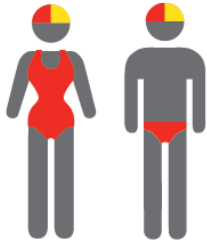


TOWNSVILLE PICNIC BAY

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



85

ACTIVE MEMBERSHIP



4% Increase



246

TOTAL MEMBERSHIP



12% Decrease



76

JUNIOR MEMBERSHIP



25% 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

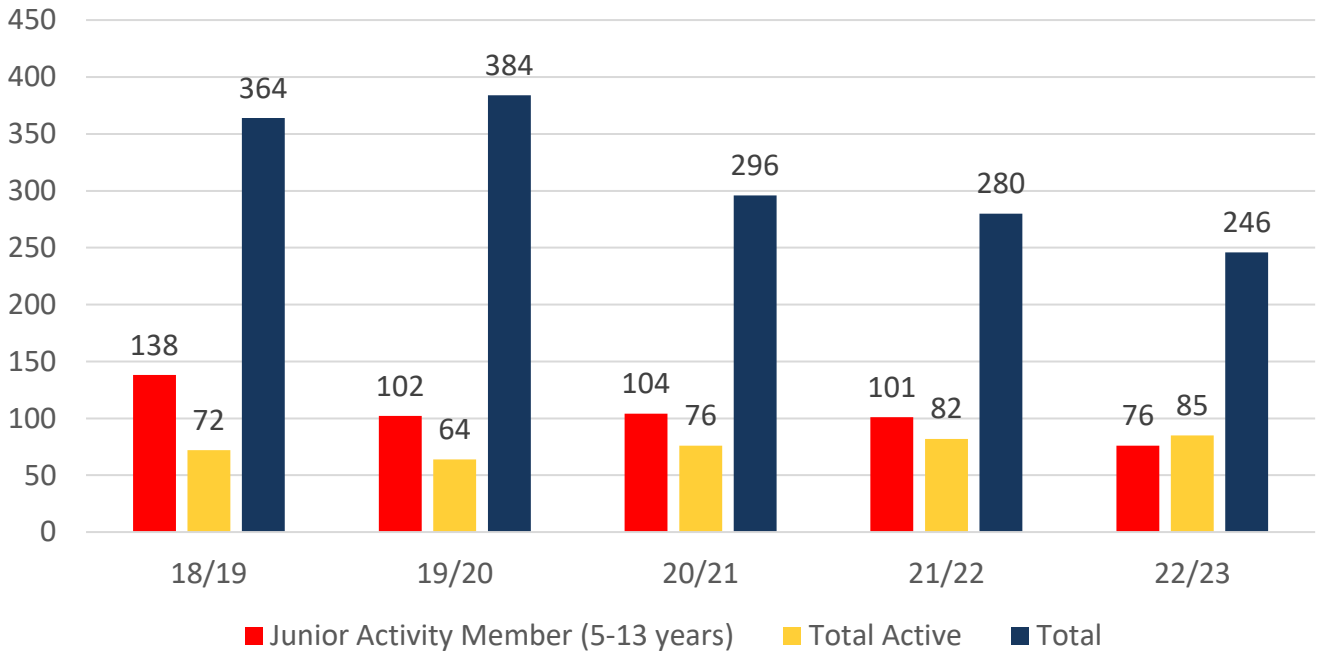
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	2	18	40	38	5
Junior Activity Member (5-13 years)	138	102	104	101	76
Cadet Member (13-15 years)	4	8	17	10	16
Active Junior (15-18 years)	22	16	12	17	10
Active Senior (18years and over)	45	39	44	52	56
Award Member	0	0	2	0	0
Reserve Active	1	1	1	3	3
Long Service	5	2	3	3	2
Past Active	3	2	2	2	0
Associate	125	77	53	36	60
Life Member	18	19	18	16	18
General	0	0	0	2	0
Honorary	1	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	72	64	76	82	85
Total	364	284	296	280	246

