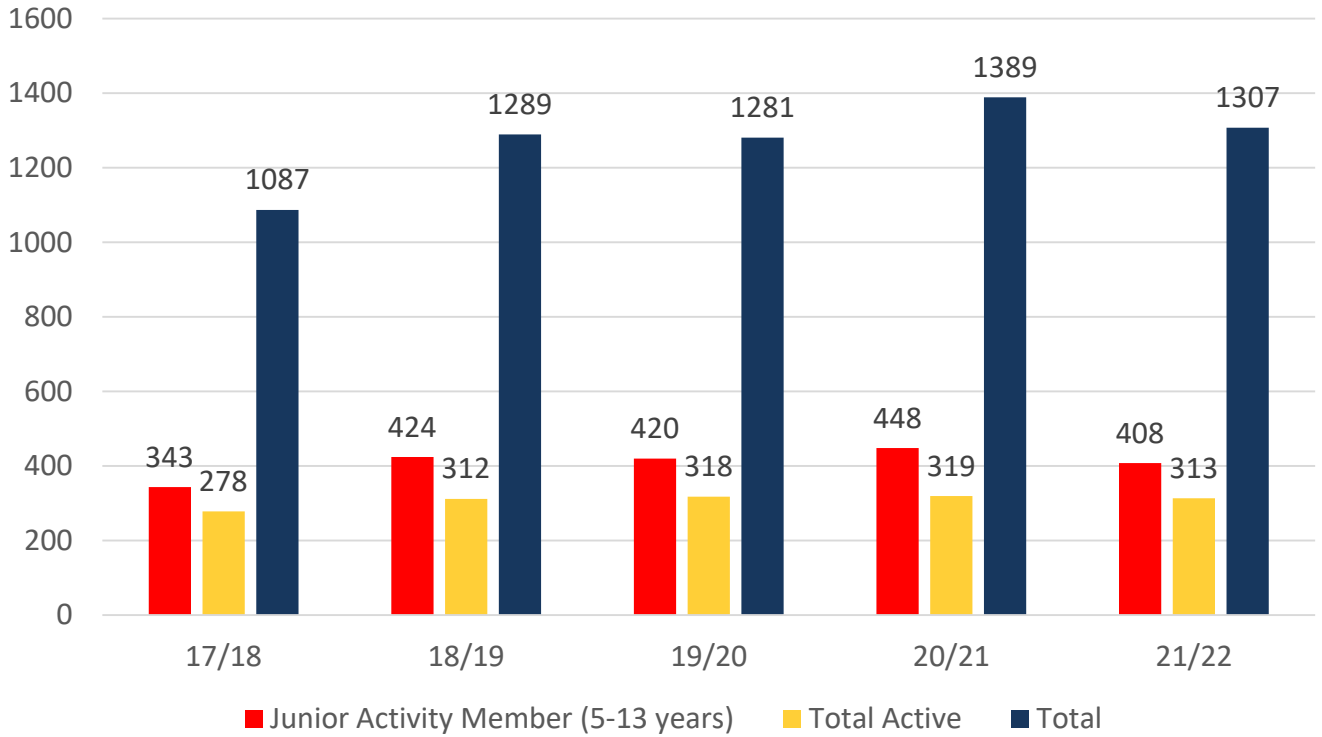
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

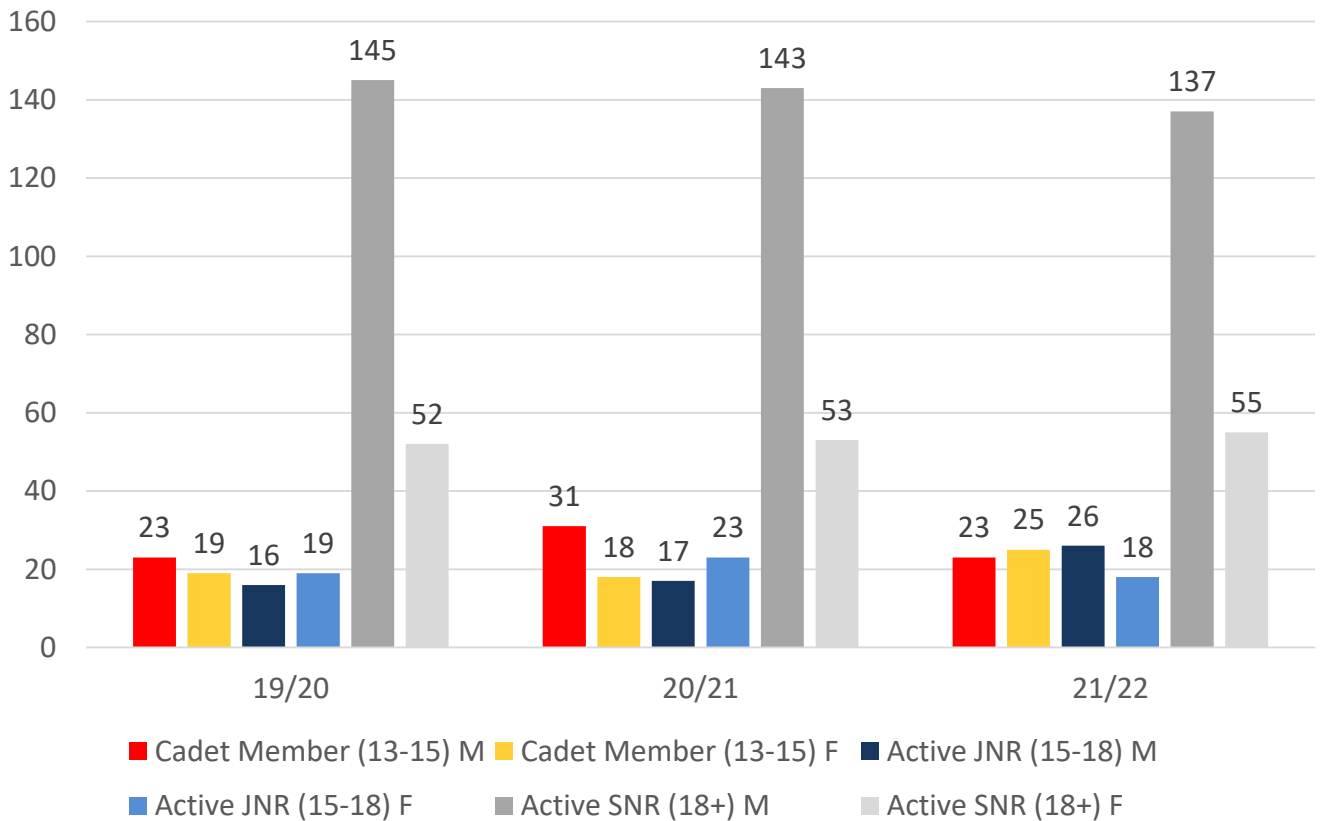
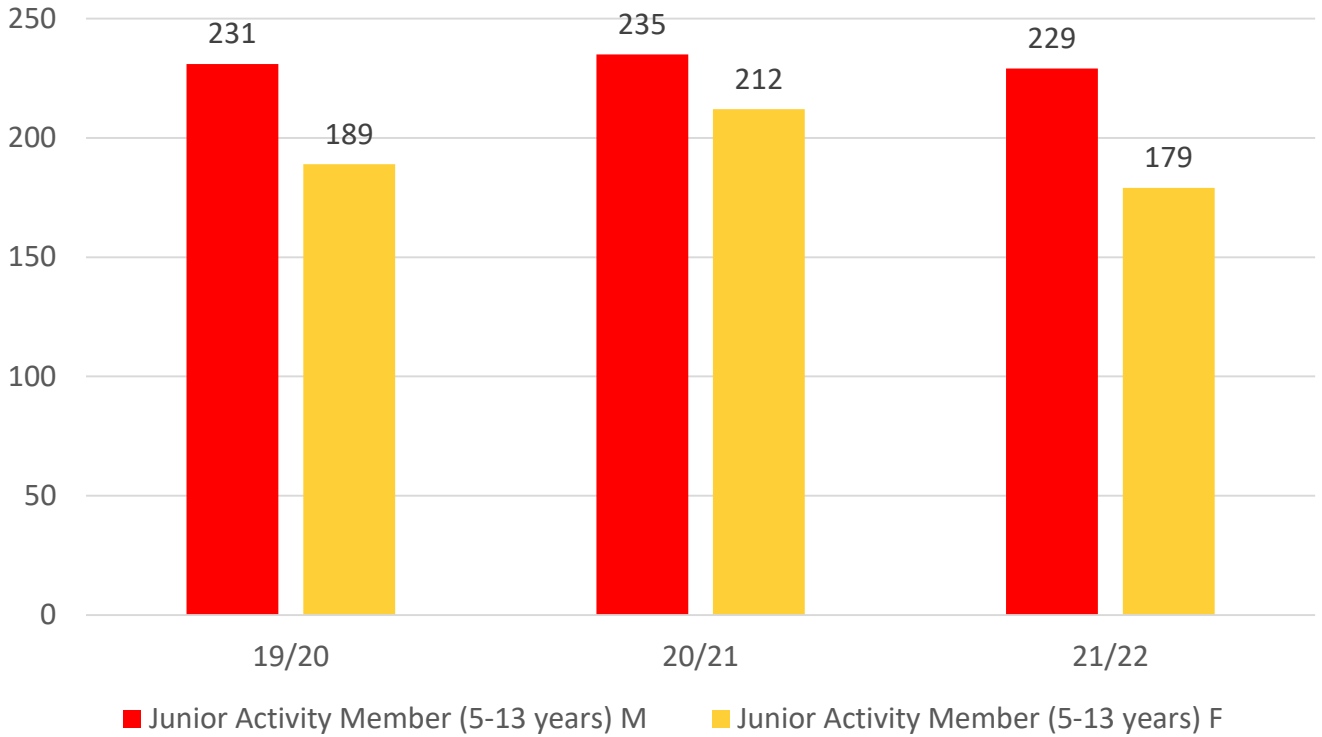
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	4	23	7	6	10
Junior Activity Member (5-13 years)	343	424	420	448	408
Cadet Member (13-15 years)	18	28	42	49	48
Active Junior (15-18 years)	50	42	35	40	44
Active Senior (18years and over)	162	187	197	196	192
Award Member	43	52	41	31	27
Reserve Active	5	3	3	3	2
Long Service	44	43	46	44	42
Past Active	8	6	5	5	4
Associate	356	426	436	509	478
Life Member	29	32	28	31	30
General	0	0	0	0	0
Honorary	21	17	14	17	14
Non Member Participants	3	4	3	4	5
Leave / Restricted	1	2	4	6	3
Total Active	278	312	318	319	313
Total	1087	1289	1281	1389	1307

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	24	28	27	23	25
Under 7	49	51	52	64	51
Under 8	53	64	66	61	51
Under 9	45	72	57	63	59
Under 10	45	59	60	58	53
Under 11	45	50	50	53	48
Under 12	40	40	40	56	42
Under 13	27	33	34	39	51
Under 14	15	27	33	30	31
Junior Activities Total	343	424	419	447	411

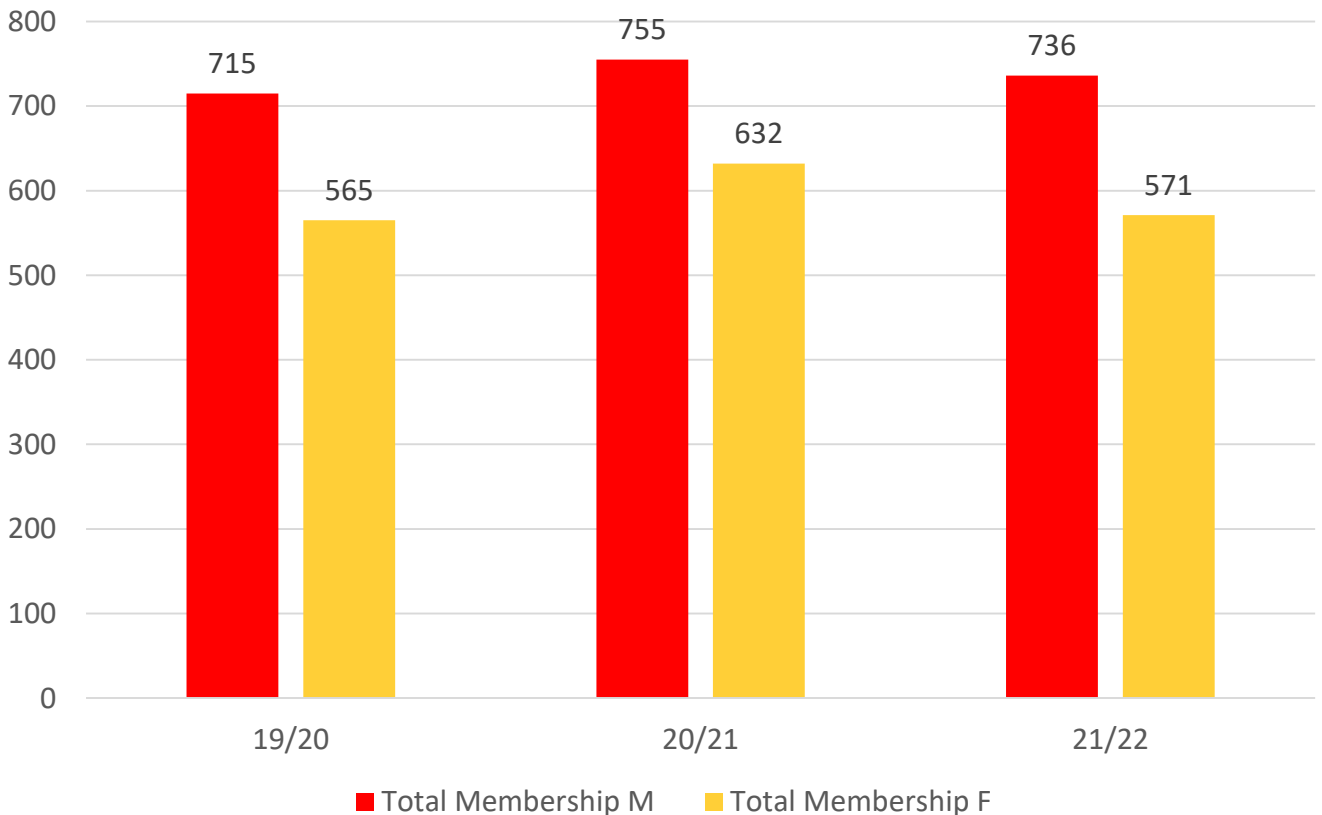
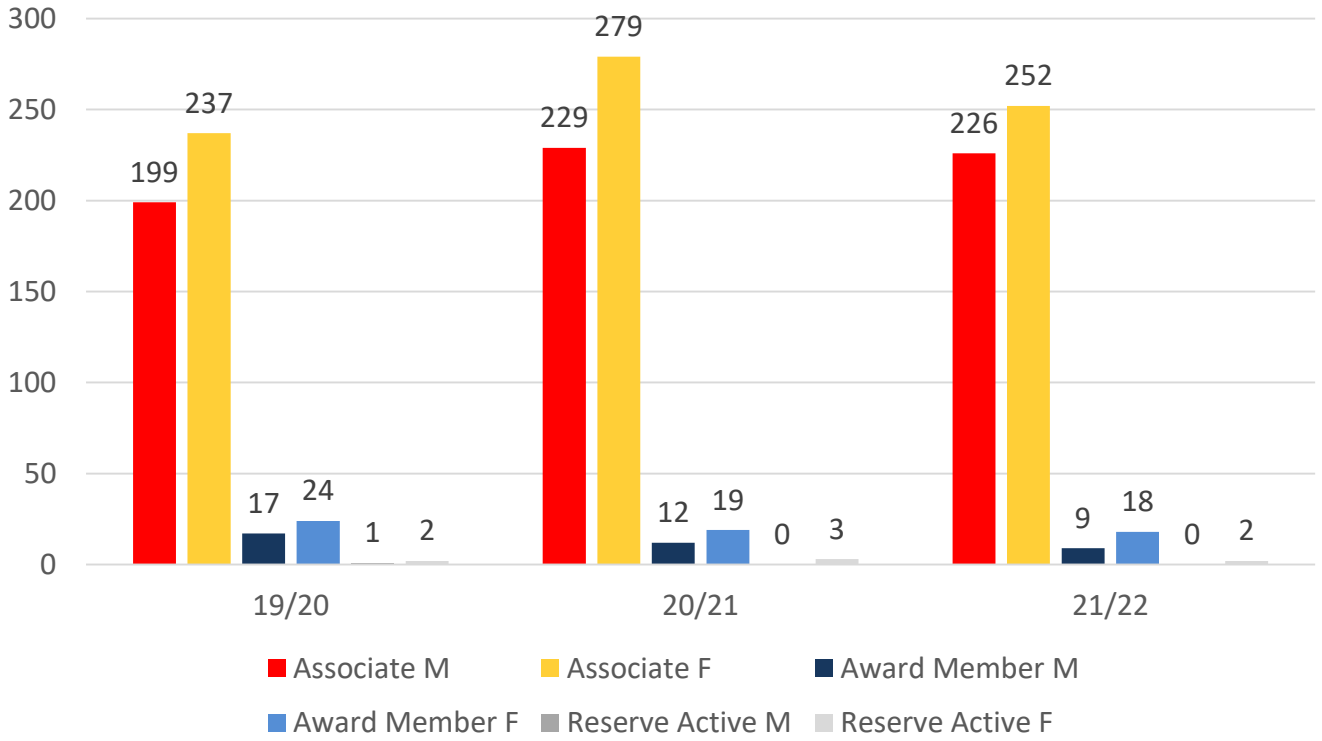
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



