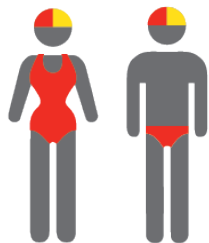


MEMBERSHIP STATISTICS REPORT 2020/2021



319

ACTIVE MEMBERSHIP



No Change



1389

TOTAL MEMBERSHIP



8% Increase



448

JUNIOR MEMBERSHIP



7% 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.

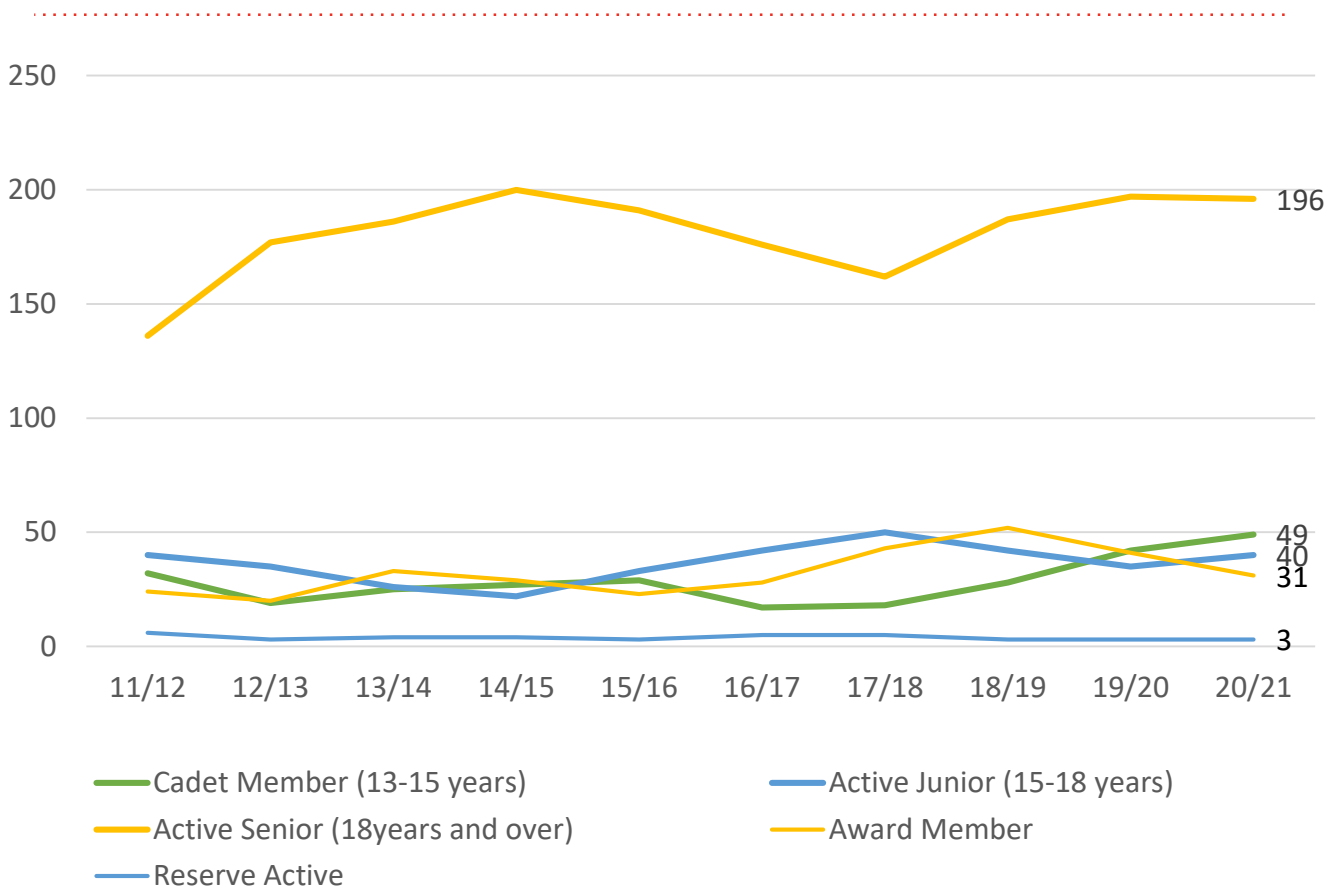
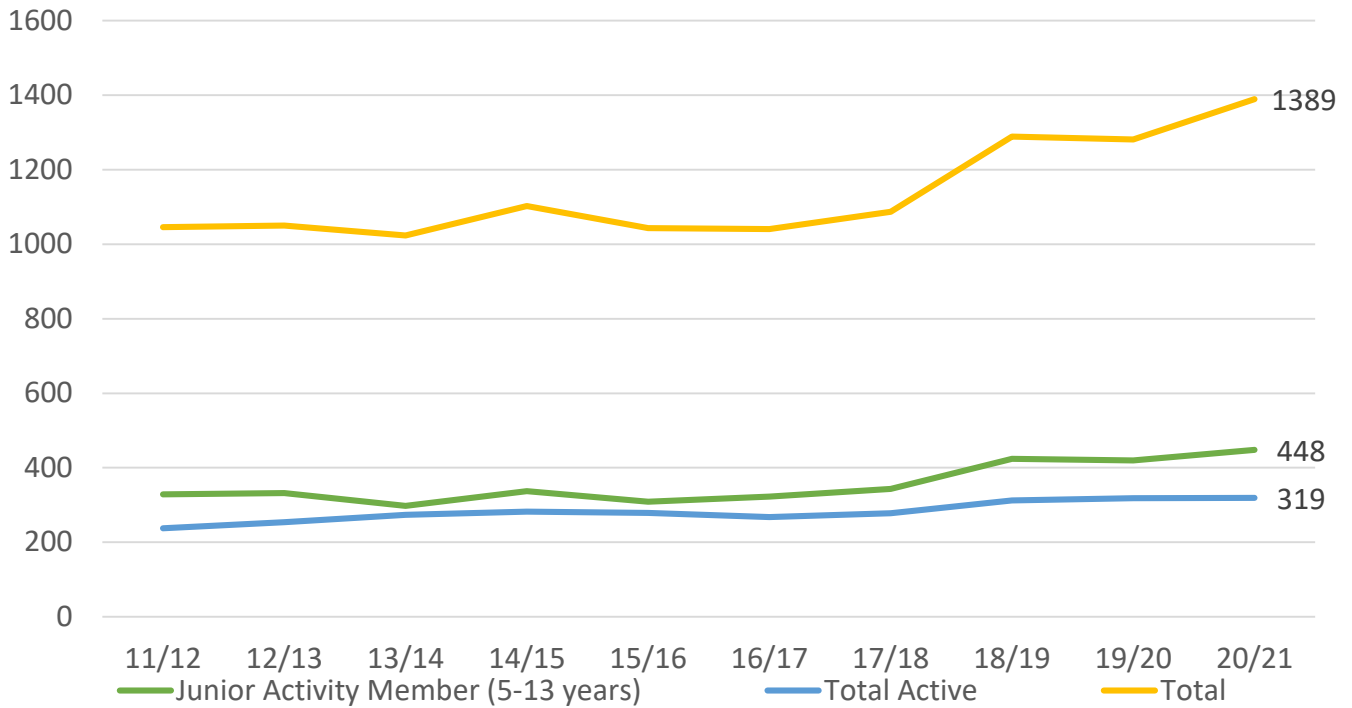
TOTAL MEMBERSHIP

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	49	12	23	22	22	24	4	23	7	6
Junior Activity Member (5-13 years)	329	332	298	337	309	323	343	424	420	448
Cadet Member (13-15 years)	32	19	25	27	29	17	18	28	42	49
Active Junior (15-18 years)	40	35	26	22	33	42	50	42	35	40
Active Senior (18years and over)	136	177	186	200	191	176	162	187	197	196
Award Member	24	20	33	29	23	28	43	52	41	31
Reserve Active	6	3	4	4	3	5	5	3	3	3
Long Service	46	50	45	54	50	44	44	43	46	44
Past Active	3	11	7	9	7	9	8	6	5	5
Associate	342	347	328	356	324	323	356	426	436	509
Life Member	26	28	30	28	30	27	29	32	28	31
General	0	0	0	0	1	0	0	0	0	0
Honorary	13	14	15	13	18	13	21	17	14	17
Non Member Participants	0	0	0	0	0	3	3	4	3	4
Leave / Restricted	0	2	3	1	3	7	1	2	4	6
Total Active	238	254	274	282	279	268	278	312	318	319
Total	1046	1050	1023	1102	1043	1041	1087	1289	1281	1389

	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	36	22	18	30	33	28	24	28	27	23
Under 7	43	43	43	41	44	44	49	51	52	64
Under 8	50	56	42	57	44	50	53	64	66	61
Under 9	48	50	43	47	53	47	45	72	57	63
Under 10	45	53	39	48	31	49	45	59	60	58
Under 11	35	33	41	34	39	37	45	50	50	53
Under 12	28	34	30	36	24	29	40	40	40	56
Under 13	23	35	26	24	23	19	27	33	34	39
Under 14	21	15	16	20	18	20	15	27	33	30
Junior Activities Total	329	341	298	337	309	323	343	424	419	447

TREND ANALYSIS



MEMBERSHIP RETENTION



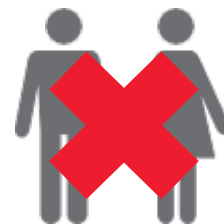
514

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



366

MEMBERS LOST FROM THE ORGANISATION

Southport 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	7	2	29%	1	1	14%	4	57%	5	71%	0	0%	6	-14%
Junior Activities	420	277	66%	31	10	2%	133	32%	202	48%	0	0%	448	7%
Cadet Member (13-15 years)	42	33	79%		1	2%	8	19%	4	10%	0	0%	49	17%
Active (15-18 yrs)	35	29	83%		0	0%	6	17%	7	20%	0	0%	40	14%
Active (18yrs and over)	197	157	80%		4	2%	36	18%	27	14%	0	0%	196	-1%
Award Member	41	33	80%	2	0	0%	8	20%	0	0%	0	0%	31	-24%
Reserve Active	3	3	100%	1	0	0%	0	0%	1	33%	0	0%	3	0%
Long Service	46	39	85%		3	7%	4	9%	4	9%	0	0%	44	-4%
Past Active	5	4	80%		0	0%	1	20%	1	20%	0	0%	5	0%
Associate	436	270	62%		8	2%	158	36%	235	54%	0	0%	509	17%
Life Member	28	28	100%		0	0%	0	0%	2	7%	0	0%	31	11%
General	0	0			0		0		0		0		0	
Honorary	14	11	79%		0	0%	3	21%	5	36%	0	0%	17	21%
Non Member Participant	3	3	100%		0	0%	0	0%	1	33%	0	0%	4	33%
Leave / Restricted	4	2	50%		0	0%	2	50%	4	100%	0	0%	6	50%
Total Active	318	255	80%		5	2%	58	18%	39	12%	0		319	0%
Total	1281	891	70%		27	2%	363	28%	498	39%	0		1389	8%

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

MEMBERSHIP RETENTION

Southport SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	34	24	71%	9	26%	5	15%	49
16-18 Years	43	38	88%	5	12%	6	14%	45
19-25 Years	67	44	66%	20	30%	8	12%	46
26-35 Years	29	18	62%	11	38%	3	10%	20
36-50 Years	85	73	86%	11	13%	14	16%	96
51-70 Years	59	57	97%	2	3%	3	5%	62
70+ Years	1	1	100%	0	0%	0	0%	1
Total	318	255	80%	58	18%	39	12%	319

Southport SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	27					23		23
Under 7	52	15	56%	10	37%	49	181%	64
Under 8	66	31	60%	19	37%	30	58%	61
Under 9	57	36	55%	26	39%	27	41%	63
Under 10	60	32	56%	24	42%	26	46%	58
Under 11	50	39	65%	21	35%	14	23%	53
Under 12	40	41	82%	9	18%	15	30%	56
Under 13	34	27	68%	12	30%	12	30%	39
Under 14	33	27	79%	7	21%	6	18%	30
Transitioned From JA		28	85%					

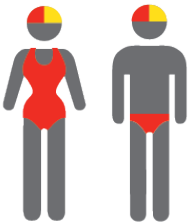
MEMBERSHIP RETENTION

2018/19



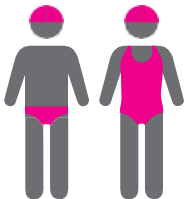
74%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



68%

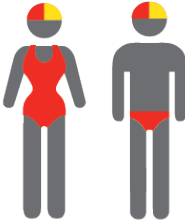
JUNIOR MEMBERSHIP
RETENTION

2019/20



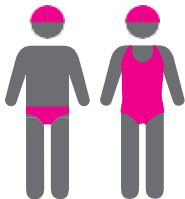
67%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



60%

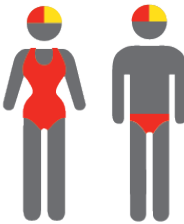
JUNIOR MEMBERSHIP
RETENTION

2020/21



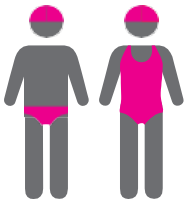
70%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION