

TOWNSVILLE PICNIC BAY

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



82

ACTIVE MEMBERSHIP



8% Increase



280

TOTAL MEMBERSHIP



5% Decrease



101

JUNIOR MEMBERSHIP



3% 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.

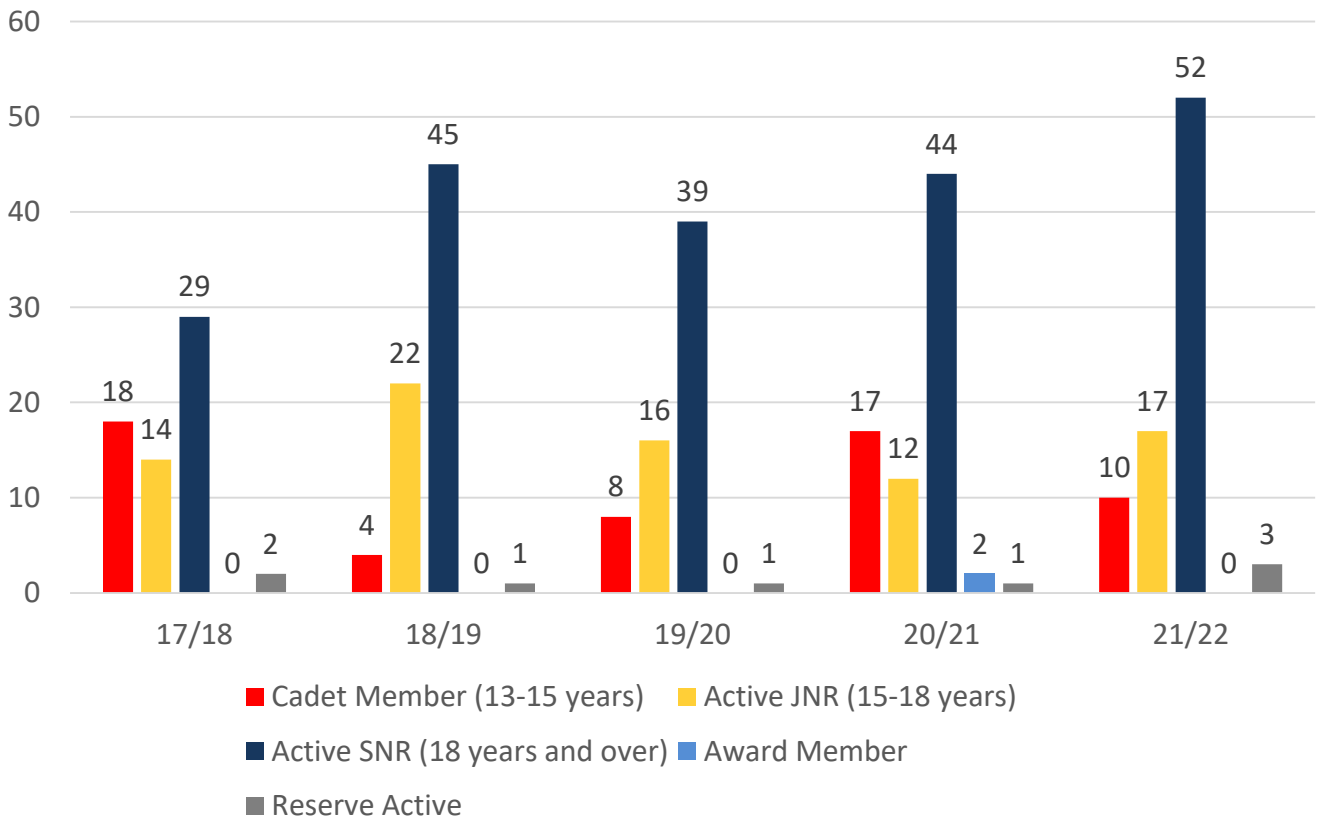
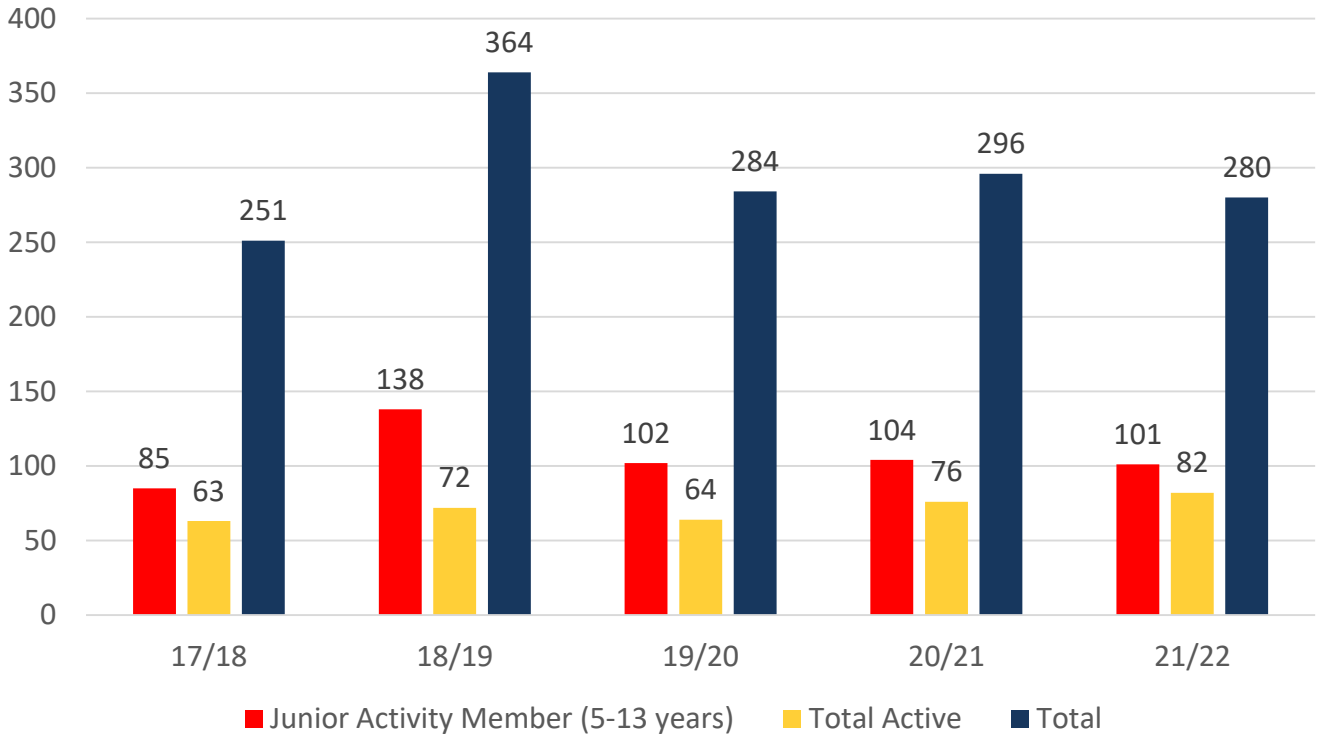
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

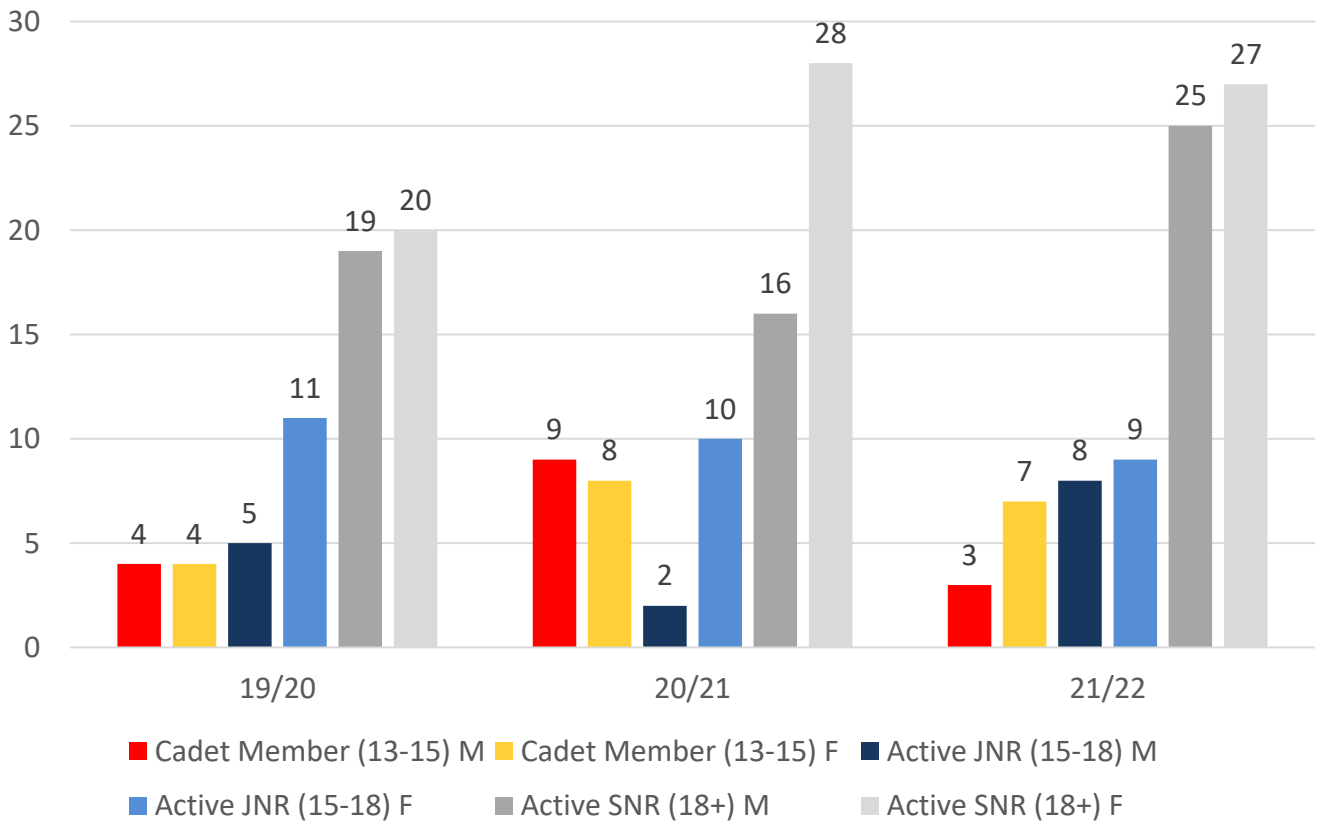
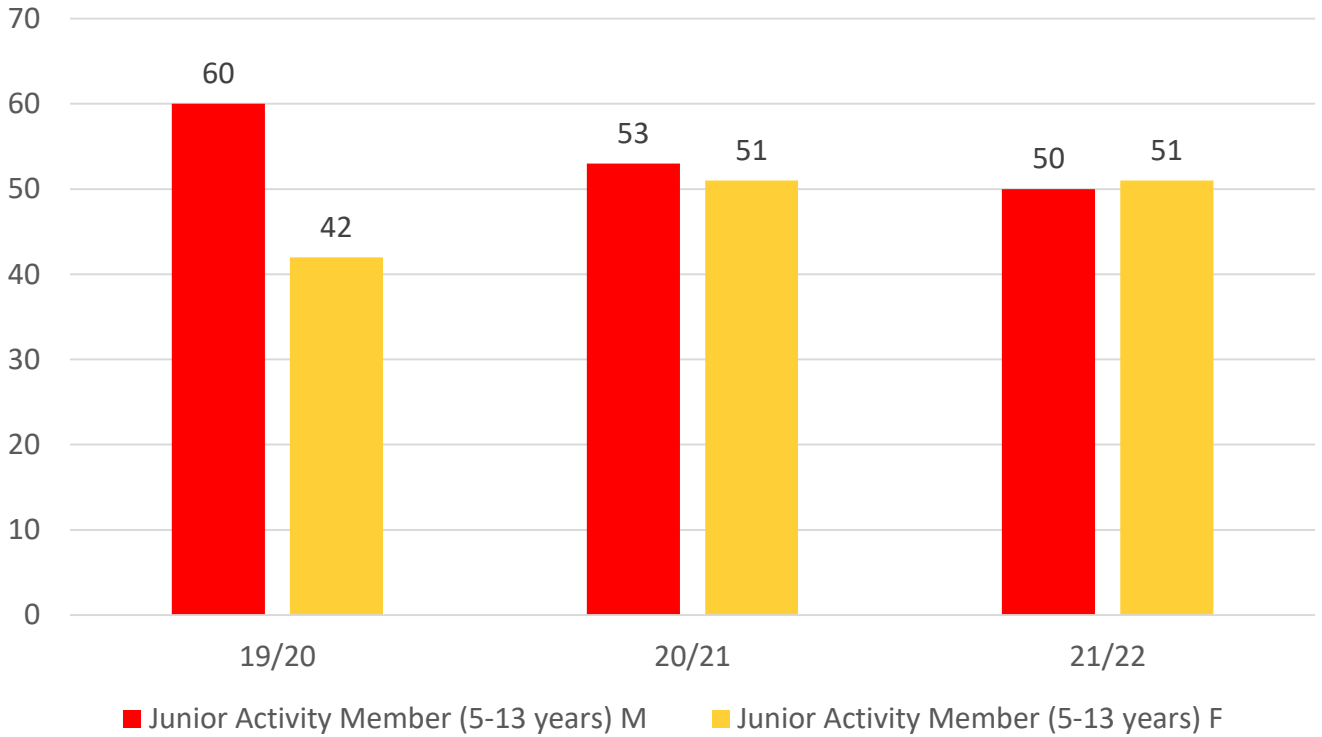
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	7	2	18	40	38
Junior Activity Member (5-13 years)	85	138	102	104	101
Cadet Member (13-15 years)	18	4	8	17	10
Active Junior (15-18 years)	14	22	16	12	17
Active Senior (18years and over)	29	45	39	44	52
Award Member	0	0	0	2	0
Reserve Active	2	1	1	1	3
Long Service	2	5	2	3	3
Past Active	0	3	2	2	2
Associate	75	125	77	53	36
Life Member	19	18	19	18	16
General	0	0	0	0	2
Honorary	0	1	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	63	72	64	76	82
Total	251	364	284	296	280

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	8	25	13	11	12
Under 7	11	22	15	14	10
Under 8	12	18	13	16	17
Under 9	17	21	16	15	18
Under 10	12	16	17	15	14
Under 11	6	15	8	12	11
Under 12	7	6	9	9	9
Under 13	8	8	5	10	8
Under 14	4	7	6	2	7
Junior Activities Total	85	138	102	104	106

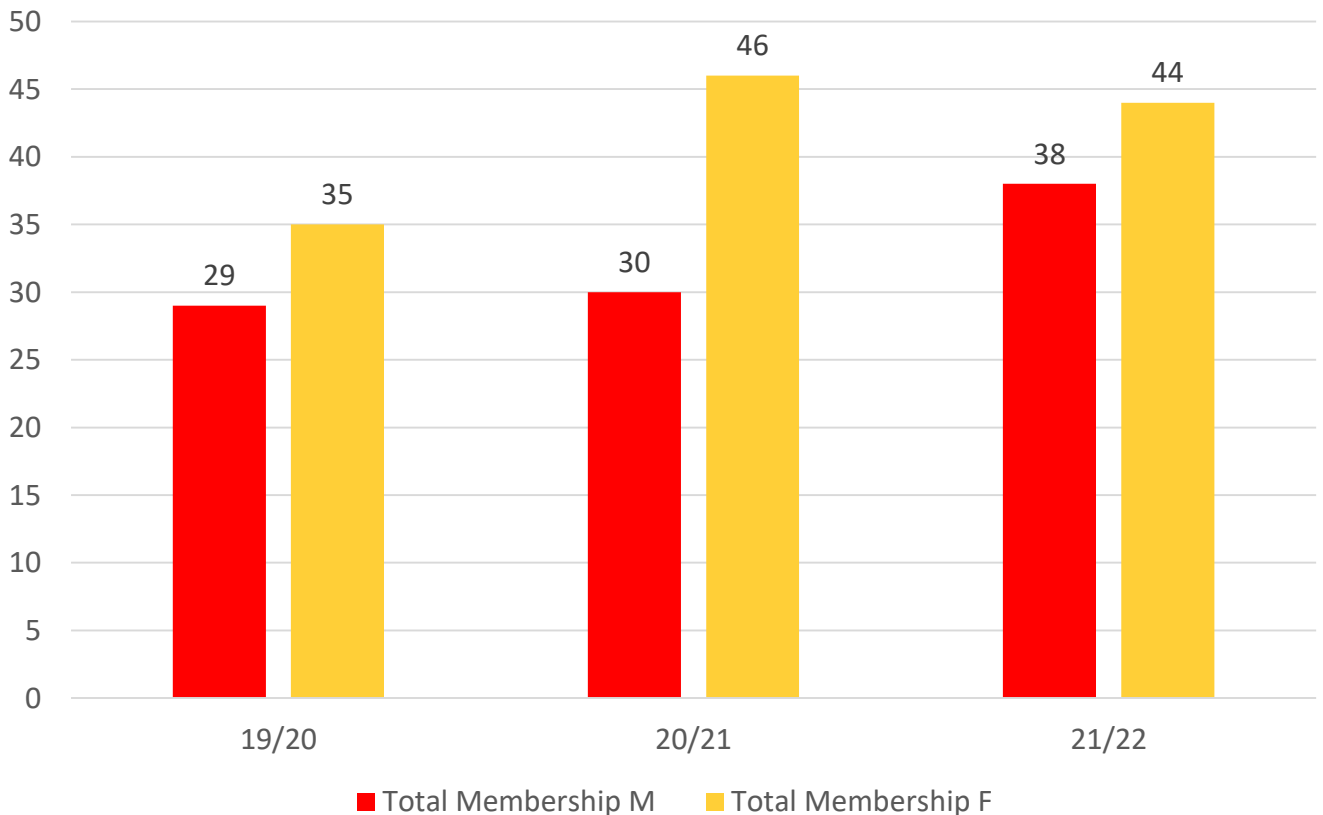
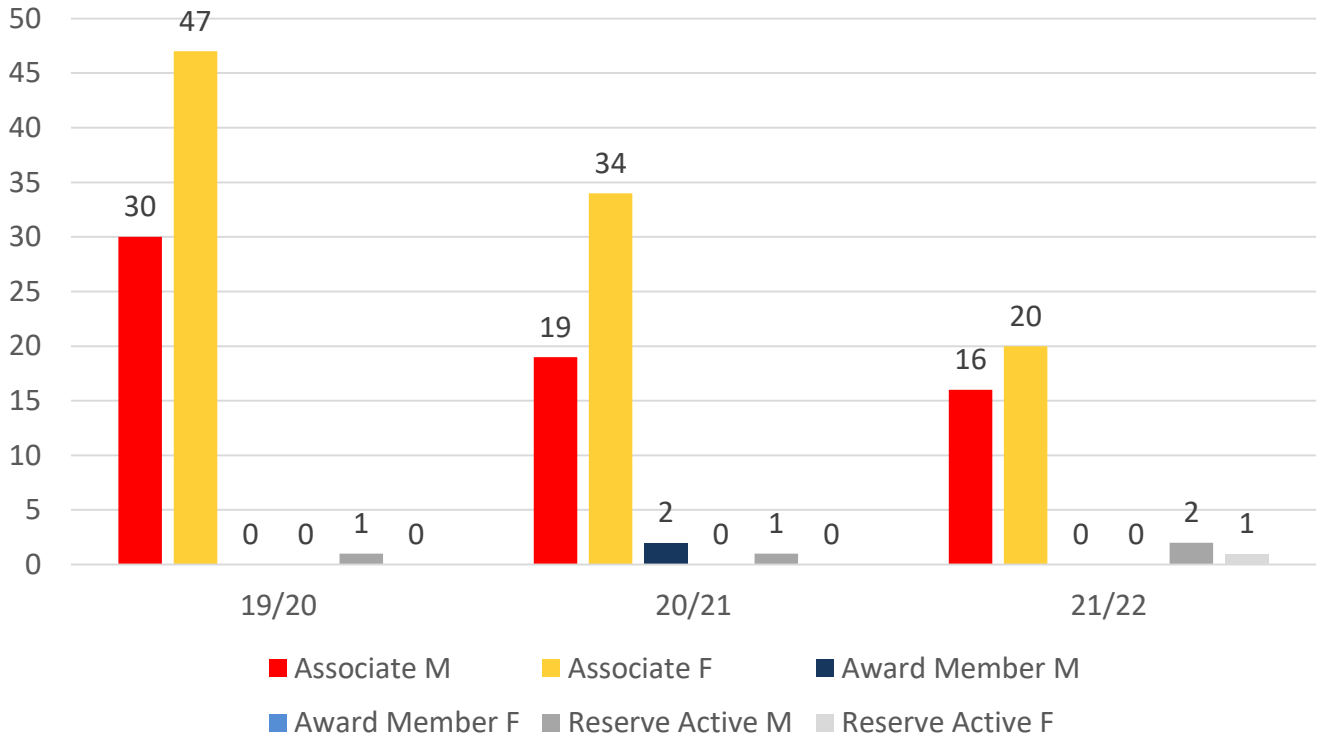
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



84

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



102

MEMBERS LOST FROM THE ORGANISATION

TOWNSVILLE PICNIC BAY 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	40	18	45%	4	1	3%	21	53%	24	60%	0	0%	38	-5%
Junior Activities	104	59	57%	1	3	3%	42	40%	42	40%	1	1%	101	-3%
Cadet Member (13-15 years)	17	15	88%	5	0	0%	2	12%	0	0%	0	0%	10	-41%
Active (15-18 yrs)	12	9	75%	-4	0	0%	3	25%	2	17%	2	17%	17	42%
Active (18yrs and over)	44	35	80%	-9	1	2%	8	18%	4	9%	4	9%	52	18%
Award Member	2	0	0%	0	0	0%	2	100%	0	0%	0	0%	0	-100%
Reserve Active	1	1	100%	0	0	0%	0	0%	1	100%	1	100%	3	200%
Long Service	3	2	67%	0	1	33%	0	0%	0	0%	1	33%	3	0%
Past Active	2	2	100%	0	0	0%	0	0%	0	0%	0	0%	2	0%
Associate	53	29	55%	3	2	4%	22	42%	9	17%	1	2%	36	-32%
Life Member	18	16	89%	0	0	0%	2	11%	0	0%	0	0%	16	-11%
General	0	0		0	0		0		2		0		2	
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	76	60	79%		1	1%	15	20%	7	9%	7		82	8%
Total	296	186	63%		8	3%	102	34%	84	28%	10		280	-5%

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

MEMBERSHIP RETENTION

TOWNSVILLE PICNIC BAY 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	12	86%	2	14%	0	0%	8
16-18 Years	14	11	79%	3	21%	2	14%	16
19-25 Years	8	2	25%	5	63%	1	13%	9
26-35 Years	9	7	78%	2	22%	0	0%	7
36-50 Years	21	18	86%	3	14%	4	19%	28
51-70 Years	10	10	100%	0	0%	0	0%	14
70+ Years	0	0		0		0		0
Total	76	60	79%	15	20%	7	9%	82

TOWNSVILLE PICNIC BAY 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	11					9		9
Under 7	14	4	36%	7	64%	6	55%	10
Under 8	16	6	43%	7	50%	9	64%	15
Under 9	15	11	69%	5	31%	7	44%	18
Under 10	15	10	67%	5	33%	3	20%	14
Under 11	12	7	47%	8	53%	4	27%	11
Under 12	9	7	58%	3	25%	2	17%	9
Under 13	10	6	67%	3	33%	2	22%	8
Under 14	2	7	70%	3	30%	0	0%	7
Transitioned From JA		1	50%					

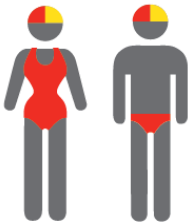
MEMBERSHIP RETENTION

2019/20



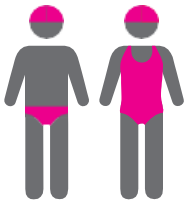
54%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



47%

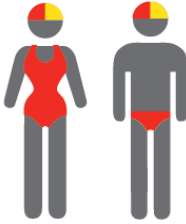
JUNIOR MEMBERSHIP
RETENTION

2020/21



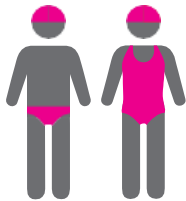
68%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



65%

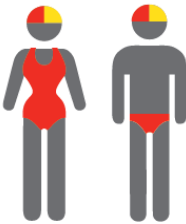
JUNIOR MEMBERSHIP
RETENTION

2021/22



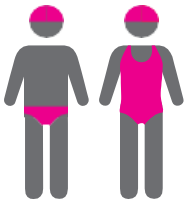
63%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



57%

JUNIOR MEMBERSHIP
RETENTION