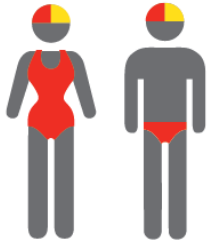




MEMBERSHIP STATISTICS REPORT EOS 2021/22



196

ACTIVE MEMBERSHIP



9% Decrease



626

TOTAL MEMBERSHIP



12% Decrease



185

JUNIOR MEMBERSHIP



17% 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.

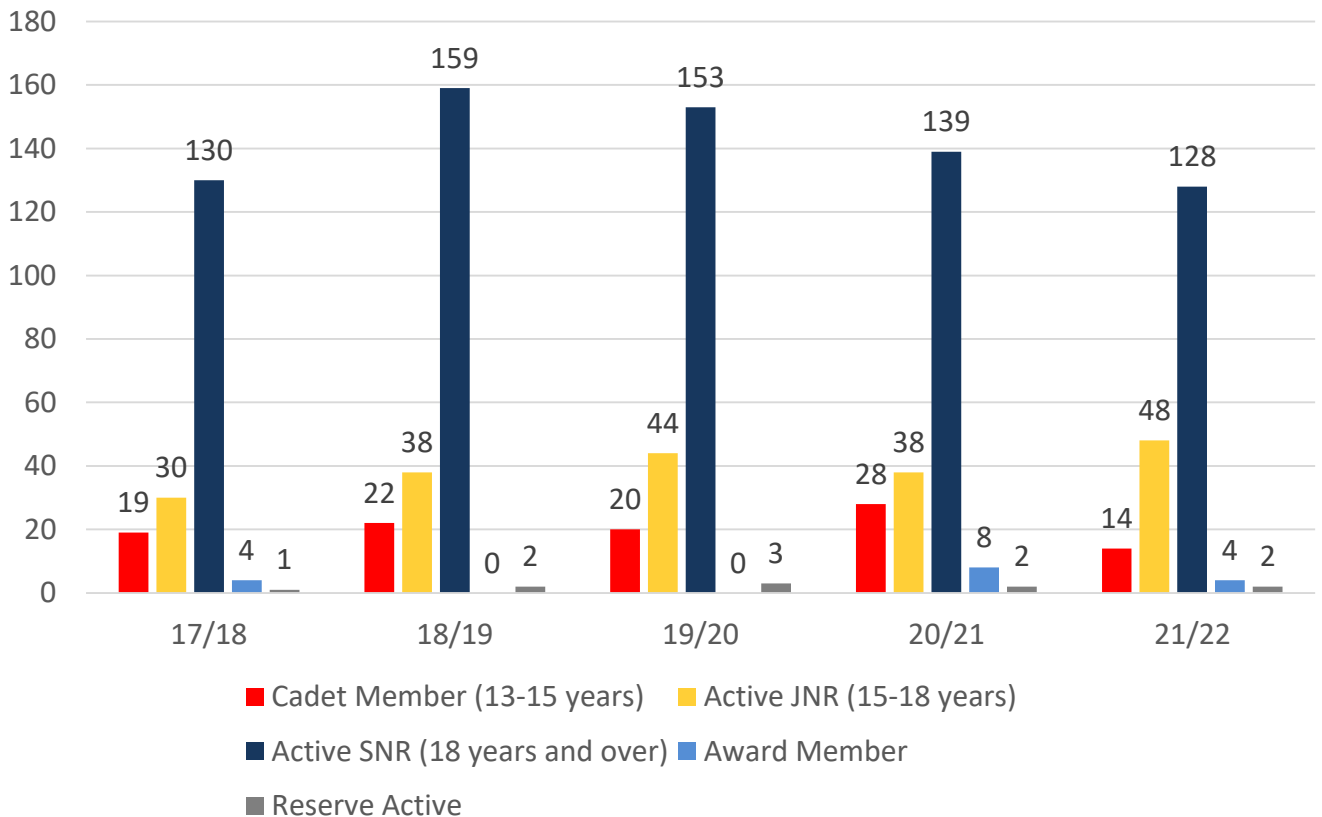
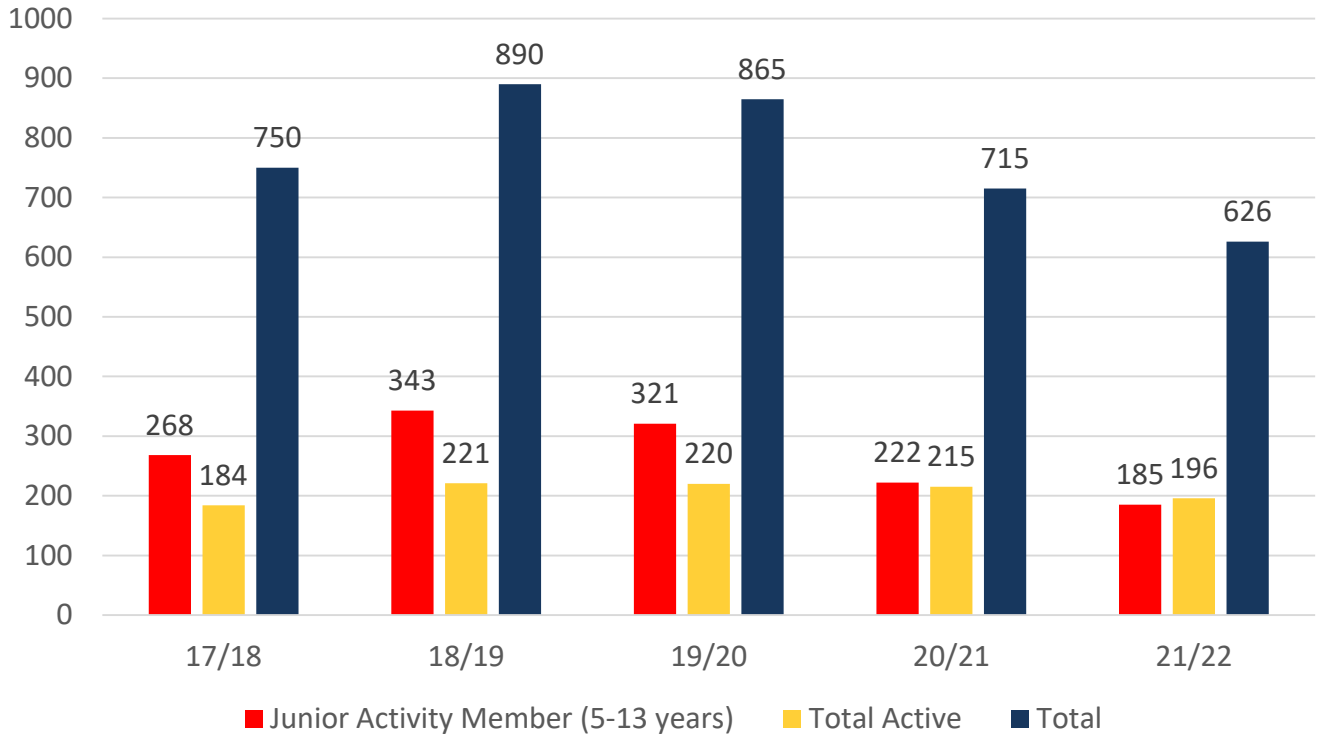
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

