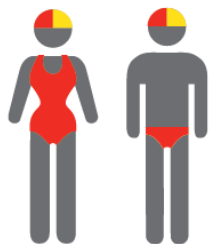


# SUNSHINE COAST BRANCH

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2022/23



**3487**

**ACTIVE MEMBERSHIP**



**Equal**



**13621**

**TOTAL MEMBERSHIP**



**Equal**



**4368**

**JUNIOR MEMBERSHIP**



**4% 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

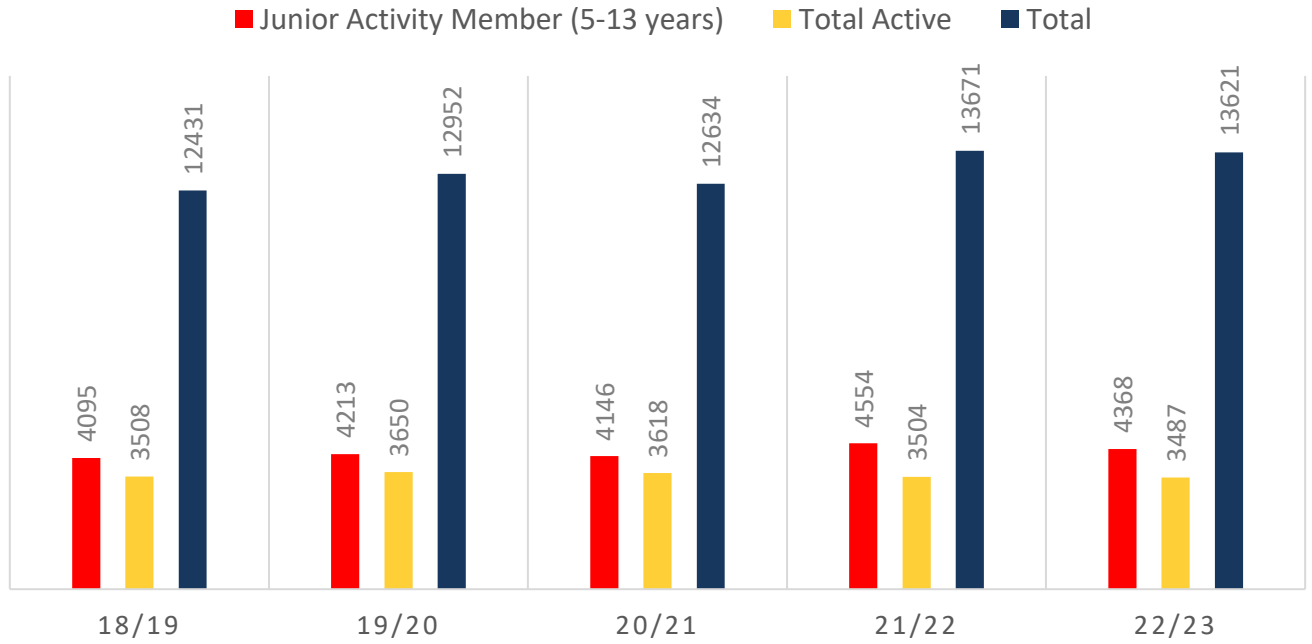
## MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	87	97	221	119	64
Junior Activity Member (5-13 years)	4095	4213	4146	4554	4368
Cadet Member (13-15 years)	429	538	555	480	347
Active Junior (15-18 years)	560	556	548	541	622
Active Senior (18years and over)	2048	2098	2082	2137	2184
Award Member	432	417	390	313	298
Reserve Active	39	41	43	33	36
Long Service	594	607	633	641	675
Past Active	52	130	28	183	237
Associate	3492	3595	3466	4089	3841
Life Member	357	355	360	371	396
General	83	105	85	77	404
Honorary	124	153	62	56	71
Non Member Participants	21	35	8	25	18
Leave / Restricted	18	12	7	52	60
Total Active	3508	3650	3618	3504	3487
Total	12431	12952	12634	13671	13621

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	424	437	426	484	464
Under 7	536	584	560	652	607
Under 8	585	598	630	656	659
Under 9	565	565	548	657	595
Under 10	512	581	561	579	591
Under 11	465	431	470	528	477
Under 12	399	437	387	480	448
Under 13	338	353	360	348	408
Under 14	271	225	198	321	281
Junior Activities Total	4095	4211	4140	4705	4530

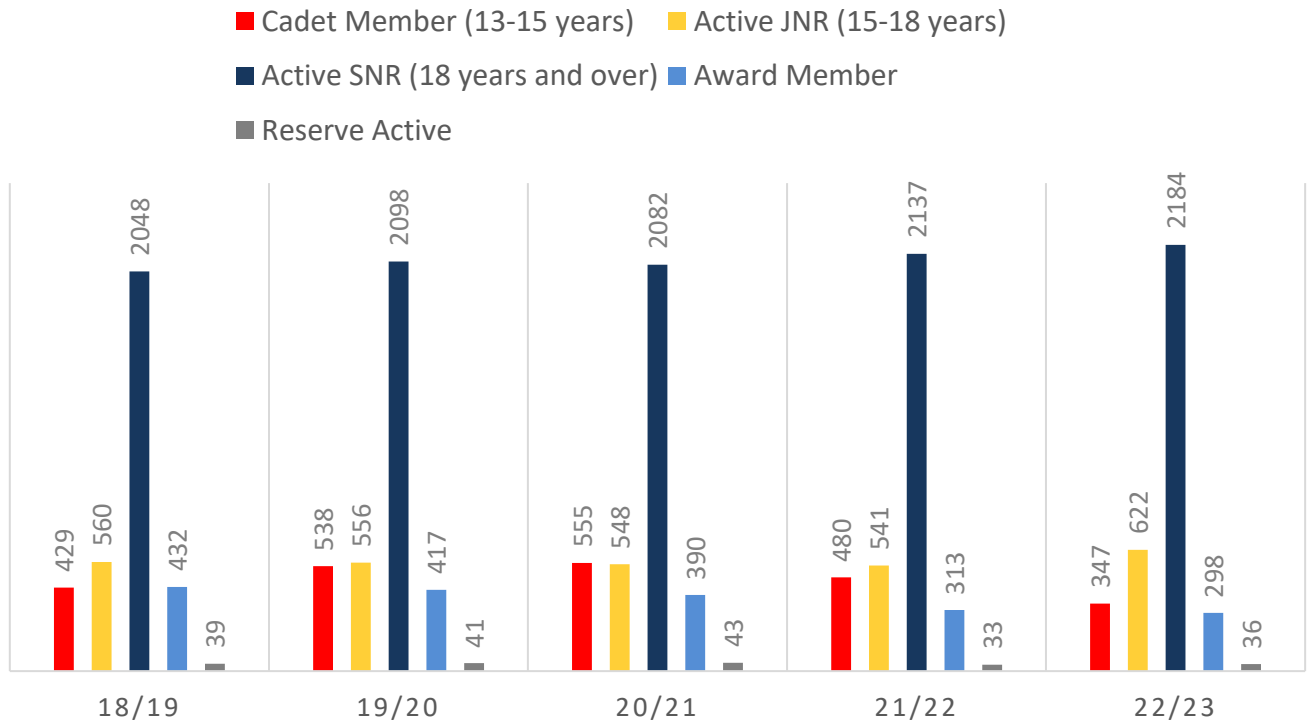
# 5 YEAR TREND ANALYSIS

## TOTAL MEMBERSHIP

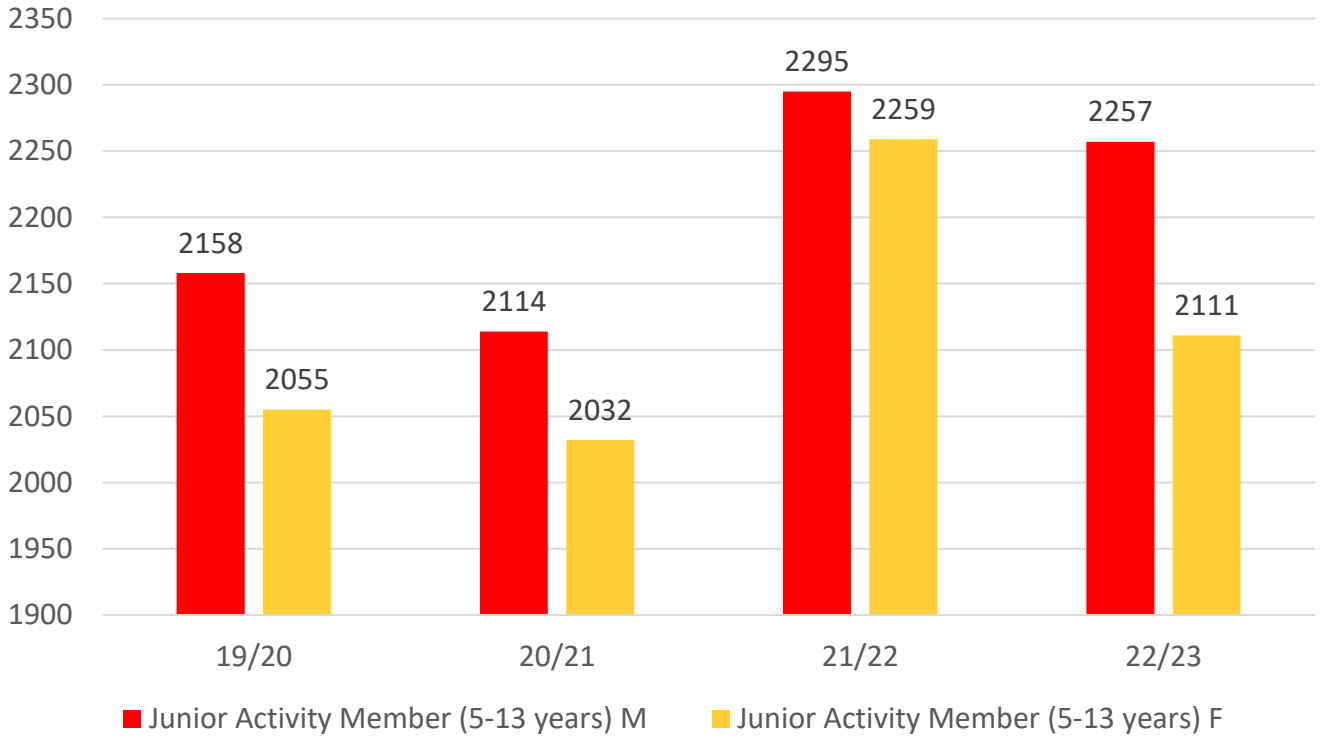


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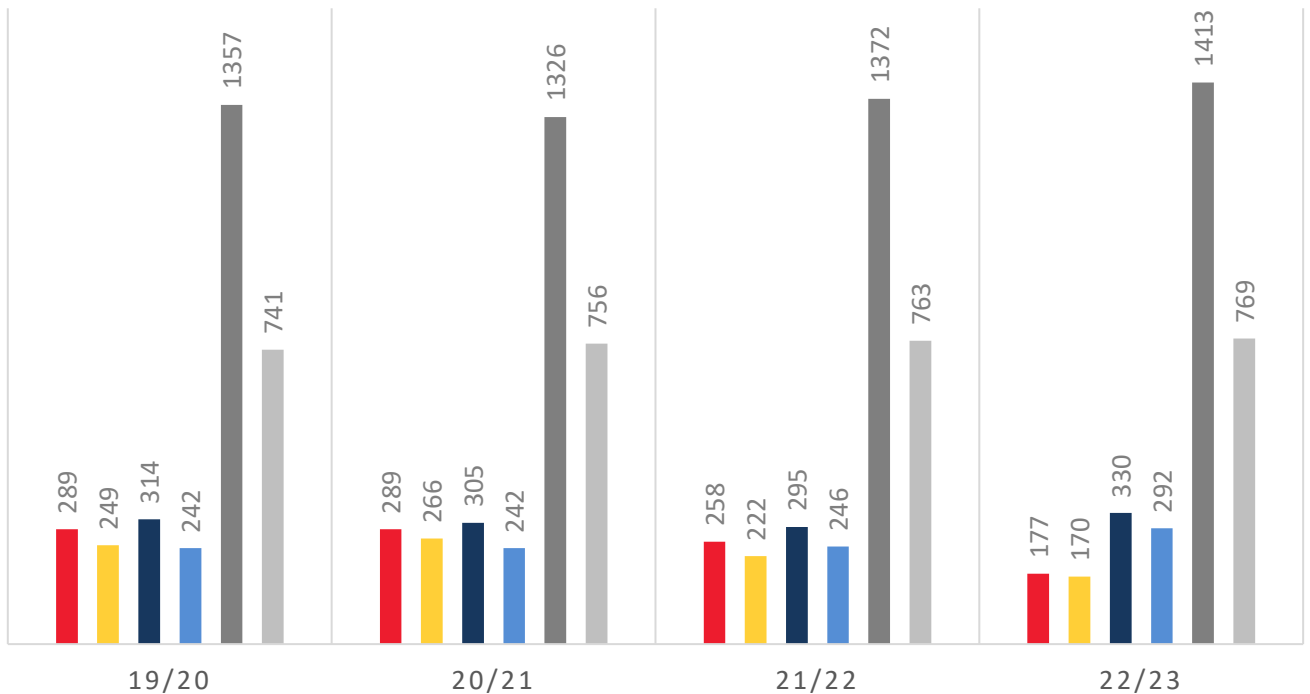
## ACTIVE MEMBERSHIP



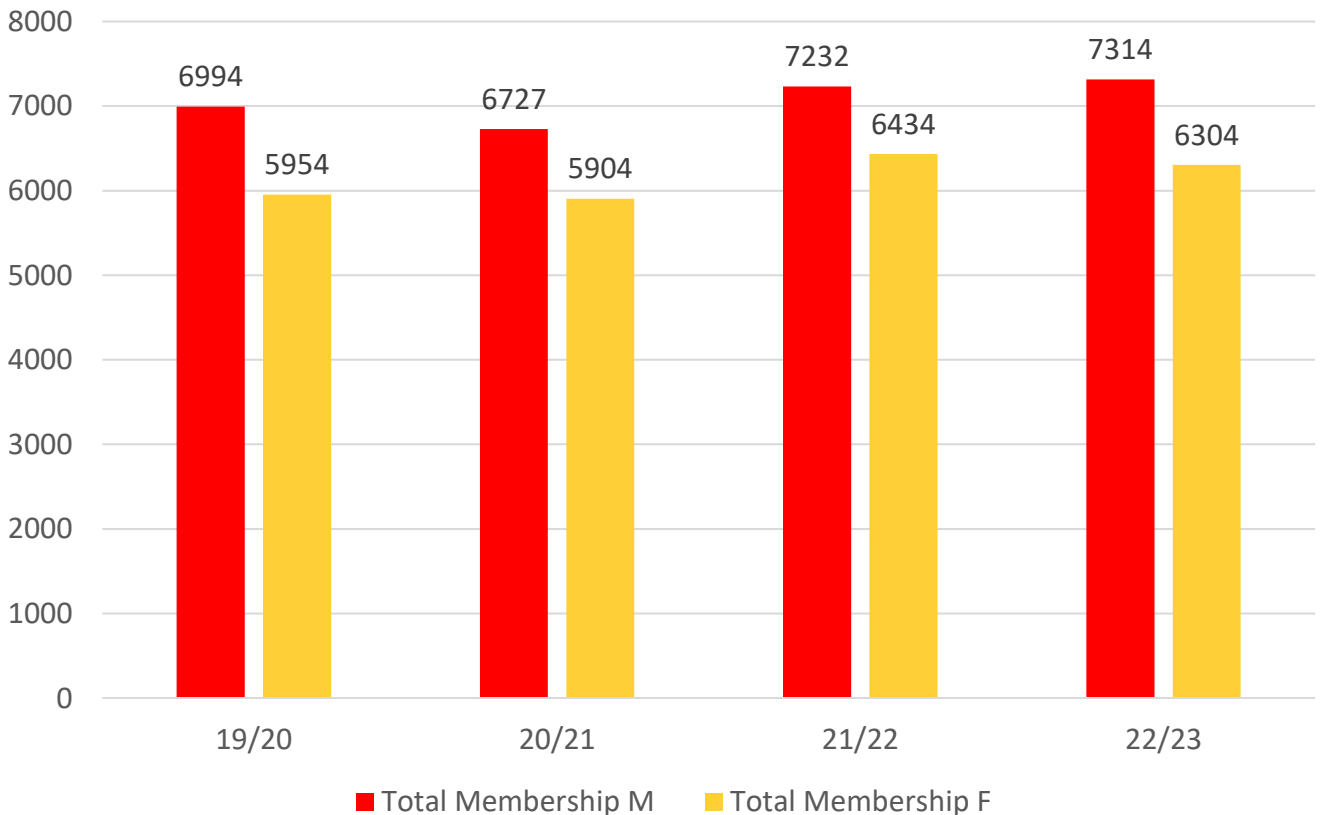
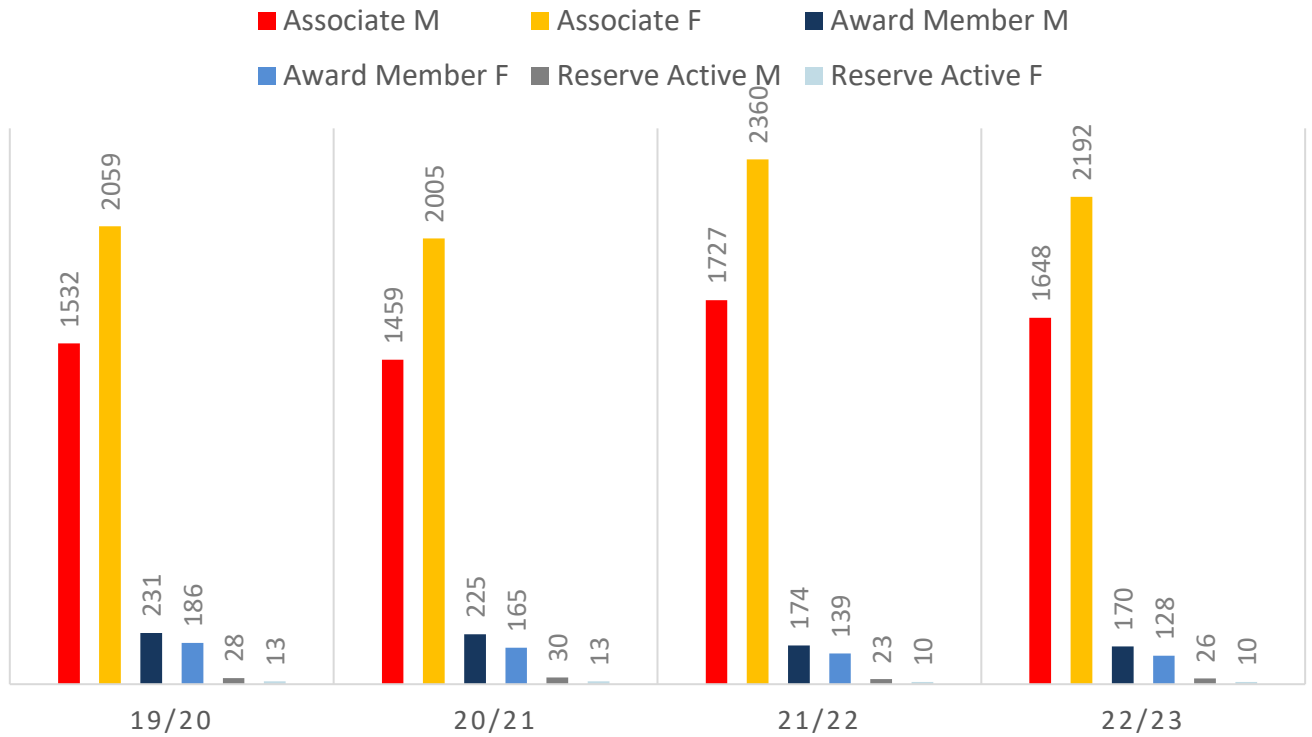
# 4 YEAR GENDER COMPARISON



