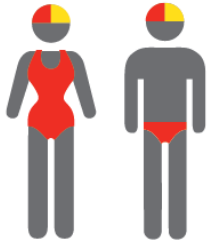


SUNSHINE BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



203

ACTIVE MEMBERSHIP



19% Decrease



640

TOTAL MEMBERSHIP



2% Decrease



197

JUNIOR MEMBERSHIP



11% 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 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.

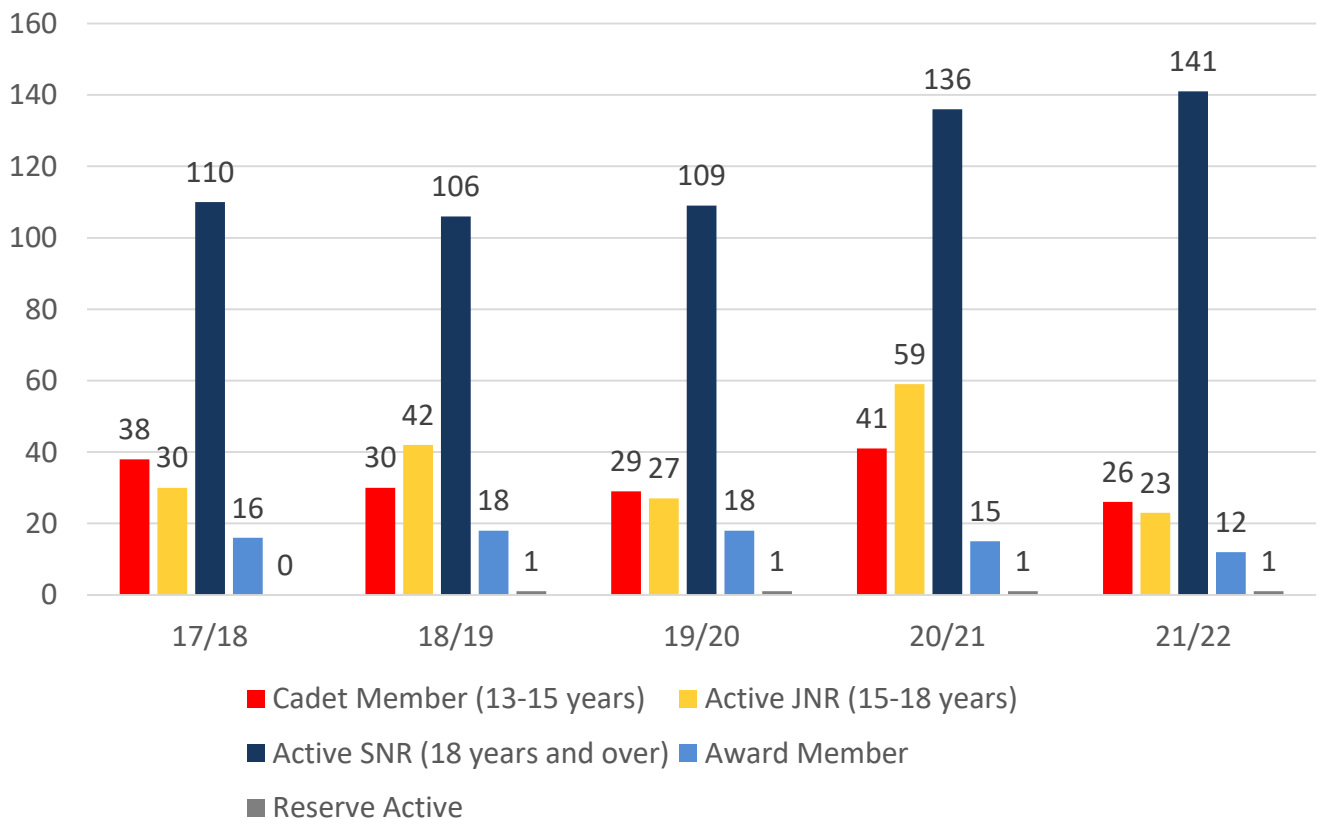
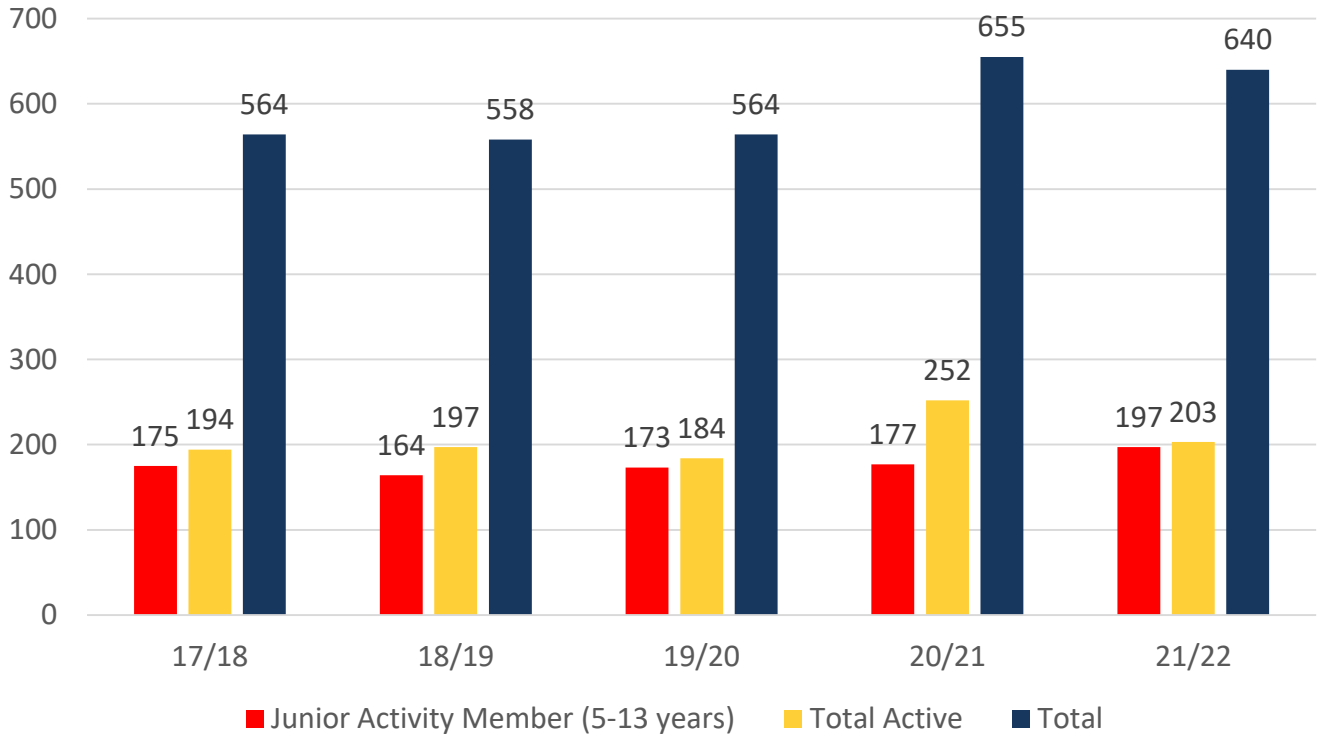
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

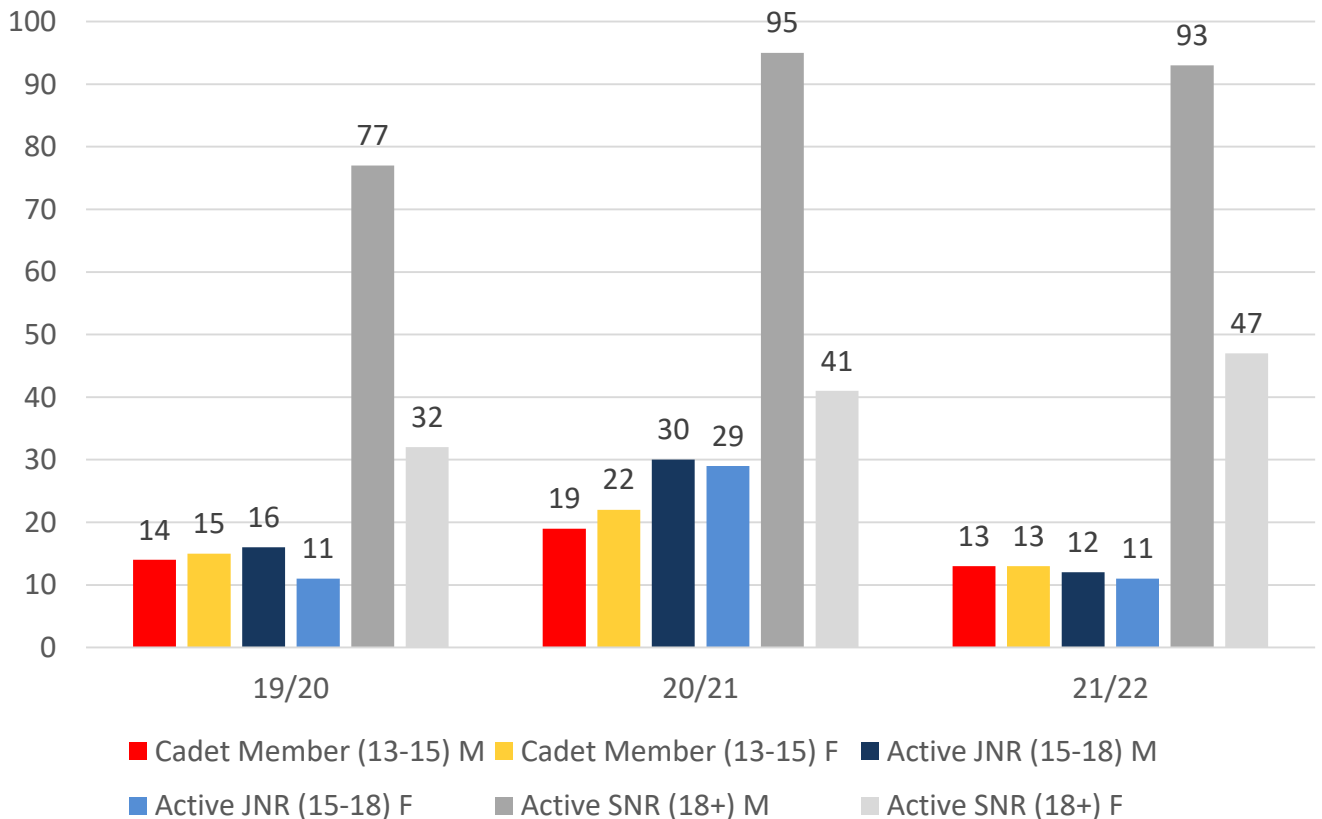
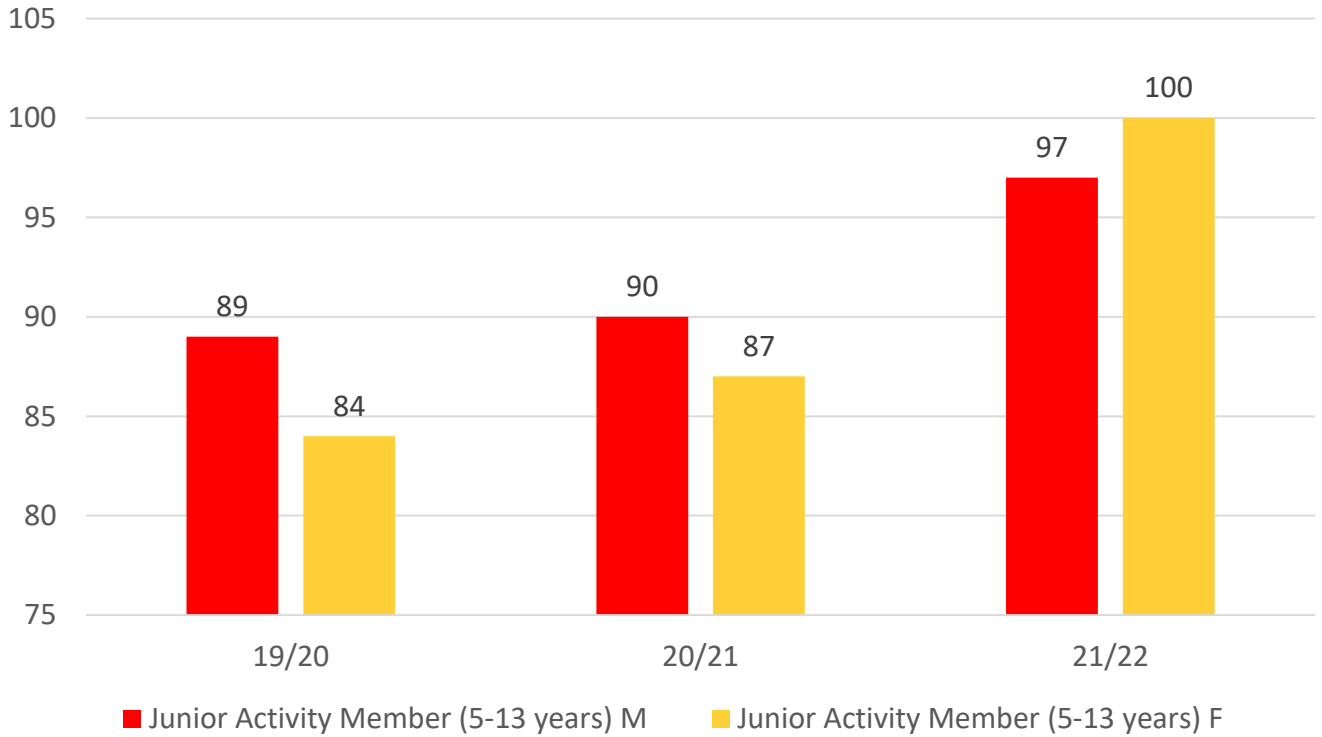
| | 17/18 | 18/19 | 19/20 | 20/21 | 21/22 |
|-------------------------------------|-------|-------|-------|-------|-------|
| | Total | Total | Total | Total | Total |
| Probationary | 0 | 1 | 0 | 1 | 0 |
| Junior Activity Member (5-13 years) | 175 | 164 | 173 | 177 | 197 |
| Cadet Member (13-15 years) | 38 | 30 | 29 | 41 | 26 |
| Active Junior (15-18 years) | 30 | 42 | 27 | 59 | 23 |
| Active Senior (18years and over) | 110 | 106 | 109 | 136 | 141 |
| Award Member | 16 | 18 | 18 | 15 | 12 |
| Reserve Active | 0 | 1 | 1 | 1 | 1 |
| Long Service | 20 | 15 | 19 | 18 | 17 |
| Past Active | 0 | 0 | 0 | 0 | 0 |
| Associate | 158 | 159 | 166 | 185 | 198 |
| Life Member | 17 | 20 | 19 | 19 | 21 |
| General | 0 | 0 | 0 | 0 | 0 |
| Honorary | 0 | 0 | 2 | 2 | 2 |
| Non Member Participants | 0 | 0 | 0 | 0 | 0 |
| Leave / Restricted | 0 | 2 | 1 | 1 | 2 |
| Total Active | 194 | 197 | 184 | 252 | 203 |
| Total | 564 | 558 | 564 | 655 | 640 |

| | 17/18 | 18/19 | 19/20 | 20/21 | 21/22 |
|-------------------------|-------|-------|-------|-------|-------|
| | Total | Total | Total | Total | Total |
| Under 6 | 1 | 1 | 0 | 0 | 0 |
| Under 7 | 15 | 29 | 27 | 26 | 26 |
| Under 8 | 32 | 20 | 31 | 29 | 29 |
| Under 9 | 21 | 30 | 17 | 26 | 32 |
| Under 10 | 23 | 16 | 31 | 28 | 27 |
| Under 11 | 25 | 18 | 20 | 27 | 28 |
| Under 12 | 16 | 17 | 18 | 19 | 27 |
| Under 13 | 22 | 15 | 16 | 20 | 11 |
| Under 14 | 20 | 18 | 12 | 1 | 19 |
| Junior Activities Total | 175 | 164 | 172 | 176 | 199 |

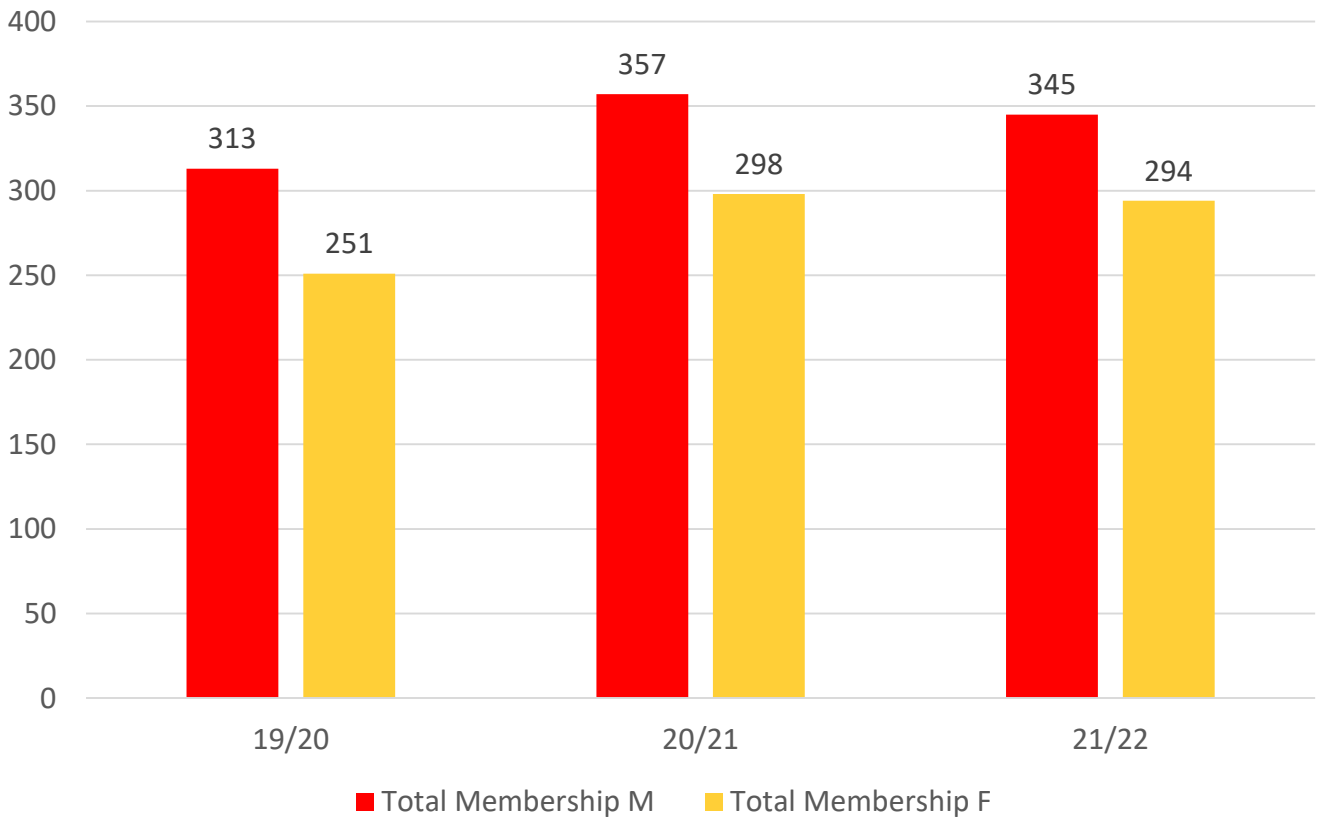
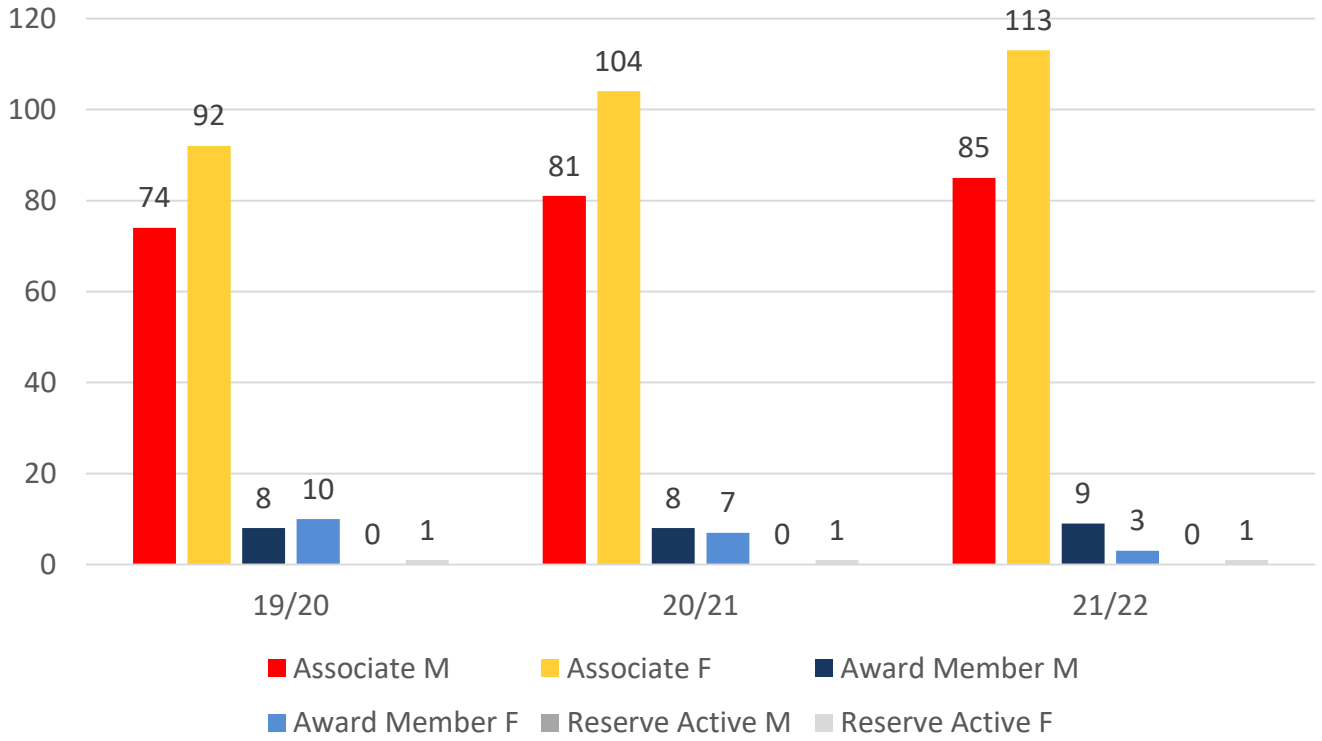
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



189

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



196

MEMBERS LOST FROM THE ORGANISATION

| SUNSHINE BEACH 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 | 1 | 1 | 100% | 1 | 0 | 0% | 0 | 0% | 1 | 100% | 0 | 0% | 1 | 0% |
| Junior Activities | 177 | 115 | 65% | 2 | 4 | 2% | 58 | 33% | 82 | 46% | 2 | 1% | 197 | 11% |
| Cadet Member (13-15 years) | 41 | 31 | 76% | 7 | 1 | 2% | 9 | 22% | 2 | 5% | 0 | 0% | 26 | -37% |
| Active (15-18 yrs) | 59 | 26 | 44% | 5 | 3 | 5% | 30 | 51% | 1 | 2% | 1 | 2% | 23 | -61% |
| Active (18yrs and over) | 136 | 108 | 79% | | 2 | 1% | 26 | 19% | 15 | 11% | 0 | 0% | 141 | 4% |
| Award Member | 15 | 14 | 93% | 3 | 0 | 0% | 1 | 7% | 0 | 0% | 1 | 7% | 12 | -20% |
| Reserve Active | 1 | 1 | 100% | | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 0% |
| Long Service | 18 | 17 | 94% | 2 | 0 | 0% | 1 | 6% | 1 | 6% | 1 | 6% | 17 | -6% |
| Past Active | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Associate | 185 | 110 | 59% | 1 | 4 | 2% | 71 | 38% | 87 | 47% | 2 | 1% | 198 | 7% |
| Life Member | 19 | 19 | 100% | | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 21 | 11% |
| 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% | 0 | 0% | 0 | 0% | 2 | 100% |
| Total Active | 252 | 180 | 71% | | 6 | 2% | 66 | 26% | 18 | 7% | 2 | | 203 | -19% |
| Total | 655 | 445 | 68% | | 14 | 2% | 196 | 30% | 189 | 29% | 7 | | 641 | -2% |

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

MEMBERSHIP RETENTION

| SUNSHINE BEACH 2021/22 | | | | | | | | |
|------------------------|---------|----------|------|----------|-----|-----------|-----|---------|
| Active Members | 2020/21 | Retained | | Left SLS | | Recruited | | 2021/22 |
| | No. | No. | % | No. | % | No. | % | No. |
| 13-15 Years | 40 | 30 | 75% | 9 | 23% | 2 | 5% | 18 |
| 16-18 Years | 55 | 24 | 44% | 29 | 53% | 2 | 4% | 39 |
| 19-25 Years | 32 | 22 | 69% | 9 | 28% | 0 | 0% | 25 |
| 26-35 Years | 3 | 2 | 67% | 1 | 33% | 1 | 33% | 5 |
| 36-50 Years | 69 | 58 | 84% | 11 | 16% | 12 | 17% | 66 |
| 51-70 Years | 52 | 43 | 83% | 7 | 13% | 1 | 2% | 49 |
| 70+ Years | 1 | 1 | 100% | 0 | 0% | 0 | 0% | 1 |
| Total | 252 | 180 | 71% | 66 | 26% | 18 | 7% | 203 |

| SUNSHINE BEACH 2021/22 | | | | | | | | |
|------------------------|---------|----------|------|----------|-----|-----------|-----|---------|
| Age Group | 2020/21 | Retained | | Left SLS | | Recruited | | 2021/22 |
| Under 6 | 0 | | | | | 0 | | 0 |
| Under 7 | 26 | 0 | | 0 | | 26 | | 26 |
| Under 8 | 29 | 15 | 58% | 10 | 38% | 14 | 54% | 29 |
| Under 9 | 26 | 18 | 62% | 11 | 38% | 14 | 48% | 32 |
| Under 10 | 28 | 19 | 73% | 6 | 23% | 7 | 27% | 27 |
| Under 11 | 27 | 19 | 68% | 7 | 25% | 8 | 29% | 28 |
| Under 12 | 19 | 17 | 63% | 10 | 37% | 10 | 37% | 27 |
| Under 13 | 20 | 10 | 53% | 9 | 47% | 1 | 5% | 11 |
| Under 14 | 1 | 16 | 80% | 4 | 20% | 2 | 10% | 17 |
| Transitioned From JA | | 1 | 100% | | | | | |

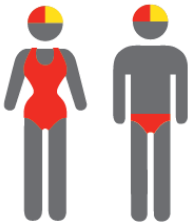
MEMBERSHIP RETENTION

2019/20



70%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



70%

JUNIOR MEMBERSHIP
RETENTION

2020/21



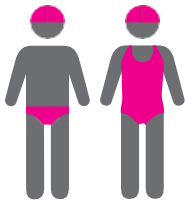
72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION

2021/22



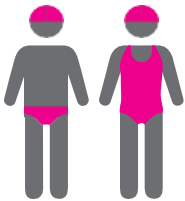
68%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION