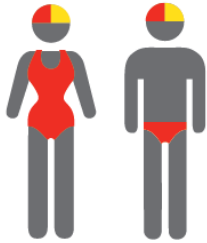


MEMBERSHIP STATISTICS REPORT EOS 2021/22



550

ACTIVE MEMBERSHIP



4% Increase



2459

TOTAL MEMBERSHIP



9% Increase



942

JUNIOR MEMBERSHIP



8% 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

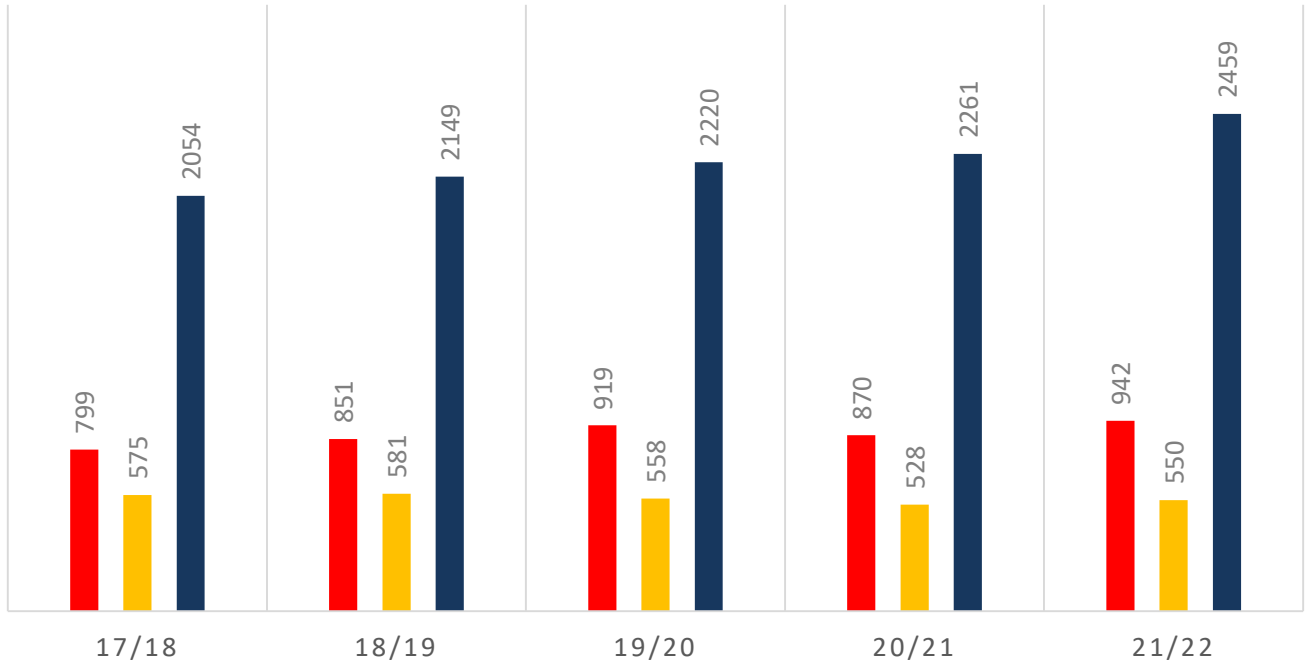
MEMBERSHIP XXXX-XXXX

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	100	115	116	112	164
Junior Activity Member (5-13 years)	799	851	919	870	942
Cadet Member (13-15 years)	92	76	98	81	109
Active Junior (15-18 years)	103	110	87	101	97
Active Senior (18years and over)	314	352	314	280	295
Award Member	59	39	56	61	46
Reserve Active	7	4	3	5	3
Long Service	12	15	15	17	20
Past Active	4	5	3	3	2
Associate	409	444	472	595	645
Life Member	87	98	108	111	115
General	51	23	18	12	10
Honorary	13	8	9	11	10
Non Member Participants	0	3	0	0	0
Leave / Restricted	4	6	2	2	1
Total Active	575	581	558	528	550
Total	2054	2149	2220	2261	2459