340

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



408

MEMBERS LOST FROM THE ORGANISATION

SOUTHPORT 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	6	3	50%	1	0	0%	3	50%	7	117%	1	17%	10	67%
Junior Activities	448	275	61%	20	17	4%	156	35%	147	33%	6	1%	408	-9%
Cadet Member (13-15 years)	49	41	84%	-4	0	0%	8	16%	2	4%	1	2%	48	-2%
Active (15-18 yrs)	40	34	85%	-5	0	0%	6	15%	4	10%	1	3%	44	10%
Active (18yrs and over)	196	171	87%	1	5	3%	20	10%	18	9%	4	2%	192	-2%
Award Member	31	29	94%	3	1	3%	1	3%	1	3%	0	0%	27	-13%
Reserve Active	3	2	67%	0	0	0%	1	33%	0	0%	0	0%	2	-33%
Long Service	44	37	84%	-1	1	2%	6	14%	1	2%	3	7%	42	-5%
Past Active	5	4	80%	0	0	0%	1	20%	0	0%	0	0%	4	-20%
Associate	509	301	59%	-15	12	2%	196	39%	156	31%	6	1%	478	-6%
Life Member	31	29	94%	-1	0	0%	2	6%	0	0%	0	0%	30	-3%
General	0	0		0	0		0		0		0		0	
Honorary	17	14	82%	1	0	0%	3	18%	1	6%	0	0%	14	-18%
Non Member Participant	4	3	75%	0	0	0%	1	25%	2	50%	0	0%	5	25%
Leave / Restricted	6	2	33%	0	0	0%	4	67%	1	17%	0	0%	3	-50%
Total Active	319	277	87%		6	2%	36	11%	25	8%	6		313	-2%
Total	1389	945	68%		36	3%	408	29%	340	24%	22		1307	-6%

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

MEMBERSHIP RETENTION

SOUTHPORT 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	49	41	84%	8	16%	3	6%	36
16-18 Years	45	39	87%	6	13%	4	9%	59
19-25 Years	46	35	76%	7	15%	6	13%	45
26-35 Years	20	18	90%	2	10%	3	15%	26
36-50 Years	96	89	93%	6	6%	5	5%	89
51-70 Years	62	55	89%	6	10%	4	6%	58
70+ Years	1	0	0%	1	100%	0	0%	0
Total	319	277	87%	36	11%	25	8%	313

SOUTHPORT 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	23					24		25
Under 7	64	15	65%	8	35%	36	157%	51
Under 8	61	35	55%	23	36%	15	23%	51
Under 9	63	40	66%	19	31%	18	30%	59
Under 10	58	36	57%	23	37%	17	27%	53
Under 11	53	32	55%	26	45%	14	24%	48
Under 12	56	32	60%	19	36%	10	19%	42
Under 13	39	39	70%	17	30%	11	20%	50
Under 14	30	27	69%	12	31%	2	5%	29
Transitioned From JA		18	60%					

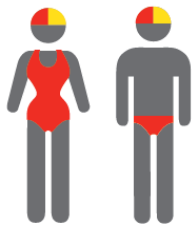
MEMBERSHIP RETENTION

2019/20



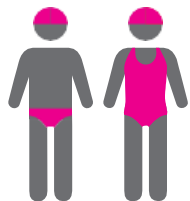
67%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



60%

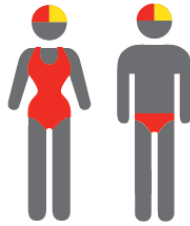
JUNIOR MEMBERSHIP
RETENTION

2020/21



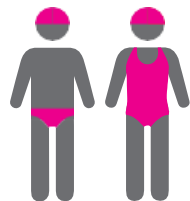
70%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



66%

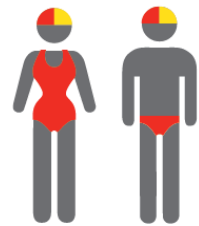
JUNIOR MEMBERSHIP
RETENTION

2021/22



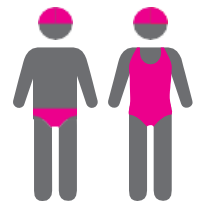
68%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION