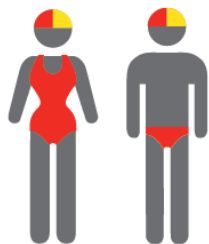


MEMBERSHIP STATISTICS REPORT EOS 2021/22



79

ACTIVE MEMBERSHIP



2% Decrease



284

TOTAL MEMBERSHIP



5% Decrease



100

JUNIOR MEMBERSHIP



5% 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.

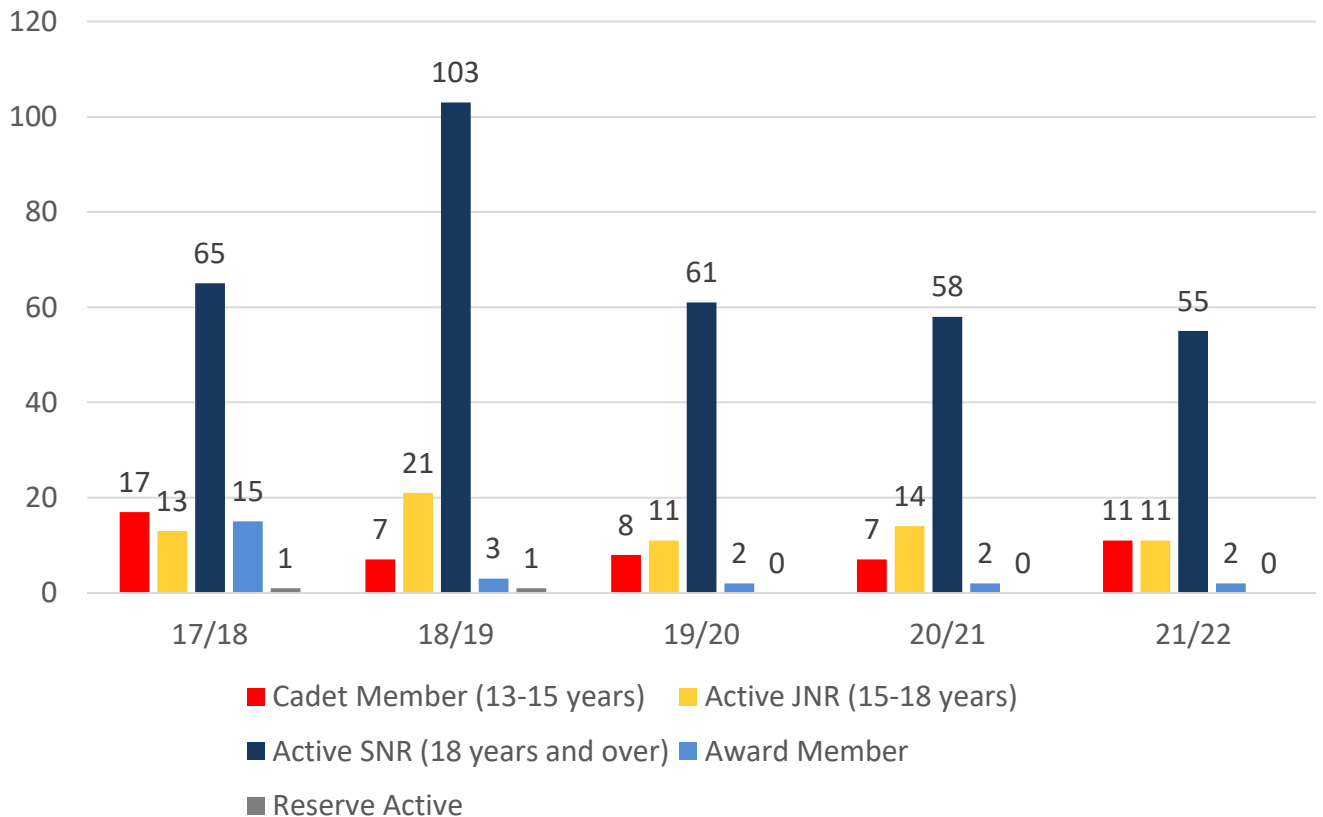
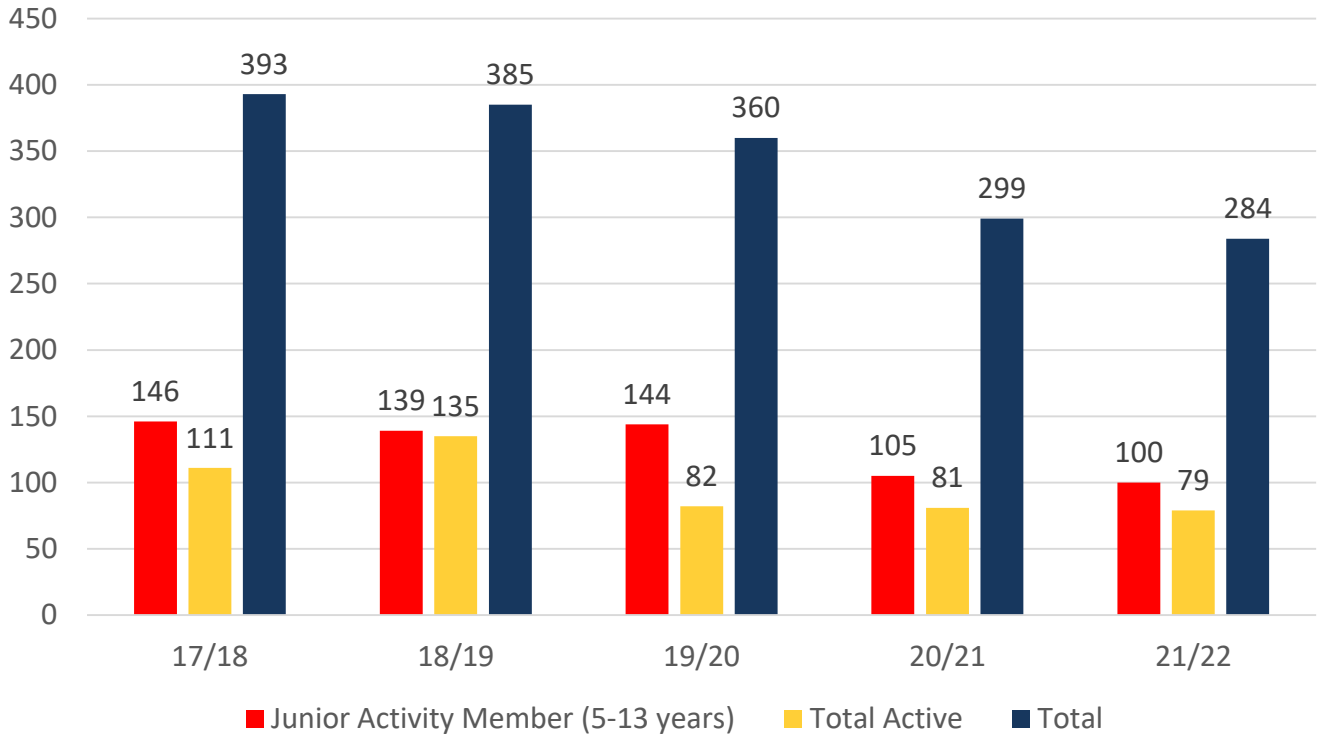
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

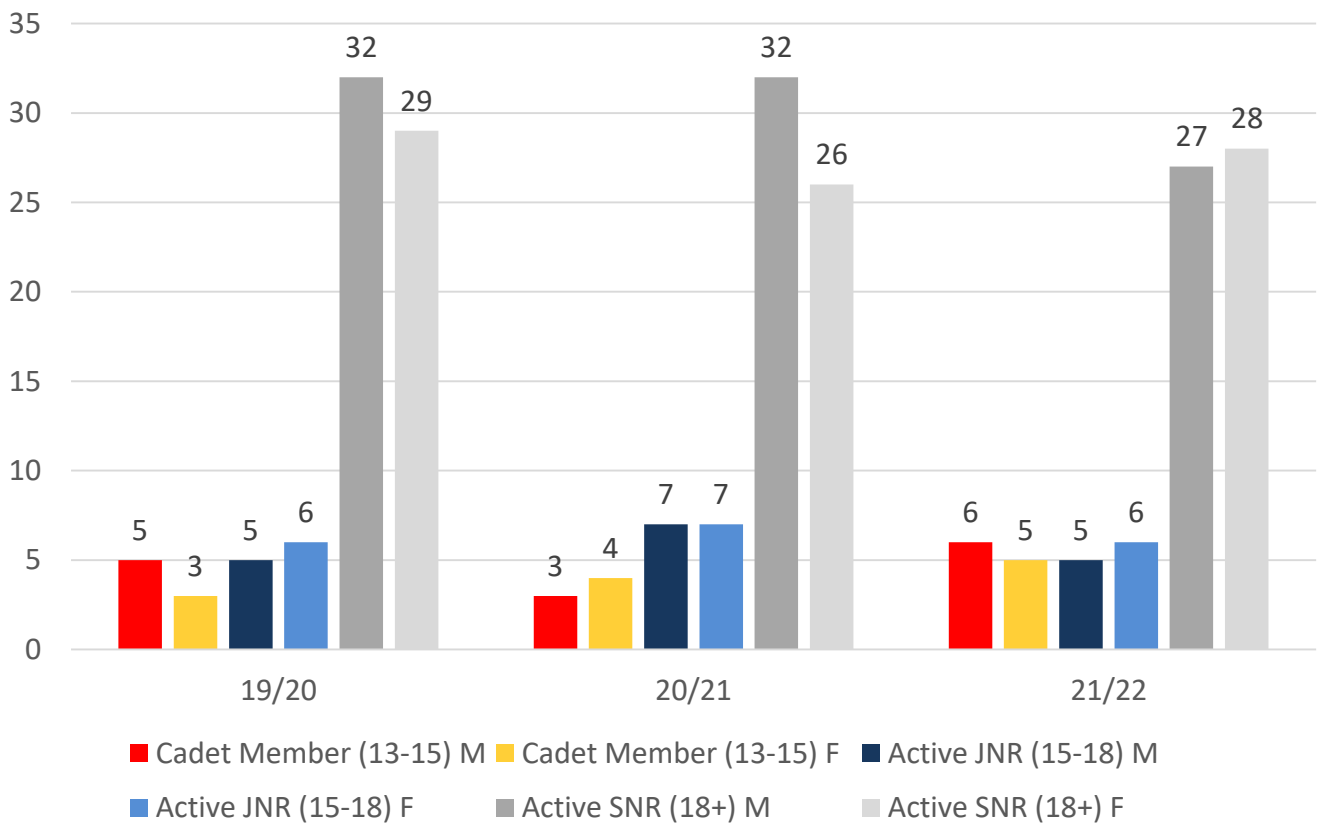
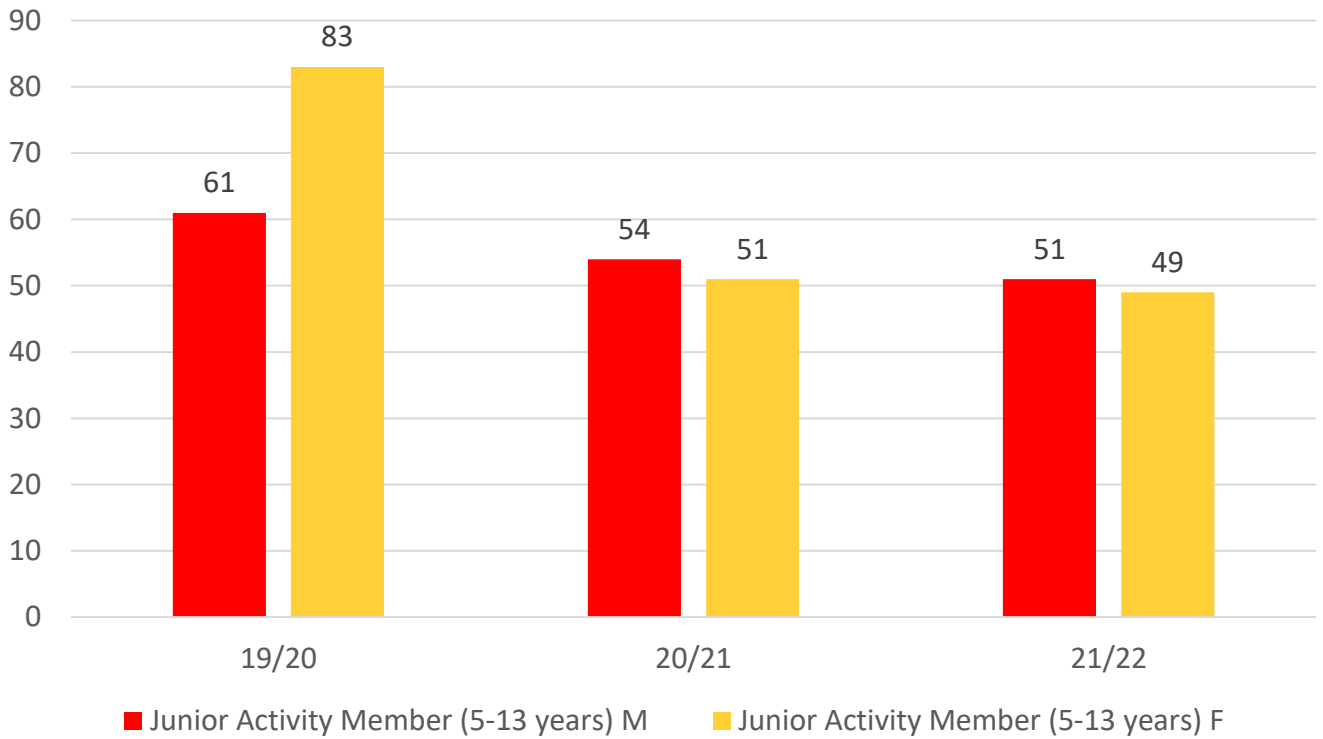
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	23	53	81	69	53
Junior Activity Member (5-13 years)	146	139	144	105	100
Cadet Member (13-15 years)	17	7	8	7	11
Active Junior (15-18 years)	13	21	11	14	11
Active Senior (18years and over)	65	103	61	58	55
Award Member	15	3	2	2	2
Reserve Active	1	1	0	0	0
Long Service	1	0	0	0	0
Past Active	0	0	0	0	0
Associate	50	15	12	10	18
Life Member	13	22	23	23	24
General	49	20	18	11	10
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	1	0	0	0
Total Active	111	135	82	81	79
Total	393	385	360	299	284

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	18	14	22	9	8
Under 7	19	20	14	15	10
Under 8	23	20	27	7	12
Under 9	14	18	17	16	11
Under 10	22	17	20	11	13
Under 11	20	15	14	19	12
Under 12	7	17	13	11	16
Under 13	10	10	11	8	10
Under 14	12	8	5	9	10
Junior Activities Total	145	139	143	105	102

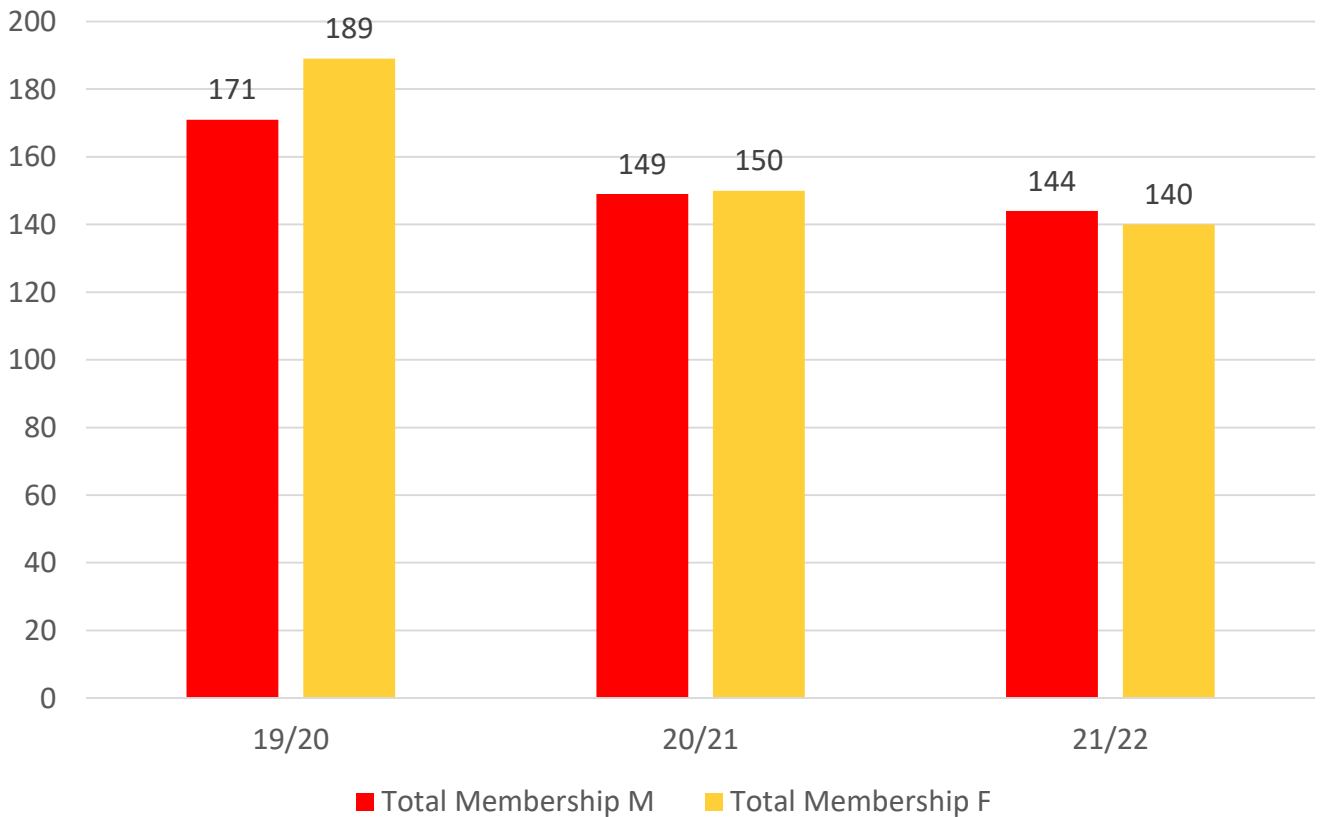
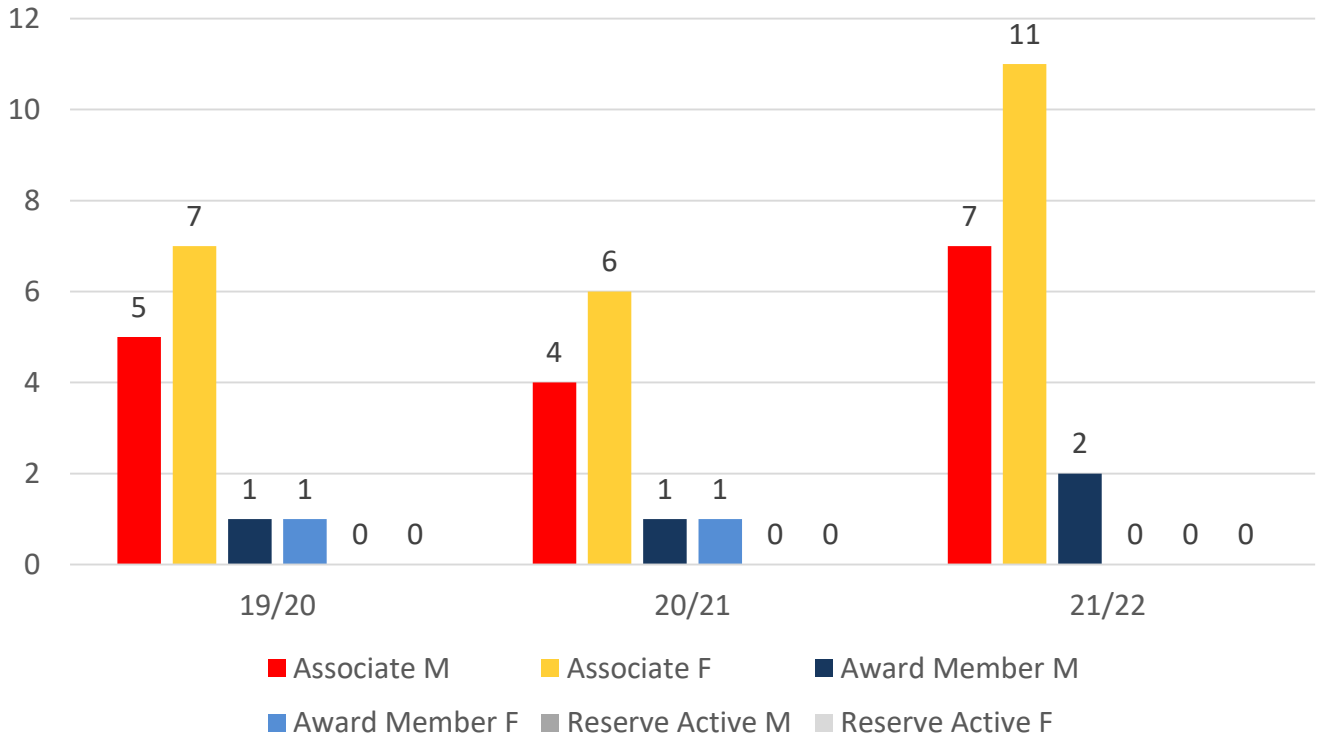
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



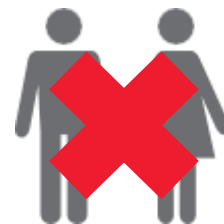
100

BRAND NEW MEMBERS



60%

MEMBERSHIP RETENTION



108

MEMBERS LOST FROM THE ORGANISATION

YEPPON 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	69	21	30%	9	1	1%	47	68%	41	59%	0	0%	53	-23%
Junior Activities	105	63	60%	6	3	3%	39	37%	42	40%	1	1%	100	-5%
Cadet Member (13-15 years)	7	4	57%	-3	0	0%	3	43%	3	43%	1	14%	11	57%
Active (15-18 yrs)	14	9	64%	1	2	14%	3	21%	3	21%	0	0%	11	-21%
Active (18yrs and over)	58	44	76%	-4	5	9%	9	16%	7	12%	0	0%	55	-5%
Award Member	2	1	50%	0	0	0%	1	50%	1	50%	0	0%	2	0%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		0	0		0		0		0		0	
Past Active	0	0		0	0		0		0		0		0	
Associate	10	6	60%	-9	1	10%	3	30%	1	10%	2	20%	18	80%
Life Member	23	23	100%	0	0	0%	0	0%	0	0%	1	4%	24	4%
General	11	8	73%	0	0	0%	3	27%	2	18%	0	0%	10	-9%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		0	0		0		0		0		0	
Total Active	81	58	72%		7	9%	16	20%	14	17%	1		79	-2%
Total	299	179	60%		12	4%	108	36%	100	33%	5		284	-5%

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

MEMBERSHIP RETENTION

YEPPOON 2021/22								
Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	6	4	67%	2	33%	3	50%	11
16-18 Years	13	8	62%	3	23%	3	23%	10
19-25 Years	11	8	73%	2	18%	0	0%	11
26-35 Years	4	4	100%	0	0%	1	25%	6
36-50 Years	32	25	78%	5	16%	5	16%	27
51-70 Years	15	9	60%	4	27%	2	13%	14
70+ Years	0	0		0		0		0
Total	81	58	72%	16	20%	14	17%	79

YEPPOON 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	9					8		8
Under 7	15	5	56%	4	44%	4	44%	9
Under 8	7	6	40%	8	53%	6	40%	12
Under 9	16	3	43%	4	57%	8	114%	11
Under 10	11	10	63%	6	38%	3	19%	13
Under 11	19	6	55%	5	45%	6	55%	12
Under 12	11	13	68%	6	32%	3	16%	16
Under 13	8	7	64%	4	36%	3	27%	10
Under 14	9	7	88%	1	13%	1	13%	9
Transitioned From JA		6	67%					

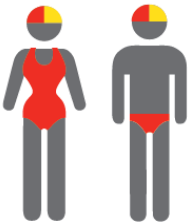
MEMBERSHIP RETENTION

2019/20



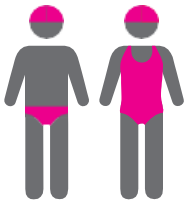
52%

TOTAL MEMBERSHIP
RETENTION



58%

ACTIVE MEMBERSHIP
RETENTION



47%

JUNIOR MEMBERSHIP
RETENTION

2020/21



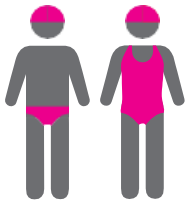
55%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



42%

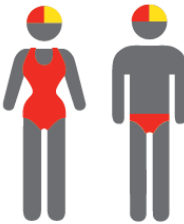
JUNIOR MEMBERSHIP
RETENTION

2021/22



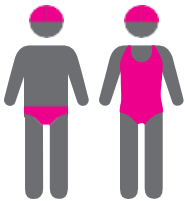
60%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION