



MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



204

ACTIVE MEMBERSHIP



12% Increase



988

TOTAL MEMBERSHIP



6% Increase



442

JUNIOR MEMBERSHIP



9% 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.

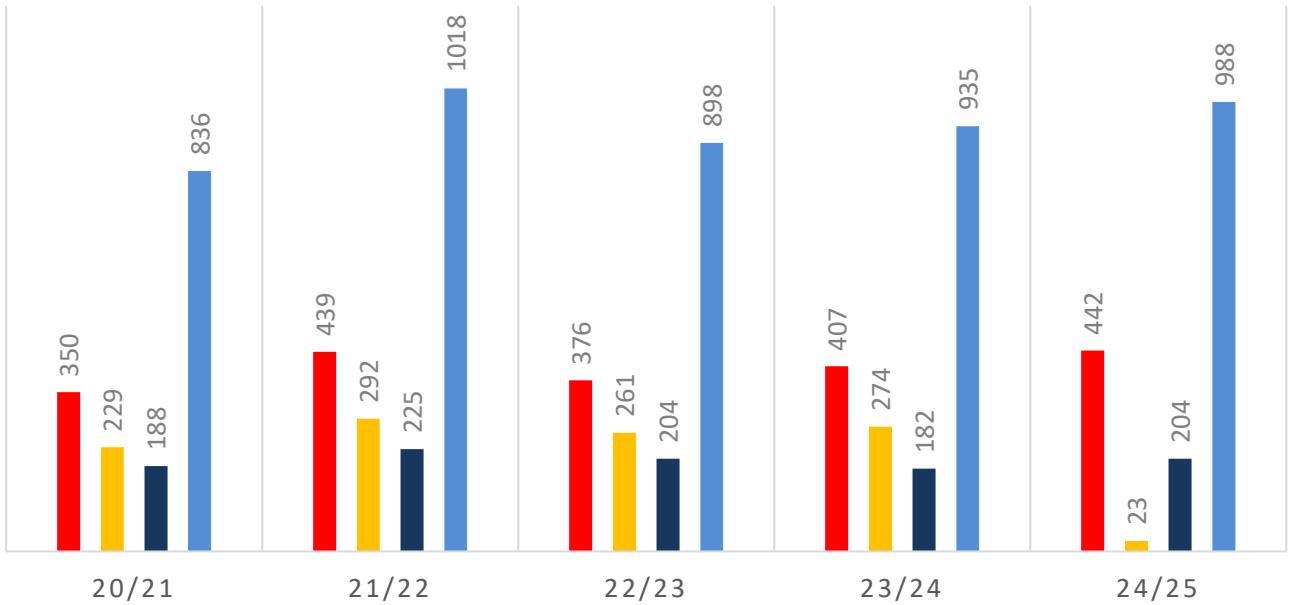
Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

5 YEAR TREND ANALYSIS

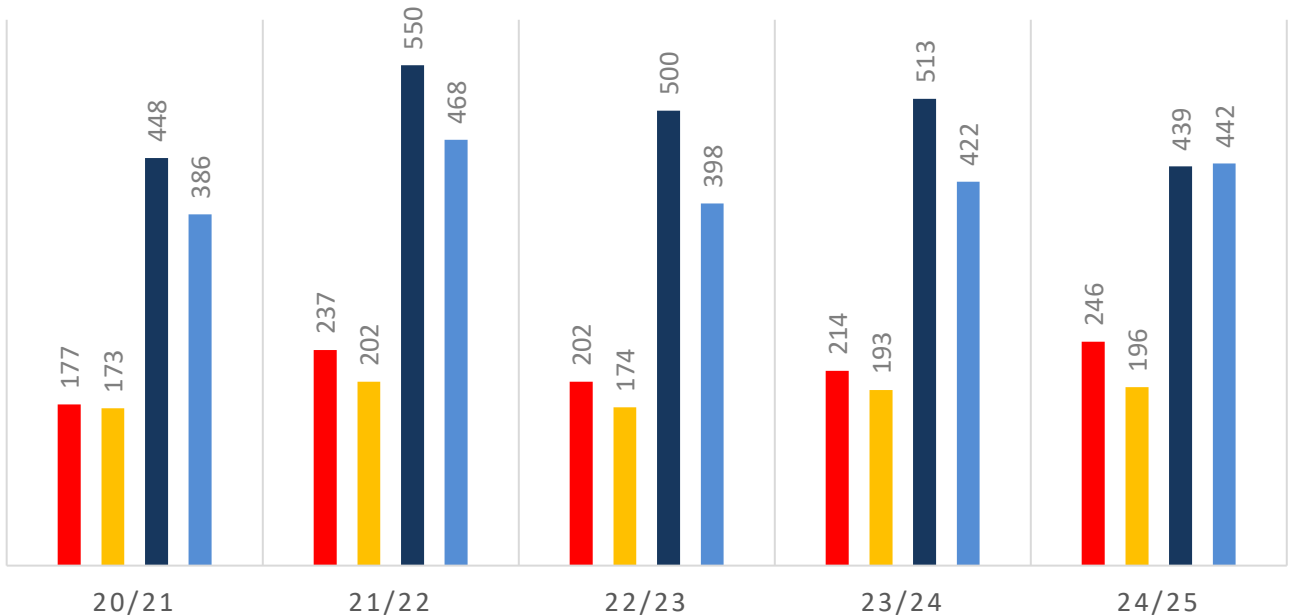
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



419

BRAND NEW MEMBERS



55%

MEMBERSHIP RETENTION



372

MEMBERS LOST FROM THE ORGANISATION

Tallebudgera 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	2	0	0%		1	50%	1	50%	4	200%	0	0%	5	150%
Nipper Parent	0	0			0		0		153		5		256	
Junior Activities	407	203	50%	4	20	5%	184	45%	224	55%	19	5%	442	9%
Cadet Member (13-15 years)	23	19	83%	9	0	0%	4	17%	0	0%	2	9%	12	-48%
Active (15-18 yrs)	21	11	52%		2	10%	8	38%	5	24%	6	29%	33	57%
Active (18yrs and over)	136	107	79%		7	5%	22	16%	14	10%	15	11%	156	15%
Award Member	2	1	50%	1	0	0%	1	50%	1	50%	2	100%	3	50%
Reserve Active	0	0			0		0		0		0		0	
Long Service	31	29	94%		0	0%	2	6%	2	6%	2	6%	34	10%
Past Active	0	0			0		0		0		0		0	
Associate	274	119	43%	108	16	6%	139	51%	10	4%	2	1%	23	-92%
Life Member	16	14	88%		0	0%	2	13%	3	19%	0	0%	17	6%
General	0	0			0		0		0		0		0	
Honorary	5	2	40%		1	20%	2	40%	2	40%	2	40%	6	20%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	18	9	50%	9	2	11%	7	39%	1	6%	0	0%	1	-94%
Total Active	182	138	76%		9	5%	35	19%	20	11%	25	14%	204	12%
Total	935	514	55%		49	5%	372	40%	419	45%	55	6%	988	6%

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

MEMBERSHIP RETENTION

Tallebudgera 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	25	20	80%	5	20%	1	4%	19
16-18 Years	21	11	52%	8	38%	3	14%	25
19-25 Years	22	15	68%	7	32%	3	14%	26
26-35 Years	23	18	78%	4	17%	6	26%	27
36-50 Years	63	51	81%	9	14%	6	10%	72
51-70 Years	28	23	82%	2	7%	1	4%	35
70+ Years	0	0		0		0		0
Total	182	138	76%	35	19%	20	11%	204

Tallebudgera 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	84					79		79
Under 7	78	35	42%	43	51%	38	45%	75
Under 8	61	40	51%	36	46%	26	33%	68
Under 9	60	31	51%	23	38%	19	31%	51
Under 10	42	34	57%	25	42%	19	32%	56
Under 11	42	13	31%	27	64%	19	45%	33
Under 12	17	26	62%	14	33%	13	31%	44
Under 13	16	10	59%	7	41%	9	53%	20
Under 14	7	11	69%	5	31%	2	13%	16
Transitioned From JA		3	43%					