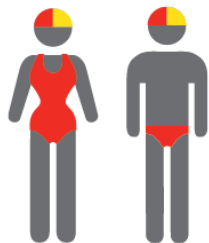




MEMBERSHIP STATISTICS MID SEASON REPORT 2024/25



3442

ACTIVE MEMBERSHIP



5% Increase



14182

TOTAL MEMBERSHIP



3% Increase



4632

JUNIOR MEMBERSHIP



1% 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/Nipper Parent – 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.

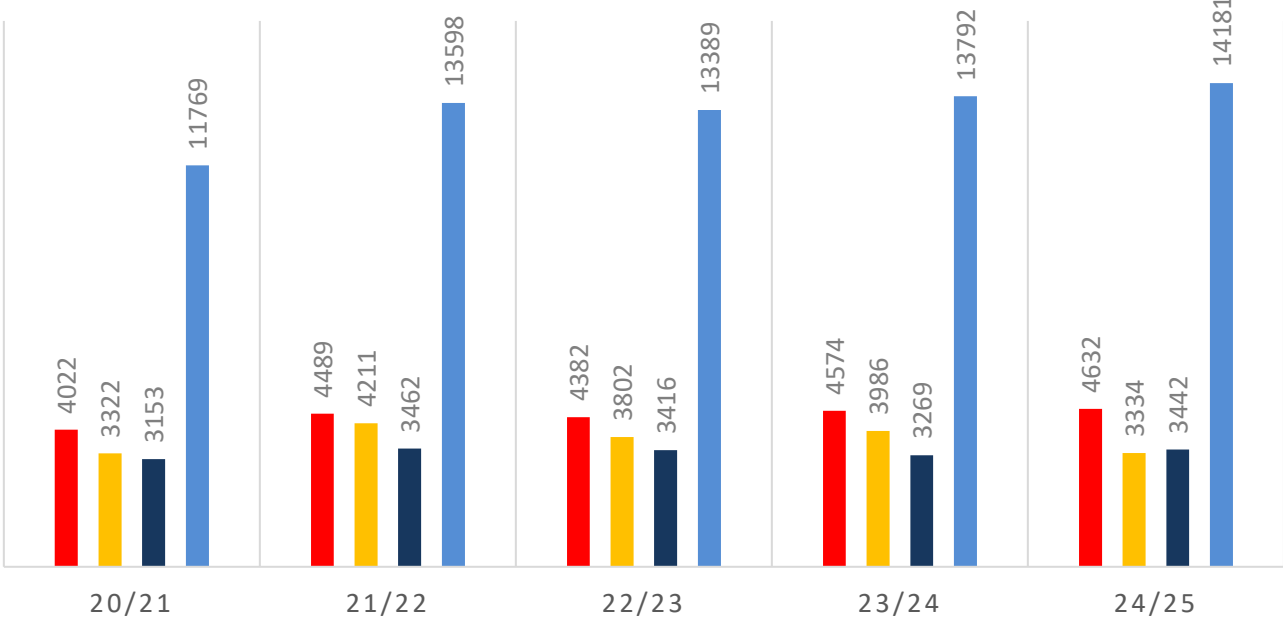
Note:

- Club Membership Statistics are delivered twice each season in May and January;
- 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

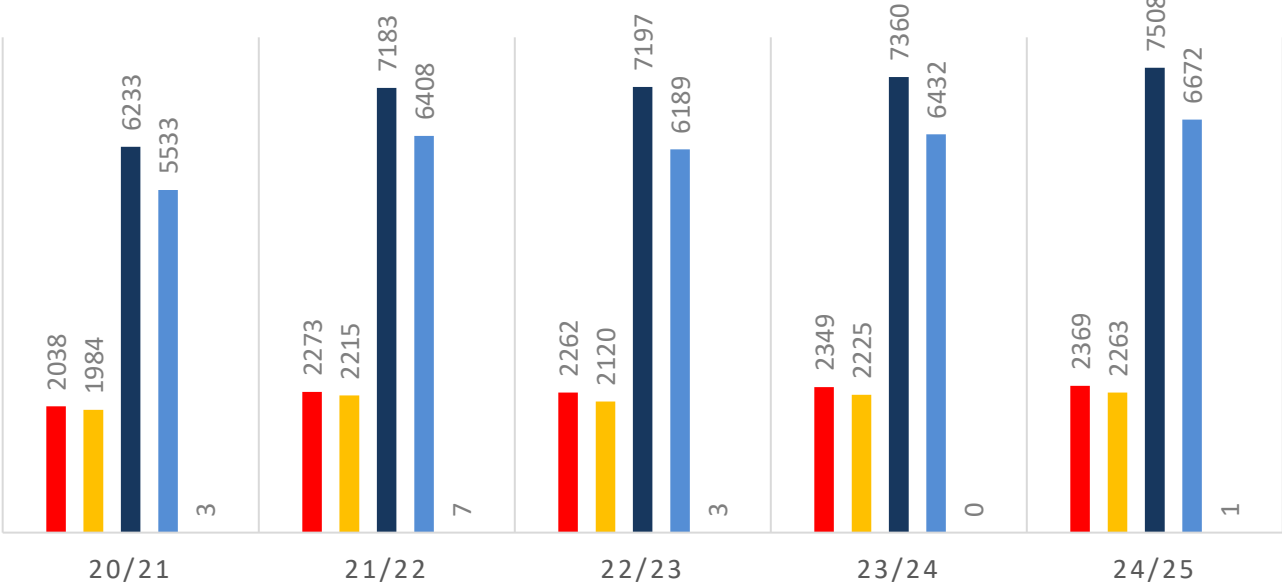
MEMBERSHIP TOTALS

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



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE
■ Total Member FEMALE ■ Total Member Non-Binary



MEMBERSHIP RETENTION



4427

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



4066

MEMBERS LOST FROM THE ORGANISATION

Sunshine Coast Branch 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	144	52	36%	47	1	1%	91	63%	111	77%	1	1%	117	-19%
Nipper Parent	0	0			0		0		670		0		1211	
Junior Activities	4574	2986	65%	259	7	0%	1581	35%	1889	41%	16	0%	4632	1%
Cadet Member (13-15 years)	422	354	84%		0	0%	68	16%	40	9%	4	1%	523	24%
Active (15-18 yrs)	511	414	81%		0	0%	97	19%	50	10%	0	0%	531	4%
Active (18yrs and over)	2026	1713	85%		14	1%	299	15%	199	10%	6	0%	2044	1%
Award Member	279	245	88%		0	0%	34	12%	42	15%	2	1%	314	13%
Reserve Active	31	26	84%		0	0%	5	16%	2	6%	0	0%	30	-3%
Long Service	684	635	93%		3	0%	46	7%	22	3%	4	1%	709	4%
Past Active	104	71	68%		0	0%	33	32%	17	16%	1	1%	102	-2%
Associate	3986	2442	61%	441	6	0%	1538	39%	1325	33%	8	0%	3334	-16%
Life Member	396	384	97%		0	0%	12	3%	4	1%	2	1%	409	3%
General	492	277	56%	217	0	0%	215	44%	41	8%	0	0%	101	-79%
Honorary	49	46	94%		0	0%	3	6%	7	14%	0	0%	53	8%
Non Member Participant	10	4	40%	2	0	0%	6	60%	2	20%	0	0%	4	-60%
Leave / Restricted	84	46	55%		0	0%	38	45%	6	7%	0	0%	67	-20%
Total Active	3269	2752	84%		14	0%	503	15%	333	10%	12	0%	3442	5%
Total	13792	9695	70%		31	0%	4066	29%	4427	32%	44	0%	1418	3%

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

MEMBERSHIP RETENTION

Sunshine Coast Branch 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	465	397	85%	68	15%	47	10%	536
16-18 Years	524	411	78%	112	21%	46	9%	559
19-25 Years	388	280	72%	98	25%	46	12%	422
26-35 Years	203	155	76%	47	23%	48	24%	196
36-50 Years	855	751	88%	102	12%	96	11%	899
51-70 Years	756	686	91%	70	9%	46	6%	755
70+ Years	78	72	92%	6	8%	5	6%	75
Total	3269	2752	84%	503	15%	334	10%	3442



Sunshine Coast Branch 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	444					469		470
Under 7	649	280	63%	151	34%	359	81%	643
Under 8	647	427	66%	219	34%	281	43%	710
Under 9	649	418	65%	228	35%	228	35%	650
Under 10	579	407	63%	241	37%	168	26%	577
Under 11	551	361	62%	218	38%	155	27%	519
Under 12	432	362	66%	189	34%	110	20%	473
Under 13	373	279	65%	152	35%	78	18%	358
Under 14	262	256	69%	117	31%	40	11%	225
Transitioned From JA		195	74%					