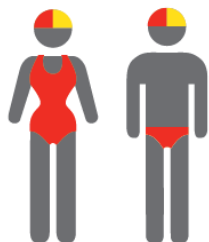


MEMBERSHIP STATISTICS REPORT EOS 2022/23



71

ACTIVE MEMBERSHIP



10% Decrease



214

TOTAL MEMBERSHIP



25% Decrease



63

JUNIOR MEMBERSHIP



37% 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

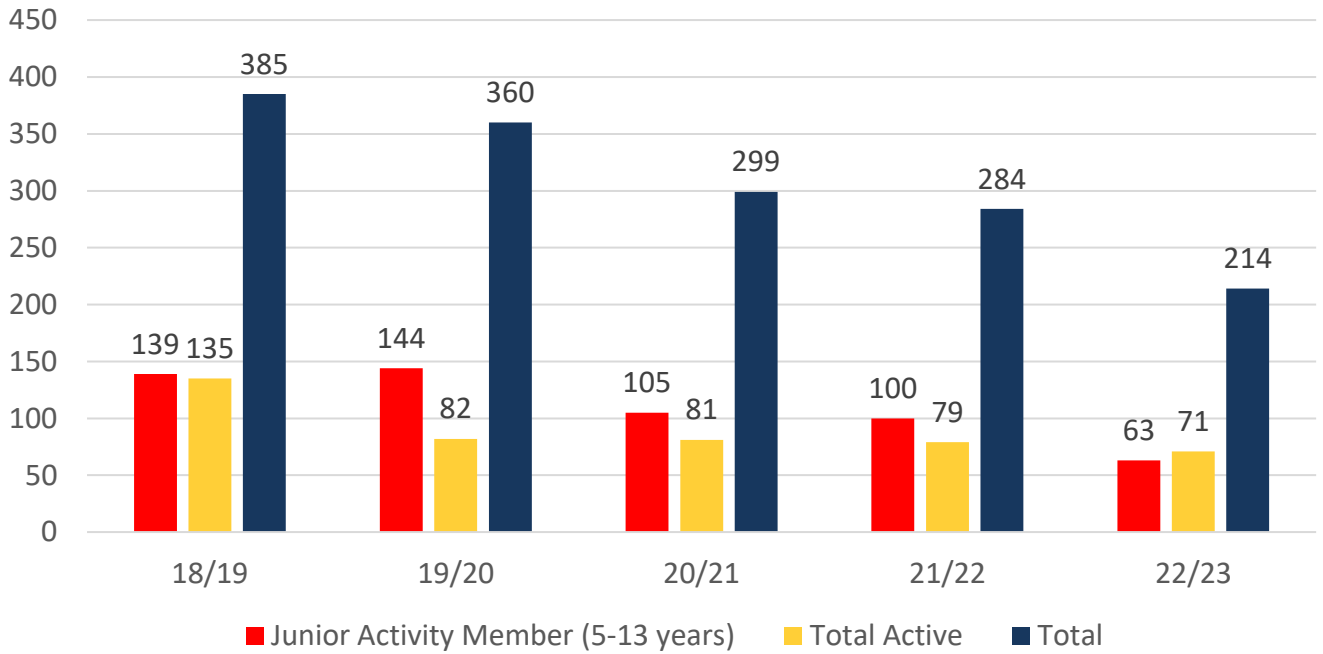
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	53	81	69	53	36
Junior Activity Member (5-13 years)	139	144	105	100	63
Cadet Member (13-15 years)	7	8	7	11	9
Active Junior (15-18 years)	21	11	14	11	14
Active Senior (18years and over)	103	61	58	55	46
Award Member	3	2	2	2	1
Reserve Active	1	0	0	0	1
Long Service	0	0	0	0	2
Past Active	0	0	0	0	1
Associate	15	12	10	18	13
Life Member	22	23	23	24	25
General	20	18	11	10	3
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	0	0
Total Active	135	82	81	79	71
Total	385	360	299	284	214

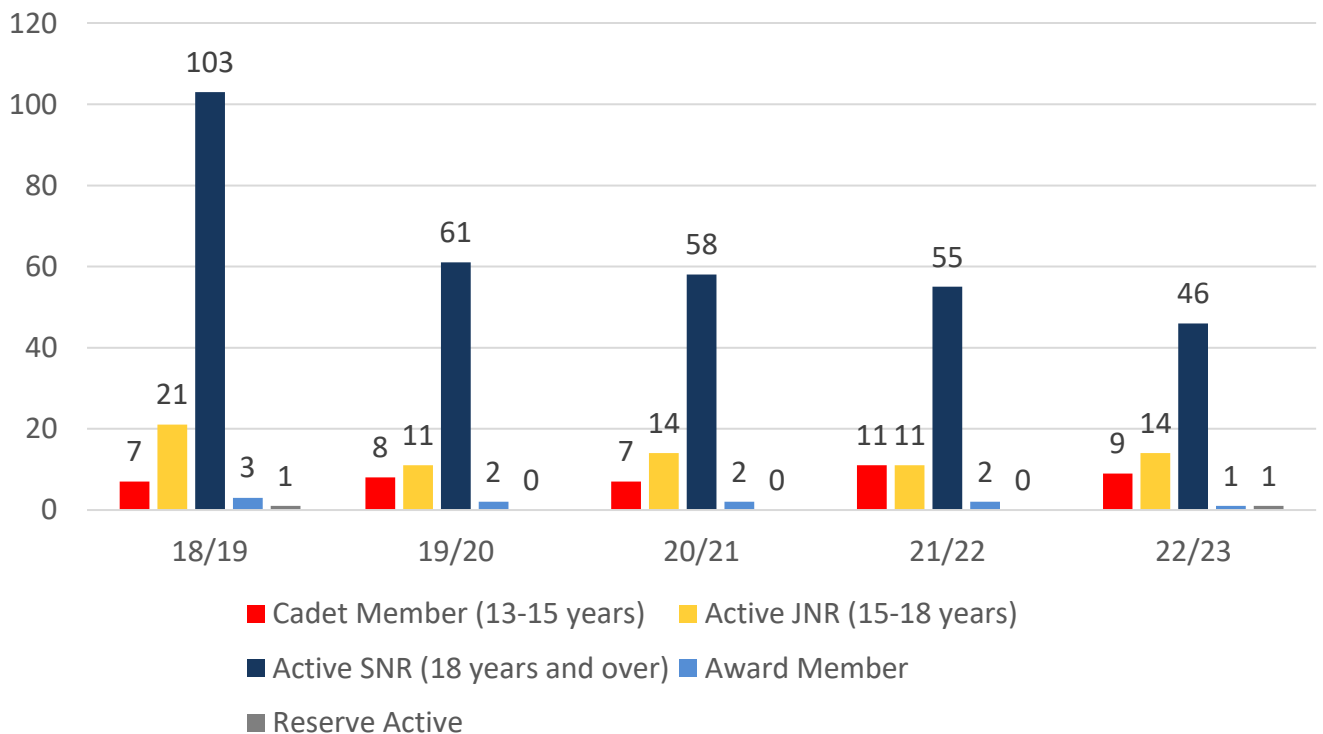
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	14	22	9	8	4
Under 7	20	14	15	10	9
Under 8	20	27	7	12	9
Under 9	18	17	16	11	9
Under 10	17	20	11	13	5
Under 11	15	14	19	12	5
Under 12	17	13	11	16	6
Under 13	10	11	8	10	8
Under 14	8	5	9	10	8
Junior Activities Total	139	143	105	102	63

5 YEAR TREND ANALYSIS

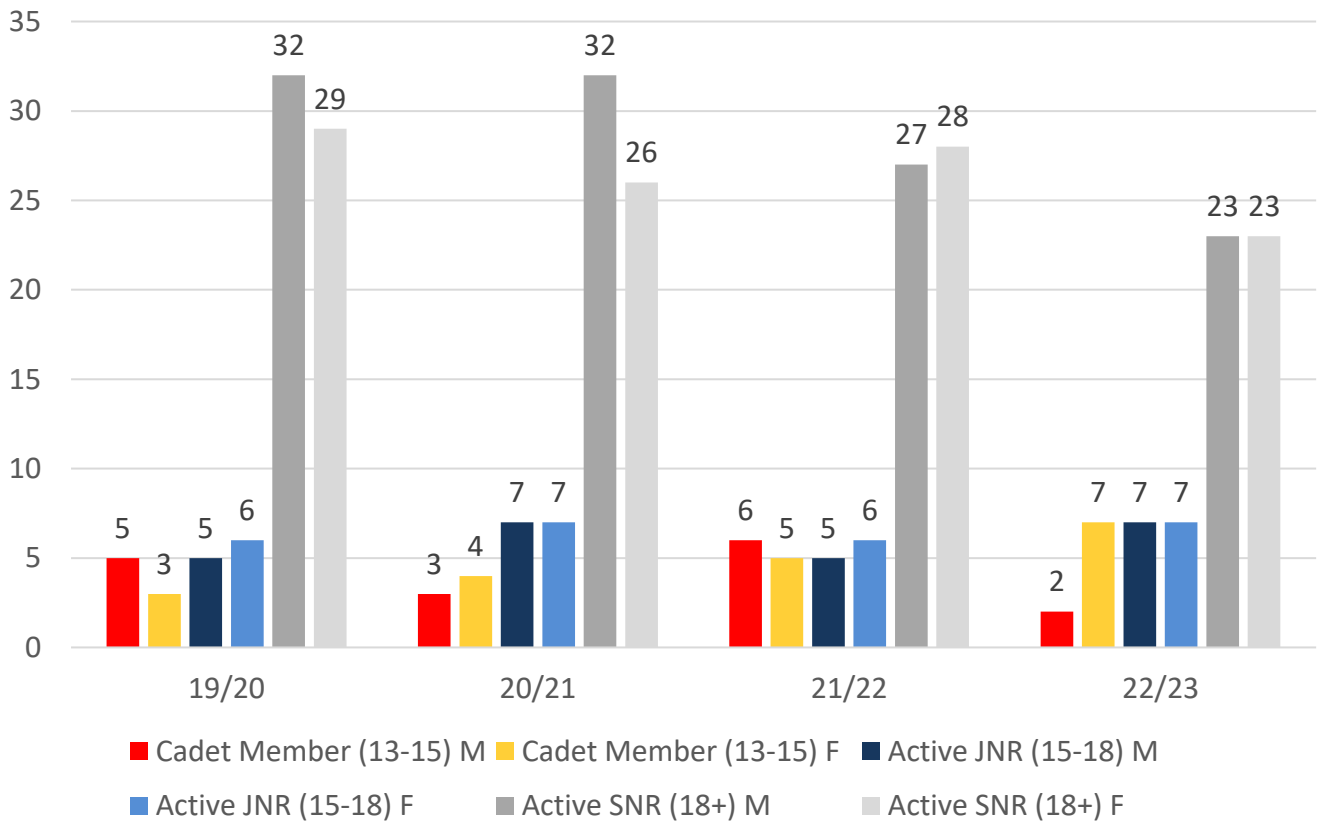
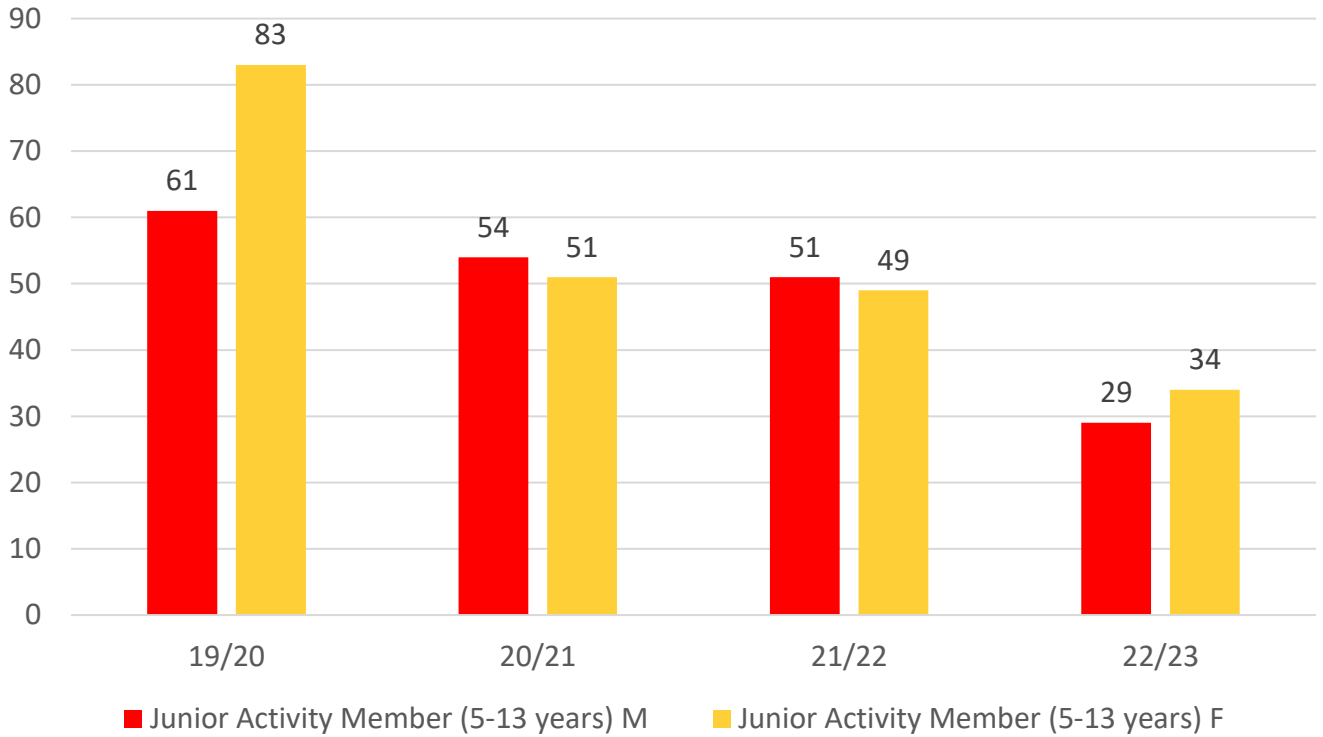
Total Membership



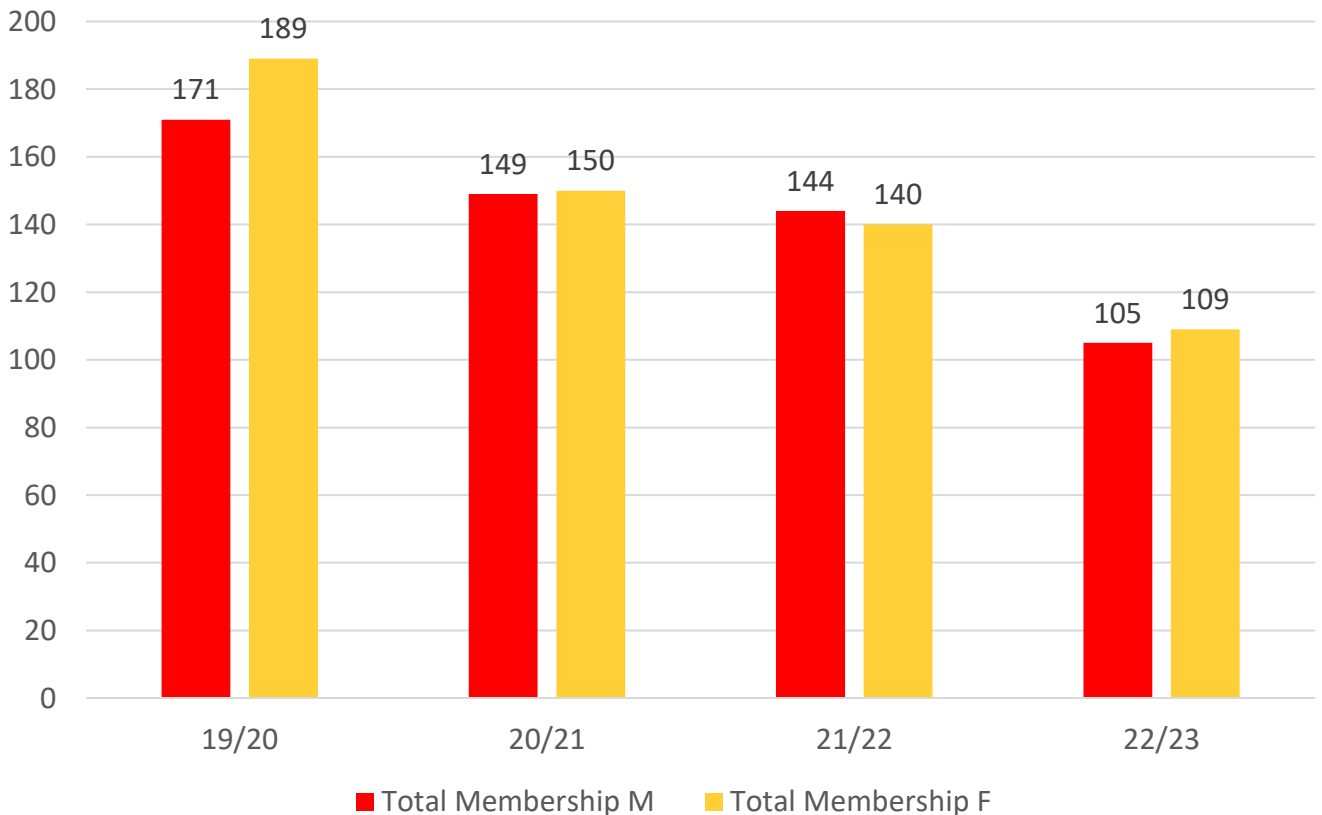
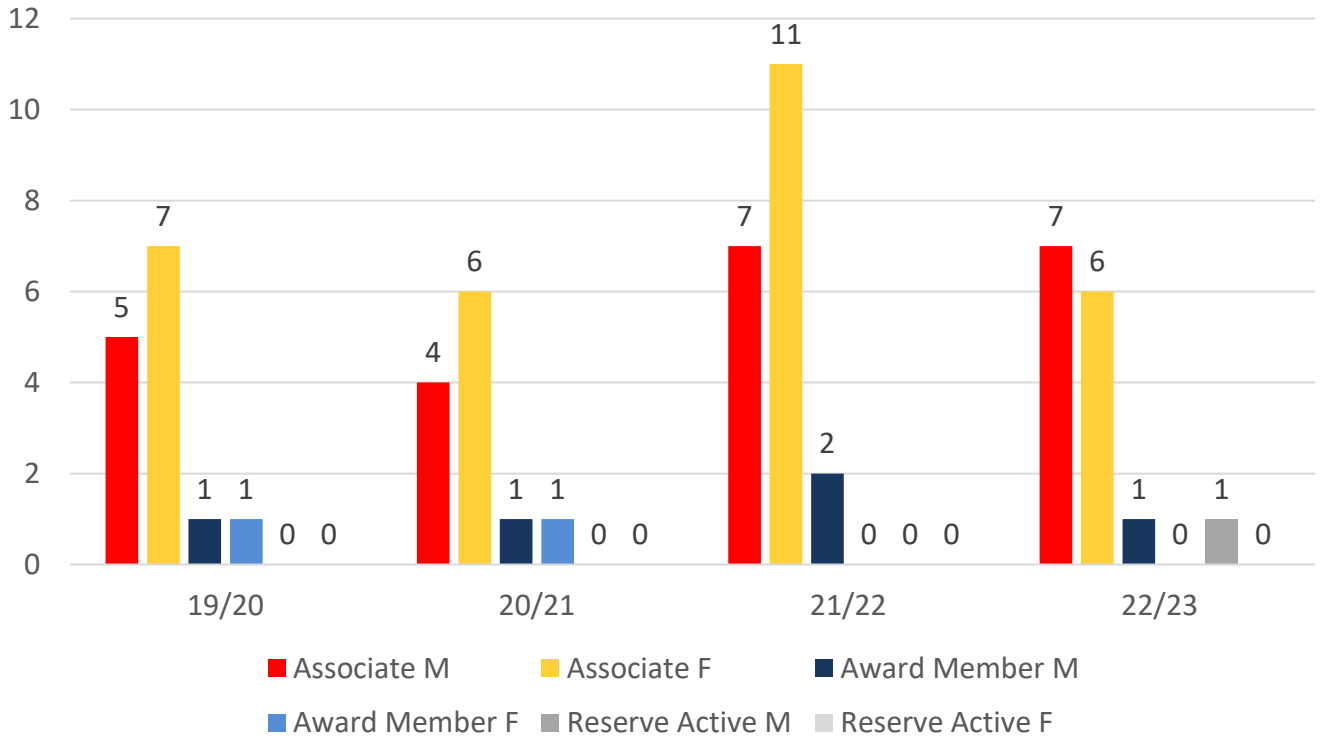
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



56

BRAND NEW MEMBERS



54%

MEMBERSHIP RETENTION



124

MEMBERS LOST FROM THE ORGANISATION

YEPPON 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	53	19	36%	6	0	0%	34	64%	23	43%	0	0%	36	-32%
Junior Activities	100	47	47%	6	3	3%	50	50%	22	22%	0	0%	63	-37%
Cadet Member (13-15 years)	11	8	73%	0	0	0%	3	27%	0	0%	1	9%	9	-18%
Active (15-18 yrs)	11	4	36%	-7	0	0%	7	64%	2	18%	1	9%	14	27%
Active (18yrs and over)	55	34	62%	-4	4	7%	17	31%	6	11%	2	4%	46	-16%
Award Member	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Reserve Active	0	0		-1	0		0		0		0		1	
Long Service	0	0		-1	0		0		1		0		2	
Past Active	0	0		0	0		0		1		0		1	
Associate	18	11	61%	0	0	0%	7	39%	0	0%	2	11%	13	-28%
Life Member	24	24	100%	-1	0	0%	0	0%	0	0%	0	0%	25	4%
General	10	3	30%	1	1	10%	6	60%	1	10%	0	0%	3	-70%
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	79	48	61%		4	5%	27	34%	8	10%	4		71	-10%
Total	284	152	54%		8	3%	124	44%	56	20%	6		214	-25%

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

MEMBERSHIP RETENTION

YEPPPOON 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	8	73%	3	27%	1	9%	11
16-18 Years	10	4	40%	6	60%	1	10%	12
19-25 Years	11	4	36%	5	45%	1	9%	5
26-35 Years	6	5	83%	1	17%	0	0%	5
36-50 Years	27	17	63%	8	30%	4	15%	26
51-70 Years	14	10	71%	4	29%	1	7%	12
70+ Years	0	0		0		0		0
Total	79	48	61%	27	34%	8	10%	71

YEPPPOON 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	8					4		4
Under 7	9	5	63%	3	38%	4	50%	9
Under 8	12	4	44%	5	56%	4	44%	8
Under 9	11	6	50%	6	50%	3	25%	9
Under 10	13	3	27%	8	73%	2	18%	5
Under 11	12	5	38%	8	62%	0	0%	5
Under 12	16	5	42%	7	58%	1	8%	6
Under 13	10	7	44%	8	50%	1	6%	8
Under 14	9	6	60%	3	30%	2	20%	8
Transitioned From JA		6	67%					

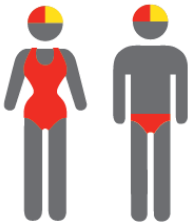
MEMBERSHIP RETENTION

2020/21



55%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



42%

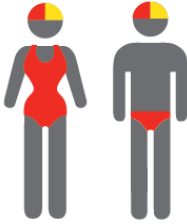
JUNIOR MEMBERSHIP
RETENTION

2021/22



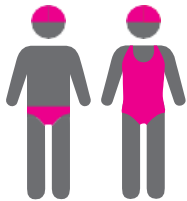
60%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



60%

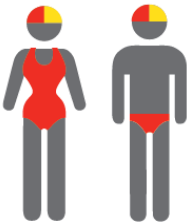
JUNIOR MEMBERSHIP
RETENTION

2022/23



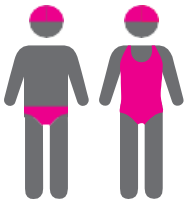
54%

TOTAL MEMBERSHIP
RETENTION



61%

ACTIVE MEMBERSHIP
RETENTION



47%

JUNIOR MEMBERSHIP
RETENTION