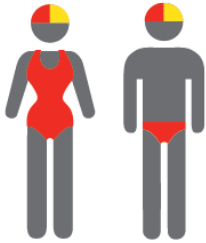


TANNUM SANDS

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



53

ACTIVE MEMBERSHIP



12% Decrease



279

TOTAL MEMBERSHIP



Equal



113

JUNIOR MEMBERSHIP



2% Decrease

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

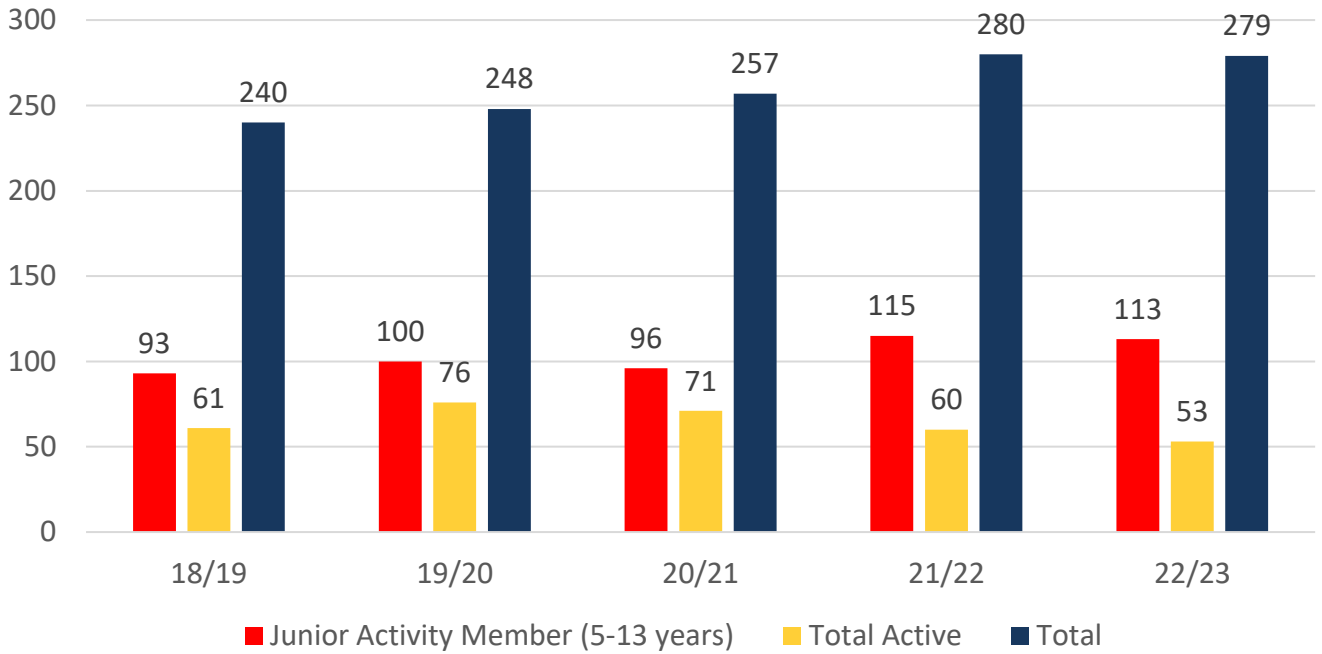
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	44	1	0	40	21
Junior Activity Member (5-13 years)	93	100	96	115	113
Cadet Member (13-15 years)	12	16	17	16	12
Active Junior (15-18 years)	13	22	22	17	18
Active Senior (18years and over)	35	35	29	24	23
Award Member	1	3	3	3	0
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	34	62	81	55	82
Life Member	7	9	9	10	9
General	1	0	0	0	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	61	76	71	60	53
Total	240	248	257	280	279

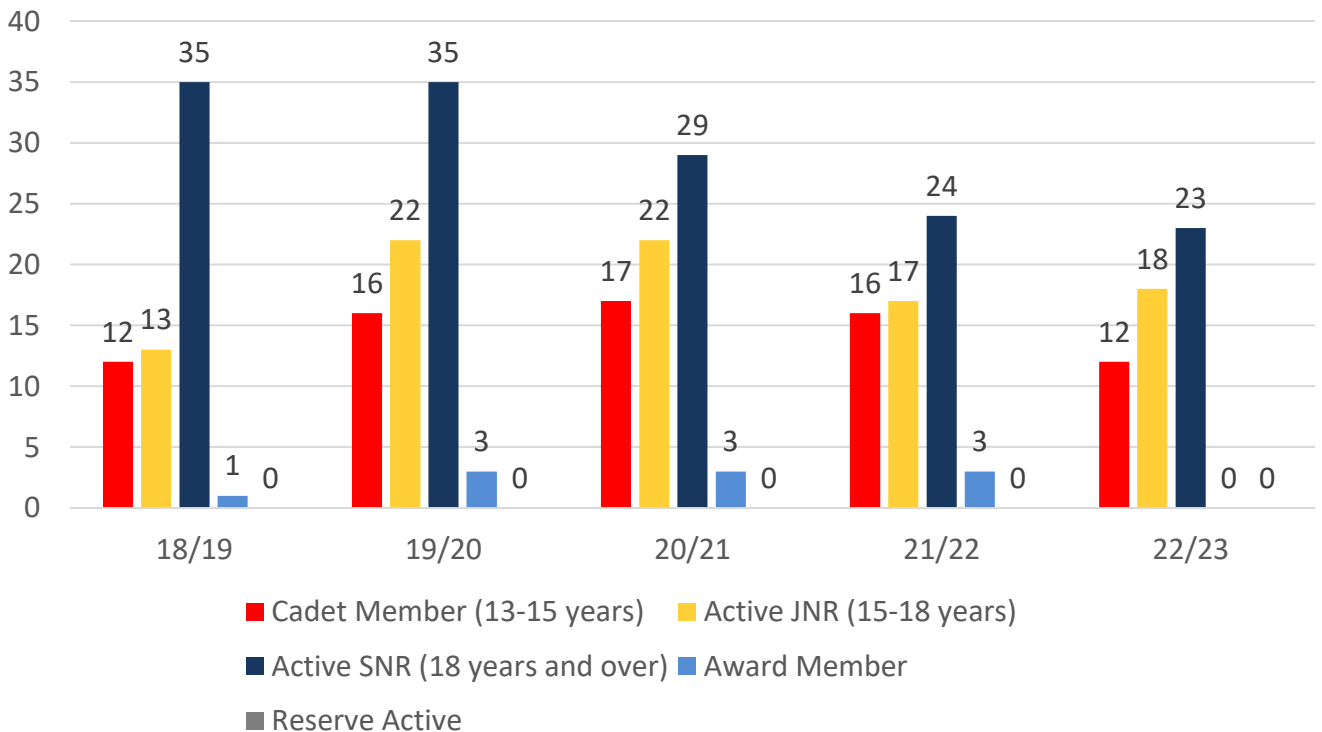
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	4	3	4	8	12
Under 7	10	9	10	15	16
Under 8	12	14	9	18	12
Under 9	13	18	13	16	15
Under 10	14	17	16	14	11
Under 11	8	14	18	12	16
Under 12	12	11	15	16	14
Under 13	8	12	10	14	11
Under 14	12	2	1	9	12
Junior Activities Total	93	100	96	122	119

5 YEAR TREND ANALYSIS

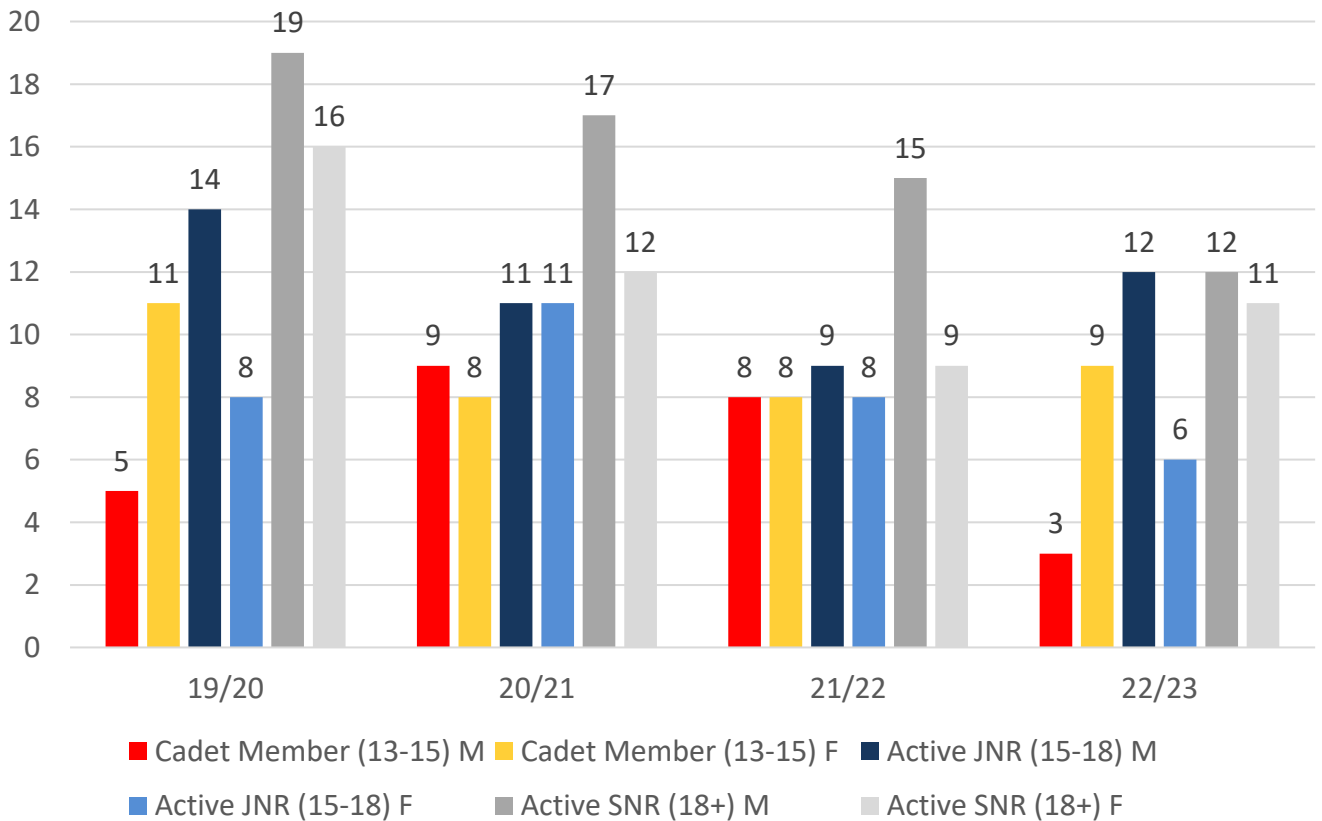
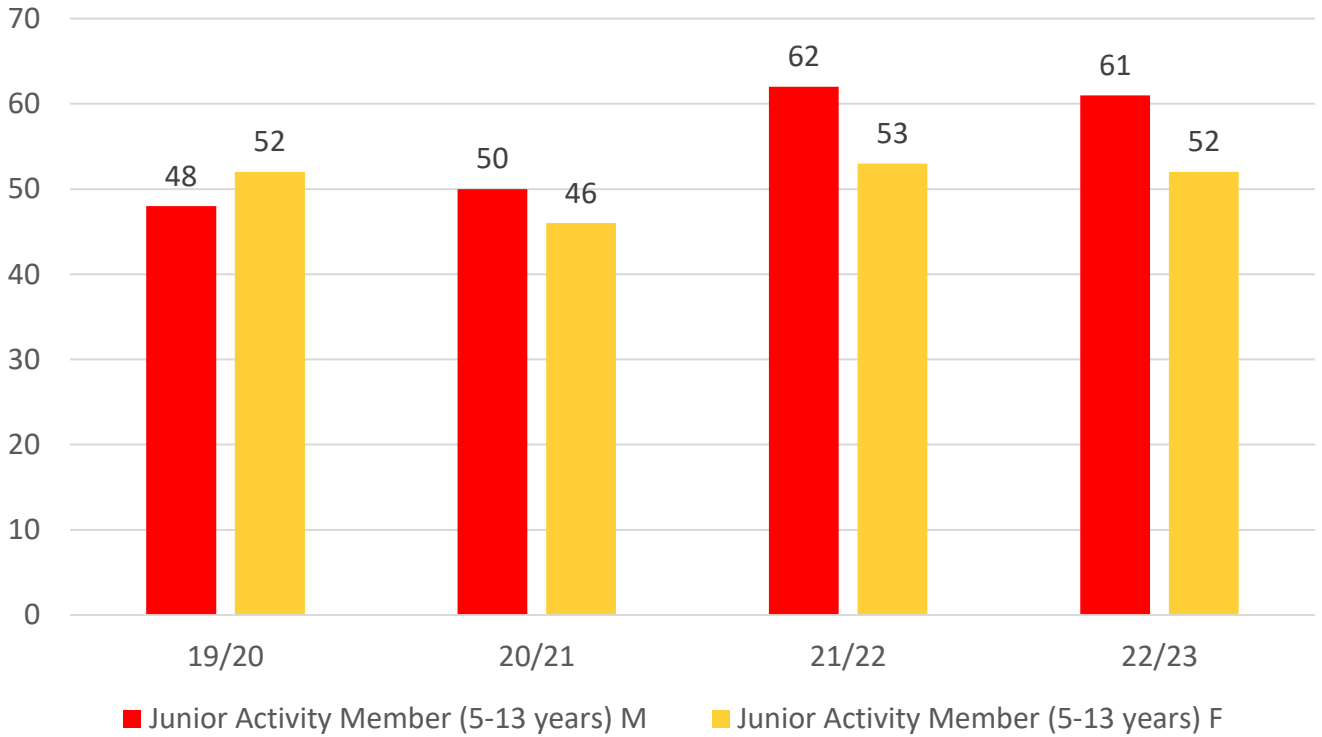
Total Membership



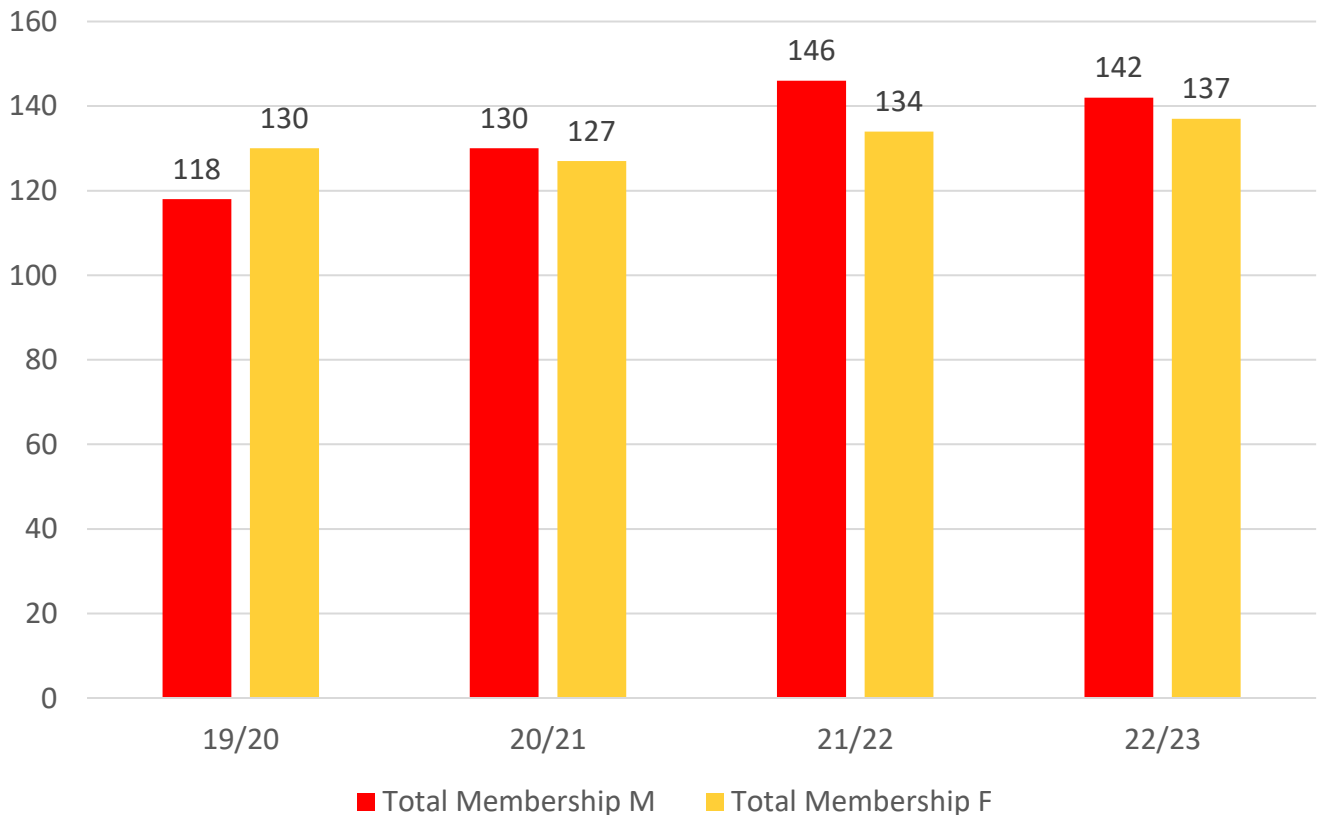
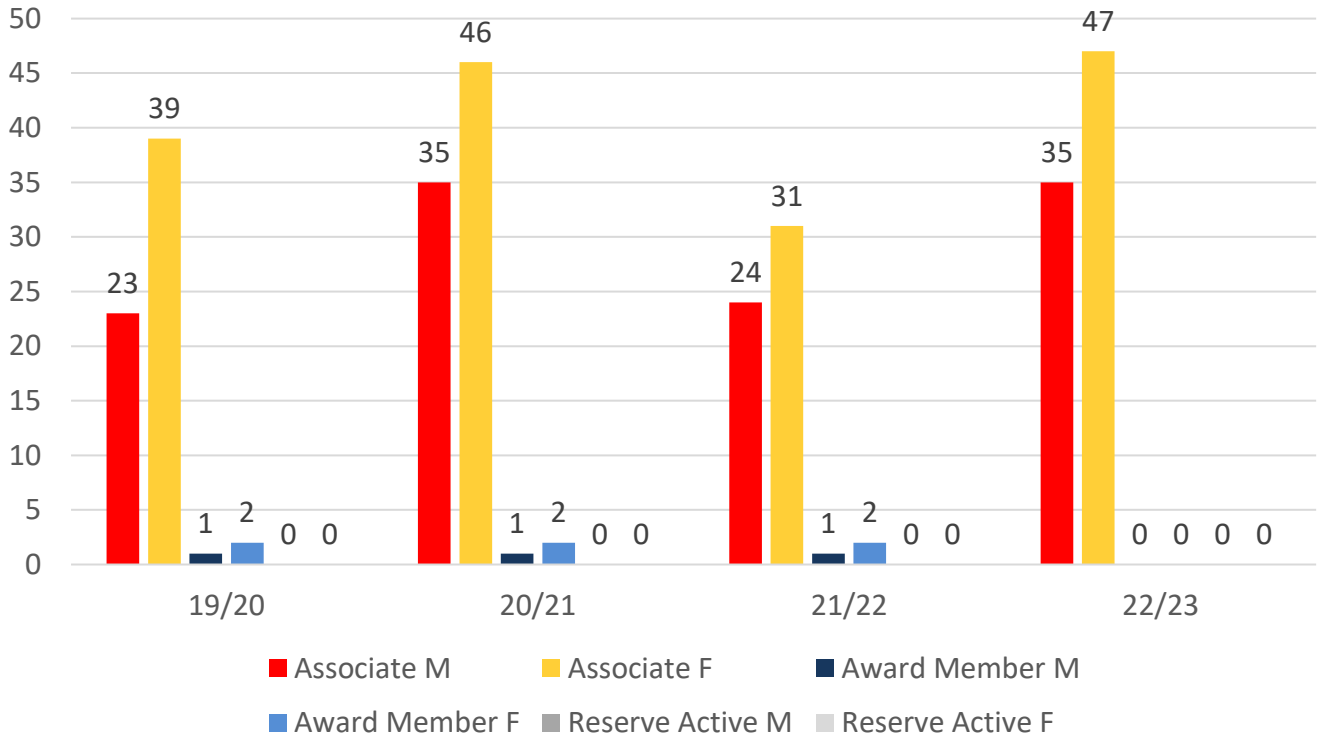
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



89

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



83

MEMBERS LOST FROM THE ORGANISATION

TANNUM SANDS 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	40	19	48%	19	0	0%	21	53%	21	53%	0	0%	21	-48%
Junior Activities	115	79	69%	8	3	3%	33	29%	42	37%	0	0%	113	-2%
Cadet Member (13-15 years)	16	12	75%	1	1	6%	3	19%	1	6%	0	0%	12	-25%
Active (15-18 yrs)	17	11	65%	-7	0	0%	6	35%	0	0%	0	0%	18	6%
Active (18yrs and over)	24	15	63%	-6	3	13%	6	25%	2	8%	0	0%	23	-4%
Award Member	3	3	100%	3	0	0%	0	0%	0	0%	0	0%	0	-100%
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	55	42	76%	-17	0	0%	13	24%	23	42%	0	0%	82	49%
Life Member	10	9	90%	0	0	0%	1	10%	0	0%	0	0%	9	-10%
General	0	0		-1	0		0		0		0		1	
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	60	41	68%		4	7%	15	25%	3	5%	0		53	-12%
Total	280	190	68%		7	3%	83	30%	89	32%	0		279	0%

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

MEMBERSHIP RETENTION

TANNUM SANDS 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	14	78%	3	17%	1	6%	15
16-18 Years	13	7	54%	6	46%	0	0%	13
19-25 Years	8	5	63%	3	38%	0	0%	7
26-35 Years	1	0	0%	0	0%	1	100%	1
36-50 Years	19	14	74%	3	16%	1	5%	13
51-70 Years	1	1	100%	0	0%	0	0%	4
70+ Years	0	0		0		0		0
Total	60	41	68%	15	25%	3	5%	53

TANNUM SANDS 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	8					12		12
Under 7	14	8	100%	0	0%	8	100%	16
Under 8	18	7	50%	7	50%	5	36%	12
Under 9	16	9	50%	9	50%	6	33%	15
Under 10	14	10	63%	6	38%	1	6%	11
Under 11	12	12	86%	2	14%	4	29%	16
Under 12	16	9	75%	2	17%	5	42%	14
Under 13	14	11	69%	5	31%	0	0%	11
Under 14	3	10	71%	2	14%	1	7%	6
Transitioned From JA		3	100%					

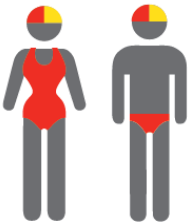
MEMBERSHIP RETENTION

2020/21



69%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



62%

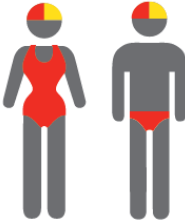
JUNIOR MEMBERSHIP
RETENTION

2021/22



72%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



77%

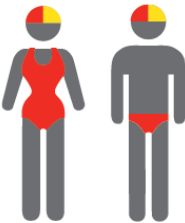
JUNIOR MEMBERSHIP
RETENTION

2022/23



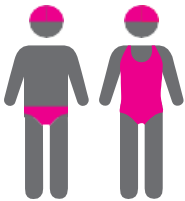
68%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



69%

JUNIOR MEMBERSHIP
RETENTION