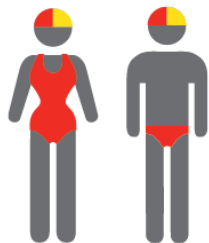


MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



73

ACTIVE MEMBERSHIP



9% Increase



439

TOTAL MEMBERSHIP



24% Increase



180

JUNIOR MEMBERSHIP



30% 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.

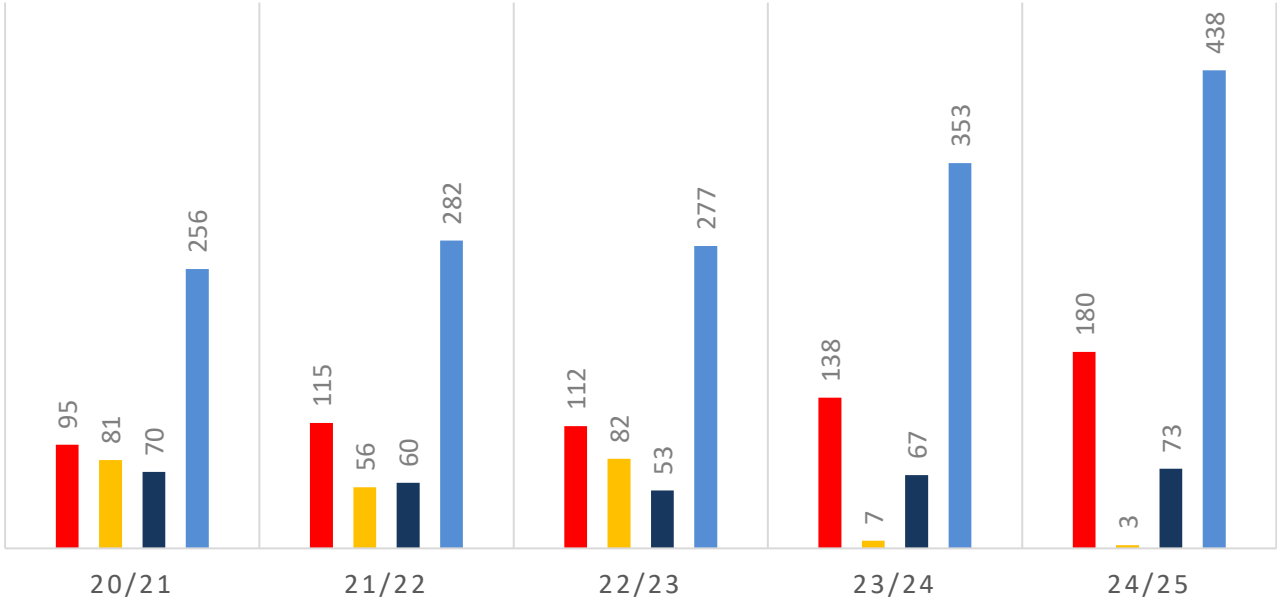
Note:

- 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

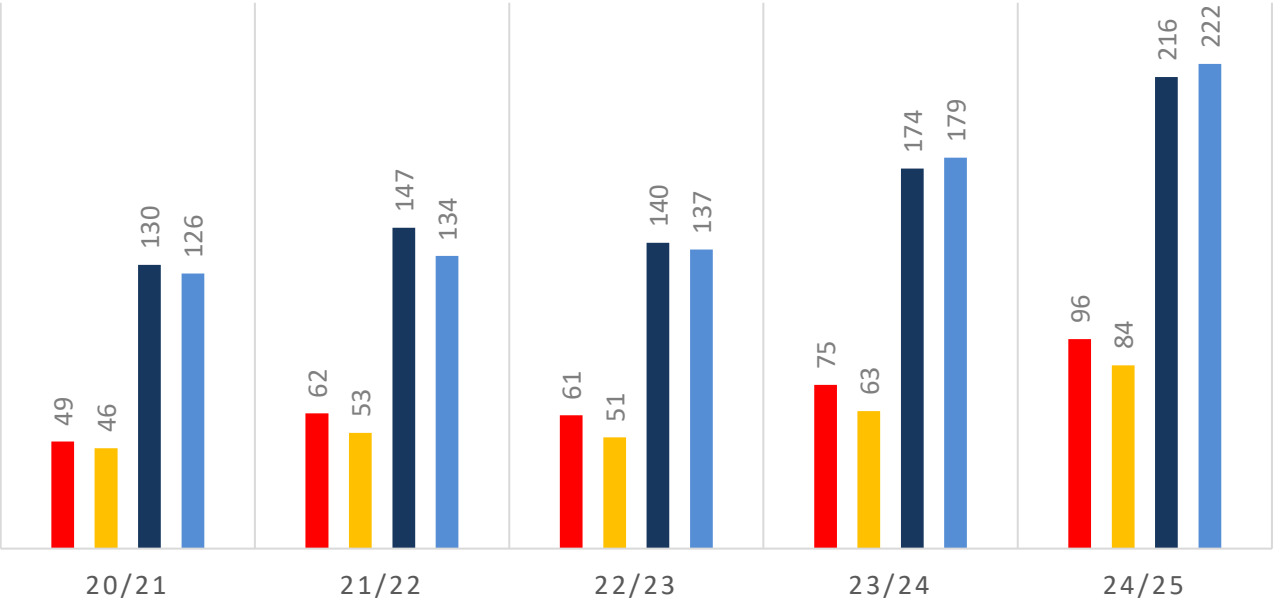
MEMBERSHIP

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



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



198

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



117

MEMBERS LOST FROM
TANNUM SANDS SLSC

Tannum Sands 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	0	0			0		0		4		0		4	
Nipper Parent	0	0			0		0		87		3		95	
Junior Activities	138	92	67%		0	0%	46	33%	85	62%	3	2%	180	30%
Cadet Member (13-15 years)	23	19	83%	2	0	0%	4	17%	1	4%	1	4%	19	-17%
Active (15-18 yrs)	10	8	80%		0	0%	2	20%	1	10%	0	0%	12	20%
Active (18yrs and over)	26	21	81%		1	4%	4	15%	7	27%	0	0%	34	31%
Award Member	8	8	100%		0	0%	0	0%	0	0%	0	0%	8	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	7	2	29%		0	0%	5	71%	1	14%	0	0%	3	-57%
Life Member	9	9	100%		0	0%	0	0%	3	33%	0	0%	12	33%
General	114	73	64%	10	1	1%	40	35%	8	7%	0	0%	71	-38%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	18	2	11%	2	0	0%	16	89%	1	6%	0	0%	1	-94%
Total Active	67	56	84%		1	1%	10	15%	9	13%	1	1%	73	9%
Total	353	234	66%		2	1%	117	33%	198	56%	7	2%	439	24%

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

MEMBERSHIP RETENTION

Tannum Sands 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	29	25	86%	4	14%	1	3%	18
16-18 Years	7	5	71%	2	29%	1	14%	15
19-25 Years	1	0	0%	1	100%	1	100%	2
26-35 Years	5	4	80%	0	0%	1	20%	4
36-50 Years	22	19	86%	3	14%	4	18%	27
51-70 Years	3	3	100%	0	0%	1	33%	7
70+ Years	0	0		0		0		0
Total	67	56	84%	10	15%	9	13%	73

Tannum Sands 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	22					24		24
Under 7	22	15	68%	7	32%	12	55%	27
Under 8	23	12	55%	10	45%	18	82%	32
Under 9	18	15	65%	8	35%	7	30%	22
Under 10	10	9	50%	9	50%	9	50%	19
Under 11	12	8	80%	2	20%	6	60%	14
Under 12	17	9	75%	3	25%	3	25%	12
Under 13	14	12	71%	5	29%	3	18%	15
Under 14	0	12	86%	2	14%	3	21%	15
Transitioned From JA		0						