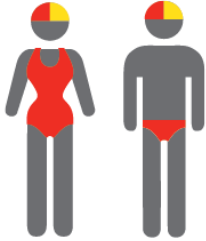


MEMBERSHIP STATISTICS REPORT EOS 2021/22



242

ACTIVE MEMBERSHIP



13% Increase



1035

TOTAL MEMBERSHIP



14% Increase



442

JUNIOR MEMBERSHIP



21% 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.

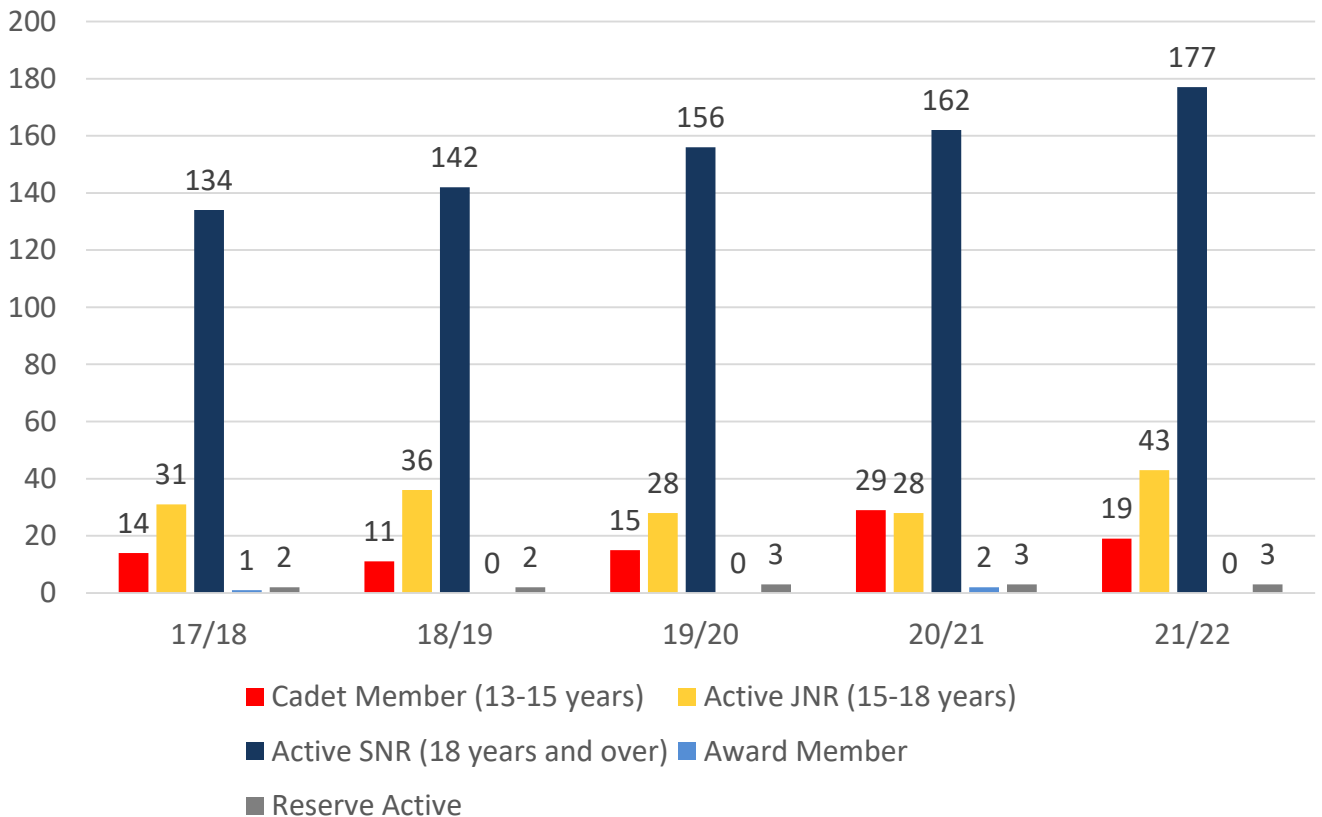
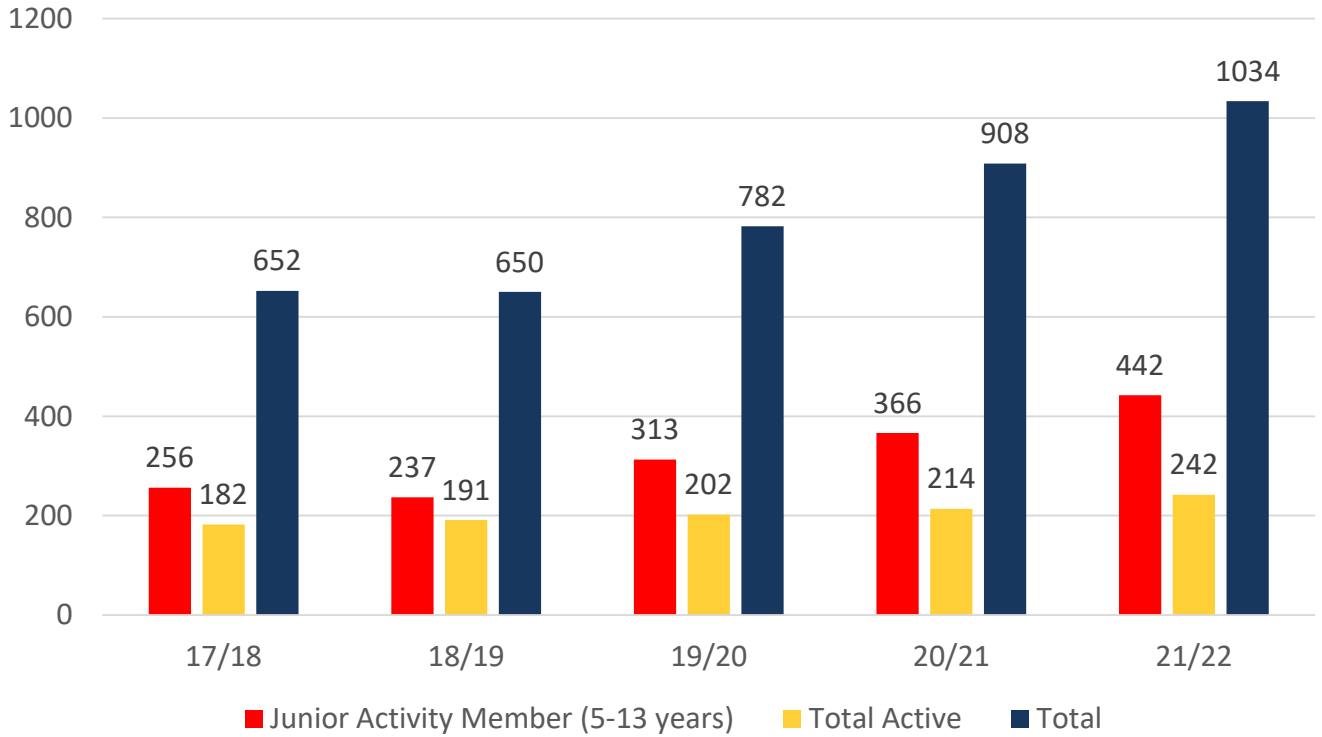
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

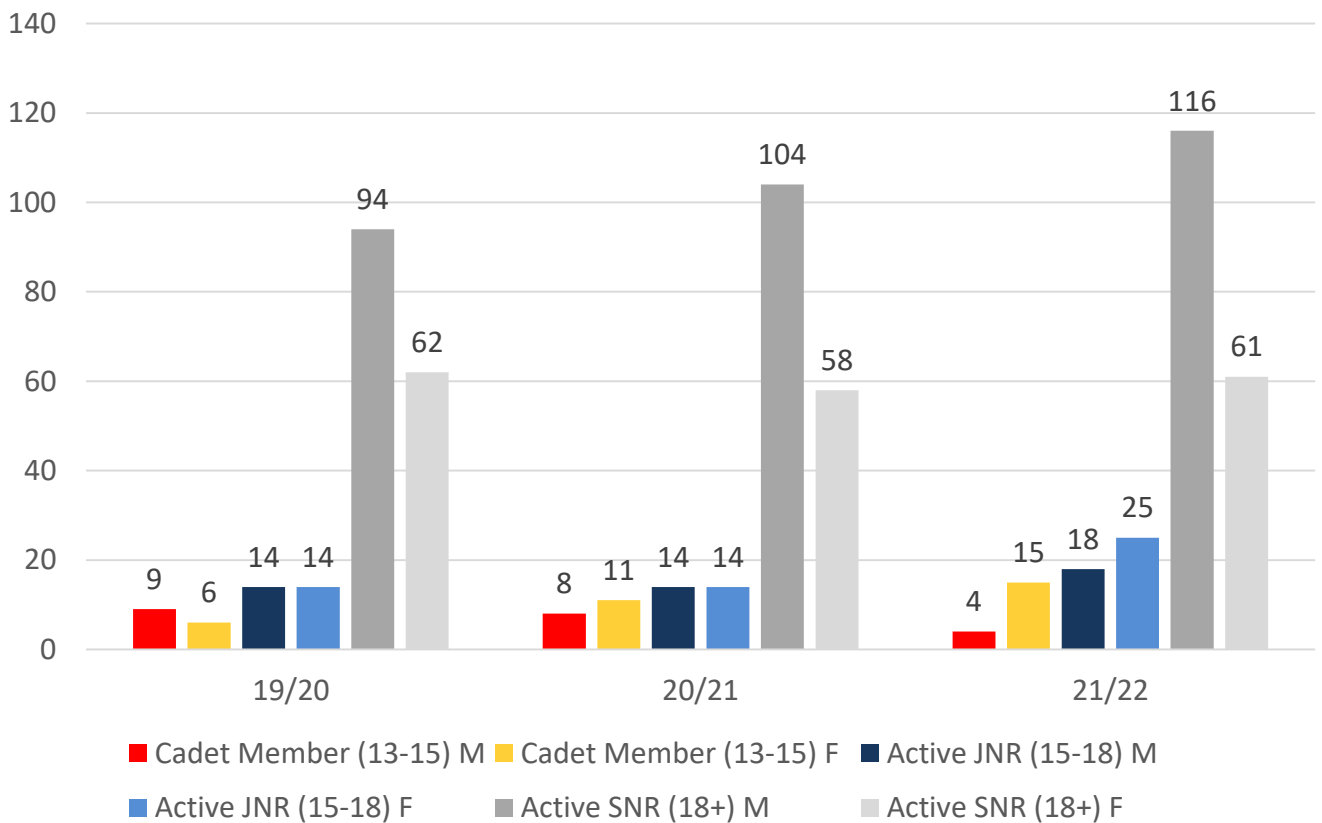
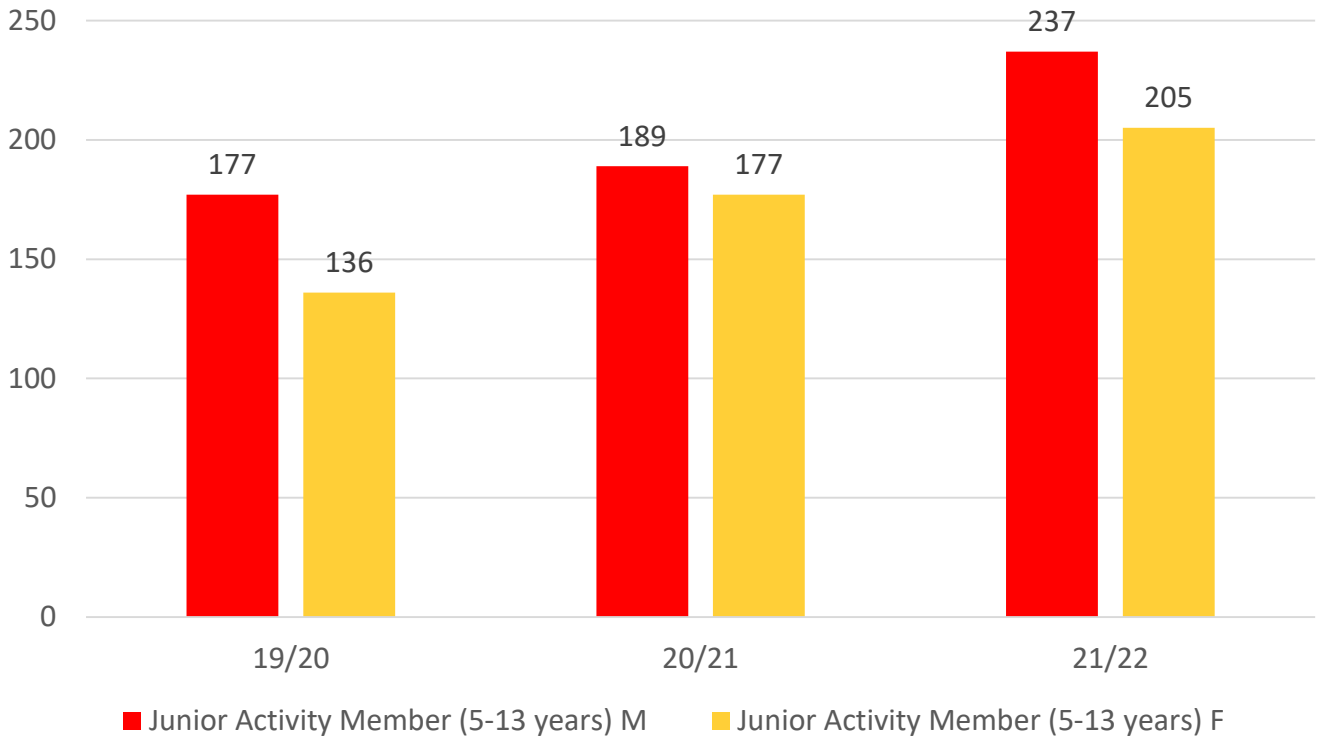
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	5	2	8	23	7
Junior Activity Member (5-13 years)	256	237	313	366	442
Cadet Member (13-15 years)	14	11	15	19	19
Active Junior (15-18 years)	31	36	28	28	43
Active Senior (18years and over)	134	142	156	162	177
Award Member	1	0	0	2	0
Reserve Active	2	2	3	3	3
Long Service	29	30	26	26	26
Past Active	0	0	0	0	0
Associate	159	166	210	248	288
Life Member	14	17	16	21	21
General	0	0	0	1	0
Honorary	4	6	7	7	6
Non Member Participants	0	0	0	0	0
Leave / Restricted	3	1	0	2	2
Total Active	182	191	202	214	242
Total	652	650	782	908	1034

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	27	44	51	65	74
Under 7	44	31	60	70	82
Under 8	41	45	34	53	75
Under 9	40	27	55	39	66
Under 10	29	35	37	44	44
Under 11	27	18	35	26	44
Under 12	21	16	18	31	17
Under 13	16	10	17	19	28
Under 14	11	11	6	19	12
Junior Activities Total	256	237	313	366	442

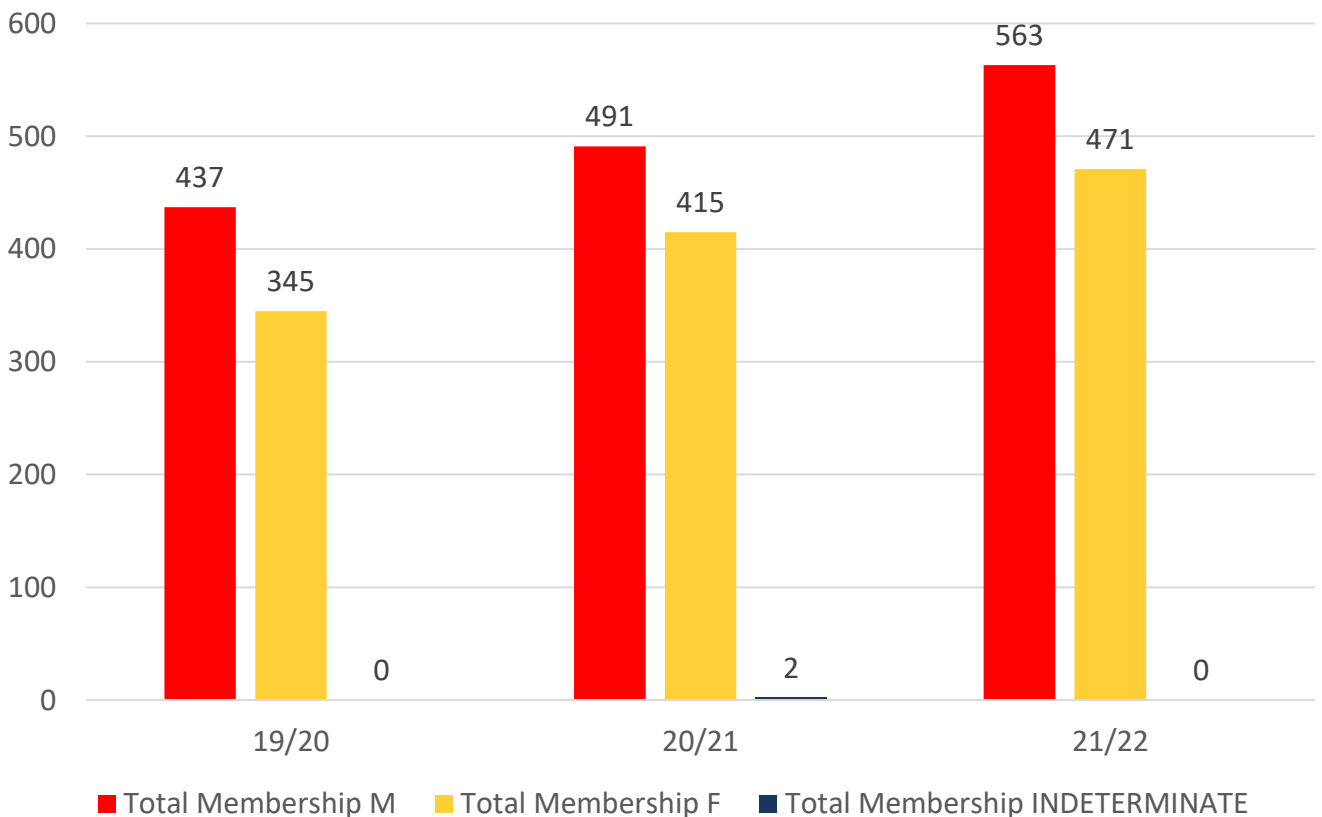
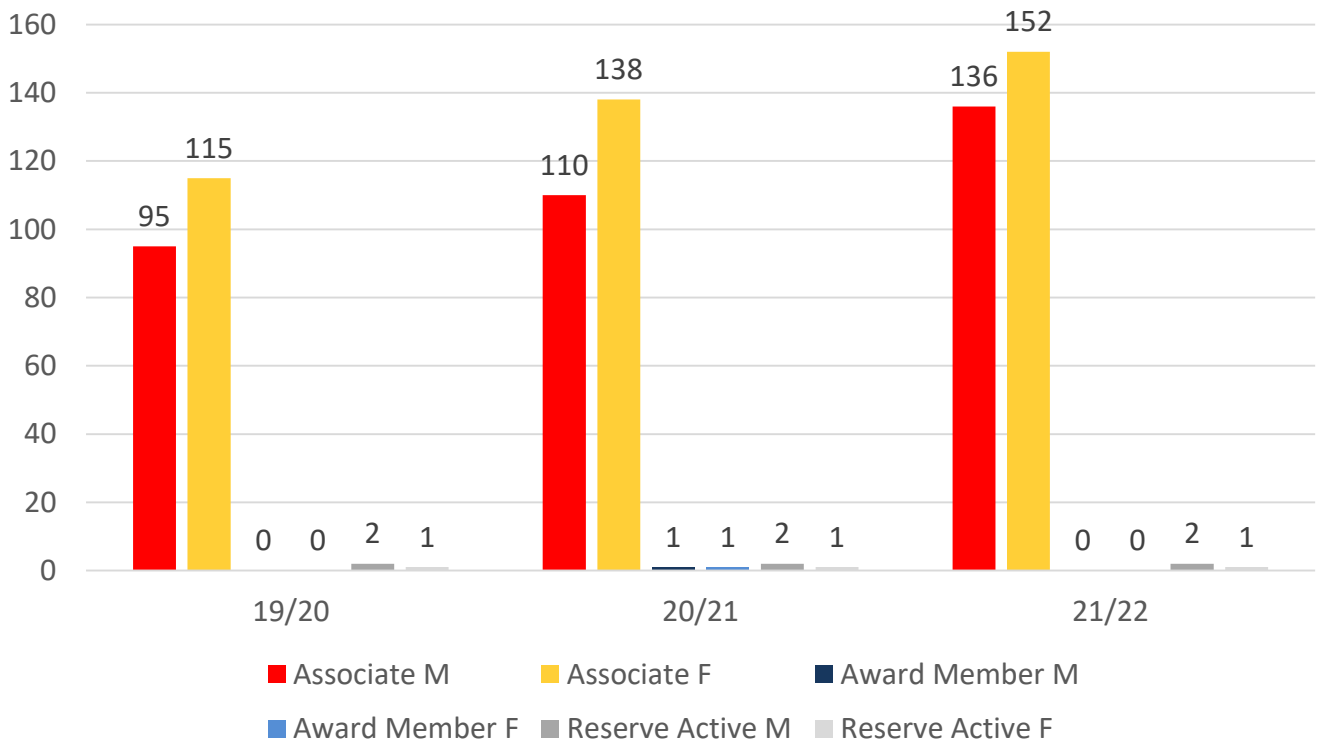
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



440

BRAND NEW MEMBERS



60%

MEMBERSHIP RETENTION



333

MEMBERS LOST FROM
TALLEBUDGERA

TALLEBUDGERA 2021/22

	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	23	10	43%	10	0	0%	13	57%	7	30%	0	0%	7	-70%
Junior Activities	366	199	54%	14	14	4%	153	42%	235	64%	22	6%	442	21%
Cadet Member (13-15 years)	19	12	63%	-5	0	0%	7	37%	1	5%	1	5%	19	0%
Active (15-18 yrs)	28	20	71%	-9	1	4%	7	25%	9	32%	5	18%	43	54%
Active (18yrs and over)	162	122	75%	-21	8	5%	32	20%	22	14%	12	7%	177	9%
Award Member	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	100%
Reserve Active	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Long Service	26	23	88%	-1	1	4%	2	8%	2	8%	0	0%	26	0%
Past Active	0	0		0	0		0		0		0		0	
Associate	248	125	50%	11	8	3%	115	46%	162	65%	12	5%	288	16%
Life Member	21	21	100%	1	0	0%	0	0%	1	5%	0	0%	21	0%
General	1	0	0%	0	0	0%	1	100%	0	0%	0	0%	0	100%
Honorary	7	5	71%	-1	0	0%	2	29%	0	0%	0	0%	6	-14%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	1	50%	0	0	0%	1	50%	1	50%	0	0%	2	0%
Total Active	214	159	74%		9	4%	46	21%	32	15%	18		242	13%
Total	908	543	60%		32	4%	333	37%	440	48%	52		1034	14%

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

MEMBERSHIP RETENTION

TALLEBUDGERA 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	22	15	68%	7	32%	5	23%	26
16-18 Years	29	20	69%	7	24%	5	17%	34
19-25 Years	36	27	75%	6	17%	4	11%	39
26-35 Years	26	16	62%	7	27%	7	27%	21
36-50 Years	77	61	79%	15	19%	9	12%	96
51-70 Years	24	20	83%	4	17%	2	8%	26
70+ Years	0	0		0		0		0
Total	214	159	74%	46	21%	32	15%	242

TALLEBUDGERA 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	67					73		74
Under 7	70	35	52%	25	37%	45	67%	82
Under 8	53	35	50%	29	41%	33	47%	75
Under 9	39	30	57%	22	42%	34	64%	66
Under 10	44	21	54%	17	44%	19	49%	44
Under 11	26	25	57%	19	43%	16	36%	44
Under 12	31	12	46%	14	54%	5	19%	17
Under 13	19	19	61%	11	35%	7	23%	28
Under 14	19	8	42%	11	58%	3	16%	12
Transitioned From JA		14	74%					

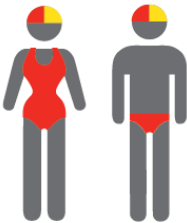
MEMBERSHIP RETENTION

2019/20



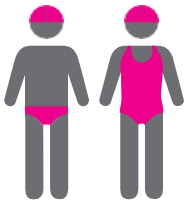
62%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



58%

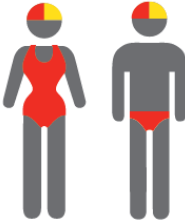
JUNIOR MEMBERSHIP
RETENTION

2020/21



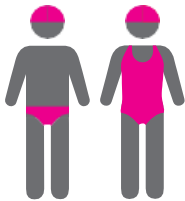
58%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



50%

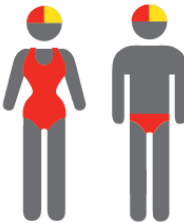
JUNIOR MEMBERSHIP
RETENTION

2021/22



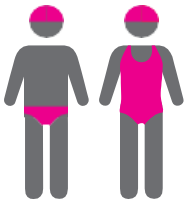
60%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



54%

JUNIOR MEMBERSHIP
RETENTION