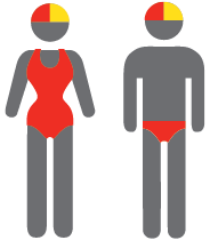


# BURLEIGH HEADS MOWBRAY PARK

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**316**

ACTIVE  
MEMBERSHIP



**1200**

TOTAL  
MEMBERSHIP



**339**

JUNIOR  
MEMBERSHIP

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



5% Increase



Equal



Equal

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



8% Increase



6% Increase



5% 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

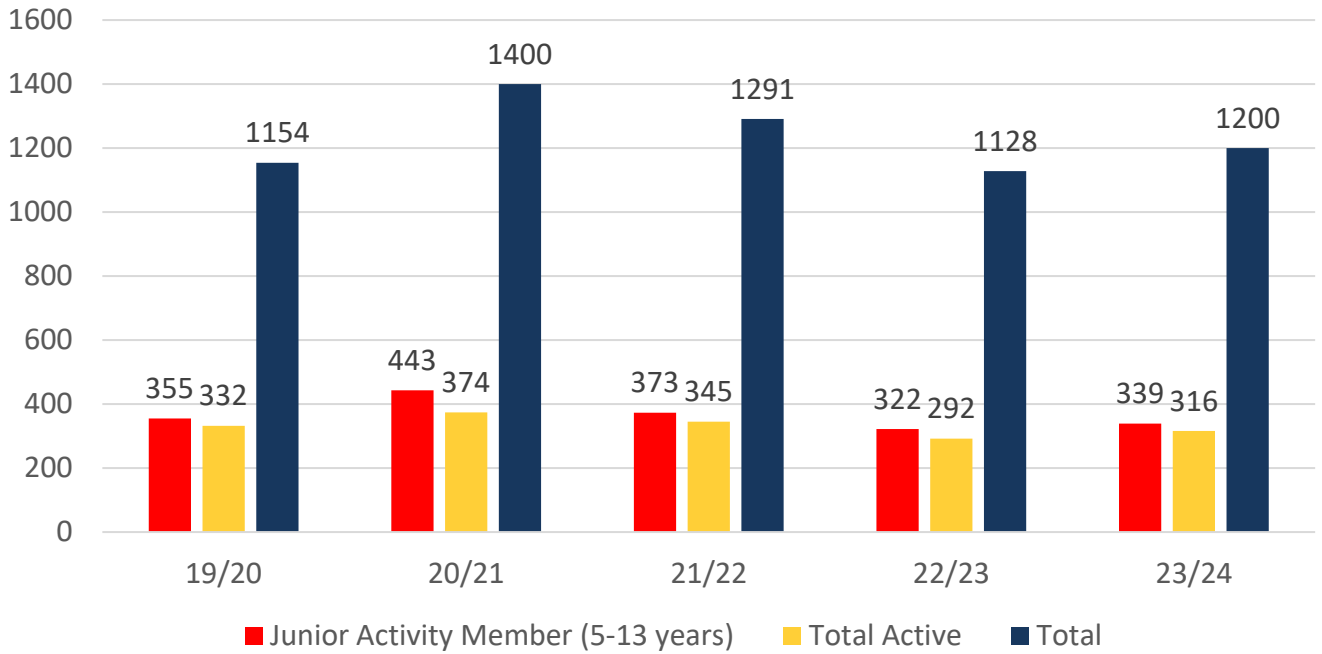
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	1	1	0	1	0
Junior Activity Member (5-13 years)	355	443	373	322	339
Cadet Member (13-15 years)	53	61	50	31	25
Active Junior (15-18 years)	43	64	73	52	62
Active Senior (18years and over)	227	238	210	200	222
Award Member	5	8	9	7	5
Reserve Active	4	3	3	2	2
Long Service	66	74	63	67	76
Past Active	17	29	70	71	53
Associate	326	430	385	320	361
Life Member	22	22	22	20	15
General	1	0	0	1	0
Honorary	30	23	29	31	25
Non Member Participants	0	0	0	1	0
Leave / Restricted	4	4	4	2	15
Total Active	332	374	345	292	316
Total	1154	1400	1291	1128	1200

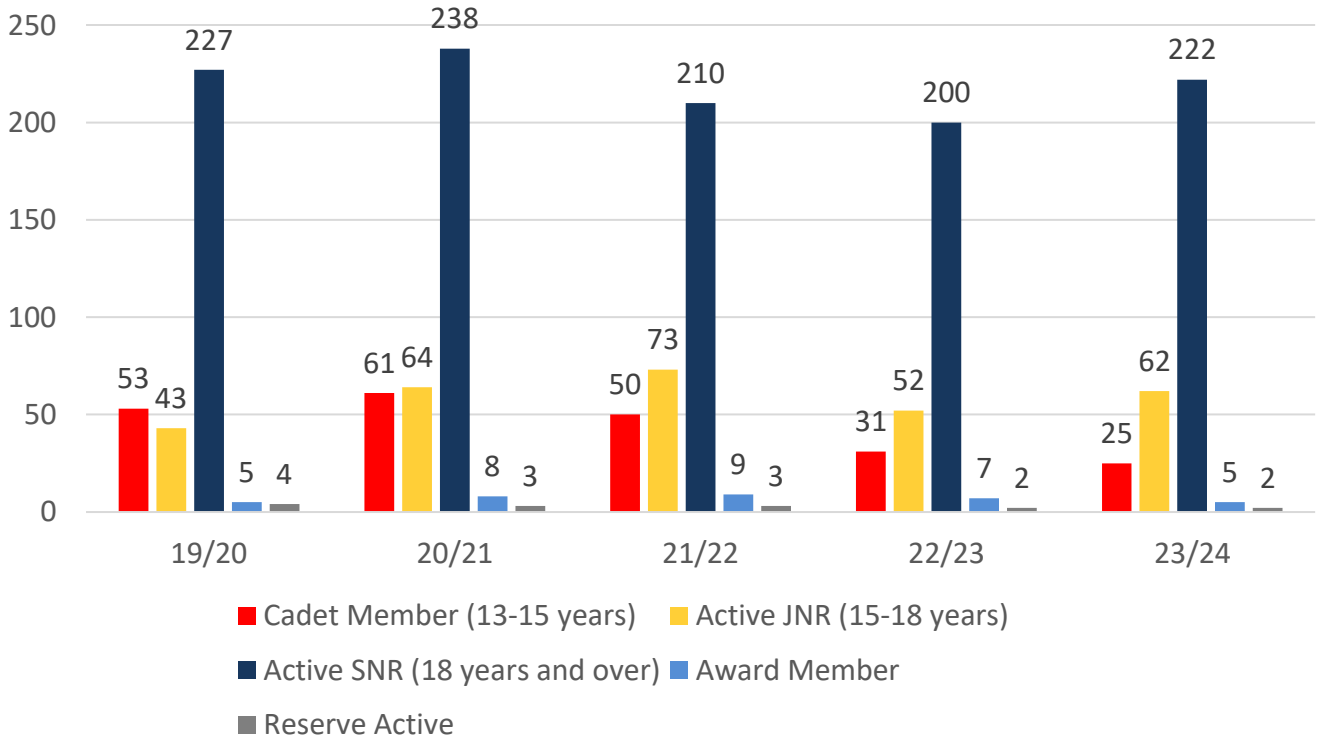
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	52	64	53	37	47
Under 7	44	70	68	51	43
Under 8	54	65	56	41	60
Under 9	54	64	59	30	38
Under 10	42	45	38	42	40
Under 11	33	44	38	33	33
Under 12	36	42	34	29	27
Under 13	30	37	31	33	31
Under 14	10	11	31	26	24
Junior Activities Total	355	442	408	322	343

