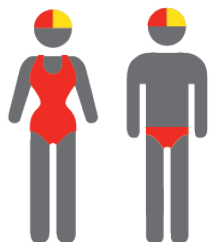


MEMBERSHIP STATISTICS REPORT 2020/2021



9,504

ACTIVE MEMBERSHIP



1% Decrease



34,474

TOTAL MEMBERSHIP



1% Increase



11,800

JUNIOR MEMBERSHIP



1% 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.

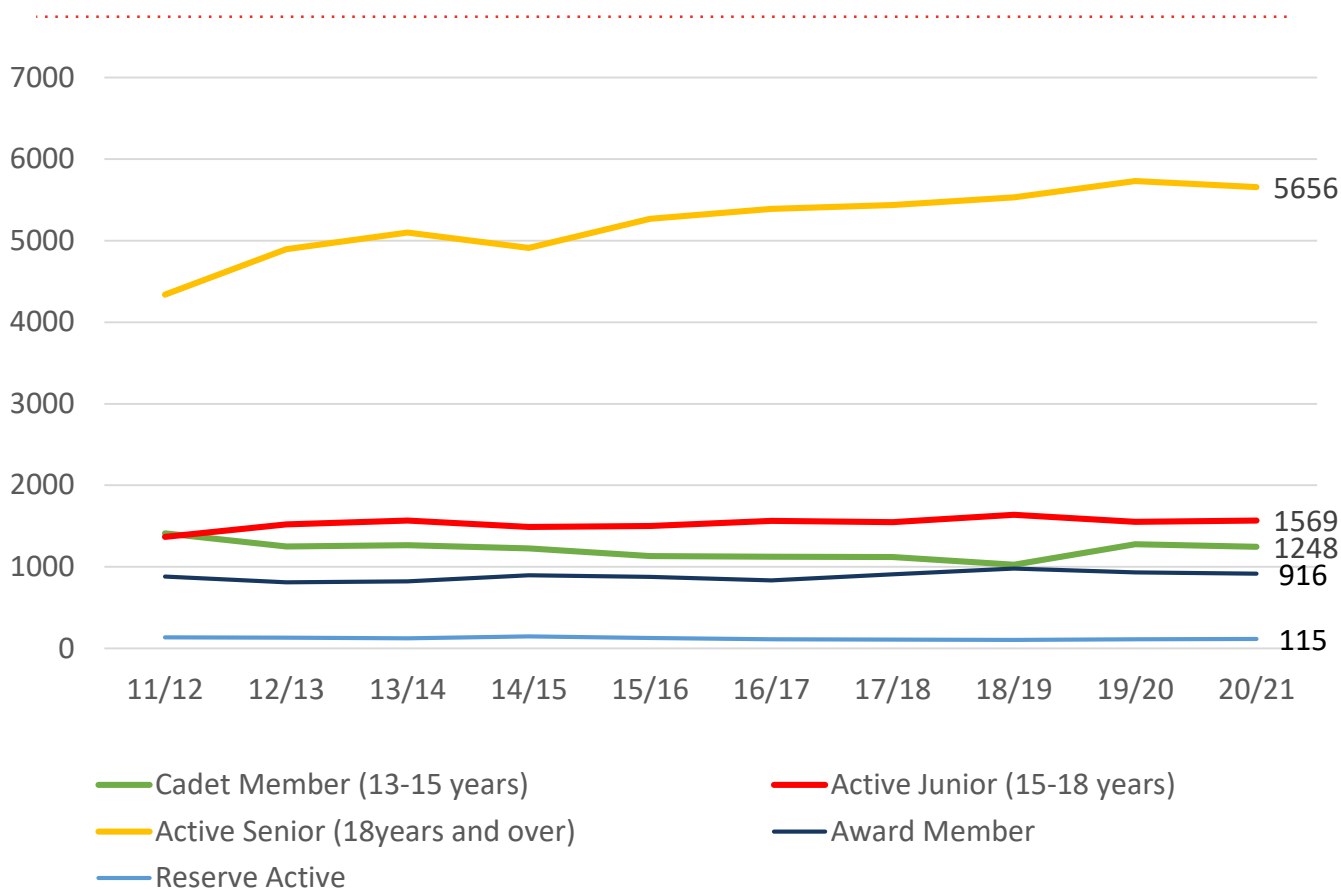
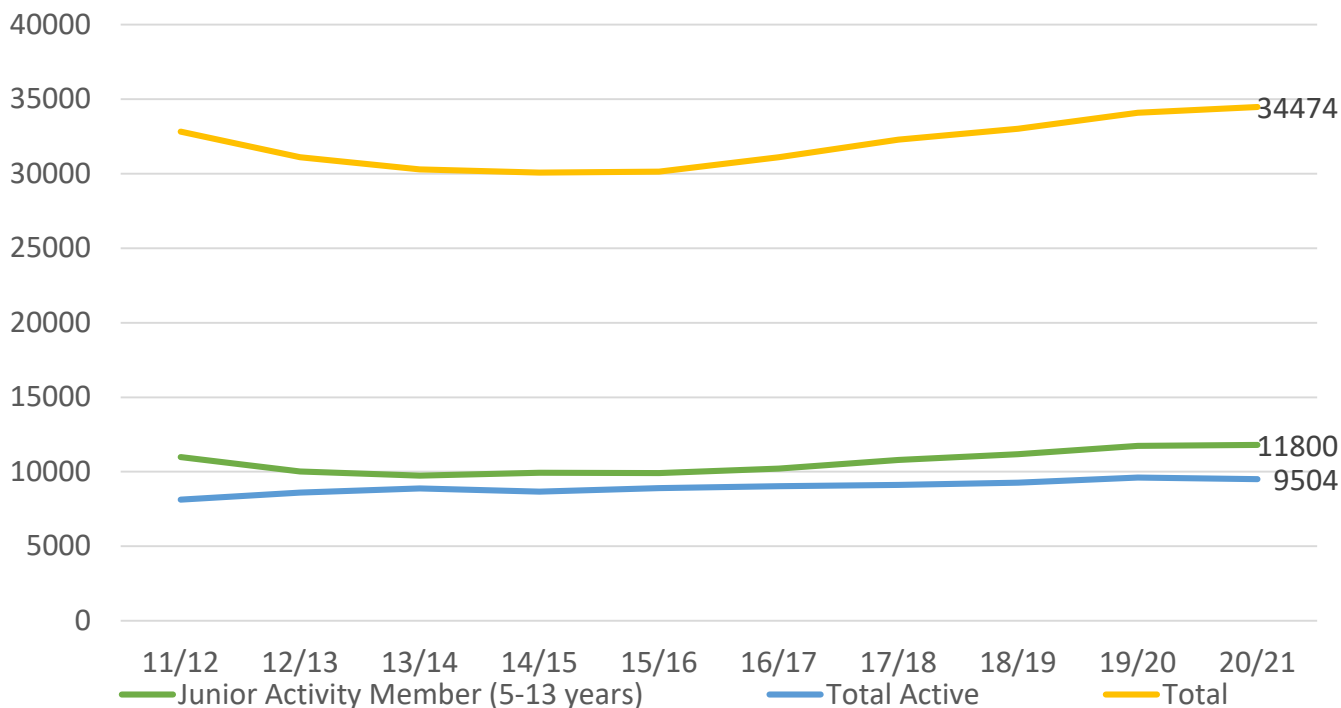
TOTAL MEMBERSHIP

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	1363	932	596	471	434	386	466	473	475	728
Junior Activity Member (5-13 years)	10994	10025	9735	9932	9923	10219	10797	11174	11730	11800
Cadet Member (13-15 years)	1412	1250	1268	1226	1132	1125	1122	1028	1278	1248
Active Junior (15-18 years)	1369	1522	1567	1488	1501	1564	1547	1637	1552	1569
Active Senior (18years and over)	4340	4896	5100	4912	5269	5390	5436	5531	5733	5656
Award Member	883	809	823	898	879	836	908	978	933	916
Reserve Active	134	131	125	147	129	111	107	104	112	115
Long Service	1281	1309	1344	1334	1340	1387	1404	1489	1489	1537
Past Active	420	280	199	175	166	228	245	181	241	149
Associate	9366	8600	8091	7989	7827	8117	8625	8847	8944	9241
Life Member	933	926	983	942	999	1006	1053	1072	1070	1134
General	0	99	113	238	163	228	126	114	134	112
Honorary	325	269	299	279	249	352	377	294	312	218
Non Member Participants	0	6	6	5	20	24	19	34	44	19
Leave / Restricted	0	49	45	34	108	120	59	55	35	32
Total Active	8138	8608	8883	8671	8910	9026	9120	9278	9608	9504
Total	32820	31103	30294	30070	30139	31093	32291	33011	34082	34474

	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	1129	1084	1058	1191	1162	1177	1225	1251	1350	1389
Under 7	1378	1090	1225	1349	1355	1443	1516	1520	1618	1651
Under 8	1465	1242	1302	1489	1409	1447	1595	1622	1674	1698
Under 9	1504	1438	1369	1298	1353	1343	1447	1543	1596	1575
Under 10	1309	1296	1199	1314	1201	1255	1307	1409	1503	1492
Under 11	1259	1319	1097	1056	1121	1077	1190	1199	1265	1276
Under 12	1123	1082	946	1001	912	1041	983	1062	1139	1117
Under 13	983	1096	837	796	837	803	897	861	927	948
Under 14	844	888	726	645	538	613	625	699	637	628
Junior Activities Total	10994	10535	9759	10139	9888	10199	10785	11166	11709	11774

TREND ANALYSIS



MEMBERSHIP RETENTION



11585

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



11173

MEMBERS LOST FROM SLSQ

SURF LIFE SAVING QUEENSLAND 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	475	195	41%	79	0	0%	280	59%	615	129%	0	0%	731	54%
Junior Activities	11730	7338	63%	630	0	0%	4392	37%	5083	43%	0	0%	11791	1%
Cadet Member (13-15 years)	1278	1001	78%		0	0%	277	22%	161	13%	0	0%	1232	-4%
Active (15-18 yrs)	1552	1096	71%		0	0%	456	29%	204	13%	0	0%	1522	-2%
Active (18yrs and over)	5733	4675	82%		0	0%	1058	18%	769	13%	0	0%	5534	-3%
Award Member	933	745	80%		0	0%	188	20%	100	11%	0	0%	906	-3%
Reserve Active	112	100	89%	6	0	0%	12	11%	16	14%	0	0%	110	-2%
Long Service	1489	1363	92%	4	0	0%	126	8%	89	6%	0	0%	1448	-3%
Past Active	241	120	50%	2	0	0%	121	50%	26	11%	0	0%	144	-40%
Associate	8944	4983	56%	96	0	0%	3961	44%	4346	49%	0	0%	9233	3%
Life Member	1070	1031	96%		0	0%	39	4%	59	6%	0	0%	1097	3%
General	134	72	54%		0	0%	62	46%	36	27%	0	0%	113	-16%
Honorary	312	157	50%	3	0	0%	155	50%	64	21%	0	0%	218	-30%
Non Member Participant	44	10	23%		0	0%	34	77%	9	20%	0	0%	20	-55%
Leave / Restricted	35	23	66%		0	0%	12	34%	8	23%	0	0%	32	-9%
Total Active	9608	7617	79%		0	0%	1991	21%	1250	13%	0		9304	-3%
Total	34082	22909	67%		0	0%	11173	33%	11585	34%	0		34131	0%

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

MEMBERSHIP RETENTION

SURF LIFE SAVING QUEENSLAND 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	1192	942	79%	250	21%	188	16%	1181
16-18 Years	1684	1168	69%	516	31%	191	11%	1603
19-25 Years	1460	1068	73%	392	27%	164	11%	1352
26-35 Years	849	629	74%	220	26%	186	22%	777
36-50 Years	2764	2324	84%	440	16%	364	13%	2665
51-70 Years	1556	1390	89%	166	11%	150	10%	1610
70+ Years	103	96	93%	7	7%	8	8%	116
Total	9608	7617	79%	1991	21%	1251	13%	9304

SURF LIFE SAVING QUEENSLAND 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	1362					1386		1389
Under 7	1618	785	58%	565	41%	863	63%	1650
Under 8	1674	965	60%	653	40%	729	45%	1697
Under 9	1596	1007	60%	667	40%	569	34%	1574
Under 10	1503	986	62%	610	38%	503	32%	1491
Under 11	1265	912	61%	591	39%	366	24%	1276
Under 12	1139	797	63%	468	37%	319	25%	1115
Under 13	927	742	65%	397	35%	213	19%	948
Under 14	637	649	70%	278	30%	127	14%	625
Transitioned From JA		476	75%					

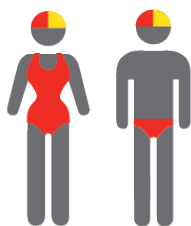
MEMBERSHIP RETENTION

2018/19



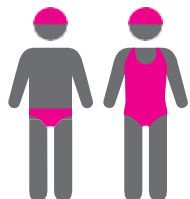
65%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



60%

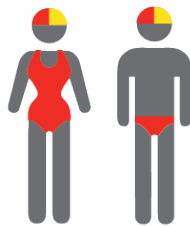
JUNIOR MEMBERSHIP
RETENTION

2019/20



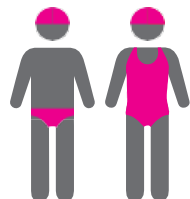
67%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



63%

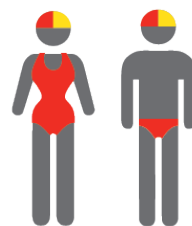
JUNIOR MEMBERSHIP
RETENTION

2020/21



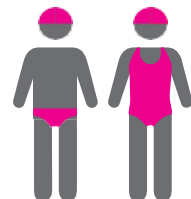
67%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



63%

JUNIOR MEMBERSHIP
RETENTION