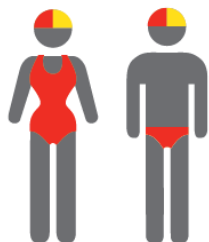


# SUNSHINE BEACH

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2022/23



202

ACTIVE MEMBERSHIP



Equal



638

TOTAL MEMBERSHIP



Equal



195

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 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

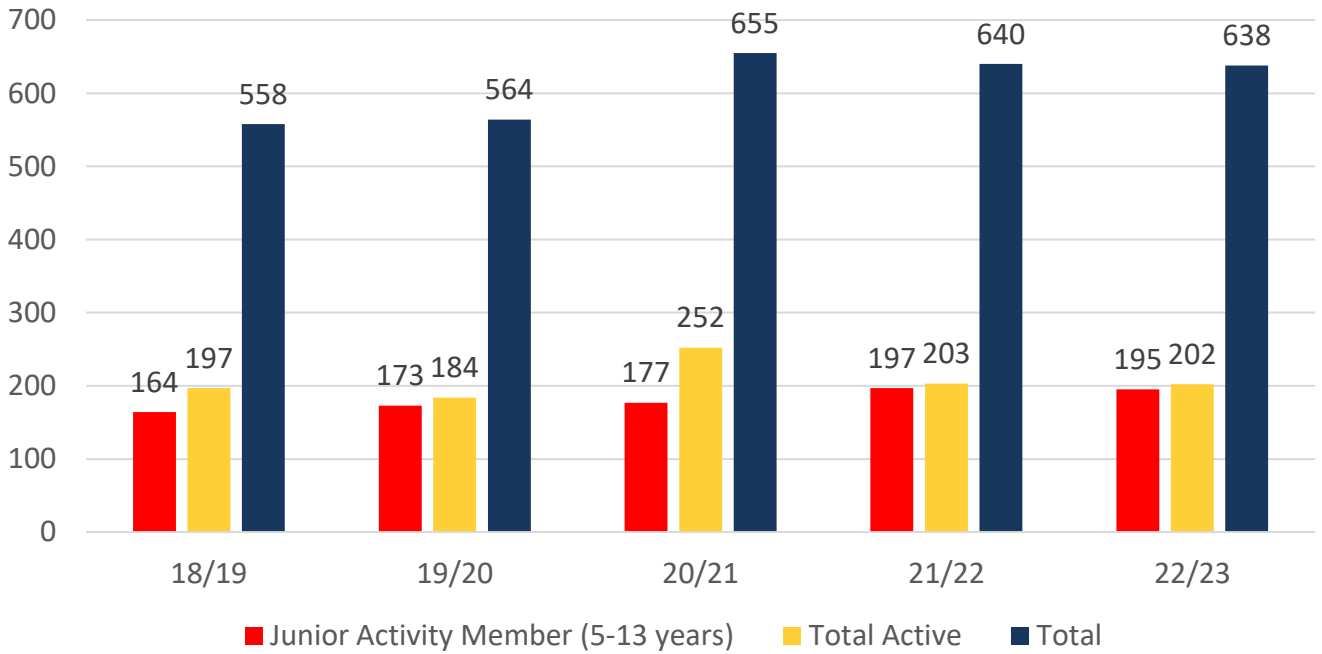
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	1	0	1	0	0
Junior Activity Member (5-13 years)	164	173	177	197	195
Cadet Member (13-15 years)	30	29	41	26	8
Active Junior (15-18 years)	42	27	59	23	43
Active Senior (18years and over)	106	109	136	141	132
Award Member	18	18	15	12	18
Reserve Active	1	1	1	1	1
Long Service	15	19	18	17	16
Past Active	0	0	0	0	0
Associate	159	166	185	198	202
Life Member	20	19	19	21	20
General	0	0	0	0	0
Honorary	0	2	2	2	1
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	1	1	2	2
<b>Total Active</b>	<b>197</b>	<b>184</b>	<b>252</b>	<b>203</b>	<b>202</b>
<b>Total</b>	<b>558</b>	<b>564</b>	<b>655</b>	<b>640</b>	<b>638</b>

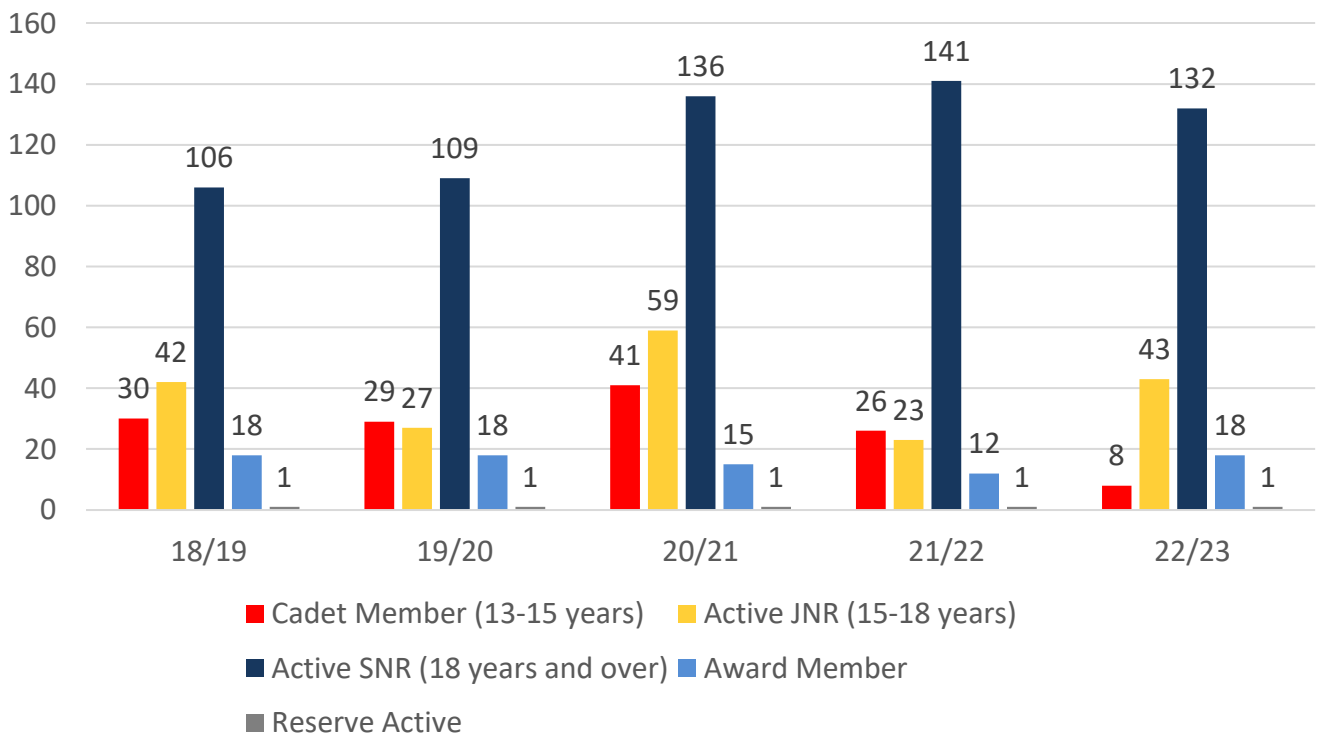
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
<b>Under 6</b>	1	0	0	0	0
<b>Under 7</b>	29	27	26	26	14
<b>Under 8</b>	20	31	29	29	32
<b>Under 9</b>	30	17	26	32	35
<b>Under 10</b>	16	31	28	27	30
<b>Under 11</b>	18	20	27	28	23
<b>Under 12</b>	17	18	19	27	24
<b>Under 13</b>	15	16	20	11	29
<b>Under 14</b>	18	12	1	19	10
<b>Junior Activities Total</b>	<b>164</b>	<b>172</b>	<b>176</b>	<b>199</b>	<b>197</b>

# 5 YEAR TREND ANALYSIS

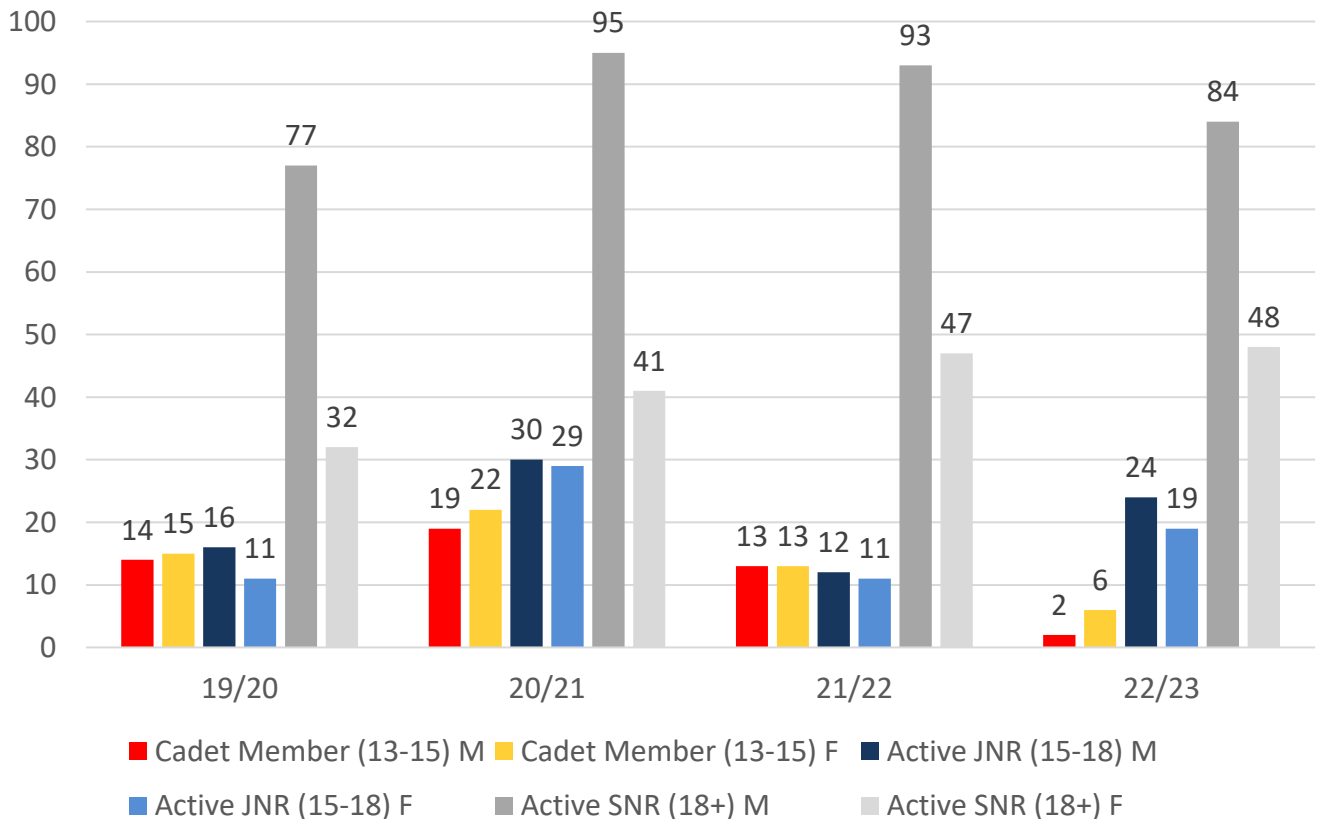
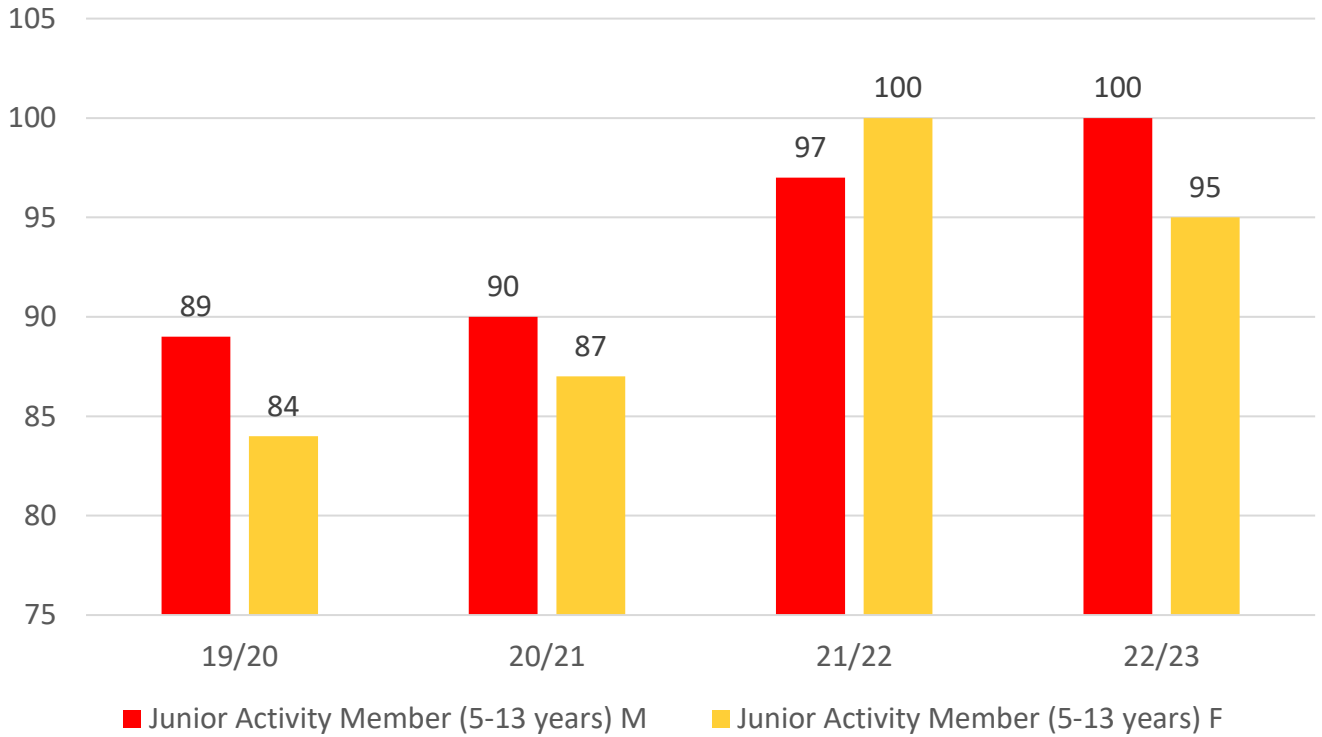
## Total Membership



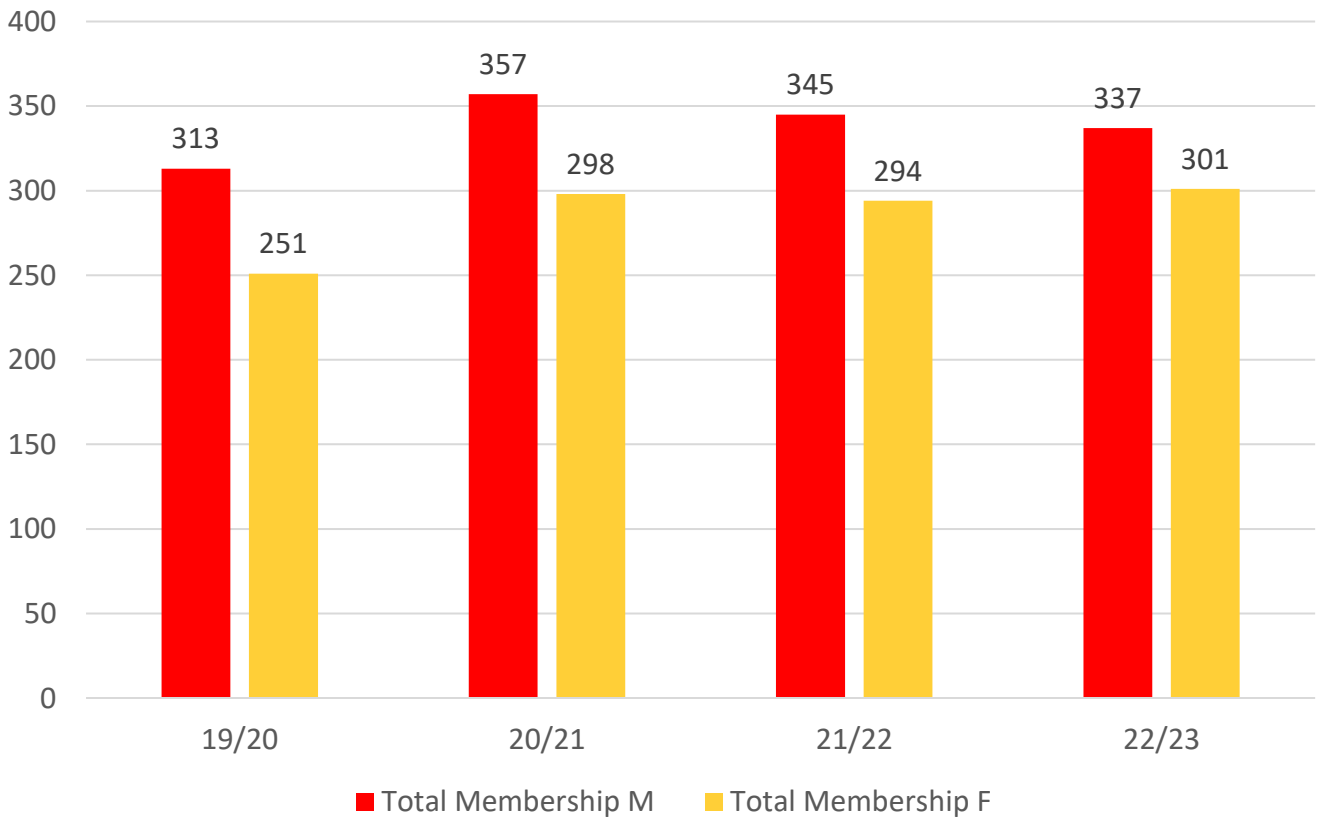
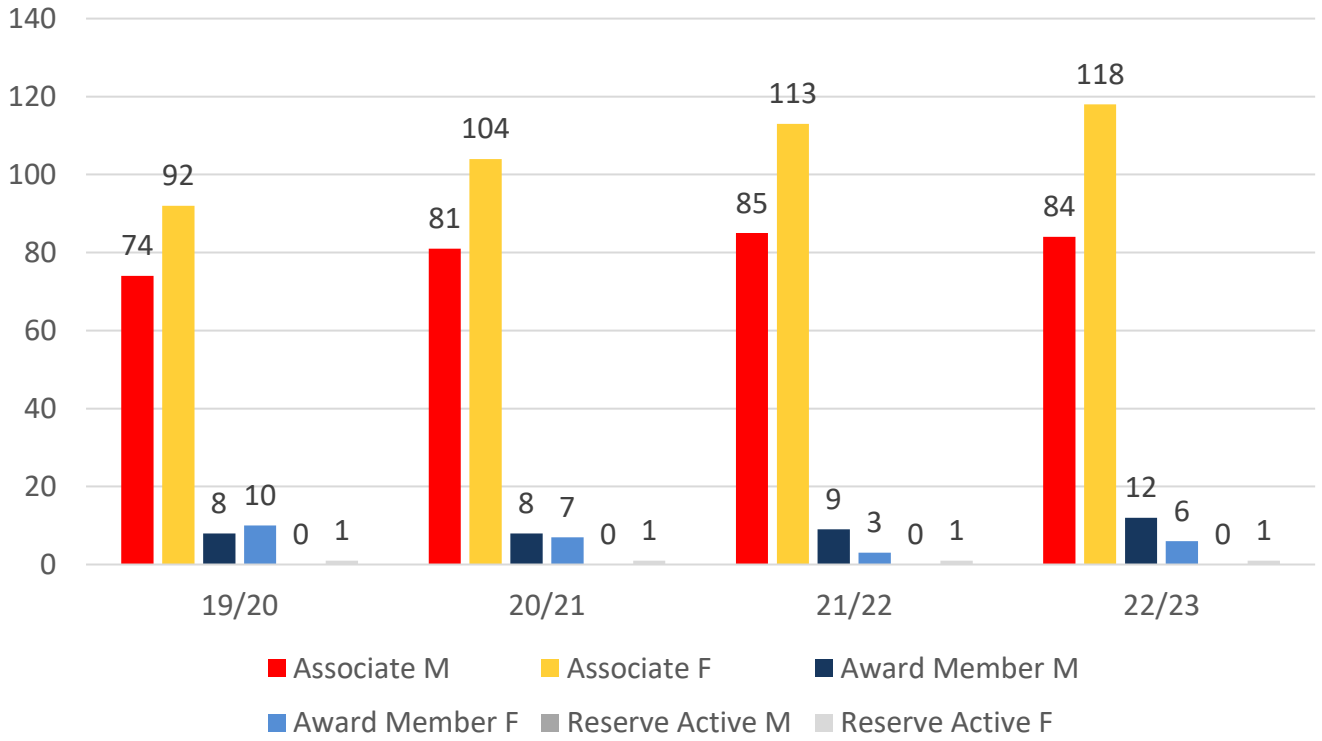
## Active Membership



# 4 YEAR GENDER COMPARISON



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**145**

**BRAND NEW MEMBERS**



**73%**

**MEMBERSHIP RETENTION**



**147**

**MEMBERS LOST FROM THE ORGANISATION**

SUNSHINE BEACH 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	0	0		0	0		0		0		0		0	
Junior Activities	197	139	71%	15	9	5%	49	25%	61	31%	10	5%	195	-1%
Cadet Member (13-15 years)	26	18	69%	10	1	4%	7	27%	0	0%	0	0%	8	-69%
Active (15-18 yrs)	23	17	74%	-21	0	0%	6	26%	3	13%	2	9%	43	87%
Active (18yrs and over)	141	122	87%	-2	2	1%	17	12%	7	5%	1	1%	132	-6%
Award Member	12	12	100%	-4	0	0%	0	0%	2	17%	0	0%	18	50%
Reserve Active	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	17	11	65%	-3	2	12%	4	24%	0	0%	2	12%	16	-6%
Past Active	0	0		0	0		0		0		0		0	
Associate	198	128	65%	4	9	5%	61	31%	71	36%	7	4%	202	2%
Life Member	21	19	90%	0	0	0%	2	10%	1	5%	0	0%	20	-5%
General	0	0		0	0		0		0		0		0	
Honorary	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	2	100%	1	0	0%	0	0%	0	0%	1	50%	2	0%
<b>Total Active</b>	<b>203</b>	<b>170</b>	<b>84%</b>		<b>3</b>	<b>1%</b>	<b>30</b>	<b>15%</b>	<b>12</b>	<b>6%</b>	<b>3</b>		<b>202</b>	<b>0%</b>
<b>Total</b>	<b>640</b>	<b>470</b>	<b>73%</b>		<b>23</b>	<b>4%</b>	<b>147</b>	<b>23%</b>	<b>145</b>	<b>23%</b>	<b>23</b>		<b>638</b>	<b>0%</b>

# MEMBERSHIP RETENTION

SUNSHINE BEACH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	13	72%	4	22%	0	0%	20
16-18 Years	39	27	69%	12	31%	3	8%	33
19-25 Years	25	19	76%	5	20%	2	8%	27
26-35 Years	5	2	40%	3	60%	1	20%	5
36-50 Years	66	62	94%	3	5%	3	5%	55
51-70 Years	49	46	94%	3	6%	3	6%	61
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	203	170	84%	30	15%	12	6%	202

SUNSHINE BEACH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	0					0		0
Under 7	26	0		0		13		14
Under 8	29	16	62%	9	35%	15	58%	32
Under 9	32	21	72%	6	21%	12	41%	35
Under 10	27	21	66%	9	28%	8	25%	30
Under 11	28	19	70%	8	30%	4	15%	23
Under 12	27	18	64%	7	25%	4	14%	24
Under 13	11	22	81%	5	19%	5	19%	29
Under 14	17	9	82%	2	18%	0	0%	8
Transitioned From JA		13	76%					

# 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%

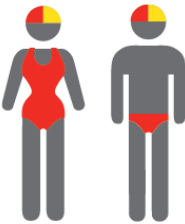
JUNIOR MEMBERSHIP  
RETENTION

2022/23



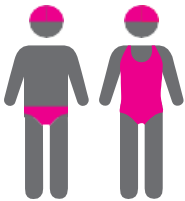
73%

TOTAL MEMBERSHIP  
RETENTION



84%

ACTIVE MEMBERSHIP  
RETENTION



71%

JUNIOR MEMBERSHIP  
RETENTION