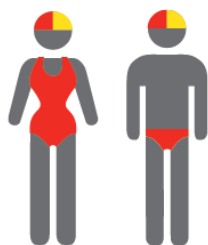


## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**118**  
ACTIVE  
MEMBERSHIP



**421**  
TOTAL  
MEMBERSHIP



**166**  
JUNIOR  
MEMBERSHIP

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



9% Increase



Equal



1% Decrease

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



13% Decrease



12% Decrease



10% Decrease

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

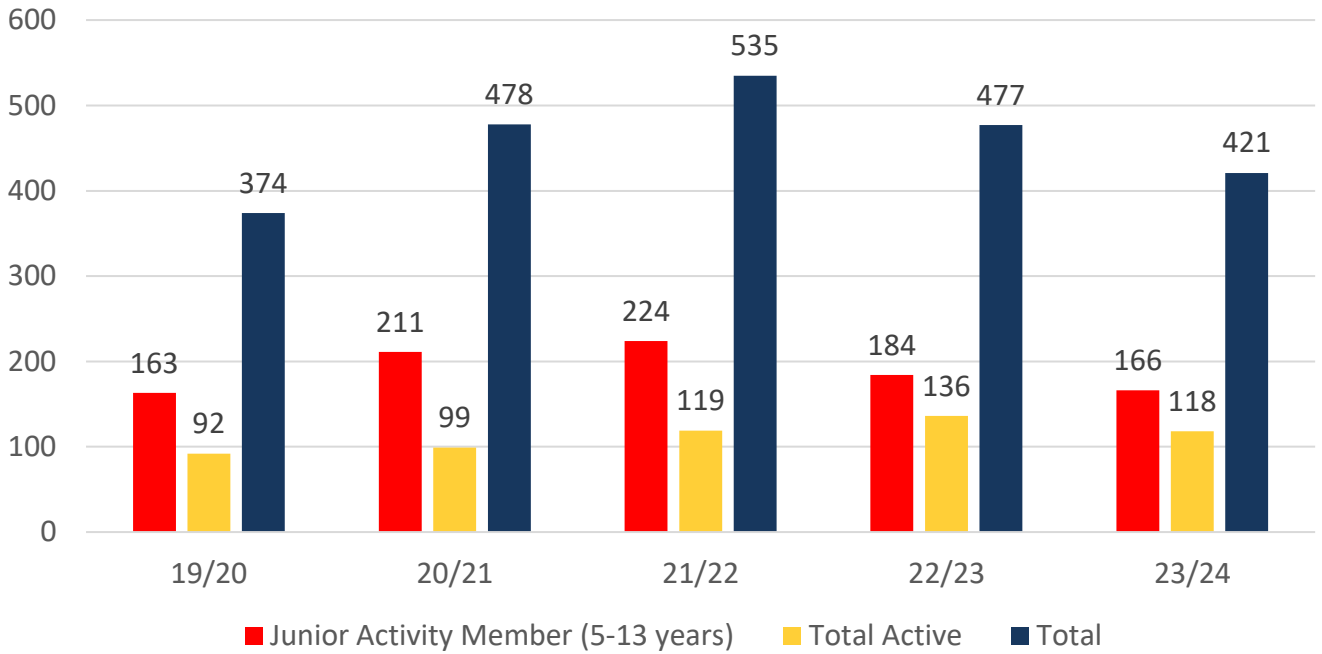
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	4	1	1	1	1
Junior Activity Member (5-13 years)	163	211	224	184	166
Cadet Member (13-15 years)	16	8	22	17	7
Active Junior (15-18 years)	10	13	13	36	26
Active Senior (18years and over)	64	77	82	82	84
Award Member	1	0	0	0	0
Reserve Active	1	1	2	1	1
Long Service	5	4	4	4	5
Past Active	0	0	0	1	1
Associate	86	137	160	129	103
Life Member	16	16	16	15	16
General	0	0	0	0	0
Honorary	7	10	10	7	6
Non Member Participants	1	0	1	0	0
Leave / Restricted	0	0	0	0	5
Total Active	92	99	119	136	118
Total	374	478	535	477	421

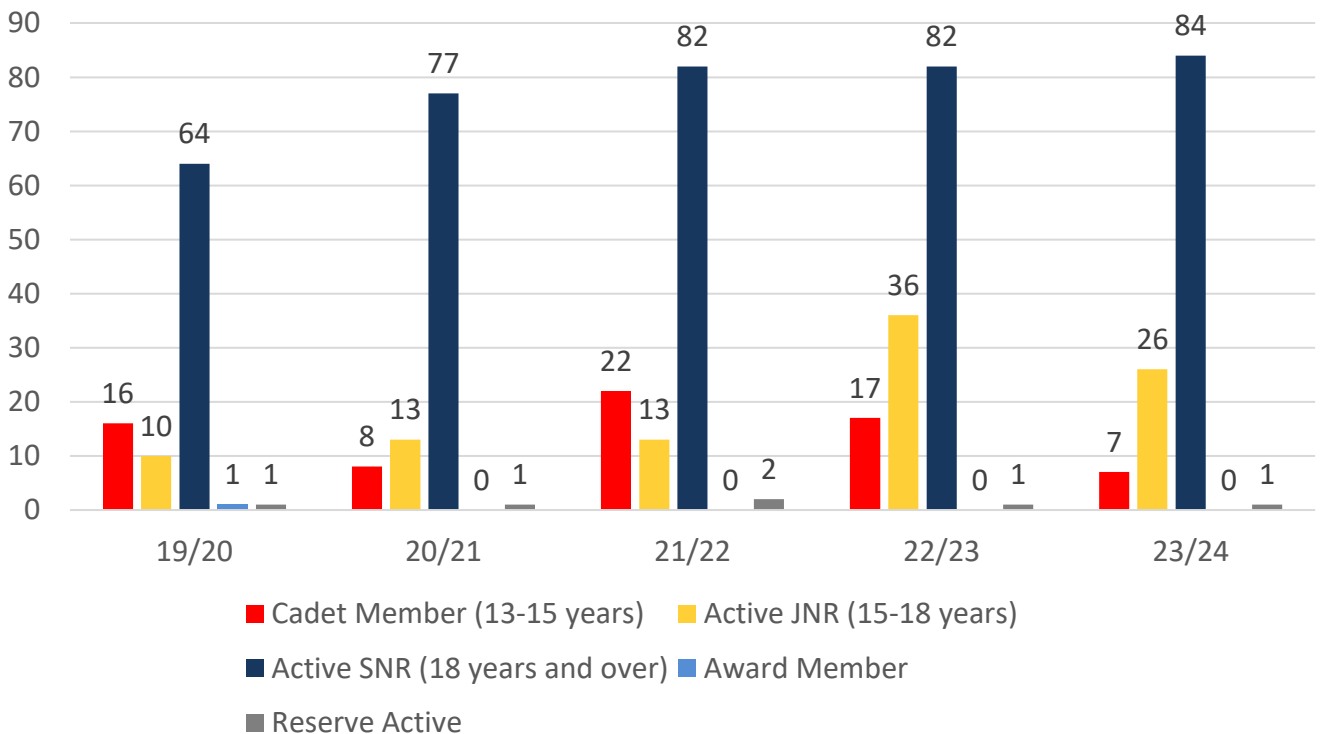
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	15	32	18	24	17
Under 7	22	33	39	20	23
Under 8	22	28	37	37	16
Under 9	29	32	28	24	31
Under 10	23	27	38	18	20
Under 11	19	19	27	25	15
Under 12	14	17	25	21	18
Under 13	12	12	12	15	13
Under 14	7	11	7	11	14
Junior Activities Total	163	211	231	195	167

# 5 YEAR TREND ANALYSIS

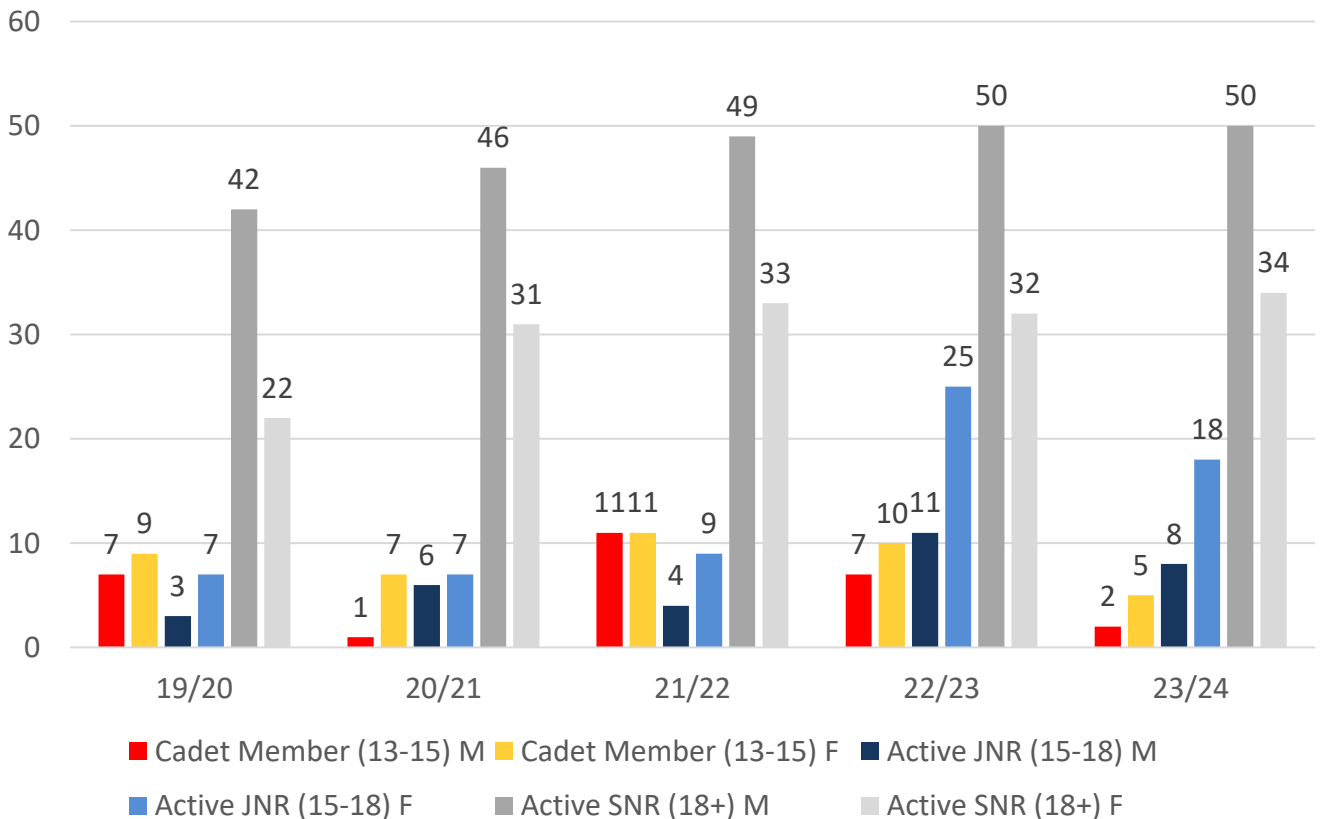
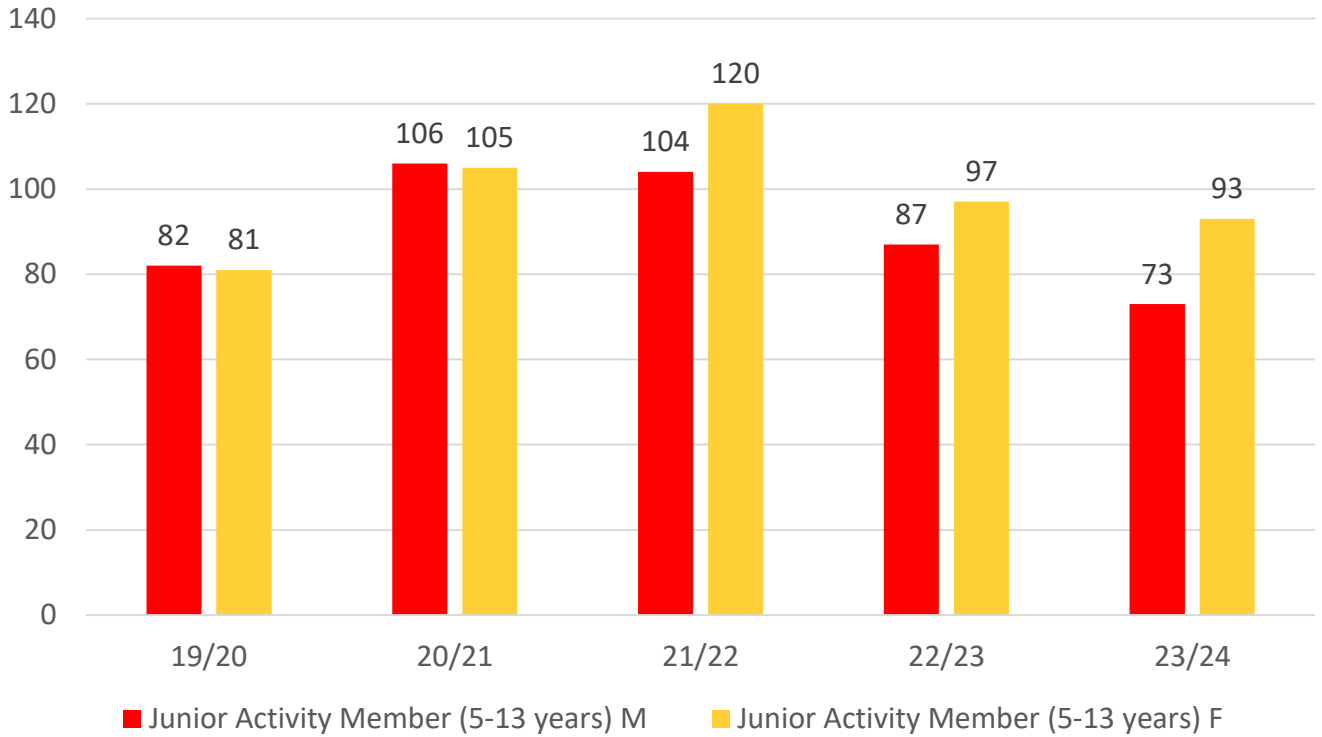
## Total Membership



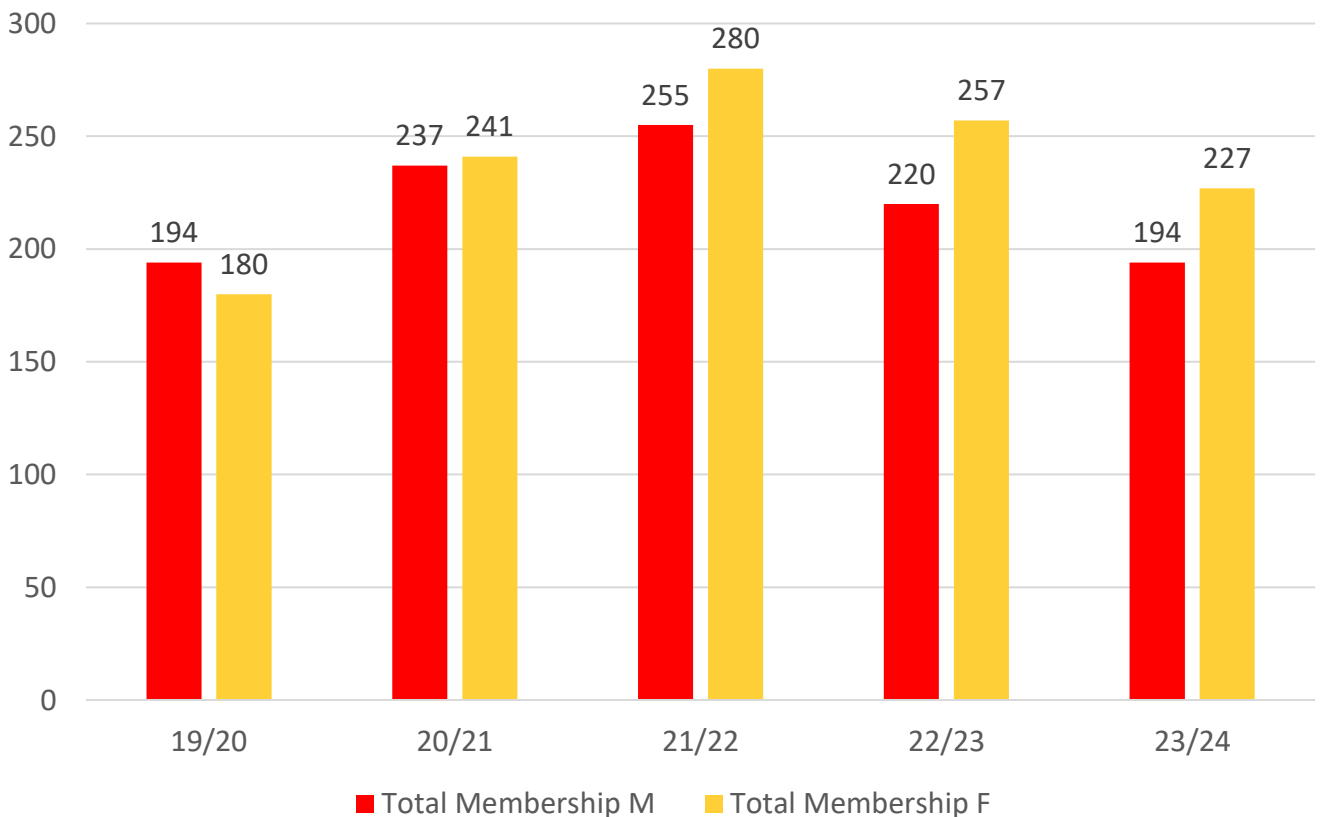
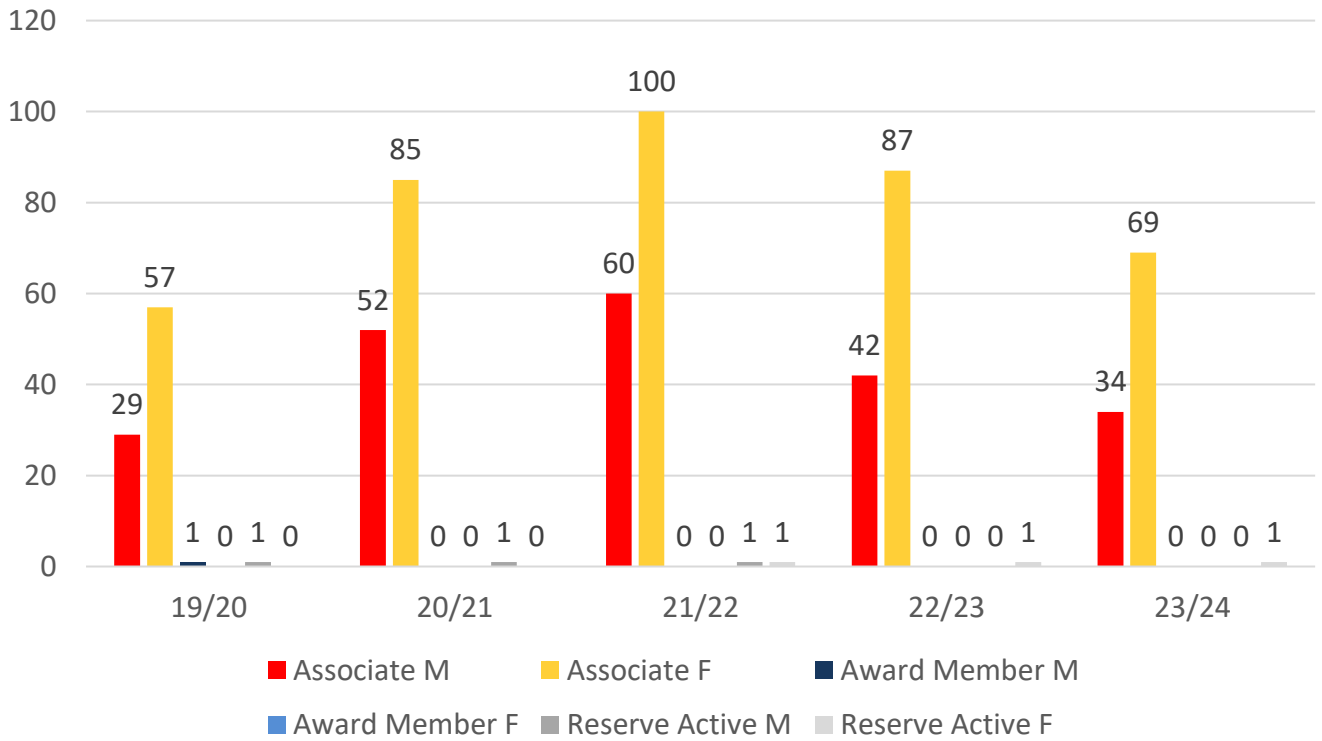
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



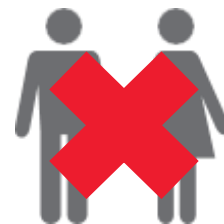
**88**

**BRAND NEW MEMBERS**



**69%**

**MEMBERSHIP RETENTION**



**140**

**MEMBERS LOST FROM THE ORGANISATION**

ARCADIAN 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	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Junior Activities	184	117	64%		1	1%	66	36%	49	27%	0	0%	166	-10%
Cadet Member (13-15 years)	17	12	71%	7	1	6%	4	24%	2	12%	0	0%	7	-59%
Active (15-18 yrs)	36	26	72%		0	0%	10	28%	0	0%	0	0%	26	-28%
Active (18yrs and over)	82	65	79%		4	5%	13	16%	5	6%	4	5%	84	2%
Award Member	0	0			0		0		0		0		0	
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	4	4	100%		0	0%	0	0%	1	25%	0	0%	5	25%
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Associate	129	81	63%	6	1	1%	47	36%	28	22%	0	0%	103	-20%
Life Member	15	15	100%		0	0%	0	0%	1	7%	0	0%	16	7%
General	0	0			0		0		0		0		0	
Honorary	7	7	100%	1	0	0%	0	0%	0	0%	0	0%	6	-14%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		1		0		5	
<b>Total Active</b>	<b>136</b>	<b>104</b>	<b>76%</b>		<b>5</b>	<b>4%</b>	<b>27</b>	<b>20%</b>	<b>7</b>	<b>5%</b>	<b>4</b>		<b>118</b>	<b>-13%</b>
<b>Total</b>	<b>477</b>	<b>330</b>	<b>69%</b>		<b>7</b>	<b>1%</b>	<b>140</b>	<b>29%</b>	<b>88</b>	<b>18%</b>	<b>4</b>		<b>421</b>	<b>-12%</b>

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

# MEMBERSHIP RETENTION

ARCADIAN 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	21	15	71%	5	24%	2	10%	11
16-18 Years	32	23	72%	9	28%	0	0%	25
19-25 Years	11	7	64%	2	18%	1	9%	13
26-35 Years	4	4	100%	0	0%	2	50%	5
36-50 Years	43	35	81%	8	19%	0	0%	38
51-70 Years	24	19	79%	3	13%	2	8%	25
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	136	104	76%	27	20%	7	5%	118

ARCADIAN 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	24					17		17
Under 7	20	15	63%	9	38%	8	33%	23
Under 8	37	12	60%	7	35%	4	20%	16
Under 9	24	23	62%	14	38%	8	22%	31
Under 10	18	15	63%	9	38%	5	21%	20
Under 11	25	10	56%	8	44%	5	28%	15
Under 12	21	18	72%	7	28%	0	0%	18
Under 13	15	13	62%	8	38%	0	0%	13
Under 14	0	11	73%	4	27%	2	13%	13
Transitioned From JA		0						

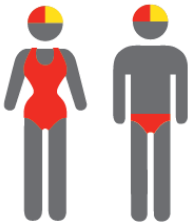
# MEMBERSHIP RETENTION

2021/22



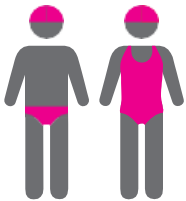
72%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



69%

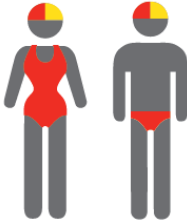
JUNIOR MEMBERSHIP  
RETENTION

2022/23



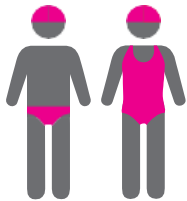
65%

TOTAL MEMBERSHIP  
RETENTION



86%

ACTIVE MEMBERSHIP  
RETENTION



58%

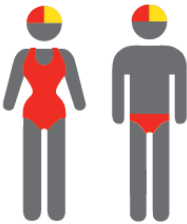
JUNIOR MEMBERSHIP  
RETENTION

2023/24



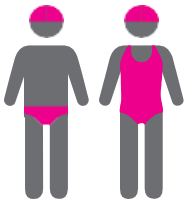
69%

TOTAL MEMBERSHIP  
RETENTION



76%

ACTIVE MEMBERSHIP  
RETENTION



64%

JUNIOR MEMBERSHIP  
RETENTION