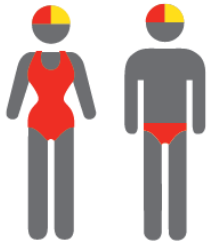


# WHOLE OF QUEENSLAND

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**9072**

ACTIVE  
MEMBERSHIP



**36138**

TOTAL  
MEMBERSHIP



**12137**

JUNIOR  
MEMBERSHIP

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



4% Increase



2% Increase



1% Increase

### Vs. 2022/23 EOS (MAY 2023)



4% Decrease



2% Increase



4% Increase

Note: Whole of QLD encompasses **all Branches and BLS** for the 23/24 season.

Rest of QLD is all Branches **excluding** NQ (which has its own report) and BLS.

There has been a growth of **117% in the Leave/Restricted** category, which is likely impacting the total Active Membership.

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 – WHOLE OF QUEENSLAND

## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	475	728	504	423	639
Junior Activity Member (5-13 years)	11730	11800	12524	11687	12137
Cadet Member (13-15 years)	1278	1248	1216	1043	1209
Active Junior (15-18 years)	1552	1569	1623	1738	1504
Active Senior (18years and over)	5733	5656	5704	5811	5487
Award Member	933	916	798	782	782
Reserve Active	112	115	98	108	90
Long Service	1489	1537	1538	1585	1623
Past Active	241	149	367	408	358
Associate	8944	9241	10371	9781	9918
Life Member	1070	1134	1143	1159	1158
General	134	112	100	426	653
Honorary	312	218	225	251	211
Non Member Participants	44	19	37	21	13
Leave / Restricted	35	32	86	163	356
Total Active	9608	9504	9439	9482	9072
Total	34082	34474	36334	35386	36138

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	1350	1389	1469	1398	1411
Under 7	1618	1651	1843	1738	1802
Under 8	1674	1698	1852	1751	1792
Under 9	1596	1575	1784	1635	1694
Under 10	1503	1492	1534	1493	1507
Under 11	1265	1276	1375	1313	1344
Under 12	1139	1117	1215	1137	1137
Under 13	927	948	946	1021	961
Under 14	637	628	835	827	870
Junior Activities Total	11709	11774	12853	12313	12518

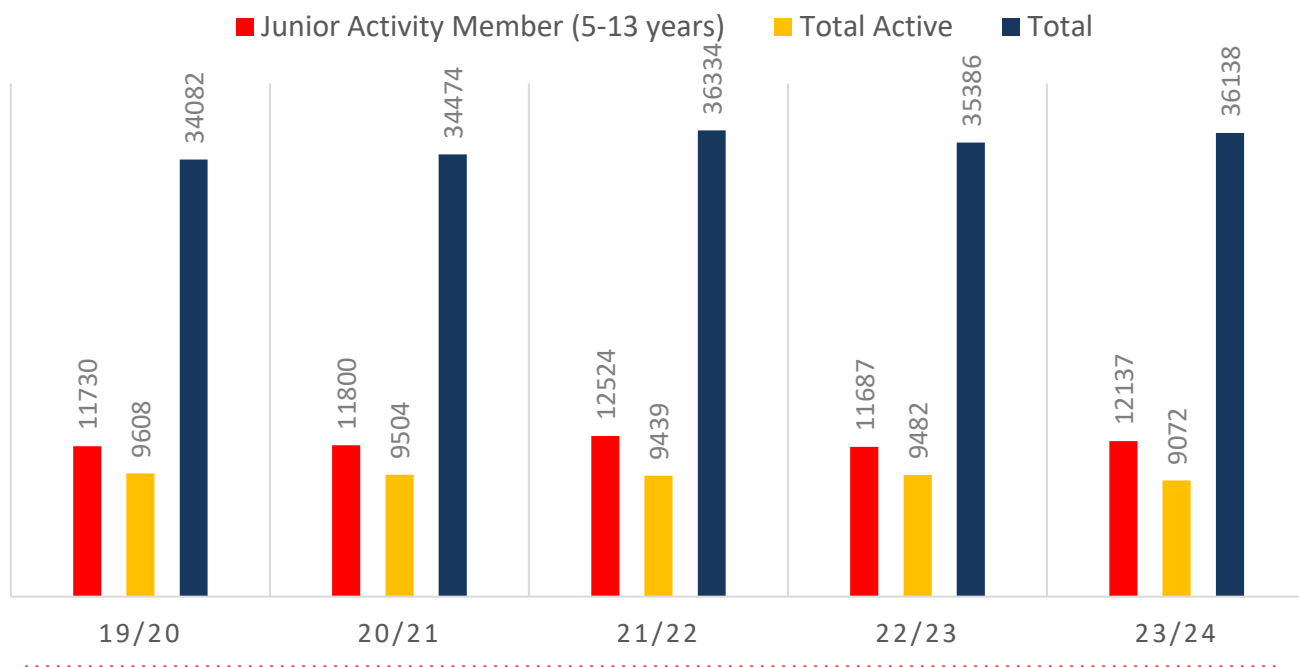
Note:

Numbers in this report are generated directly from Surfguard;

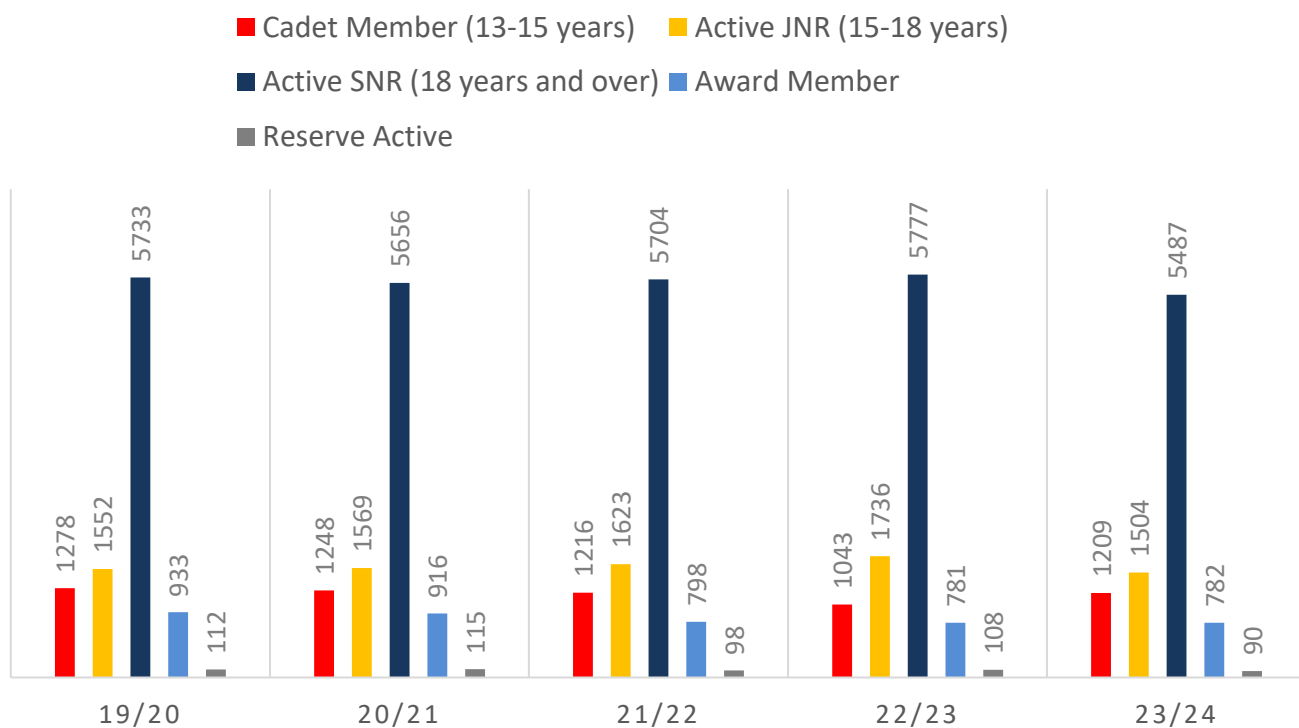
Numbers in the bottom graph are based off *Age Categories* not *Membership Categories*, hence the variance in numbers between the total here, and the total on the front page.

# 5 YEAR TREND ANALYSIS – WHOLE OF QUEENSLAND

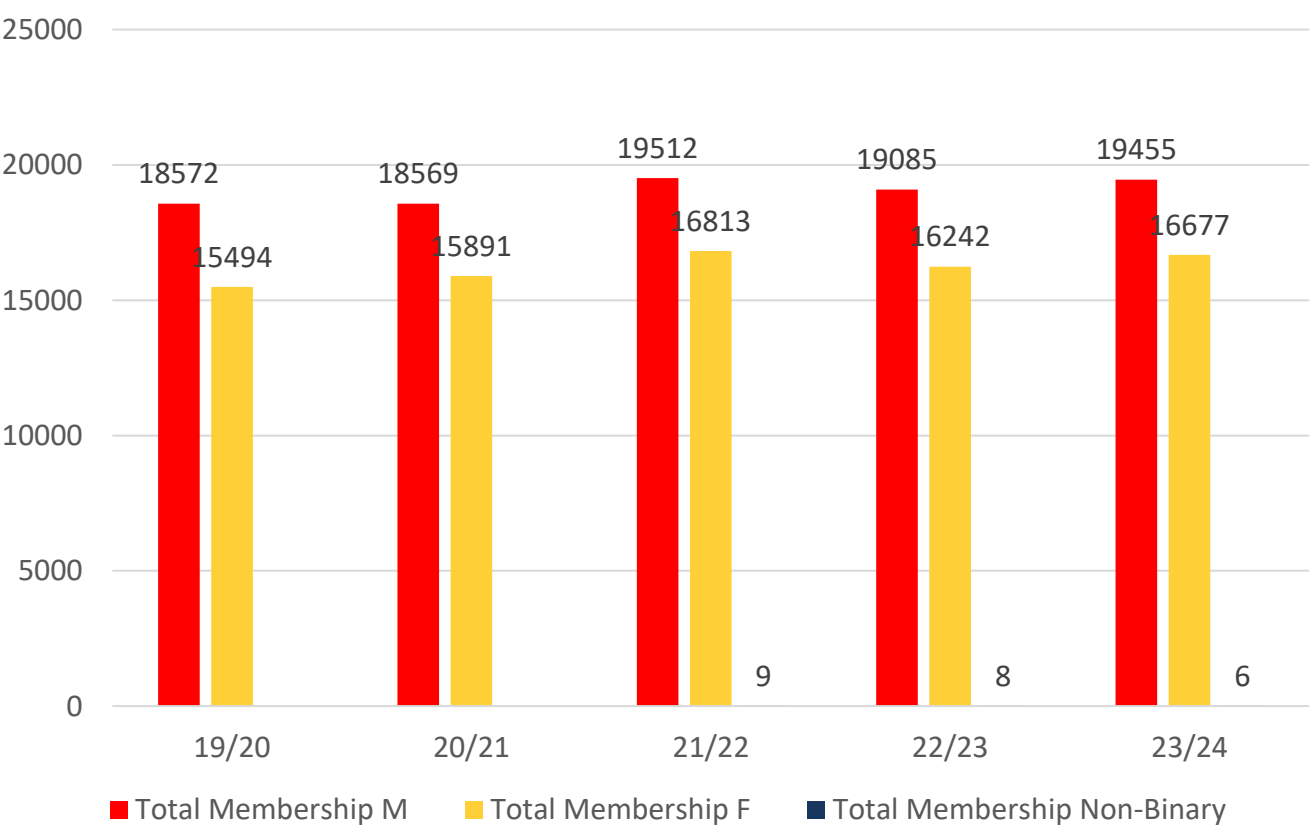
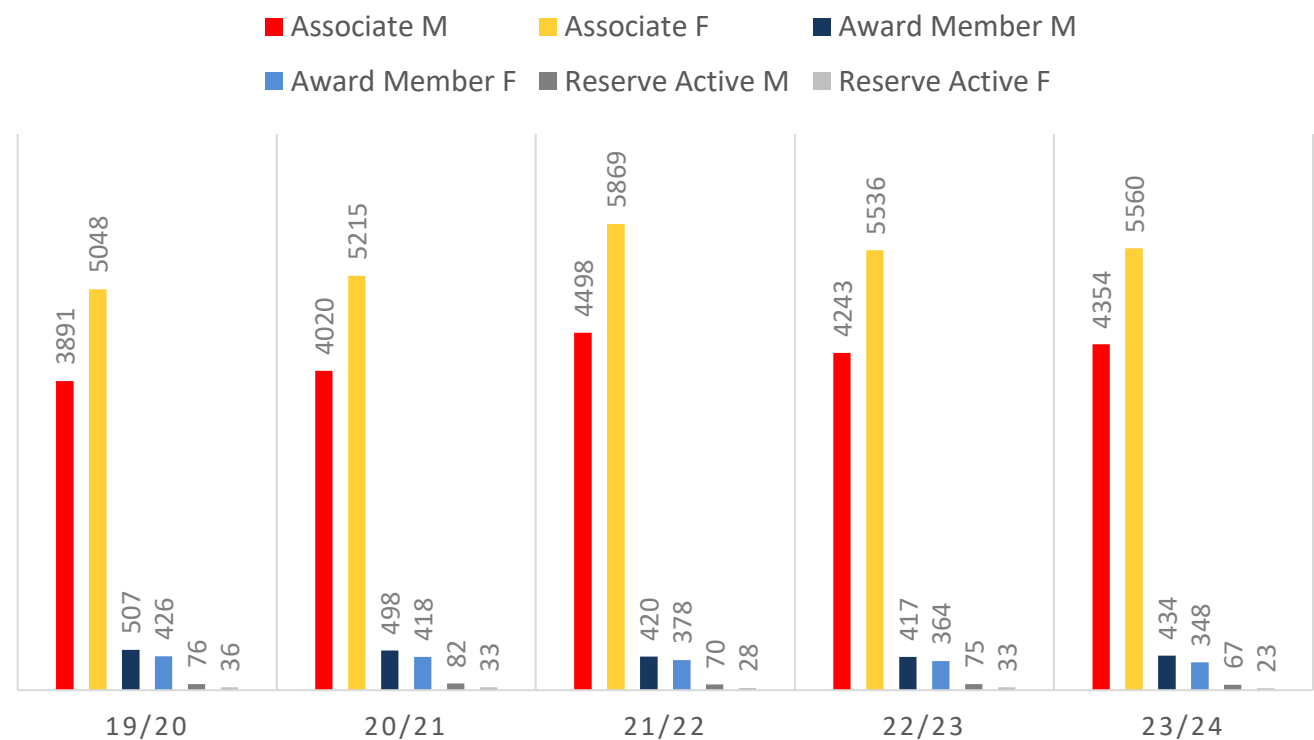
## TOTAL MEMBERSHIP



## ACTIVE MEMBERSHIP



# 5 YEAR GENDER COMPARISON – WHOLE OF QUEENSLAND



# MEMBERSHIP RETENTION

## REST OF QUEENSLAND



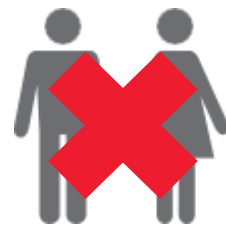
**11112**

**BRAND NEW MEMBERS**



**70%**

**MEMBERSHIP RETENTION**



**10416**

**MEMBERS LOST FROM THE  
ORGANISATION**

REST OF QUEENSLAND 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	369	197	53%	145	0	0%	172	47%	529	143%	0	0%	581	57%
Junior Activities	11406	7399	65%	487	3	0%	4004	35%	4939	43%	1	0%	11852	4%
Cadet Member (13-15 years)	996	773	78%		0	0%	223	22%	166	17%	0	0%	1159	16%
Active (15-18 yrs)	1675	1277	76%	24	2	0%	396	24%	174	10%	0	0%	1427	-15%
Active (18yrs and over)	5575	4624	83%		6	0%	945	17%	532	10%	6	0%	5255	-6%
Award Member	742	601	81%		0	0%	141	19%	82	11%	1	0%	742	0%
Reserve Active	98	75	77%	9	0	0%	23	23%	17	17%	0	0%	83	-15%
Long Service	1574	1467	93%		0	0%	107	7%	59	4%	0	0%	1613	2%
Past Active	405	229	57%		0	0%	176	43%	46	11%	0	0%	355	-12%
Associate	9558	5656	59%	116	2	0%	3900	41%	4142	43%	0	0%	9682	1%
Life Member	1085	1043	96%		0	0%	42	4%	18	2%	0	0%	1084	0%
General	424	259	61%		0	0%	165	39%	320	75%	0	0%	650	53%
Honorary	247	183	74%	1	0	0%	64	26%	25	10%	0	0%	207	-16%
Non Member Participant	20	6	30%	1	0	0%	14	70%	6	30%	0	0%	11	-45%
Leave / Restricted	158	114	72%		0	0%	44	28%	57	36%	0	0%	329	108%
Total Active	9086	7350	81%		8	0%	1728	19%	971	11%	7		8666	-5%
Total	34332	23903	70%		13	0%	10416	30%	11112	32%	8		35030	2%
** Total Active = Cadet Member (13-15 years), Active (15-18), Active (18yrs and over), Award Member, Reserve Active														
Active														

# MEMBERSHIP RETENTION

## REST OF QUEENSLAND

REST OF QUEENSLAND 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	1235	977	79%	258	21%	177	14%	1144
16-18 Years	1525	1138	75%	387	25%	186	12%	1487
19-25 Years	1392	1005	72%	384	28%	170	12%	1301
26-35 Years	684	541	79%	141	21%	118	17%	647
36-50 Years	2380	2026	85%	352	15%	221	9%	2238
51-70 Years	1741	1548	89%	192	11%	97	6%	1722
70+ Years	129	115	89%	14	11%	2	2%	127
Total	9086	7350	81%	1728	19%	971	11%	8666

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REST OF QUEENSLAND 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	1356					1352		1360
Under 7	1658	884	65%	458	34%	863	64%	1746
Under 8	1664	1015	61%	642	39%	713	43%	1731
Under 9	1547	1067	64%	597	36%	563	34%	1632
Under 10	1422	972	63%	575	37%	486	31%	1456
Under 11	1246	903	64%	518	36%	388	27%	1295
Under 12	1088	821	66%	424	34%	273	22%	1091
Under 13	966	715	66%	373	34%	205	19%	914
Under 14	471	680	70%	286	30%	94	10%	625
Transitioned From JA		341	72%					

# MEMBERSHIP RETENTION

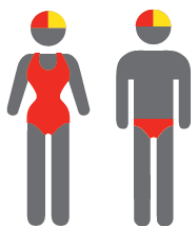
## REST OF QUEENSLAND

2021/22



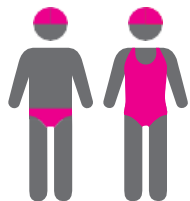
69%

TOTAL MEMBERSHIP  
RETENTION



80%

ACTIVE MEMBERSHIP  
RETENTION



65%

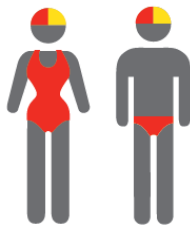
JUNIOR MEMBERSHIP  
RETENTION

2022/23



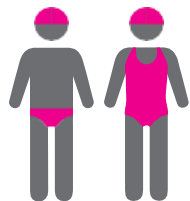
67%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



61%

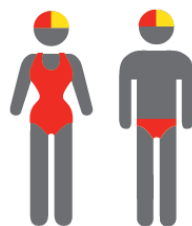
JUNIOR MEMBERSHIP  
RETENTION

2023/24



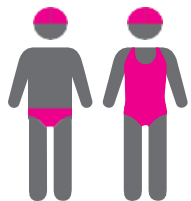
70%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



65%

JUNIOR MEMBERSHIP  
RETENTION