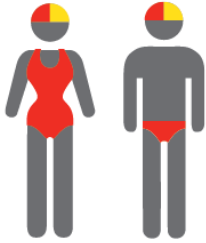


## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**102**  
ACTIVE  
MEMBERSHIP



**538**  
TOTAL  
MEMBERSHIP



**212**  
JUNIOR  
MEMBERSHIP

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



Equal



Equal



Equal

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



**18% Decrease**



**4% Decrease**



**10% 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

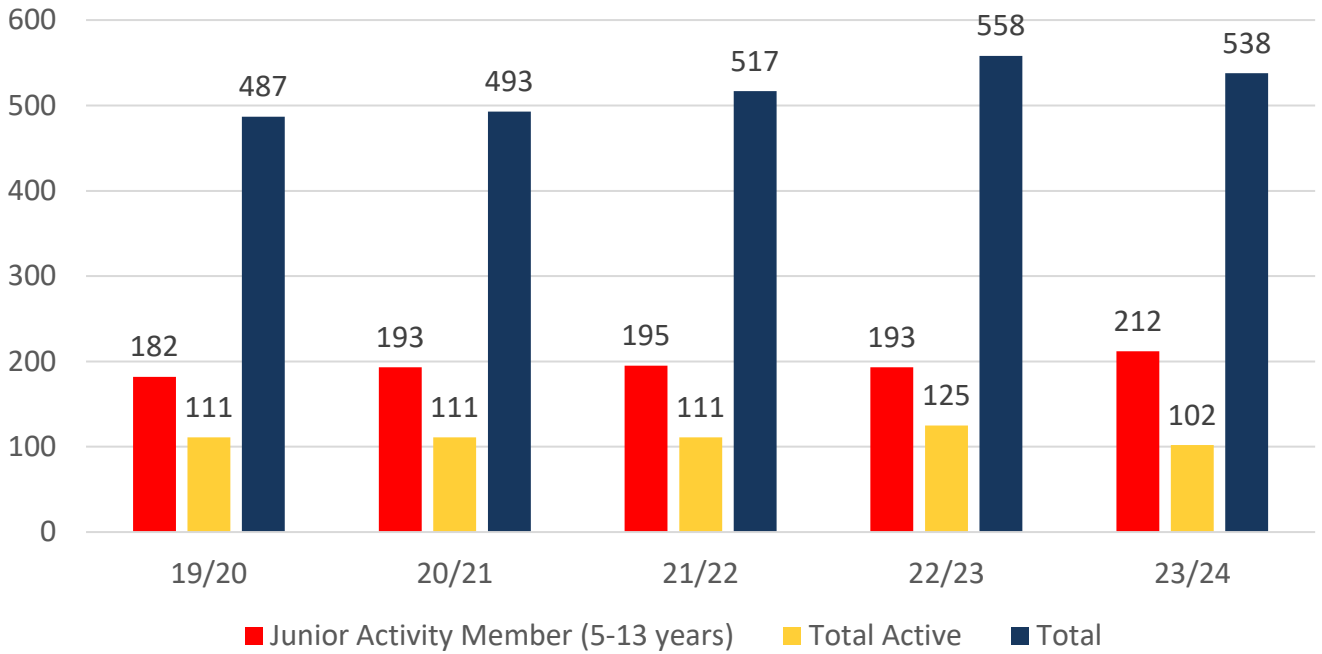
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	1	1	66	65
Junior Activity Member (5-13 years)	183	193	195	193	212
Cadet Member (13-15 years)	23	20	22	25	20
Active Junior (15-18 years)	21	23	23	26	19
Active Senior (18years and over)	59	59	58	67	51
Award Member	5	4	5	4	9
Reserve Active	3	5	3	3	3
Long Service	3	4	6	2	2
Past Active	2	1	1	0	4
Associate	167	161	177	152	127
Life Member	18	19	22	16	15
General	0	0	0	1	1
Honorary	1	1	3	2	2
Non Member Participants	0	0	0	0	0
Leave / Restricted	2	2	1	1	8
Total Active	111	111	111	125	102
Total	487	493	517	558	538

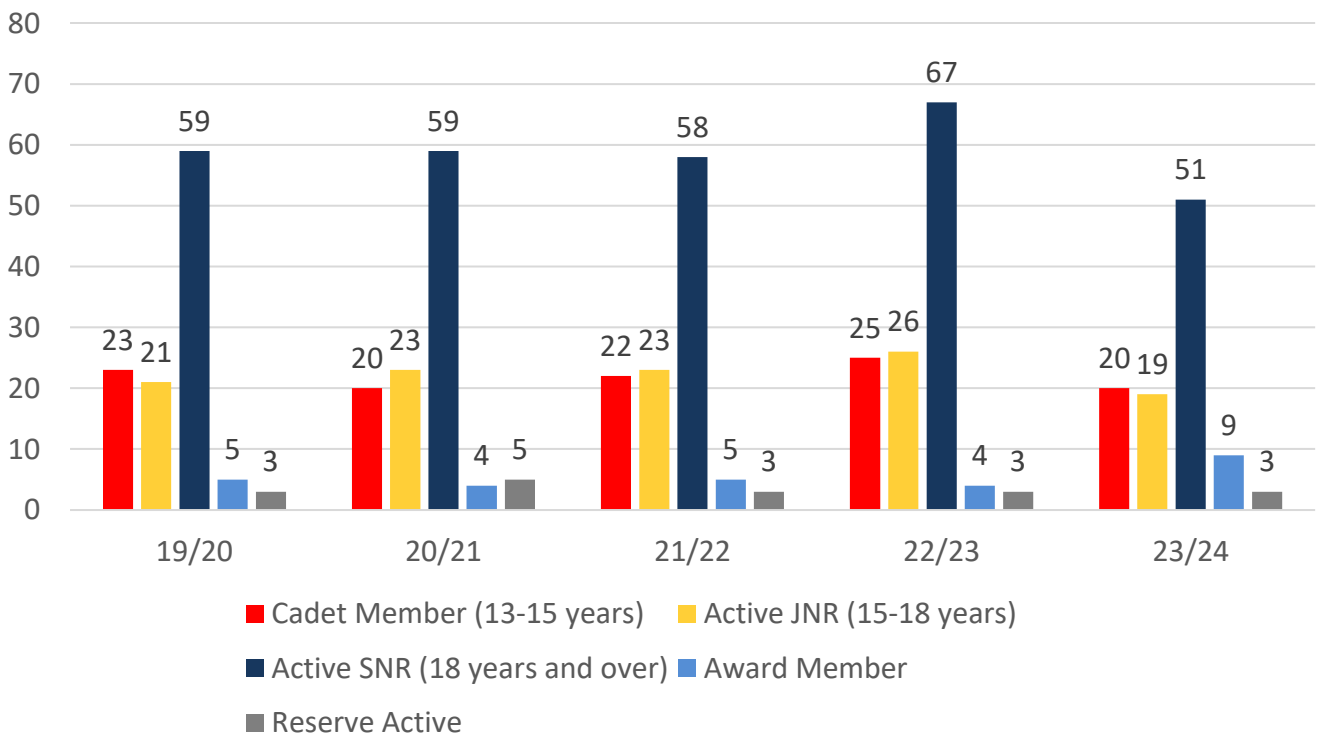
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	21	25	20	30	31
Under 7	19	32	26	30	37
Under 8	25	15	36	30	30
Under 9	27	26	26	31	26
Under 10	21	24	23	26	29
Under 11	20	21	22	23	15
Under 12	24	18	16	22	19
Under 13	13	18	12	13	13
Under 14	13	12	14	15	13
Junior Activities Total	183	191	195	220	213

# 5 YEAR TREND ANALYSIS

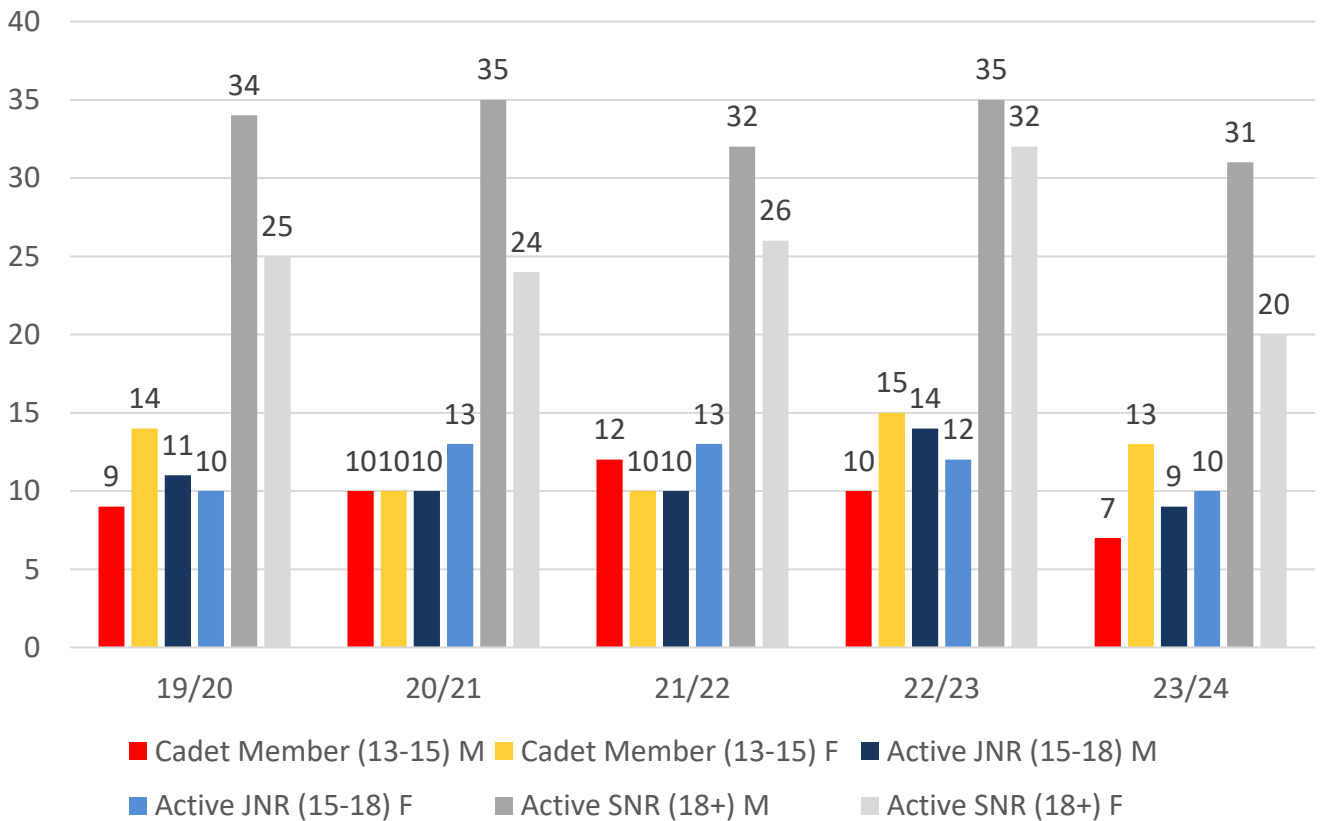
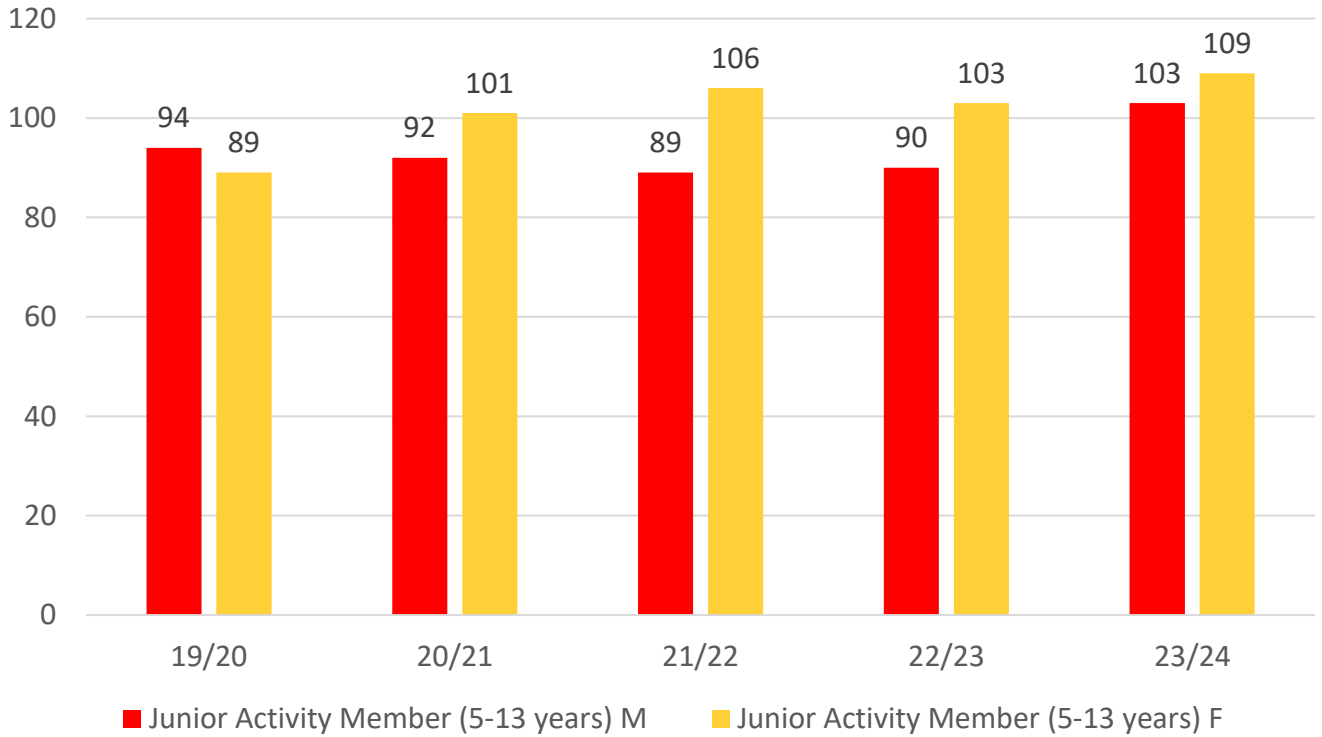
## Total Membership



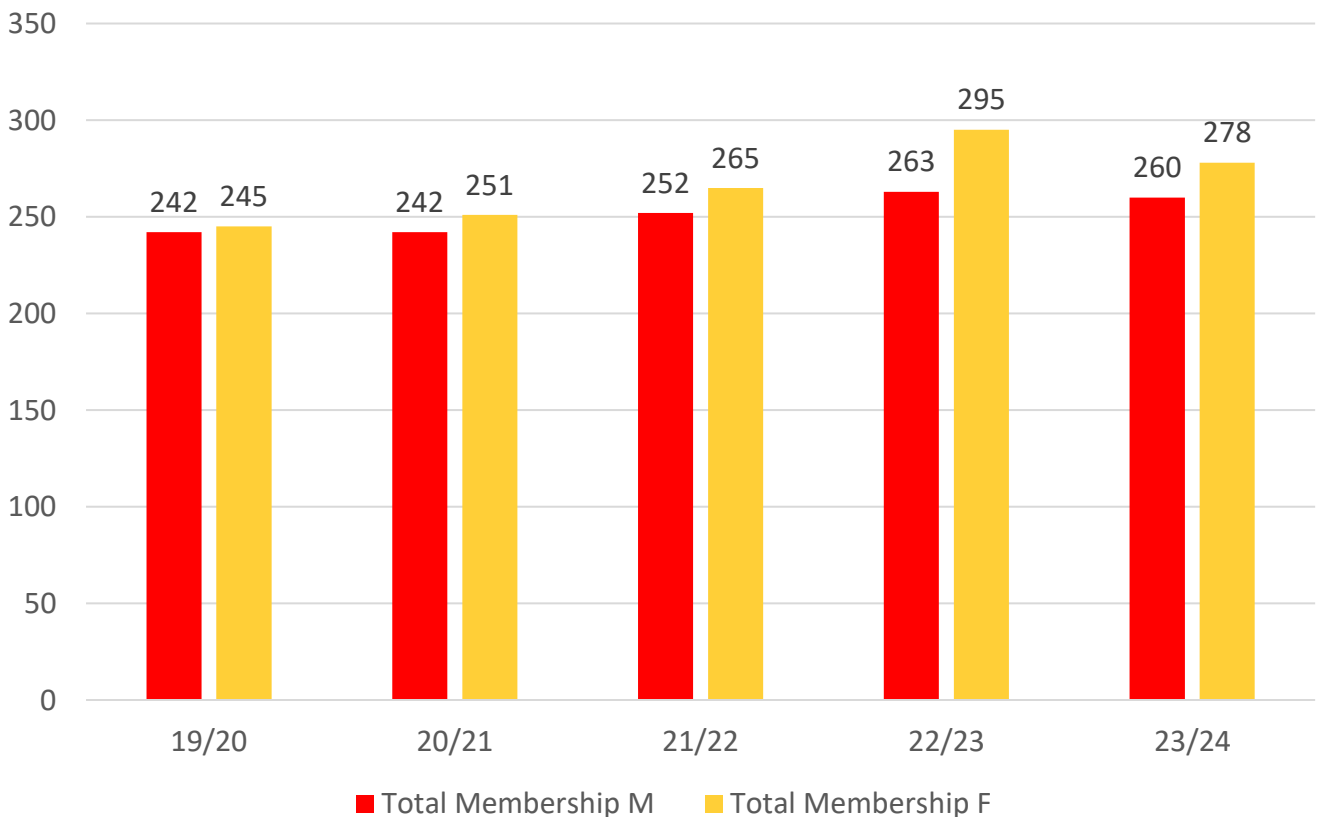
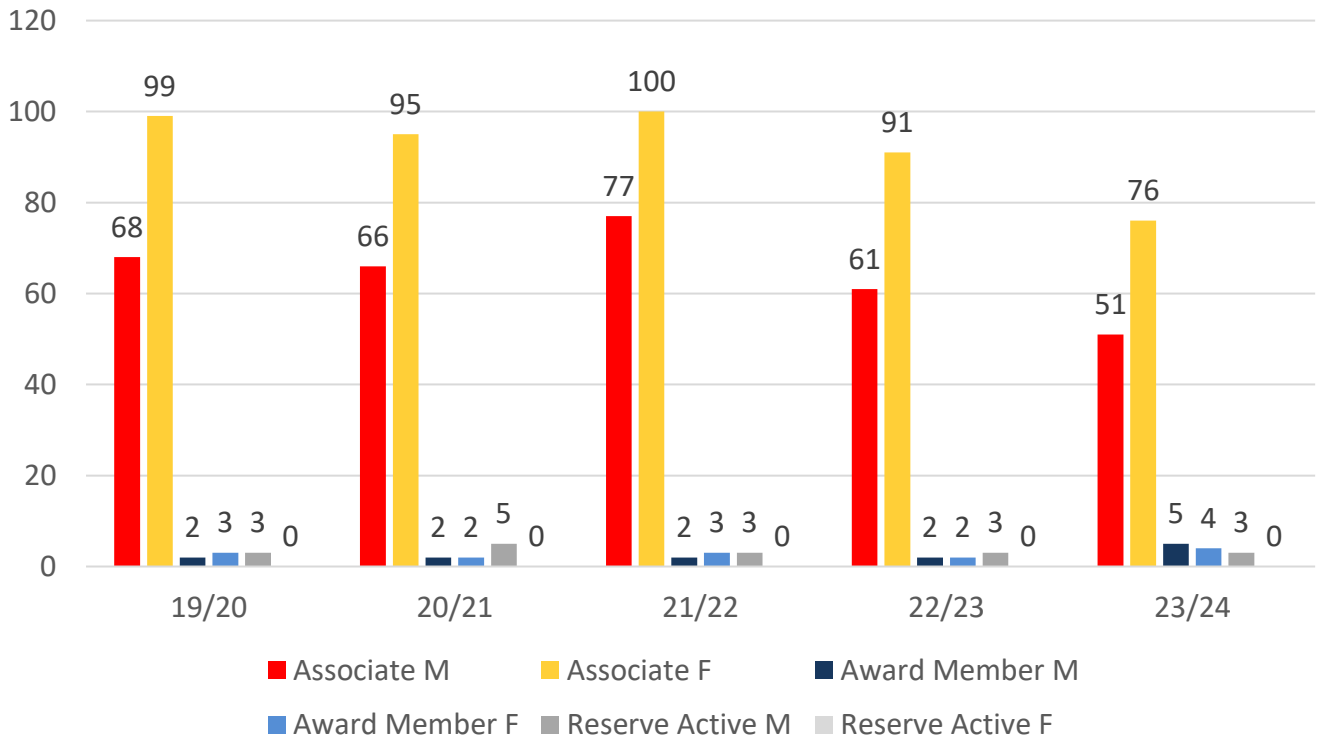
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



150

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



169

MEMBERS LOST FROM THE ORGANISATION

BUNDABERG 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	66	35	53%	19	3	5%	28	42%	49	74%	0	0%	65	-2%
Junior Activities	193	132	68%		2	1%	59	31%	72	37%	3	2%	212	10%
Cadet Member (13-15 years)	25	17	68%		0	0%	8	32%	2	8%	0	0%	20	-20%
Active (15-18 yrs)	26	17	65%		0	0%	9	35%	1	4%	0	0%	19	-27%
Active (18yrs and over)	67	54	81%	6	3	4%	10	15%	3	4%	0	0%	51	-24%
Award Member	4	4	100%		0	0%	0	0%	3	75%	0	0%	9	125%
Reserve Active	3	2	67%		0	0%	1	33%	0	0%	0	0%	3	0%
Long Service	2	1	50%		0	0%	1	50%	0	0%	1	50%	2	0%
Past Active	0	0			0		0		1		0		4	
Associate	152	98	64%		1	1%	53	35%	18	12%	4	3%	127	-16%
Life Member	16	16	100%	1	0	0%	0	0%	0	0%	0	0%	15	-6%
General	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Honorary	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	1	100%		0	0%	0	0%	0	0%	0	0%	8	700%
Total Active	125	94	75%		3	2%	28	22%	9	7%	0		102	-18%
Total	558	380	68%		9	2%	169	30%	150	27%	8		538	-4%

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

# MEMBERSHIP RETENTION

BUNDABERG 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	24	17	71%	7	29%	1	4%	17
16-18 Years	27	17	63%	10	37%	2	7%	22
19-25 Years	11	6	55%	3	27%	0	0%	4
26-35 Years	9	8	89%	1	11%	0	0%	7
36-50 Years	35	29	83%	5	14%	4	11%	31
51-70 Years	18	16	89%	2	11%	2	11%	20
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	125	94	75%	28	22%	9	7%	102

BUNDABERG 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	30					31		31
Under 7	29	18	60%	4	13%	11	37%	37
Under 8	28	21	72%	8	28%	7	24%	30
Under 9	31	16	57%	11	39%	9	32%	26
Under 10	24	23	74%	8	26%	6	19%	29
Under 11	20	13	54%	11	46%	1	4%	15
Under 12	21	14	70%	6	30%	4	20%	19
Under 13	11	13	62%	8	38%	0	0%	13
Under 14	6	9	82%	2	18%	3	27%	12
Transitioned From JA		5	83%					

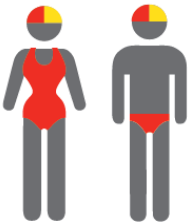
# MEMBERSHIP RETENTION

2021/22



68%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



64%

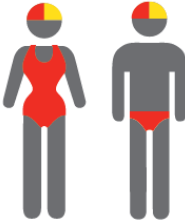
JUNIOR MEMBERSHIP  
RETENTION

2022/23



71%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



71%

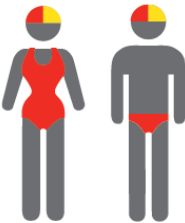
JUNIOR MEMBERSHIP  
RETENTION

2023/24



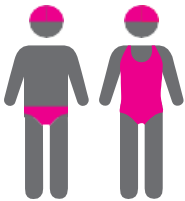
68%

TOTAL MEMBERSHIP  
RETENTION



75%

ACTIVE MEMBERSHIP  
RETENTION



68%

JUNIOR MEMBERSHIP  
RETENTION