

AFA Membership Officer Report Annual General Meeting 2018

Current Membership Statistics

Membership numbers

Membership numbers have been steady throughout the period March 2016 – February 2017, with a significant spike in May and June. The average membership application number of 19 new members per month is higher than last year’s figure of 10 new members per month.

Month	New Members
March	7
April	9
May	67
June	62
July	17
August	13
September	11
October	17
November	9
December	7
January	6
February	0
TOTAL	225

The biggest month for new membership applications was May 2017 with 67 new membership applications.

Whilst we gained 225 new members in the period March 2017 – February 2018, we lost 230 members in the same period. This appears to be an ongoing problem for the AFA in that we are not “replacing” members that we lose.

Membership distribution

Members are predominantly from Australia. The breakdown is in the table below:

State	Members %
Australian Capital Territory	3.8
New South Wales	31.6
Northern Territory	0.3
Queensland	13.5
South Australia	6.7
Tasmania	2
Victoria	30.7
Western Australia	9.6
International	1.8
TOTAL	100

The AFA's largest membership base is in NSW (31.6%), followed by Victoria (30.7%) and Queensland (13.5%). 1.8% of our members currently reside overseas.

Membership drivers

An optional question on the AFA membership application form is "How did you find out about the AFA?"

Of the 225 new members for 2016, 63 provided a response.

Found AFA through	Members
AFA Census Campaign 2016	3
Brisbane Atheists	1
Cosmic Shambles 2017	1
Facebook & Twitter (social media)	10
Friends & Family	2
GAC 2012/2014/2018	9
Google	7
Internet	13
Radio & Television (MSM)	5
The Sydney Atheists	4
The Australian Skeptics	1
The Unbelievers Documentary	2
The Unholy Trinity Tour 2015	3
You Tube	2
TOTAL	63

From the table above, it is clear that electronic media (Facebook, Google, Internet [general], Twitter) comprises of a significant proportion of where new members learn of and decide to join the AFA.

Another driver is AFA run events, with the Cosmic Shambles LIVE Tour and the AFA Census Campaign flowing on to membership. An interesting point to note is that the GAC is still having an impact more than five years after the last GAC in 2012. This would suggest that when the AFA runs and promotes a professional event, it has a positive and lasting impact which translates in the long run to attendees becoming active members of the AFA. The anticipation of a GAC in 2018 also drove an increase in membership numbers, especially when it was announced, counting for the large spike in membership in May and June 2017 (see first table in document).