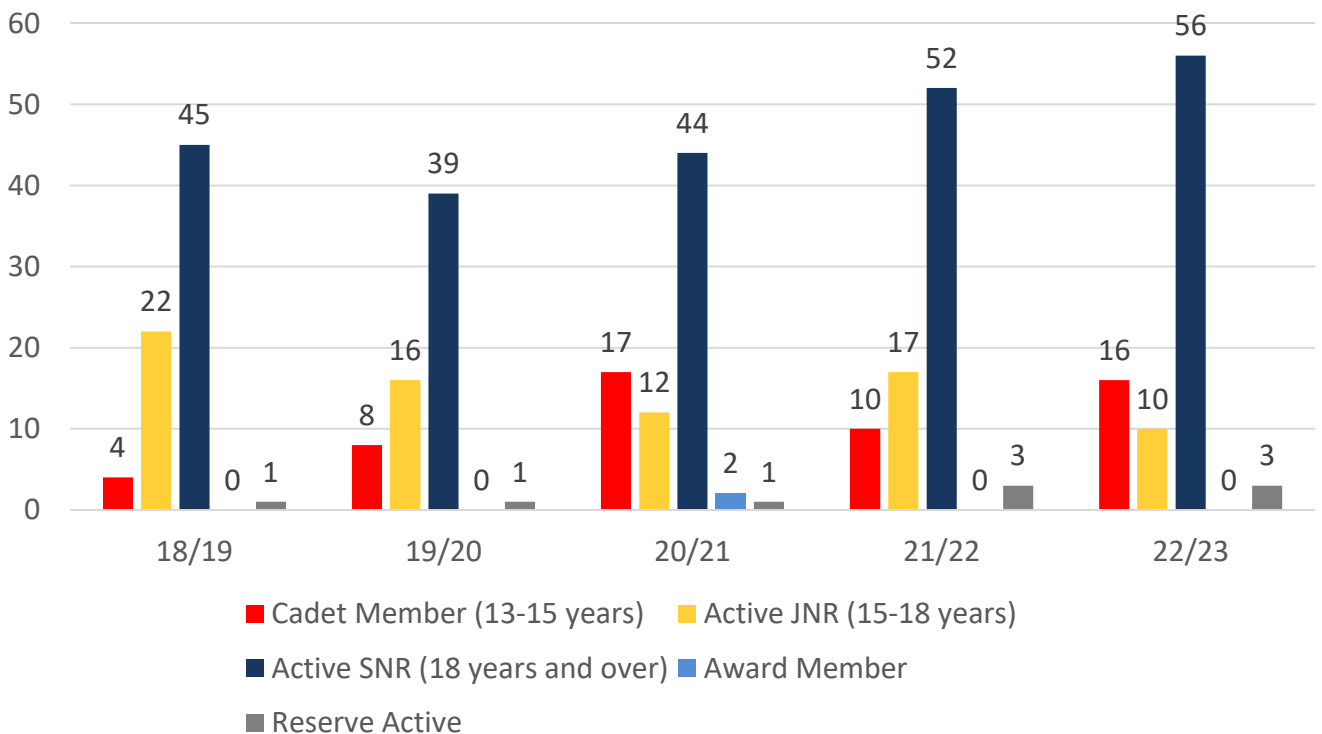
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	25	13	11	12	10
Under 7	22	15	14	10	10
Under 8	18	13	16	17	6
Under 9	21	16	15	18	14
Under 10	16	17	15	14	11
Under 11	15	8	12	11	11
Under 12	6	9	9	9	6
Under 13	8	5	10	8	8
Under 14	7	6	2	7	9
Junior Activities Total	138	102	104	106	85

5 YEAR TREND ANALYSIS

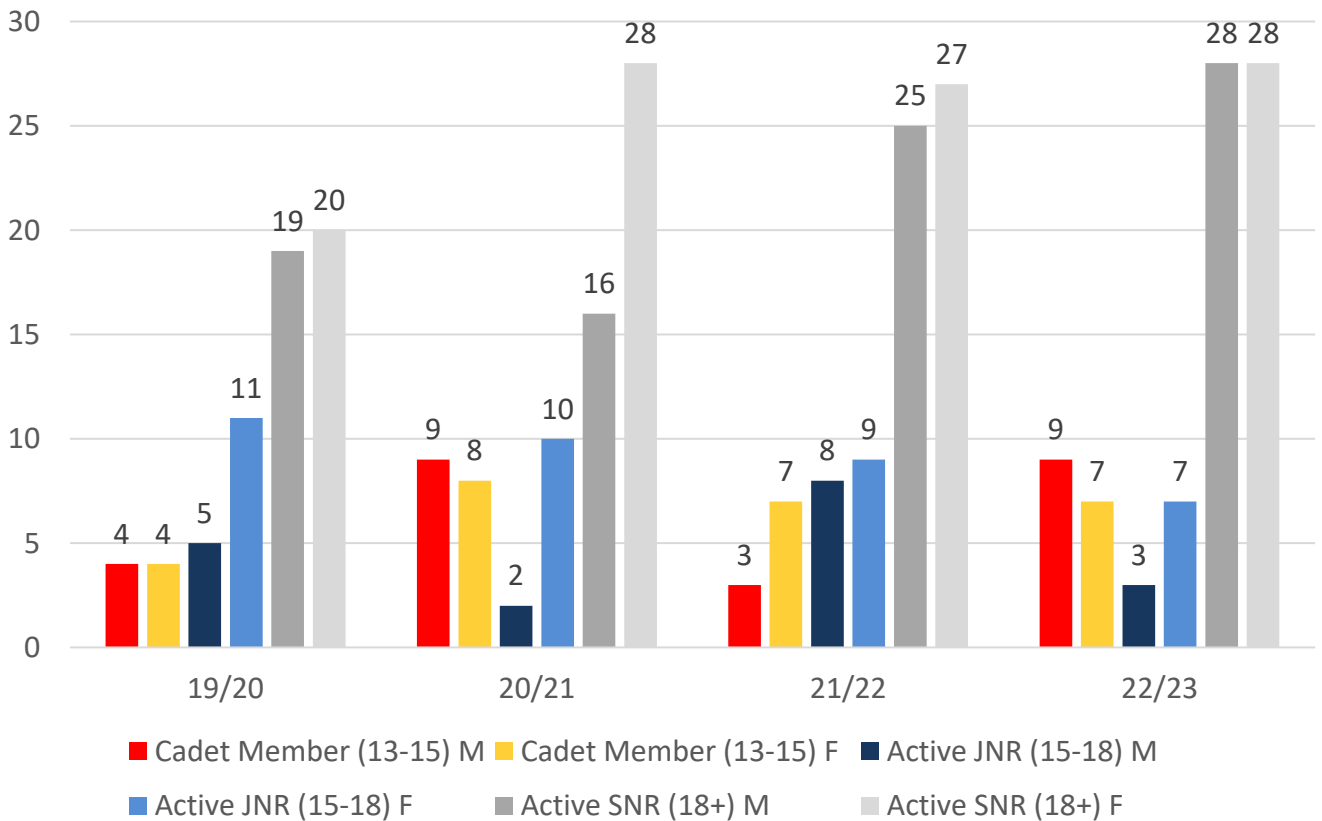
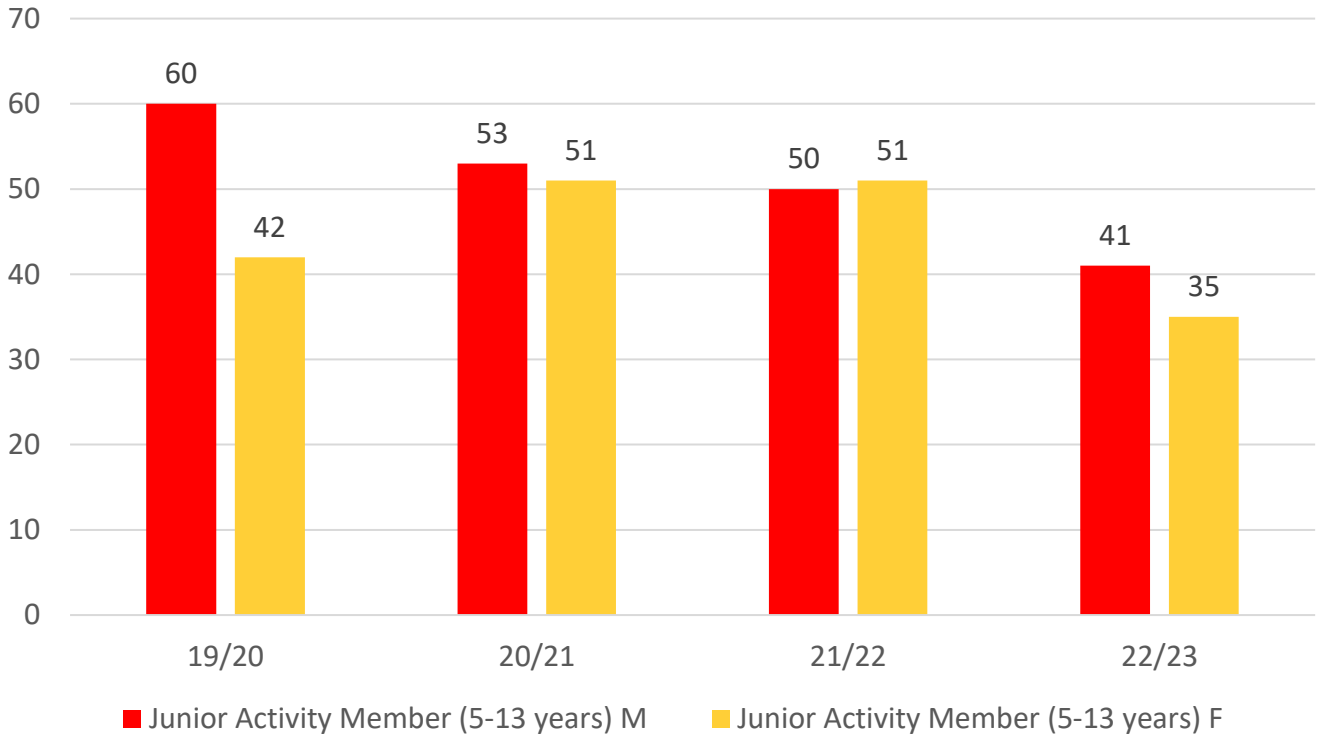
Total Membership



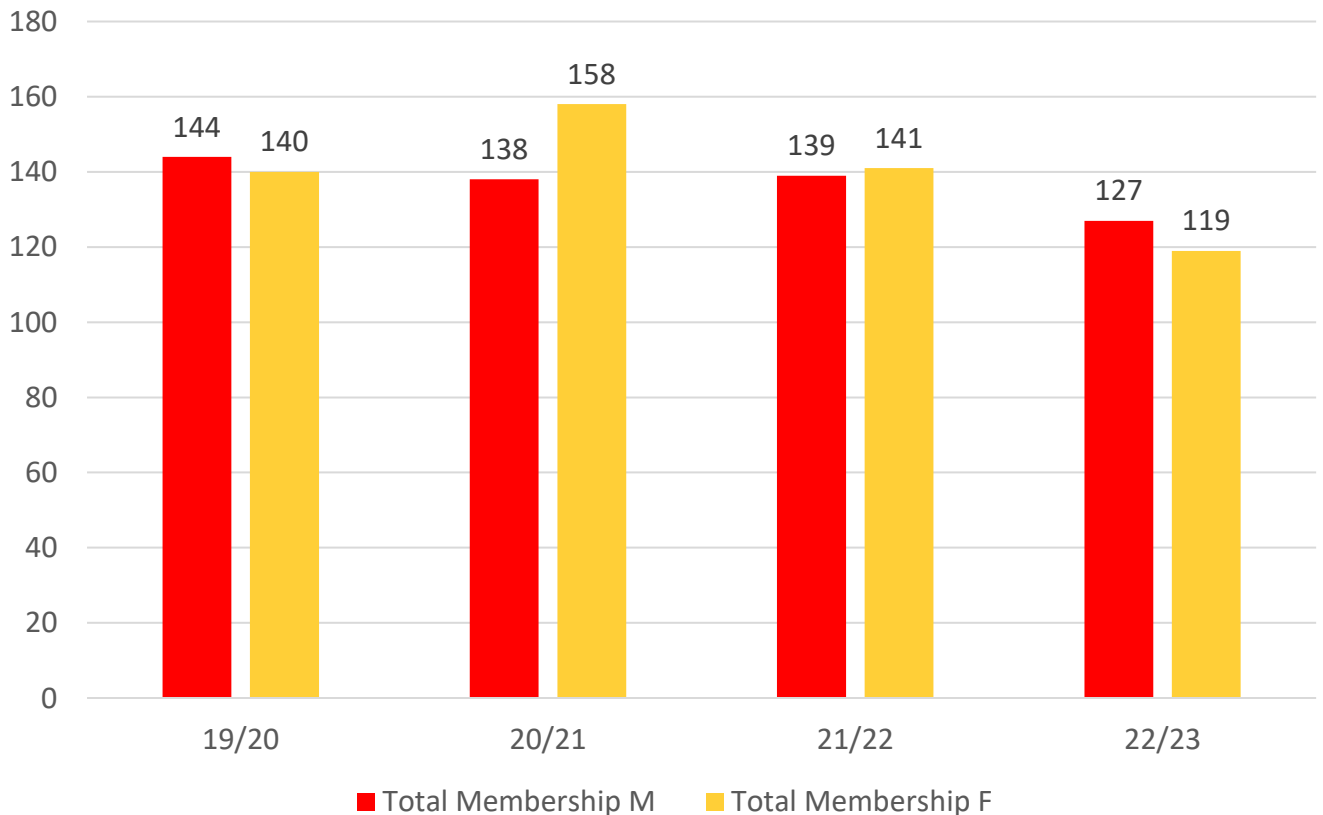
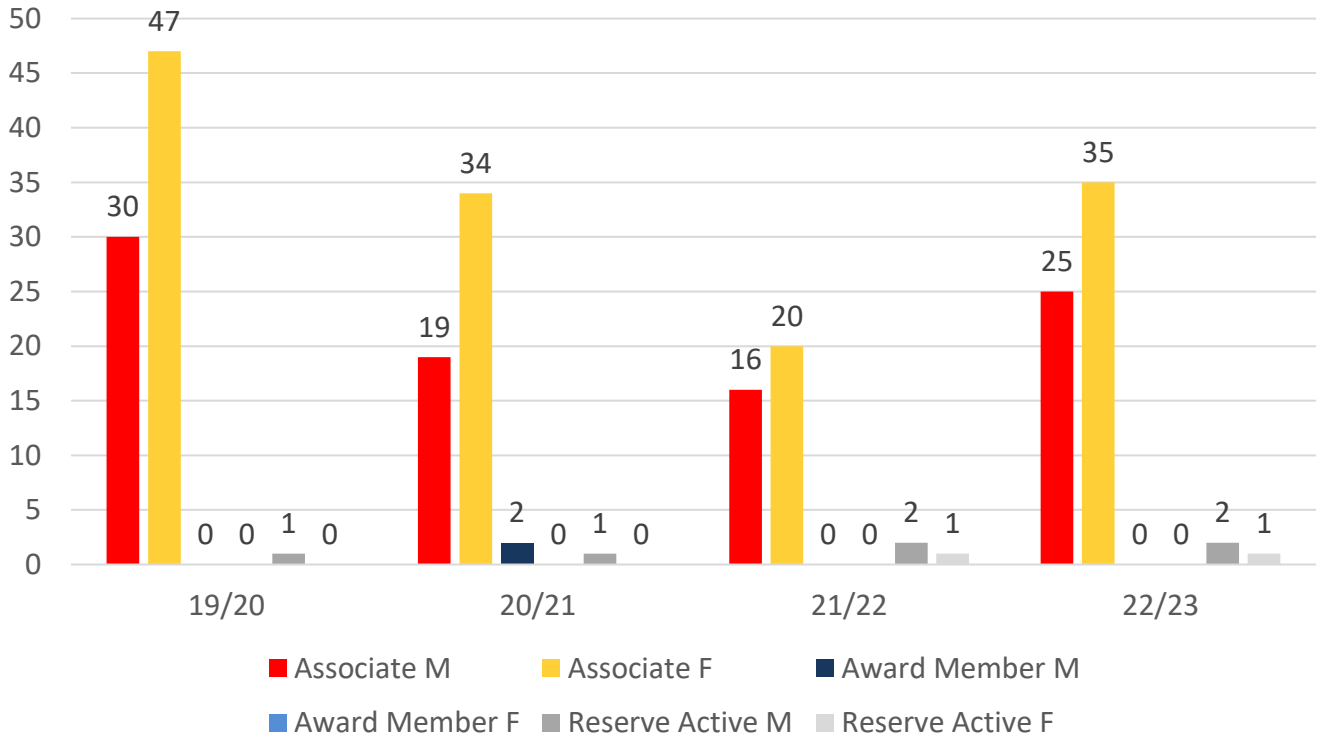
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



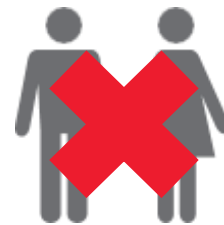
53

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



82

MEMBERS LOST FROM THE ORGANISATION

TOWNSVILLE PICNIC BAY 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	38	18	47%	14	2	5%	18	47%	0	0%	1	3%	5	-87%
Junior Activities	101	66	65%	10	3	3%	32	32%	20	20%	0	0%	76	-25%
Cadet Member (13-15 years)	10	7	70%	-7	0	0%	3	30%	2	20%	0	0%	16	60%
Active (15-18 yrs)	17	8	47%	-1	1	6%	8	47%	0	0%	1	6%	10	-41%
Active (18yrs and over)	52	42	81%	-8	1	2%	9	17%	6	12%	0	0%	56	8%
Award Member	0	0		0	0		0		0		0		0	
Reserve Active	3	3	100%	1	0	0%	0	0%	1	33%	0	0%	3	0%
Long Service	3	3	100%	1	0	0%	0	0%	0	0%	0	0%	2	-33%
Past Active	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	36	26	72%	-11	0	0%	10	28%	23	64%	0	0%	60	67%
Life Member	16	16	100%	-1	0	0%	0	0%	1	6%	0	0%	18	13%
General	2	0	0%	0	0	0%	2	100%	0	0%	0	0%	0	-100%
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	82	60	73%		2	2%	20	24%	9	11%	1		85	4%
Total	280	191	68%		7	3%	82	29%	53	19%	2		246	-12%

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

MEMBERSHIP RETENTION

TOWNSVILLE PICNIC BAY 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	5	63%	3	38%	2	25%	16
16-18 Years	16	7	44%	8	50%	0	0%	10
19-25 Years	9	5	56%	3	33%	1	11%	9
26-35 Years	7	6	86%	1	14%	0	0%	6
36-50 Years	28	23	82%	5	18%	3	11%	26
51-70 Years	14	14	100%	0	0%	3	21%	18
70+ Years	0	0		0		1		0
Total	82	60	73%	20	24%	10	12%	85

TOWNSVILLE PICNIC BAY 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	12					10		10
Under 7	10	5	42%	3	25%	3	25%	10
Under 8	15	5	50%	5	50%	1	10%	6
Under 9	18	10	67%	5	33%	2	13%	14
Under 10	14	10	56%	7	39%	1	6%	11
Under 11	11	10	71%	4	29%	1	7%	11
Under 12	9	4	36%	6	55%	2	18%	6
Under 13	8	8	89%	1	11%	0	0%	8
Under 14	7	7	88%	1	13%	0	0%	0
Transitioned From JA		7	100%					

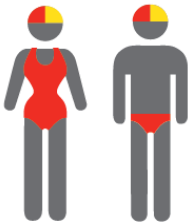
MEMBERSHIP RETENTION

2020/21



68%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



65%

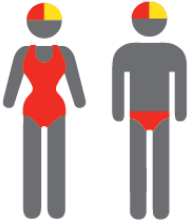
JUNIOR MEMBERSHIP
RETENTION

2021/22



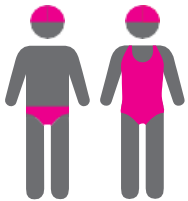
63%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



57%

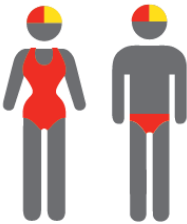
JUNIOR MEMBERSHIP
RETENTION

2022/23



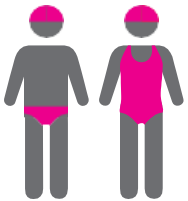
68%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION