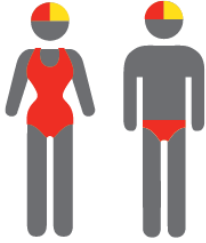


MEMBERSHIP STATISTICS REPORT EOS 2022/23



184

ACTIVE MEMBERSHIP



12% Increase



669

TOTAL MEMBERSHIP



2% Increase



240

JUNIOR MEMBERSHIP



1% 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

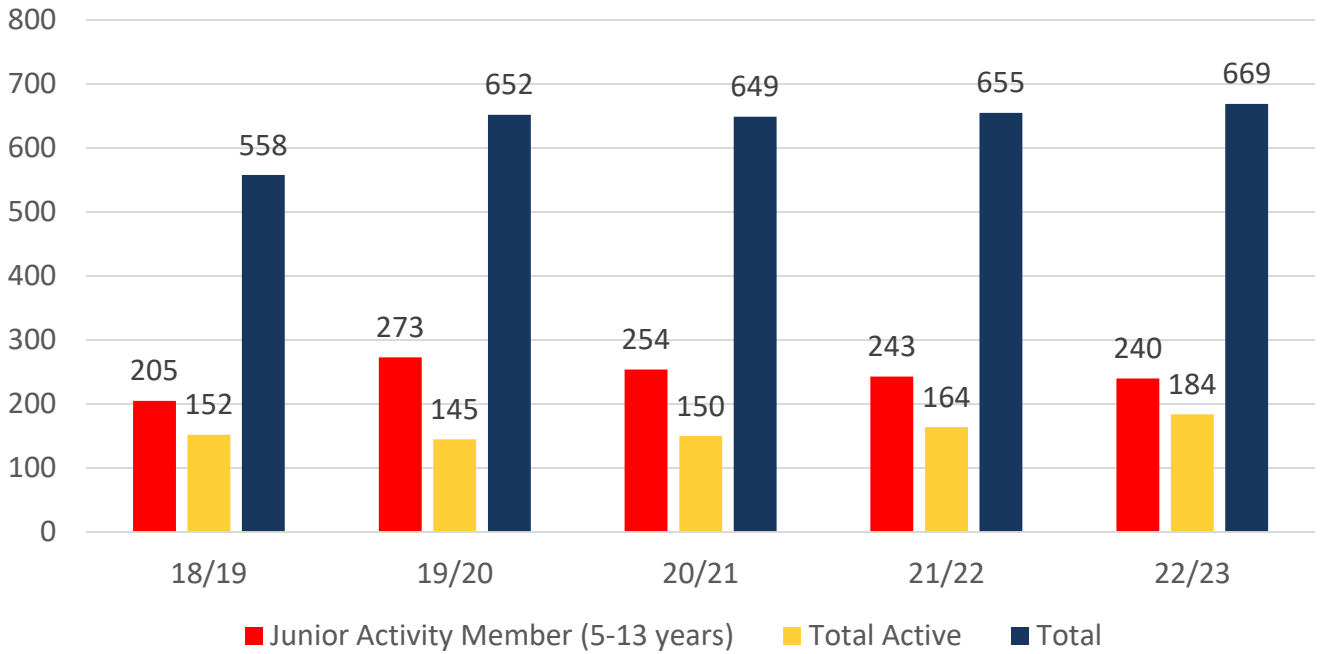
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	0	0	1	0	0
Junior Activity Member (5-13 years)	205	273	254	243	240
Cadet Member (13-15 years)	3	9	24	33	33
Active Junior (15-18 years)	19	12	11	13	28
Active Senior (18years and over)	124	117	110	105	102
Award Member	2	1	1	11	15
Reserve Active	4	6	4	2	6
Long Service	54	52	54	56	47
Past Active	0	0	0	0	0
Associate	126	163	170	173	175
Life Member	19	16	19	17	18
General	0	0	0	0	2
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	3	1	2	3
Total Active	152	145	150	164	184
Total	558	652	649	655	669

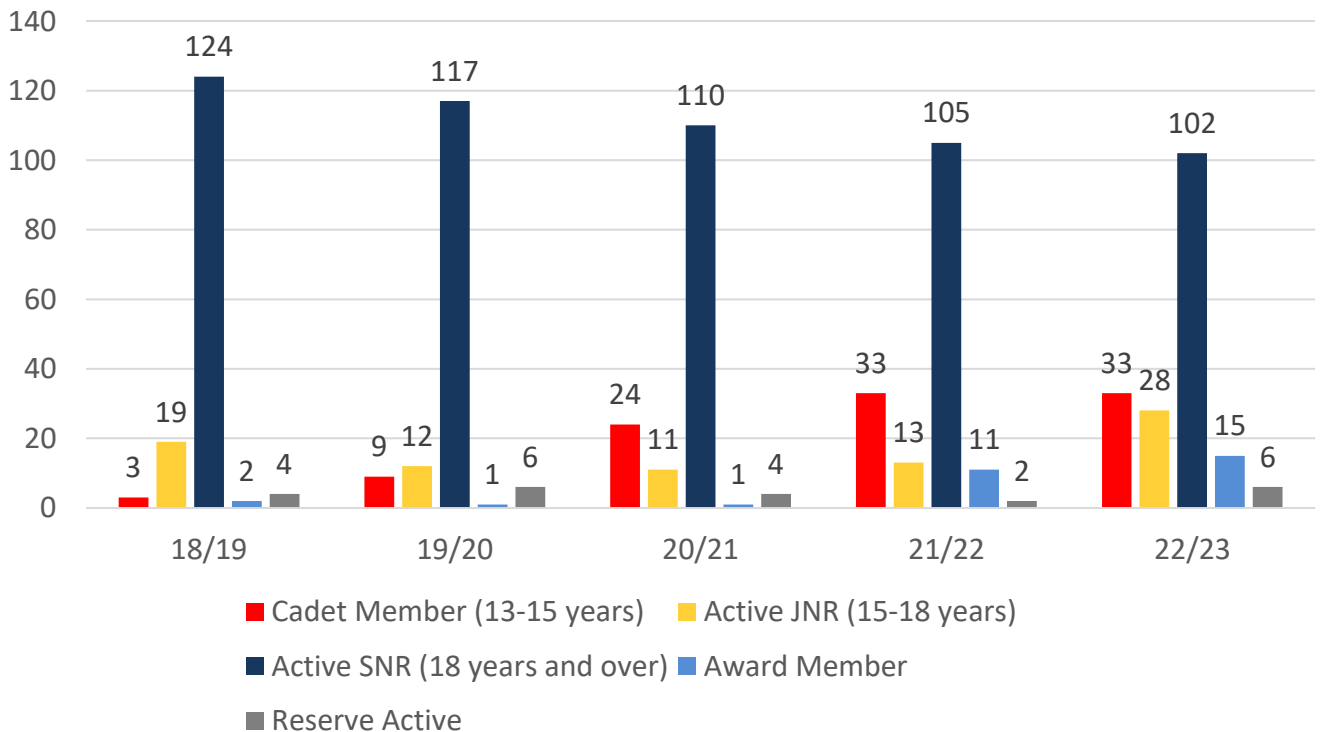
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	31	40	39	46	34
Under 7	35	43	50	38	48
Under 8	34	37	41	39	36
Under 9	27	39	26	39	29
Under 10	27	33	40	17	29
Under 11	20	30	22	26	20
Under 12	15	25	18	20	22
Under 13	10	12	18	16	21
Under 14	6	14	0	18	17
Junior Activities Total	205	273	254	259	256

