

MEMBERSHIP STATISTICS REPORT EOS 2021/22



164

ACTIVE MEMBERSHIP



9% Increase



655

TOTAL MEMBERSHIP



1% Increase



243

JUNIOR MEMBERSHIP



4% 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.

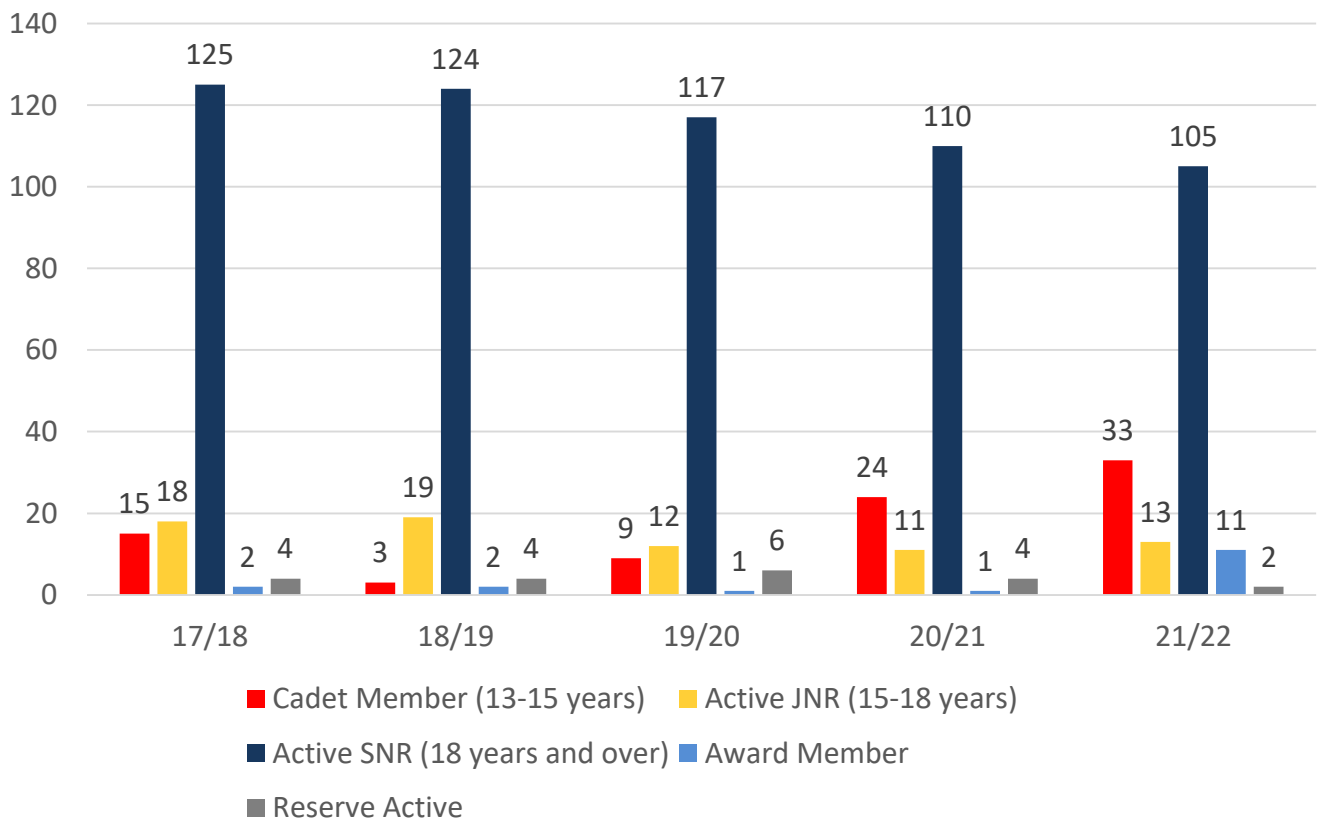
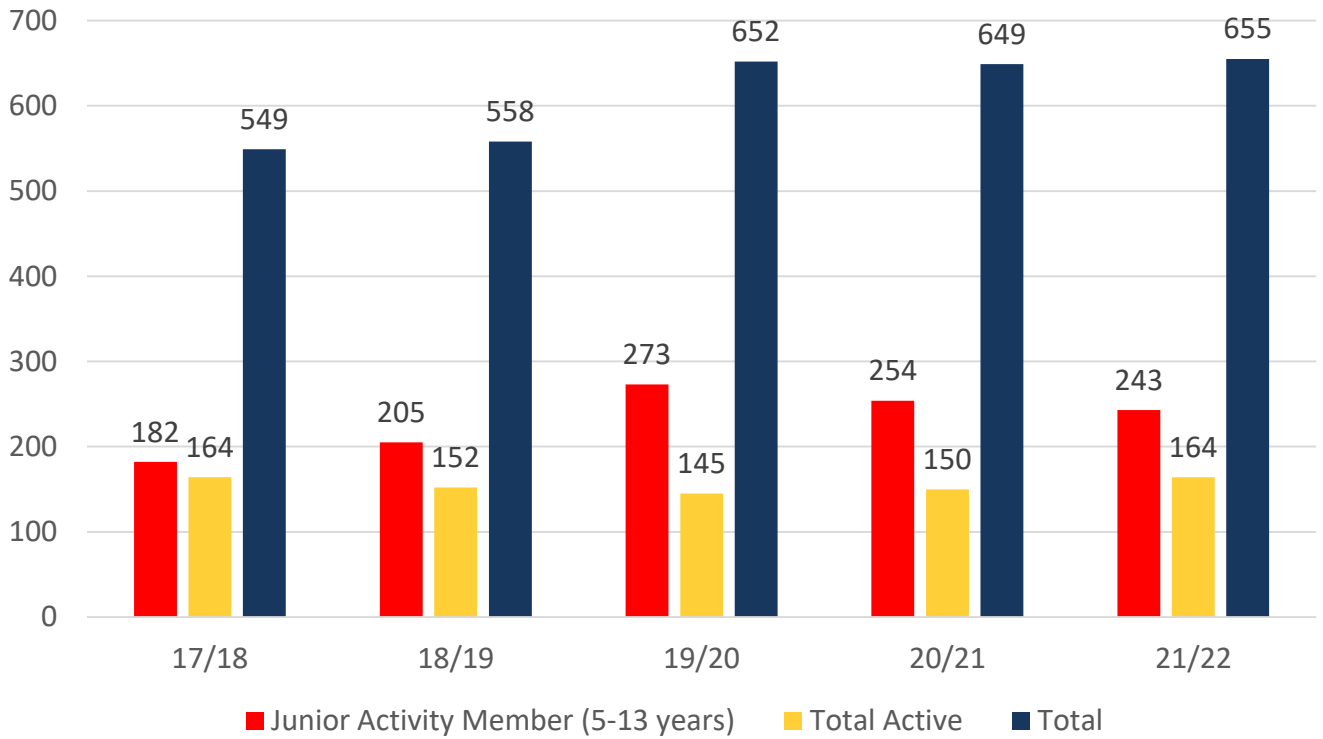
TOTAL MEMBERSHIP

MEMBERSHIP 2017/2022

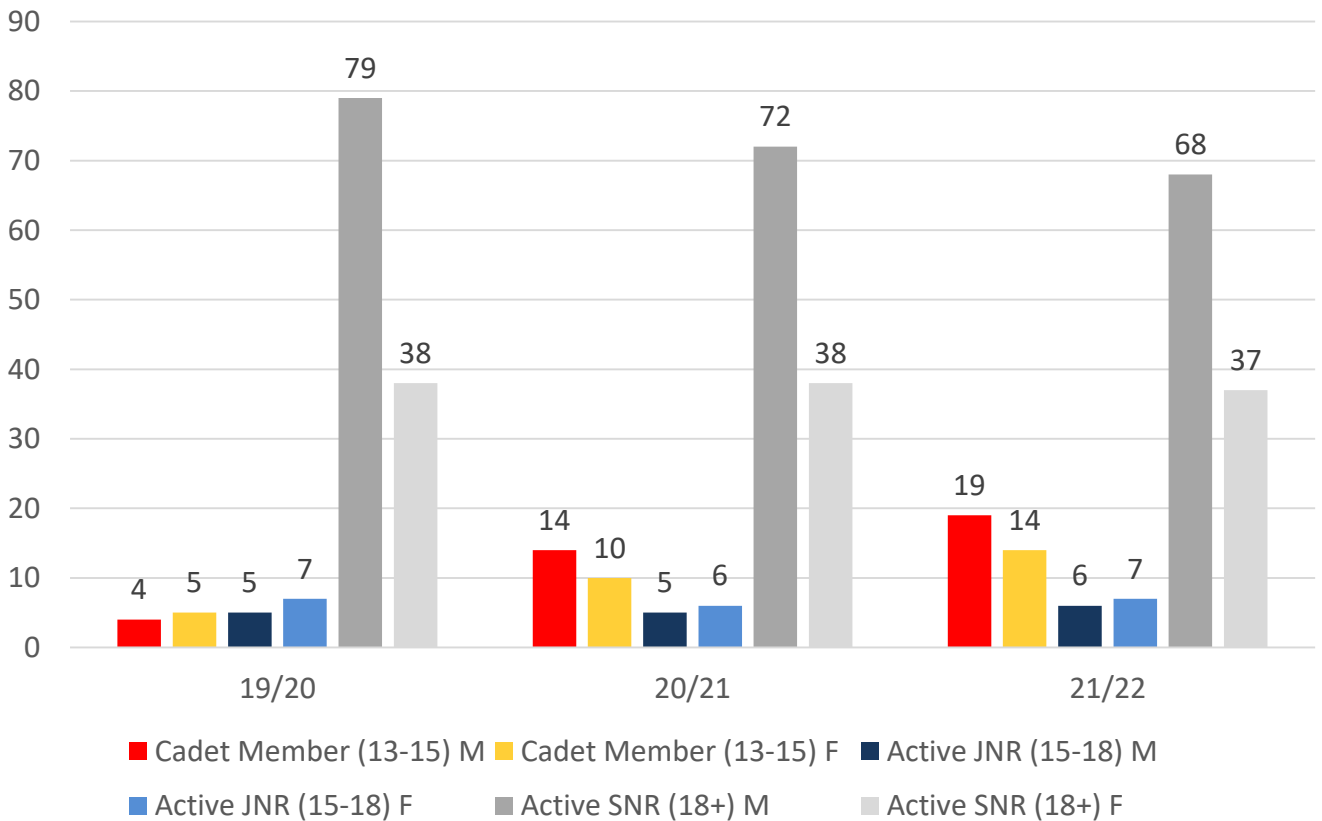
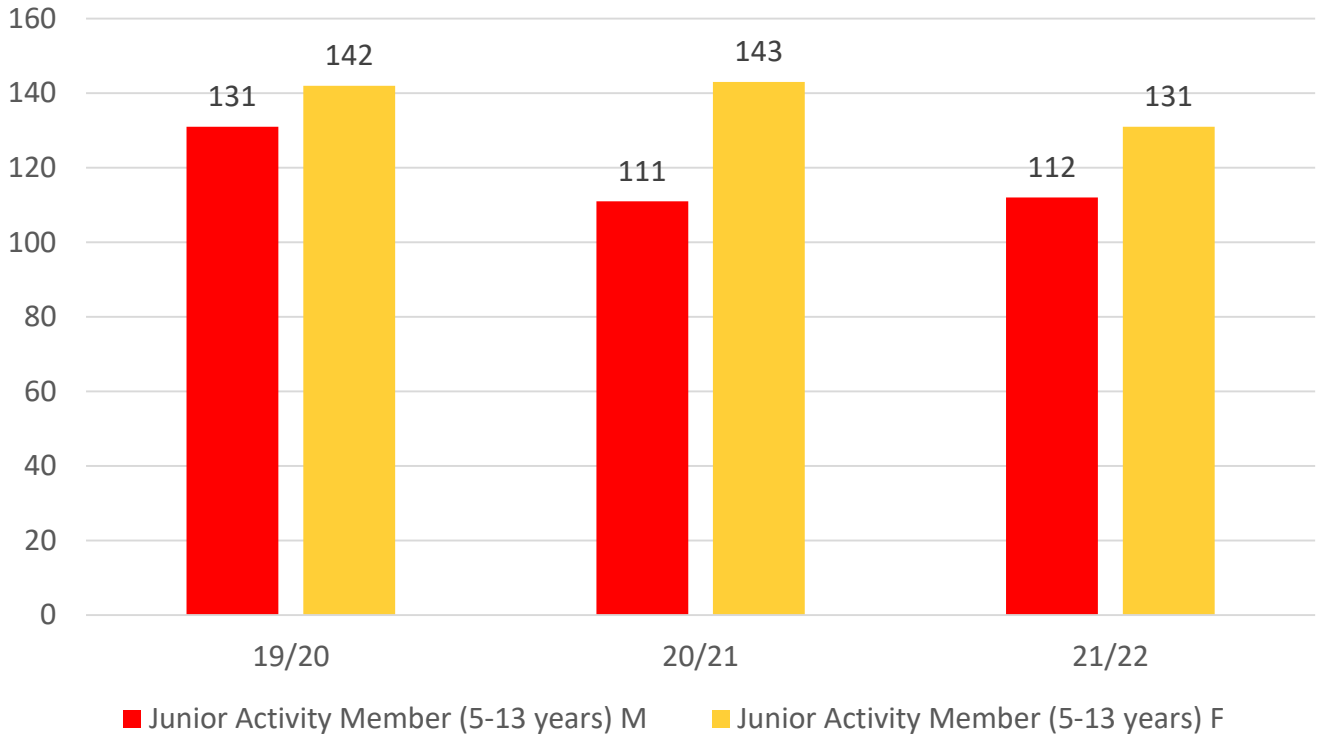
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	0	0	1	0
Junior Activity Member (5-13 years)	182	205	273	254	243
Cadet Member (13-15 years)	15	3	9	24	33
Active Junior (15-18 years)	18	19	12	11	13
Active Senior (18years and over)	125	124	117	110	105
Award Member	2	2	1	1	11
Reserve Active	4	4	6	4	2
Long Service	58	54	52	54	56
Past Active	0	0	0	0	0
Associate	123	126	163	170	173
Life Member	20	19	16	19	17
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	2	3	1	2
Total Active	164	152	145	150	164
Total	549	558	652	649	655

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	34	31	40	39	46
Under 7	38	35	43	50	38
Under 8	28	34	37	41	39
Under 9	23	27	39	26	39
Under 10	21	27	33	40	17
Under 11	14	20	30	22	26
Under 12	11	15	25	18	20
Under 13	9	10	12	18	16
Under 14	4	6	14	0	18
Junior Activities Total	182	205	273	254	259

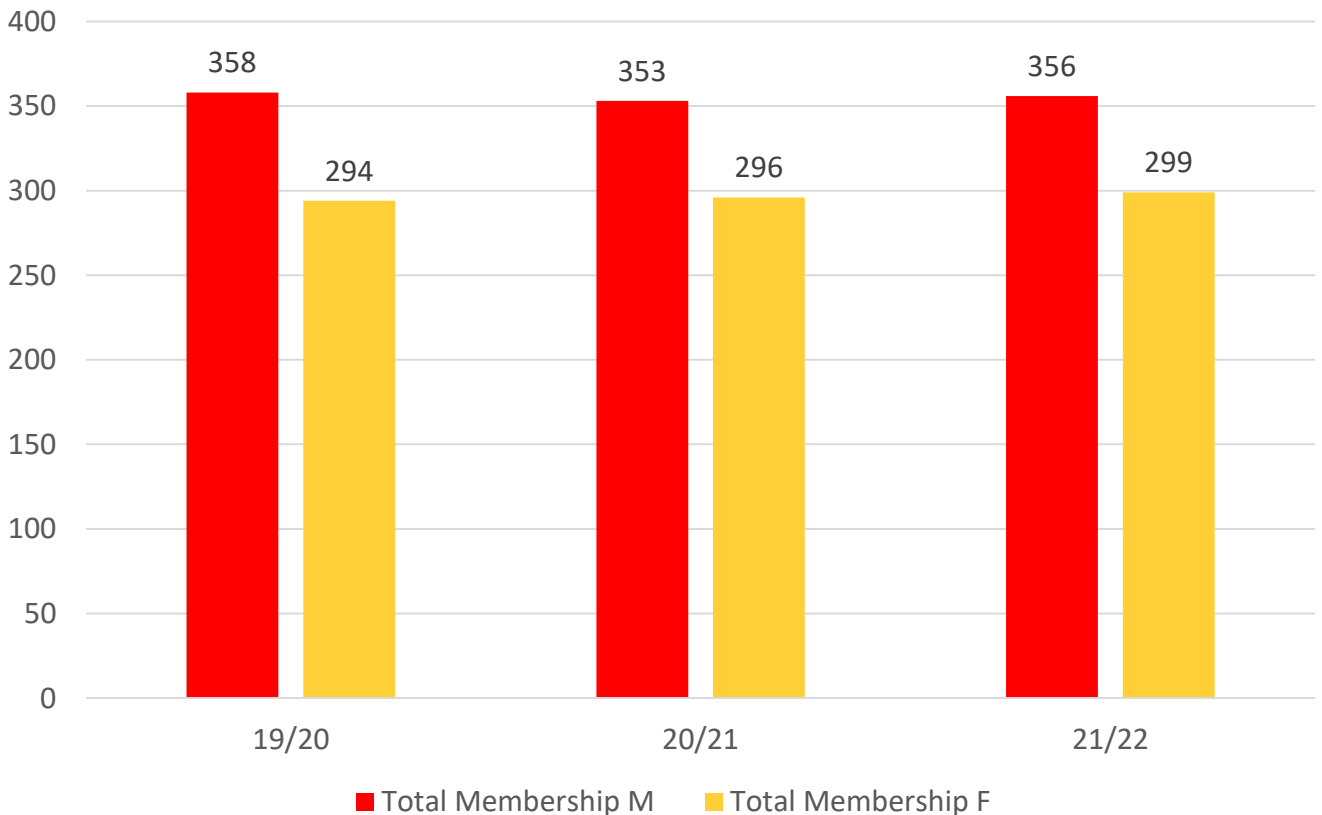
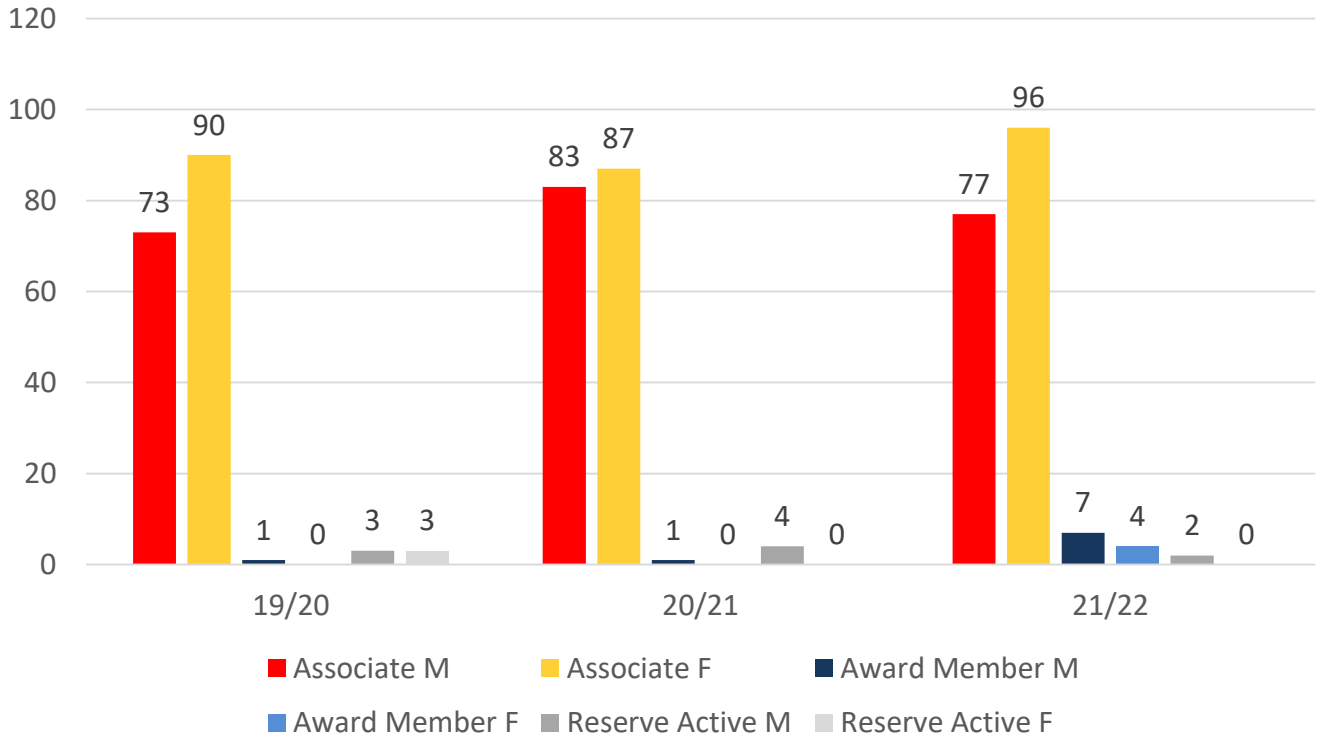
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



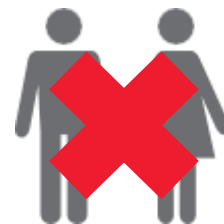
229

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



228

MEMBERS LOST FROM THE ORGANISATION

TUGUN 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	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Junior Activities	254	135	53%	13	11	4%	108	43%	113	44%	8	3%	243	-4%
Cadet Member (13-15 years)	24	15	63%	-8	2	8%	7	29%	5	21%	5	21%	33	38%
Active (15-18 yrs)	11	9	82%	-3	1	9%	1	9%	1	9%	0	0%	13	18%
Active (18yrs and over)	110	83	75%	-2	7	6%	20	18%	7	6%	13	12%	105	-5%
Award Member	1	1	100%	-7	0	0%	0	0%	3	300%	0	0%	11	1000%
Reserve Active	4	2	50%	0	1	25%	1	25%	0	0%	0	0%	2	-50%
Long Service	54	46	85%	-1	1	2%	7	13%	7	13%	2	4%	56	4%
Past Active	0	0		0	0		0		0		0		0	
Associate	170	83	49%	8	5	3%	82	48%	93	55%	5	3%	173	2%
Life Member	19	17	89%	0	0	0%	2	11%	0	0%	0	0%	17	-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	1	1	100%	-1	0	0%	0	0%	0	0%	0	0%	2	100%
Total Active	150	110	73%		11	7%	29	19%	16	11%	18		164	9%
Total	649	393	61%		28	4%	228	35%	229	35%	33		655	1%

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

MEMBERSHIP RETENTION

TUGUN 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	22	13	59%	7	32%	4	18%	30
16-18 Years	14	12	86%	1	7%	2	14%	13
19-25 Years	23	17	74%	4	17%	0	0%	18
26-35 Years	18	9	50%	8	44%	2	11%	22
36-50 Years	40	34	85%	4	10%	5	13%	47
51-70 Years	32	24	75%	5	16%	3	9%	32
70+ Years	1	1	100%	0	0%	0	0%	2
Total	150	110	73%	29	19%	16	11%	164

TUGUN 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	39					46		46
Under 7	50	19	49%	17	44%	19	49%	38
Under 8	41	23	46%	23	46%	15	30%	39
Under 9	26	23	56%	17	41%	14	34%	39
Under 10	40	12	46%	14	54%	4	15%	17
Under 11	22	21	53%	18	45%	4	10%	26
Under 12	18	13	59%	8	36%	6	27%	20
Under 13	18	11	61%	7	39%	3	17%	16
Under 14	0	13	72%	4	22%	2	11%	2
Transitioned From JA		0						

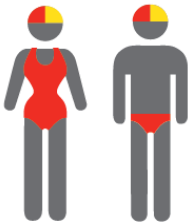
MEMBERSHIP RETENTION

2019/20



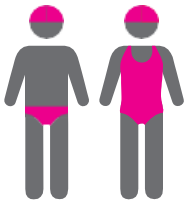
69%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



70%

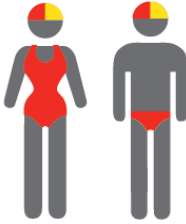
JUNIOR MEMBERSHIP
RETENTION

2020/21



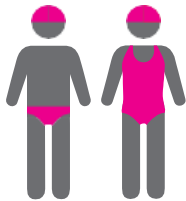
62%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



53%

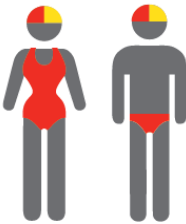
JUNIOR MEMBERSHIP
RETENTION

2021/22



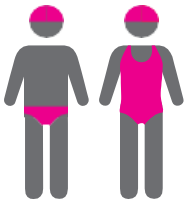
61%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION