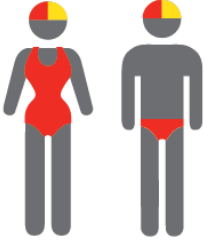


## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**127**  
ACTIVE  
MEMBERSHIP



**398**  
TOTAL  
MEMBERSHIP



**119**  
JUNIOR  
MEMBERSHIP

### Vs. 2023/24 Mid-Season (JULY 2023)



3% Increase



2% Increase



5% Increase

### Vs. 2022/23 EOS (NOV 2022)



2% Increase



1% Increase



2% 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

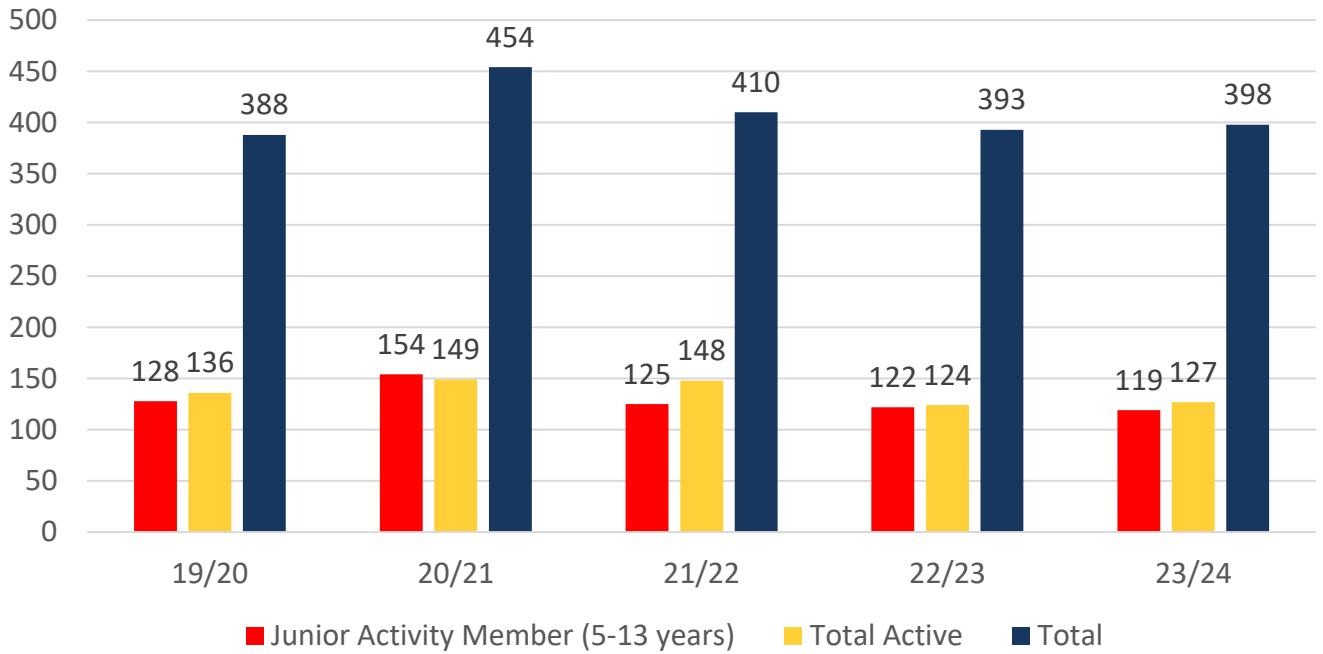
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	44	64	0	4	0
Junior Activity Member (5-13 years)	128	154	125	122	119
Cadet Member (13-15 years)	9	12	22	21	16
Active Junior (15-18 years)	39	34	32	20	29
Active Senior (18years and over)	74	76	64	57	65
Award Member	12	26	25	21	12
Reserve Active	2	1	5	5	5
Long Service	8	9	7	7	6
Past Active	0	0	0	1	0
Associate	49	53	100	104	106
Life Member	21	25	28	28	28
General	1	0	0	1	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	2	2	12
Total Active	136	149	148	124	127
Total	388	454	410	393	398

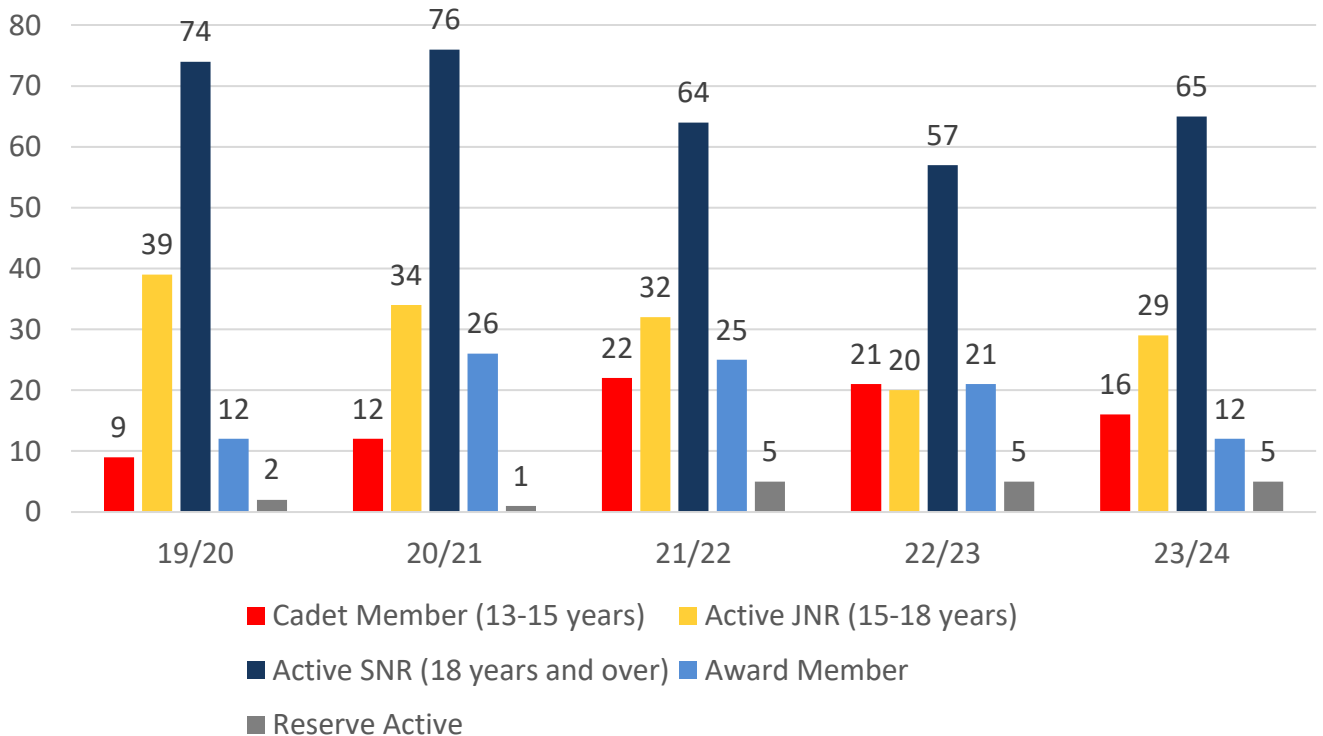
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	6	12	9	10	9
Under 7	18	12	18	21	17
Under 8	13	20	19	19	15
Under 9	19	22	19	21	18
Under 10	14	20	18	13	17
Under 11	10	23	15	15	15
Under 12	18	11	18	13	15
Under 13	13	15	9	7	13
Under 14	14	14	9	8	6
Junior Activities Total	125	149	134	127	125

# 5 YEAR TREND ANALYSIS

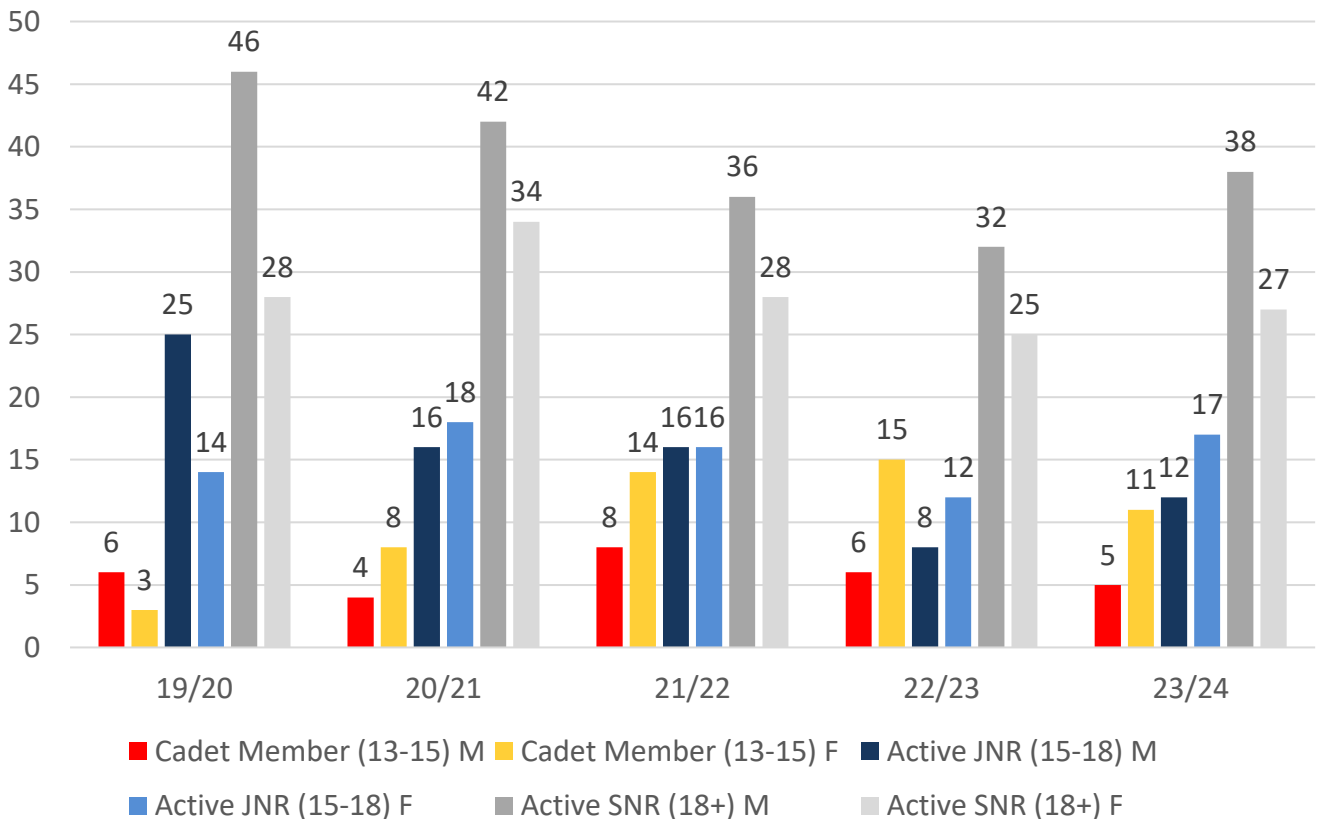
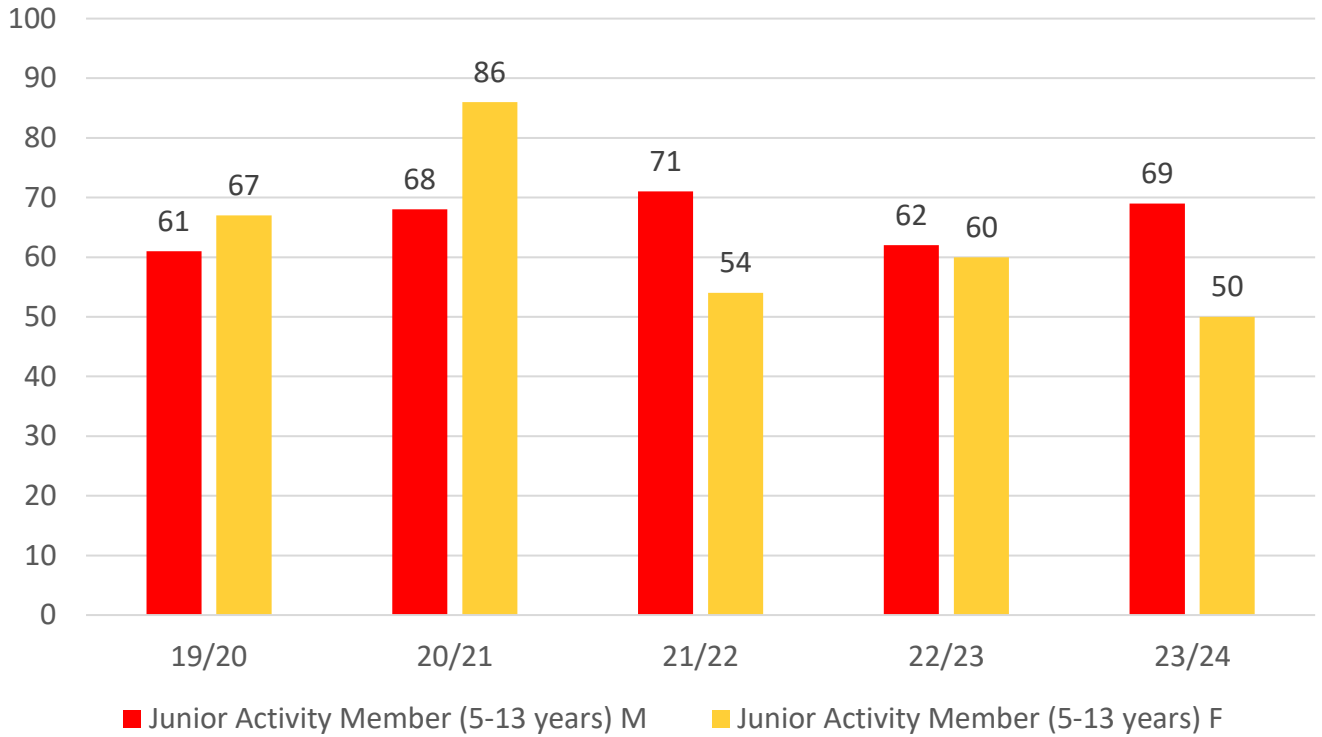
## Total Membership



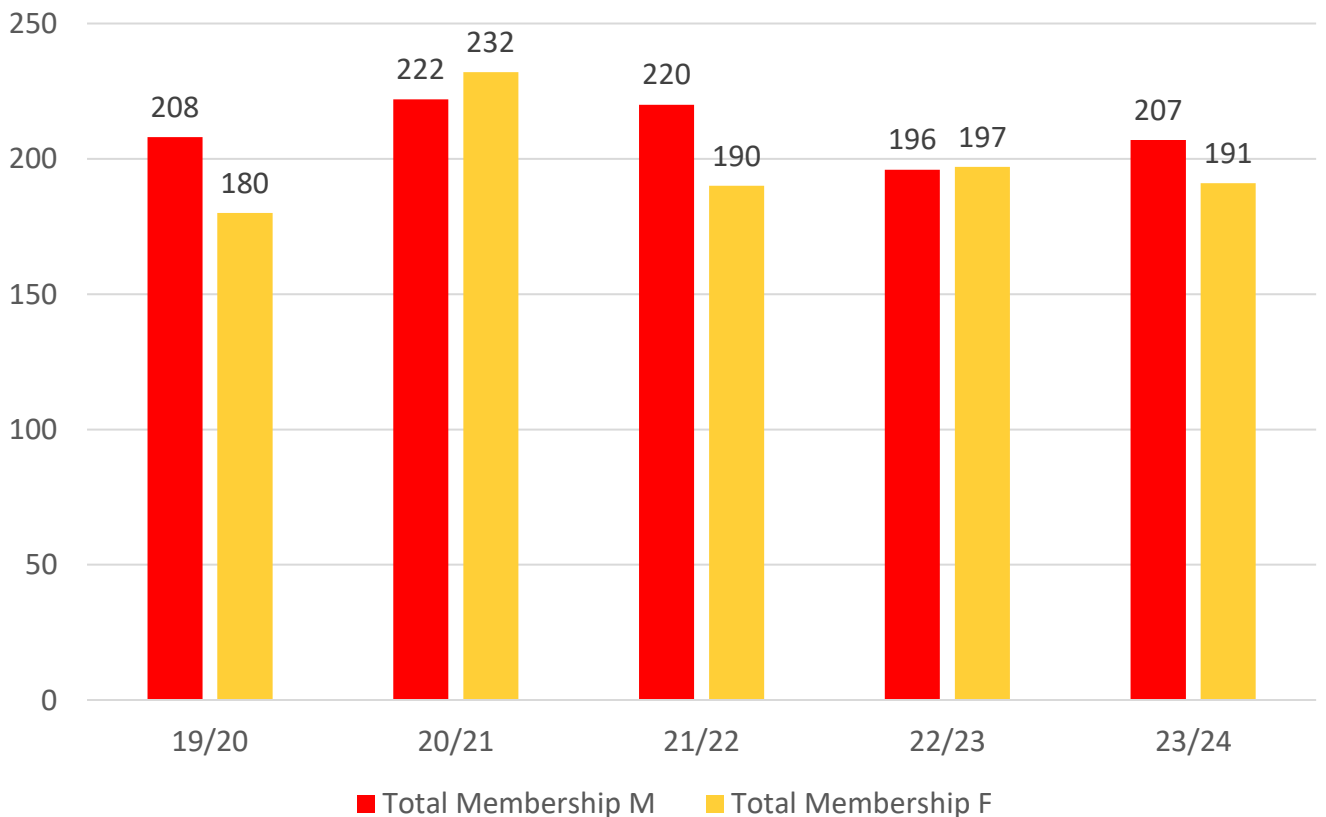
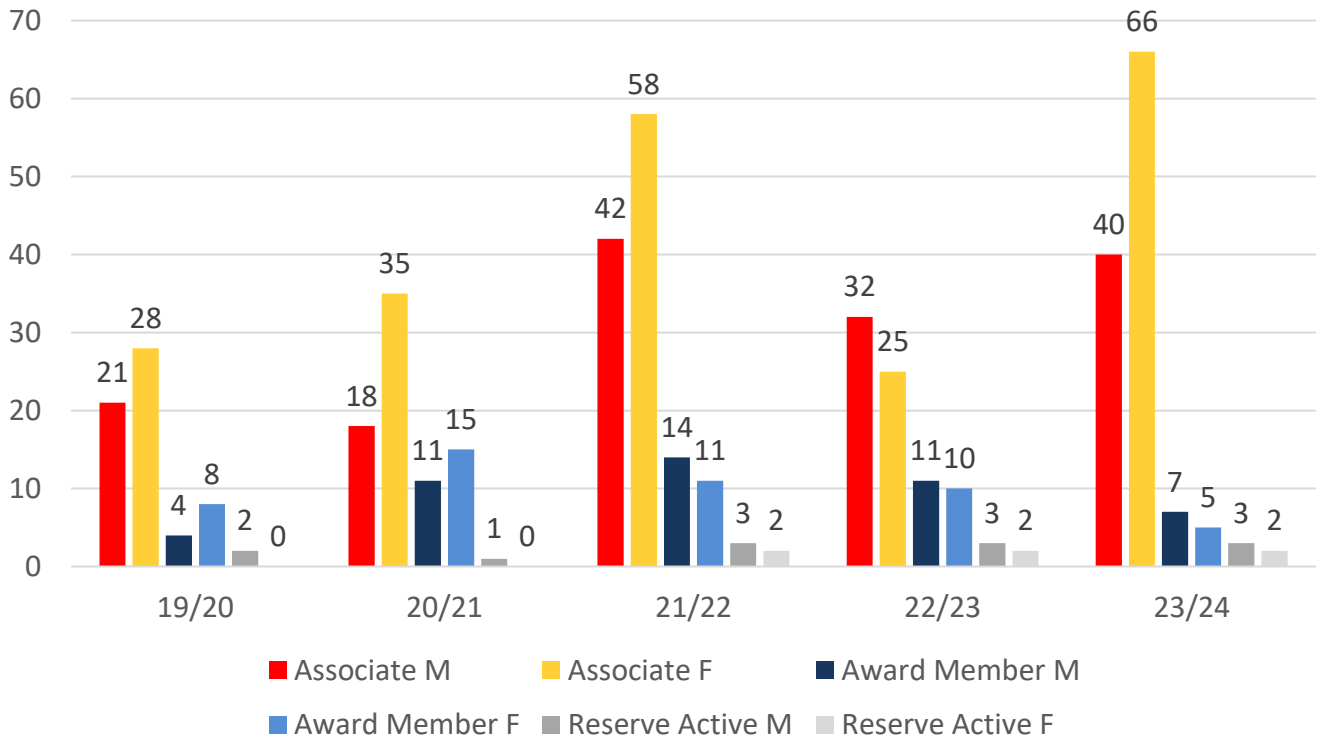
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**135**

**BRAND NEW MEMBERS**



**67%**

**MEMBERSHIP RETENTION**



**129**

**MEMBERS LOST FROM CAIRNS**

CAIRNS 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	4	0	0%		0	0%	4	100%	0	0%	0	0%	0	-100%
Junior Activities	122	64	52%	7	0	0%	58	48%	62	51%	0	0%	119	-2%
Cadet Member (13-15 years)	21	21	100%	7	0	0%	0	0%	2	10%	0	0%	16	-24%
Active (15-18 yrs)	20	16	80%		0	0%	4	20%	2	10%	0	0%	29	45%
Active (18yrs and over)	57	42	74%		1	2%	14	25%	8	14%	0	0%	65	14%
Award Member	21	18	86%	8	0	0%	3	14%	2	10%	0	0%	12	-43%
Reserve Active	5	5	100%		0	0%	0	0%	0	0%	0	0%	5	0%
Long Service	7	6	86%		0	0%	1	14%	0	0%	0	0%	6	-14%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	104	60	58%	11	0	0%	44	42%	57	55%	0	0%	106	2%
Life Member	28	28	100%		0	0%	0	0%	0	0%	0	0%	28	0%
General	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	2	100%		0	0%	0	0%	2	100%	0	0%	12	500%
Total Active	124	102	82%		1	1%	21	17%	14	11%	0		127	2%
Total	393	263	67%		1	0%	129	33%	135	34%	0		398	1%

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

# MEMBERSHIP RETENTION

CAIRNS 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	22	96%	1	4%	2	9%	23
16-18 Years	20	16	80%	4	20%	2	10%	22
19-25 Years	13	9	69%	4	31%	0	0%	9
26-35 Years	6	2	33%	4	67%	2	33%	3
36-50 Years	34	28	82%	5	15%	3	9%	36
51-70 Years	28	25	89%	3	11%	4	14%	33
70+ Years	0	0		0		1		1
<b>Total</b>	124	102	82%	21	17%	14	11%	127



CAIRNS 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	10					9		9
Under 7	21	3	30%	7	70%	14	140%	17
Under 8	19	8	38%	13	62%	7	33%	15
Under 9	21	11	58%	8	42%	7	37%	18
Under 10	13	9	43%	12	57%	8	38%	17
Under 11	15	10	77%	3	23%	5	38%	15
Under 12	13	9	60%	6	40%	6	40%	15
Under 13	7	7	54%	6	46%	6	46%	13
Under 14	3	6	86%	1	14%	0	0%	0
Transitioned From JA		1	33%					

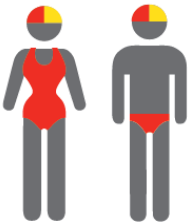
# MEMBERSHIP RETENTION

2021/22



56%

TOTAL MEMBERSHIP  
RETENTION



60%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION

2022/23



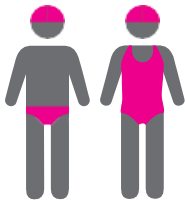
64%

TOTAL MEMBERSHIP  
RETENTION



70%

ACTIVE MEMBERSHIP  
RETENTION



58%

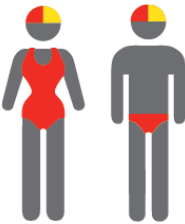
JUNIOR MEMBERSHIP  
RETENTION

2023/24



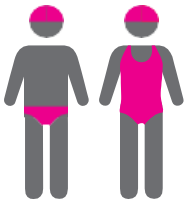
67%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



52%

JUNIOR MEMBERSHIP  
RETENTION