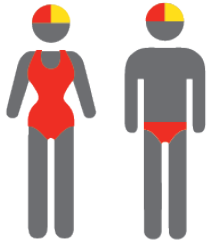


# SURFERS PARADISE SLSC

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT 2020/2021



155

ACTIVE MEMBERSHIP



4% Decrease



667

TOTAL MEMBERSHIP



12% Increase



260

JUNIOR MEMBERSHIP



20% 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

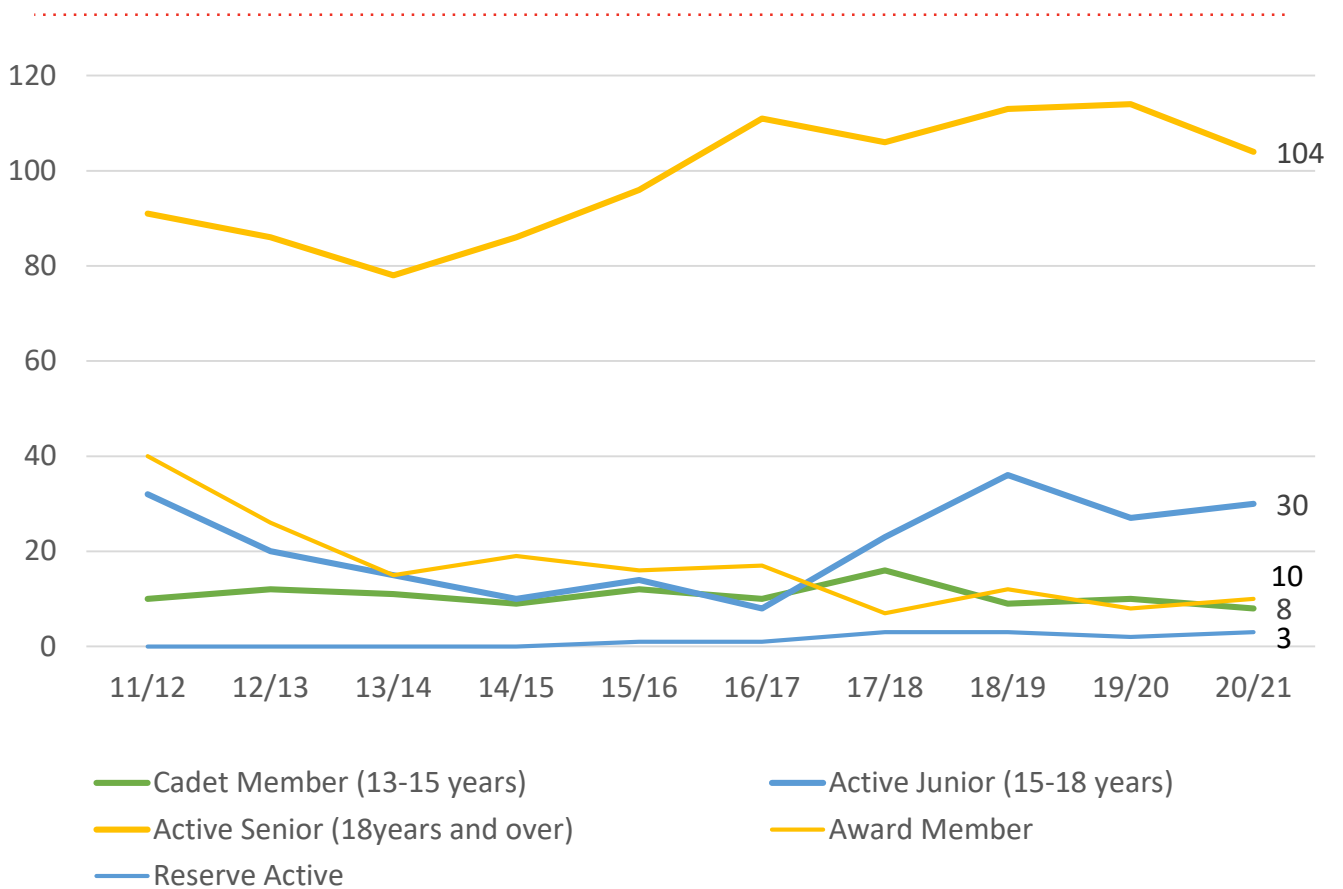
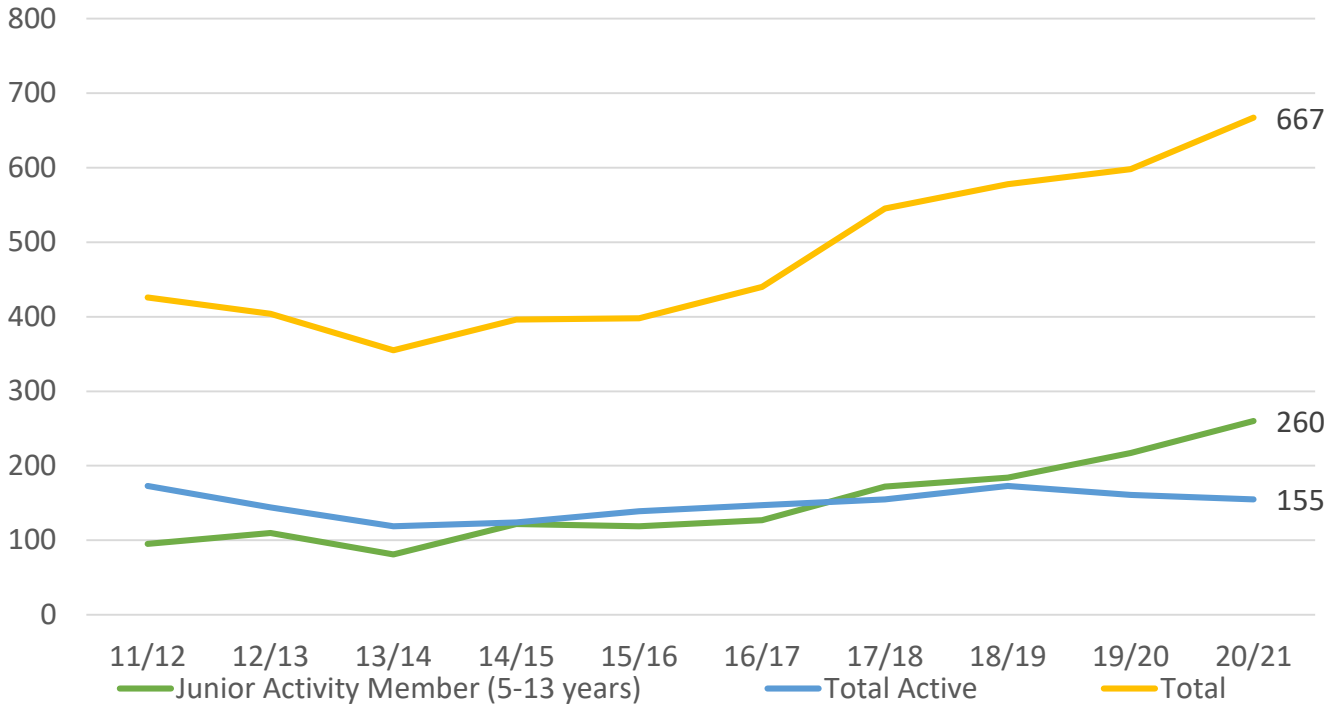
## MEMBERSHIP 2011-2021

	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	6	14	31	2	4	4	3	2	7	9
Junior Activity Member (5-13 years)	95	110	81	122	119	127	172	184	217	260
Cadet Member (13-15 years)	10	12	11	9	12	10	16	9	10	8
Active Junior (15-18 years)	32	20	15	10	14	8	23	36	27	30
Active Senior (18years and over)	91	86	78	86	96	111	106	113	114	104
Award Member	40	26	15	19	16	17	7	12	8	10
Reserve Active	0	0	0	0	1	1	3	3	2	3
Long Service	28	28	26	26	25	33	34	41	33	36
Past Active	0	0	0	1	0	0	0	1	1	0
Associate	93	90	77	100	83	94	142	135	143	174
Life Member	24	16	15	15	21	22	24	26	24	24
General	0	0	0	0	1	0	0	0	0	0
Honorary	7	1	6	6	2	12	14	13	11	4
Non Member Participants	0	0	0	0	0	0	0	0	0	4
Leave / Restricted	0	1	0	0	4	1	1	3	1	1
Total Active	173	144	119	124	139	147	155	173	161	155
Total	426	404	355	396	398	440	545	578	598	667

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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	12	13	9	18	15	21	23	25	24	29
Under 7	17	13	10	18	21	15	31	35	33	33
Under 8	12	13	10	17	15	17	25	33	43	42
Under 9	11	21	17	19	16	13	18	25	31	47
Under 10	8	9	7	19	17	15	25	24	33	31
Under 11	9	14	10	10	13	14	13	16	26	30
Under 12	9	11	6	12	8	13	20	12	17	23
Under 13	10	10	7	4	14	5	11	10	8	20
Under 14	7	6	5	4	0	14	5	4	2	5
Junior Activities Total	95	110	81	121	119	127	171	184	217	260

# TREND ANALYSIS



# MEMBERSHIP RETENTION



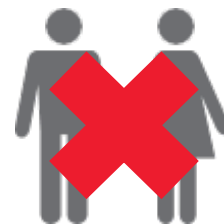
**307**

**BRAND NEW MEMBERS**



**65%**

**MEMBERSHIP RETENTION**



**174**

**MEMBERS LOST FROM THE ORGANISATION**

SURFERS PARADISE 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%	2	0	0%	5	71%	9	129%	0	0%	9	29%
Junior Activities	217	134	62%	1	7	3%	76	35%	127	59%	0	0%	260	20%
Cadet Member (13-15 years)	10	8	80%	2	0	0%	2	20%	2	20%	0	0%	8	-20%
Active (15-18 yrs)	27	21	78%		1	4%	5	19%	6	22%	0	0%	30	11%
Active (18yrs and over)	114	87	76%		4	4%	23	20%	16	14%	0	0%	104	-9%
Award Member	8	8	100%		0	0%	0	0%	2	25%	0	0%	10	25%
Reserve Active	2	1	50%		0	0%	1	50%	2	100%	0	0%	3	50%
Long Service	33	28	85%		4	12%	1	3%	8	24%	0	0%	36	9%
Past Active	1	0	0%		1	100%	0	0%	0	0%	0	0%	0	-100%
Associate	143	74	52%		3	2%	66	46%	99	69%	0	0%	174	22%
Life Member	24	24	100%		0	0%	0	0%	0	0%	0	0%	24	0%
General	0	0			0		0		0		0		0	
Honorary	11	4	36%		0	0%	7	64%	0	0%	0	0%	4	-64%
Non Member Participant	0	0			0		0		4		0		4	
Leave / Restricted	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Total Active	161	125	78%		5	3%	31	19%	28	17%	0		155	-4%
Total	598	392	66%		20	3%	186	31%	275	46%	0		667	12%

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

# MEMBERSHIP RETENTION

## SURFERS PARADISE SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	9	75%	3	25%	0	0%	6
16-18 Years	29	22	76%	5	17%	6	21%	27
19-25 Years	32	21	66%	9	28%	5	16%	29
26-35 Years	16	13	81%	3	19%	6	38%	20
36-50 Years	54	45	83%	8	15%	6	11%	51
51-70 Years	18	15	83%	3	17%	5	28%	22
70+ Years	0	0		0		0		0
<b>Total</b>	161	125	78%	31	19%	28	17%	155

## SURFERS PARADISE SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	24					29		29
Under 7	33	14	58%	8	33%	19	79%	33
Under 8	43	25	76%	8	24%	17	52%	42
Under 9	31	27	63%	14	33%	20	47%	47
Under 10	33	20	65%	11	35%	11	35%	31
Under 11	26	20	61%	12	36%	10	30%	30
Under 12	17	12	46%	14	54%	11	42%	23
Under 13	8	12	71%	3	18%	8	47%	20
Under 14	2	4	50%	4	50%	2	25%	5
Transitioned From JA		0	0%					

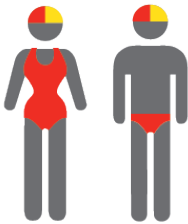
# MEMBERSHIP RETENTION

2018/19



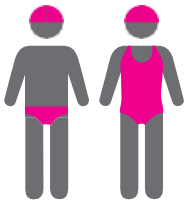
63%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



51%

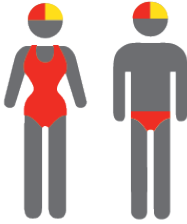
JUNIOR MEMBERSHIP  
RETENTION

2019/20



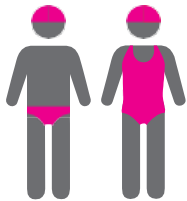
61%

TOTAL MEMBERSHIP  
RETENTION



67%

ACTIVE MEMBERSHIP  
RETENTION



55%

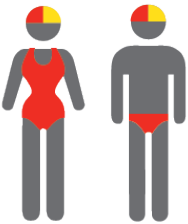
JUNIOR MEMBERSHIP  
RETENTION

2020/21



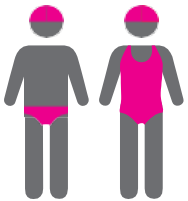
66%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



62%

JUNIOR MEMBERSHIP  
RETENTION