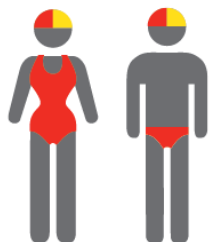


WIDE BAY CAPRICORN

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS MID SEASON REPORT 24/25



575

ACTIVE MEMBERSHIP



7% Increase



2606

TOTAL MEMBERSHIP



10% Increase



968

JUNIOR MEMBERSHIP



15% 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.

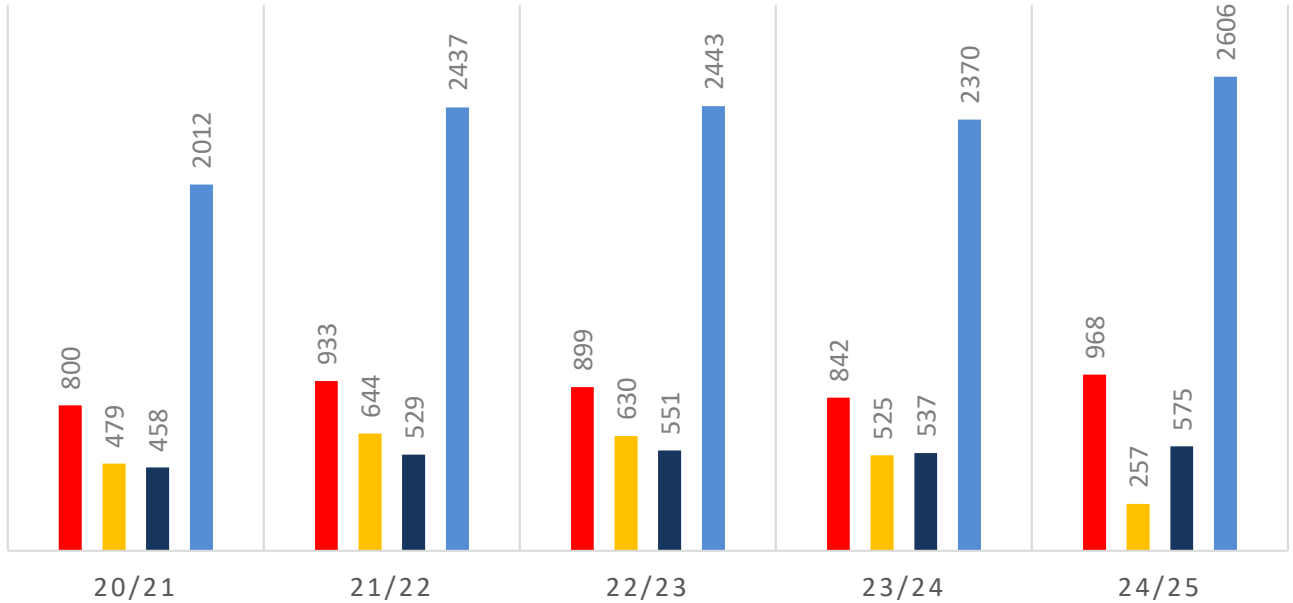
Note:

- Club Membership Statistics are delivered twice each season in 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

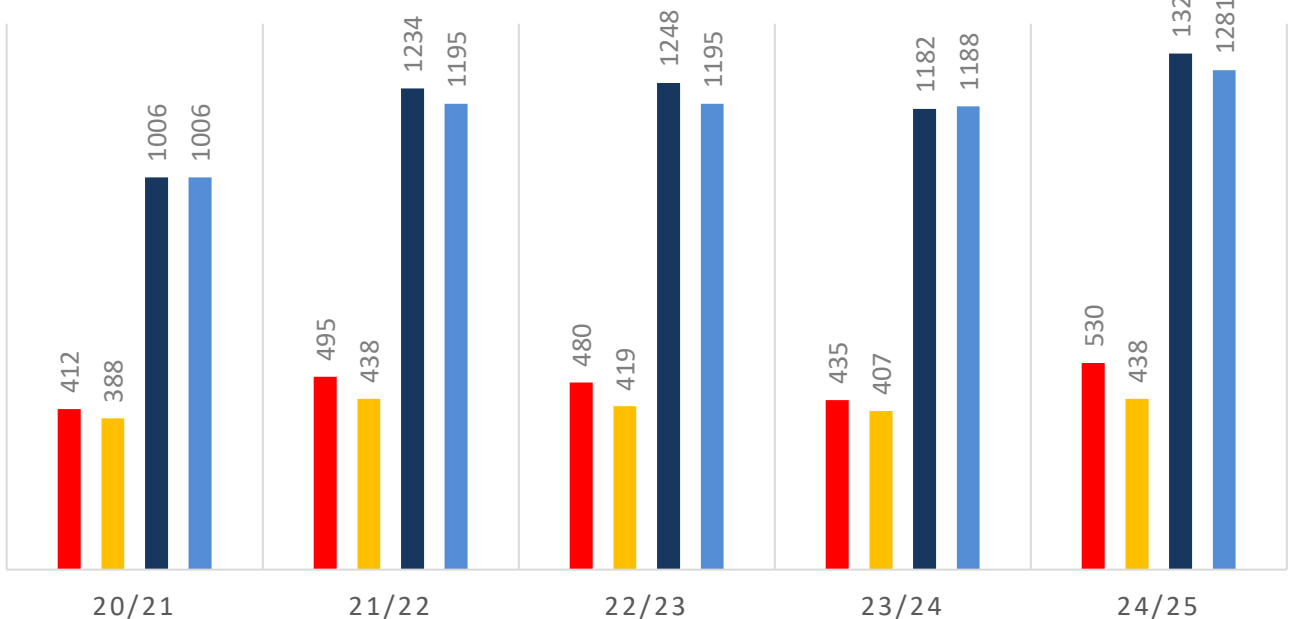
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



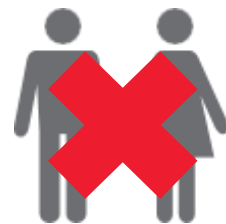
945

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



706

MEMBERS LOST FROM THE ORGANISATION

Wide Bay Capricorn Branch 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	163	91	56%	48	1	1%	71	44%	129	79%	0	0%	172	6%
Nipper Parent	0	0			0		0		224		4		391	
Junior Activities	842	553	66%	21	11	1%	278	33%	432	51%	4	0%	968	15%
Cadet Member (13-15 years)	109	90	83%	10	1	1%	18	17%	15	14%	0	0%	95	-13%
Active (15-18 yrs)	100	75	75%		1	1%	24	24%	4	4%	0	0%	112	12%
Active (18yrs and over)	288	255	89%		1	0%	32	11%	27	9%	5	2%	312	8%
Award Member	37	30	81%		2	5%	5	14%	1	3%	0	0%	51	38%
Reserve Active	3	2	67%		0	0%	1	33%	2	67%	0	0%	5	67%
Long Service	17	17	100%	1	0	0%	0	0%	2	12%	3	18%	21	24%
Past Active	12	7	58%		0	0%	5	42%	1	8%	0	0%	17	42%
Associate	525	328	62%	150	5	1%	192	37%	79	15%	0	0%	257	-51%
Life Member	105	99	94%	1	1	1%	5	5%	4	4%	1	1%	103	-2%
General	115	74	64%	11	1	1%	40	35%	11	10%	0	0%	74	-36%
Honorary	19	11	58%		0	0%	8	42%	11	58%	0	0%	23	21%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	35	8	23%	6	0	0%	27	77%	3	9%	0	0%	5	-86%
Total Active	537	452	84%		5	1%	80	15%	49	9%	5	1%	575	7%
Total	2370	1640	69%		24	1%	706	30%	945	40%	17	1%	2606	10%

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

MEMBERSHIP RETENTION

Wide Bay Capricorn Branch 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	126	103	82%	22	17%	16	13%	108
16-18 Years	86	65	76%	20	23%	3	3%	104
19-25 Years	33	28	85%	5	15%	2	6%	37
26-35 Years	42	34	81%	8	19%	9	21%	41
36-50 Years	166	148	89%	16	10%	12	7%	192
51-70 Years	81	71	88%	9	11%	7	9%	90
70+ Years	3	3	100%	0	0%	0	0%	3
Total	537	452	84%	80	15%	49	9%	575

Wide Bay Capricorn Branch 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	99					125		126
Under 7	135	58	59%	35	35%	76	77%	139
Under 8	115	86	64%	47	35%	65	48%	155
Under 9	106	72	63%	43	37%	53	46%	127
Under 10	113	73	69%	32	30%	47	44%	122
Under 11	87	72	64%	40	35%	24	21%	96
Under 12	93	65	75%	21	24%	22	25%	88
Under 13	69	59	63%	32	34%	11	12%	70
Under 14	31	47	68%	18	26%	9	13%	45
Transitioned From JA		21	68%					