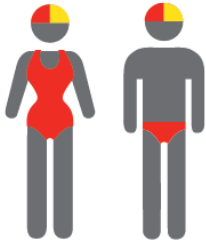


## MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



154

ACTIVE MEMBERSHIP



2% Increase



543

TOTAL MEMBERSHIP



5% Decrease



185

JUNIOR MEMBERSHIP



6% 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

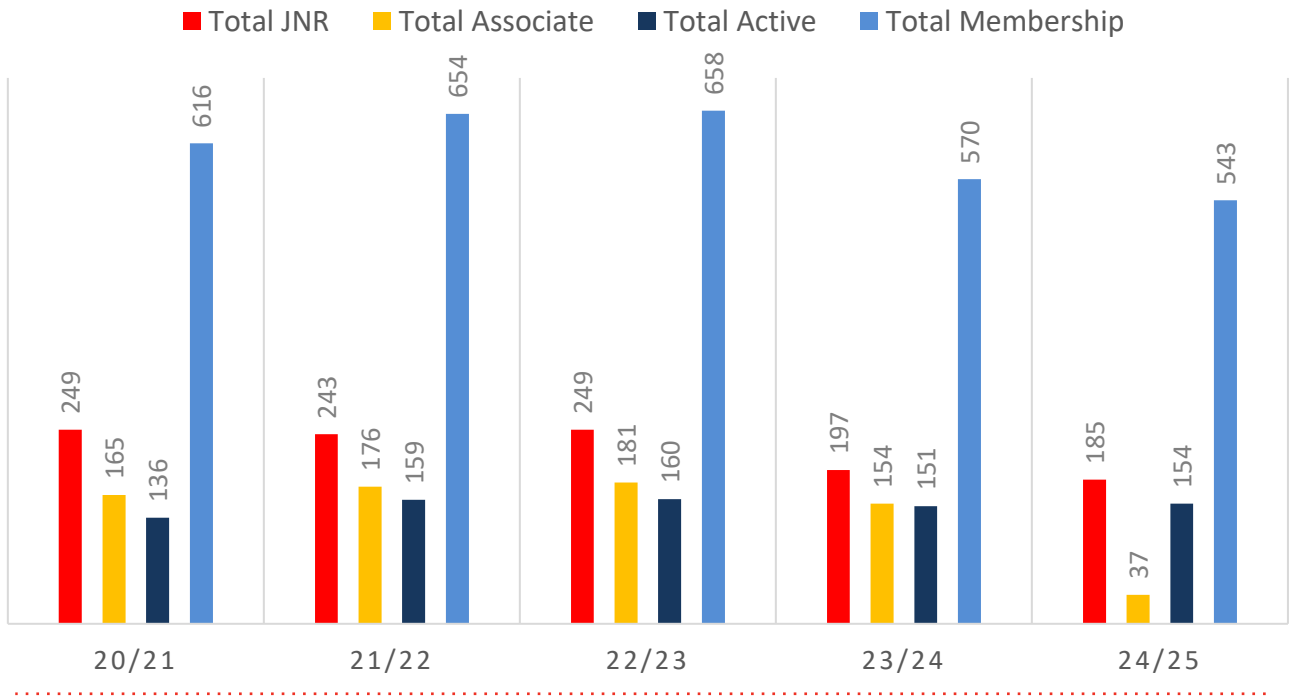
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

