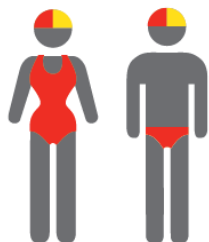


SUNSHINE COAST BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



3504

ACTIVE MEMBERSHIP



3% Decrease



13671

TOTAL MEMBERSHIP



8% Increase



4554

JUNIOR MEMBERSHIP



10% 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.

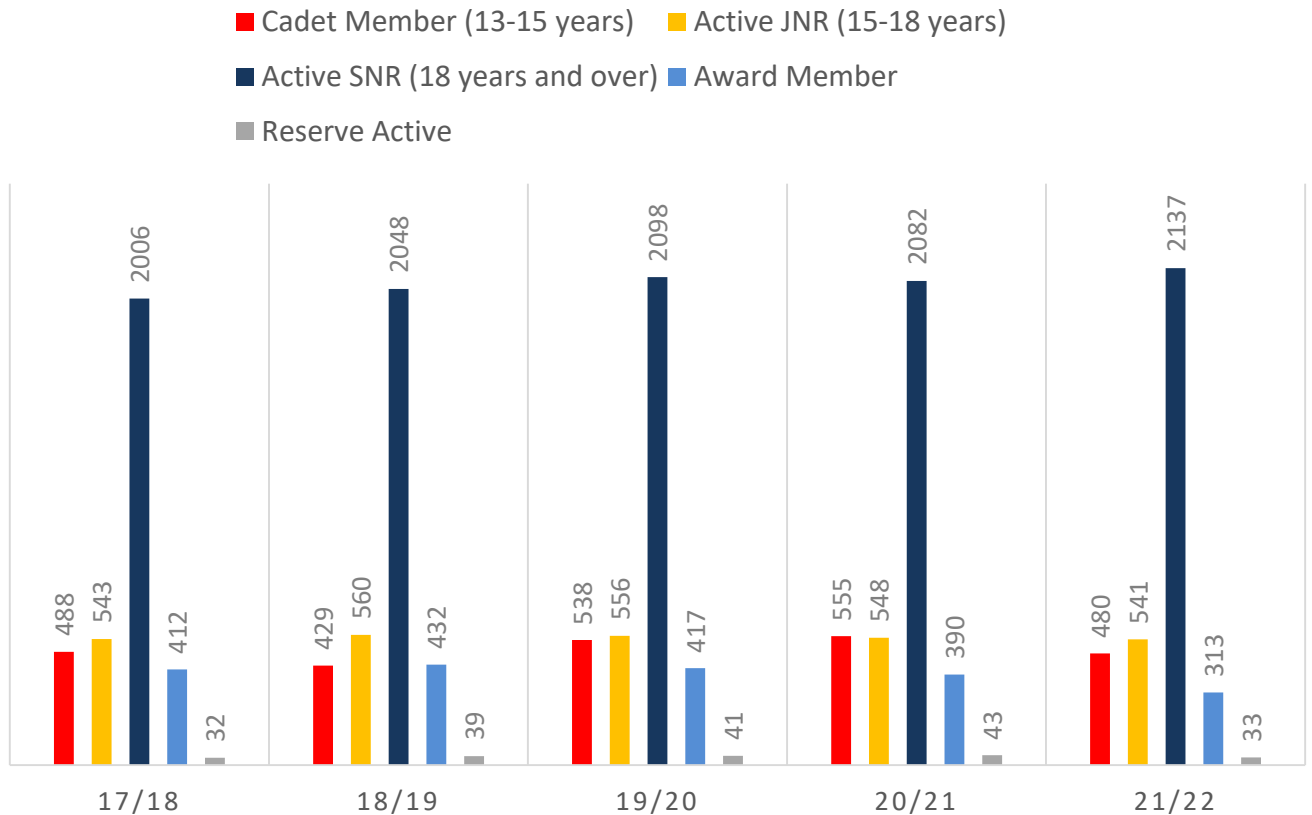
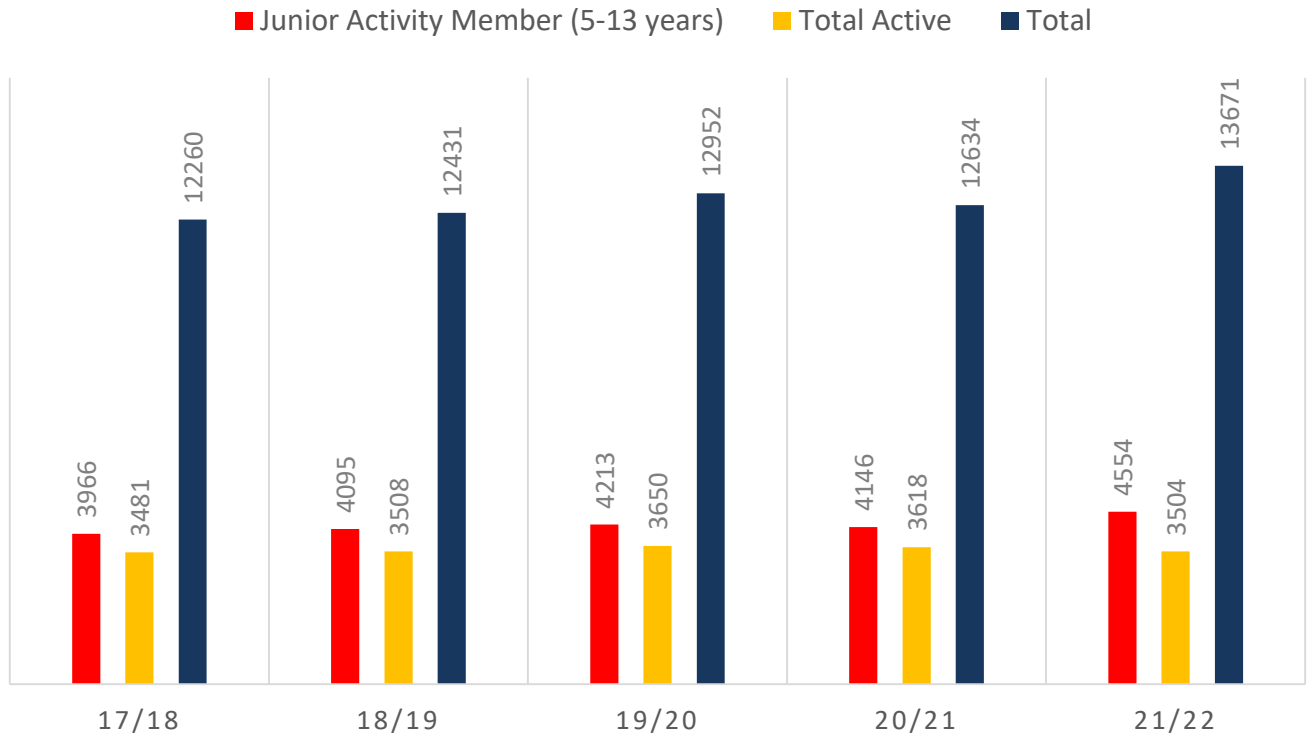
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

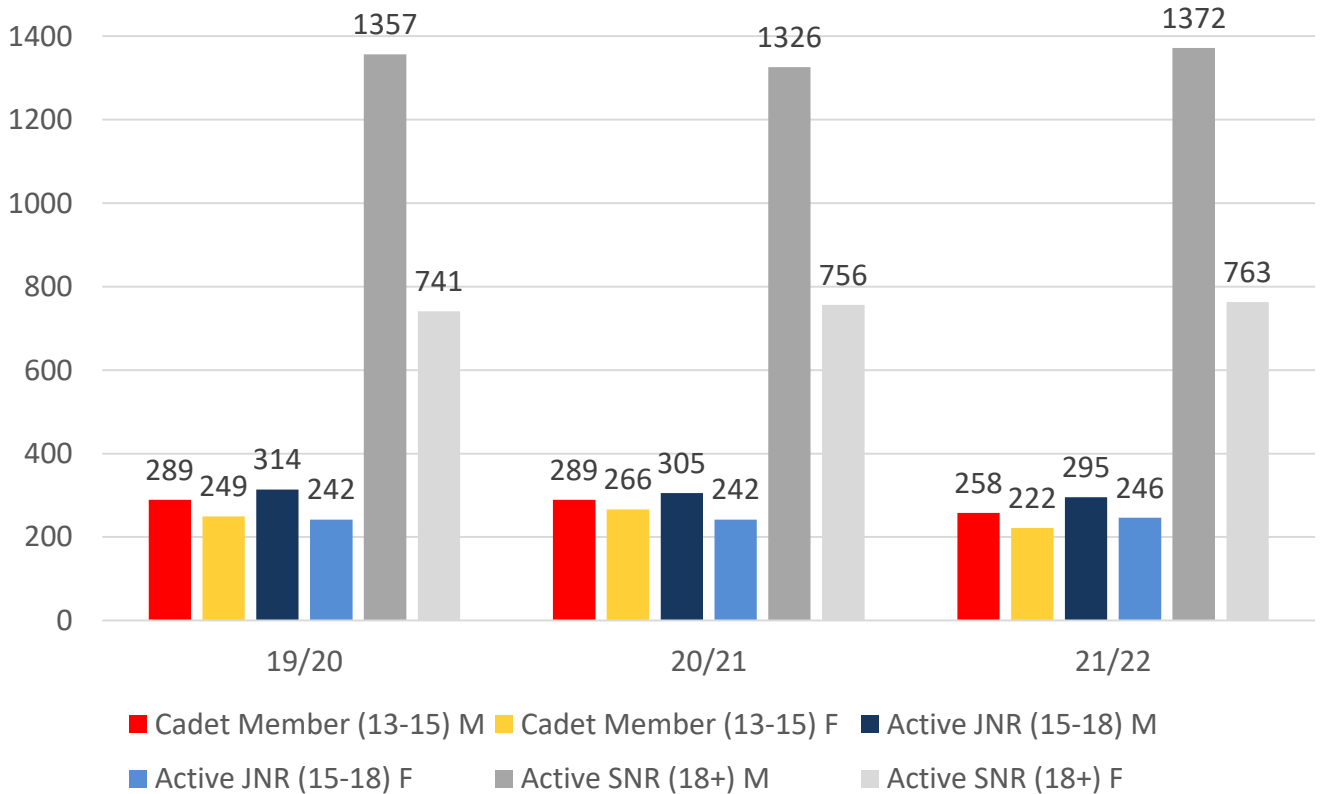
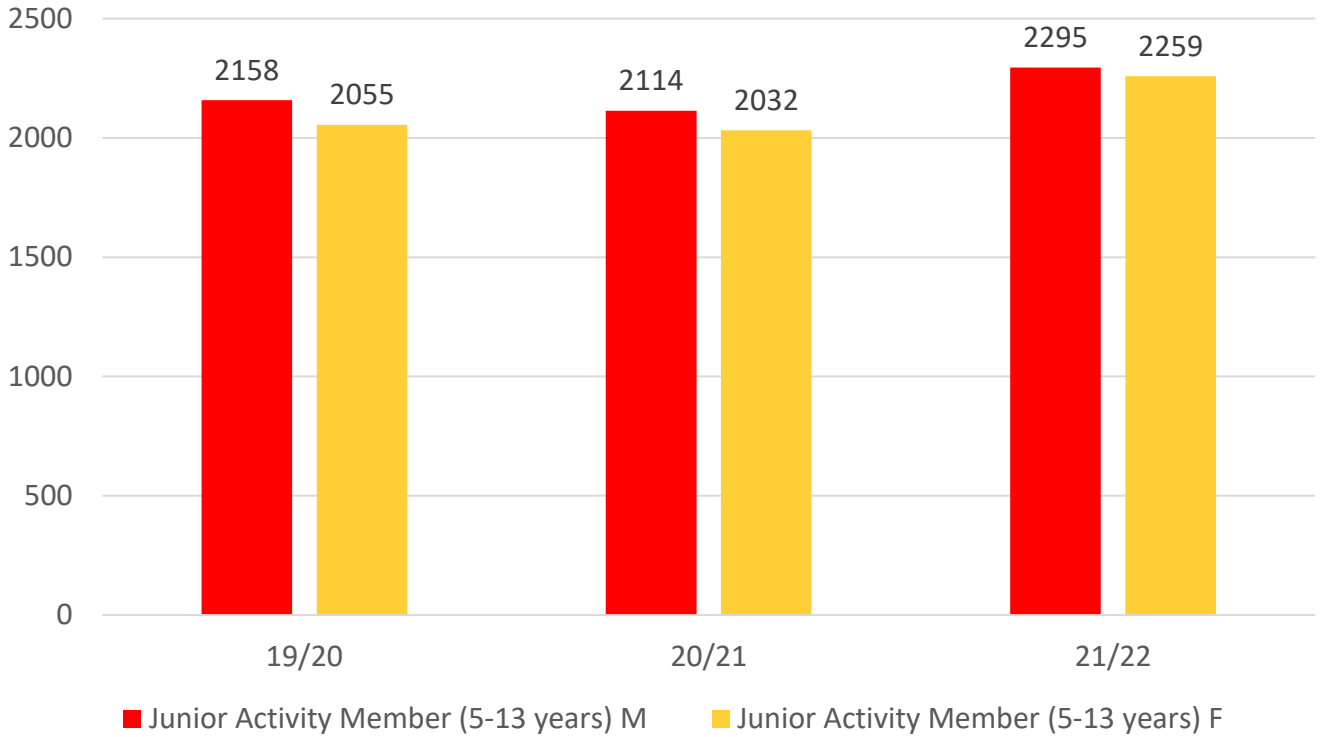
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	91	87	97	221	119
Junior Activity Member (5-13 years)	3966	4095	4213	4146	4554
Cadet Member (13-15 years)	488	429	538	555	480
Active Junior (15-18 years)	543	560	556	548	541
Active Senior (18years and over)	2006	2048	2098	2082	2137
Award Member	412	432	417	390	313
Reserve Active	32	39	41	43	33
Long Service	566	594	607	633	641
Past Active	90	52	130	28	183
Associate	3424	3492	3595	3466	4089
Life Member	344	357	355	360	371
General	69	83	105	85	77
Honorary	199	124	153	62	56
Non Member Participants	11	21	35	8	25
Leave / Restricted	19	18	12	7	52
Total Active	3481	3508	3650	3618	3504
Total	12260	12431	12952	12634	13671

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	388	424	437	426	484
Under 7	518	536	584	560	652
Under 8	622	585	598	630	656
Under 9	548	565	565	548	657
Under 10	481	512	581	561	579
Under 11	451	465	431	470	528
Under 12	371	399	437	387	480
Under 13	352	338	353	360	348
Under 14	233	271	225	198	321
Junior Activities Total	3964	4095	4211	4140	4705

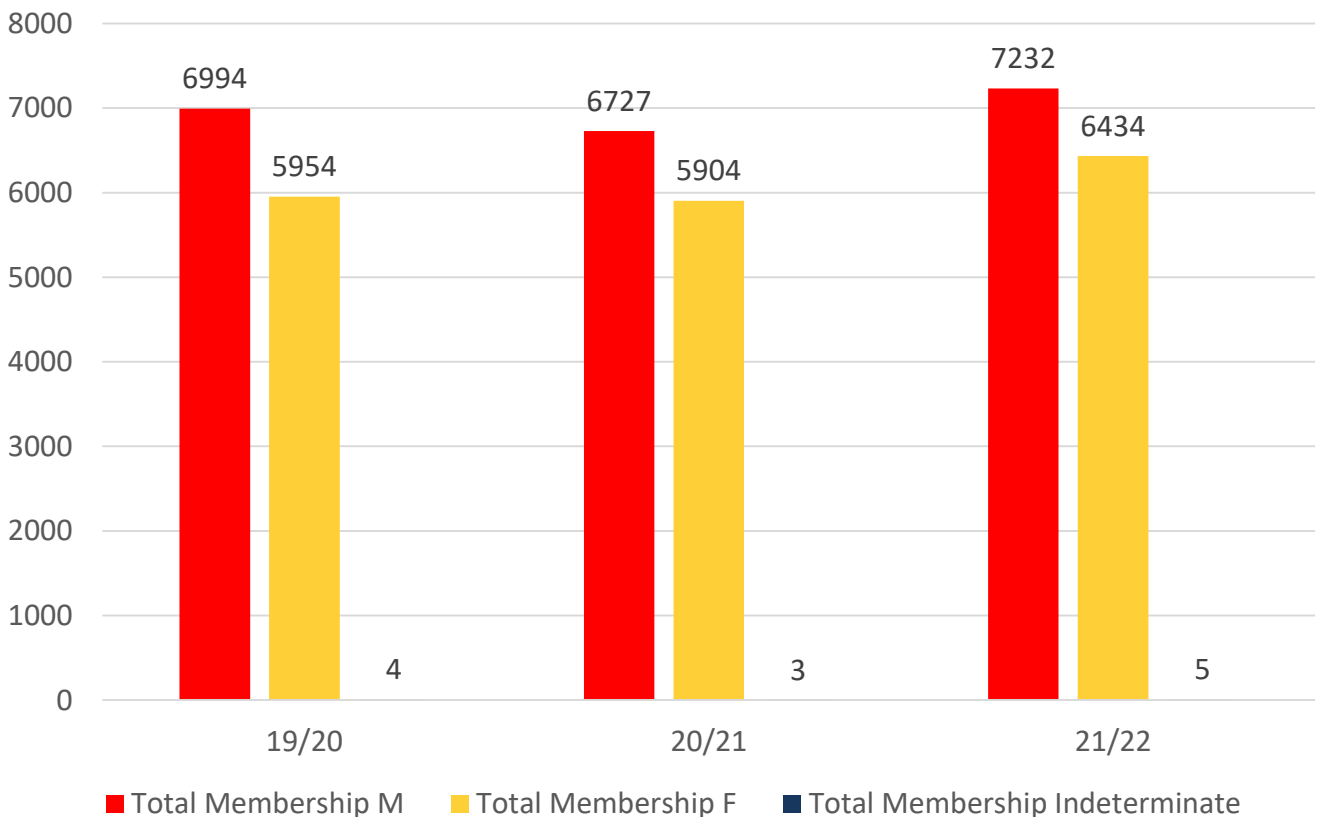
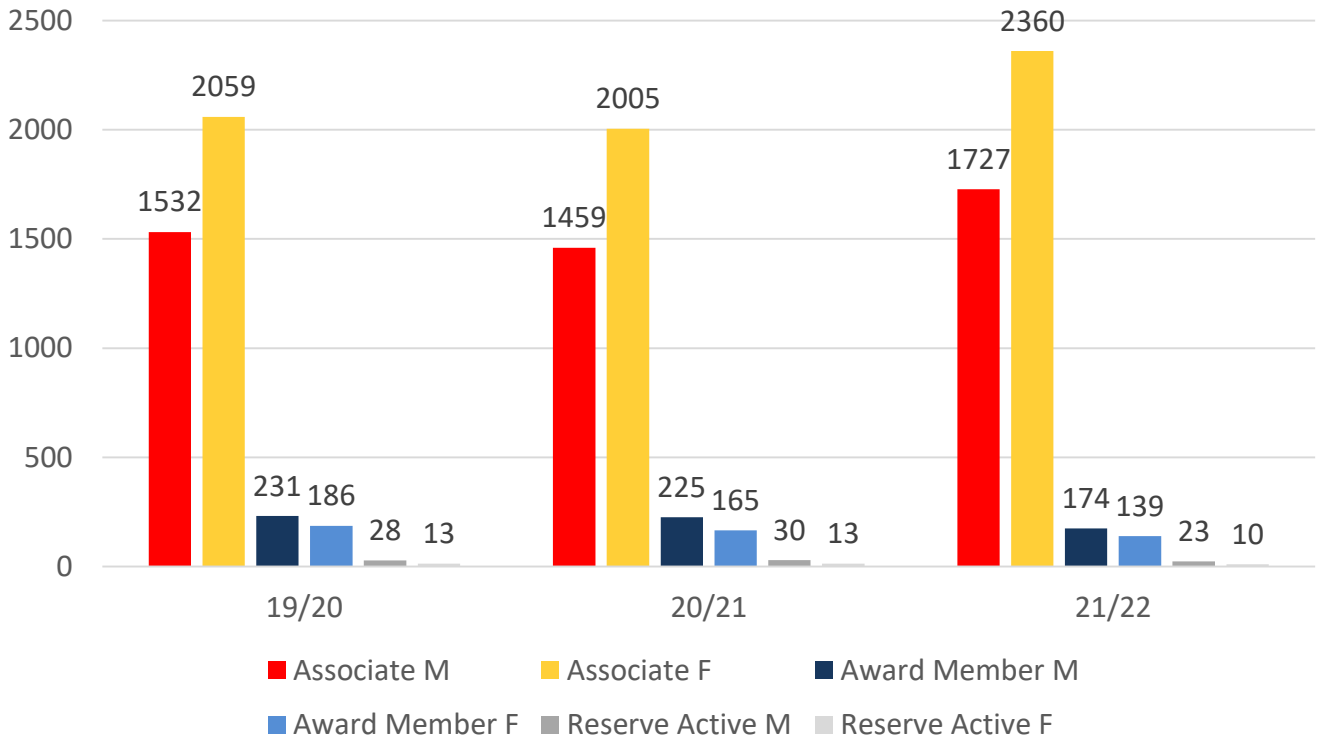
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



4901

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



3880

MEMBERS LOST FROM THE ORGANISATION

SUNSHINE COAST BRANCH 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	221	93	42%	88	0	0%	128	58%	114	52%	0	0%	119	-46%
Junior Activities	4146	2691	65%	227	5	0%	1450	35%	2082	50%	8	0%	4554	10%
Cadet Member (13-15 years)	555	419	75%	10	1	0%	135	24%	70	13%	1	0%	480	-14%
Active (15-18 yrs)	548	370	68%	-112	2	0%	176	32%	57	10%	2	0%	541	-1%
Active (18yrs and over)	2082	1715	82%	-103	13	1%	354	17%	304	15%	15	1%	2137	3%
Award Member	390	317	81%	25	0	0%	73	19%	20	5%	1	0%	313	-20%
Reserve Active	43	32	74%	5	2	5%	9	21%	6	14%	0	0%	33	-23%
Long Service	633	572	90%	-40	6	1%	55	9%	28	4%	1	0%	641	1%
Past Active	28	22	79%	-42	0	0%	6	21%	116	414%	3	11%	183	554%
Associate	3466	2019	58%	-17	7	0%	1440	42%	2047	59%	6	0%	4089	18%
Life Member	360	348	97%	-20	0	0%	12	3%	2	1%	1	0%	371	3%
General	85	56	66%	3	0	0%	29	34%	24	28%	0	0%	77	-9%
Honorary	62	52	84%	0	0	0%	10	16%	4	6%	0	0%	56	-10%
Non Member Participant	8	5	63%	1	0	0%	3	38%	21	263%	0	0%	25	213%
Leave / Restricted	7	7	100%	-39	0	0%	0	0%	6	86%	0	0%	52	643%
Total Active	3618	2853	79%		18	0%	747	21%	457	13%	19		3504	-3%
Total	12634	8718	69%		36	0%	3880	31%	4901	39%	38		13671	8%

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

MEMBERSHIP RETENTION

SUNSHINE COAST BRANCH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	487	379	78%	107	22%	63	13%	461
16-18 Years	627	417	67%	209	33%	70	11%	599
19-25 Years	451	308	68%	136	30%	55	12%	423
26-35 Years	247	172	70%	69	28%	74	30%	247
36-50 Years	1043	893	86%	148	14%	144	14%	1003
51-70 Years	694	623	90%	70	10%	50	7%	699
70+ Years	69	61	88%	8	12%	2	3%	72
Total	3618	2853	79%	747	21%	458	13%	3504

SUNSHINE COAST BRANCH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	432					479		480
Under 7	560	273	63%	153	35%	371	86%	648
Under 8	630	344	61%	214	38%	307	55%	650
Under 9	548	402	64%	228	36%	247	39%	650
Under 10	561	347	63%	201	37%	221	40%	570
Under 11	470	349	62%	211	38%	173	31%	522
Under 12	387	320	68%	149	32%	153	33%	473
Under 13	360	256	66%	131	34%	86	22%	343
Under 14	198	248	69%	111	31%	45	13%	215
Transitioned From JA		149	75%					

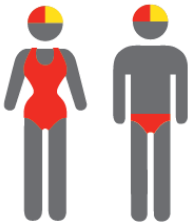
MEMBERSHIP RETENTION

2019/20



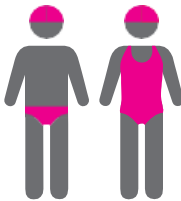
67%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



62%

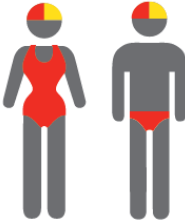
JUNIOR MEMBERSHIP
RETENTION

2020/21



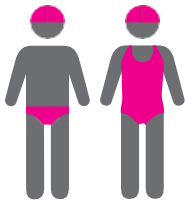
62%

TOTAL MEMBERSHIP
RETENTION



62%

ACTIVE MEMBERSHIP
RETENTION



60%

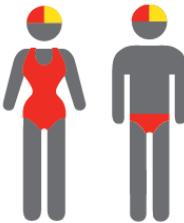
JUNIOR MEMBERSHIP
RETENTION

2021/22



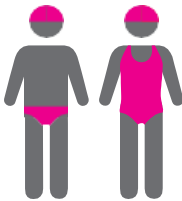
69%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION