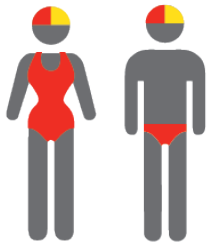


SOUTH COAST BRANCH

MEMBERSHIP STATISTICS REPORT 2020/2021



2,608

ACTIVE MEMBERSHIP



3% Decrease



10,692

TOTAL MEMBERSHIP



4% Increase



3,795

JUNIOR MEMBERSHIP



4% 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.

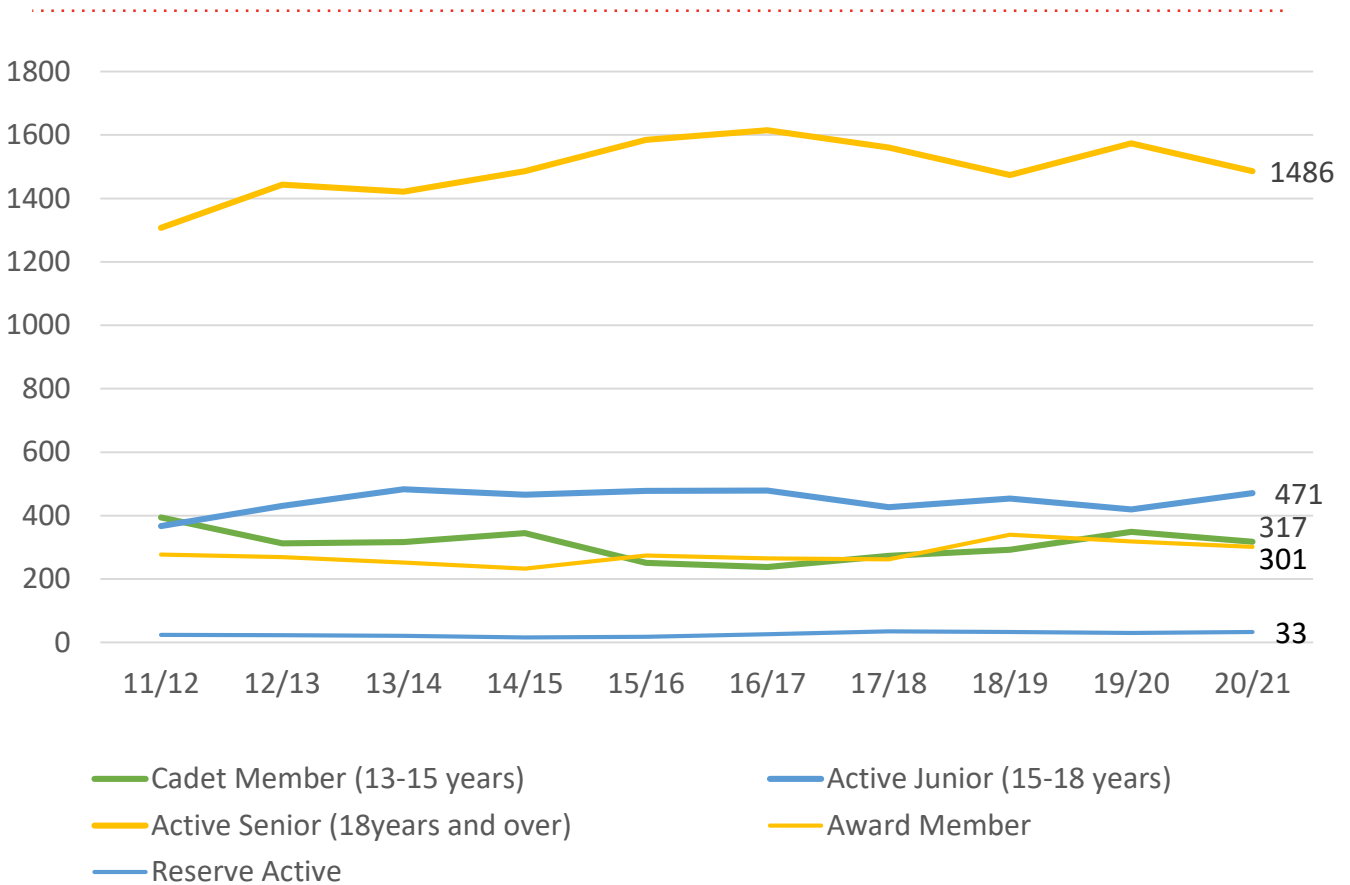
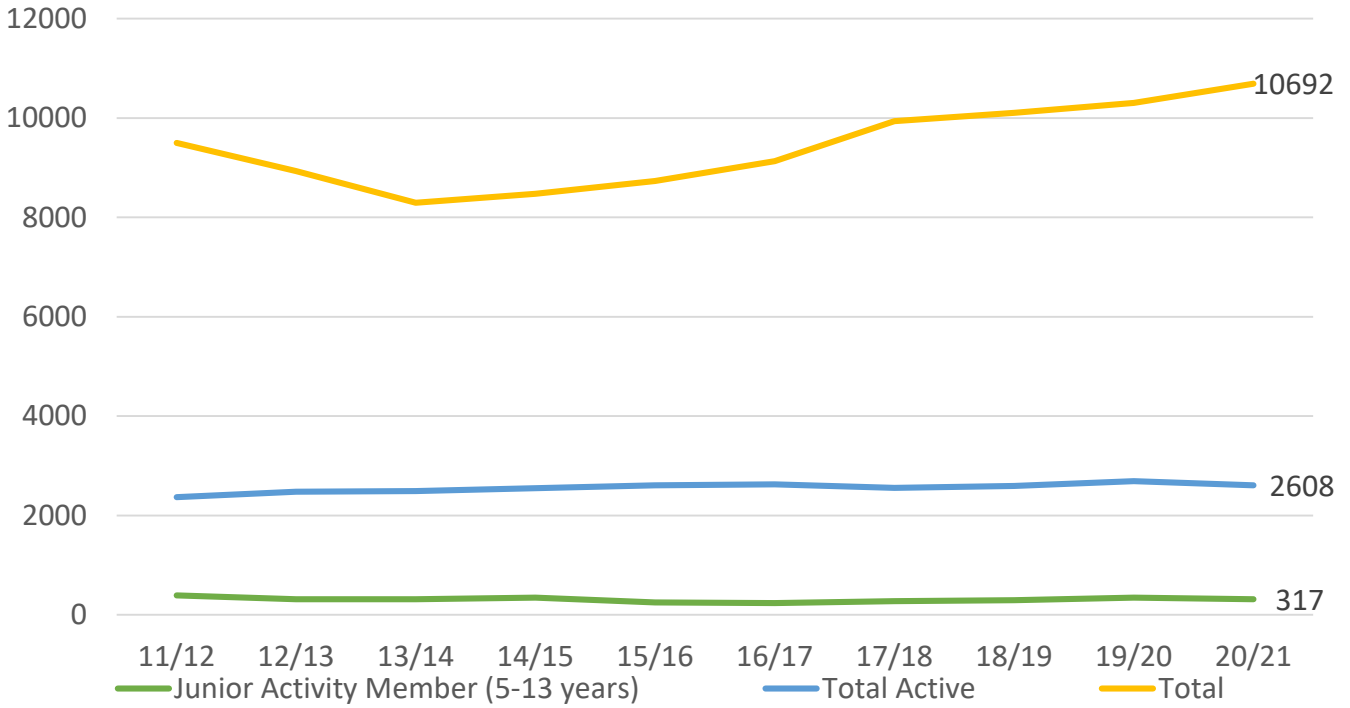
TOTAL MEMBERSHIP

MEMBERSHIP 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	501	224	143	126	156	87	148	137	71	89
Junior Activity Member (5-13 years)	3075	2819	2512	2591	2762	2944	3338	3427	3644	3795
Cadet Member (13-15 years)	394	312	316	345	251	238	273	292	349	317
Active Junior (15-18 years)	367	430	483	466	478	479	426	454	419	471
Active Senior (18years and over)	1307	1444	1421	1486	1585	1615	1561	1474	1574	1486
Award Member	277	269	252	233	274	265	262	340	318	301
Reserve Active	24	23	21	16	18	26	35	33	30	33
Long Service	463	456	465	467	490	514	514	558	553	570
Past Active	102	98	65	51	46	63	70	55	50	63
Associate	2690	2565	2288	2334	2320	2531	2940	2957	2930	3200
Life Member	211	211	228	229	237	237	241	251	255	264
General	0	0	0	33	4	0	5	1	2	2
Honorary	89	72	87	86	75	86	92	97	89	76
Non Member Participants	0	0	1	1	1	11	5	7	6	9
Leave / Restricted	0	10	12	10	36	38	25	19	14	16
Total Active	2369	2478	2493	2546	2606	2623	2557	2593	2690	2608
Total	9500	8933	8294	8474	8733	9134	9935	10102	10304	10692

	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	363	325	284	343	386	396	449	421	454	508
Under 7	417	346	332	372	407	455	493	501	522	548
Under 8	402	361	322	357	394	411	493	501	576	555
Under 9	393	403	356	331	362	391	429	486	465	529
Under 10	357	366	308	325	317	347	404	429	468	441
Under 11	339	331	281	273	284	290	345	356	379	399
Under 12	311	273	242	256	230	249	292	307	330	348
Under 13	276	284	209	189	225	210	237	243	262	277
Under 14	217	201	178	145	149	193	190	183	184	185
Junior Activities Total	3075	2890	2512	2591	2754	2942	3332	3427	3640	3790

TREND ANALYSIS



MEMBERSHIP RETENTION



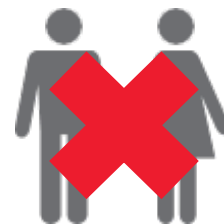
3,698

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



3,203

MEMBERS LOST FROM THE ORGANISATION

SOUTH COAST BRANCH 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	71	26	37%	20	0	0%	45	63%	83	117%	0	0%	89	25%
Junior Activities	3644	2327	64%	180	30	1%	1287	35%	1648	45%	0	0%	3795	4%
Cadet Member (13-15 years)	349	281	81%	5	3	1%	65	19%	41	12%	0	0%	317	-9%
Active (15-18 yrs)	419	319	76%		4	1%	96	23%	53	13%	0	0%	471	12%
Active (18yrs and over)	1574	1196	76%		27	2%	351	22%	230	15%	0	0%	1486	-6%
Award Member	318	262	82%		0	0%	56	18%	24	8%	0	0%	301	-5%
Reserve Active	30	27	90%	1	2	7%	1	3%	7	23%	0	0%	33	10%
Long Service	553	506	92%		6	1%	41	7%	49	9%	0	0%	570	3%
Past Active	50	39	78%		1	2%	10	20%	14	28%	0	0%	63	26%
Associate	2930	1702	58%	23	23	1%	1205	41%	1521	52%	0	0%	3200	9%
Life Member	255	247	97%		0	0%	8	3%	6	2%	0	0%	264	4%
General	2	0	0%		0	0%	2	100%	2	100%	0	0%	2	0%
Honorary	89	64	72%		0	0%	25	28%	9	10%	0	0%	76	-15%
Non Member Participant	6	4	67%		0	0%	2	33%	5	83%	0	0%	9	50%
Leave / Restricted	14	5	36%		0	0%	9	64%	6	43%	0	0%	16	14%
Total Active	2690	2085	78%		36	1%	569	21%	355	13%	0		2608	-3%
Total	10304	7005	68%		96	1%	3203	31%	3698	36%	0		10692	4%

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

MEMBERSHIP RETENTION

South Coast Branch 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	292	239	82%	51	17%	43	15%	316
16-18 Years	472	348	74%	118	25%	51	11%	456
19-25 Years	548	376	69%	161	29%	59	11%	465
26-35 Years	264	187	71%	70	27%	54	20%	237
36-50 Years	703	572	81%	122	17%	108	15%	693
51-70 Years	387	340	88%	46	12%	39	10%	414
70+ Years	24	23	96%	1	4%	2	8%	27
Total	2690	2085	78%	569	21%	356	13%	2608

South Coast Branch 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	456					507		508
Under 7	522	295	65%	156	34%	252	55%	548
Under 8	576	327	63%	188	36%	227	43%	555
Under 9	465	347	60%	223	39%	181	31%	529
Under 10	468	293	63%	168	36%	148	32%	441
Under 11	379	279	60%	186	40%	121	26%	399
Under 12	330	240	63%	138	36%	109	29%	348
Under 13	262	224	68%	102	31%	57	17%	277
Under 14	184	177	68%	84	32%	44	17%	185
Transitioned From JA		141	77%					

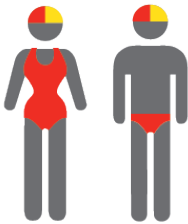
MEMBERSHIP RETENTION

2018/19



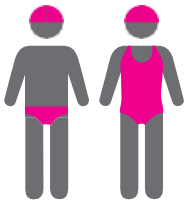
64%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



60%

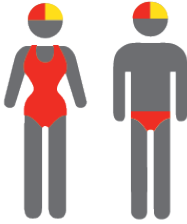
JUNIOR MEMBERSHIP
RETENTION

2019/20



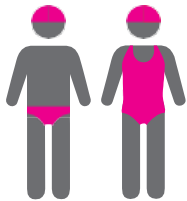
67%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



64%

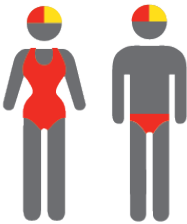
JUNIOR MEMBERSHIP
RETENTION

2020/21



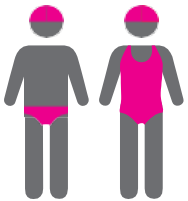
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



64%

JUNIOR MEMBERSHIP
RETENTION