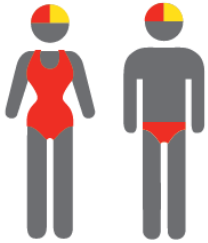


TANNUM SANDS SLSC

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT 2020/2021



71

ACTIVE MEMBERSHIP



7% Decrease



257

TOTAL MEMBERSHIP



4% Increase



96

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.

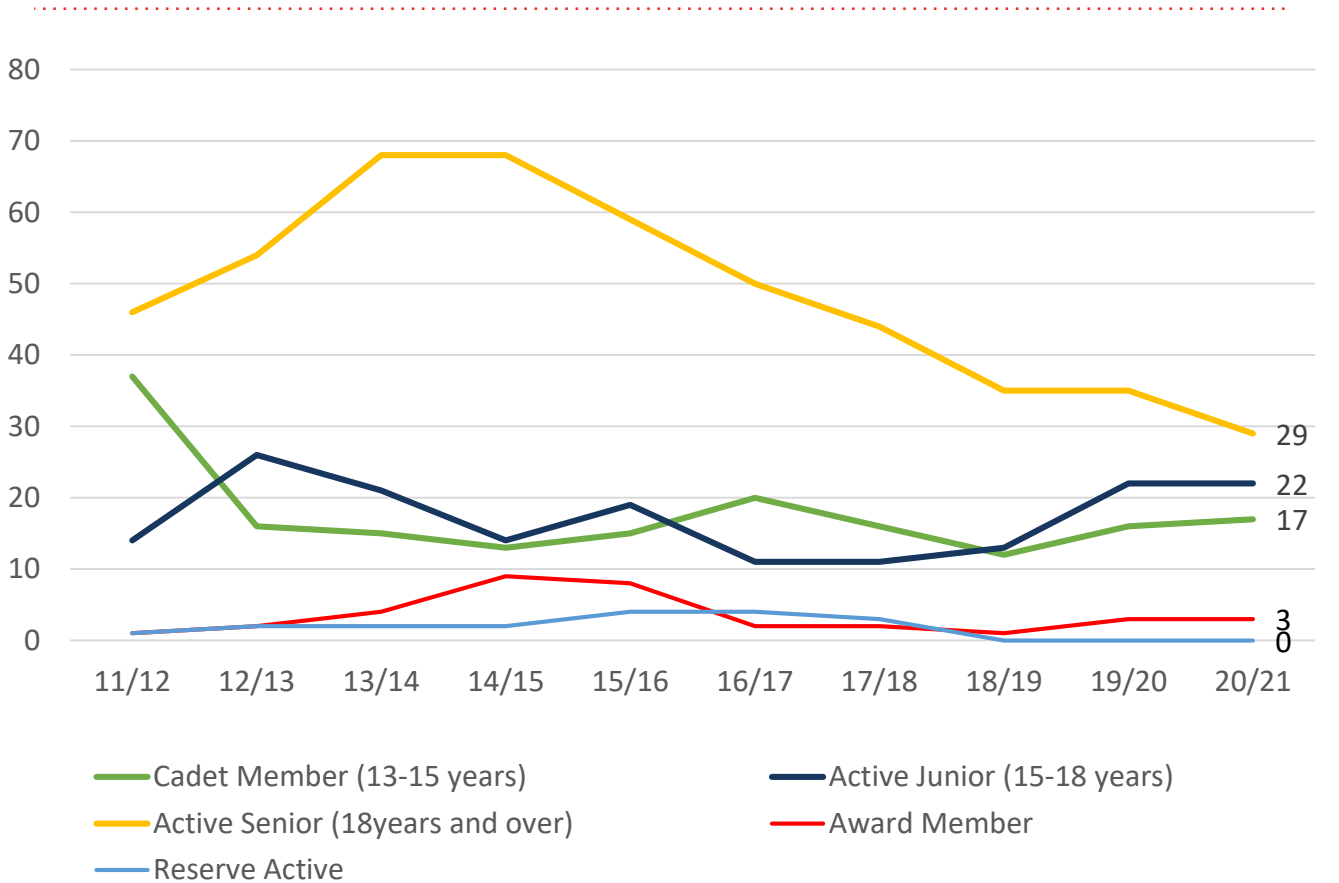
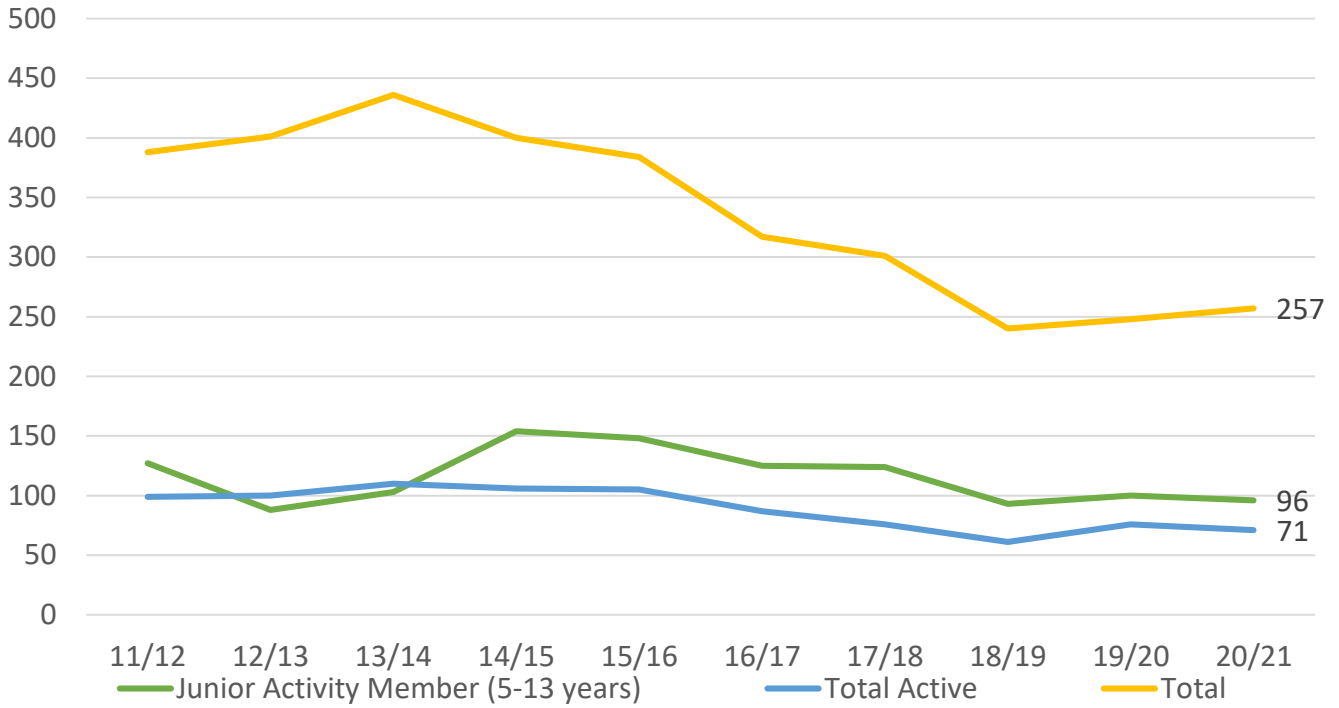
TOTAL MEMBERSHIP

MEMBERSHIP 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	69	123	130	39	1	35	47	44	1	0
Junior Activity Member (5-13 years)	127	88	103	154	148	125	124	93	100	96
Cadet Member (13-15 years)	37	16	15	13	15	20	16	12	16	17
Active Junior (15-18 years)	14	26	21	14	19	11	11	13	22	22
Active Senior (18years and over)	46	54	68	68	59	50	44	35	35	29
Award Member	1	2	4	9	8	2	2	1	3	3
Reserve Active	1	2	2	2	4	4	3	0	0	0
Long Service	12	9	6	4	2	1	3	0	0	0
Past Active	3	5	4	4	4	3	0	0	0	0
Associate	70	69	70	81	110	56	42	34	62	81
Life Member	8	5	12	9	11	8	8	7	9	9
General	0	1	1	3	2	0	1	1	0	0
Honorary	0	0	0	0	0	0	0	0	0	0
Non Member Participants	0	1	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	0	1	2	0	0	0	0
Total Active	99	100	110	106	105	87	76	61	76	71
Total	388	401	436	400	384	317	301	240	248	257

	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	8	3	9	17	24	15	17	4	3	4
Under 7	15	2	10	19	17	14	19	10	9	10
Under 8	15	7	15	25	24	16	18	12	14	9
Under 9	19	13	15	22	19	14	19	13	18	13
Under 10	19	7	14	24	15	15	9	14	17	16
Under 11	13	12	13	12	20	12	12	8	14	18
Under 12	16	19	11	11	11	17	8	12	11	15
Under 13	12	12	9	12	9	12	15	8	12	10
Under 14	10	11	7	12	9	10	7	12	2	1
Junior Activities Total	127	86	103	154	148	125	124	93	100	96

TREND ANALYSIS



MEMBERSHIP RETENTION



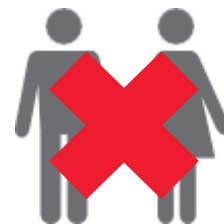
86

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



74

MEMBERS LOST FROM THE ORGANISATION

Tannum Sands SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Junior Activities	100	62	62%	10	0	0%	38	38%	44	44%	0	0%	96	-4%
Cadet Member (13-15 years)	16	15	94%		0	0%	1	6%	0	0%	0	0%	17	6%
Active (15-18 yrs)	22	17	77%		3	14%	2	9%	1	5%	0	0%	22	0%
Active (18yrs and over)	35	29	83%	2	0	0%	6	17%	2	6%	0	0%	29	-17%
Award Member	3	1	33%		0	0%	2	67%	0	0%	0	0%	3	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	62	38	61%		0	0%	24	39%	39	63%	0	0%	81	31%
Life Member	9	8	89%		0	0%	1	11%	0	0%	0	0%	9	0%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	76	62	82%		3	4%	11	14%	3	4%	0		71	-7%
Total	248	171	69%		3	1%	74	30%	86	35%	0		257	4%

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

MEMBERSHIP RETENTION

Tannum Sands SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	17	15	88%	1	6%	1	6%	18
16-18 Years	19	15	79%	2	11%	0	0%	22
19-25 Years	6	4	67%	2	33%	2	33%	7
26-35 Years	3	1	33%	2	67%	0	0%	1
36-50 Years	31	27	87%	4	13%	0	0%	23
51-70 Years	0	0		0		0		0
70+ Years	0	0		0		0		0
Total	76	62	82%	11	14%	3	4%	71

Tannum Sands SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	3					4		4
Under 7	9	1	33%	2	67%	9	300%	10
Under 8	14	3	33%	6	67%	6	67%	9
Under 9	18	9	64%	5	36%	4	29%	13
Under 10	17	10	56%	8	44%	6	33%	16
Under 11	14	10	59%	7	41%	8	47%	18
Under 12	11	11	79%	3	21%	4	29%	15
Under 13	12	7	64%	4	36%	3	27%	10
Under 14	2	10	83%	2	17%	0	0%	1
Transitioned From JA		1	50%					

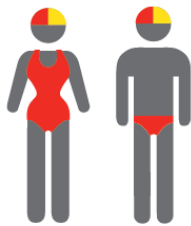
MEMBERSHIP RETENTION

2018/19



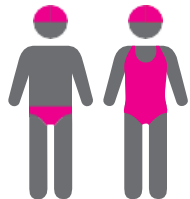
62%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



68%

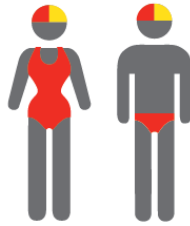
JUNIOR MEMBERSHIP
RETENTION

2019/20



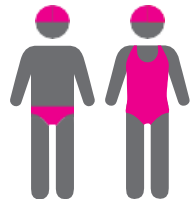
70%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



76%

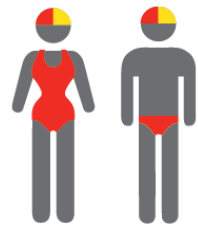
JUNIOR MEMBERSHIP
RETENTION

2020/21



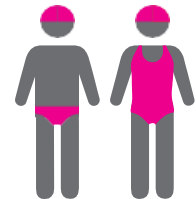
69%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION