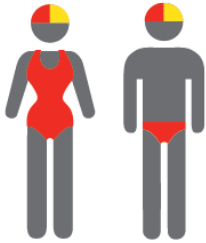


TANNUM SANDS

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



60

ACTIVE MEMBERSHIP



15% Decrease



280

TOTAL MEMBERSHIP



9% Increase



115

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.

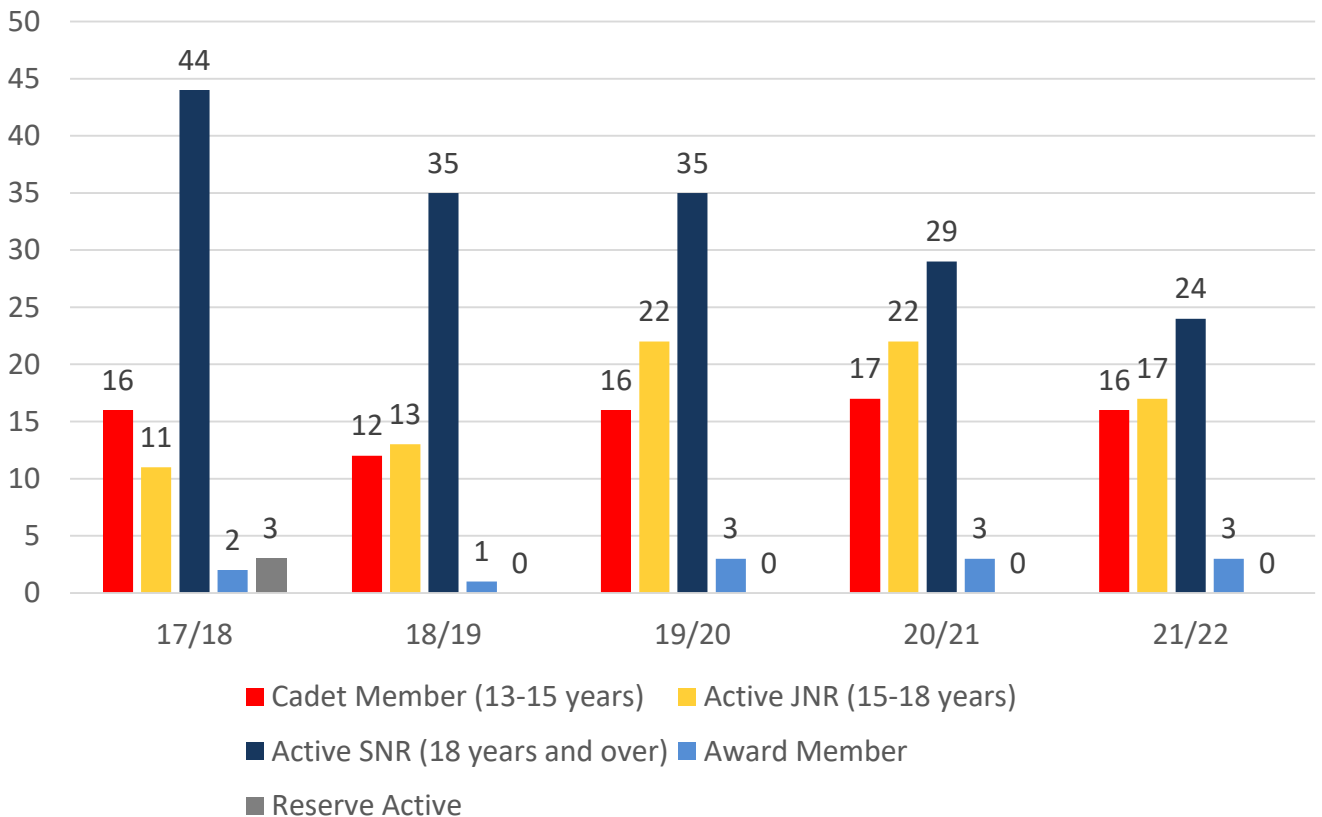
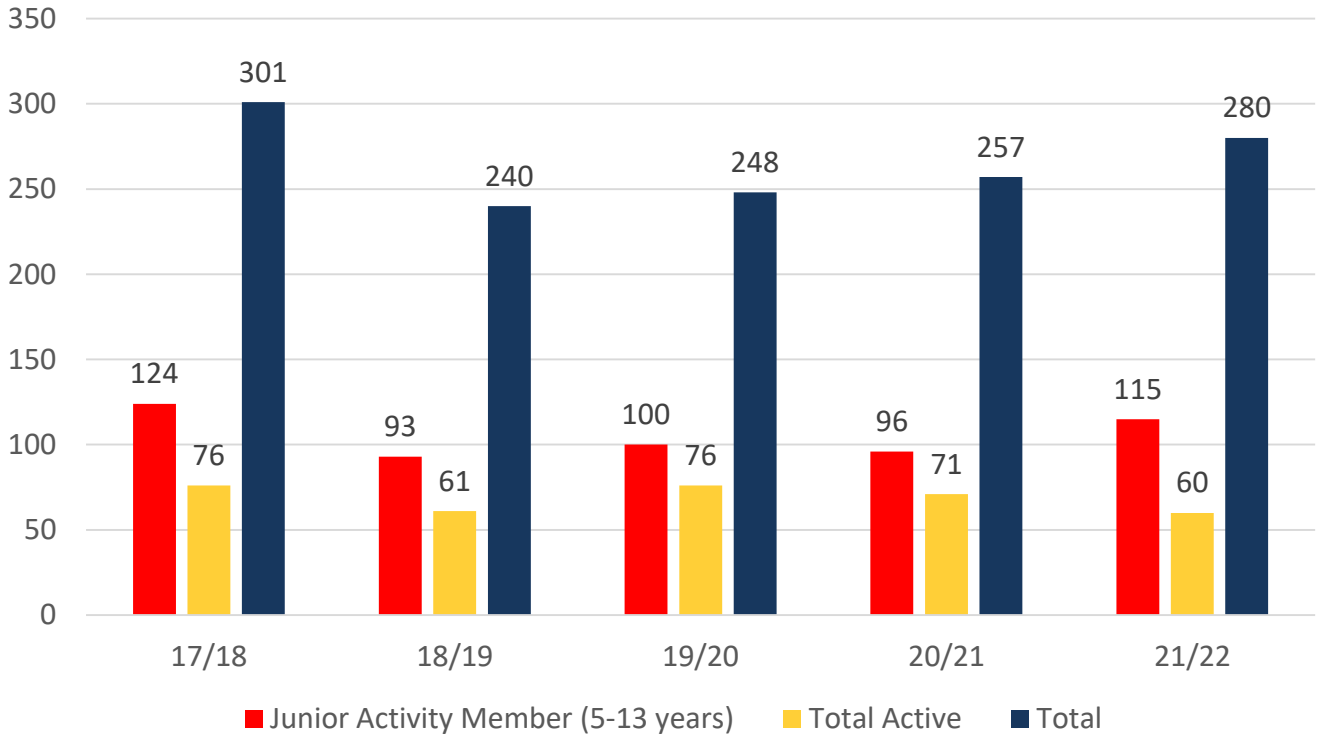
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

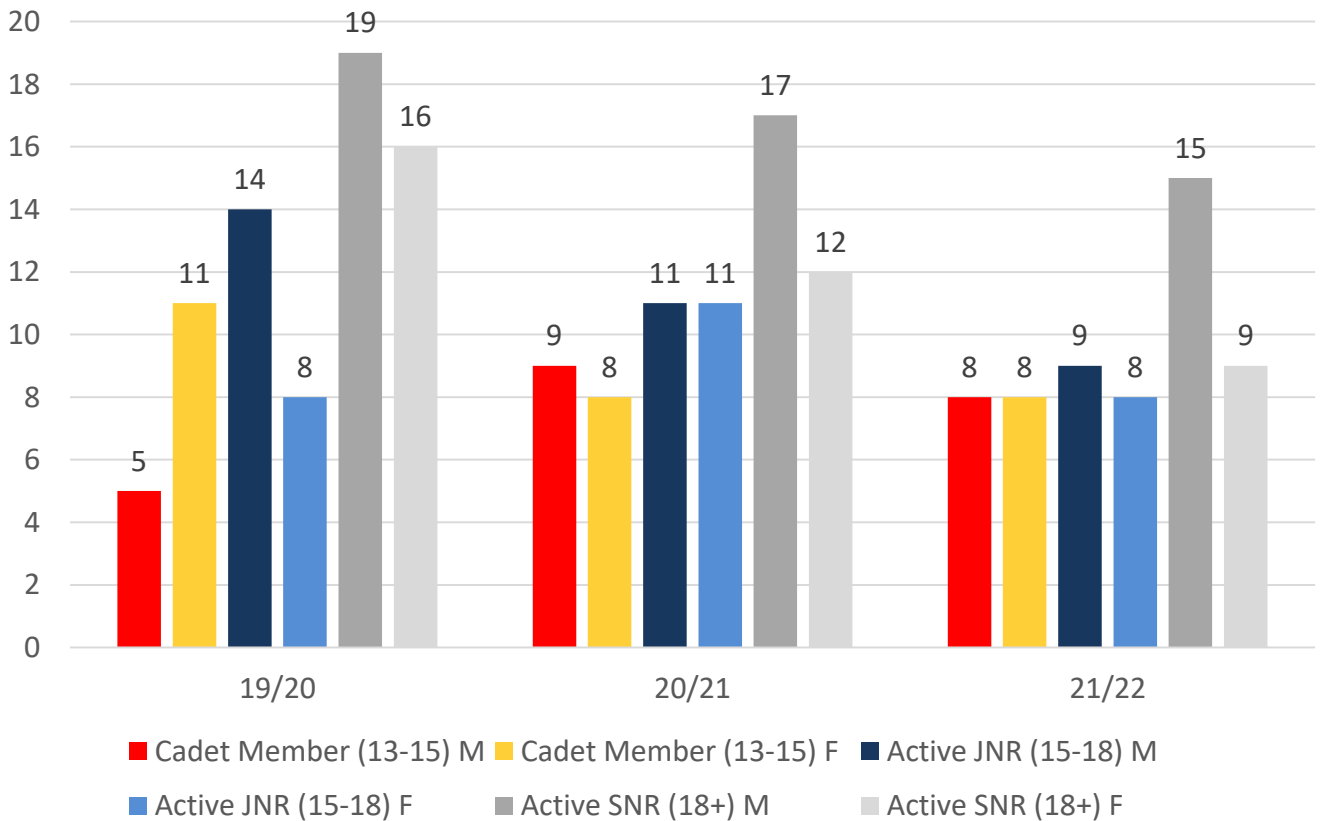
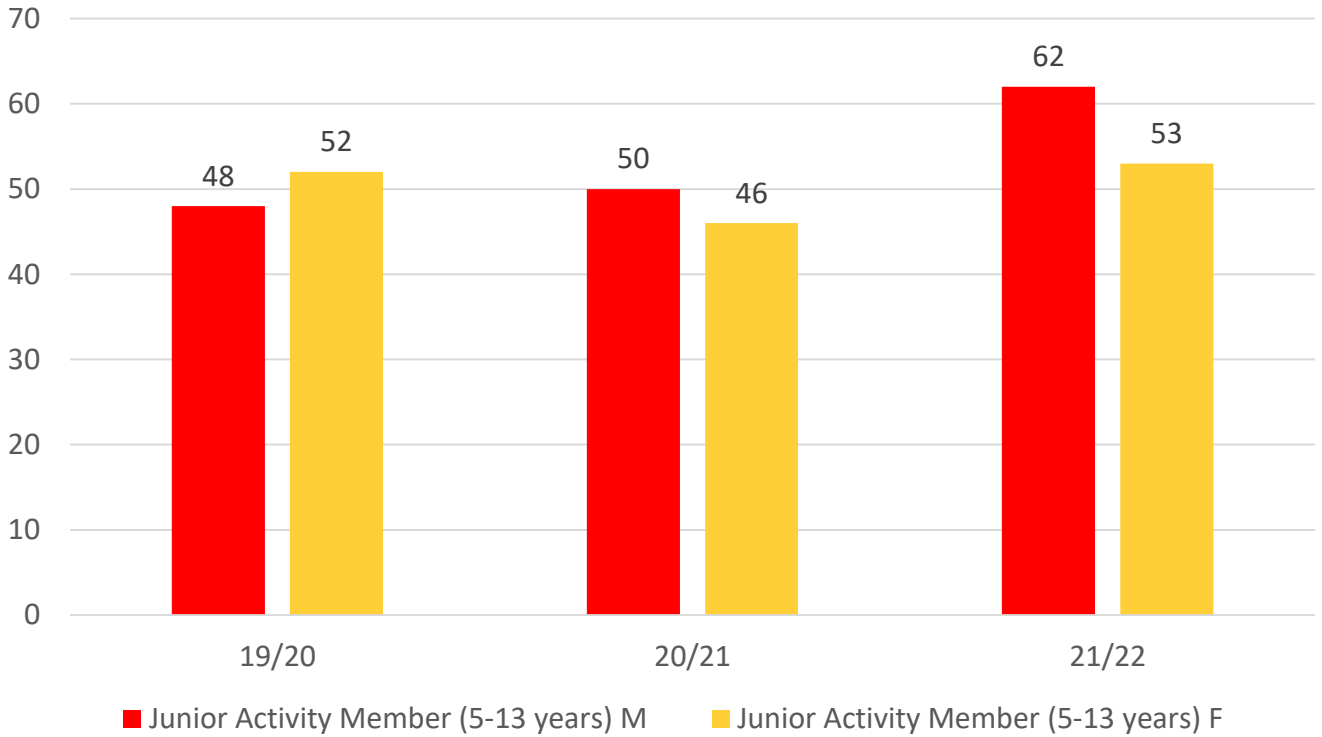
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	47	44	1	0	40
Junior Activity Member (5-13 years)	124	93	100	96	115
Cadet Member (13-15 years)	16	12	16	17	16
Active Junior (15-18 years)	11	13	22	22	17
Active Senior (18years and over)	44	35	35	29	24
Award Member	2	1	3	3	3
Reserve Active	3	0	0	0	0
Long Service	3	0	0	0	0
Past Active	0	0	0	0	0
Associate	42	34	62	81	55
Life Member	8	7	9	9	10
General	1	1	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	76	61	76	71	60
Total	301	240	248	257	280

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	17	4	3	4	8
Under 7	19	10	9	10	15
Under 8	18	12	14	9	18
Under 9	19	13	18	13	16
Under 10	9	14	17	16	14
Under 11	12	8	14	18	12
Under 12	8	12	11	15	16
Under 13	15	8	12	10	14
Under 14	7	12	2	1	9
Junior Activities Total	124	93	100	96	122

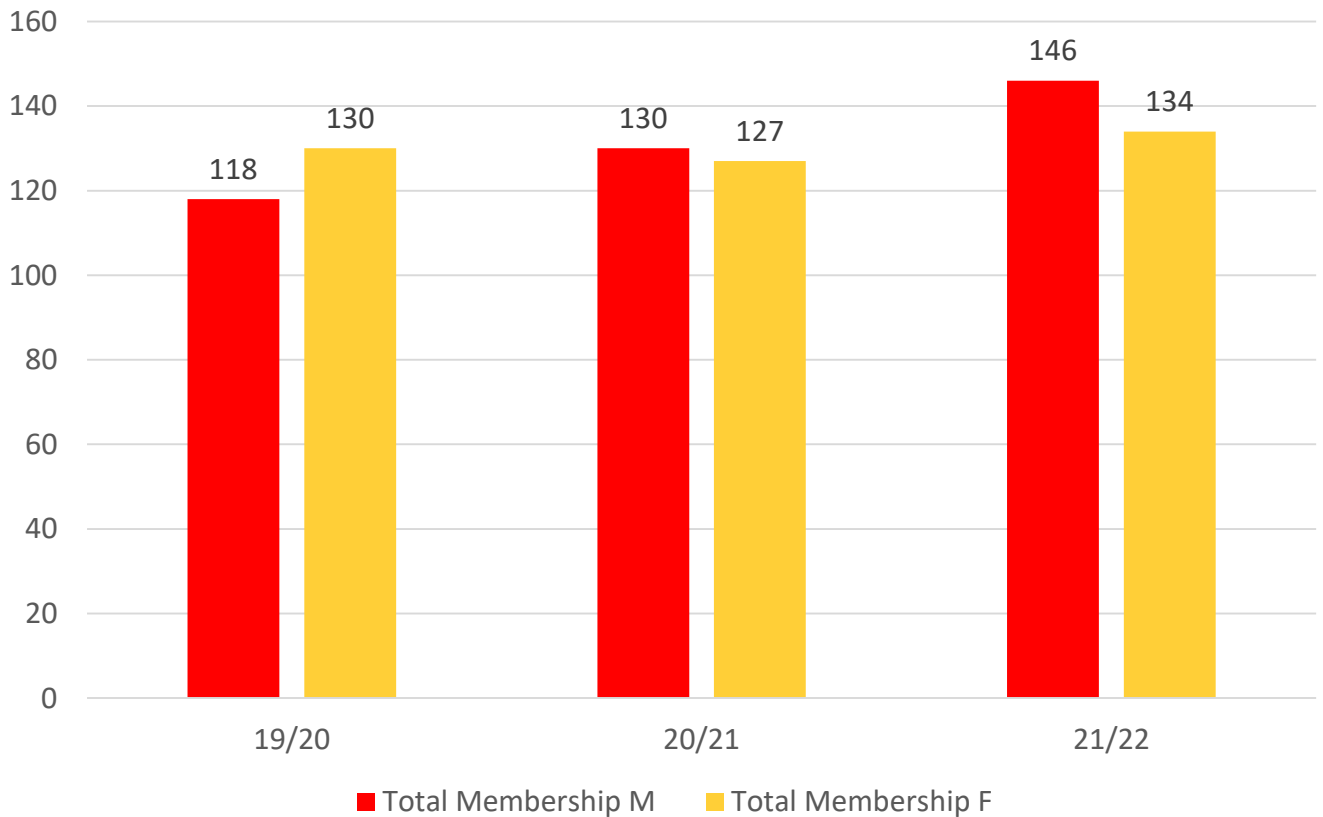
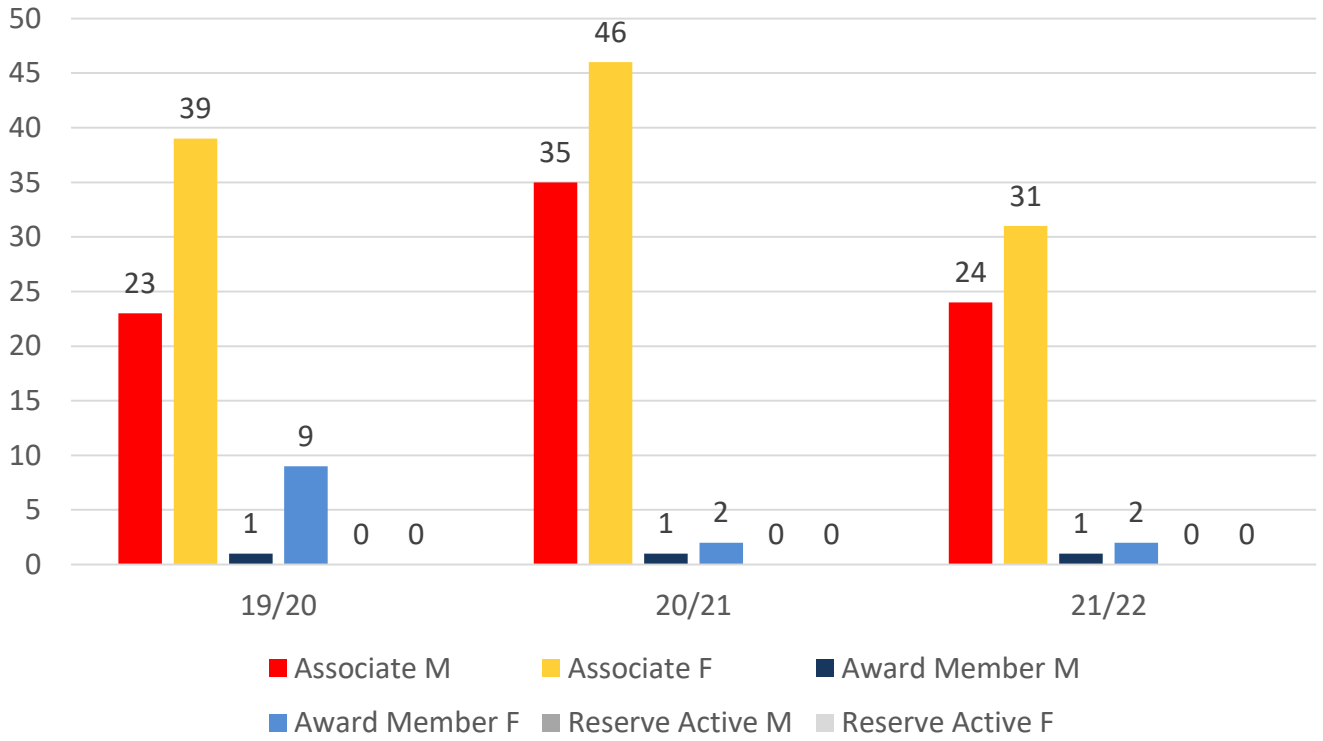
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



93

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



58

MEMBERS LOST FROM THE ORGANISATION

TANNUM SANDS 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	0	0		0	0		0		40		0		40	
Junior Activities	96	74	77%	6	2	2%	20	21%	47	49%	0	0%	115	20%
Cadet Member (13-15 years)	17	12	71%	-3	3	18%	2	12%	1	6%	0	0%	16	-6%
Active (15-18 yrs)	22	14	64%	-2	2	9%	6	27%	1	5%	0	0%	17	-23%
Active (18yrs and over)	29	20	69%	-2	2	7%	7	24%	1	3%	1	3%	24	-17%
Award Member	3	3	100%	0	0	0%	0	0%	0	0%	0	0%	3	0%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	81	54	67%	1	4	5%	23	28%	2	2%	0	0%	55	-32%
Life Member	9	9	100%	0	0	0%	0	0%	1	11%	0	0%	10	11%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	71	49	69%		7	10%	15	21%	3	4%	1		60	-15%
Total	257	186	72%		13	5%	58	23%	93	36%	1		280	9%

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

MEMBERSHIP RETENTION

TANNUM SANDS 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	13	72%	1	6%	1	6%	18
16-18 Years	22	14	64%	7	32%	1	5%	13
19-25 Years	7	3	43%	4	57%	0	0%	8
26-35 Years	1	0	0%	1	100%	0	0%	1
36-50 Years	23	19	83%	2	9%	1	4%	19
51-70 Years	0	0		0		0		1
70+ Years	0	0		0		0		0
Total	71	49	69%	15	21%	3	4%	60

TANNUM SANDS 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	4					8		8
Under 7	10	3	75%	1	25%	11	275%	14
Under 8	9	10	100%	0	0%	7	70%	18
Under 9	13	8	89%	1	11%	8	89%	16
Under 10	16	11	85%	1	8%	3	23%	14
Under 11	18	9	56%	7	44%	3	19%	12
Under 12	15	13	72%	4	22%	3	17%	16
Under 13	10	11	73%	4	27%	3	20%	14
Under 14	1	8	80%	2	20%	1	10%	3
Transitioned From JA		1	100%					

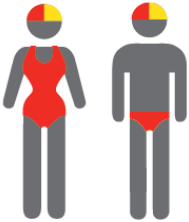
MEMBERSHIP RETENTION

2019/20



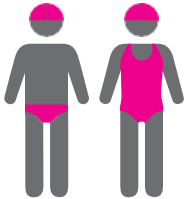
70%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



76%

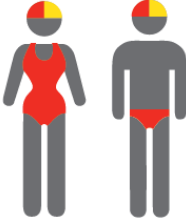
JUNIOR MEMBERSHIP
RETENTION

2020/21



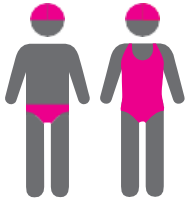
69%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



62%

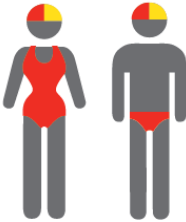
JUNIOR MEMBERSHIP
RETENTION

2021/22



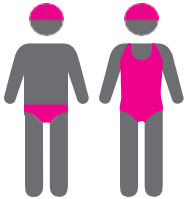
72%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



77%

JUNIOR MEMBERSHIP
RETENTION