

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.

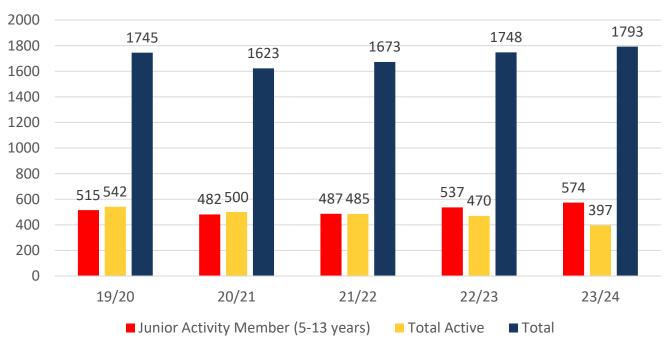
TOTAL MEMBERSHIP

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

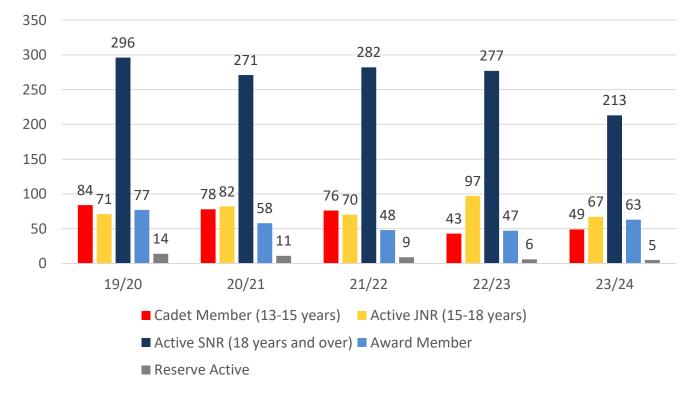
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	63	57	60	69	72
Under 7	67	70	77	83	81
Under 8	58	61	66	80	81
Under 9	65	54	70	65	80
Under 10	55	61	53	69	68
Under 11	54	49	53	51	71
Under 12	51	45	55	50	43
Under 13	47	43	38	53	48
Under 14	55	42	39	32	37
Junior Activities Total	515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

5 YEAR TREND ANALYSIS

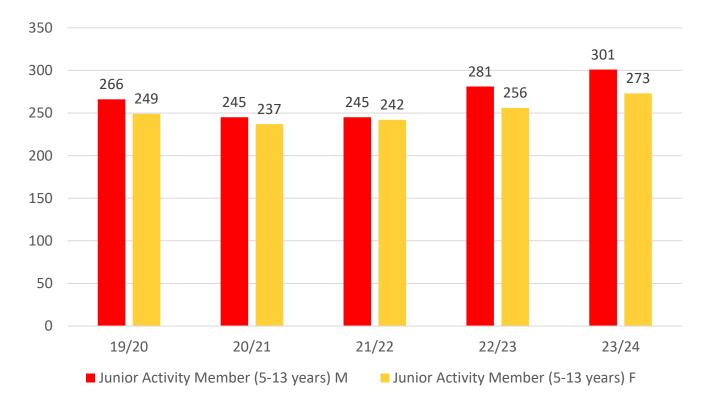


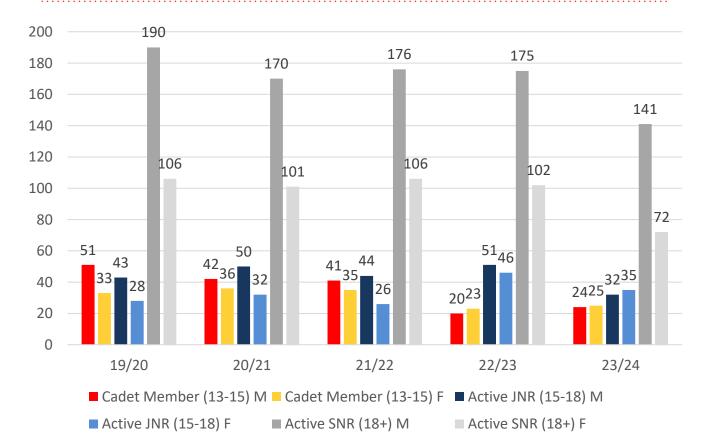
Total Membership

Active Membership

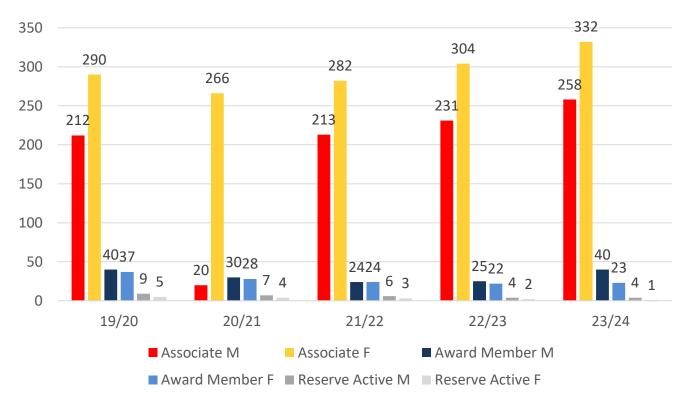


5 YEAR GENDER COMPARISON

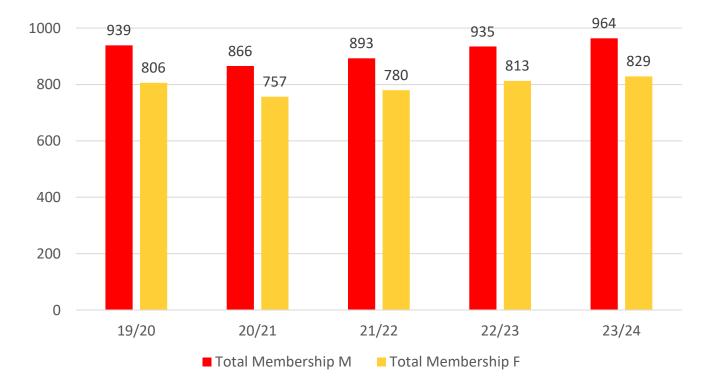




5 YEAR GENDER COMPARISON







MEMBERSHIP RETENTION

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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.	%
11	4	36%	4	0	0%	7	64%	9	82%	0	0%	9	-18%
537	297	55%	22	16	3%	224	42%	278	52%	21	4%	574	7%
43	32	74%		2	5%	9	21%	8	19%	2	5%	49	14%
97	63	65%	4	3	3%	31	32%	6	6%	2	2%	67	-31%
277	204	74%	17	9	3%	64	23%	16	6%	10	4%	213	-23%
47	38	81%		0	0%	9	19%	17	36%	1	2%	63	34%
6	4	67%	1	0	0%	2	33%	1	17%	1	17%	5	-17%
113	105	93%		3	3%	5	4%	9	8%	2	2%	132	17%
2	2	100 %		0	0%	0	0%	5	250 %	0	0%	14	600 %
535	270	50%		14	3%	251	47%	296	55%	22	4%	590	10%
49	46	94%		1	2%	2	4%	0	0%	2	4%	48	-2%
10	6	60%	3	0	0%	4	40%	2	20%	1	10%	6	-40%
2	2	100 %		0	0%	0	0%	0	0%	0	0%	2	0%
16	3	19%		0	0%	13	81%	2	13%	0	0%	5	-69%
3	2	67%		0	0%	1	33%	1	33%	1	33%	16	433 %
470	341	73%		14	3%	115	24%	48	10%	16		397	-16%
1748	1078	62%		48	3%	622	36%	650	37%	65		1793	3%
	Membership 11 537 43 97 277 47 6 113 2 535 49 10 2 16 3 470 1748	2022/23 from prevised sea No. 11 4 537 297 43 32 97 63 277 204 47 38 6 4 113 105 2 2 535 270 49 46 10 6 2 2 535 270 49 46 10 6 2 2 535 270 49 36 3 2 106 3 3 2 470 341 1748 1078	Retained from previous season No. % No. % 11 4 36% 537 297 55% 43 32 74% 97 63 65% 207 204 74% 97 63 65% 277 204 74% 6 4 67% 103 204 74% 97 63 65% 277 204 74% 6 4 67% 113 105 93% 20 2 100 % 270 50% 49 46 94% 10 6 60% 49 46 94% 10 6 60% 3 2 100 % 3 19% 3 2 67% 470 341 73% <th< td=""><td>2022/23 Membership Retained from previous season Transfers between Club Categories No. % 11 4 36% 4 537 297 55% 222 43 32 74% 201 97 63 65% 4 207 204 74% 117 47 38 81% 11 47 38 81% 11 6 4 67% 1 113 105 93% 1 535 270 50% 1 535 270 50% 1 49 46 94% 1 10 6 60% 3 2 100 3 1 3 19% 1 1 46 94% 1 1 10 6 60% 3 16 3 19% 1 3 2<</td><td>2022/23 MembershipRetained from previous seasonTransfers between Club CategoriesTransfor out c 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** 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	Recr	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	Recr	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%							

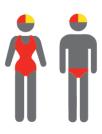
MEMBERSHIP RETENTION

2021/22



64%

TOTAL MEMBERSHIP RETENTION



72%

ACTIVE MEMBERSHIP RETENTION



JUNIOR MEMBERSHIP RETENTION 2022/23



67%

TOTAL MEMBERSHIP RETENTION



81%

ACTIVE MEMBERSHIP RETENTION



JUNIOR MEMBERSHIP RETENTION 2023/24



62%

TOTAL MEMBERSHIP RETENTION



73%

ACTIVE MEMBERSHIP RETENTION



JUNIOR MEMBERSHIP RETENTION