



Appendix to Report from IT Officer to 2019 NZMS AGM

This appendix provides some insights into NZMS membership from data I have gathered over the years from 2011 (when I took over as IT Officer) to 2019.

Membership numbers are counted as at the financial year end, which changed from 31 December to 30 June from 2019. Ages have been calculated as at 31 December of the financial year end (so anyone financial in 2018-2019 financial year will be calculated as at 31 December 2019). The period ending 30 June 2018 has been omitted, as the 6 months of free membership from January to June 2018 significantly skewed numbers in that period (total membership at the end of the period was 794).

Total Membership Numbers

Swimmer Count by Region



Membership numbers spiked in 2016/2017, driven by the National LC Championships held at the National Aquatic Centre in Auckland in November 2016 followed shortly afterwards by the World Masters Games in April 2017, also at the National Aquatic Centre. Many swimmers joined NZMS clubs in order to compete in the 2016 National LC championships as preparation for the World Masters Games. Leaving aside the 2016/2017 spike, total membership numbers have been generally trending downwards since 2013.

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Northern Region has the largest membership. Apart from the 2016/2017 spike, the numbers in Northern Region have been relatively static. However numbers in the other regions have declined significantly, so that the Northern Region has gone from providing 47% of total membership in 2011 to 63% of total membership in 2018-2019. There has been only one Long Course meet held outside of the Northern Region since 2014 (Hamilton mid-winter meet in 2016), which may be a factor in the decline in numbers outside of this region.

It is worth noting that there was no National LC championships held in the 2018-2019 financial year. The 2018 event was held in May, at the end of the free 6 month membership period, and the 2019 event is being held in November, which is in the 2019-2020 financial year. This may be a factor in the lower number of members in the 2018-2019 year, as well as the change from calendar year to financial year as the basis of measurement.

Membership by Region and Club

Breakdown of membership numbers by clubs is shown below.

In the Northern region, South City had the largest membership of all clubs between 2013-2015, and won the Top Club trophy in 2014 & 2015. They were the host club for the National LC championships in 2015. Their membership has declined since then, even in the spike years of 2016/2017. North Shore membership increased significantly in the spike years, with both events being held at their home pool (and being the hosts of the 2016 National LC championships). They have been able to retain membership around this level in 2018-2019 and were the top club in 2016-2018. Roskill's membership also peaked in the spike years but has decreased in the 2018-2019 period. The next two largest clubs, Manukau and Waitakere City have remained relatively static over the years.

In the Districts region, the three largest clubs - Katikati, Hamilton and Te Awamutu - all show a significant decline over the years, with no particular increase in the spike years. Hamilton hosted the National LC championships in 2011 and their membership was at its highest in that year.

The same is seen in the Capital region, with the 3 largest clubs - Harbour Capital, Levin and Masterton - all showing a significant decline. Harbour Capital hosted the National LC championships in 2012 and their membership was at its highest in that year.

In the Central region, Makino are the largest club and their numbers have remained fairly steady. All other clubs show a decline.

The two largest clubs in the Southern region are Dunedin and JASI. Both clubs have had a decline in membership, but not to the extent seen in the Districts, Central and Capital regions. Dunedin were the host club for the National LC championships in 2013 and 2014 and their membership was at its highest in 2014.

Of the 44 clubs with active members in the 2018-2019 year, 18 of them had less than 5 members with a total of 35 swimmers between them. This is supposedly the minimum number of members required for a registered NZMS club.

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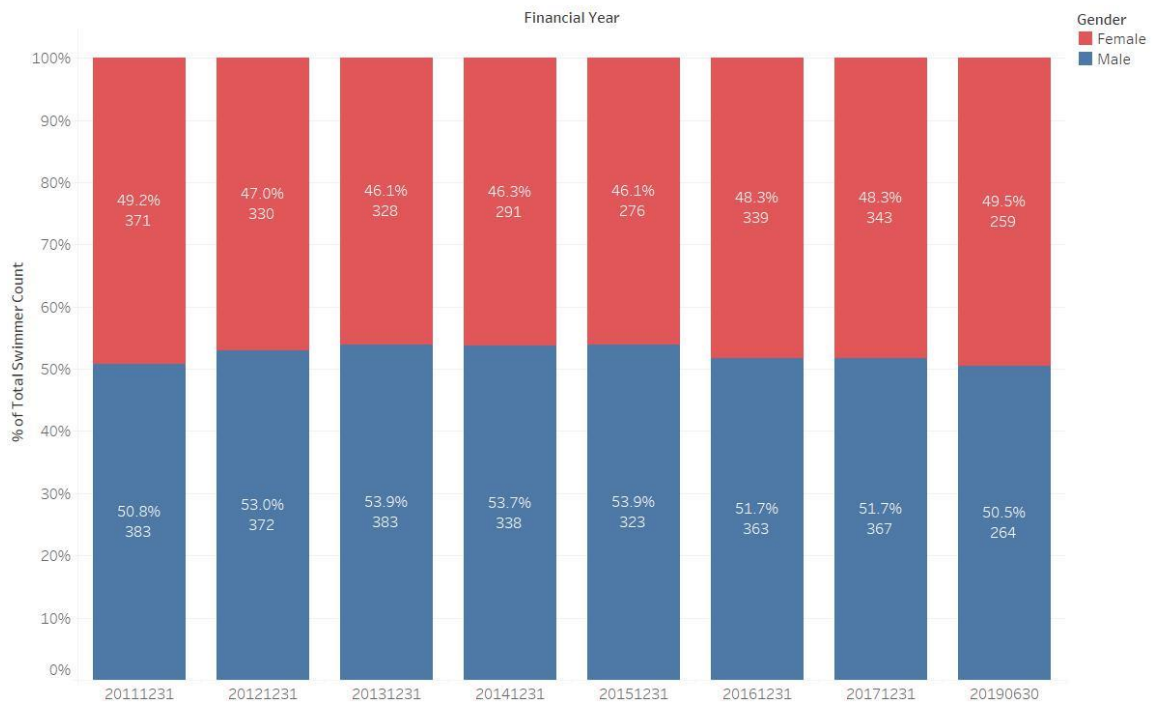
Membership by Region & Club

		Financial Year							
		20111231	20121231	20131231	20141231	20151231	20161231	20171231	20190630
Northern	South City	60	69	78	84	84	74	69	61
	Roskill	78	66	64	71	61	80	85	63
	North Shore	55	57	57	40	43	71	77	70
	Manukau	50	49	47	49	43	48	55	51
	Waitakere City	34	33	32	29	31	34	36	33
	Team Auckland	33	29	33	26	25	23	21	11
	Newmarket	8	10	15	13	14	17	20	11
	Auckland Central	11	10	13	17	16	12	11	6
	Trent Bray Swim School		18	11	7	5	13	15	5
	Northland	9	6	8	7	7	8	7	1
	Swim360							25	12
	Franklin		2				11	2	
	Mahurangi	9		1					
	Eastern Bay Fur Seals	2		1	2			1	
	Bay Of Islands	2	1		1				
	Coast Swim Club								3
	Nga Papahu	1							
	Total	352	350	360	346	329	391	424	327
Districts	Katikati	32	34	31	19	17	25	18	14
	Hamilton	38	20	33	13	10	12	12	8
	Te Awamutu	21	18	15	15	14	10	14	13
	Whakatane	17	11	6	14	8	9	11	6
	Taupo	10	7	6	7	8	19	12	5
	Gisborne	8	10	7	11	5	9	10	2
	Durham Light	10	7	7	11	7	7	7	5
	Cambridge	8	10	13	8	5	4		
	Rotorua	4	1	1					
	Lizvanwelie							3	
	Total	148	118	119	98	74	95	87	53
Central	Makino	12	16	15	17	14	17	15	12
	New Plymouth Seals	13	12	10	8	5	5	4	2
	Napier	8	7	7	5	4	6	3	3
	Trojans	11	6	4	3	3	2	1	1
	Kiwi West							12	7
	Heretaunga Old Devils	6	4		1	1			
	Wanganui	2	3	2	2	2			
	Greendale						5	1	1
	Hawera	2	2	1					
	Total	54	50	39	36	29	35	36	26
Capital	Harbour Capital	28	37	34	28	23	24	25	12
	Levin	26	18	14	14	24	17	15	12
	Masterton	19	17	17	13	18	12	13	9
	Huia	6	5	5	3	3	3	4	5
	Raumati	4	4	2	2	6	7	5	1
	Coastal Warriors			6	3	1	8	4	2
	Different Strokes	10	1	3				1	1
	Kapiti						10	4	1
	Mana Marlins	2	2	3	1	1	1	1	
	Total	95	84	84	64	76	82	72	43
Southern	Dunedin	38	31	25	35	33	28	24	24
	Jasi	23	21	34	22	18	18	17	18
	North Canterbury	2	4	11	9	13	16	11	3
	Tasman Gold	6	16	10	4	2	4	4	2
	Foveaux	7	4	6	5	4	9	7	4
	South Canterbury	8	6	3	4	6	6	3	5
	Ashburton						7	15	10
	Whalers	3	2	3	3	4	4	5	4
	Kings	5	4	3	1	1	1	1	1
	Wharenui	1	3	3		2	2	3	2
	Blenheim	4	4	6					
	Greymouth Golden Gladiators		4	4	1	5			
	Queen Elizabeth II	4				2		1	
	Selwyn						3		
	Kaiapoi	1	1						
	Lakers			1	1				
	Waitaki Aquatic								1
	Total	102	100	109	85	90	99	91	74
Grand Total		751	702	711	629	598	702	710	523

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Gender Profile

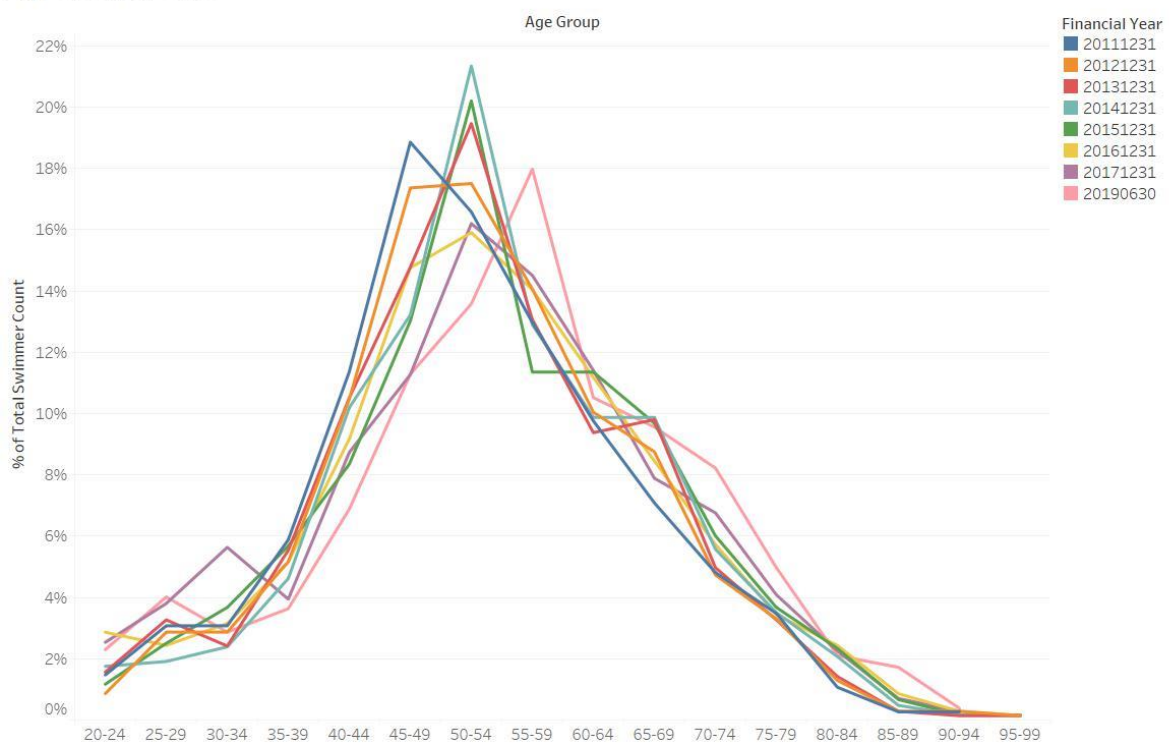
Swimmer Gender %



Male members consistently outnumber female members, though for the most recent financial year this has been the smallest difference.

Age Group Profile

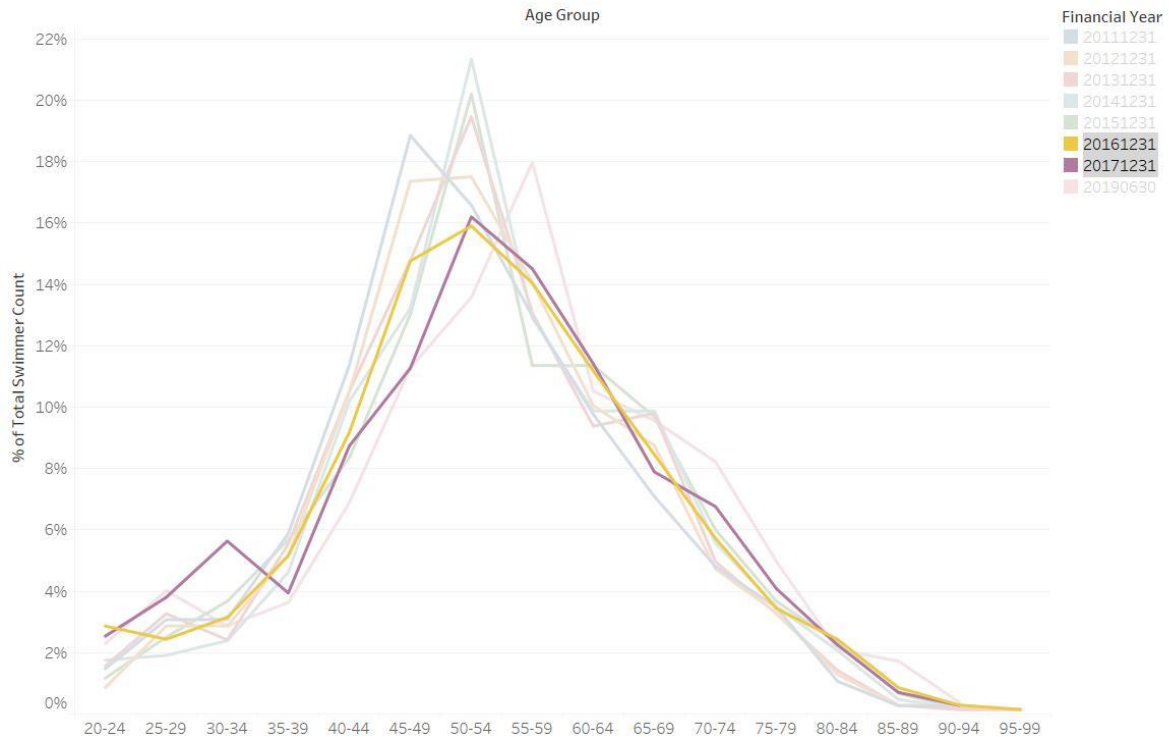
Age Group Profile



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Overall, the age group with the largest proportion of swimmers has moved from 45-49 in 2011 to 50-54 from 2012-2017 and 55-59 in 2019. This would indicate that a core of swimmers are remaining as members of NZMS as they get older, and few younger swimmers are joining.

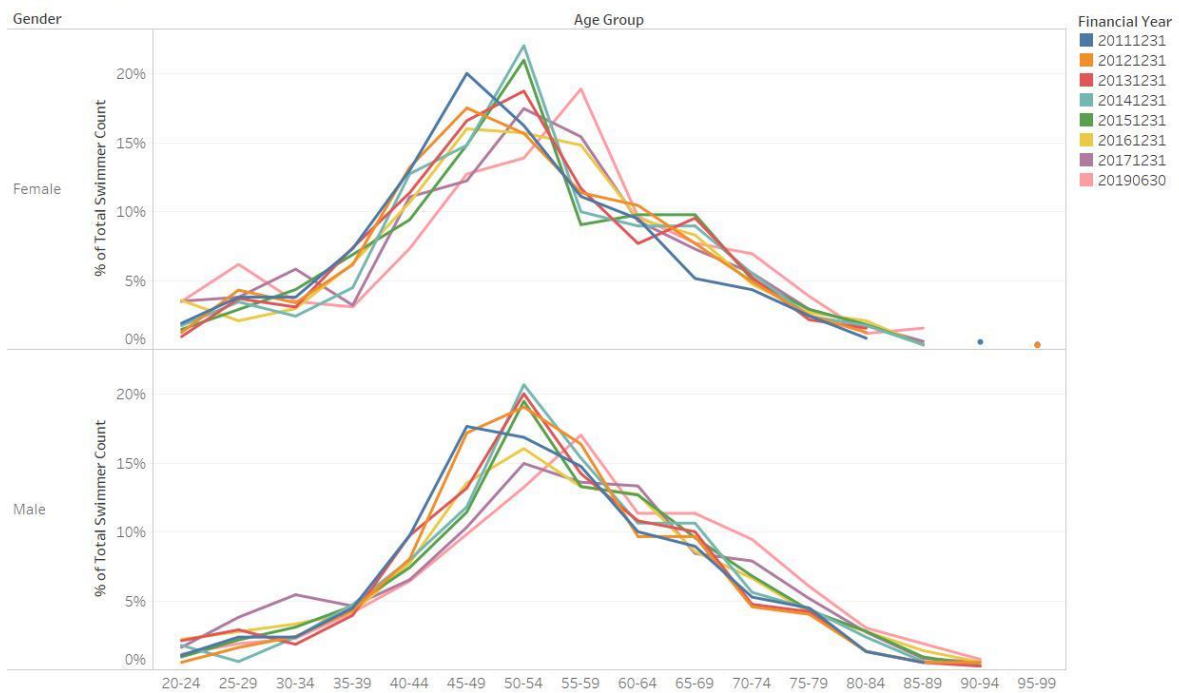
Age Group Profile



Looking at the spike years of 2016 and 2017, these show the most normal distribution of numbers across the age groups. This suggests that younger members are more interested in joining NZMS clubs when there are big events to compete in.

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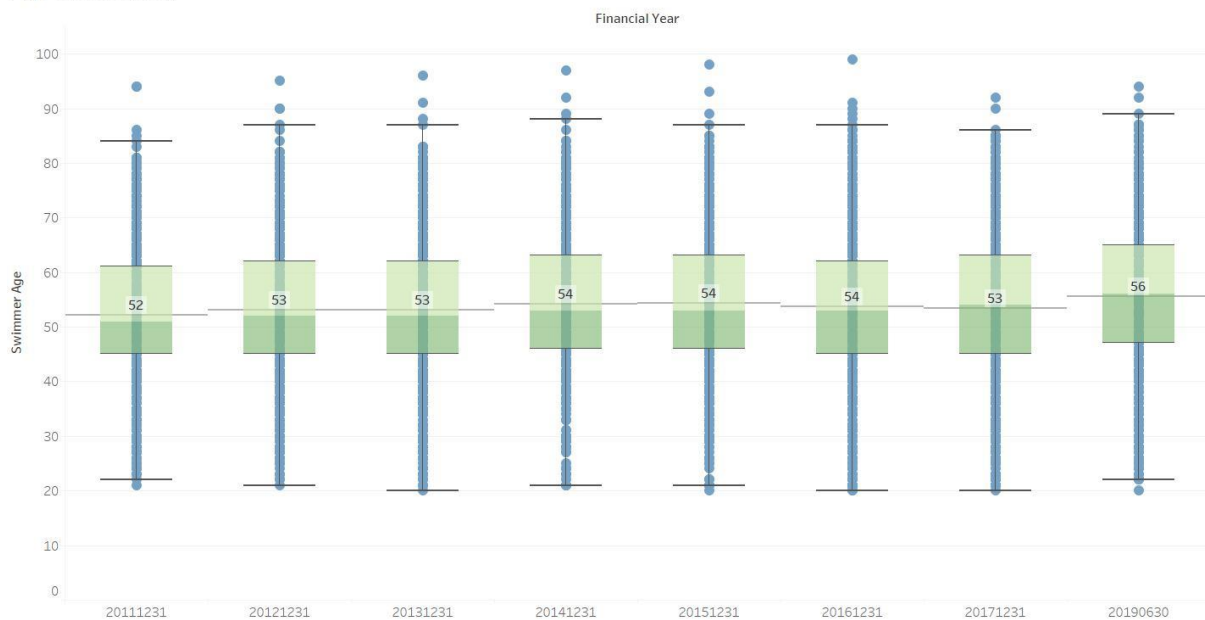
Age Group Profile by Gender



The age group profile for females and males is largely similar. Several years show a secondary peak in the 65-69 age group for both females and males, this is slightly more pronounced for females.

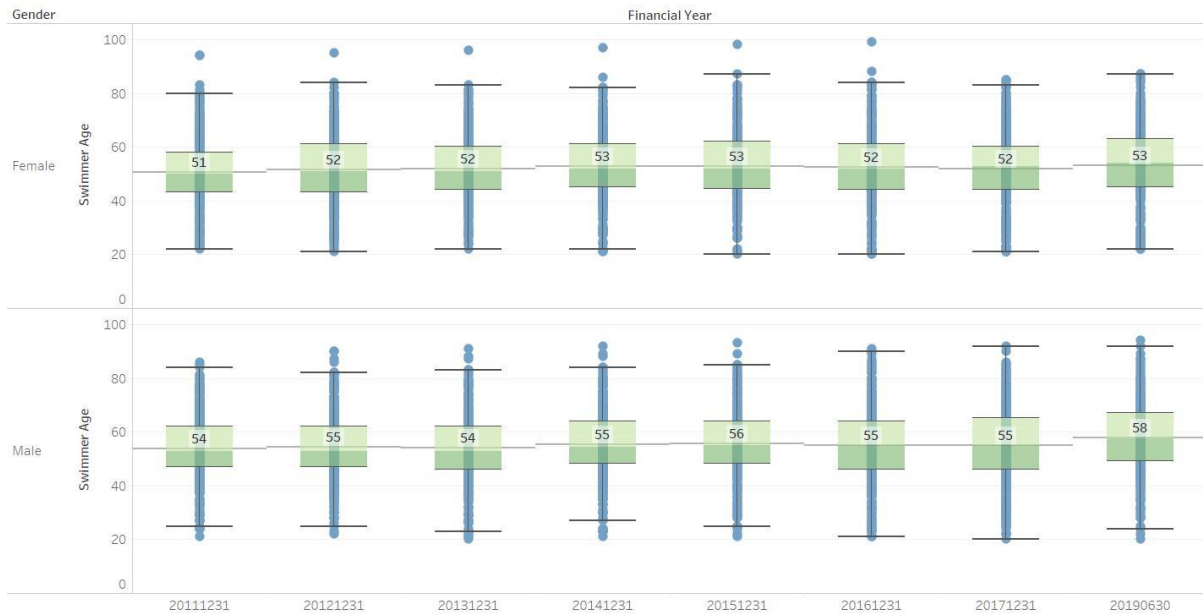
Age Distribution

Age Distribution



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Age Distribution by Gender



Overall the average age of NZMS membership has increased from 52 in 2011 to 56 in 2019. Females are younger on average than males and have a smaller increase in average age; from 51 to 53 for females, and 54 to 58 for males.

Conclusions

Membership of NZMS clubs has been declining over the past few years, particularly outside of Auckland. There was a spike in membership in 2016/2017 driven largely by the World Masters Games held in Auckland in April 2017.

There is some evidence to suggest that hosting the National LC championships boosts membership numbers in the region hosting the event, particularly for the host club.

The change in financial/membership year from calendar years to a 1 July-30 June period means the 2018-2019 year is difficult to compare to previous years. The picture should become clearer as we complete more years on the new financial period.

Males outnumber females and are older on average. The membership as a whole is ageing.

Given these factors, NZMS could potentially increase its membership by:

- Investigating the reasons for the decline in membership outside of Auckland and whether anything can be done to address this.
- Targeting more female members.
- Targeting younger swimmers.

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10/11/2019