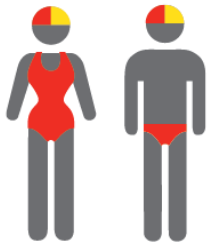


SURFERS PARADISE

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



180

ACTIVE MEMBERSHIP



16% Increase



664

TOTAL MEMBERSHIP



Equal



249

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.

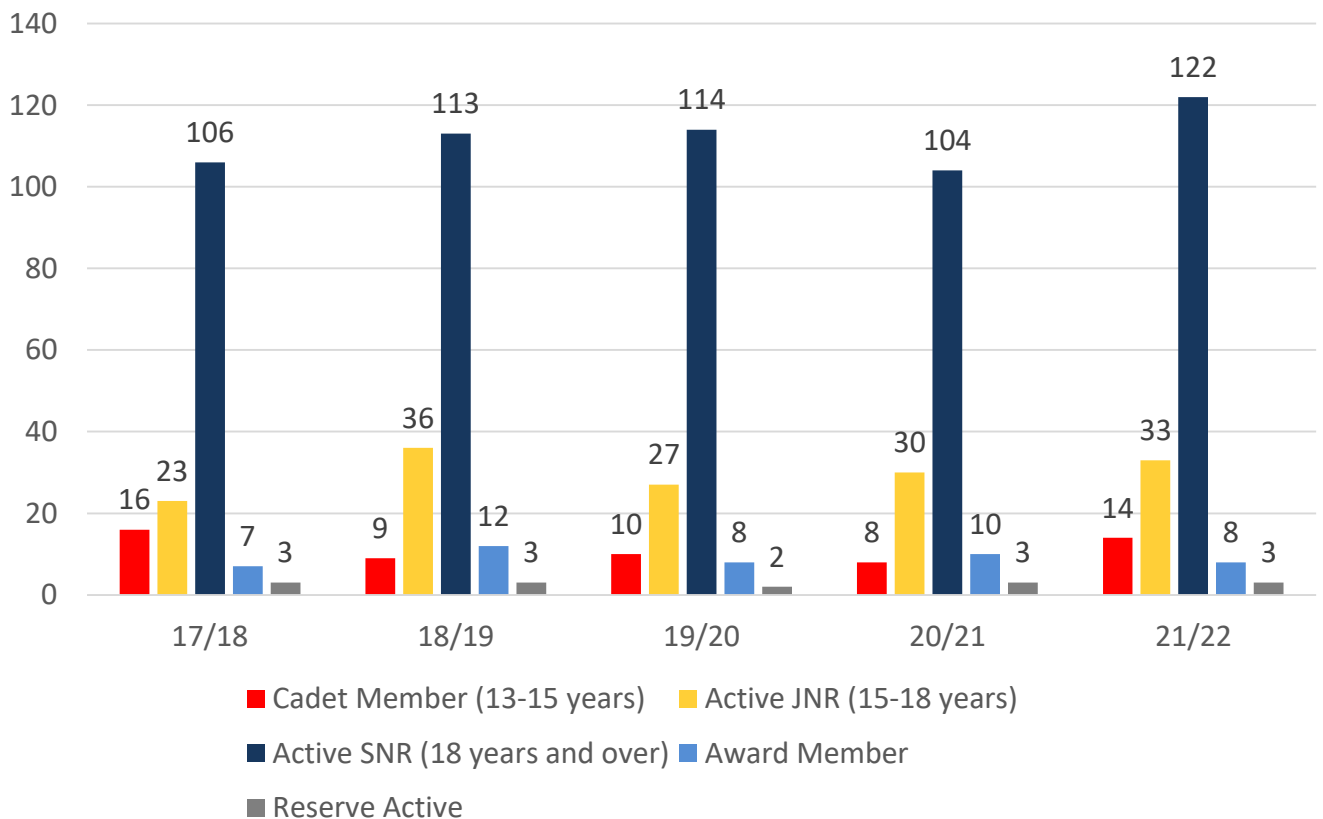
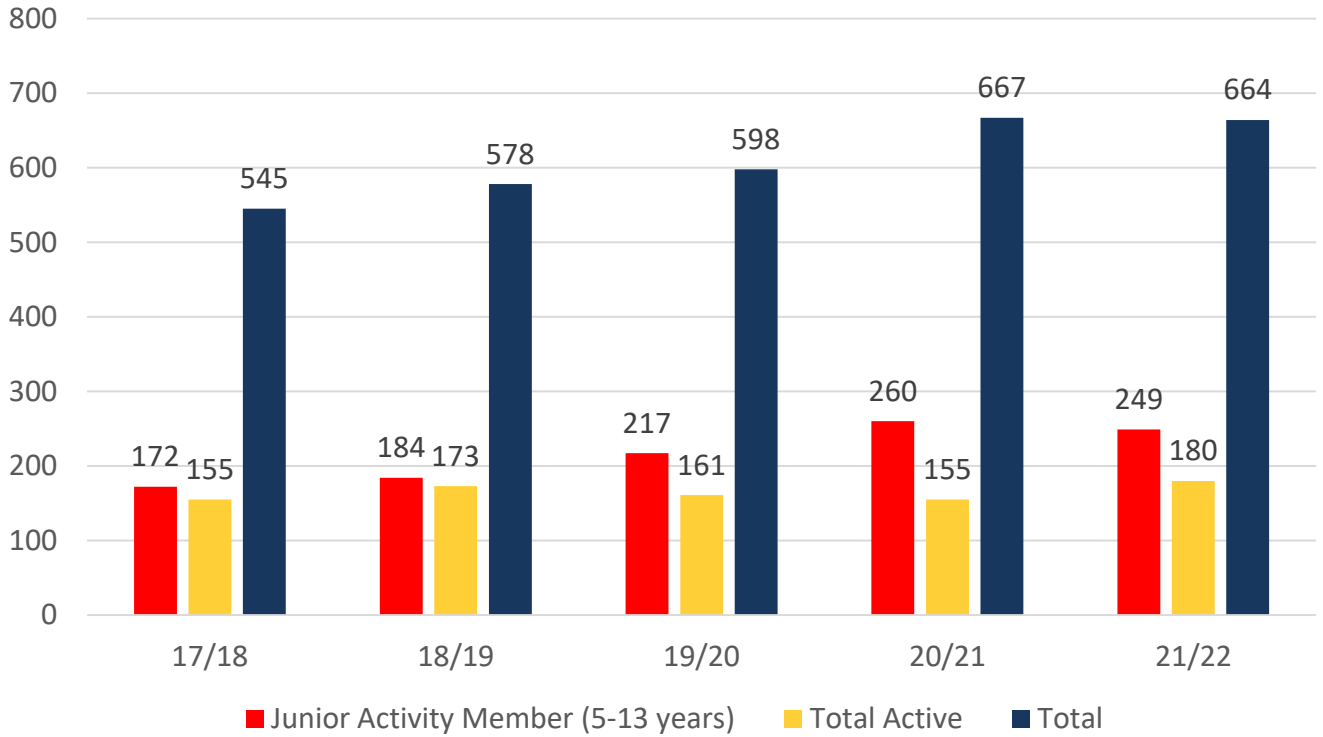
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

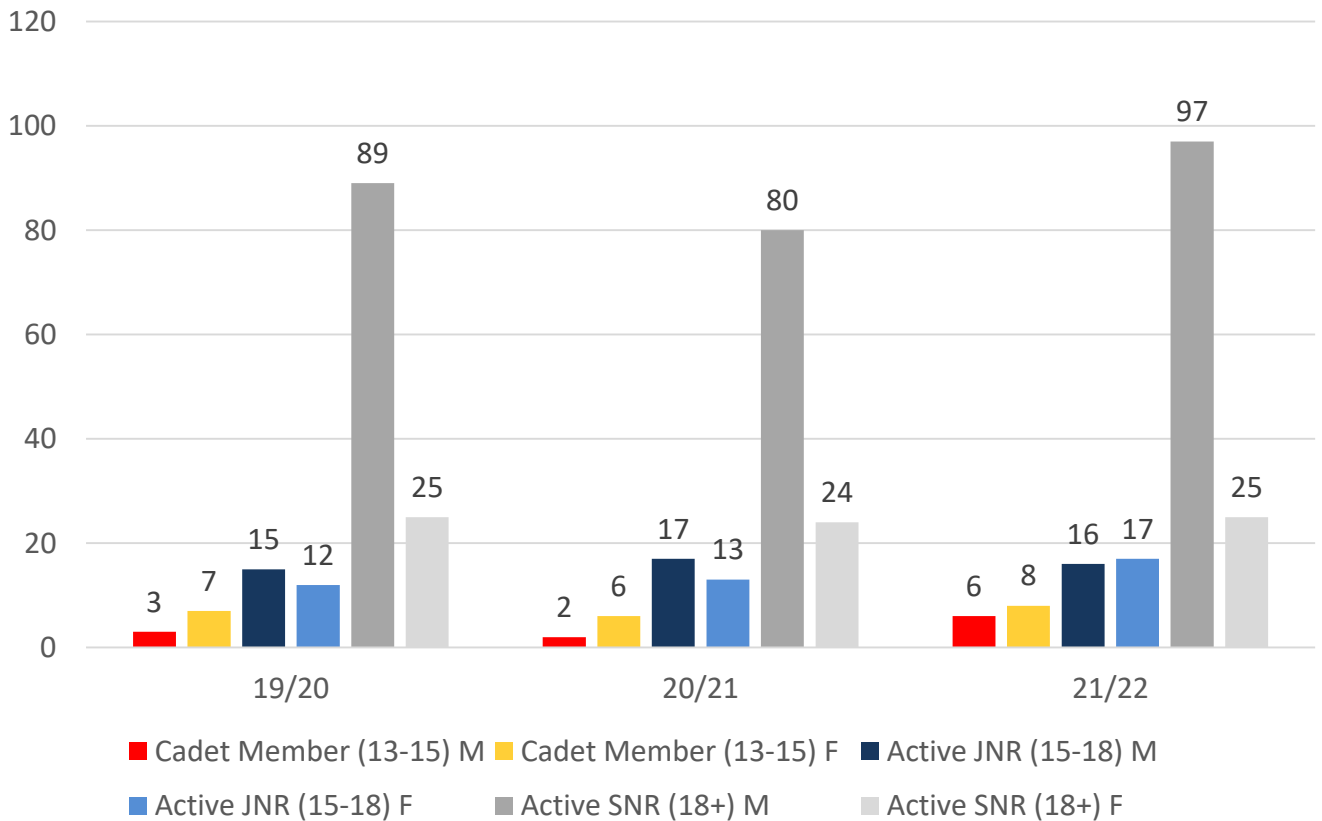
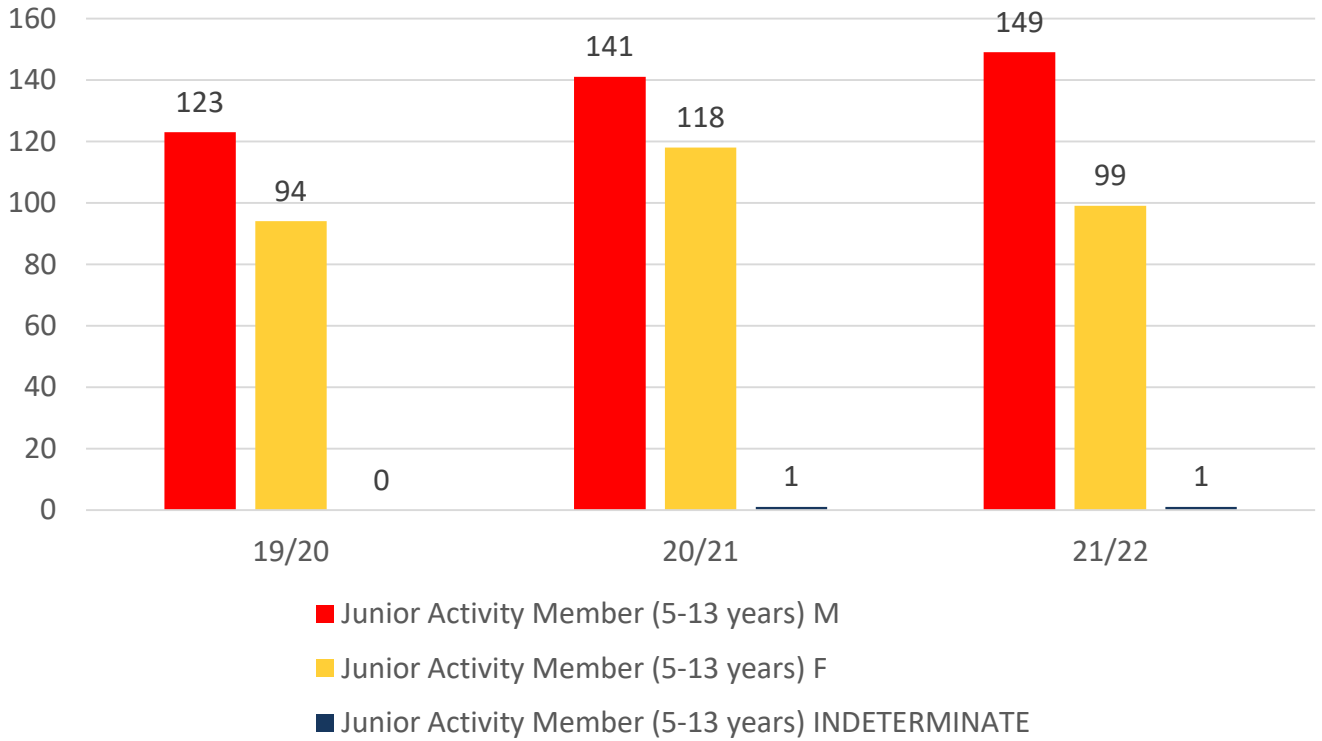
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	3	2	7	9	1
Junior Activity Member (5-13 years)	172	184	217	260	249
Cadet Member (13-15 years)	16	9	10	8	14
Active Junior (15-18 years)	23	36	27	30	33
Active Senior (18years and over)	106	113	114	104	122
Award Member	7	12	8	10	8
Reserve Active	3	3	2	3	3
Long Service	34	41	33	36	35
Past Active	0	1	1	0	1
Associate	142	135	143	174	161
Life Member	24	26	24	24	24
General	0	0	0	0	0
Honorary	14	13	11	4	13
Non Member Participants	0	0	0	4	0
Leave / Restricted	1	3	1	1	0
Total Active	155	173	161	155	180
Total	545	578	598	667	664

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	23	25	24	29	28
Under 7	31	35	33	33	34
Under 8	25	33	43	42	43
Under 9	18	25	31	47	34
Under 10	25	24	33	31	33
Under 11	13	16	26	30	34
Under 12	20	12	17	23	23
Under 13	11	10	8	20	12
Under 14	5	4	2	5	12
Junior Activities Total	171	184	217	260	253

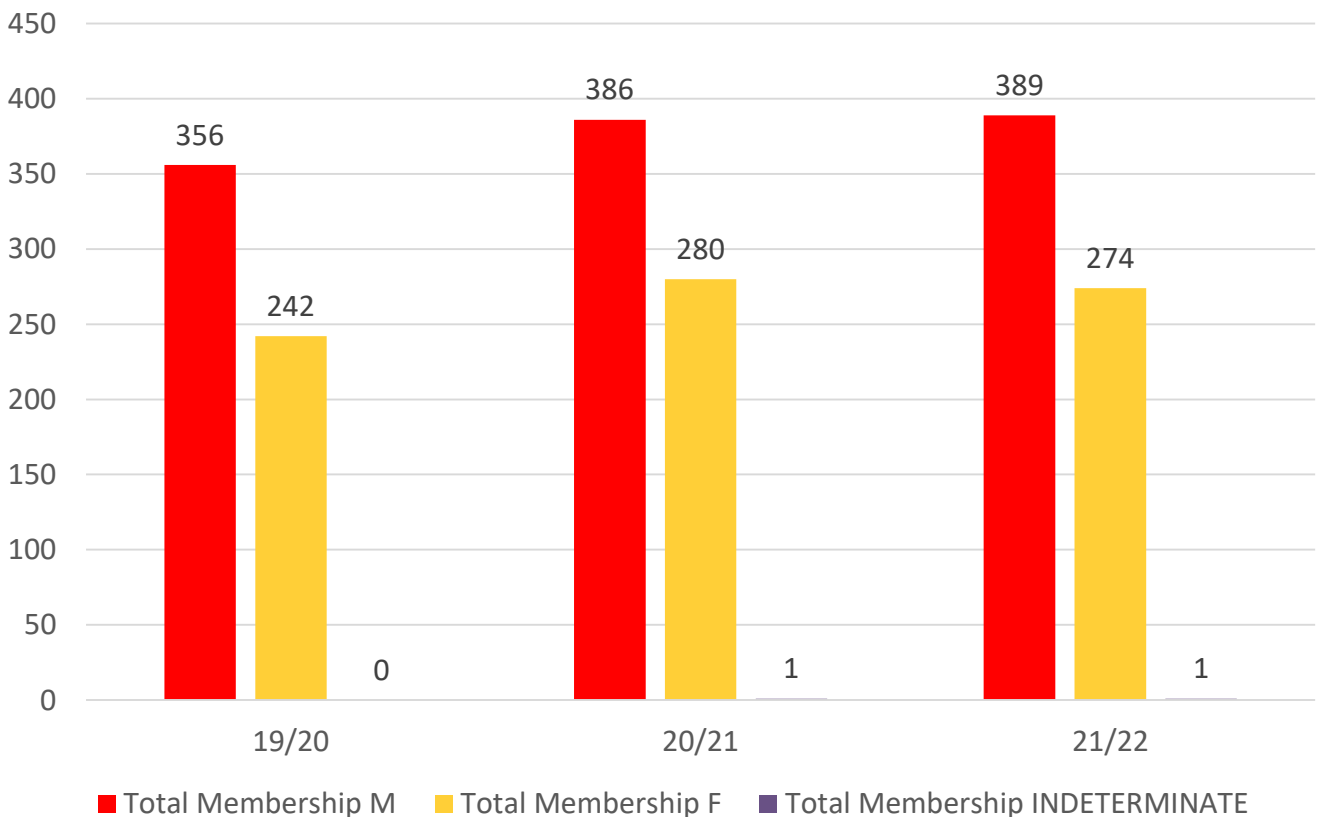
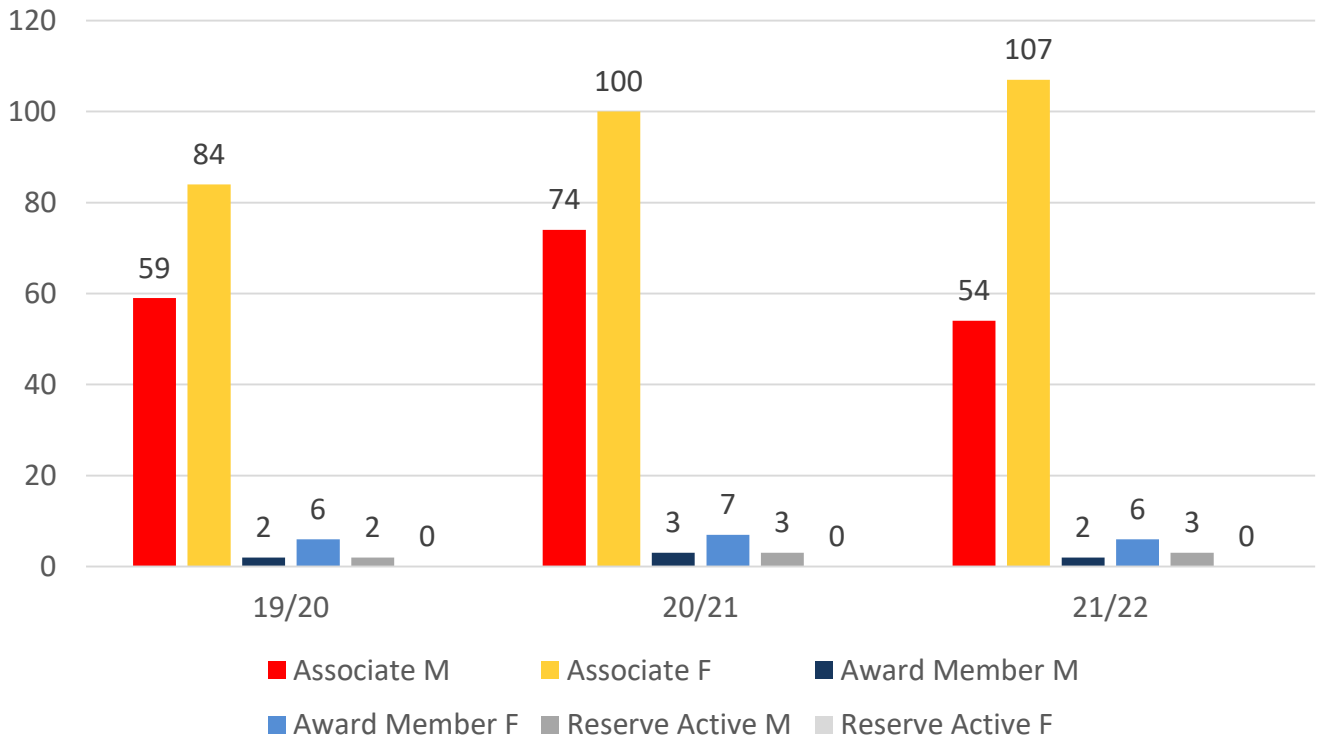
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



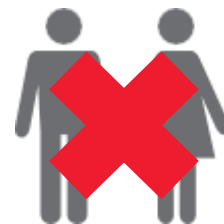
272

BRAND NEW MEMBERS



57%

MEMBERSHIP RETENTION



260

MEMBERS LOST FROM THE ORGANISATION

SURFERS PARADISE 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	9	4	44%	4	0	0%	5	56%	1	11%	0	0%	1	-89%
Junior Activities	260	126	48%	8	14	5%	120	46%	129	50%	2	1%	249	-4%
Cadet Member (13-15 years)	8	7	88%	-1	0	0%	1	13%	6	75%	0	0%	14	75%
Active (15-18 yrs)	30	19	63%	-4	2	7%	9	30%	8	27%	2	7%	33	10%
Active (18yrs and over)	104	81	78%	-8	2	2%	21	20%	29	28%	4	4%	122	17%
Award Member	10	7	70%	0	0	0%	3	30%	1	10%	0	0%	8	-20%
Reserve Active	3	2	67%	-1	0	0%	1	33%	0	0%	0	0%	3	0%
Long Service	36	29	81%	-2	2	6%	5	14%	3	8%	1	3%	35	-3%
Past Active	0	0		0	0		0		0		1		1	
Associate	174	77	44%	3	6	3%	91	52%	86	49%	1	1%	161	-7%
Life Member	24	24	100%	0	0	0%	0	0%	0	0%	0	0%	24	0%
General	0	0		0	0		0		0		0		0	
Honorary	4	4	100%	0	0	0%	0	0%	9	225%	0	0%	13	225%
Non Member Participant	4	0	0%	0	0	0%	4	100%	0	0%	0	0%	0	-100%
Leave / Restricted	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	155	116	75%		4	3%	35	23%	44	28%	6		180	16%
Total	667	381	57%		26	4%	260	39%	272	41%	11		664	0%

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

MEMBERSHIP RETENTION

SURFERS PARADISE 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	5	83%	1	17%	4	67%	15
16-18 Years	27	20	74%	6	22%	8	30%	23
19-25 Years	29	20	69%	8	28%	11	38%	36
26-35 Years	20	16	80%	4	20%	2	10%	22
36-50 Years	51	38	75%	12	24%	11	22%	57
51-70 Years	22	17	77%	4	18%	8	36%	27
70+ Years	0	0		0		0		0
Total	155	116	75%	35	23%	44	28%	180

SURFERS PARADISE 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	30					27		28
Under 7	33	13	43%	15	50%	22	73%	34
Under 8	42	21	64%	9	27%	22	67%	43
Under 9	47	21	50%	19	45%	13	31%	34
Under 10	31	19	40%	23	49%	14	30%	33
Under 11	30	18	58%	12	39%	14	45%	34
Under 12	23	12	40%	17	57%	11	37%	23
Under 13	20	8	35%	14	61%	4	17%	12
Under 14	5	11	55%	9	45%	1	5%	7
Transitioned From JA		3	60%					

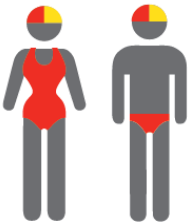
MEMBERSHIP RETENTION

2019/20



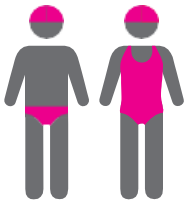
61%

TOTAL MEMBERSHIP
RETENTION



67%

ACTIVE MEMBERSHIP
RETENTION



55%

JUNIOR MEMBERSHIP
RETENTION

2020/21



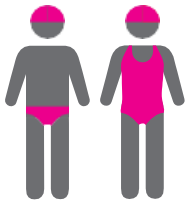
66%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



62%

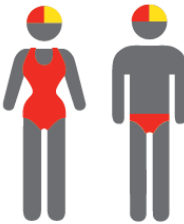
JUNIOR MEMBERSHIP
RETENTION

2021/22



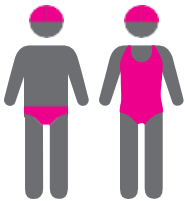
57%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



48%

JUNIOR MEMBERSHIP
RETENTION