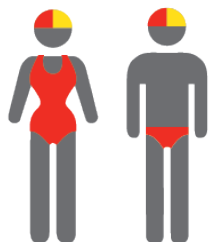


MEMBERSHIP STATISTICS REPORT 2020/2021



39

ACTIVE MEMBERSHIP



No Change



183

TOTAL MEMBERSHIP



32% Decrease



49

JUNIOR MEMBERSHIP



52% 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.

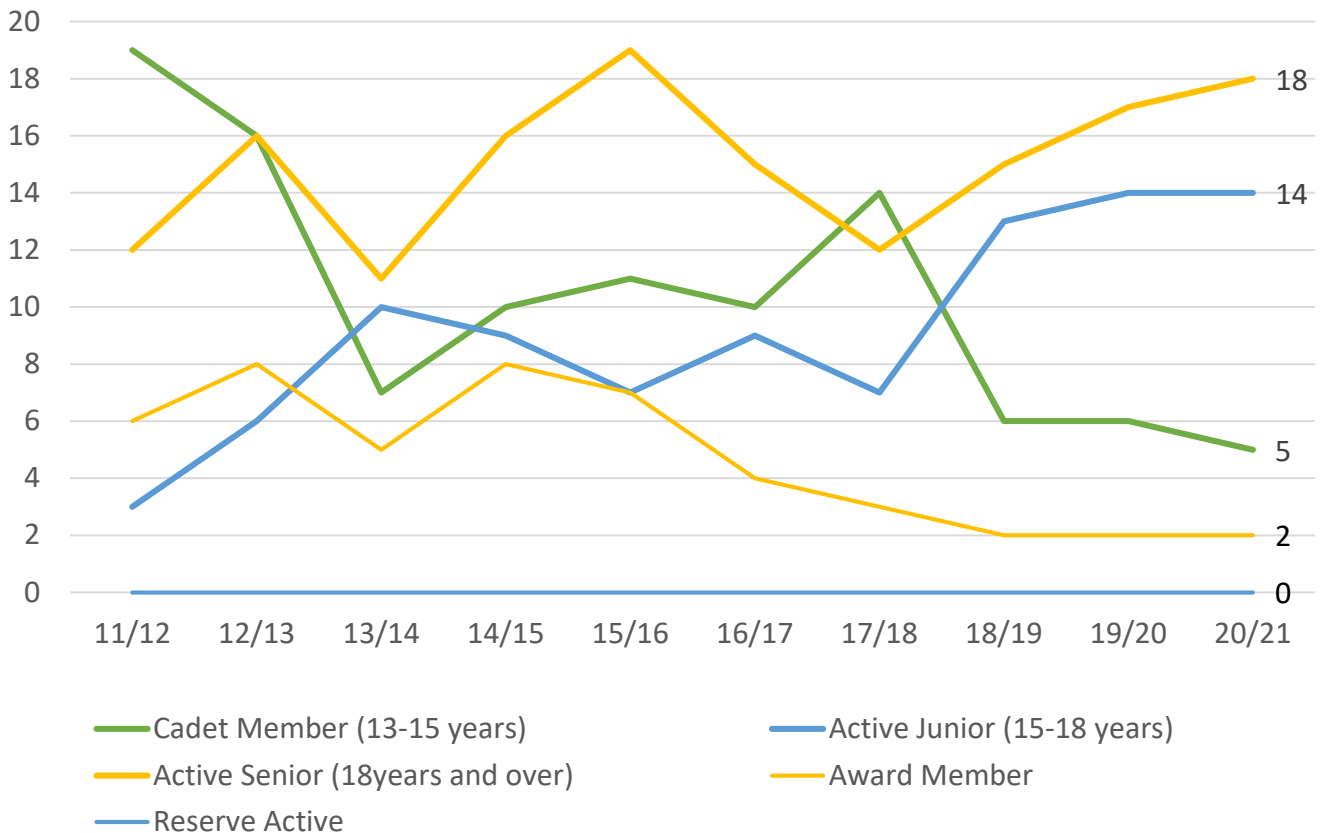
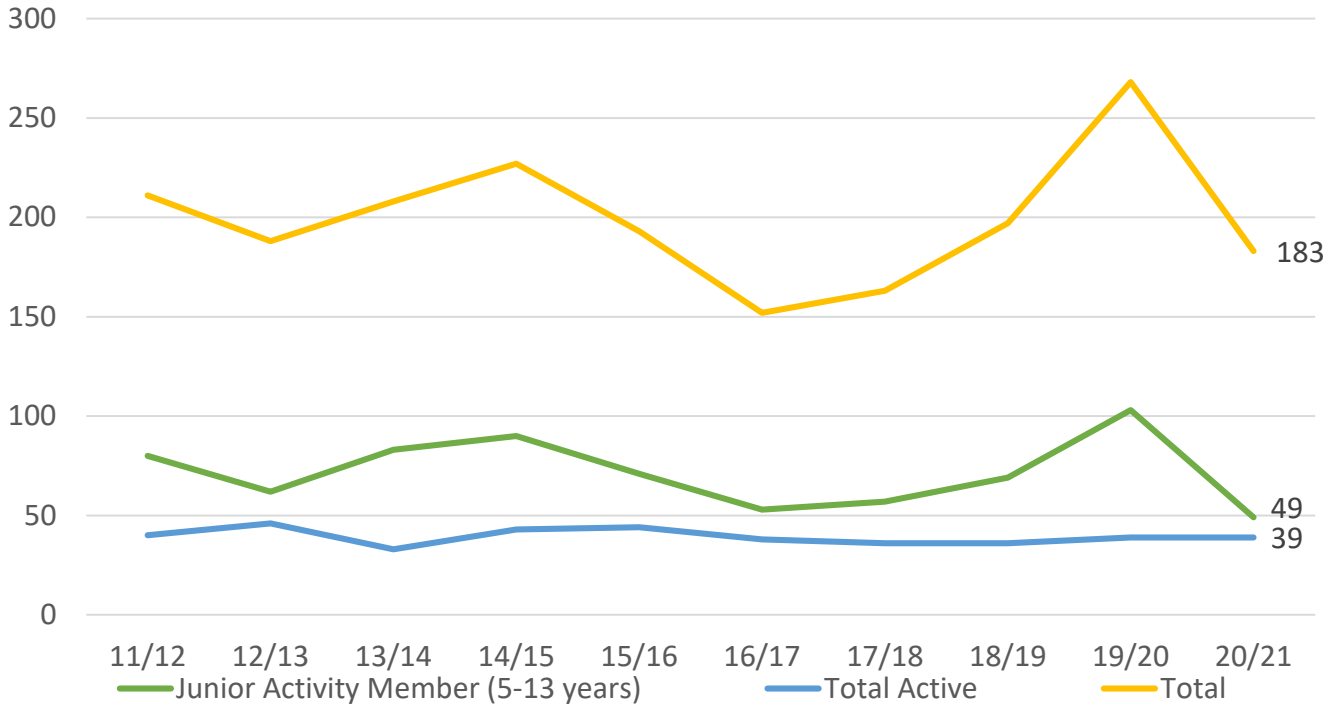
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	14	6	10	13	4	1	4	11	17	36
Junior Activity Member (5-13 years)	80	62	83	90	71	53	57	69	103	49
Cadet Member (13-15 years)	19	16	7	10	11	10	14	6	6	5
Active Junior (15-18 years)	3	6	10	9	7	9	7	13	14	14
Active Senior (18years and over)	12	16	11	16	19	15	12	15	17	18
Award Member	6	8	5	8	7	4	3	2	2	2
Reserve Active	0	0	0	0	0	0	0	0	0	0
Long Service	0	0	2	2	3	2	2	2	2	2
Past Active	0	0	0	0	0	1	0	0	0	0
Associate	58	55	60	59	49	33	39	48	80	34
Life Member	17	17	18	18	19	20	22	22	22	19
General	0	0	0	0	0	1	0	4	0	0
Honorary	2	2	2	2	2	2	2	5	5	4
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	1	1	1	0	0	0
Total Active	40	46	33	43	44	38	36	36	39	39
Total	211	188	208	227	193	152	163	197	268	183

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	13	7	10	11	8	6	5	8	15	0
Under 7	13	4	10	7	11	6	6	6	14	6
Under 8	8	9	14	10	7	9	6	10	12	7
Under 9	8	12	12	9	10	8	14	9	16	2
Under 10	8	5	7	16	6	7	6	13	10	8
Under 11	13	8	9	3	9	5	8	9	13	5
Under 12	6	9	10	12	2	3	4	6	14	7
Under 13	5	10	8	11	6	2	6	3	4	10
Under 14	6	3	3	11	8	5	1	5	5	4
Junior Activities Total	80	67	83	90	67	51	56	69	103	49

TREND ANALYSIS



MEMBERSHIP RETENTION



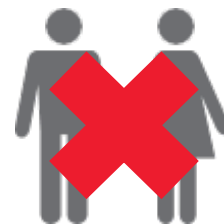
45

BRAND NEW MEMBERS



51%

MEMBERSHIP RETENTION



128

MEMBERS LOST FROM THE ORGANISATION

Sarina SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	17	6	35%		0	0%	11	65%	28	165%	0	0%	36	112%
Junior Activities	103	47	46%	4	0	0%	56	54%	6	6%	0	0%	49	-52%
Cadet Member (13-15 years)	6	5	83%		0	0%	1	17%	0	0%	0	0%	5	-17%
Active (15-18 yrs)	14	10	71%		2	14%	2	14%	2	14%	0	0%	14	0%
Active (18yrs and over)	17	13	76%		0	0%	4	24%	4	24%	0	0%	18	6%
Award Member	2	1	50%		0	0%	1	50%	1	50%	0	0%	2	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Past Active	0	0			0		0		0		0		0	
Associate	80	31	39%	1	0	0%	49	61%	4	5%	0	0%	34	-58%
Life Member	22	19	86%		0	0%	3	14%	0	0%	0	0%	19	-14%
General	0	0			0		0		0		0		0	
Honorary	5	4	80%		0	0%	1	20%	0	0%	0	0%	4	-20%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	39	29	74%		2	5%	8	21%	7	18%	0		39	0%
Total	268	138	51%		2	1%	128	48%	45	17%	0		183	-32%

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

MEMBERSHIP RETENTION

Sarina SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	7	6	86%	1	14%	0	0%	3
16-18 Years	13	9	69%	2	15%	2	15%	15
19-25 Years	9	6	67%	3	33%	2	22%	8
26-35 Years	4	3	75%	1	25%	2	50%	5
36-50 Years	4	3	75%	1	25%	1	25%	6
51-70 Years	2	2	100%	0	0%	0	0%	2
70+ Years	0	0		0		0		0
Total	39	29	74%	8	21%	7	18%	39

Sarina SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	15					0		0
Under 7	14	6	40%	9	60%	0	0%	6
Under 8	12	5	36%	9	64%	2	14%	7
Under 9	16	2	17%	10	83%	0	0%	2
Under 10	10	7	44%	9	56%	1	6%	8
Under 11	13	5	50%	5	50%	0	0%	5
Under 12	14	6	46%	7	54%	1	8%	7
Under 13	4	8	57%	6	43%	2	14%	10
Under 14	5	4	100%	0	0%	0	0%	4
Transitioned From JA		4	80%					

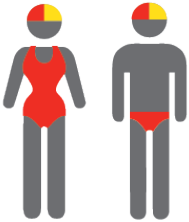
MEMBERSHIP RETENTION

2018/19



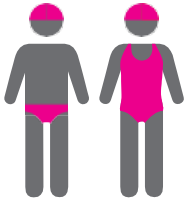
80%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



74%

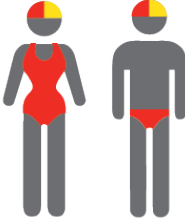
JUNIOR MEMBERSHIP
RETENTION

2019/20



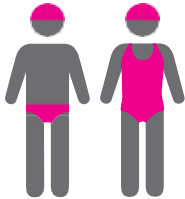
71%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



61%

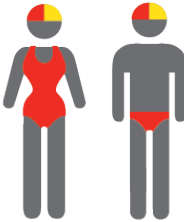
JUNIOR MEMBERSHIP
RETENTION

2020/21



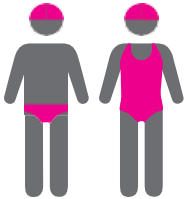
51%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



46%

JUNIOR MEMBERSHIP
RETENTION