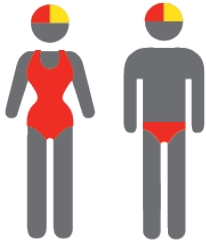




## MEMBERSHIP STATISTICS REPORT 2020/2021



76

ACTIVE MEMBERSHIP



19% Increase



296

TOTAL MEMBERSHIP



4% Increase



104

JUNIOR MEMBERSHIP



2% 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

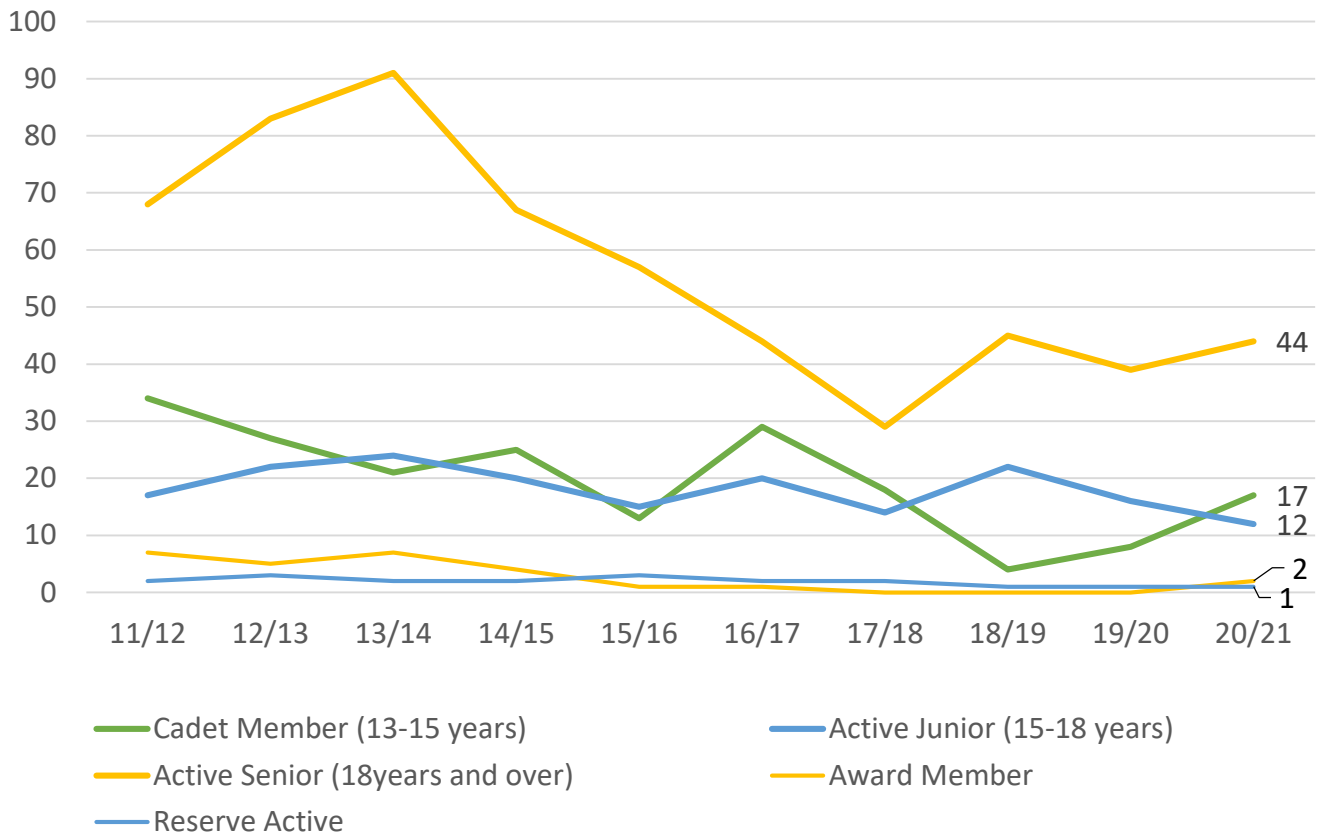
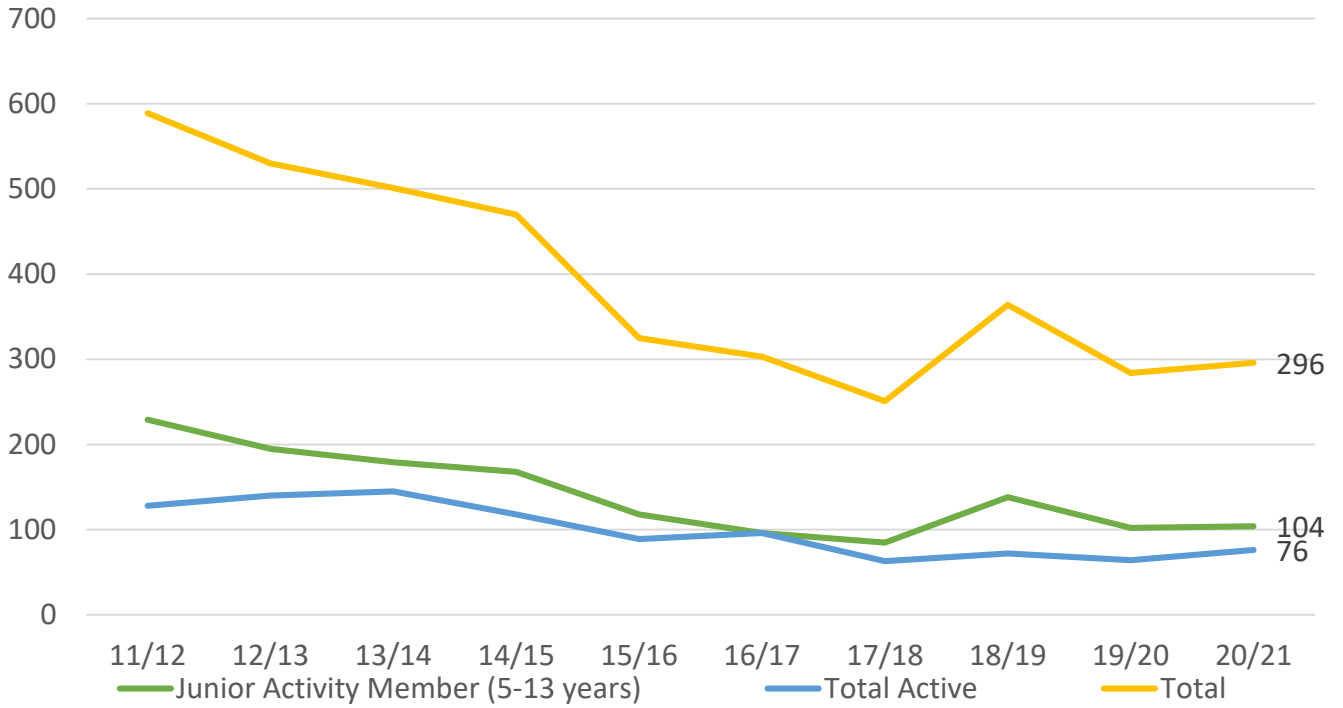
## MEMBERSHIP 2011-2021

	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	14	70	3	33	8	2	7	2	18	40
Junior Activity Member (5-13 years)	229	195	179	168	118	96	85	138	102	104
Cadet Member (13-15 years)	34	27	21	25	13	29	18	4	8	17
Active Junior (15-18 years)	17	22	24	20	15	20	14	22	16	12
Active Senior (18years and over)	68	83	91	67	57	44	29	45	39	44
Award Member	7	5	7	4	1	1	0	0	0	2
Reserve Active	2	3	2	2	3	2	2	1	1	1
Long Service	11	11	13	13	10	5	2	5	2	3
Past Active	20	14	13	11	6	1	0	3	2	2
Associate	161	83	124	108	75	84	75	125	77	53
Life Member	17	17	17	18	18	19	19	18	19	18
General	0	0	0	0	1	0	0	0	0	0
Honorary	9	0	7	0	0	0	0	1	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	0	1	0	0	0	0	0	0
Total Active	128	140	145	118	89	96	63	72	64	76
Total	589	530	501	470	325	303	251	364	284	296

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	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	25	17	17	18	14	9	8	25	13	11
Under 7	20	18	17	26	7	15	11	22	15	14
Under 8	24	24	35	24	22	14	12	18	13	16
Under 9	33	22	21	21	11	20	17	21	16	15
Under 10	27	30	18	13	14	6	12	16	17	15
Under 11	28	28	22	17	12	10	6	15	8	12
Under 12	29	18	20	21	12	10	7	6	9	9
Under 13	23	23	13	14	15	12	8	8	5	10
Under 14	20	17	16	14	11	0	4	7	6	2
Junior Activities Total	229	197	179	168	118	96	85	138	102	104

# TREND ANALYSIS



# MEMBERSHIP RETENTION



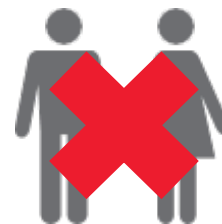
**102**

**BRAND NEW MEMBERS**



**68%**

**MEMBERSHIP RETENTION**



**85**

**MEMBERS LOST FROM THE ORGANISATION**

TOWNSVILLE PICNIC BAY 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	18	12	67%	1	0	0%	6	33%	29	161%	0	0%	40	122%
Junior Activities	102	66	65%	9	3	3%	33	32%	47	46%	0	0%	104	2%
Cadet Member (13-15 years)	8	7	88%		0	0%	1	13%	3	38%	0	0%	17	113%
Active (15-18 yrs)	16	7	44%		0	0%	9	56%	4	25%	0	0%	12	-25%
Active (18yrs and over)	39	31	79%		0	0%	8	21%	11	28%	0	0%	44	13%
Award Member	0	0			0		0		1		0		2	
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	2	1	50%		0	0%	1	50%	1	50%	0	0%	3	50%
Past Active	2	0	0%		0	0%	2	100%	2	100%	0	0%	2	0%
Associate	77	51	66%	2	2	3%	24	31%	4	5%	0	0%	53	-31%
Life Member	19	18	95%		0	0%	1	5%	0	0%	0	0%	18	-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	64	46	72%		0	0%	18	28%	19	30%	0		76	19%
Total	284	194	68%		5	2%	85	30%	102	36%	0		296	4%

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

# MEMBERSHIP RETENTION

## TOWNSVILLE PICNIC BAY SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	6	100%	0	0%	3	50%	14
16-18 Years	17	7	41%	10	59%	4	24%	14
19-25 Years	6	4	67%	2	33%	3	50%	8
26-35 Years	6	5	83%	1	17%	4	67%	9
36-50 Years	16	14	88%	2	13%	5	31%	21
51-70 Years	13	10	77%	3	23%	0	0%	10
70+ Years	0	0		0		0		0
<b>Total</b>	64	46	72%	18	28%	19	30%	76

## TOWNSVILLE PICNIC BAY SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	13					11		11
Under 7	15	7	54%	5	38%	7	54%	14
Under 8	13	9	60%	5	33%	7	47%	16
Under 9	16	7	54%	6	46%	8	62%	15
Under 10	17	9	56%	6	38%	6	38%	15
Under 11	8	10	59%	7	41%	2	12%	12
Under 12	9	8	100%	0	0%	1	13%	9
Under 13	5	6	67%	3	33%	4	44%	10
Under 14	6	5	100%	0	0%	1	20%	2
Transitioned From JA		5	83%					

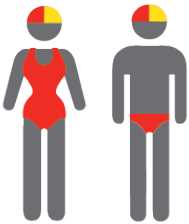
# MEMBERSHIP RETENTION

2018/19



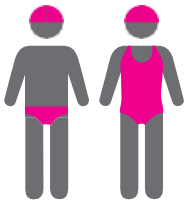
78%

TOTAL MEMBERSHIP  
RETENTION



84%

ACTIVE MEMBERSHIP  
RETENTION



73%

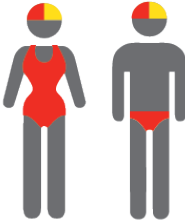
JUNIOR MEMBERSHIP  
RETENTION

2019/20



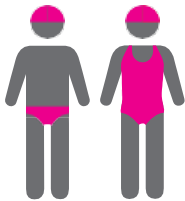
54%

TOTAL MEMBERSHIP  
RETENTION



71%

ACTIVE MEMBERSHIP  
RETENTION



47%

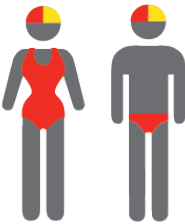
JUNIOR MEMBERSHIP  
RETENTION

2020/21



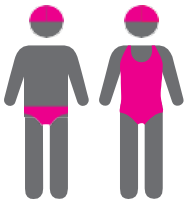
68%

TOTAL MEMBERSHIP  
RETENTION



72%

ACTIVE MEMBERSHIP  
RETENTION



65%

JUNIOR MEMBERSHIP  
RETENTION