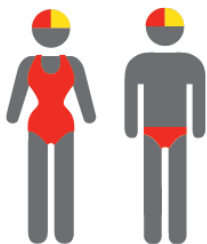




## MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



179

ACTIVE MEMBERSHIP



5% Increase



790

TOTAL MEMBERSHIP



2% Decrease



285

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.

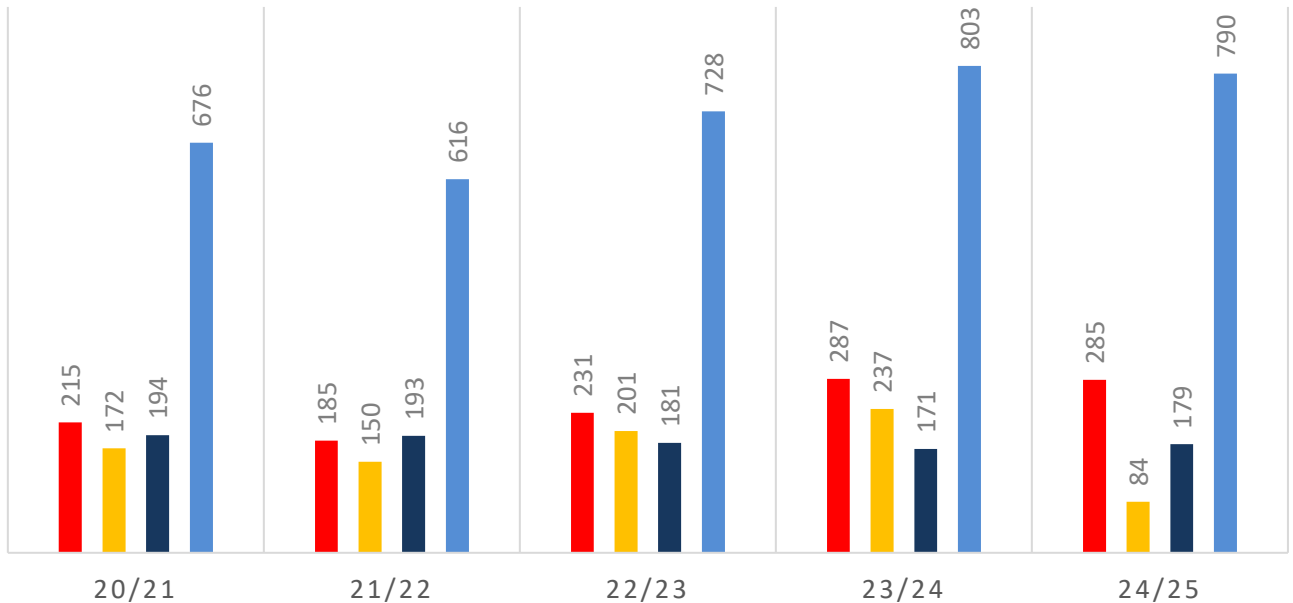
### Note:

- Club Membership Statistics are delivered twice each season 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

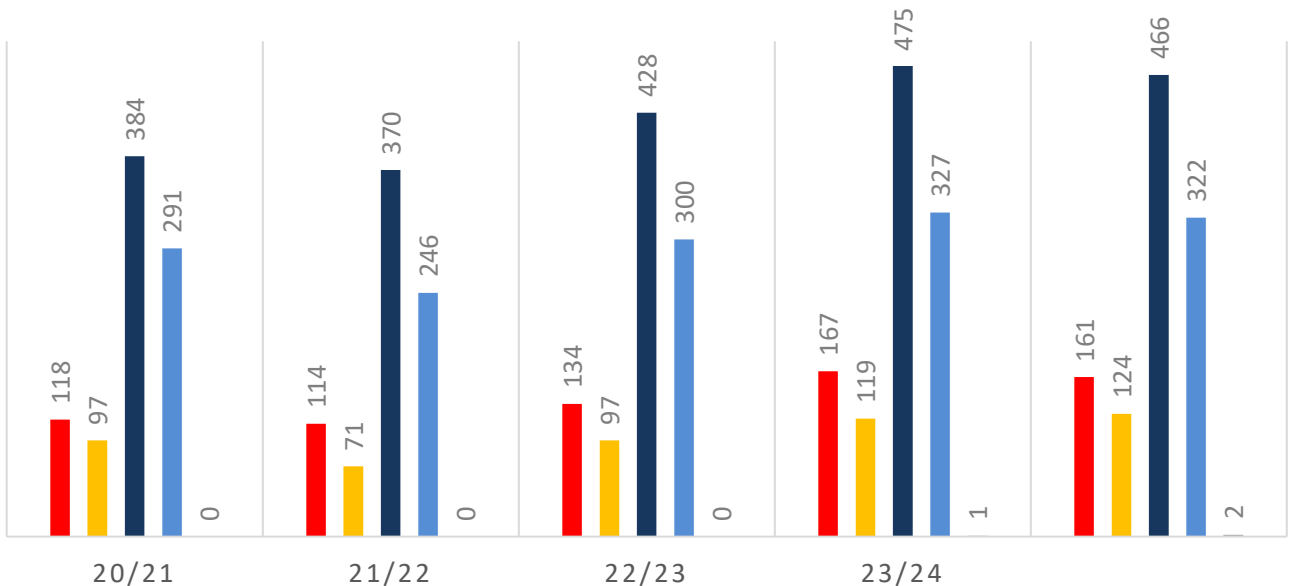
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE  
■ Total Member FEMALE ■ Total Member NON-BINARY



# MEMBERSHIP RETENTION



238

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



245

MEMBERS LOST FROM THE ORGANISATION

Tweed Heads Coolangatta 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	3	2	67%	2	0	0%	1	33%	2	67%	0	0%	2	-33%
Nipper Parent	0	0			0		0		84		0		149	
Junior Activities	287	163	57%	8	10	3%	114	40%	120	42%	10	3%	285	-1%
Cadet Member (13-15 years)	24	22	92%	5	0	0%	2	8%	1	4%	0	0%	18	-25%
Active (15-18 yrs)	23	14	61%		1	4%	8	35%	2	9%	1	4%	28	22%
Active (18yrs and over)	116	98	84%		2	2%	16	14%	10	9%	1	1%	126	9%
Award Member	5	4	80%		0	0%	1	20%	0	0%	0	0%	5	0%
Reserve Active	3	2	67%		0	0%	1	33%	0	0%	0	0%	2	-33%
Long Service	30	29	97%		0	0%	1	3%	1	3%	2	7%	36	20%
Past Active	23	18	78%		0	0%	5	22%	1	4%	0	0%	19	-17%
Associate	237	136	57%	75	5	2%	96	41%	17	7%	6	3%	84	-65%
Life Member	28	26	93%	1	0	0%	2	7%	0	0%	0	0%	25	-11%
General	2	0	0%		0	0%	2	100%	0	0%	0	0%	0	-100%
Honorary	6	6	100%		0	0%	0	0%	0	0%	0	0%	6	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	16	11	69%	6	0	0%	5	31%	0	0%	0	0%	5	-69%
Total Active	171	140	82%		3	2%	28	16%	13	8%	2	1%	179	5%
Total	803	531	66%		18	2%	254	32%	238	30%	20	2%	790	-2%

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

# MEMBERSHIP RETENTION

Tweed Heads Coolangatta 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	17	16	94%	1	6%	2	12%	14
16-18 Years	28	18	64%	9	32%	1	4%	31
19-25 Years	19	14	74%	5	26%	1	5%	20
26-35 Years	3	2	67%	1	33%	1	33%	6
36-50 Years	54	43	80%	9	17%	5	9%	54
51-70 Years	46	44	96%	2	4%	2	4%	48
70+ Years	4	3	75%	1	25%	1	25%	6
<b>Total</b>	171	140	82%	28	16%	13	8%	179

Tweed Heads Coolangatta 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	51					52		55
Under 7	55	34	67%	16	31%	21	41%	54
Under 8	41	28	51%	24	44%	14	25%	43
Under 9	31	28	68%	9	22%	14	34%	46
Under 10	34	17	55%	14	45%	8	26%	25
Under 11	21	17	50%	16	47%	3	9%	21
Under 12	24	10	48%	11	52%	5	24%	16
Under 13	19	8	33%	15	63%	2	8%	10
Under 14	10	13	68%	6	32%	1	5%	15
Transitioned From JA		7	70%					