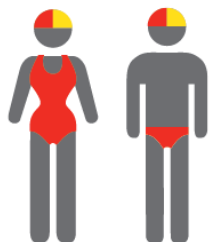


MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



147

ACTIVE MEMBERSHIP



Equal



496

TOTAL MEMBERSHIP



14% Decrease



155

JUNIOR MEMBERSHIP



22% 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.

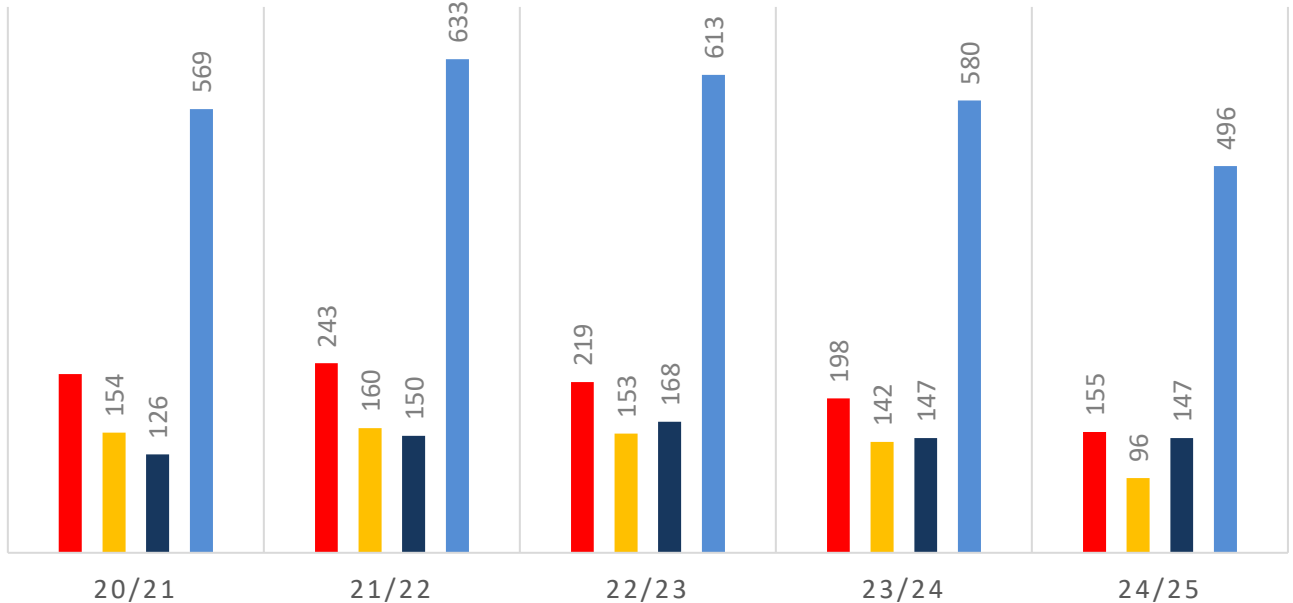
Note:

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

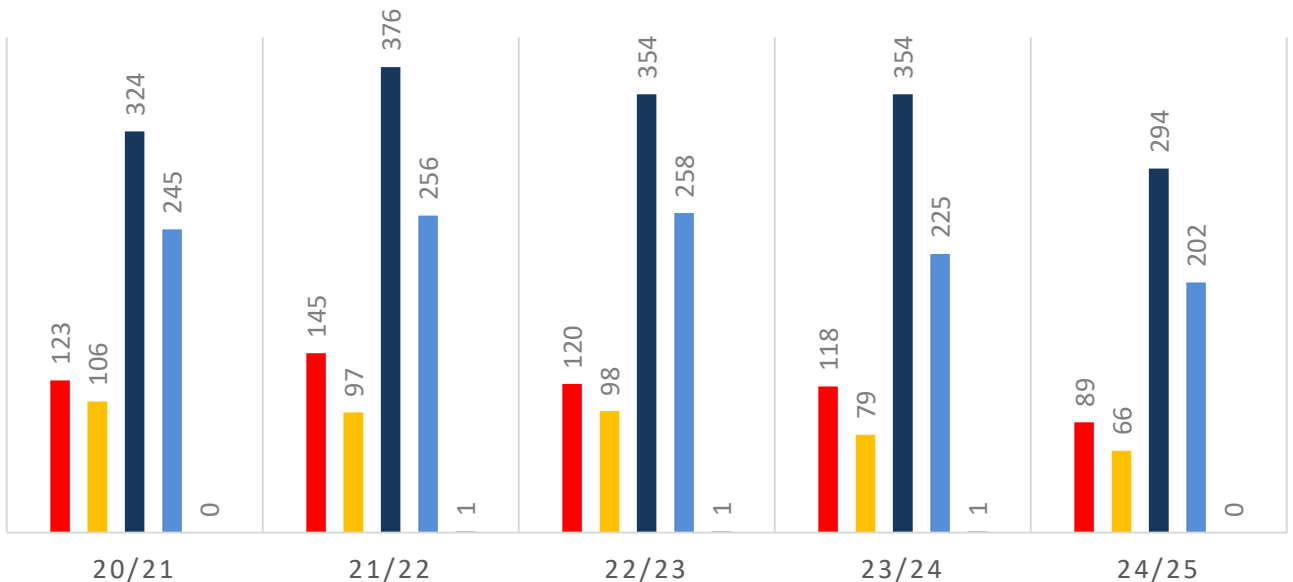
MEMBERSHIP TOTALS

■ 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



128

BRAND NEW MEMBERS



60%

MEMBERSHIP RETENTION



205

MEMBERS LOST FROM THE ORGANISATION

Surfers Paradise 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	2	2	100%	2	0	0%	0	0%	1	50%	0	0%	1	-50%
Nipper Parent	0	0			0		0		8		1		22	
Junior Activities	198	100	51%	7	9	5%	89	45%	59	30%	3	2%	155	-22%
Cadet Member (13-15 years)	15	11	73%		0	0%	4	27%	1	7%	1	7%	13	-13%
Active (15-18 yrs)	13	8	62%		3	23%	2	15%	2	15%	2	15%	19	46%
Active (18yrs and over)	111	83	75%		6	5%	22	20%	6	5%	11	10%	107	-4%
Award Member	5	4	80%		0	0%	1	20%	0	0%	1	20%	5	0%
Reserve Active	3	3	100%		0	0%	0	0%	0	0%	0	0%	3	0%
Long Service	37	30	81%		5	14%	2	5%	1	3%	1	3%	35	-5%
Past Active	0	0			0		0		0		0		0	
Associate	142	64	45%	18	6	4%	72	51%	48	34%	2	1%	96	-32%
Life Member	27	26	96%		0	0%	1	4%	0	0%	0	0%	27	0%
General	0	0			0		0		0		0		0	
Honorary	13	11	85%		0	0%	2	15%	1	8%	0	0%	12	-8%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	14	4	29%	4	0	0%	10	71%	1	7%	0	0%	1	-93%
Total Active	147	109	74%		9	6%	29	20%	9	6%	15	10%	147	0%
Total	580	346	60%		29	5%	205	35%	128	22%	22	4%	496	-14%

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

MEMBERSHIP RETENTION

Surfers Paradise 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	10	71%	4	29%	2	14%	16
16-18 Years	14	9	64%	2	14%	1	7%	14
19-25 Years	45	31	69%	10	22%	3	7%	45
26-35 Years	18	14	78%	4	22%	2	11%	18
36-50 Years	32	27	84%	4	13%	0	0%	30
51-70 Years	24	18	75%	5	21%	1	4%	24
70+ Years	0	0		0		0		0
Total	147	109	74%	29	20%	9	6%	147

Surfers Paradise 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	17					9		9
Under 7	16	9	53%	7	41%	10	59%	19
Under 8	26	8	50%	8	50%	5	31%	14
Under 9	31	17	65%	8	31%	8	31%	26
Under 10	27	15	48%	14	45%	10	32%	25
Under 11	27	13	48%	11	41%	4	15%	17
Under 12	21	11	41%	14	52%	3	11%	14
Under 13	22	8	38%	13	62%	5	24%	14
Under 14	11	12	55%	10	45%	5	23%	17
Transitioned From JA		7	64%					