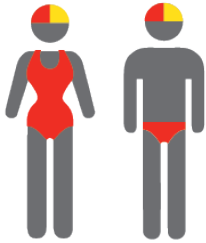


MEMBERSHIP STATISTICS REPORT 2020/2021



214

ACTIVE MEMBERSHIP



6% Increase



908

TOTAL MEMBERSHIP



16% Increase



366

JUNIOR MEMBERSHIP



17% Increase

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.

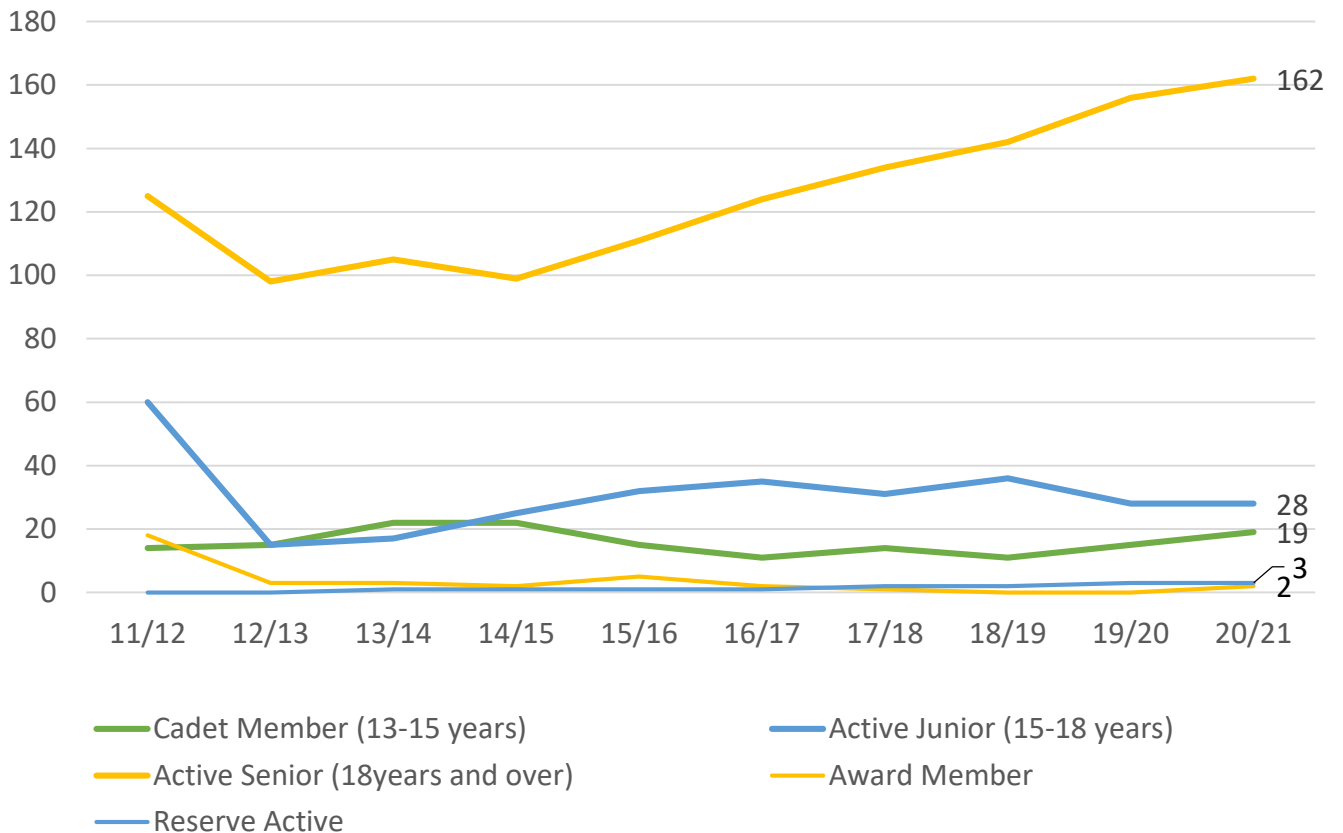
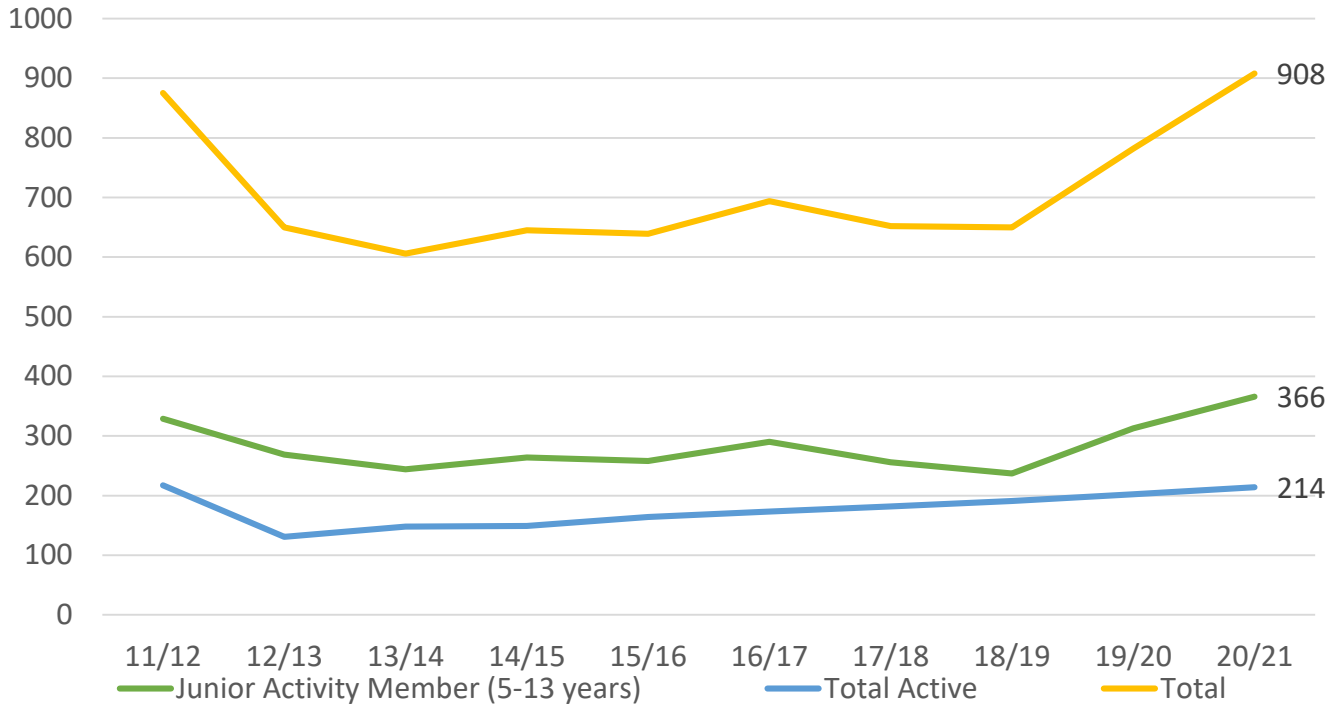
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	27	19	5	5	4	2	5	2	8	23
Junior Activity Member (5-13 years)	329	269	244	264	258	290	256	237	313	366
Cadet Member (13-15 years)	14	15	22	22	15	11	14	11	15	19
Active Junior (15-18 years)	60	15	17	25	32	35	31	36	28	28
Active Senior (18years and over)	125	98	105	99	111	124	134	142	156	162
Award Member	18	3	3	2	5	2	1	0	0	2
Reserve Active	0	0	1	1	1	1	2	2	3	3
Long Service	31	31	31	30	36	26	29	30	26	26
Past Active	1	2	1	0	0	0	0	0	0	0
Associate	248	180	156	172	156	177	159	166	210	248
Life Member	14	11	14	17	13	15	14	17	16	21
General	0	0	0	1	0	0	0	0	0	1
Honorary	8	6	5	7	6	5	4	6	7	7
Non Member Participants	0	0	1	0	0	0	0	0	0	0
Leave / Restricted	0	1	1	0	2	6	3	1	0	2
Total Active	217	131	148	149	164	173	182	191	202	214
Total	875	650	606	645	639	694	652	650	782	908

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	44	37	34	44	31	49	27	44	51	65
Under 7	59	44	35	39	52	41	44	31	60	70
Under 8	52	40	30	38	36	45	41	45	34	53
Under 9	41	47	40	36	35	36	40	27	55	39
Under 10	34	42	26	37	35	37	29	35	37	44
Under 11	28	30	31	25	25	24	27	18	35	26
Under 12	25	15	14	22	21	27	21	16	18	31
Under 13	26	22	16	9	13	19	16	10	17	19
Under 14	20	14	18	14	9	12	11	11	6	19
Junior Activities Total	329	291	244	264	257	290	256	237	313	366

TREND ANALYSIS



MEMBERSHIP RETENTION



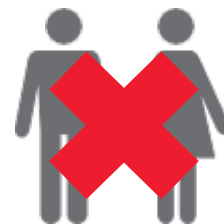
457

BRAND NEW MEMBERS



58%

MEMBERSHIP RETENTION



301

MEMBERS LOST FROM THE ORGANISATION

Tallebudgera SLSC 2020/21														
	2019/20 Members hip	Retained from previous season		Transfers between Club Categories	Transferre d out of the club		Left the organisati on		Brand new members		Transfers In from other clubs		2020/21 Membersh ip	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	8	0	0%		0	0%	8	100%	22	275%	0	0%	23	188%
Junior Activities	313	158	50%	6	9	3%	146	47%	214	68%	0	0%	366	17%
Cadet Member (13-15 years)	15	13	87%	3	0	0%	2	13%	9	60%	0	0%	19	27%
Active (15-18 yrs)	28	19	68%		2	7%	7	25%	7	25%	0	0%	28	0%
Active (18yrs and over)	156	122	78%		13	8%	21	13%	33	21%	0	0%	162	4%
Award Member	0	0			0		0		2		0		2	
Reserve Active	3	2	67%		1	33%	0	0%	1	33%	0	0%	3	0%
Long Service	26	22	85%	1	1	4%	3	12%	5	19%	0	0%	26	0%
Past Active	0	0			0		0		0		0		0	
Associate	210	91	43%	2	5	2%	114	54%	159	76%	0	0%	248	18%
Life Member	16	16	100%		0	0%	0	0%	2	13%	0	0%	21	31%
General	0	0			0		0		1		0		1	
Honorary	7	7	100%	1	0	0%	0	0%	1	14%	0	0%	7	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		1		0		2	
Total Active	202	156	77%		16	8%	30	15%	52	26%	0		214	6%
Total	782	450	58%		31	4%	301	38%	457	58%	0		908	16%

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

MEMBERSHIP RETENTION

Tallebudgera SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	20	17	85%	3	15%	9	45%	22
16-18 Years	26	18	69%	6	23%	9	35%	29
19-25 Years	38	25	66%	8	21%	4	11%	36
26-35 Years	27	18	67%	5	19%	8	30%	26
36-50 Years	74	64	86%	6	8%	18	24%	77
51-70 Years	17	14	82%	2	12%	4	24%	24
70+ Years	0	0		0		0		0
Total	202	156	77%	30	15%	52	26%	214

Tallebudgera SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	51					65		65
Under 7	60	29	57%	20	39%	41	80%	70
Under 8	34	23	38%	35	58%	30	50%	53
Under 9	55	16	47%	16	47%	23	68%	39
Under 10	37	28	51%	27	49%	16	29%	44
Under 11	35	14	38%	23	62%	12	32%	26
Under 12	18	20	57%	14	40%	11	31%	31
Under 13	17	10	56%	6	33%	9	50%	19
Under 14	6	12	71%	5	29%	7	41%	19
Transitioned From JA		6	100%					

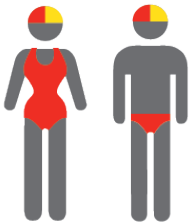
MEMBERSHIP RETENTION

2018/19



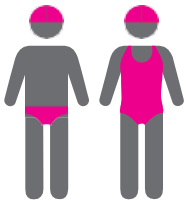
60%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



53%

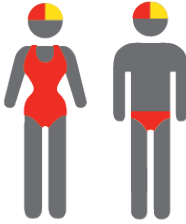
JUNIOR MEMBERSHIP
RETENTION

2019/20



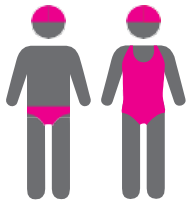
62%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



58%

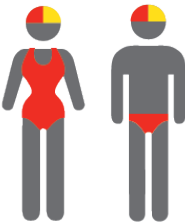
JUNIOR MEMBERSHIP
RETENTION

2020/21



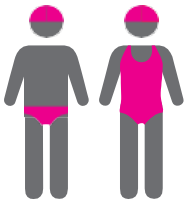
58%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



50%

JUNIOR MEMBERSHIP
RETENTION