5 YEAR TREND ANALYSIS

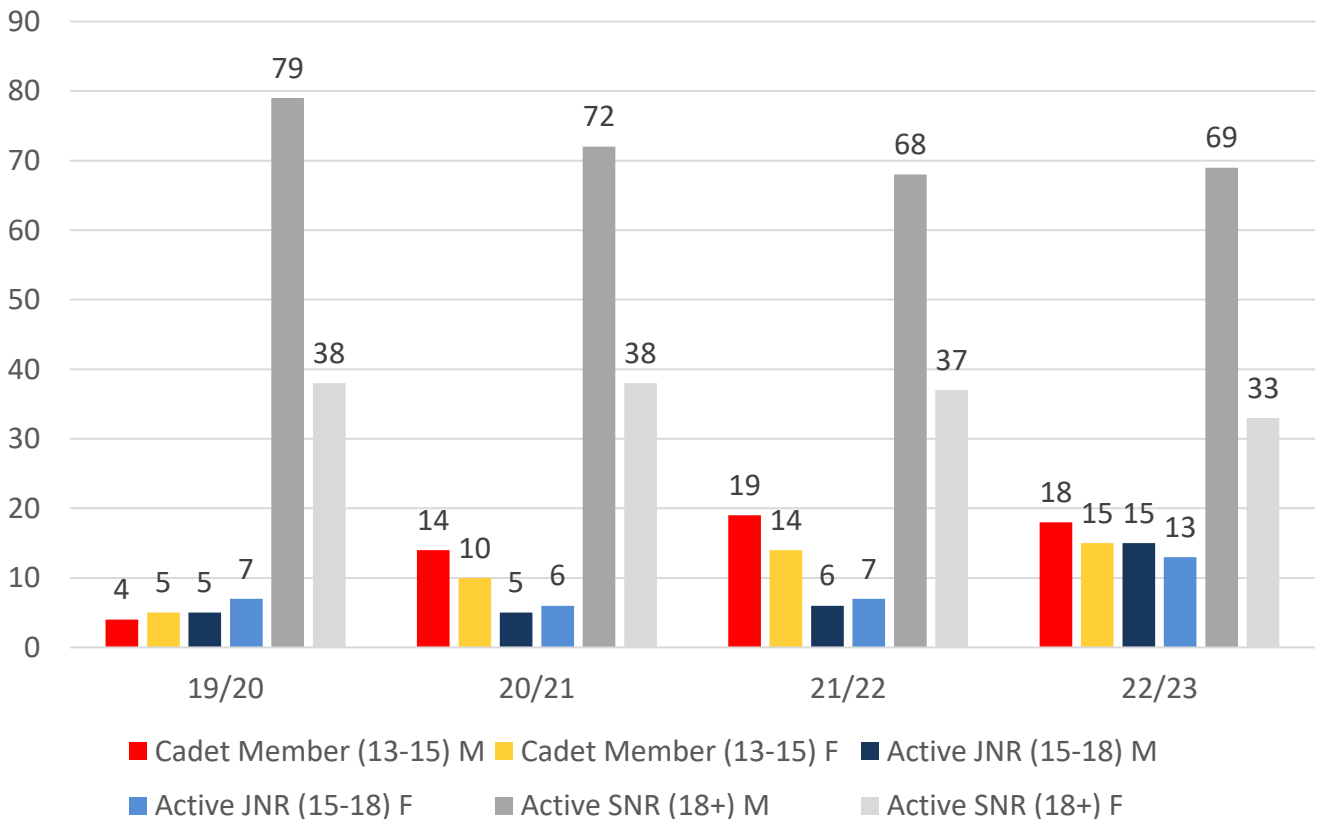
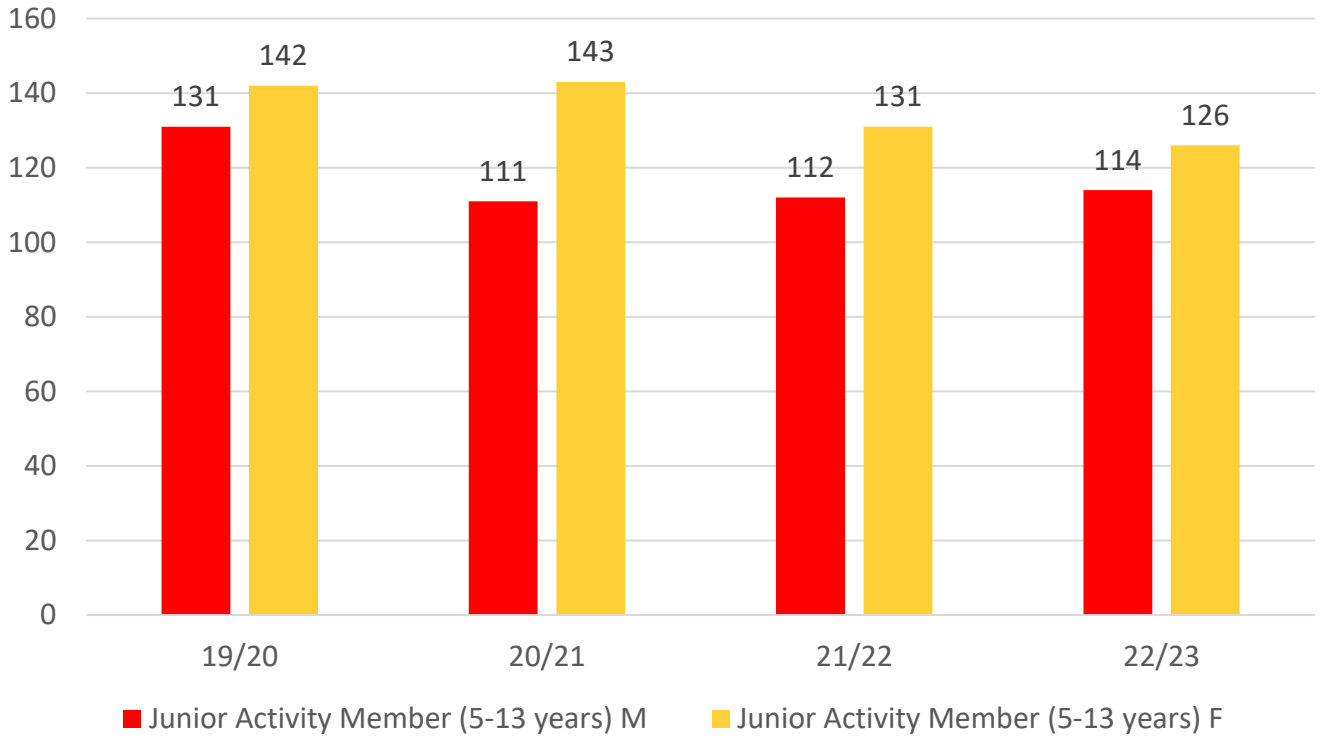
Total Membership



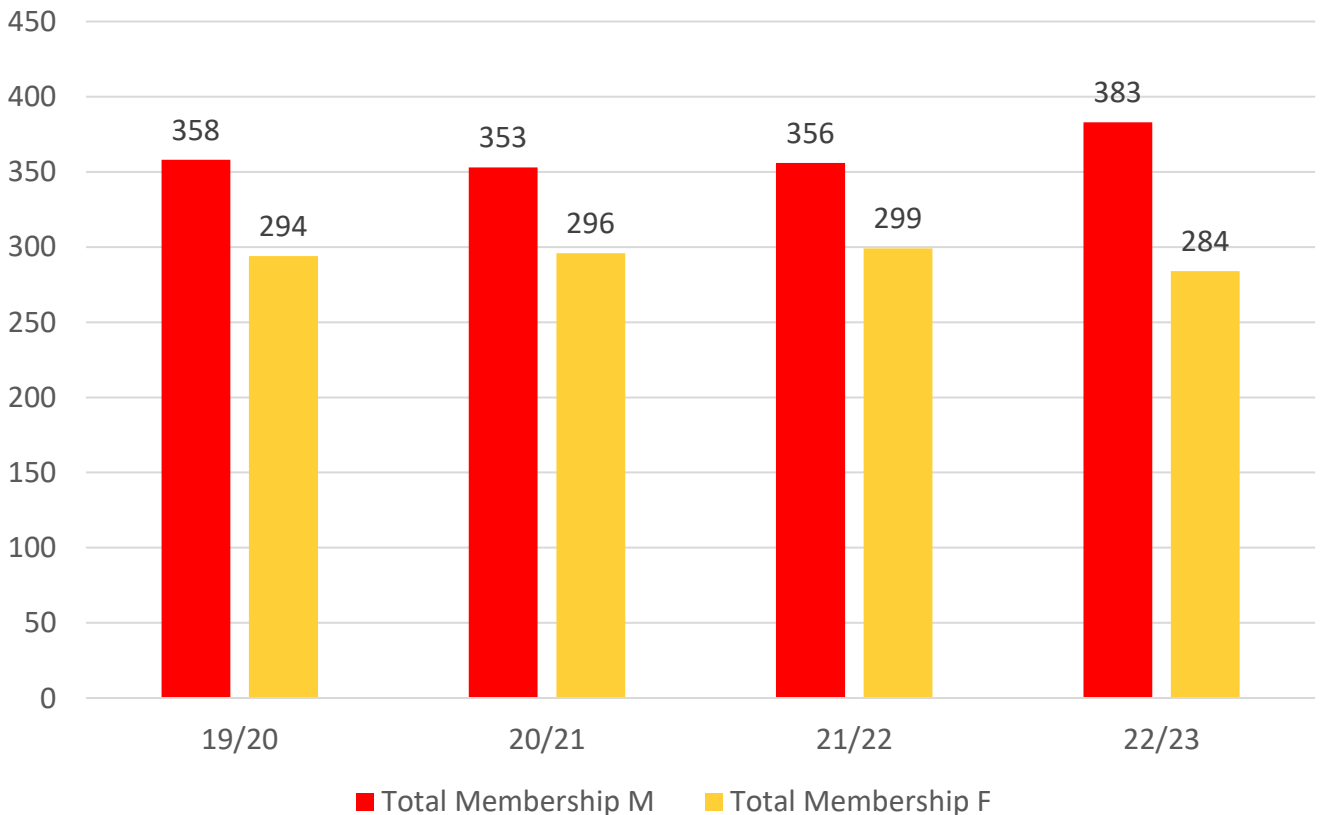
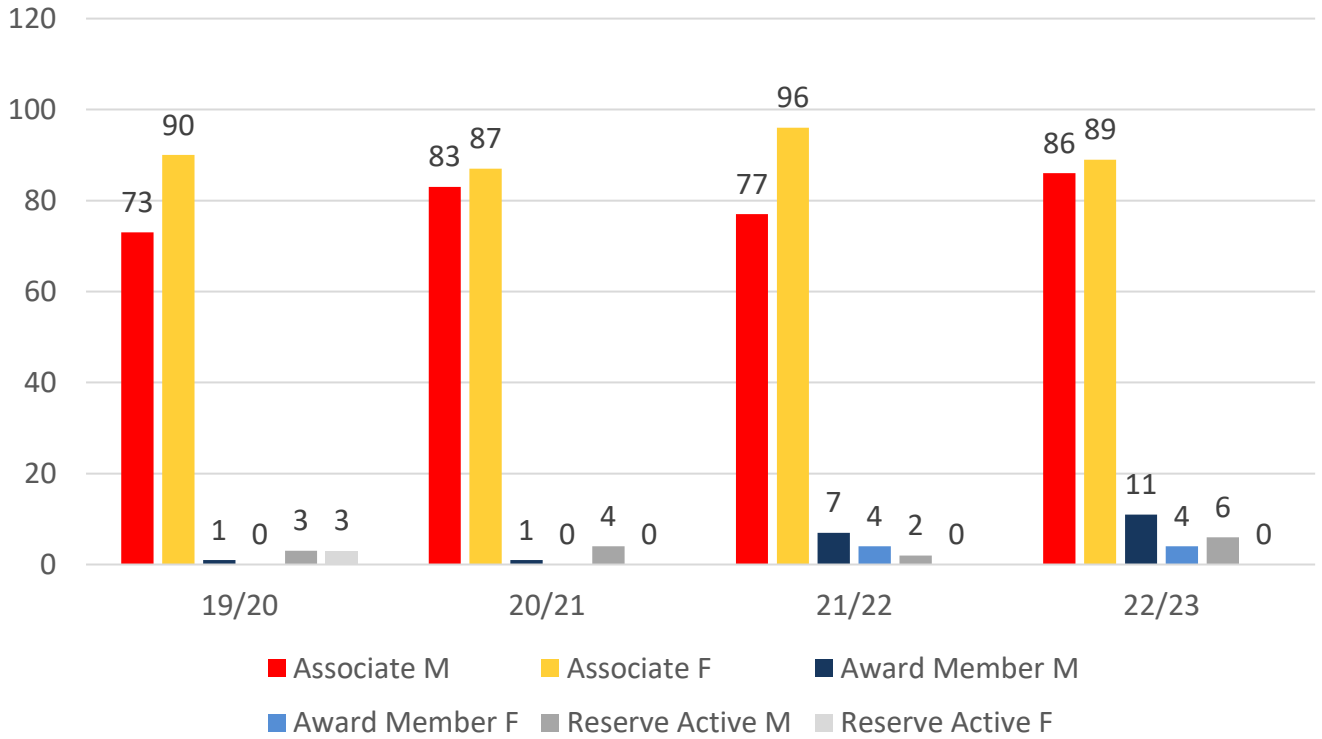
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



202

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



192

MEMBERS LOST FROM THE ORGANISATION

TUGUN 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	0	0		0	0		0		0		0		0	
Junior Activities	243	140	58%	13	16	7%	87	36%	103	42%	10	4%	240	-1%
Cadet Member (13-15 years)	33	25	76%	1	0	0%	8	24%	3	9%	6	18%	33	0%
Active (15-18 yrs)	13	9	69%	-8	0	0%	4	31%	2	15%	9	69%	28	115%
Active (18yrs and over)	105	82	78%	-1	11	10%	12	11%	9	9%	10	10%	102	-3%
Award Member	11	6	55%	-5	0	0%	5	45%	3	27%	1	9%	15	36%
Reserve Active	2	2	100%	-1	0	0%	0	0%	0	0%	3	150%	6	200%
Long Service	56	46	82%	-1	6	11%	4	7%	0	0%	0	0%	47	-16%
Past Active	0	0		0	0		0		0		0		0	
Associate	173	94	54%	4	7	4%	72	42%	80	46%	5	3%	175	1%
Life Member	17	17	100%	-1	0	0%	0	0%	0	0%	0	0%	18	6%
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	2	2	100%	-1	0	0%	0	0%	0	0%	0	0%	3	50%
Total Active	164	124	76%		11	7%	29	18%	17	10%	29		184	12%
Total	655	423	65%		40	6%	192	29%	202	31%	44		669	2%

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

MEMBERSHIP RETENTION

TUGUN 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	30	22	73%	8	27%	5	17%	36
16-18 Years	13	11	85%	2	15%	0	0%	28
19-25 Years	18	11	61%	6	33%	2	11%	14
26-35 Years	22	10	45%	5	23%	6	27%	16
36-50 Years	47	39	83%	7	15%	4	9%	54
51-70 Years	32	29	91%	1	3%	0	0%	33
70+ Years	2	2	100%	0	0%	0	0%	3
Total	164	124	76%	29	18%	17	10%	184

TUGUN 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	46					34		34
Under 7	38	26	57%	16	35%	21	46%	48
Under 8	39	21	55%	13	34%	15	39%	36
Under 9	39	19	49%	18	46%	9	23%	29
Under 10	17	19	49%	15	38%	7	18%	29
Under 11	26	12	71%	5	29%	8	47%	20
Under 12	20	14	54%	11	42%	5	19%	22
Under 13	16	16	80%	4	20%	3	15%	21
Under 14	2	12	75%	4	25%	0	0%	0
Transitioned From JA		1	50%					

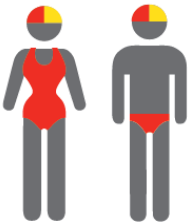
MEMBERSHIP RETENTION

2020/21



62%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION

2021/22



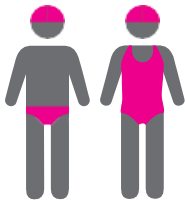
61%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



53%

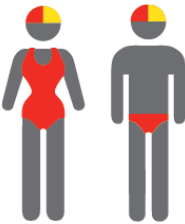
JUNIOR MEMBERSHIP
RETENTION

2022/23



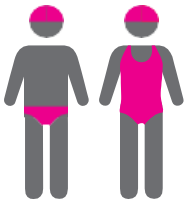
65%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



58%

JUNIOR MEMBERSHIP
RETENTION