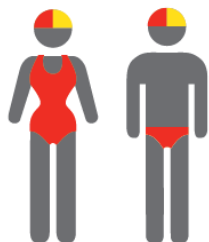


MEMBERSHIP STATISTICS REPORT EOS 2022/23



330

ACTIVE MEMBERSHIP



5% Increase



1178

TOTAL MEMBERSHIP



10% Decrease



349

JUNIOR MEMBERSHIP



14% 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

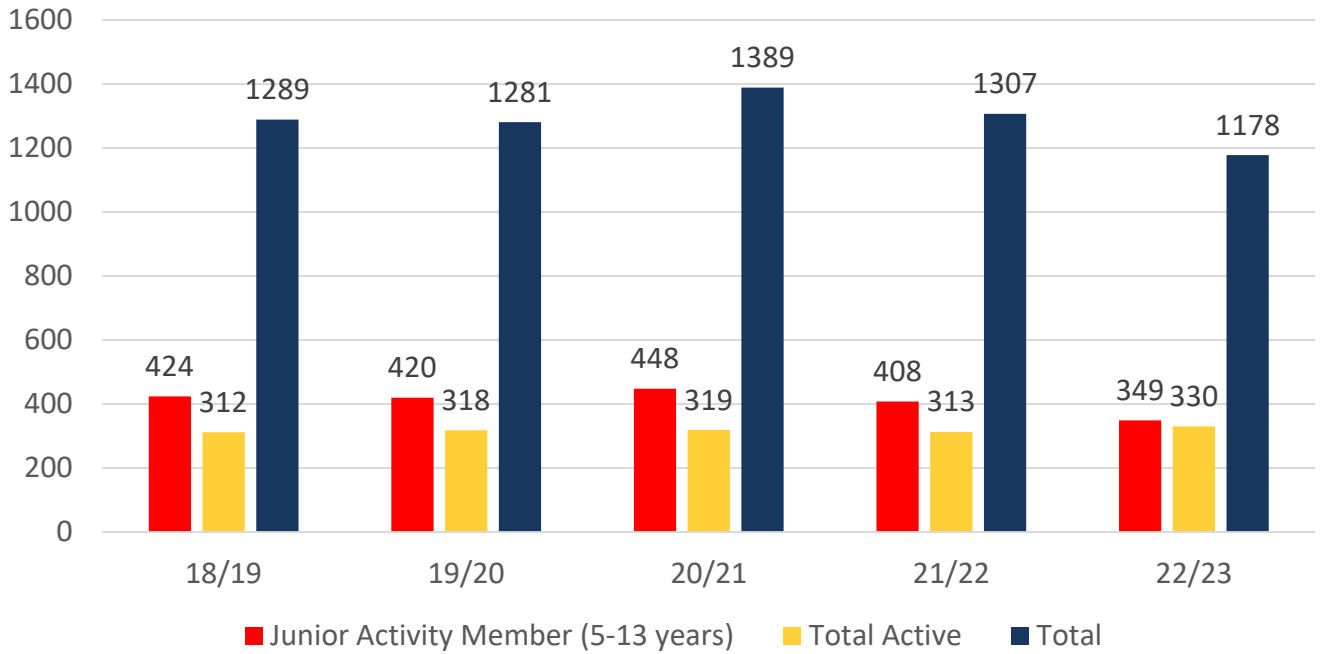
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	23	7	6	10	0
Junior Activity Member (5-13 years)	424	420	448	408	349
Cadet Member (13-15 years)	28	42	49	48	35
Active Junior (15-18 years)	42	35	40	44	65
Active Senior (18years and over)	187	197	196	192	202
Award Member	52	41	31	27	26
Reserve Active	3	3	3	2	2
Long Service	43	46	44	42	42
Past Active	6	5	5	4	4
Associate	426	436	509	478	404
Life Member	32	28	31	30	31
General	0	0	0	0	0
Honorary	17	14	17	14	10
Non Member Participants	4	3	4	5	1
Leave / Restricted	2	4	6	3	7
Total Active	312	318	319	313	330
Total	1289	1281	1389	1307	1178

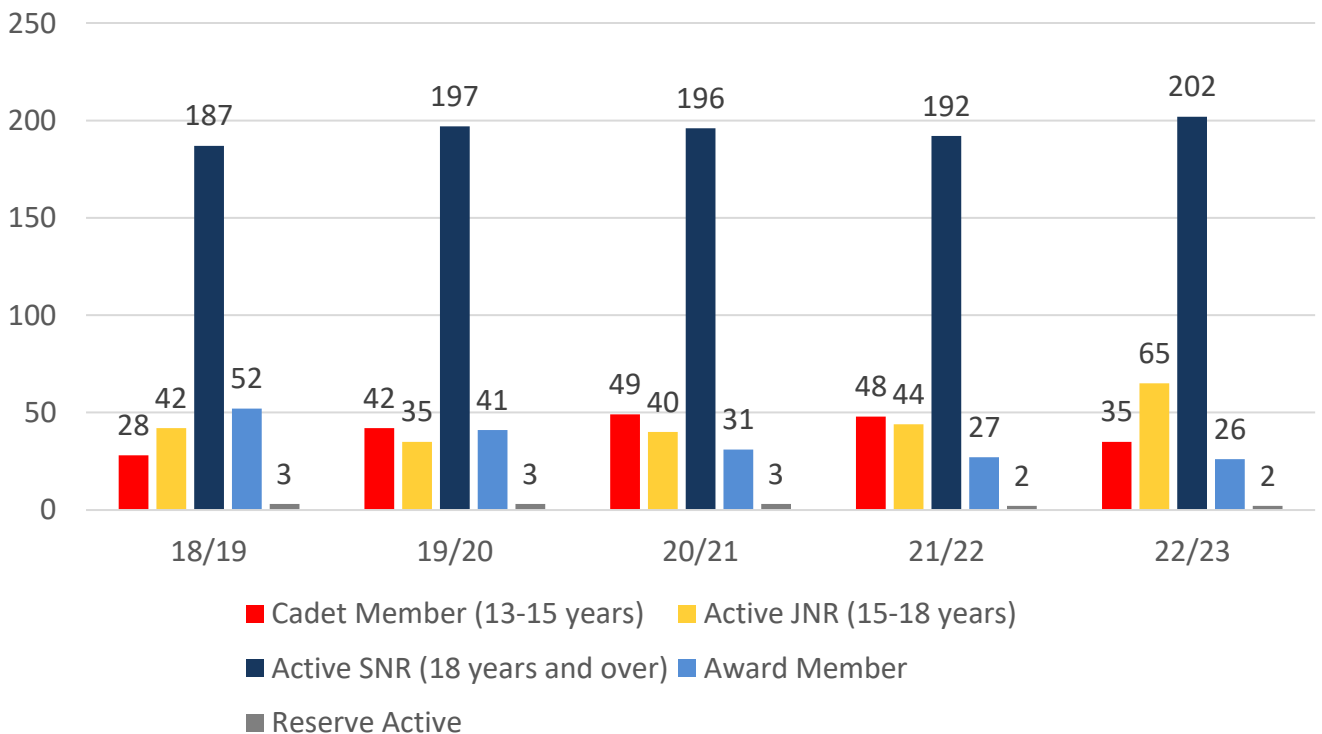
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	28	27	23	25	25
Under 7	51	52	64	51	48
Under 8	64	66	61	51	50
Under 9	72	57	63	59	45
Under 10	59	60	58	53	38
Under 11	50	50	53	48	40
Under 12	40	40	56	42	35
Under 13	33	34	39	51	37
Under 14	27	33	30	31	37
Junior Activities Total	424	419	447	411	355

5 YEAR TREND ANALYSIS

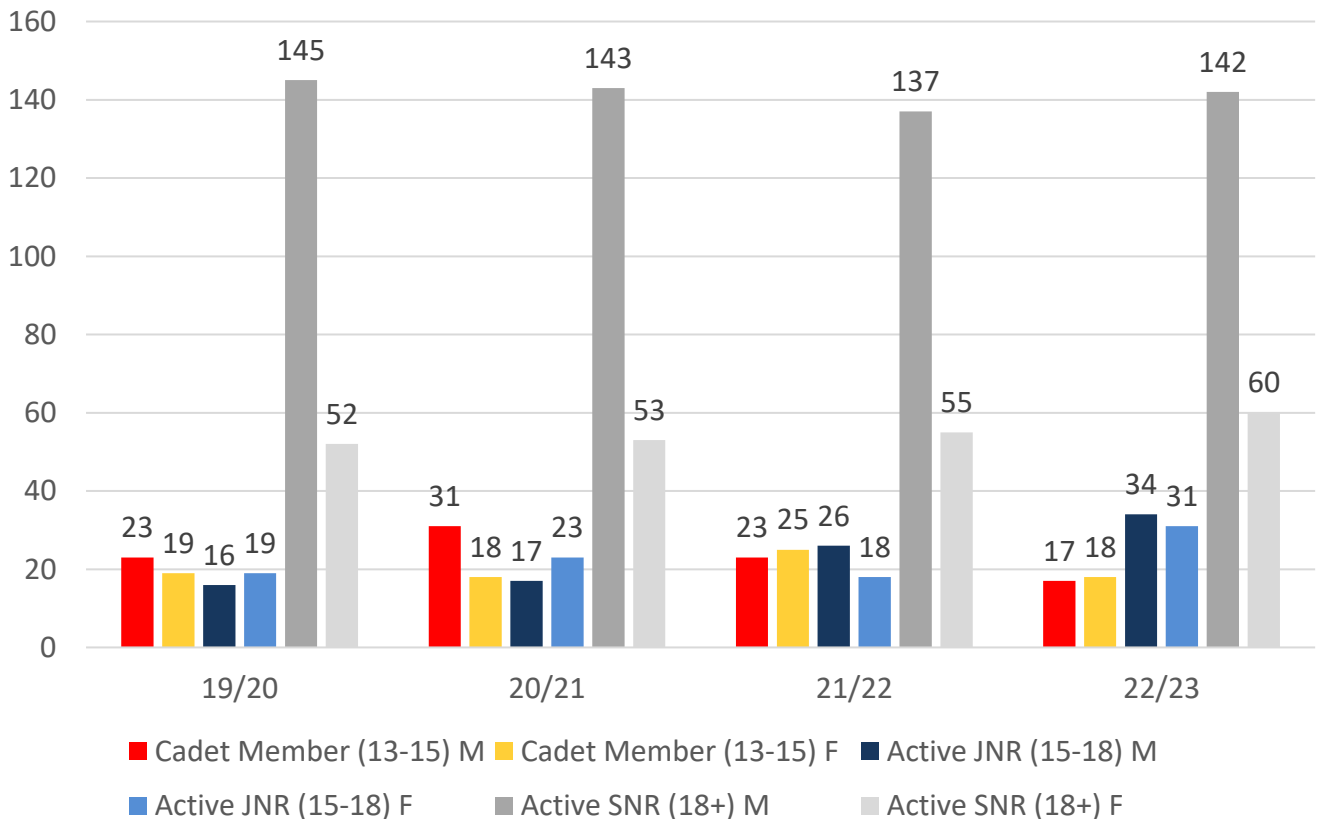
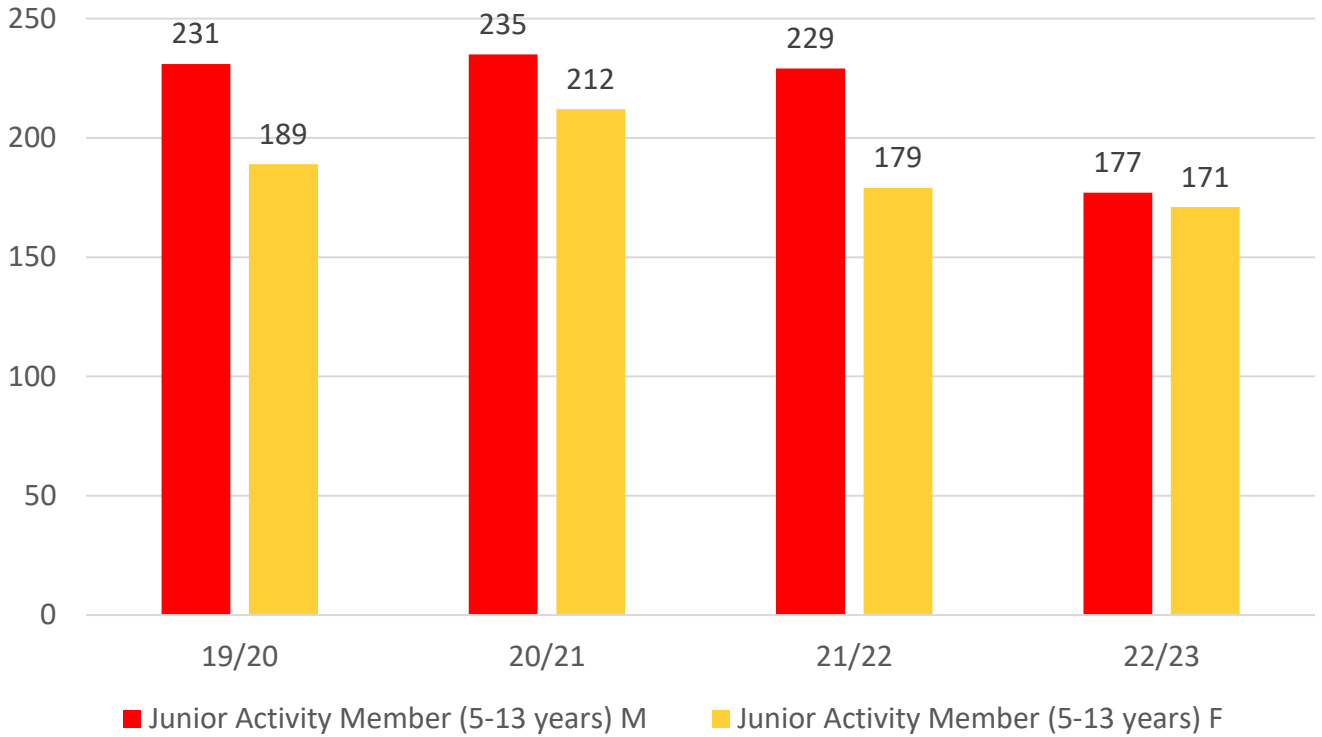
Total Membership



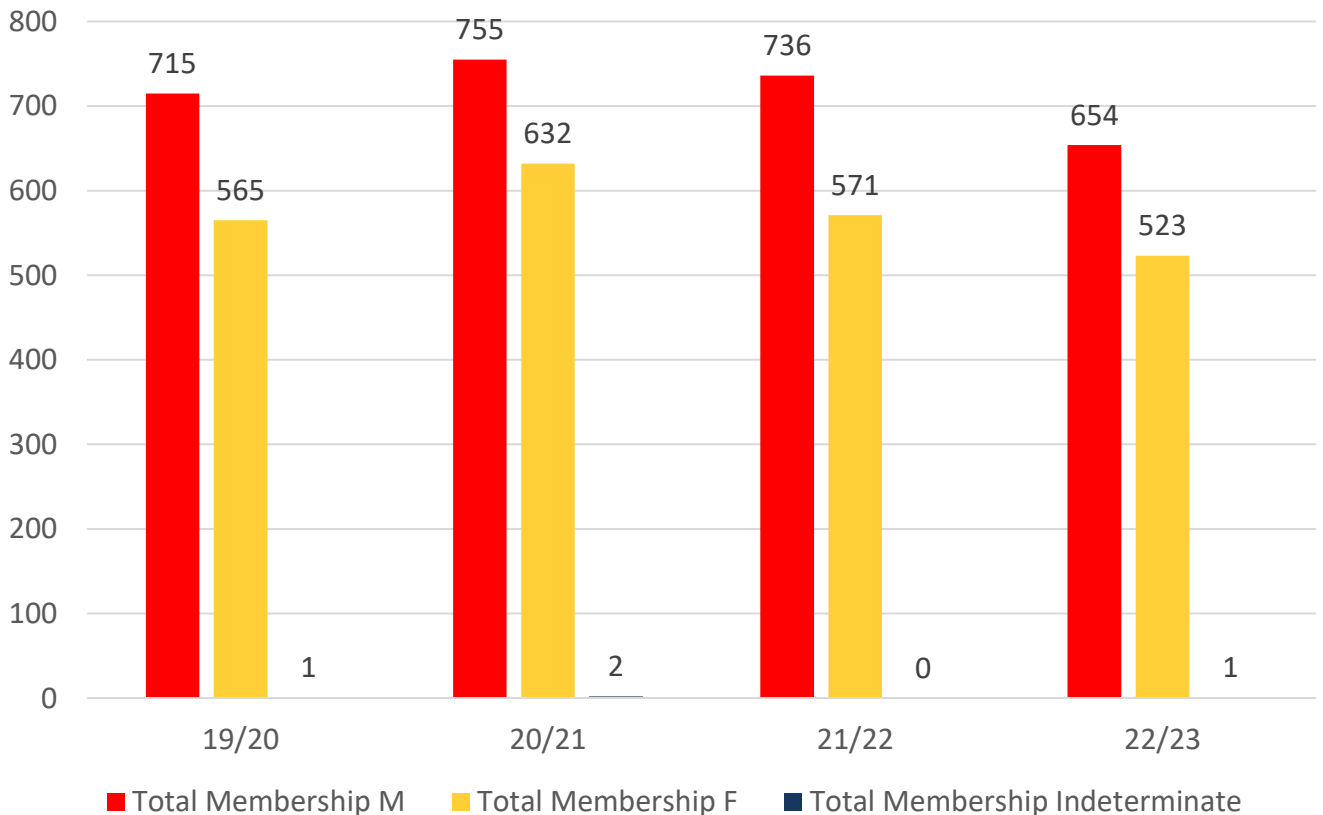
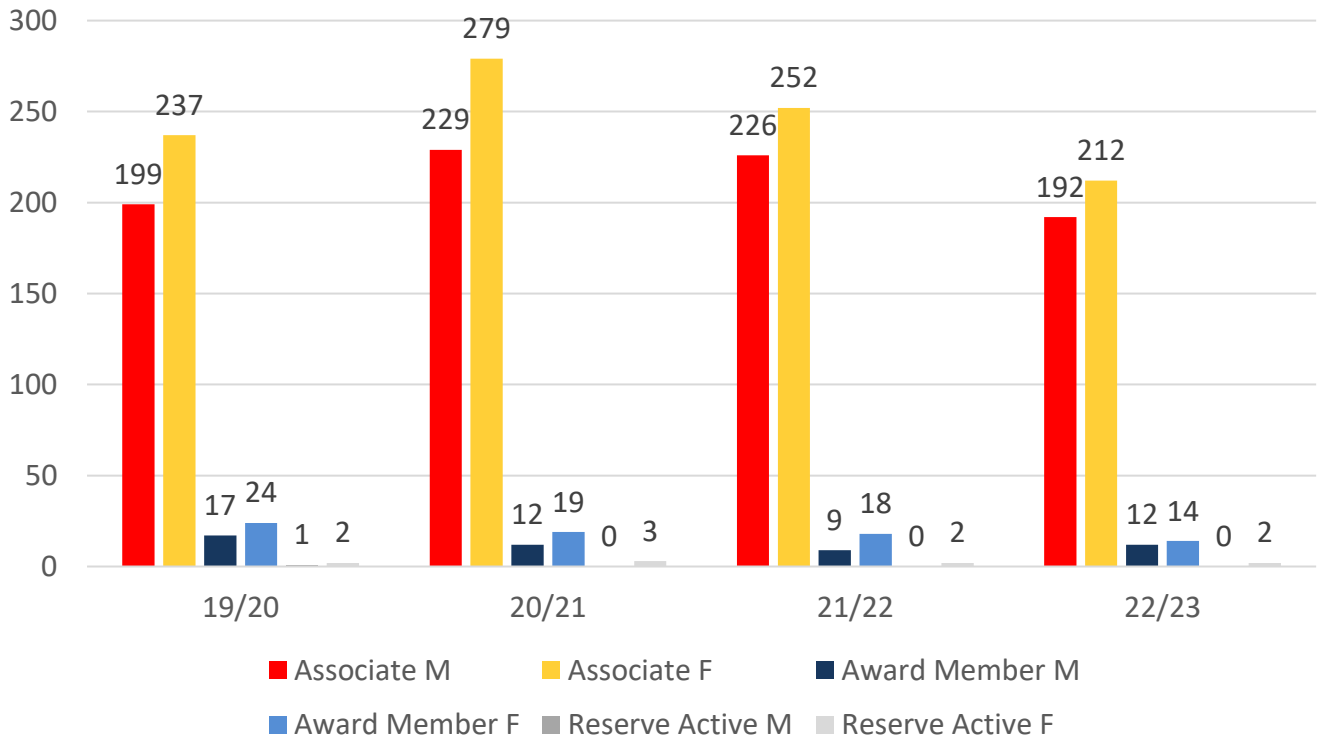
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



311

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



416

MEMBERS LOST FROM THE ORGANISATION

SOUTHPORT 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	10	4	40%	4	0	0%	6	60%	0	0%	0	0%	0	-100%
Junior Activities	408	240	59%	27	15	4%	153	38%	133	33%	3	1%	349	-14%
Cadet Member (13-15 years)	48	38	79%	7	1	2%	9	19%	4	8%	0	0%	35	-27%
Active (15-18 yrs)	44	38	86%	-23	0	0%	6	14%	3	7%	1	2%	65	48%
Active (18yrs and over)	192	174	91%	-6	3	2%	15	8%	19	10%	3	2%	202	5%
Award Member	27	25	93%	-1	0	0%	2	7%	0	0%	0	0%	26	-4%
Reserve Active	2	2	100%	0	0	0%	0	0%	0	0%	0	0%	2	0%
Long Service	42	38	90%	-3	1	2%	3	7%	1	2%	0	0%	42	0%
Past Active	4	4	100%	0	0	0%	0	0%	0	0%	0	0%	4	0%
Associate	478	252	53%	-2	14	3%	212	44%	148	31%	2	0%	404	-15%
Life Member	30	29	97%	0	0	0%	1	3%	2	7%	0	0%	31	3%
General	0	0		0	0		0		0		0		0	
Honorary	14	8	57%	0	0	0%	6	43%	1	7%	1	7%	10	-29%
Non Member Participant	5	2	40%	1	0	0%	3	60%	0	0%	0	0%	1	-80%
Leave / Restricted	3	3	100%	-4	0	0%	0	0%	0	0%	0	0%	7	133%
Total Active	313	277	88%		4	1%	32	10%	26	8%	4		330	5%
Total	1307	857	66%		34	3%	416	32%	311	24%	10		1178	-10%

MEMBERSHIP RETENTION

SOUTHPORT 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	36	27	75%	8	22%	5	14%	45
16-18 Years	59	52	88%	7	12%	4	7%	56
19-25 Years	45	36	80%	9	20%	7	16%	57
26-35 Years	26	25	96%	1	4%	2	8%	26
36-50 Years	89	84	94%	2	2%	5	6%	83
51-70 Years	58	53	91%	5	9%	3	5%	62
70+ Years	0	0		0		0		1
Total	313	277	88%	32	10%	26	8%	330

SOUTHPORT 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	25					24		25
Under 7	51	15	60%	8	32%	35	140%	48
Under 8	51	27	53%	21	41%	22	43%	50
Under 9	59	27	53%	23	45%	16	31%	45
Under 10	53	25	42%	30	51%	12	20%	38
Under 11	48	31	58%	22	42%	9	17%	40
Under 12	42	28	58%	20	42%	7	15%	35
Under 13	50	32	76%	9	21%	5	12%	37
Under 14	29	31	62%	17	34%	3	6%	31
Transitioned From JA		24	83%					

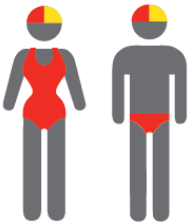
MEMBERSHIP RETENTION

2020/21



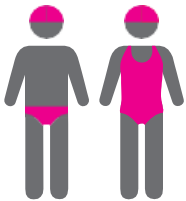
70%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



66%

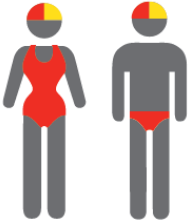
JUNIOR MEMBERSHIP
RETENTION

2021/22



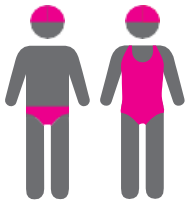
68%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



61%

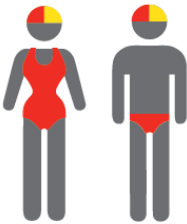
JUNIOR MEMBERSHIP
RETENTION

2022/23



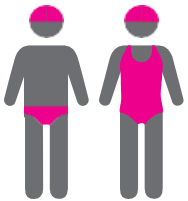
66%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION