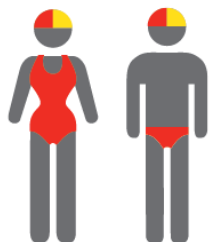




MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



211

ACTIVE MEMBERSHIP



14% Increase



826

TOTAL MEMBERSHIP



12% Increase



264

JUNIOR MEMBERSHIP



9% Increase

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.

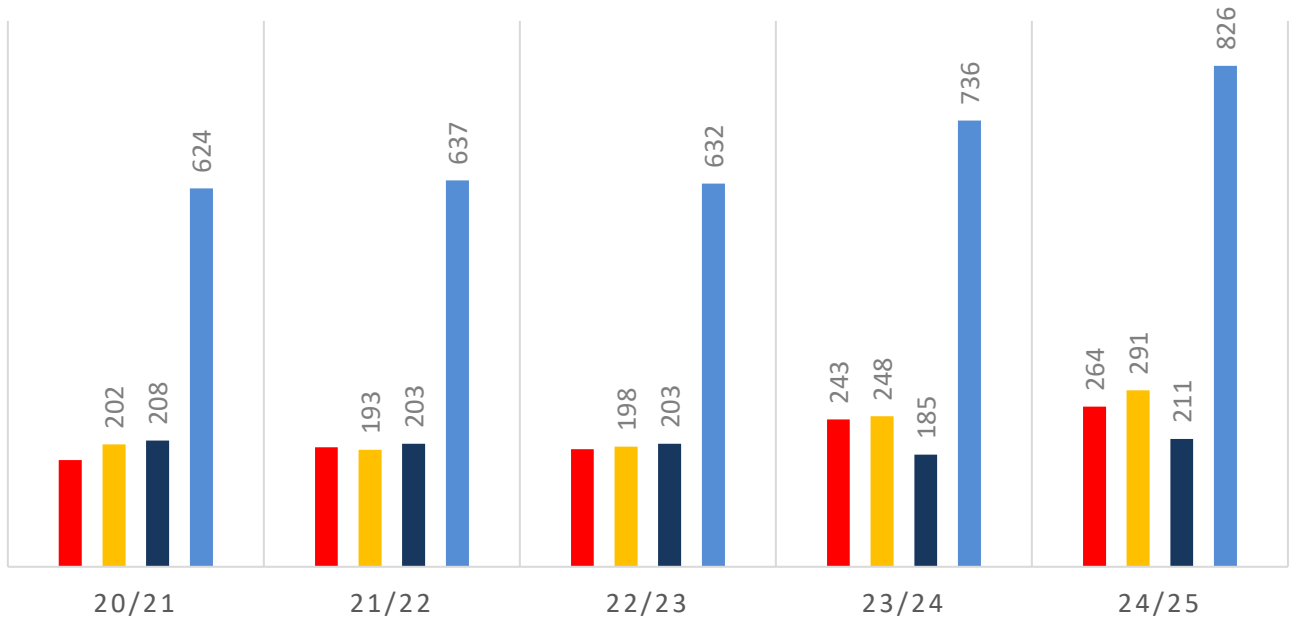
Note:

- 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

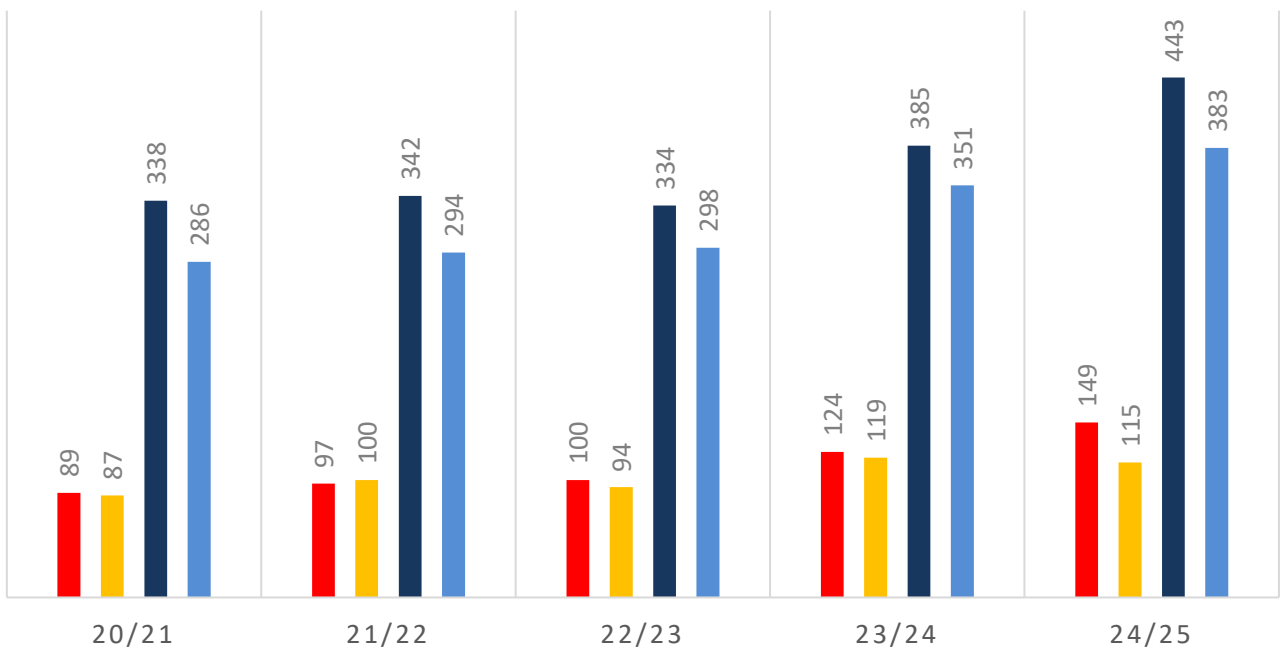
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



235

BRAND NEW MEMBERS



73%

MEMBERSHIP RETENTION



175

MEMBERS LOST FROM THE ORGANISATION

Sunshine Beach 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	3	2	67%	2	0	0%	1	33%	0	0%	0	0%	0	-
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	243	166	68%	24	7	3%	70	29%	99	41%	23	9%	264	9%
Cadet Member (13-15 years)	20	18	90%		2	10%	0	0%	1	5%	1	5%	36	80%
Active (15-18 yrs)	31	25	81%		0	0%	6	19%	2	6%	0	0%	28	-10%
Active (18yrs and over)	119	106	89%		4	3%	9	8%	12	10%	3	3%	132	11%
Award Member	15	14	93%		0	0%	1	7%	1	7%	0	0%	15	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	33	31	94%		1	3%	1	3%	1	3%	0	0%	33	0%
Past Active	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-
Associate	248	156	63%	7	7	3%	85	34%	118	48%	24	10%	291	17%
Life Member	20	19	95%		0	0%	1	5%	0	0%	0	0%	20	0%
General	0	0			0		0		0		0		0	
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	1	100%		0	0%	0	0%	1	100%	0	0%	5	400%
Total Active	185	163	88%		6	3%	16	9%	16	9%	4	2%	211	14%
Total	736	540	73%		21	3%	175	24%	235	32%	51	7%	826	12%

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

MEMBERSHIP RETENTION

Sunshine Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	21	19	90%	0	0%	1	5%	34
16-18 Years	30	24	80%	6	20%	2	7%	32
19-25 Years	24	20	83%	2	8%	1	4%	23
26-35 Years	4	4	100%	0	0%	3	75%	7
36-50 Years	46	40	87%	5	11%	6	13%	55
51-70 Years	59	55	93%	3	5%	3	5%	59
70+ Years	1	1	100%	0	0%	1	100%	1
Total	185	163	88%	16	9%	17	9%	211



Sunshine Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	0					0		0
Under 7	37	0		0		40		47
Under 8	22	25	68%	10	27%	15	41%	42
Under 9	34	20	91%	2	9%	17	77%	39
Under 10	36	24	71%	9	26%	10	29%	36
Under 11	31	25	69%	10	28%	7	19%	34
Under 12	28	18	58%	11	35%	8	26%	29
Under 13	26	13	46%	15	54%	1	4%	17
Under 14	29	19	73%	6	23%	1	4%	20
Transitioned From JA		22	76%					