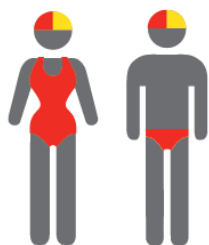


ALEXANDRA HEADLAND

MEMBERSHIP STATISTICS REPORT EOS 2023/24



397
ACTIVE
MEMBERSHIP



1793
TOTAL
MEMBERSHIP



574
JUNIOR
MEMBERSHIP

Vs. 2023/24 Mid-Season (JAN 2024)



4% Increase



2% Increase



1% Increase

Vs. 2022/23 EOS (MAY 2023)



16% Decrease



3% Increase



7% Increase

Note:
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

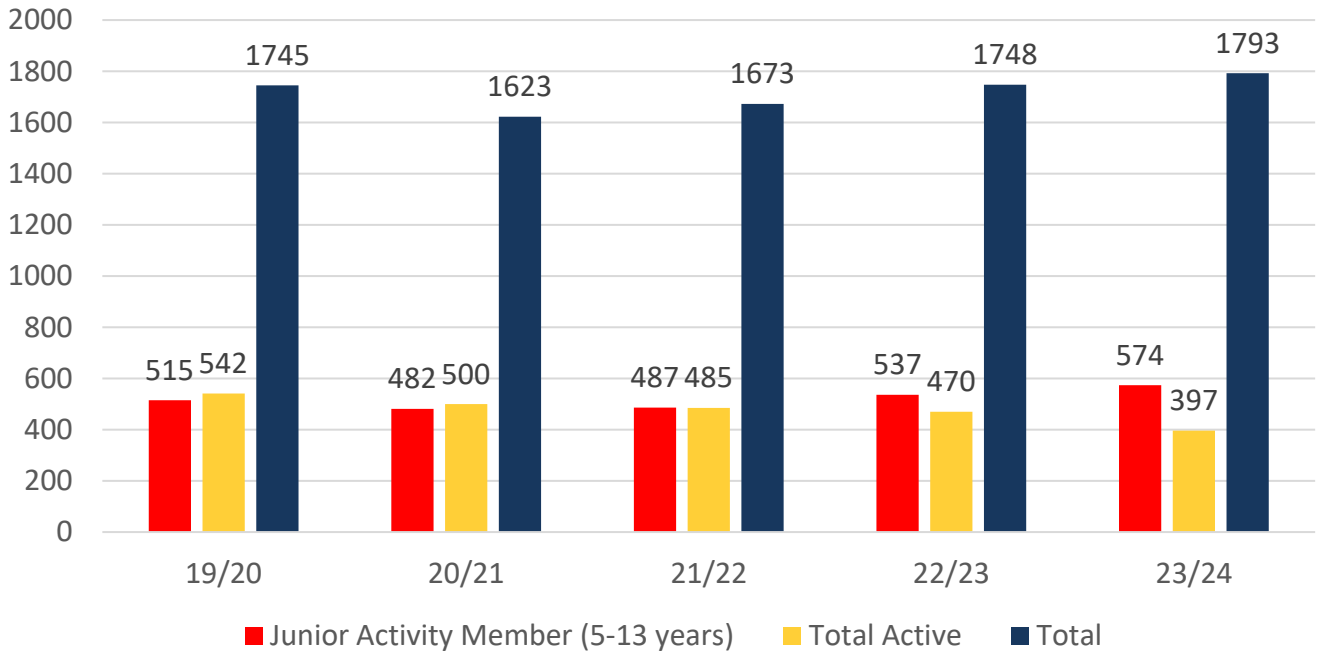
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	0	20	11	9
Junior Activity Member (5-13 years)	515	482	487	537	574
Cadet Member (13-15 years)	84	78	76	43	49
Active Junior (15-18 years)	71	82	70	97	67
Active Senior (18years and over)	296	271	282	277	213
Award Member	77	58	48	47	63
Reserve Active	14	11	9	6	5
Long Service	108	120	115	113	132
Past Active	0	0	1	2	14
Associate	502	467	495	535	590
Life Member	46	46	45	49	48
General	0	0	3	10	6
Honorary	6	7	3	2	2
Non Member Participants	26	0	16	16	5
Leave / Restricted	0	1	3	3	16
Total Active	542	500	485	470	397
Total	1745	1623	1673	1748	1793

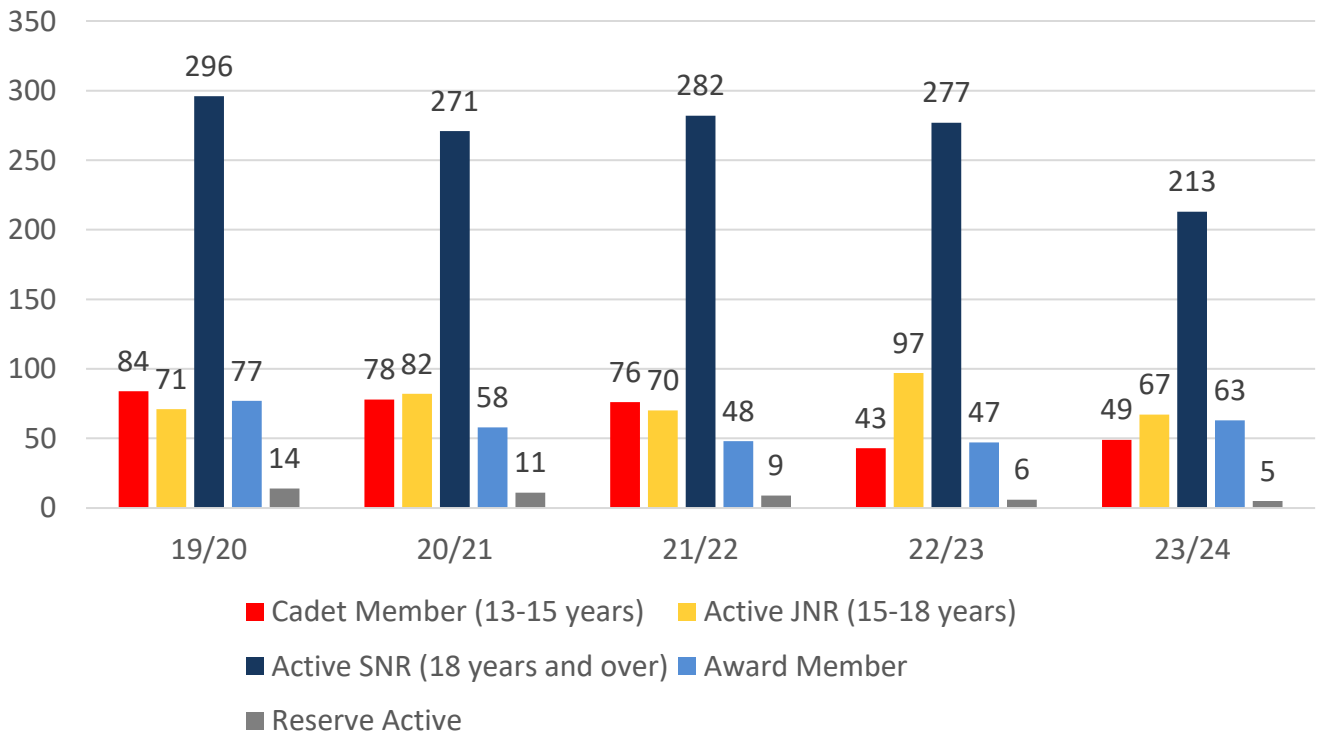
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	63	57	60	69	72
Under 7	67	70	77	83	81
Under 8	58	61	66	80	81
Under 9	65	54	70	65	80
Under 10	55	61	53	69	68
Under 11	54	49	53	51	71
Under 12	51	45	55	50	43
Under 13	47	43	38	53	48
Under 14	55	42	39	32	37
Junior Activities Total	515	482	511	552	581

5 YEAR TREND ANALYSIS

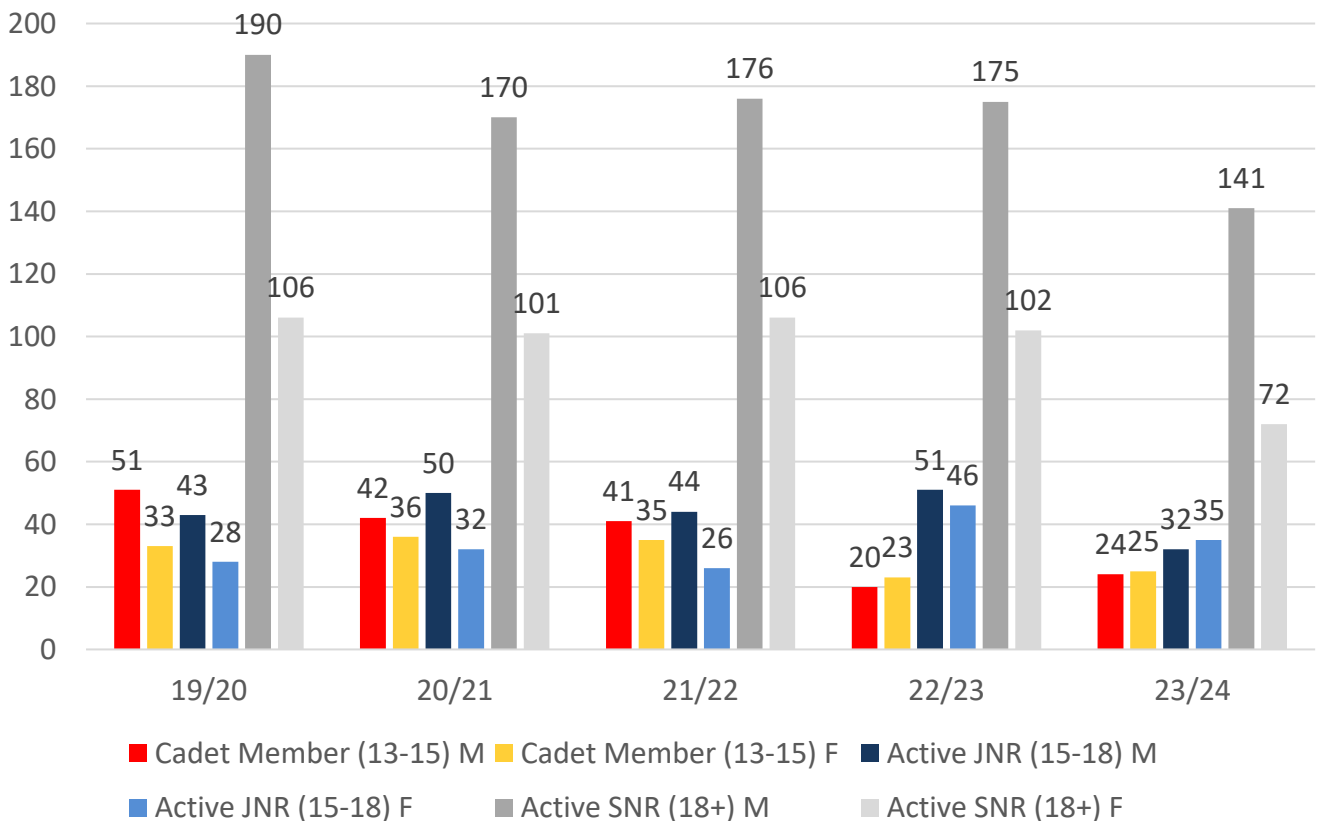
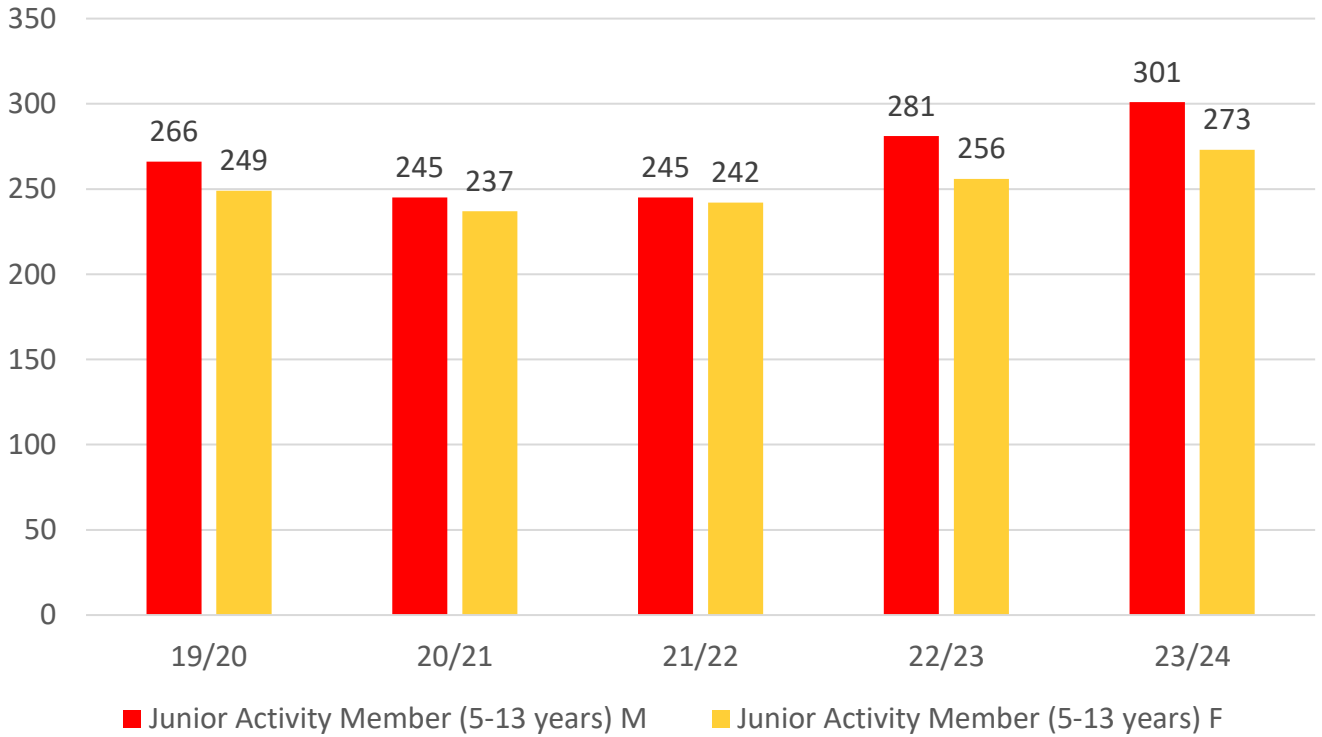
Total Membership



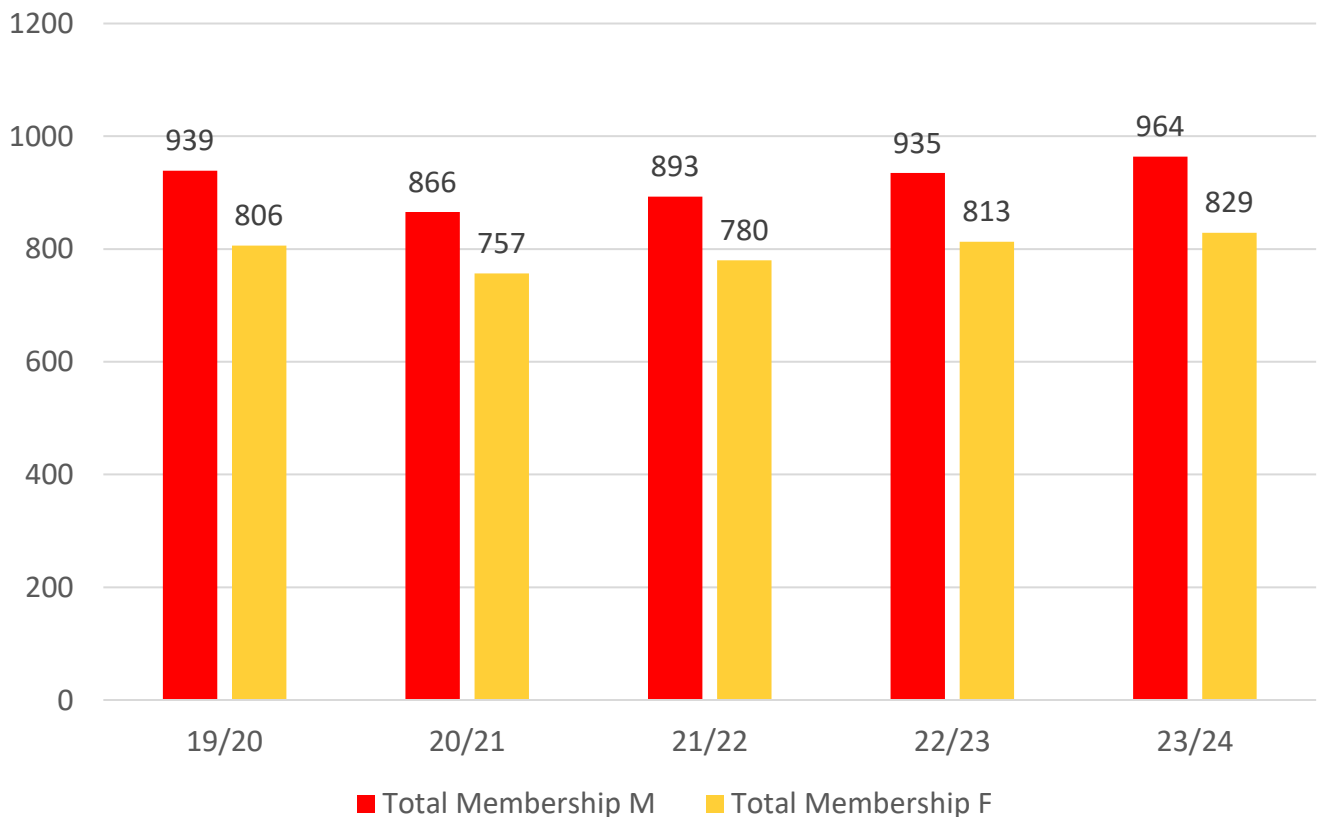
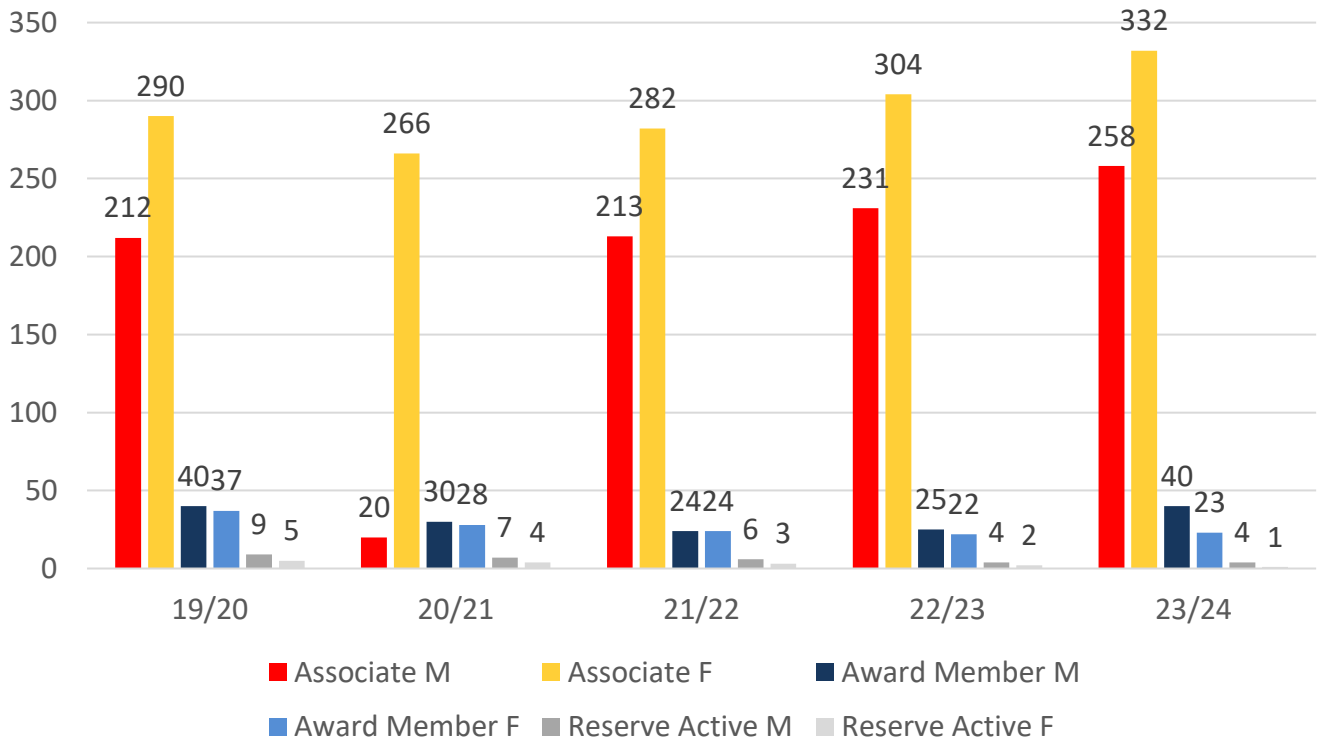
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



650

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



622

MEMBERS LOST FROM THE ORGANISATION

ALEXANDRA HEADLAND 2023/24

	2022/23 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		2023/24 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	11	4	36%	4	0	0%	7	64%	9	82%	0	0%	9	-18%
Junior Activities	537	297	55%	22	16	3%	224	42%	278	52%	21	4%	574	7%
Cadet Member (13-15 years)	43	32	74%		2	5%	9	21%	8	19%	2	5%	49	14%
Active (15-18 yrs)	97	63	65%	4	3	3%	31	32%	6	6%	2	2%	67	-31%
Active (18yrs and over)	277	204	74%	17	9	3%	64	23%	16	6%	10	4%	213	-23%
Award Member	47	38	81%		0	0%	9	19%	17	36%	1	2%	63	34%
Reserve Active	6	4	67%	1	0	0%	2	33%	1	17%	1	17%	5	-17%
Long Service	113	105	93%		3	3%	5	4%	9	8%	2	2%	132	17%
Past Active	2	2	100%		0	0%	0	0%	5	250%	0	0%	14	600%
Associate	535	270	50%		14	3%	251	47%	296	55%	22	4%	590	10%
Life Member	49	46	94%		1	2%	2	4%	0	0%	2	4%	48	-2%
General	10	6	60%	3	0	0%	4	40%	2	20%	1	10%	6	-40%
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	16	3	19%		0	0%	13	81%	2	13%	0	0%	5	-69%
Leave / Restricted	3	2	67%		0	0%	1	33%	1	33%	1	33%	16	433%
Total Active	470	341	73%		14	3%	115	24%	48	10%	16		397	-16%
Total	1748	1078	62%		48	3%	622	36%	650	37%	65		1793	3%

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

MEMBERSHIP RETENTION

ALEXANDRA HEADLAND 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	43	31	72%	10	23%	5	12%	45
16-18 Years	90	60	67%	29	32%	11	12%	69
19-25 Years	85	51	60%	31	36%	12	14%	61
26-35 Years	32	22	69%	7	22%	7	22%	27
36-50 Years	113	85	75%	25	22%	10	9%	97
51-70 Years	98	84	86%	13	13%	3	3%	89
70+ Years	9	8	89%	0	0%	0	0%	9
Total	470	341	73%	115	24%	48	10%	397

ALEXANDRA HEADLAND 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	69					70		71
Under 7	82	30	43%	33	48%	51	74%	81
Under 8	78	44	54%	33	40%	35	43%	81
Under 9	63	39	50%	36	46%	34	44%	79
Under 10	66	34	54%	28	44%	27	43%	66
Under 11	50	39	59%	26	39%	27	41%	71
Under 12	50	26	52%	24	48%	16	32%	43
Under 13	52	33	66%	16	32%	13	26%	48
Under 14	28	30	58%	22	42%	5	10%	34
Transitioned From JA		22	79%					

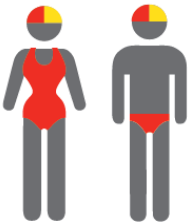
MEMBERSHIP RETENTION

2021/22



64%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



58%

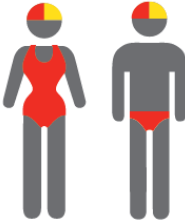
JUNIOR MEMBERSHIP
RETENTION

2022/23



67%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



60%

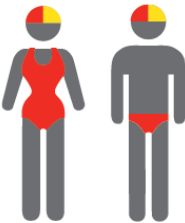
JUNIOR MEMBERSHIP
RETENTION

2023/24



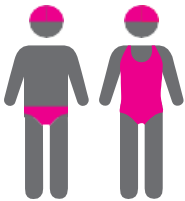
62%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



55%

JUNIOR MEMBERSHIP
RETENTION