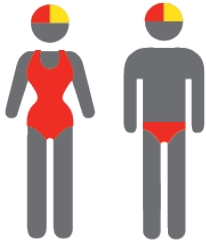




MEMBERSHIP STATISTICS REPORT 2020/2021



215

ACTIVE MEMBERSHIP



2% Decrease



715

TOTAL MEMBERSHIP



17% Decrease



222

JUNIOR MEMBERSHIP



31% 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.

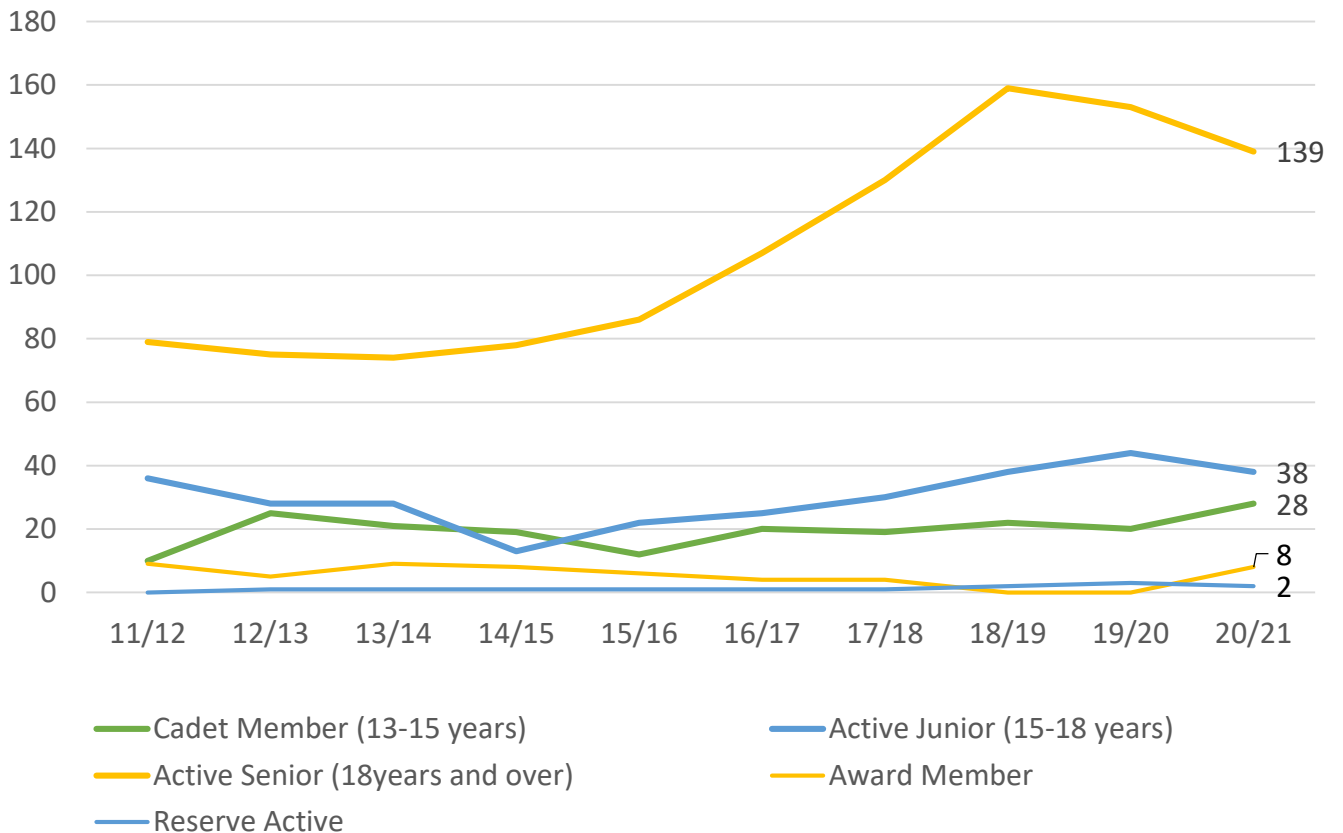
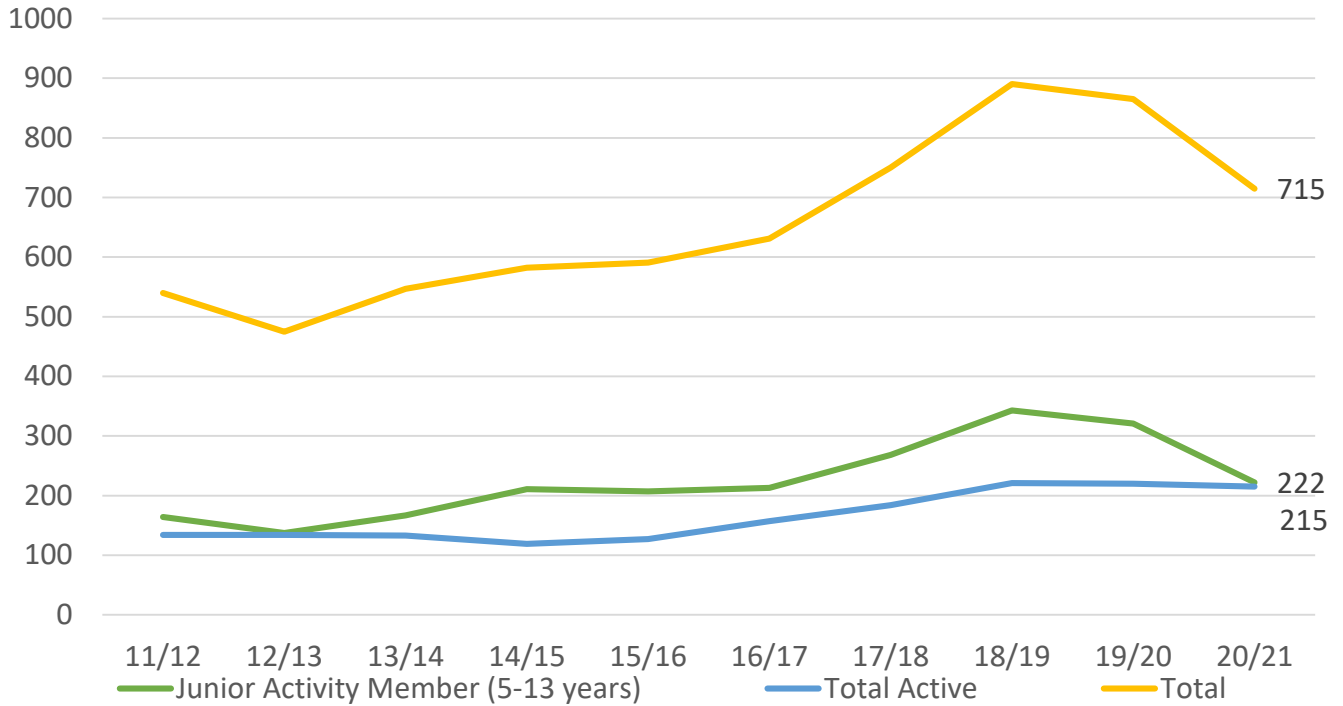
TOTAL MEMBERSHIP

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	16	18	13	5	1	7	5	3	1	0
Junior Activity Member (5-13 years)	164	137	167	211	207	213	268	343	321	222
Cadet Member (13-15 years)	10	25	21	19	12	20	19	22	20	28
Active Junior (15-18 years)	36	28	28	13	22	25	30	38	44	38
Active Senior (18years and over)	79	75	74	78	86	107	130	159	153	139
Award Member	9	5	9	8	6	4	4	0	0	8
Reserve Active	0	1	1	1	1	1	1	2	3	2
Long Service	34	30	39	27	25	26	25	28	30	36
Past Active	37	33	39	44	44	36	33	32	28	25
Associate	126	90	125	145	152	158	199	233	238	182
Life Member	17	20	22	23	23	22	20	19	22	24
General	0	0	0	0	0	0	0	0	0	0
Honorary	12	11	9	8	11	10	15	11	5	11
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	2	0	0	1	2	1	0	0	0
Total Active	134	134	133	119	127	157	184	221	220	215
Total	540	475	547	582	591	631	750	890	865	715

	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	17	16	27	35	23	29	41	39	47	23
Under 7	29	20	29	27	24	20	46	51	42	40
Under 8	18	15	21	35	30	24	35	55	45	27
Under 9	19	17	26	33	32	33	32	37	39	30
Under 10	24	11	15	22	28	23	27	38	24	23
Under 11	18	17	13	20	24	29	26	35	35	14
Under 12	17	21	15	14	21	24	27	33	27	24
Under 13	15	10	11	17	13	15	19	35	28	19
Under 14	7	5	10	8	10	16	15	20	34	22
Junior Activities Total	164	132	167	211	205	213	268	343	321	222

TREND ANALYSIS



MEMBERSHIP RETENTION



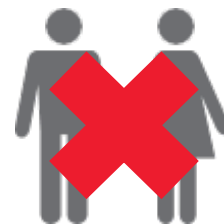
179

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



310

MEMBERS LOST FROM THE ORGANISATION

Tweed Heads & Coolangatta 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	0	0%		0	0%	1	100%	0	0%	0	0%	0	-
Junior Activities	321	171	53%	21	8	2%	142	44%	72	22%	0	0%	222	-31%
Cadet Member (13-15 years)	20	12	60%		0	0%	8	40%	6	30%	0	0%	28	40%
Active (15-18 yrs)	44	31	70%		0	0%	13	30%	3	7%	0	0%	38	-14%
Active (18yrs and over)	153	130	85%	4	5	3%	18	12%	13	8%	0	0%	139	-9%
Award Member	0	0			0		0		2		0		8	
Reserve Active	3	2	67%		1	33%	0	0%	0	0%	0	0%	2	-33%
Long Service	30	27	90%		1	3%	2	7%	2	7%	0	0%	36	20%
Past Active	28	25	89%	2	0	0%	3	11%	2	7%	0	0%	25	-11%
Associate	238	111	47%	2	4	2%	123	52%	73	31%	0	0%	182	-24%
Life Member	22	22	100%		0	0%	0	0%	0	0%	0	0%	24	9%
General	0	0			0		0		0		0		0	
Honorary	5	5	100%		0	0%	0	0%	6	120%	0	0%	11	120%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	220	175	80%		6	3%	39	18%	24	11%	0		215	-2%
Total	865	536	62%		19	2%	310	36%	179	21%	0		715	-17%

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

MEMBERSHIP RETENTION

Tweed Heads & Coolangatta SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	28	18	64%	10	36%	6	21%	32
16-18 Years	41	30	73%	11	27%	3	7%	40
19-25 Years	15	13	87%	2	13%	1	7%	19
26-35 Years	10	6	60%	3	30%	2	20%	8
36-50 Years	80	66	83%	11	14%	9	11%	69
51-70 Years	43	39	91%	2	5%	2	5%	43
70+ Years	3	3	100%	0	0%	1	33%	4
Total	220	175	80%	39	18%	24	11%	215

Tweed Heads & Coolangatta SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	47					23		23
Under 7	42	23	49%	23	49%	17	36%	40
Under 8	45	20	48%	20	48%	7	17%	27
Under 9	39	22	49%	22	49%	8	18%	30
Under 10	24	20	51%	19	49%	3	8%	23
Under 11	35	13	54%	10	42%	1	4%	14
Under 12	27	18	51%	17	49%	6	17%	24
Under 13	28	16	59%	9	33%	3	11%	19
Under 14	34	18	64%	9	32%	4	14%	22
Transitioned From JA		21	62%					

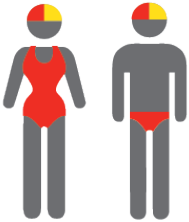
MEMBERSHIP RETENTION

2018/19



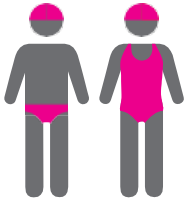
69%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



67%

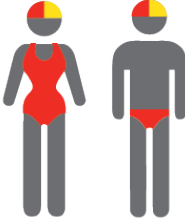
JUNIOR MEMBERSHIP
RETENTION

2019/20



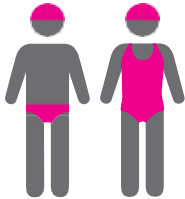
64%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



56%

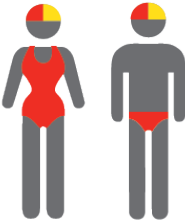
JUNIOR MEMBERSHIP
RETENTION

2020/21



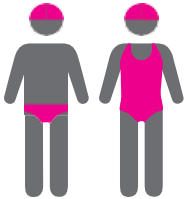
62%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION