

MEMBERSHIP REPORT 2021-22

Membership numbers as at 30 June 2022 are as follows (includes volunteers):

Southern Queensland	387
North Queensland	87
TOTAL	474

Comparison with previous years (southern members)

2019-20	394
2020-21	354
2021-22	387

Gender breakdown current year

Male	64%	(2019-20: 67%, 2020-21: 66.9%)
Female	36%	(2019-20: 33%, 2020-21: 33.1%)

Average age 56 (2019-20: 58, 2020-21: 58)

These statistics indicate a trend towards younger members, and more female members in the current year.

Member retention rate

In the three years that QMA has used the RevSport database, 635 individuals have joined. However, each year a number do not renew, and new members join, summarised here:

Year	Not renewing	New members	Total
2019-20			394
2020-21	54	114	354
2021-22	110	143	387

The large number of new members (or returning from earlier years) this year can be attributed to the National Championships being held in Brisbane this year. However member retention is an issue that needs to be addressed.

Irene Davey
Registrar

2022 Queensland Masters Athletics

Website Report at 22nd July 2022

Key Statistics for last 12 months

Total Site Sessions (Visits) to date:	37,164
Total Unique Visitors:	10,863
Sessions By Device:	Mobile – 20,037 sessions Desktop – 16,608 sessions Tablet – 519 Sessions
Top Traffic Sources:	Google – 17,347 sessions Direct – 14,423 sessions Unknown – 2,003 sessions Facebook – 1,248 sessions Bing – 1,121 sessions
Top Pages Visited:	Brisbane Calendar General Calendar Results

General Comments

As I've only recently taken back the role of webmaster there is not much I can comment on in relation to the performance of the website. Overall, traffic in the last 12 months exceeded the previous year by 28%, no doubt due to our hosting of the National Championships.

It may be an idea to consider adding more useful resources for members to the website, as and when they become available – coaching opportunities, training and conditioning tips etc. And perhaps cycle the picture gallery on the home page regularly to show fresh content as it becomes available.

Rob Lasker
Webmaster

QUEENSLAND MASTERS ATHLETICS

ANNUAL GENERAL MEETING 2022

SECRETARY'S REPORT

This is my first time in the Secretary role for QMA and what an experience it has been. This role has taught me so much already but also that I need to self-manage better. I have enjoyed being apart of a great committee and I look forward to continuing to represent QMA.

While I have been responsible for preparation of minutes, agendas, correspondence, communication, though at times I have lagged I have learn so much and I hope to spend the next 12 months learning more but also using the resources and experience from other committee members to develop my skills within this role.

Thank you to the 2021/2022 committee for your patients with me and all your support and Lorraine for all your extra support.

Roslyn Kirwin

Secretary