# 5 YEAR TREND ANALYSIS

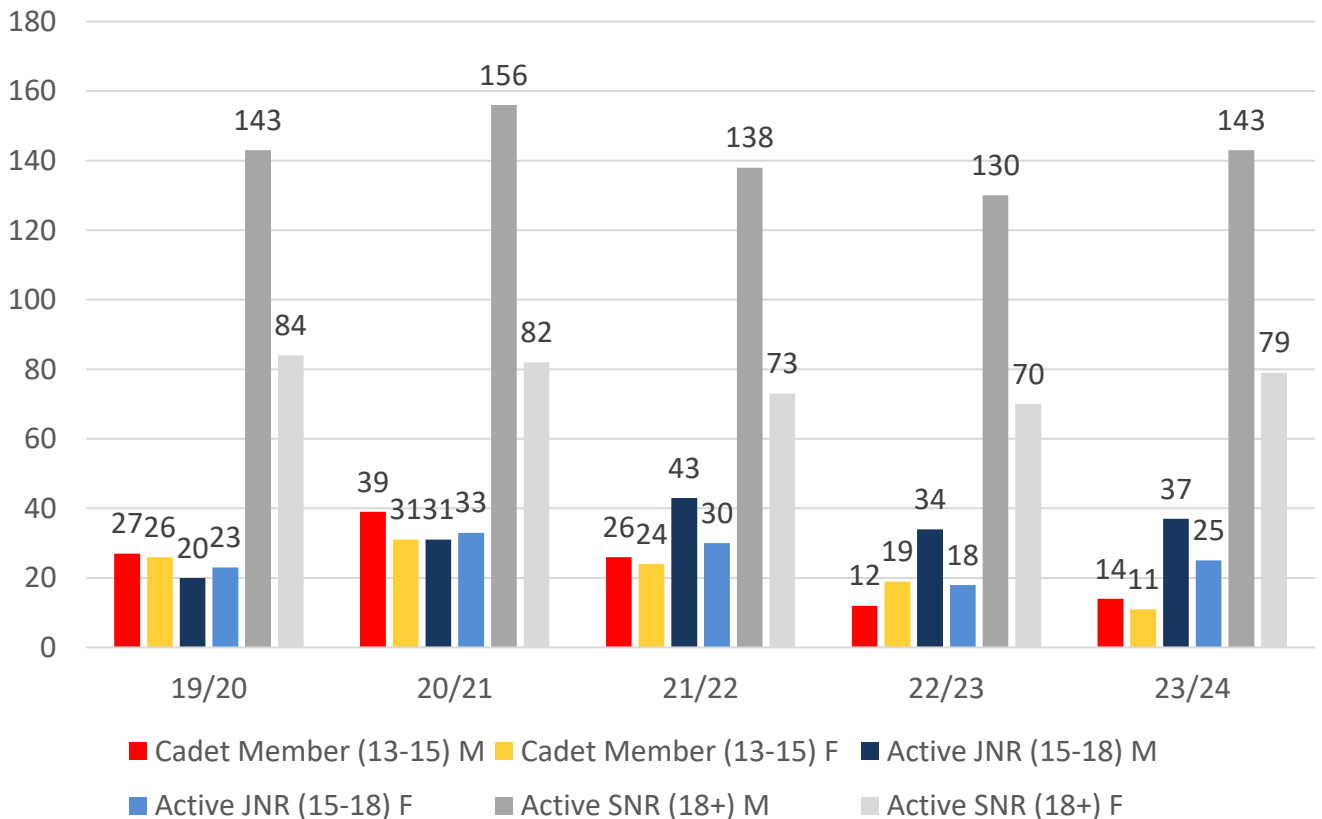
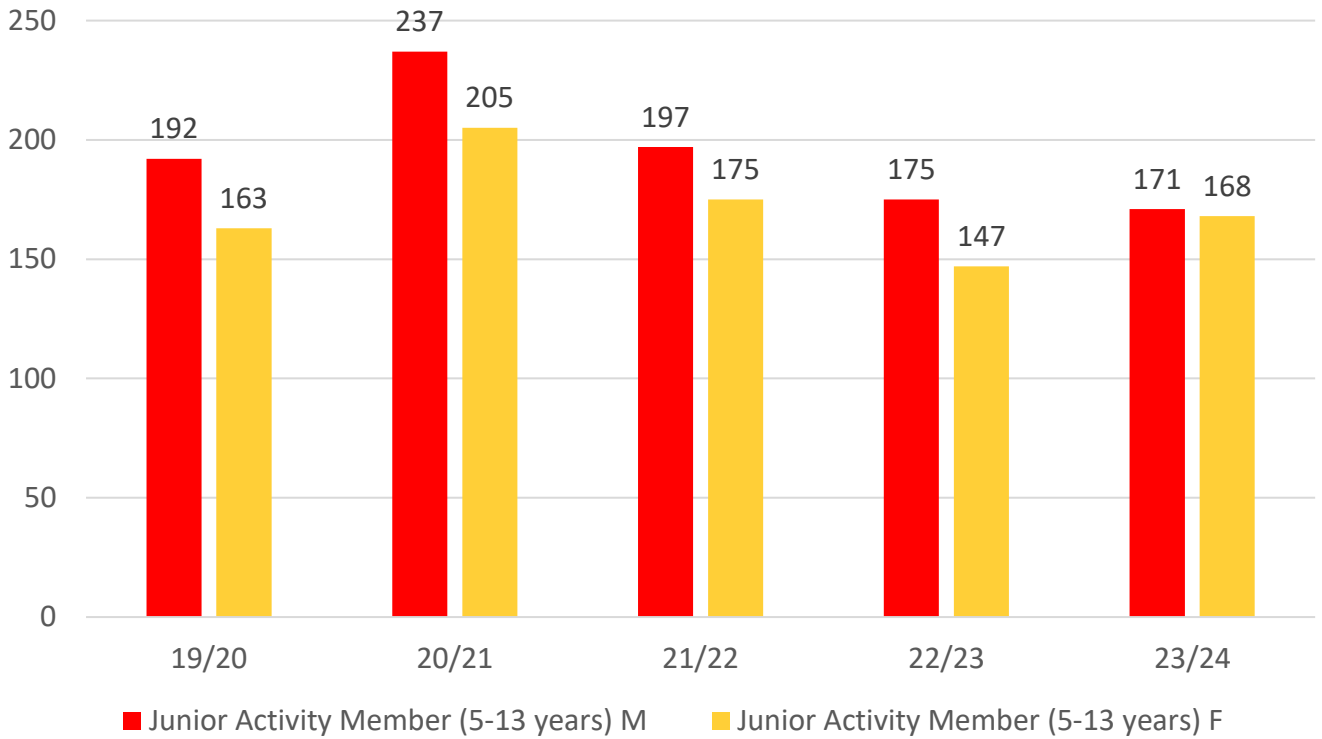
## Total Membership



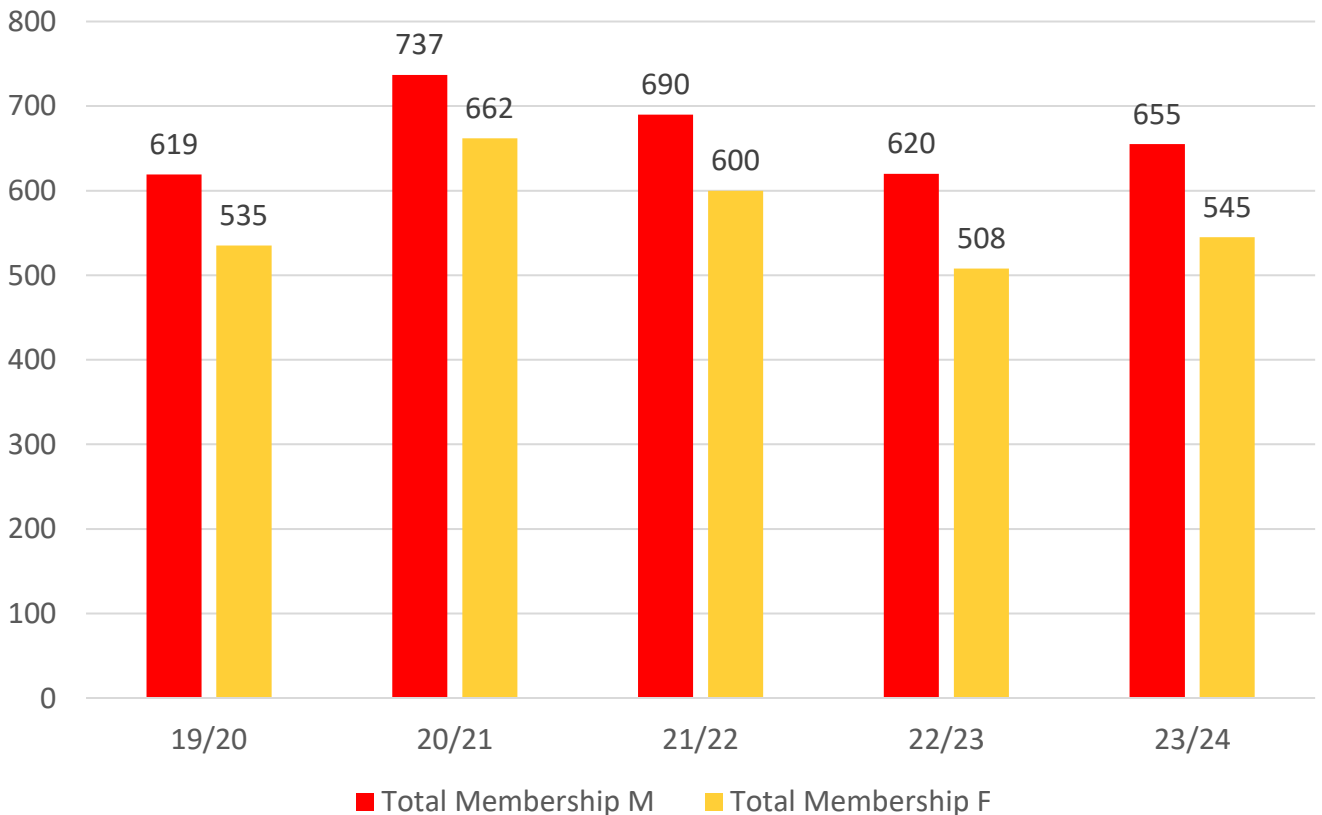
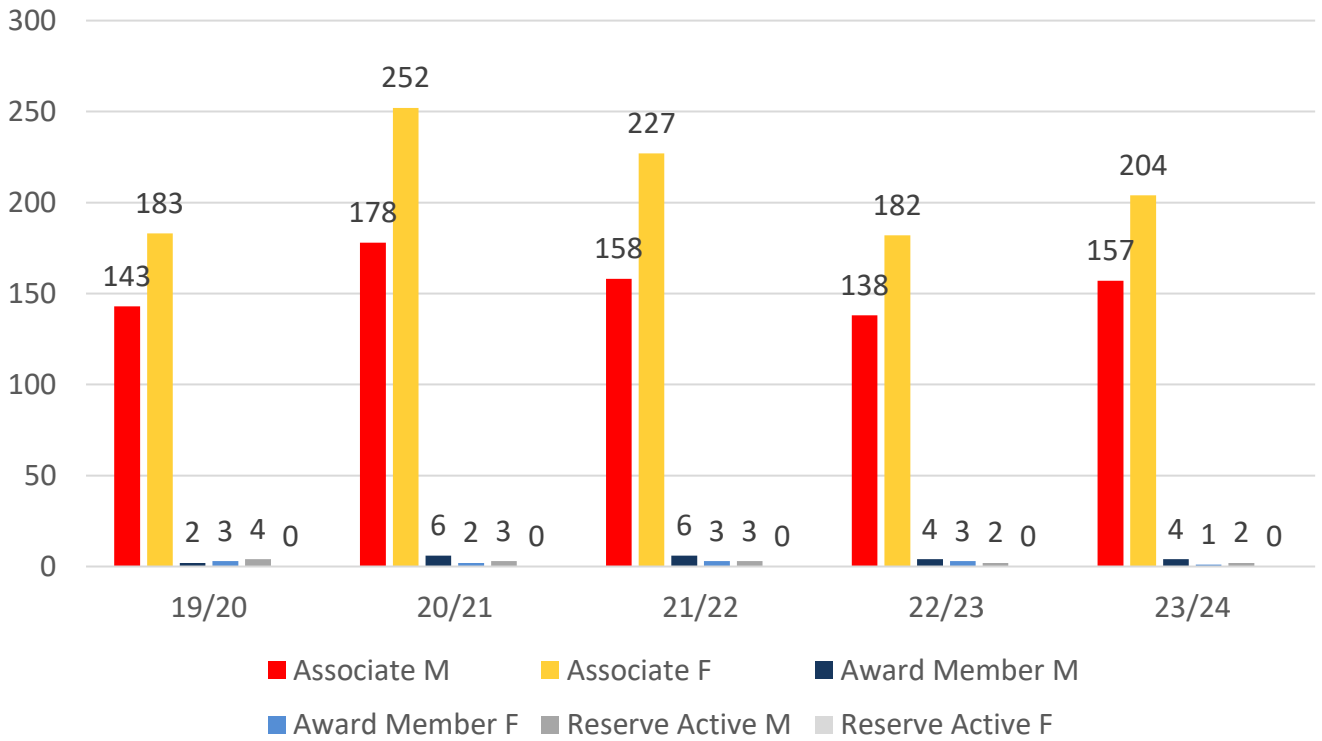
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**371**

**BRAND NEW MEMBERS**



**70%**

**MEMBERSHIP RETENTION**



**318**

**MEMBERS LOST FROM THE ORGANISATION**

BURLEIGH HEADS MOWBRAY PARK 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%	0	0%	0	0%	0	-100%
Junior Activities	322	219	68%	23	4	1%	99	31%	134	42%	9	3%	339	5%
Cadet Member (13-15 years)	31	23	74%		0	0%	8	26%	0	0%	1	3%	25	-19%
Active (15-18 yrs)	52	35	67%		4	8%	13	25%	9	17%	3	6%	62	19%
Active (18yrs and over)	200	170	85%	7	7	4%	23	12%	40	20%	19	10%	222	11%
Award Member	7	4	57%		0	0%	3	43%	0	0%	1	14%	5	-29%
Reserve Active	2	1	50%		0	0%	1	50%	1	50%	0	0%	2	0%
Long Service	67	56	84%		4	6%	7	10%	7	10%	3	4%	76	13%
Past Active	71	41	58%		1	1%	29	41%	4	6%	0	0%	53	-25%
Associate	320	194	61%	13	4	1%	122	38%	174	54%	6	2%	361	13%
Life Member	20	15	75%		0	0%	5	25%	0	0%	0	0%	15	-25%
General	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	31	25	81%		0	0%	6	19%	0	0%	0	0%	25	-19%
Non Member Participant	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Leave / Restricted	2	2	100%		0	0%	0	0%	2	100%	1	50%	15	650%
<b>Total Active</b>	<b>292</b>	<b>233</b>	<b>80%</b>		<b>11</b>	<b>4%</b>	<b>48</b>	<b>16%</b>	<b>50</b>	<b>17%</b>	<b>24</b>		<b>316</b>	<b>8%</b>
<b>Total</b>	<b>1128</b>	<b>786</b>	<b>70%</b>		<b>24</b>	<b>2%</b>	<b>318</b>	<b>28%</b>	<b>371</b>	<b>33%</b>	<b>43</b>		<b>1200</b>	<b>6%</b>

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

# MEMBERSHIP RETENTION

## BURLEIGH HEADS MOWBRAY PARK 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	39	29	74%	9	23%	0	0%	33
16-18 Years	51	34	67%	14	27%	11	22%	55
19-25 Years	70	56	80%	11	16%	18	26%	74
26-35 Years	16	15	94%	1	6%	6	38%	23
36-50 Years	68	60	88%	8	12%	13	19%	88
51-70 Years	44	35	80%	5	11%	2	5%	38
70+ Years	4	4	100%	0	0%	0	0%	5
<b>Total</b>	292	233	80%	48	16%	50	17%	316

## BURLEIGH HEADS MOWBRAY PARK 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	37					47		47
Under 7	51	25	68%	11	30%	17	46%	43
Under 8	41	36	71%	14	27%	22	43%	60
Under 9	30	27	66%	13	32%	11	27%	38
Under 10	42	24	80%	6	20%	13	43%	39
Under 11	33	24	57%	18	43%	9	21%	33
Under 12	29	24	73%	8	24%	3	9%	27
Under 13	33	21	72%	8	28%	8	28%	31
Under 14	26	16	48%	17	52%	4	12%	21
Transitioned From JA		22	85%					

# MEMBERSHIP RETENTION

2021/22



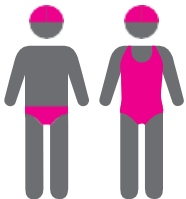
65%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION

2022/23



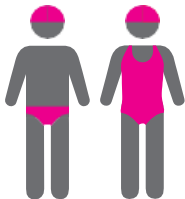
61%

TOTAL MEMBERSHIP  
RETENTION



77%

ACTIVE MEMBERSHIP  
RETENTION



52%

JUNIOR MEMBERSHIP  
RETENTION

2023/24



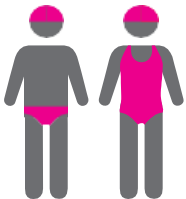
70%

TOTAL MEMBERSHIP  
RETENTION



80%

ACTIVE MEMBERSHIP  
RETENTION



68%

JUNIOR MEMBERSHIP  
RETENTION