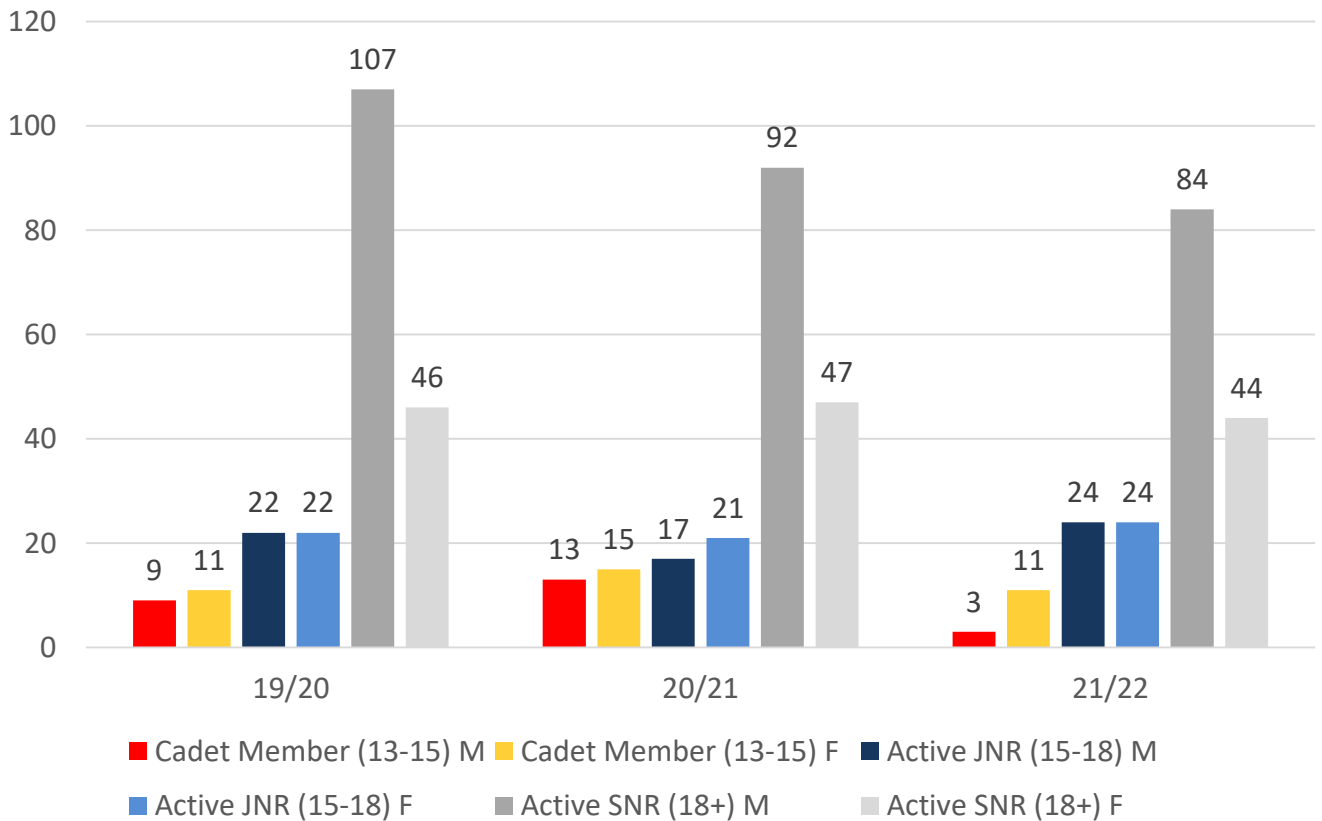
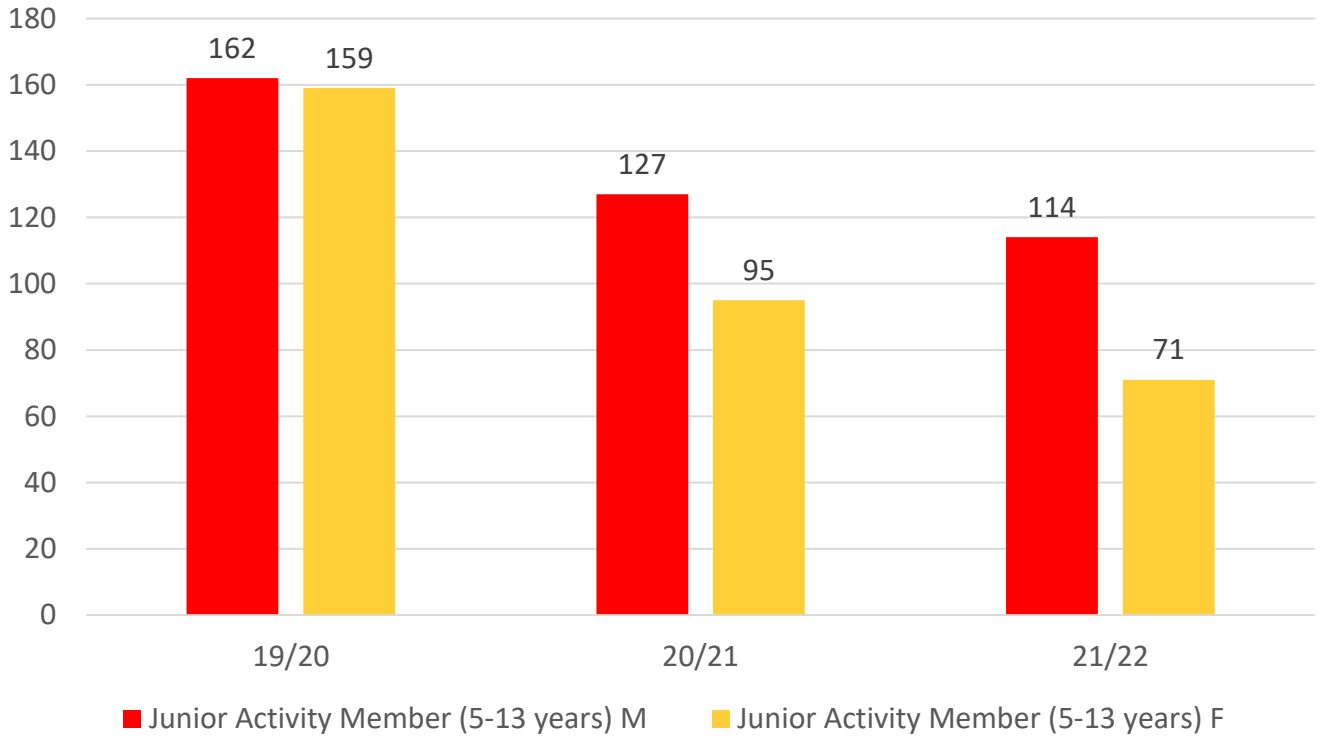
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	5	3	1	0	4
Junior Activity Member (5-13 years)	268	343	321	222	185
Cadet Member (13-15 years)	19	22	20	28	14
Active Junior (15-18 years)	30	38	44	38	48
Active Senior (18years and over)	130	159	153	139	128
Award Member	4	0	0	8	4
Reserve Active	1	2	3	2	2
Long Service	25	28	30	36	32
Past Active	33	32	28	25	27
Associate	199	233	238	182	152
Life Member	20	19	22	24	24
General	0	0	0	0	0
Honorary	15	11	5	11	6
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	0	0
Total Active	184	221	220	215	196
Total	750	890	865	715	626

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	41	39	47	23	18
Under 7	46	51	42	40	29
Under 8	35	55	45	27	29
Under 9	32	37	39	30	21
Under 10	27	38	24	23	21
Under 11	26	35	35	14	22
Under 12	27	33	27	24	14
Under 13	19	35	28	19	11
Under 14	15	20	34	22	20
Junior Activities Total	268	343	321	222	185

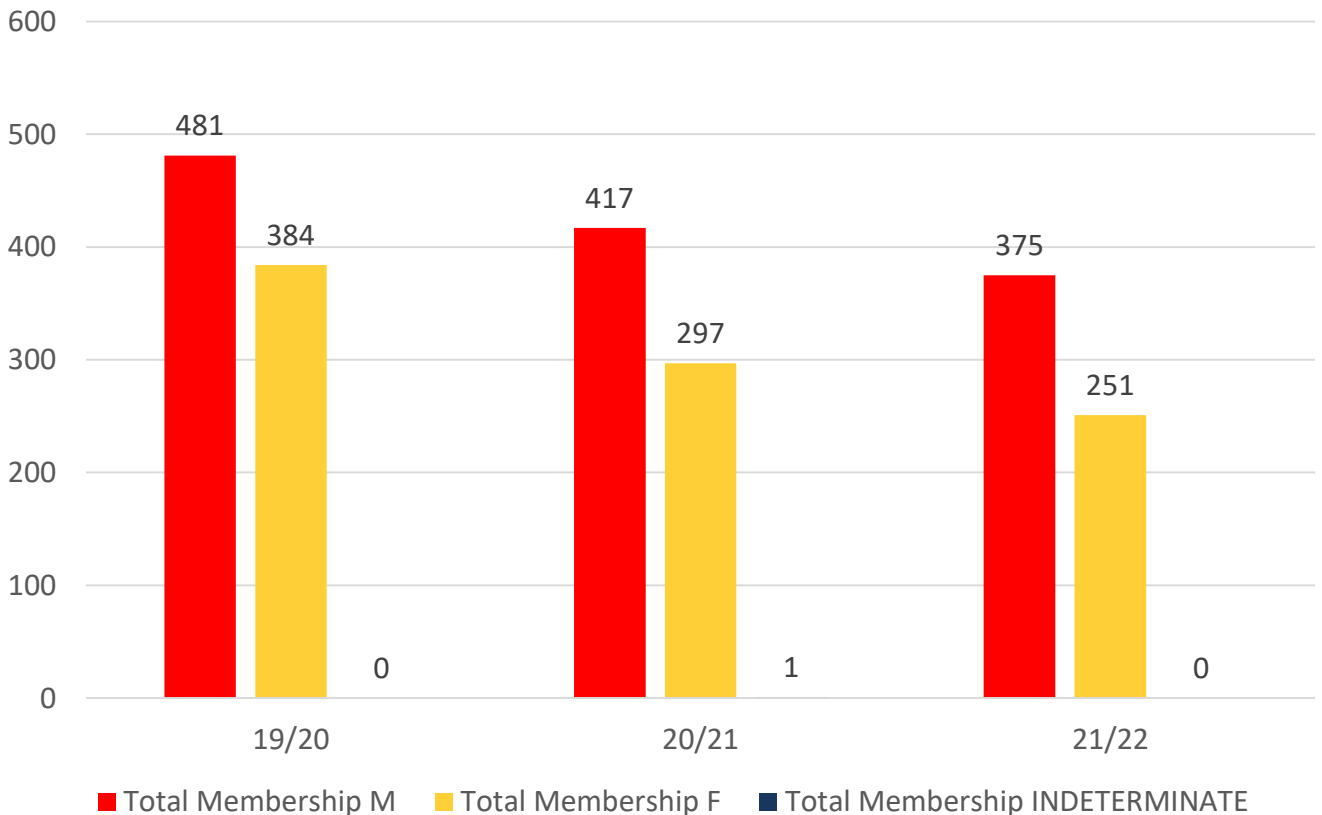
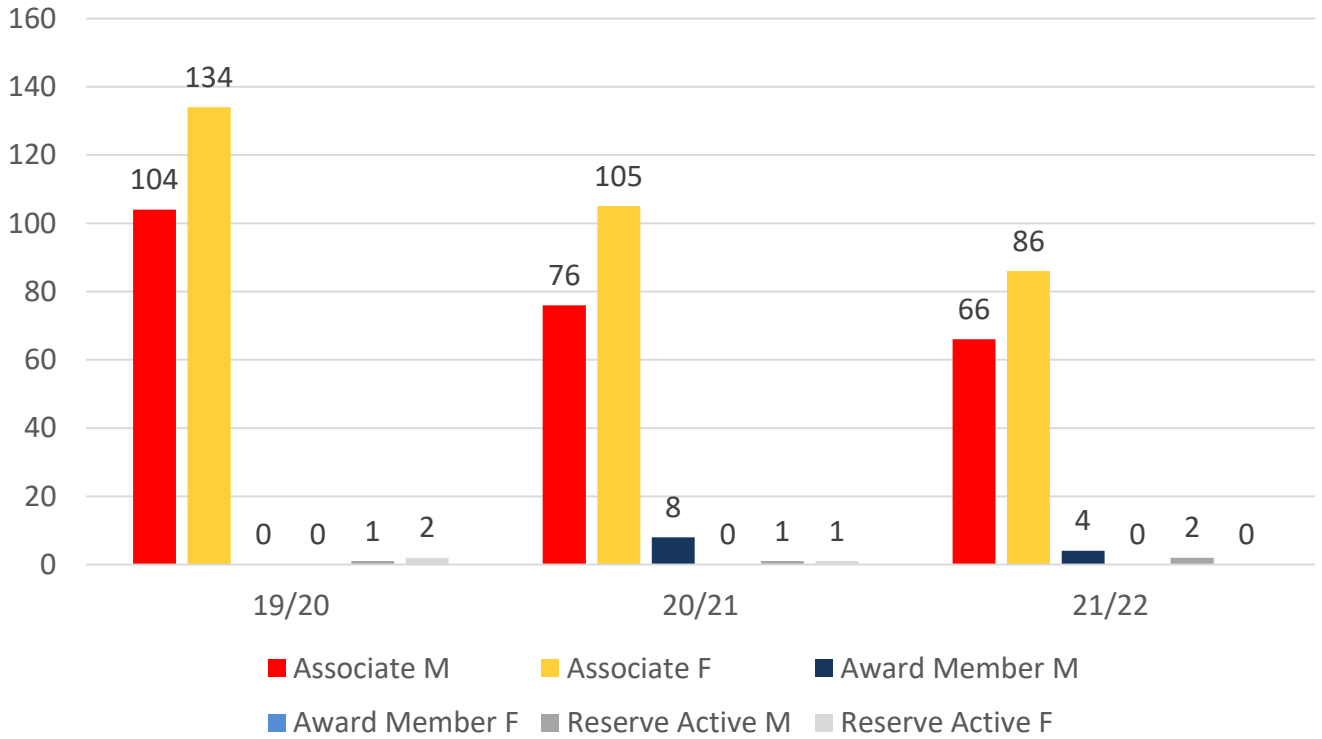
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



155

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



232

MEMBERS LOST FROM THE ORGANISATION

TWEED HEADS COOLANGATTA 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	0	0		0	0		0		4		0		4	
Junior Activities	222	124	56%	15	9	4%	89	40%	71	32%	5	2%	185	-17%
Cadet Member (13-15 years)	28	17	61%	3	1	4%	10	36%	0	0%	0	0%	14	-50%
Active (15-18 yrs)	38	34	89%	-9	0	0%	4	11%	4	11%	1	3%	48	26%
Active (18yrs and over)	139	105	76%	-13	5	4%	29	21%	6	4%	4	3%	128	-8%
Award Member	8	7	88%	3	0	0%	1	13%	0	0%	0	0%	4	-50%
Reserve Active	2	1	50%	0	0	0%	1	50%	1	50%	0	0%	2	0%
Long Service	36	33	92%	2	0	0%	3	8%	0	0%	1	3%	32	-11%
Past Active	25	22	88%	-1	0	0%	3	12%	4	16%	0	0%	27	8%
Associate	182	87	48%	1	8	4%	87	48%	65	36%	1	1%	152	-16%
Life Member	24	22	92%	-2	1	4%	1	4%	0	0%	0	0%	24	0%
General	0	0		0	0		0		0		0		0	
Honorary	11	7	64%	1	0	0%	4	36%	0	0%	0	0%	6	-45%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	215	164	76%		6	3%	45	21%	11	5%	5		196	-9%
Total	715	459	64%		24	3%	232	32%	155	22%	12		626	-12%

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

MEMBERSHIP RETENTION

TWEED HEADS COOLANGATTA 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	32	21	66%	10	31%	1	3%	27
16-18 Years	40	34	85%	6	15%	3	8%	41
19-25 Years	19	16	84%	3	16%	1	5%	24
26-35 Years	8	7	88%	1	13%	0	0%	8
36-50 Years	69	45	65%	20	29%	2	3%	47
51-70 Years	43	38	88%	4	9%	4	9%	46
70+ Years	4	3	75%	1	25%	0	0%	3
Total	215	164	76%	45	21%	11	5%	196

TWEED HEADS COOLANGATTA 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	23					18		18
Under 7	40	15	65%	7	30%	13	57%	29
Under 8	27	21	53%	19	48%	8	20%	29
Under 9	30	13	48%	12	44%	6	22%	21
Under 10	23	13	43%	15	50%	8	27%	21
Under 11	14	15	65%	7	30%	7	30%	22
Under 12	24	8	57%	4	29%	5	36%	14
Under 13	19	9	38%	14	58%	2	8%	11
Under 14	22	15	79%	4	21%	4	21%	20
Transitioned From JA		15	68%					

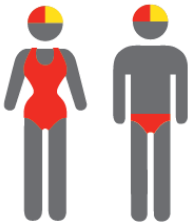
MEMBERSHIP RETENTION

2019/20



64%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



56%

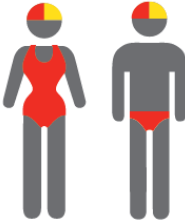
JUNIOR MEMBERSHIP
RETENTION

2020/21



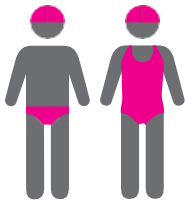
62%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



53%

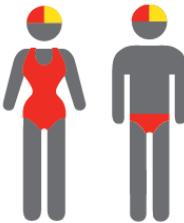
JUNIOR MEMBERSHIP
RETENTION

2021/22



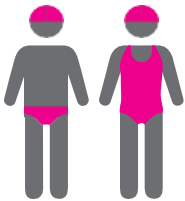
64%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



56%

JUNIOR MEMBERSHIP
RETENTION