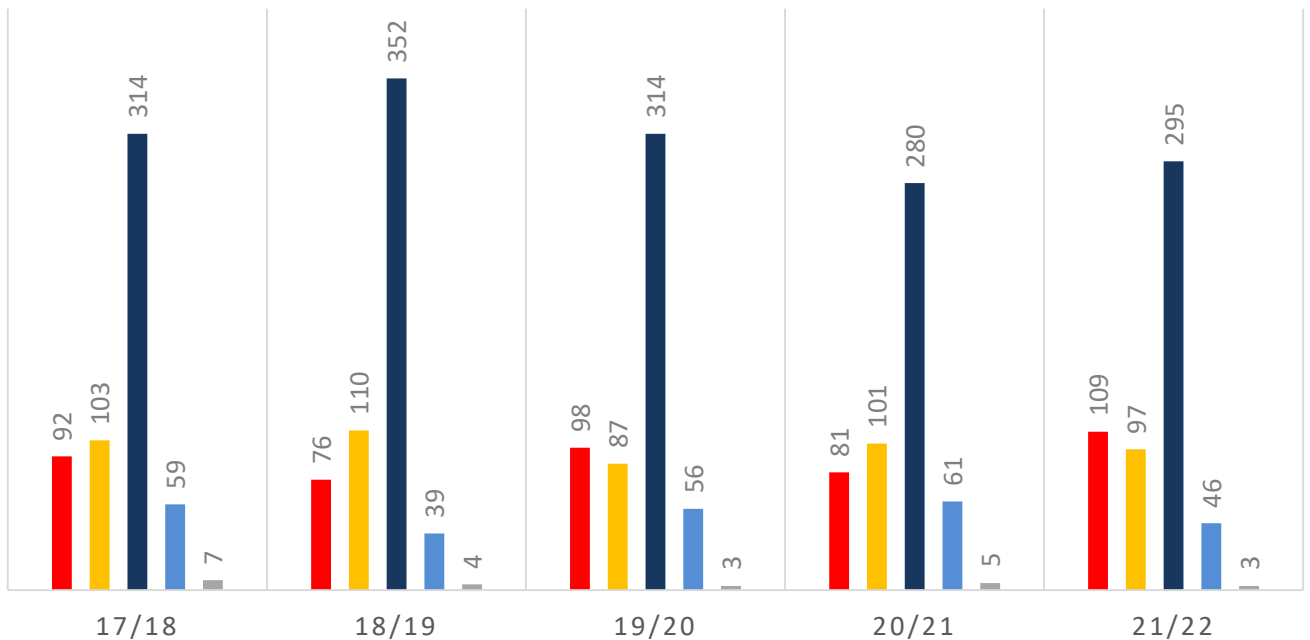
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	93	77	117	85	94
Under 7	113	113	107	115	112
Under 8	105	122	133	95	138
Under 9	105	118	129	115	125
Under 10	107	113	110	105	120
Under 11	99	96	110	110	100
Under 12	58	97	96	96	109
Under 13	71	56	76	79	83
Under 14	47	59	40	67	78
Junior Activities Total	798	851	918	867	959

5 YEAR TREND ANALYSIS

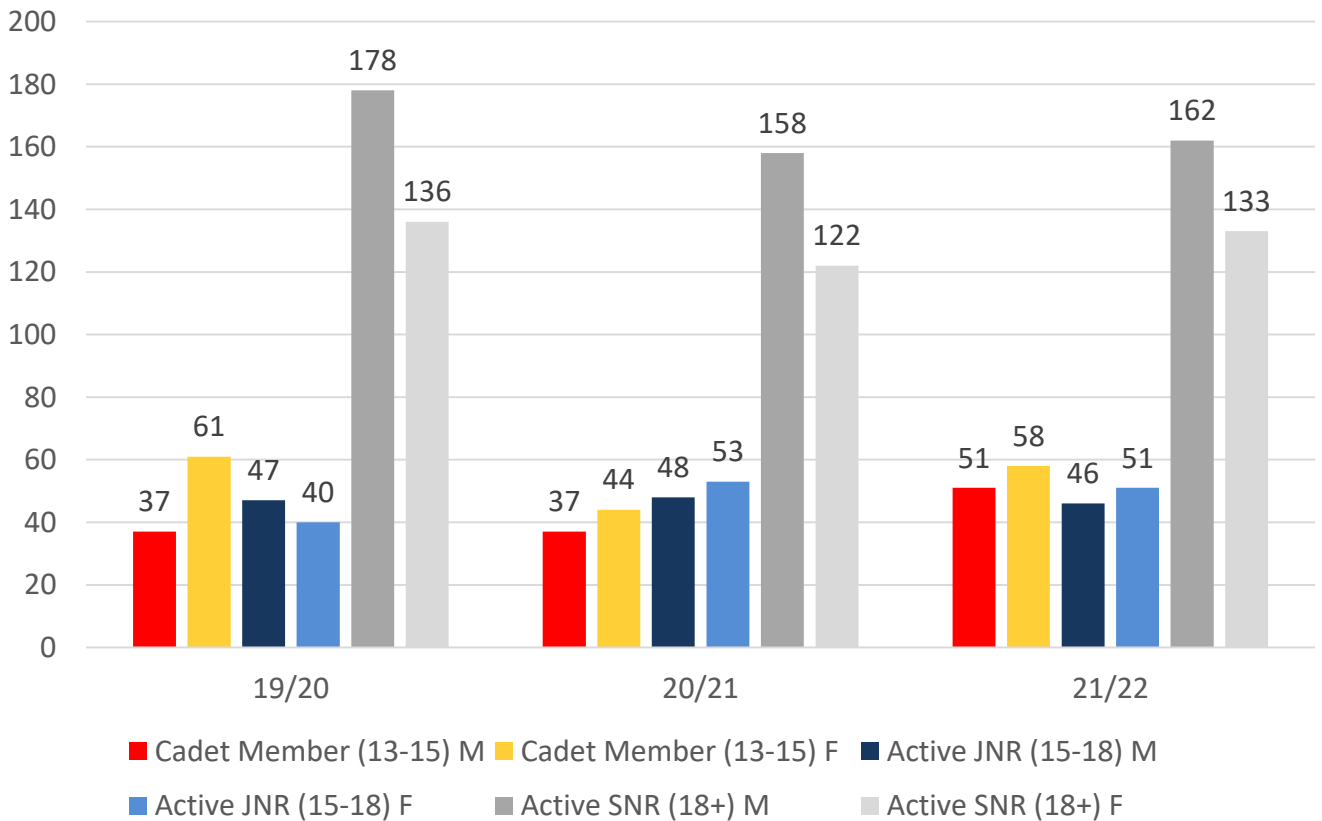
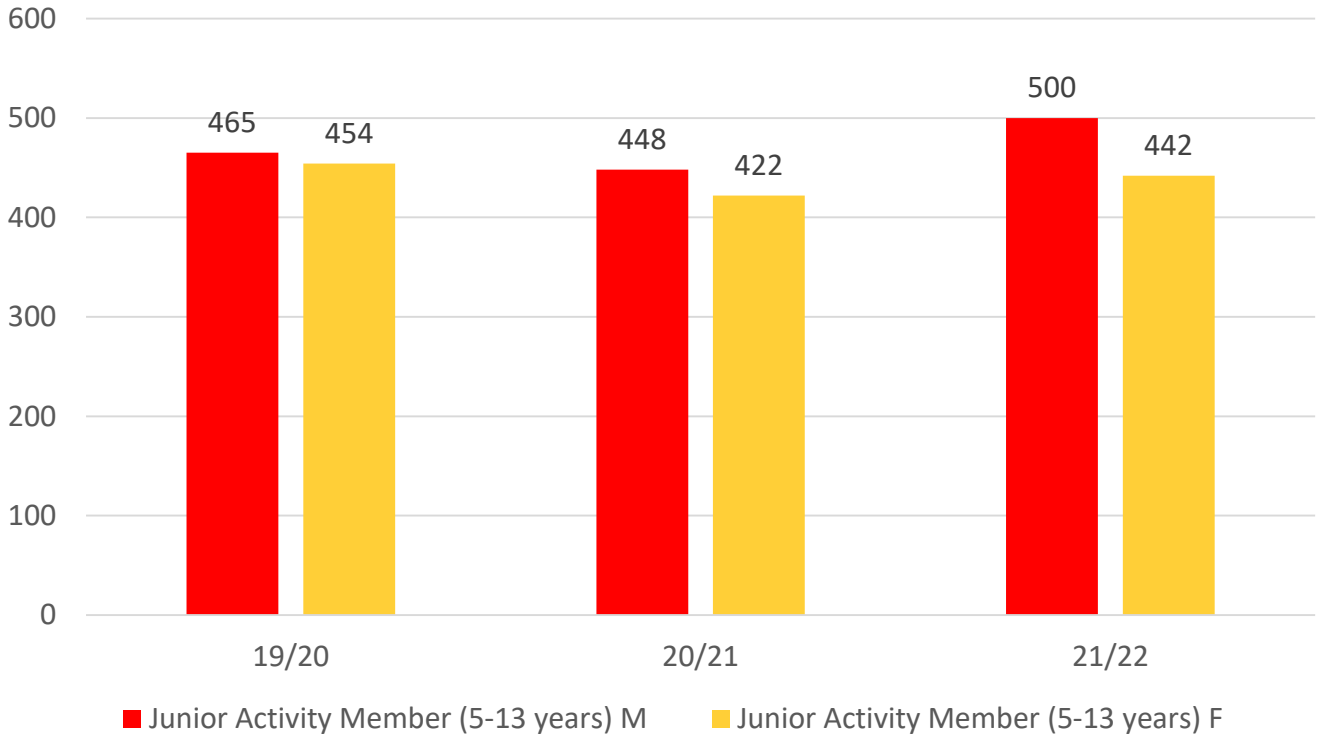
■ Junior Activity Member (5-13 years) ■ Total Active ■ Total



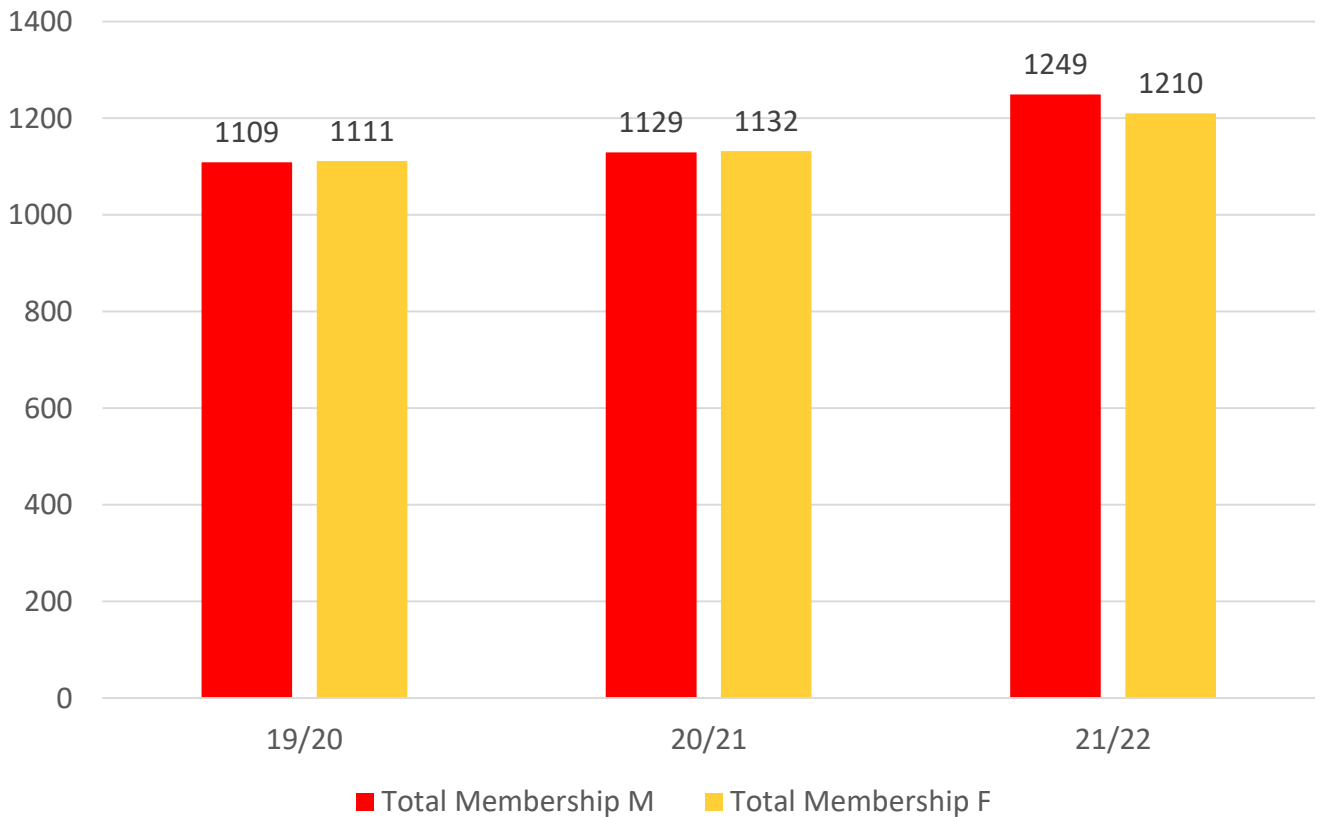
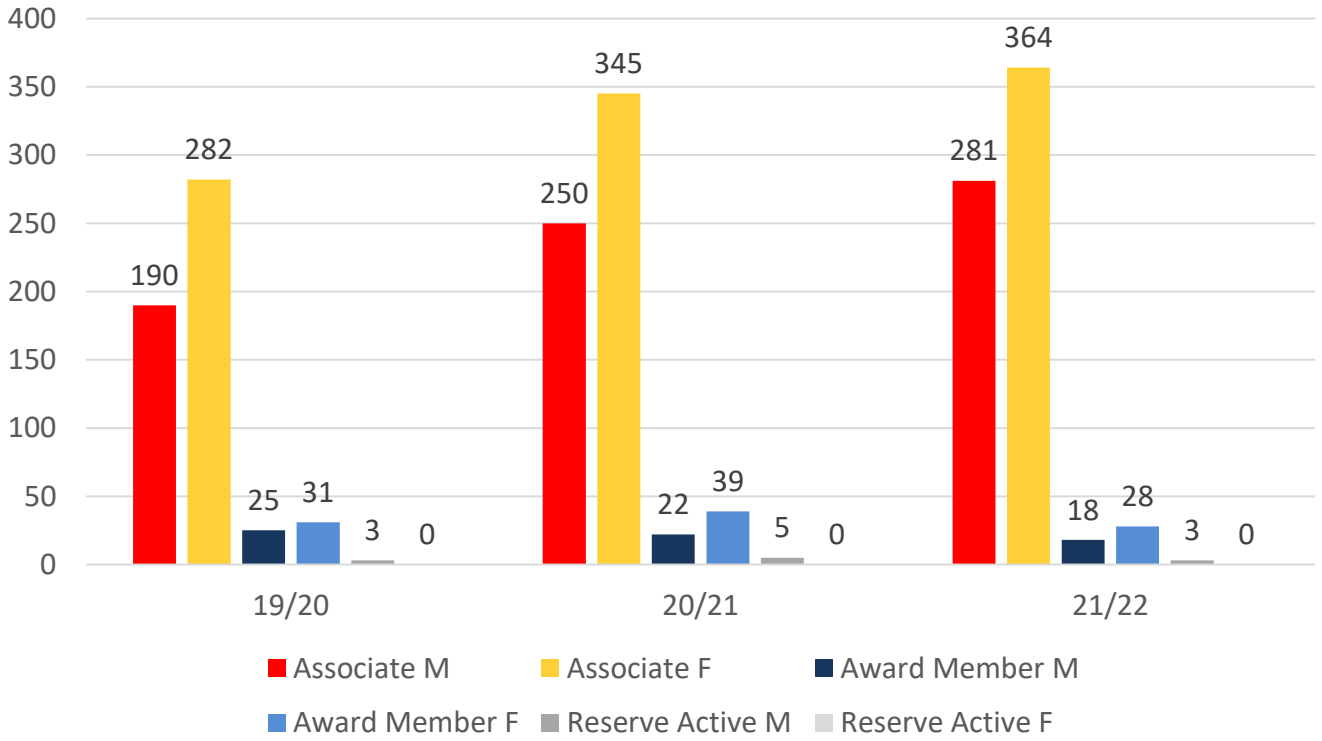
■ Cadet Member (13-15 years) ■ Active JNR (15-18 years)
■ Active SNR (18 years and over) ■ Award Member
■ Reserve Active



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



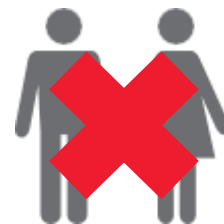
905

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



689

MEMBERS LOST FROM THE ORGANISATION

WIDE BAY CAPRICORN BRANCH 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	112	45	40%	22	0	0%	67	60%	141	126%	0	0%	164	46%
Junior Activities	870	585	67%	59	4	0%	281	32%	414	48%	2	0%	942	8%
Cadet Member (13-15 years)	81	58	72%	-35	3	4%	20	25%	16	20%	0	0%	109	35%
Active (15-18 yrs)	101	67	66%	-19	3	3%	31	31%	11	11%	0	0%	97	-4%
Active (18yrs and over)	280	226	81%	-35	10	4%	44	16%	31	11%	3	1%	295	5%
Award Member	61	47	77%	8	0	0%	14	23%	7	11%	0	0%	46	-25%
Reserve Active	5	5	100%	2	0	0%	0	0%	0	0%	0	0%	3	-40%
Long Service	17	16	94%	-1	0	0%	1	6%	2	12%	1	6%	20	18%
Past Active	3	2	67%	0	0	0%	1	33%	0	0%	0	0%	2	-33%
Associate	595	372	63%	6	3	1%	220	37%	277	47%	2	0%	645	8%
Life Member	111	107	96%	-6	0	0%	4	4%	1	1%	1	1%	115	4%
General	12	8	67%	0	0	0%	4	33%	2	17%	0	0%	10	-17%
Honorary	11	6	55%	-1	4	36%	1	9%	3	27%	0	0%	10	-9%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	2	1	50%	0	0	0%	1	50%	0	0%	0	0%	1	-50%
Total Active	528	403	76%		16	3%	109	21%	65	12%	3		550	4%
Total	2261	1545	68%		27	1%	689	30%	905	40%	9		2459	9%

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

MEMBERSHIP RETENTION

WIDE BAY CAPRICORN BRANCH 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	71	54	76%	13	18%	15	21%	103
16-18 Years	119	76	64%	41	34%	12	10%	94
19-25 Years	60	42	70%	15	25%	3	5%	62
26-35 Years	24	18	75%	5	21%	6	25%	27
36-50 Years	181	158	87%	19	10%	22	12%	186
51-70 Years	72	54	75%	16	22%	7	10%	76
70+ Years	1	1	100%	0	0%	0	0%	2
Total	528	403	76%	109	21%	65	12%	550

WIDE BAY CAPRICORN BRANCH 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	85					94		94
Under 7	115	54	64%	30	35%	54	64%	109
Under 8	95	76	66%	39	34%	62	54%	138
Under 9	115	69	73%	26	27%	56	59%	125
Under 10	105	78	68%	35	30%	41	36%	120
Under 11	110	68	65%	37	35%	32	30%	100
Under 12	96	75	68%	34	31%	33	30%	109
Under 13	79	57	59%	39	41%	25	26%	82
Under 14	67	56	71%	23	29%	17	22%	65
Transitioned From JA		50	75%					

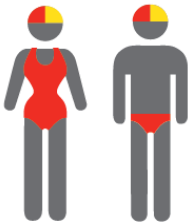
MEMBERSHIP RETENTION

2019/20



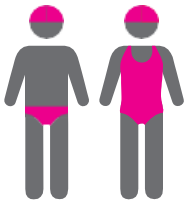
62%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



57%

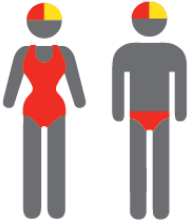
JUNIOR MEMBERSHIP
RETENTION

2020/21



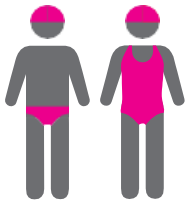
64%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



57%

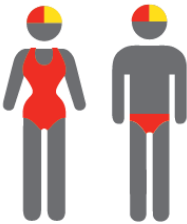
JUNIOR MEMBERSHIP
RETENTION

2021/22



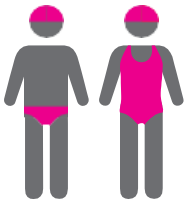
68%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



67%

JUNIOR MEMBERSHIP
RETENTION