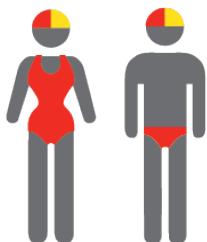


SUNSHINE BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



252

ACTIVE MEMBERSHIP



37% Increase



655

TOTAL MEMBERSHIP



16% Increase



177

JUNIOR MEMBERSHIP



2% 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.

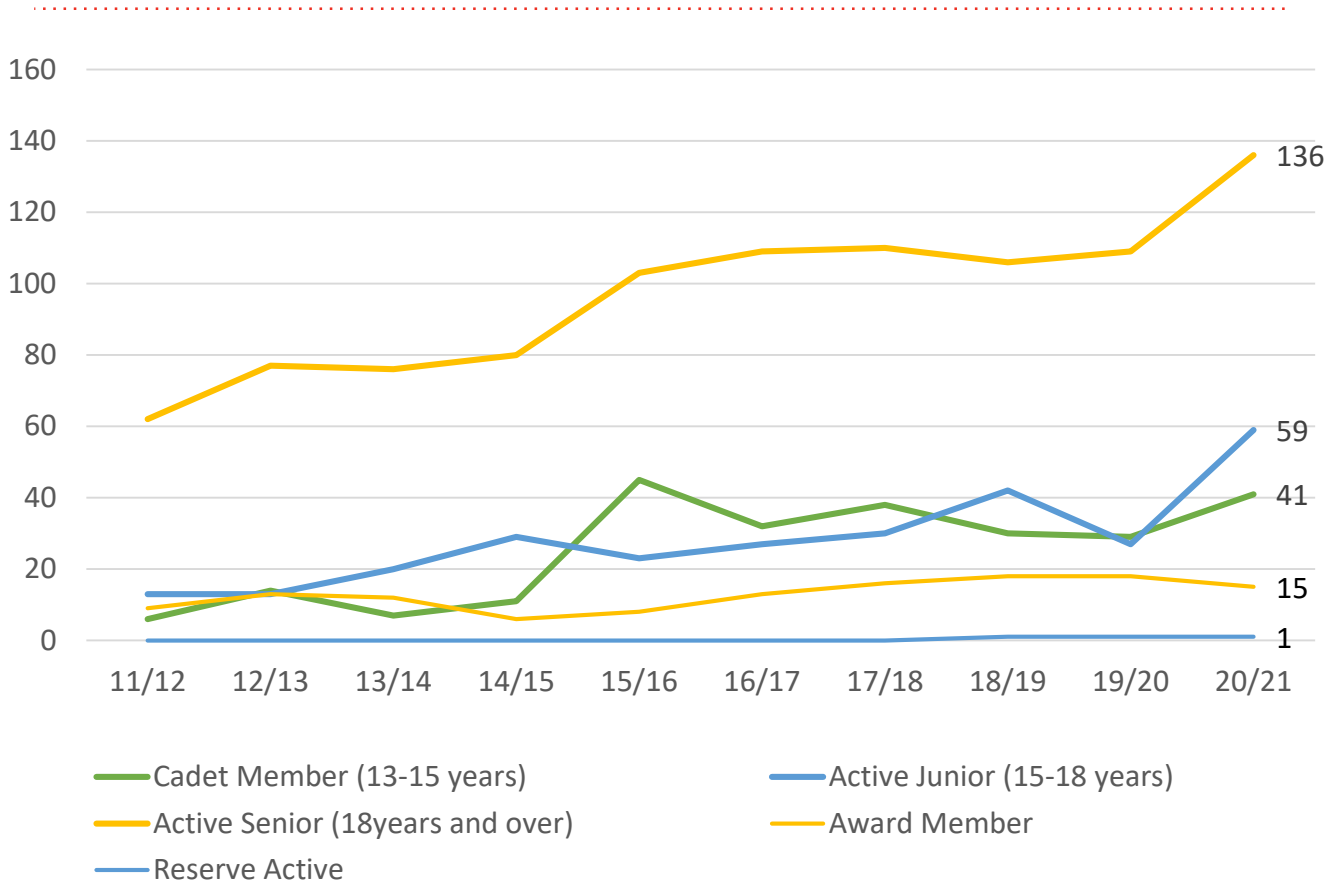
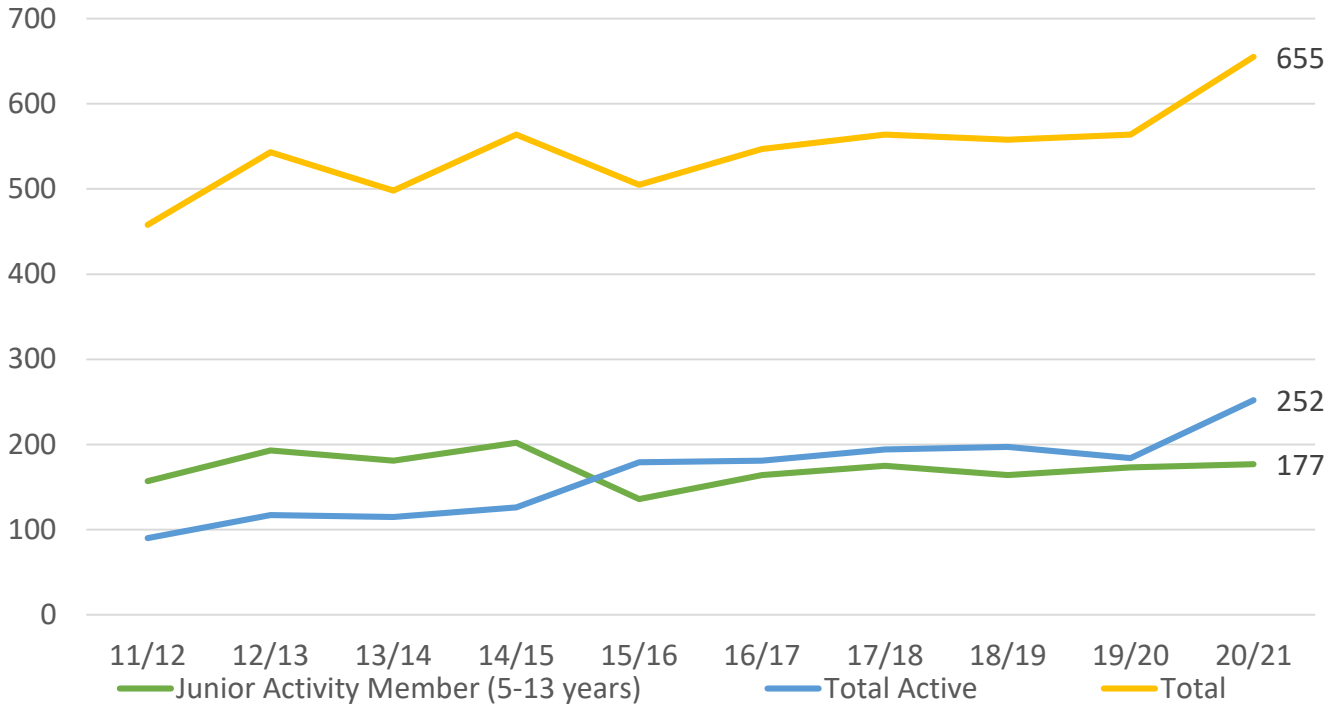
TOTAL MEMBERSHIP

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	2	0	0	0	0	0	0	1	0	1
Junior Activity Member (5-13 years)	157	193	181	202	136	164	175	164	173	177
Cadet Member (13-15 years)	6	14	7	11	45	32	38	30	29	41
Active Junior (15-18 years)	13	13	20	29	23	27	30	42	27	59
Active Senior (18years and over)	62	77	76	80	103	109	110	106	109	136
Award Member	9	13	12	6	8	13	16	18	18	15
Reserve Active	0	0	0	0	0	0	0	1	1	1
Long Service	14	13	13	14	13	13	20	15	19	18
Past Active	1	1	0	0	0	0	0	0	0	0
Associate	179	205	176	204	155	168	158	159	166	185
Life Member	15	12	12	18	19	18	17	20	19	19
General	0	0	0	0	0	0	0	0	0	0
Honorary	0	0	0	0	1	2	0	0	2	2
Non Member Participants	0	1	0	0	0	0	0	0	0	0
Leave / Restricted	0	1	1	0	2	1	0	2	1	1
Total Active	90	117	115	126	179	181	194	197	184	252
Total	458	543	498	564	505	547	564	558	564	655

	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	22	24	16	0	0	1	1	0	0
Under 7	16	20	14	31	19	17	15	29	27	26
Under 8	14	19	22	24	18	24	32	20	31	29
Under 9	20	28	24	25	26	20	21	30	17	26
Under 10	23	19	25	19	18	25	23	16	31	28
Under 11	21	24	17	29	17	16	25	18	20	27
Under 12	18	29	24	15	23	19	16	17	18	19
Under 13	15	21	17	23	15	25	22	15	16	20
Under 14	17	18	17	20	0	18	20	18	12	1
Junior Activities Total	157	200	184	202	136	164	175	164	172	176

TREND ANALYSIS



MEMBERSHIP RETENTION



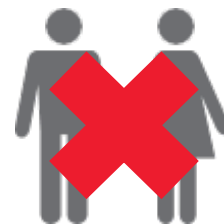
249

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



155

MEMBERS LOST FROM THE ORGANISATION

SUNSHINE BEACH 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	0	0			0		0		1		0		1	
Junior Activities	173	115	66%	25	0	0%	58	34%	87	50%	0	0%	177	2%
Cadet Member (13-15 years)	29	25	86%		0	0%	4	14%	6	21%	0	0%	41	41%
Active (15-18 yrs)	27	20	74%		0	0%	7	26%	28	104%	0	0%	59	119%
Active (18yrs and over)	109	95	87%		1	1%	13	12%	32	29%	0	0%	136	25%
Award Member	18	14	78%		0	0%	4	22%	0	0%	0	0%	15	-17%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	19	18	95%	1	0	0%	1	5%	1	5%	0	0%	18	-5%
Past Active	0	0			0		0		0		0		0	
Associate	166	98	59%	6	1	1%	67	40%	93	56%	0	0%	185	11%
Life Member	19	18	95%		0	0%	1	5%	0	0%	0	0%	19	0%
General	0	0			0		0		0		0		0	
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	0	0%		1	100%	0	0%	1	100%	0	0%	1	0%
Total Active	184	155	84%		1	1%	28	15%	66	36%	0		252	37%
Total	564	406	72%		3	1%	155	27%	249	44%	0		655	16%

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

MEMBERSHIP RETENTION

SUNSHINE BEACH SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	19	83%	4	17%	8	35%	40
16-18 Years	36	30	83%	6	17%	25	69%	55
19-25 Years	18	14	78%	4	22%	6	33%	32
26-35 Years	5	3	60%	1	20%	1	20%	3
36-50 Years	56	46	82%	10	18%	20	36%	69
51-70 Years	45	42	93%	3	7%	6	13%	52
70+ Years	1	1	100%	0	0%	0	0%	1
Total	184	155	84%	28	15%	66	36%	252

SUNSHINE BEACH SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	0					0		0
Under 7	27	0		0		26		26
Under 8	31	12	44%	15	56%	17	63%	29
Under 9	17	17	55%	14	45%	9	29%	26
Under 10	31	15	88%	2	12%	13	76%	28
Under 11	20	17	55%	14	45%	10	32%	27
Under 12	18	14	70%	6	30%	5	25%	19
Under 13	16	15	83%	3	17%	5	28%	20
Under 14	12	13	81%	3	19%	1	6%	1
Transitioned From JA		11	92%					

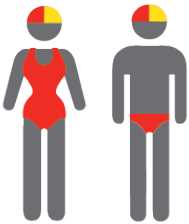
MEMBERSHIP RETENTION

2018/19



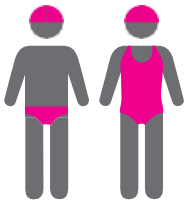
72%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



67%

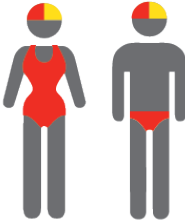
JUNIOR MEMBERSHIP
RETENTION

2019/20



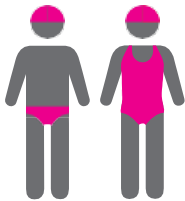
70%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



70%

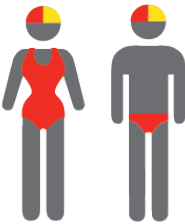
JUNIOR MEMBERSHIP
RETENTION

2020/21



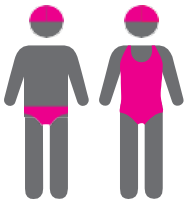
72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION