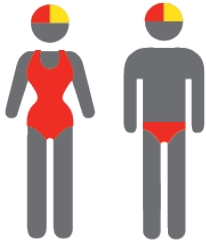


MEMBERSHIP STATISTICS REPORT 2020/2021



150

ACTIVE MEMBERSHIP



3% Increase



649

TOTAL MEMBERSHIP



No Change



254

JUNIOR MEMBERSHIP



7% 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.

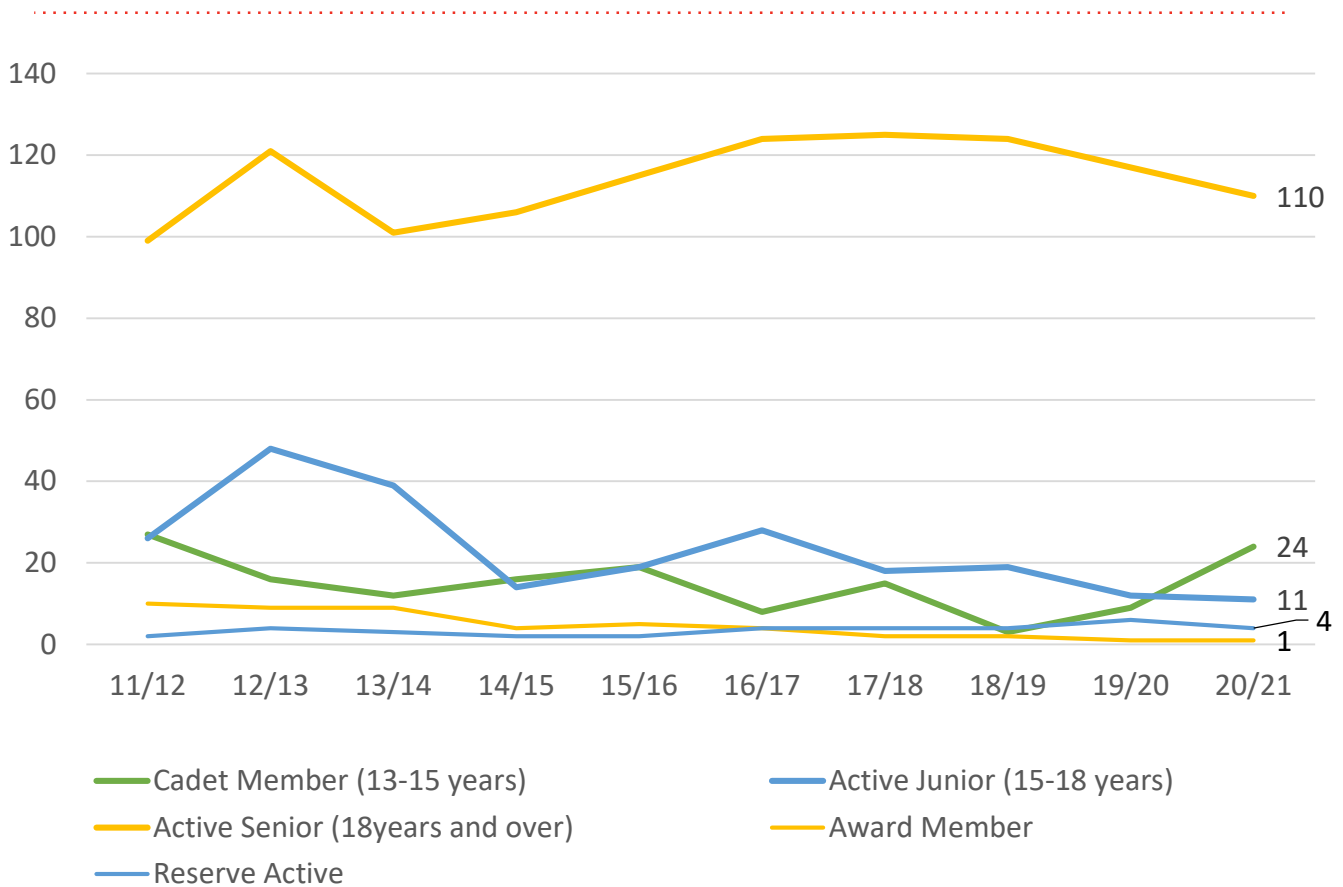
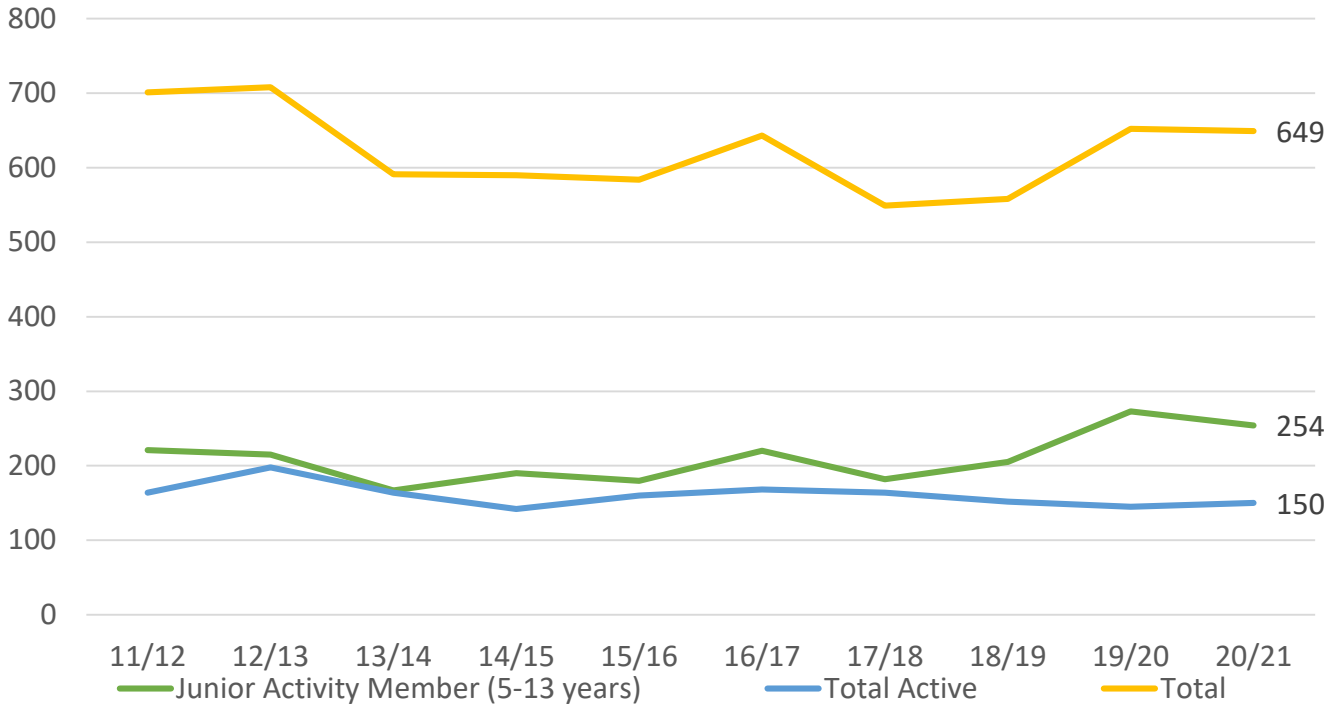
TOTAL MEMBERSHIP

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	3	0	13	1	2	4	0	0	0	1
Junior Activity Member (5-13 years)	221	215	167	190	180	220	182	205	273	254
Cadet Member (13-15 years)	27	16	12	16	19	8	15	3	9	24
Active Junior (15-18 years)	26	48	39	14	19	28	18	19	12	11
Active Senior (18years and over)	99	121	101	106	115	124	125	124	117	110
Award Member	10	9	9	4	5	4	2	2	1	1
Reserve Active	2	4	3	2	2	4	4	4	6	4
Long Service	62	67	68	59	66	63	58	54	52	54
Past Active	15	10	4	0	0	0	0	0	0	0
Associate	205	190	147	172	151	161	123	126	163	170
Life Member	27	27	26	25	25	20	20	19	16	19
General	0	0	0	0	0	0	0	0	0	0
Honorary	4	1	1	0	0	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	0	1	1	0	7	2	2	3	1
Total Active	164	198	164	142	160	168	164	152	145	150
Total	701	708	591	590	584	643	549	558	652	649

	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	31	31	20	28	32	42	34	31	40	39
Under 7	48	41	17	31	19	45	38	35	43	50
Under 8	24	29	18	28	26	34	28	34	37	41
Under 9	27	36	32	16	22	31	23	27	39	26
Under 10	22	17	17	36	21	16	21	27	33	40
Under 11	18	28	23	10	27	18	14	20	30	22
Under 12	22	13	11	18	9	16	11	15	25	18
Under 13	12	21	18	7	16	5	9	10	12	18
Under 14	17	18	11	16	8	13	4	6	14	0
Junior Activities Total	221	234	167	190	180	220	182	205	273	254

TREND ANALYSIS



MEMBERSHIP RETENTION



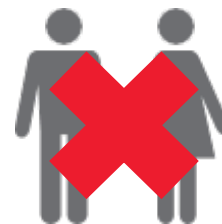
245

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



212

MEMBERS LOST FROM THE ORGANISATION

Tugun 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	0	0			0		0		1		0		1	
Junior Activities	273	146	53%	15	17	6%	110	40%	123	45%	0	0%	254	-7%
Cadet Member (13-15 years)	9	8	89%		0	0%	1	11%	3	33%	0	0%	24	167 %
Active (15-18 yrs)	12	10	83%	1	0	0%	2	17%	2	17%	0	0%	11	-8%
Active (18yrs and over)	117	93	79%		10	9%	14	12%	13	11%	0	0%	110	-6%
Award Member	1	1	100 %		0	0%	0	0%	0	0%	0	0%	1	0%
Reserve Active	6	4	67%	1	2	33%	0	0%	1	17%	0	0%	4	-33%
Long Service	52	45	87%		0	0%	7	13%	9	17%	0	0%	54	4%
Past Active	0	0			0		0		0		0		0	
Associate	163	79	48%		7	4%	77	47%	90	55%	0	0%	170	4%
Life Member	16	15	94%		0	0%	1	6%	3	19%	0	0%	19	19%
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	3	3	100 %	2	0	0%	0	0%	0	0%	0	0%	1	-67%
Total Active	145	116	80%		12	8%	17	12%	19	13%	0		150	3%
Total	652	404	62%		36	6%	212	33%	245	38%	0		649	0%

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

MEMBERSHIP RETENTION

Tugun SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	9	8	89%	1	11%	3	33%	22
16-18 Years	12	11	92%	1	8%	2	17%	14
19-25 Years	26	20	77%	4	15%	4	15%	23
26-35 Years	17	11	65%	3	18%	5	29%	18
36-50 Years	54	39	72%	8	15%	4	7%	40
51-70 Years	26	26	100%	0	0%	1	4%	32
70+ Years	1	1	100%	0	0%	0	0%	1
Total	145	116	80%	17	12%	19	13%	150

Tugun SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	40					39		39
Under 7	43	20	50%	17	43%	30	75%	50
Under 8	37	23	53%	20	47%	18	42%	41
Under 9	39	20	54%	13	35%	6	16%	26
Under 10	33	26	67%	12	31%	14	36%	40
Under 11	30	14	42%	17	52%	8	24%	22
Under 12	25	13	43%	14	47%	5	17%	18
Under 13	12	15	60%	8	32%	3	12%	18
Under 14	14	7	58%	4	33%	0	0%	0
Transitioned From JA		8	57%					

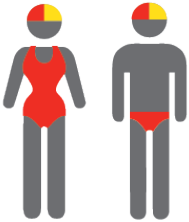
MEMBERSHIP RETENTION

2018/19



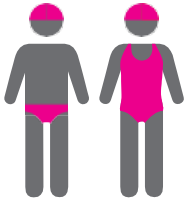
67%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



67%

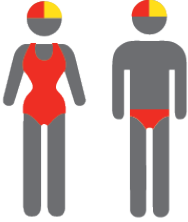
JUNIOR MEMBERSHIP
RETENTION

2019/20



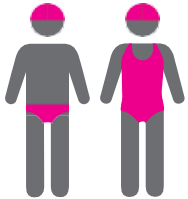
69%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



70%

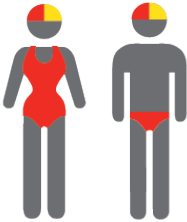
JUNIOR MEMBERSHIP
RETENTION

2020/21



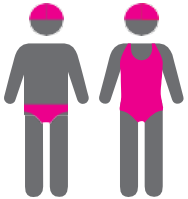
62%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION