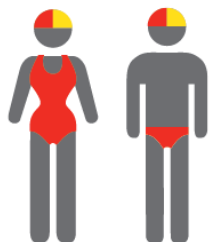


TOWNSVILLE PICNIC BAY

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



60

ACTIVE MEMBERSHIP



22% Increase



216

TOTAL MEMBERSHIP



8% Decrease



57

JUNIOR MEMBERSHIP



20% 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

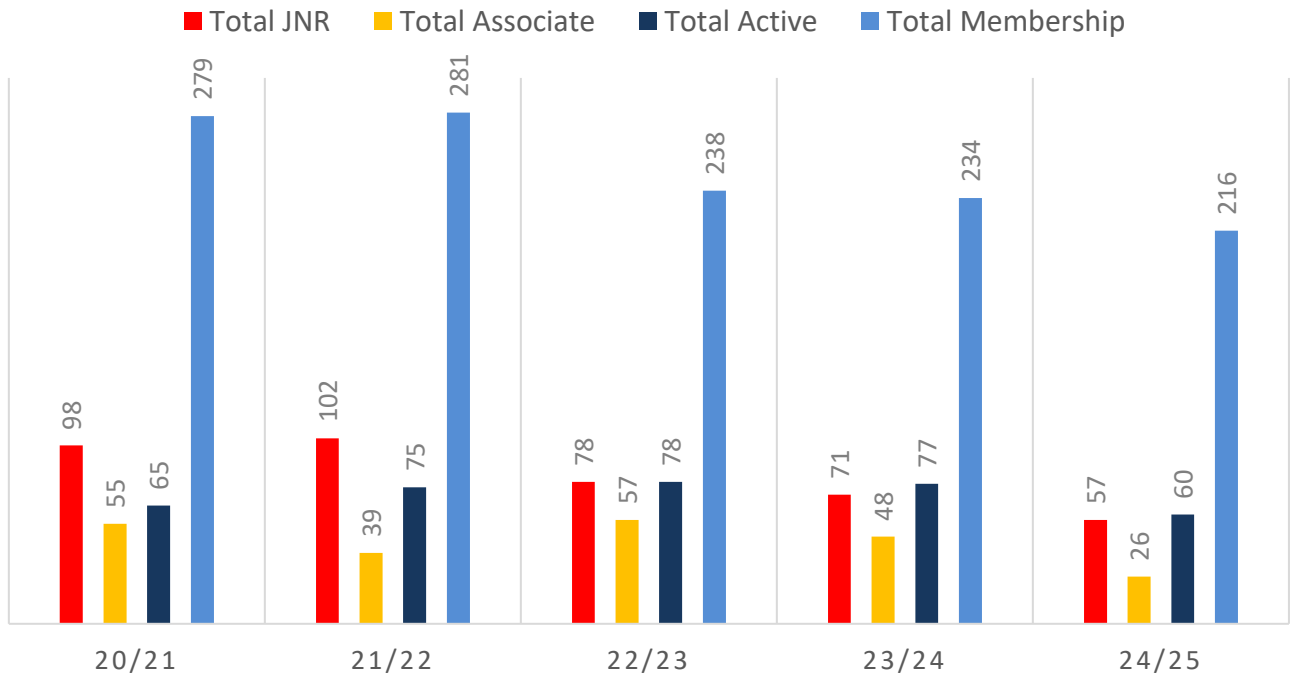
Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

Note:

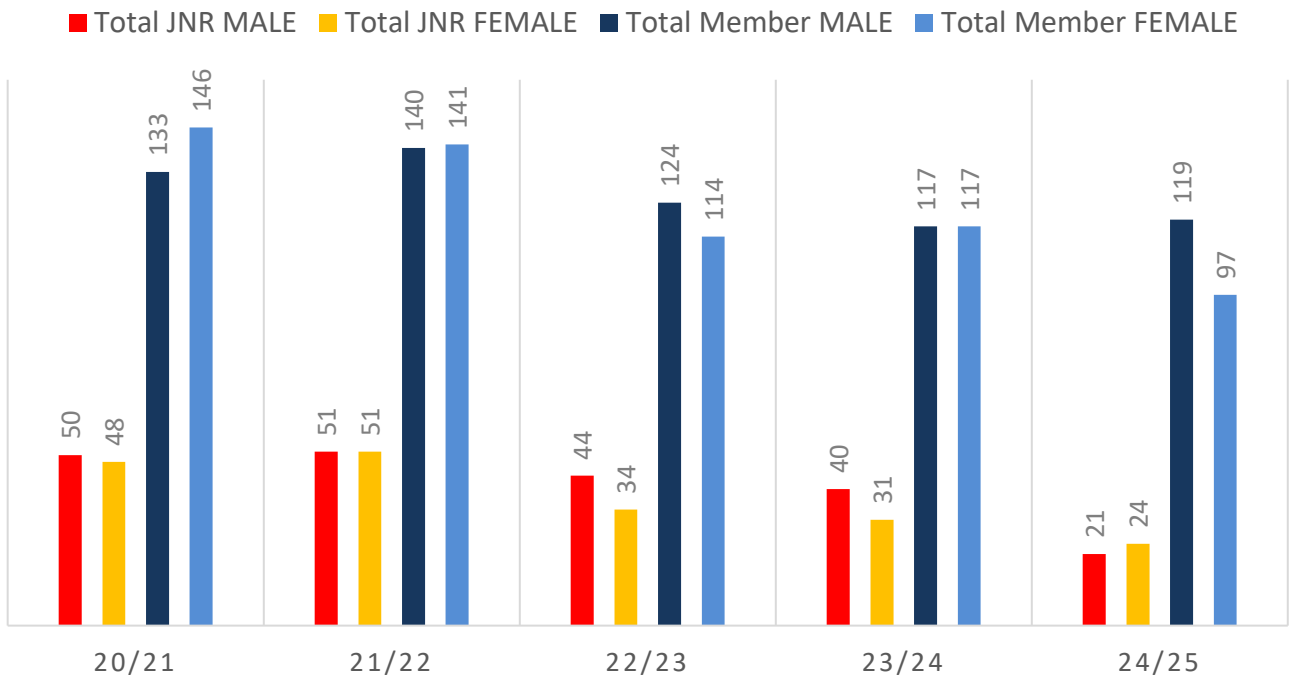
- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5-YEAR TREND ANALYSIS

MEMBERSHIP TOTALS



GENDER BREAKDOWN



MEMBERSHIP RETENTION



64

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



72

MEMBERS LOST FROM THE ORGANISATION

Picnic Bay 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	17	10	59%	5	0	0%	7	41%	40	235%	0	0%	45	165%
Nipper Parent	0	0			0		0		1		0		4	
Junior Activities	71	43	61%	1	4	6%	24	34%	15	21%	0	0%	57	-20%
Cadet Member (13-15 years)	16	14	88%	9	0	0%	2	13%	1	6%	0	0%	6	-63%
Active (15-18 yrs)	10	4	40%		1	10%	5	50%	1	10%	0	0%	17	70%
Active (18yrs and over)	49	32	65%		5	10%	12	24%	1	2%	1	2%	35	-29%
Award Member	0	0			0		0		0		0		0	
Reserve Active	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Long Service	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Past Active	0	0			0		0		0		0		4	
Associate	48	27	56%	5	0	0%	21	44%	4	8%	0	0%	26	-46%
Life Member	19	17	89%		1	5%	1	5%	1	5%	0	0%	20	5%
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	77	52	68%		6	8%	19	25%	3	4%	1	1%	60	-22%
Total	234	151	65%		11	5%	72	31%	64	27%	1	0%	216	-8%

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

MEMBERSHIP RETENTION

Picnic Bay 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	15	13	87%	2	13%	1	7%	11
16-18 Years	11	5	45%	5	45%	1	9%	11
19-25 Years	6	1	17%	3	50%	1	17%	5
26-35 Years	5	4	80%	1	20%	0	0%	3
36-50 Years	23	19	83%	3	13%	0	0%	20
51-70 Years	17	10	59%	5	29%	0	0%	10
70+ Years	0	0		0		0		0
Total	77	52	68%	19	25%	3	4%	60

Picnic Bay 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	11					2		2
Under 7	7	2	18%	2	18%	2	18%	6
Under 8	10	3	43%	4	57%	2	29%	5
Under 9	3	7	70%	3	30%	2	20%	10
Under 10	14	3	100%	0	0%	3	100%	6
Under 11	8	9	64%	4	29%	2	14%	11
Under 12	8	7	88%	1	13%	1	13%	8
Under 13	9	2	25%	5	63%	1	13%	3
Under 14	7	7	78%	2	22%	0	0%	6
Transitioned From JA		3	43%					