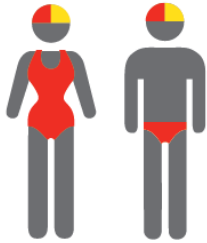


## MEMBERSHIP STATISTICS REPORT 2020/2021



81

ACTIVE MEMBERSHIP



1% Decrease



299

TOTAL MEMBERSHIP



17% Decrease



105

JUNIOR MEMBERSHIP



27% 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

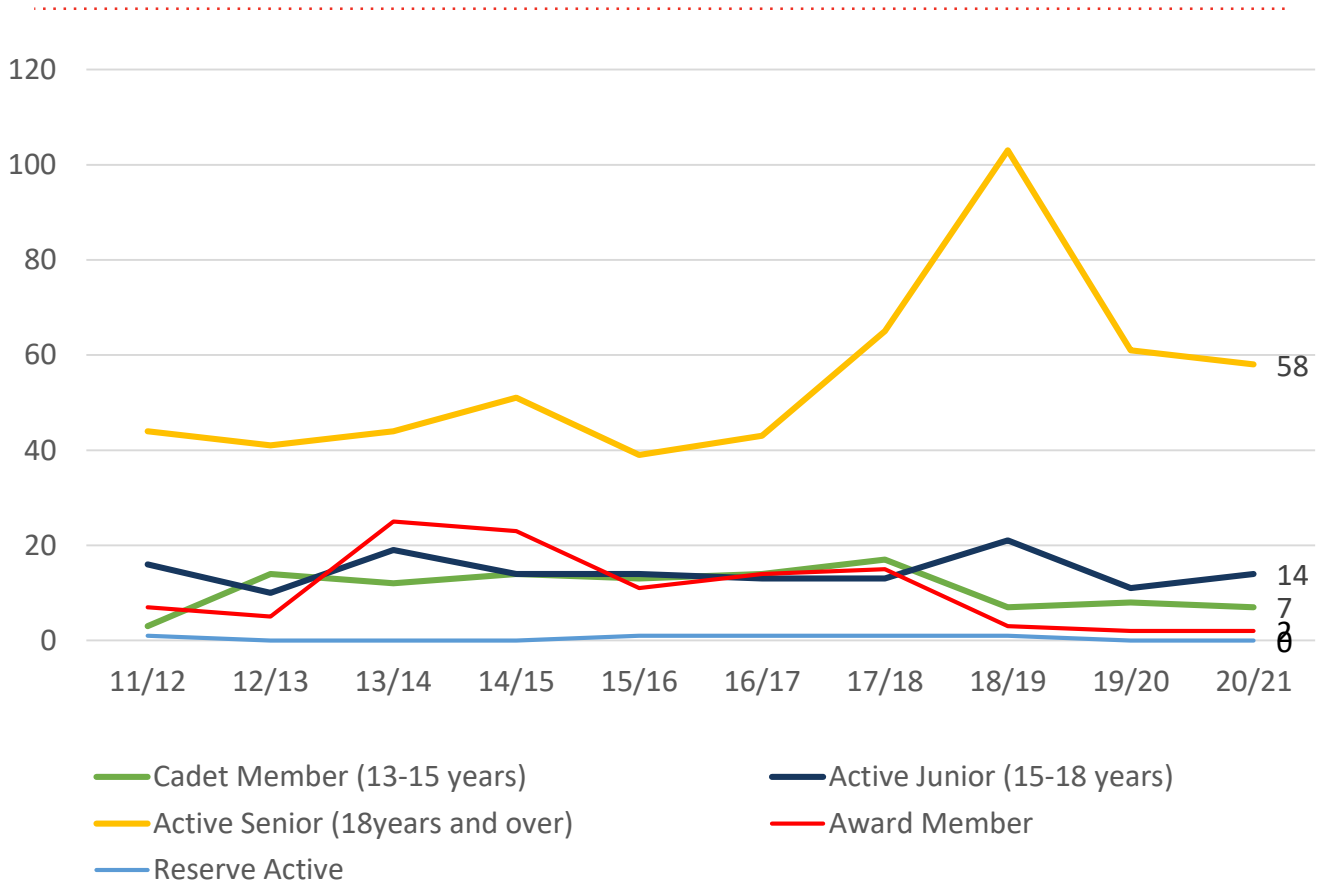
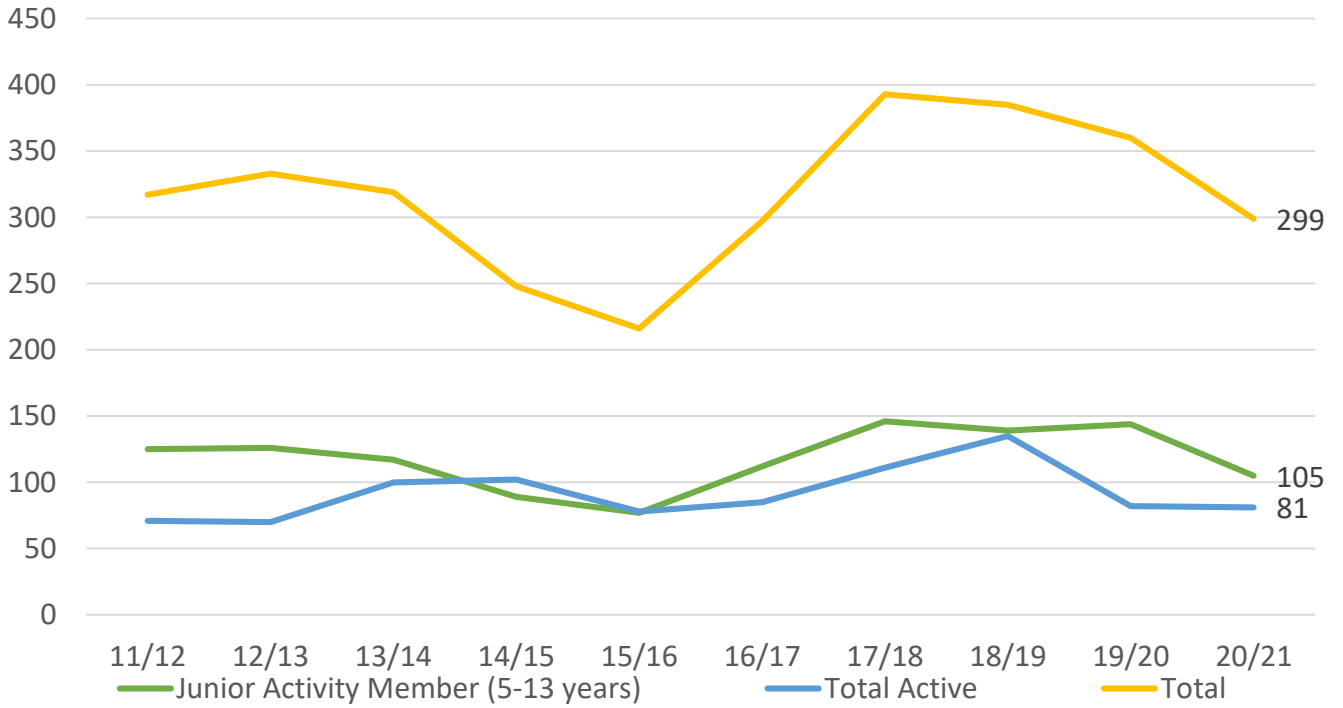
## MEMBERSHIP 2011-2021

	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	74	90	63	0	3	2	23	53	81	69
Junior Activity Member (5-13 years)	125	126	117	89	77	112	146	139	144	105
Cadet Member (13-15 years)	3	14	12	14	13	14	17	7	8	7
Active Junior (15-18 years)	16	10	19	14	14	13	13	21	11	14
Active Senior (18years and over)	44	41	44	51	39	43	65	103	61	58
Award Member	7	5	25	23	11	14	15	3	2	2
Reserve Active	1	0	0	0	1	1	1	1	0	0
Long Service	2	1	1	0	1	0	1	0	0	0
Past Active	0	0	1	0	0	0	0	0	0	0
Associate	25	23	14	7	0	3	50	15	12	10
Life Member	16	20	21	21	20	11	13	22	23	23
General	0	0	0	28	36	82	49	20	18	11
Honorary	4	1	1	1	1	0	0	0	0	0
Non Member Participants	0	0	0	0	0	0	0	0	0	0
Leave / Restricted	0	2	1	0	0	2	0	1	0	0
Total Active	71	70	100	102	78	85	111	135	82	81
Total	317	333	319	248	216	297	393	385	360	299

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	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	10	10	6	12	11	14	18	14	22	9
Under 7	18	10	15	6	8	18	19	20	14	15
Under 8	13	15	12	11	7	13	23	20	27	7
Under 9	23	18	14	9	15	9	14	18	17	16
Under 10	10	14	13	9	5	23	22	17	20	11
Under 11	13	24	22	8	6	9	20	15	14	19
Under 12	13	8	14	18	9	8	7	17	13	11
Under 13	8	11	8	9	9	10	10	10	11	8
Under 14	17	18	13	7	7	8	12	8	5	9
Junior Activities Total	125	128	117	89	77	112	145	139	143	105

# TREND ANALYSIS



# MEMBERSHIP RETENTION



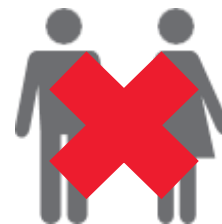
**101**

**BRAND NEW MEMBERS**



**55%**

**MEMBERSHIP RETENTION**



**160**

**MEMBERS LOST FROM THE ORGANISATION**

Yeppoon 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	81	28	35%		0	0%	53	65%	41	51%	0	0%	69	-15%
Junior Activities	144	61	42%	2	1	1%	82	57%	46	32%	0	0%	105	-27%
Cadet Member (13-15 years)	8	7	88%	1	0	0%	1	13%	1	13%	0	0%	7	-13%
Active (15-18 yrs)	11	9	82%		1	9%	1	9%	4	36%	0	0%	14	27%
Active (18yrs and over)	61	48	79%		0	0%	13	21%	6	10%	0	0%	58	-5%
Award Member	2	1	50%		0	0%	1	50%	1	50%	0	0%	2	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	12	10	83%	2	0	0%	2	17%	2	17%	0	0%	10	-17%
Life Member	23	23	100%		0	0%	0	0%	0	0%	0	0%	23	0%
General	18	11	61%		0	0%	7	39%	0	0%	0	0%	11	-39%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	82	65	79%		1	1%	16	20%	12	15%	0		81	-1%
Total	360	198	55%		2	1%	160	44%	101	28%	0		299	-17%

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

# MEMBERSHIP RETENTION

## Yeppoon SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	9	7	78%	1	11%	1	11%	6
16-18 Years	10	8	80%	2	20%	3	30%	13
19-25 Years	8	8	100%	0	0%	1	13%	11
26-35 Years	5	2	40%	3	60%	2	40%	4
36-50 Years	37	29	78%	8	22%	4	11%	32
51-70 Years	13	11	85%	2	15%	1	8%	15
70+ Years	0	0		0		0		0
<b>Total</b>	82	65	79%	16	20%	12	15%	81

## Yeppoon SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	22					9		9
Under 7	14	5	23%	17	77%	10	45%	15
Under 8	27	2	14%	12	86%	5	36%	7
Under 9	17	12	44%	15	56%	4	15%	16
Under 10	20	8	47%	9	53%	3	18%	11
Under 11	14	10	50%	10	50%	9	45%	19
Under 12	13	9	64%	5	36%	2	14%	11
Under 13	11	5	38%	8	62%	3	23%	8
Under 14	5	8	73%	2	18%	1	9%	9
Transitioned From JA		2	40%					

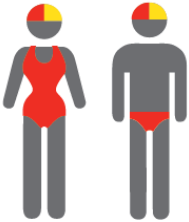
# MEMBERSHIP RETENTION

2018/19



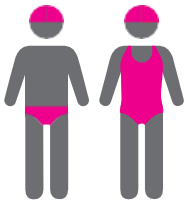
51%

TOTAL MEMBERSHIP  
RETENTION



61%

ACTIVE MEMBERSHIP  
RETENTION



48%

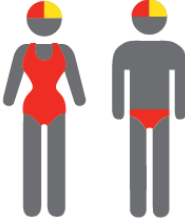
JUNIOR MEMBERSHIP  
RETENTION

2019/20



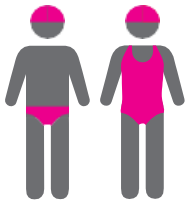
52%

TOTAL MEMBERSHIP  
RETENTION



58%

ACTIVE MEMBERSHIP  
RETENTION



47%

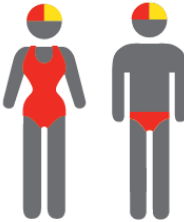
JUNIOR MEMBERSHIP  
RETENTION

2020/21



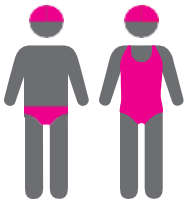
55%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



42%

JUNIOR MEMBERSHIP  
RETENTION