### Note:

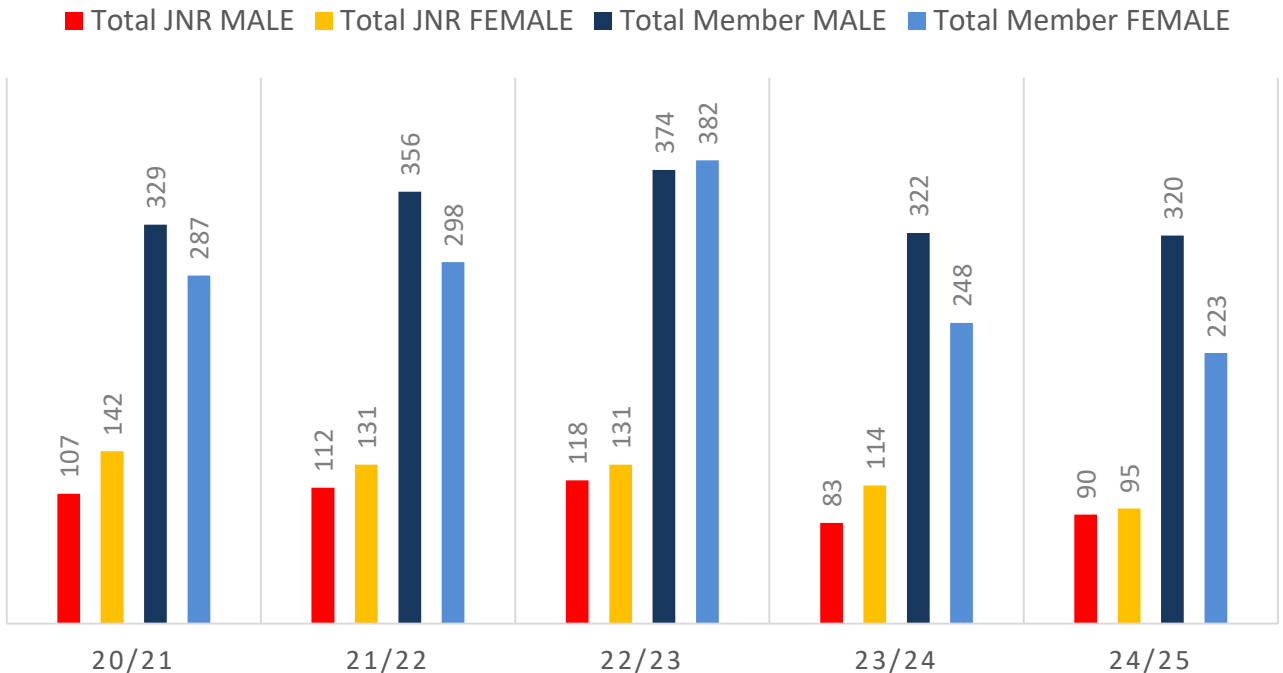
- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

# 5 YEAR TREND ANALYSIS

## MEMBERSHIP TOTALS



## GENDER BREAKDOWN



# MEMBERSHIP RETENTION



176

BRAND NEW MEMBERS



60%

MEMBERSHIP RETENTION



196

MEMBERS LOST FROM THE ORGANISATION

Tugun 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		53		3		94
Junior Activities	197	108	55%	8	9	5%	80	41%	83	42%	2	1%	185 -6%
Cadet Member (13-15 years)	19	12	63%		3	16%	4	21%	1	5%	4	21%	17 -11%
Active (15-18 yrs)	34	23	68%		3	9%	8	24%	1	3%	4	12%	32 -6%
Active (18yrs and over)	81	58	72%		9	11%	14	17%	18	22%	5	6%	92 14%
Award Member	12	7	58%		2	17%	3	25%	1	8%	1	8%	9 -25%
Reserve Active	5	4	80%		0	0%	1	20%	0	0%	0	0%	4 -20%
Long Service	45	41	91%		1	2%	3	7%	3	7%	1	2%	45 0%
Past Active	0	0			0		0		0		0		0
Associate	154	69	45%	44	5	3%	80	52%	8	5%	4	3%	37 -76%
Life Member	19	19	100%		0	0%	0	0%	4	21%	1	5%	24 26%
General	0	0			0		0		0		0		0
Honorary	0	0			0		0		0		0		0
Non Member Participant	0	0			0		0		0		0		0
Leave / Restricted	4	1	25%	1	0	0%	3	75%	0	0%	0	0%	0 -100%
Total Active	151	104	69%		17	11%	30	20%	21	14%	14	9%	154 2%
Total	570	342	60%		32	6%	196	34%	176	31%	25	4%	543 -5%

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

# MEMBERSHIP RETENTION

Tugun 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	24	16	67%	5	21%	1	4%	20
16-18 Years	34	22	65%	8	24%	1	3%	33
19-25 Years	11	8	73%	2	18%	4	36%	19
26-35 Years	12	9	75%	3	25%	6	50%	17
36-50 Years	40	26	65%	9	23%	7	18%	38
51-70 Years	29	22	76%	3	10%	1	3%	25
70+ Years	1	1	100%	0	0%	1	100%	2
<b>Total</b>	151	104	69%	30	20%	21	14%	154

Tugun 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	14					33		33
Under 7	33	9	64%	3	21%	8	57%	17
Under 8	33	16	48%	16	48%	13	39%	29
Under 9	28	19	58%	10	30%	9	27%	30
Under 10	21	18	64%	10	36%	7	25%	25
Under 11	30	9	43%	12	57%	6	29%	15
Under 12	12	10	33%	18	60%	2	7%	12
Under 13	16	9	75%	3	25%	3	25%	12
Under 14	11	11	69%	4	25%	2	13%	12
Transitioned From JA		7	64%					