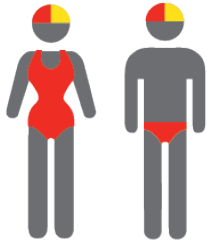


# SUNSHINE COAST

## MEMBERSHIP STATISTICS REPORT 2020/2021



**3,618**

**ACTIVE MEMBERSHIP**



**1% Decrease**



**12,634**

**TOTAL MEMBERSHIP**



**2% Decrease**



**4,146**

**JUNIOR MEMBERSHIP**



**2% 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

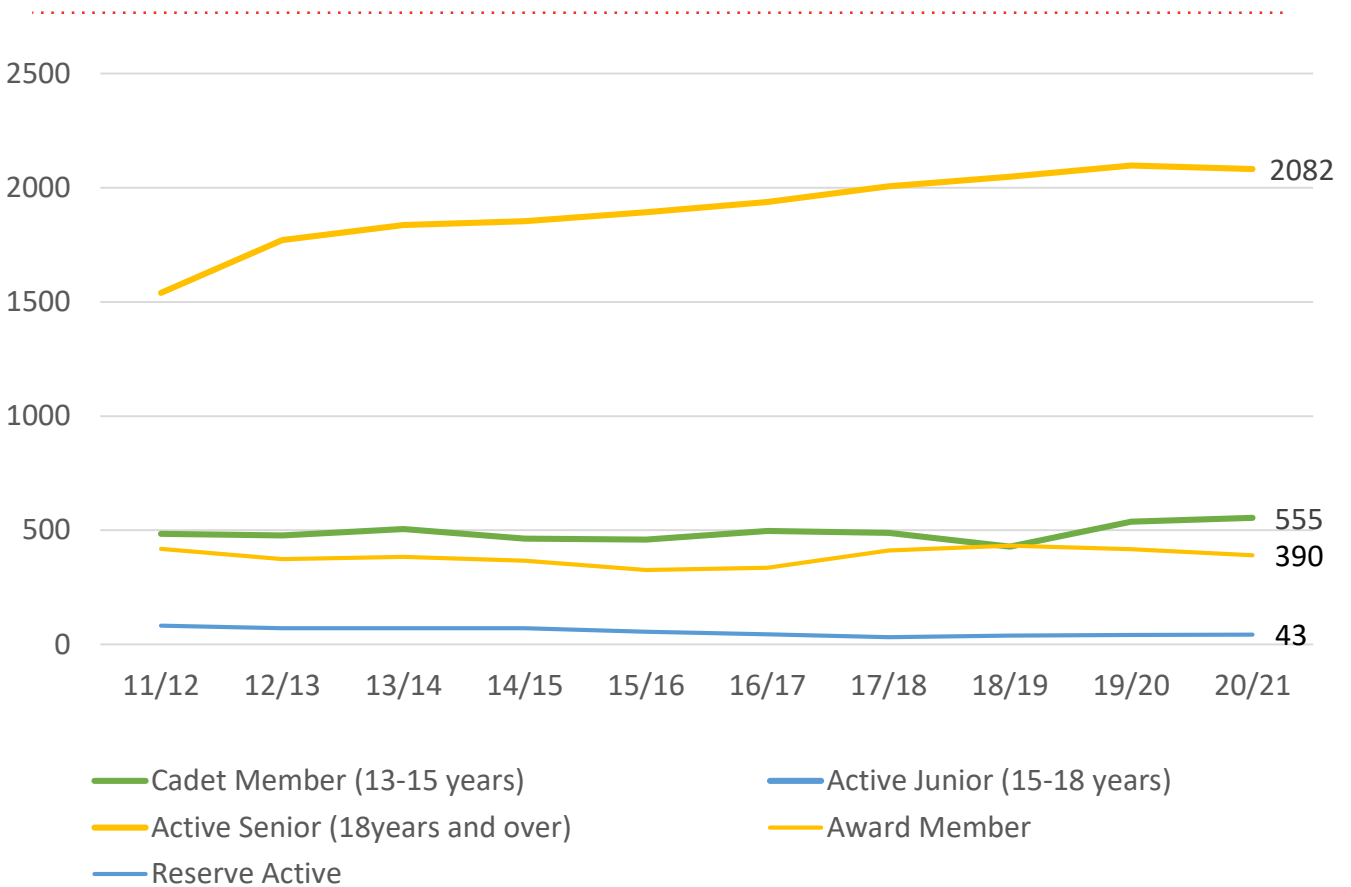
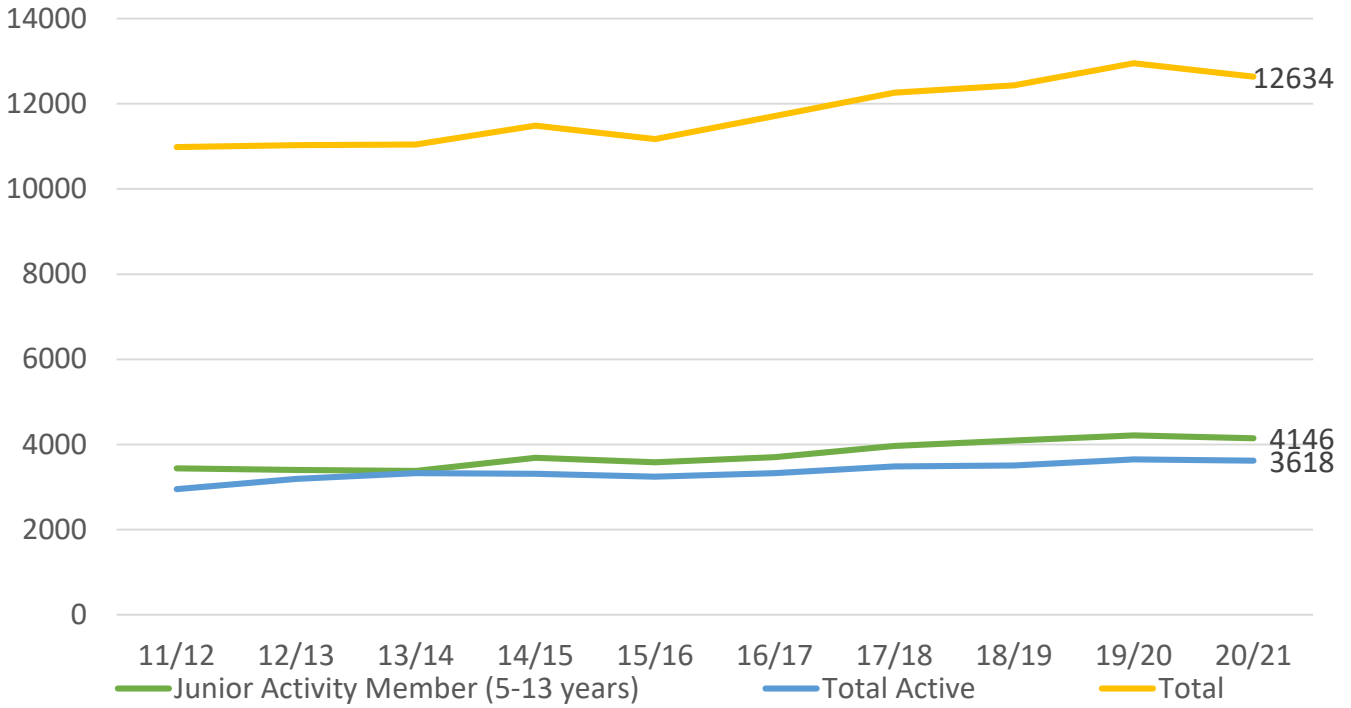
## MEMBERSHIP 2011-2021

	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	107	87	78	91	105	100	91	87	97	221
Junior Activity Member (5-13 years)	3436	3399	3376	3688	3583	3699	3966	4095	4213	4146
Cadet Member (13-15 years)	484	478	506	464	459	497	488	429	538	555
Active Junior (15-18 years)	427	500	533	557	511	509	543	560	556	548
Active Senior (18years and over)	1540	1771	1837	1854	1893	1938	2006	2048	2098	2082
Award Member	418	374	383	366	326	336	412	432	417	390
Reserve Active	82	71	71	71	56	45	32	39	41	43
Long Service	488	519	529	553	506	548	566	594	607	633
Past Active	127	50	28	23	20	61	90	52	130	28
Associate	3398	3236	3087	3228	3130	3301	3424	3492	3595	3466
Life Member	310	316	326	333	319	334	344	357	355	360
General	0	35	95	79	89	87	69	83	105	85
Honorary	168	157	169	161	113	213	199	124	153	62
Non Member Participants	0	5	4	1	15	8	11	21	35	8
Leave / Restricted	0	27	24	19	50	40	19	18	12	7
Total Active	2951	3194	3330	3312	3245	3325	3481	3508	3650	3618
Total	10985	11025	11046	11488	11175	11716	12260	12431	12952	12634

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	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	271	354	336	400	330	360	388	424	437	426
Under 7	371	348	429	455	496	493	518	536	584	560
Under 8	485	381	451	587	480	556	622	585	598	630
Under 9	519	507	492	465	522	465	548	565	565	548
Under 10	425	447	434	497	440	476	481	512	581	561
Under 11	420	474	379	419	424	401	451	465	431	470
Under 12	344	381	339	370	366	413	371	399	437	387
Under 13	332	381	288	303	311	314	352	338	353	360
Under 14	269	314	245	233	210	212	233	271	225	198
Junior Activities Total	3436	3587	3393	3729	3579	3690	3964	4095	4211	4140

# TREND ANALYSIS



# MEMBERSHIP RETENTION



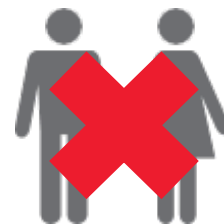
**3725**

**BRAND NEW MEMBERS**



**62%**

**MEMBERSHIP RETENTION**



**4897**

**MEMBERS LOST FROM THE ORGANISATION**

SUNSHINE 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	97	22	23%	6	0	0%	75	77%	205	211%	0	0%	221	128%
Junior Activities	4213	2555	61%	246	6	0%	1652	39%	1837	44%	0	0%	4146	-2%
Cadet Member (13-15 years)	538	410	76%		1	0%	127	24%	71	13%	0	0%	555	3%
Active (15-18 yrs)	556	376	68%		4	1%	176	32%	88	16%	0	0%	548	-1%
Active (18yrs and over)	2098	1723	82%		9	0%	366	17%	289	14%	0	0%	2082	-1%
Award Member	417	325	78%		0	0%	92	22%	48	12%	0	0%	390	-6%
Reserve Active	41	33	80%		0	0%	8	20%	7	17%	0	0%	43	5%
Long Service	607	552	91%		2	0%	53	9%	42	7%	0	0%	633	4%
Past Active	130	28	22%	4	2	2%	100	77%	4	3%	0	0%	28	-78%
Associate	3595	1904	53%	56	6	0%	1685	47%	1618	45%	0	0%	3466	-4%
Life Member	355	346	97%		0	0%	9	3%	5	1%	0	0%	360	1%
General	105	56	53%		0	0%	49	47%	23	22%	0	0%	85	-19%
Honorary	153	30	20%	3	0	0%	123	80%	35	23%	0	0%	62	-59%
Non Member Participant	35	4	11%		0	0%	31	89%	3	9%	0	0%	8	-77%
Leave / Restricted	12	9	75%	3	1	8%	2	17%	1	8%	0	0%	7	-42%
Total Active	3650	2867	79%		14	0%	769	21%	503	14%	0		3618	-1%
Total	12952	8373	65%		31	0%	4548	35%	4276	33%	0		12634	-2%

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

# MEMBERSHIP RETENTION

## SUNSHINE COAST BRANCH 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	498	378	76%	119	24%	79	16%	487
16-18 Years	636	430	68%	202	32%	83	13%	627
19-25 Years	440	313	71%	123	28%	60	14%	451
26-35 Years	272	204	75%	66	24%	59	22%	247
36-50 Years	1053	875	83%	178	17%	150	14%	1043
51-70 Years	687	609	89%	75	11%	69	10%	694
70+ Years	64	58	91%	6	9%	3	5%	69
<b>Total</b>	3650	2867	79%	769	21%	503	14%	3618

## SUNSHINE COAST BRANCH SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	445					426		426
Under 7	584	228	51%	208	47%	331	74%	560
Under 8	598	331	57%	252	43%	299	51%	630
Under 9	565	344	58%	253	42%	204	34%	548
Under 10	581	346	61%	218	39%	214	38%	561
Under 11	431	346	60%	234	40%	126	22%	470
Under 12	437	278	65%	153	35%	109	25%	387
Under 13	353	274	63%	162	37%	87	20%	360
Under 14	225	237	67%	116	33%	36	10%	198
Transitioned From JA		169	75%					

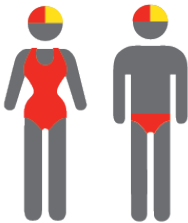
# MEMBERSHIP RETENTION

2018/19



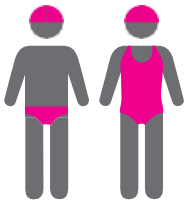
64%

TOTAL MEMBERSHIP  
RETENTION



77%

ACTIVE MEMBERSHIP  
RETENTION



58%

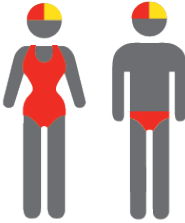
JUNIOR MEMBERSHIP  
RETENTION

2019/20



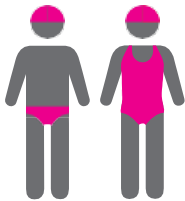
67%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



62%

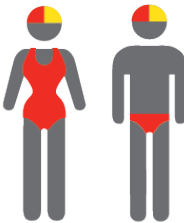
JUNIOR MEMBERSHIP  
RETENTION

2020/21



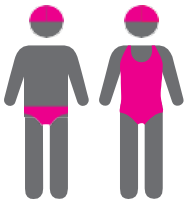
65%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



61%

JUNIOR MEMBERSHIP  
RETENTION