- Cadet Member (13-15) M
 ■ Cadet Member (13-15) F
 ■ Active JNR (15-18) M
 ■ Active JNR (15-18) F
 ■ Active SNR (18+) M
 ■ Active SNR (18+) F



# 4 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**4334**

**BRAND NEW MEMBERS**



**67%**

**MEMBERSHIP RETENTION**



**4467**

**MEMBERS LOST FROM THE ORGANISATION**

SUNSHINE COAST BRANCH 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	119	40	34%	37	0	0%	79	66%	61	51%	0	0%	64	-46%
Junior Activities	4554	2727	60%	236	13	0%	1814	40%	1856	41%	21	0%	4368	-4%
Cadet Member (13-15 years)	480	372	78%	55	0	0%	108	23%	29	6%	1	0%	347	-28%
Active (15-18 yrs)	541	385	71%	-196	1	0%	155	29%	37	7%	4	1%	622	15%
Active (18yrs and over)	2137	1842	86%	-93	9	0%	286	13%	235	11%	14	1%	2184	2%
Award Member	313	265	85%	-5	0	0%	48	15%	26	8%	2	1%	298	-5%
Reserve Active	33	28	85%	-1	1	3%	4	12%	7	21%	0	0%	36	9%
Long Service	641	597	93%	-31	3	0%	41	6%	39	6%	8	1%	675	5%
Past Active	183	159	87%	-38	1	1%	23	13%	36	20%	4	2%	237	30%
Associate	4089	2240	55%	134	8	0%	1841	45%	1727	42%	8	0%	3841	-6%
Life Member	371	360	97%	-17	0	0%	11	3%	19	5%	0	0%	396	7%
General	77	58	75%	-121	0	0%	19	25%	225	292%	0	0%	404	425%
Honorary	56	51	91%	-1	0	0%	5	9%	19	34%	0	0%	71	27%
Non Member Participant	25	11	44%	1	0	0%	14	56%	8	32%	0	0%	18	-28%
Leave / Restricted	52	33	63%	-17	0	0%	19	37%	10	19%	0	0%	60	15%
Total Active	3504	2892	83%		11	0%	601	17%	334	10%	21		3487	0%
Total	13671	9168	67%		36	0%	4467	33%	4334	32%	62		13621	0%

# MEMBERSHIP RETENTION

SUNSHINE COAST BRANCH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	461	374	81%	87	19%	34	7%	447
16-18 Years	599	422	70%	176	29%	33	6%	561
19-25 Years	423	320	76%	99	23%	61	14%	464
26-35 Years	247	188	76%	56	23%	40	16%	228
36-50 Years	1003	877	87%	124	12%	107	11%	943
51-70 Years	699	643	92%	55	8%	52	7%	763
70+ Years	72	68	94%	4	6%	8	11%	81
<b>Total</b>	3504	2892	83%	601	17%	335	10%	3487

SUNSHINE COAST BRANCH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	484					455		458
Under 7	648	271	56%	208	43%	331	68%	602
Under 8	650	357	55%	289	45%	292	45%	653
Under 9	650	382	59%	264	41%	201	31%	587
Under 10	570	394	61%	255	39%	184	28%	582
Under 11	522	315	55%	252	44%	155	27%	473
Under 12	473	330	63%	192	37%	110	21%	445
Under 13	343	301	64%	171	36%	98	21%	399
Under 14	215	226	66%	116	34%	30	9%	169
Transitioned From JA		150	70%					

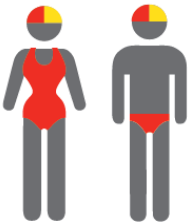
# MEMBERSHIP RETENTION

2020/21



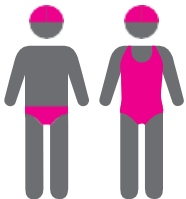
62%

TOTAL MEMBERSHIP  
RETENTION



62%

ACTIVE MEMBERSHIP  
RETENTION



60%

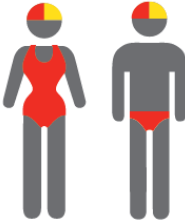
JUNIOR MEMBERSHIP  
RETENTION

2021/22



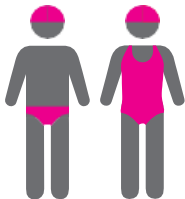
69%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



65%

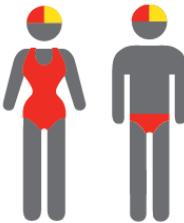
JUNIOR MEMBERSHIP  
RETENTION

2022/23



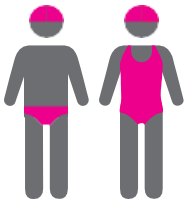
69%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



60%

JUNIOR MEMBERSHIP  
RETENTION