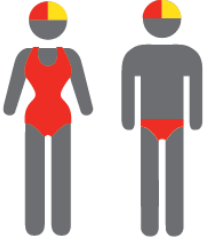


MEMBERSHIP STATISTICS REPORT EOS 24/25 SEASON



127
ACTIVE
MEMBERSHIP



357
TOTAL
MEMBERSHIP



93
JUNIOR
MEMBERSHIP

Vs. 24/25 Mid-Season (JULY 2024)



3% Increase



4% Increase



4% Increase

Vs. 23/24 EOS (NOV 2023)



Equal



10% Decrease



22% 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

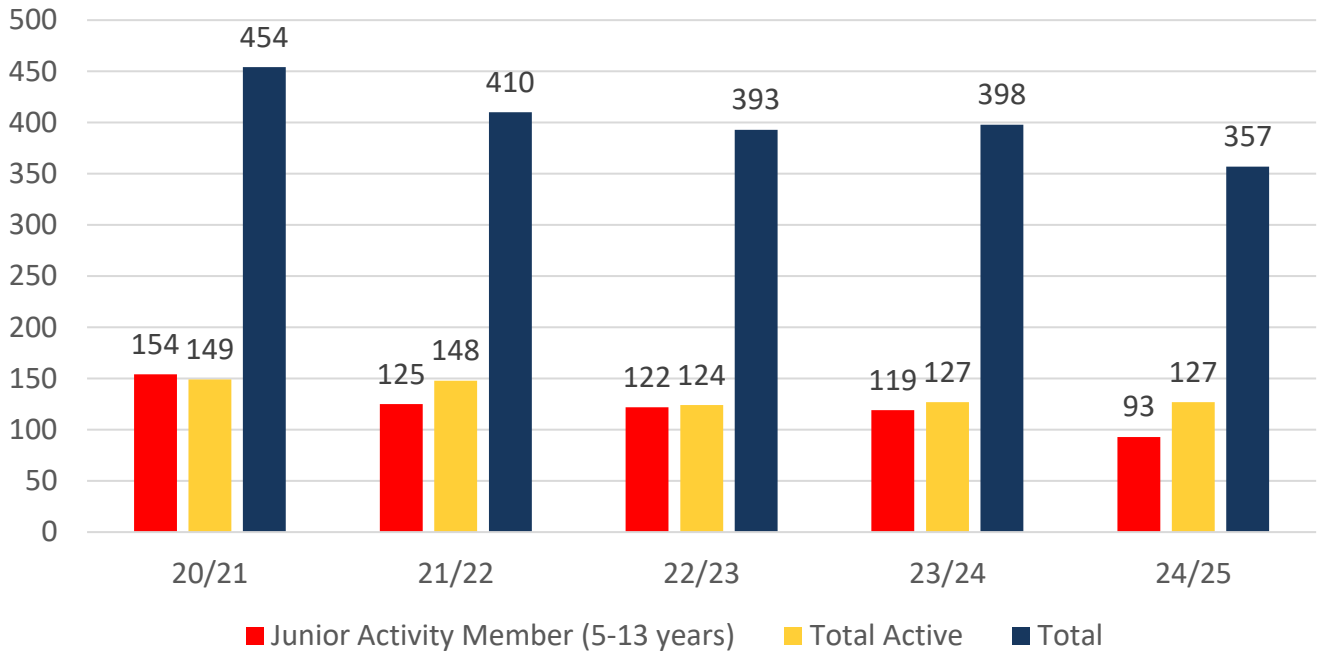
MEMBERSHIP 2020-2024

	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Probationary	64	0	4	0	0
Junior Activity Member (5-13 years)	154	125	122	119	93
Cadet Member (13-15 years)	12	22	21	16	17
Active Junior (15-18 years)	34	32	20	29	32
Active Senior (18years and over)	76	64	57	65	67
Award Member	26	25	21	12	6
Reserve Active	1	5	5	5	5
Long Service	9	7	7	6	5
Past Active	0	0	1	0	0
Associate	53	100	104	106	98
Life Member	25	28	28	28	31
General	0	0	1	0	1
Honorary	0	0	0	0	0
Non-Member Participants	0	0	0	0	0
Leave / Restricted	0	2	2	12	2
Total Active	149	148	124	127	127
Total	454	410	393	398	357

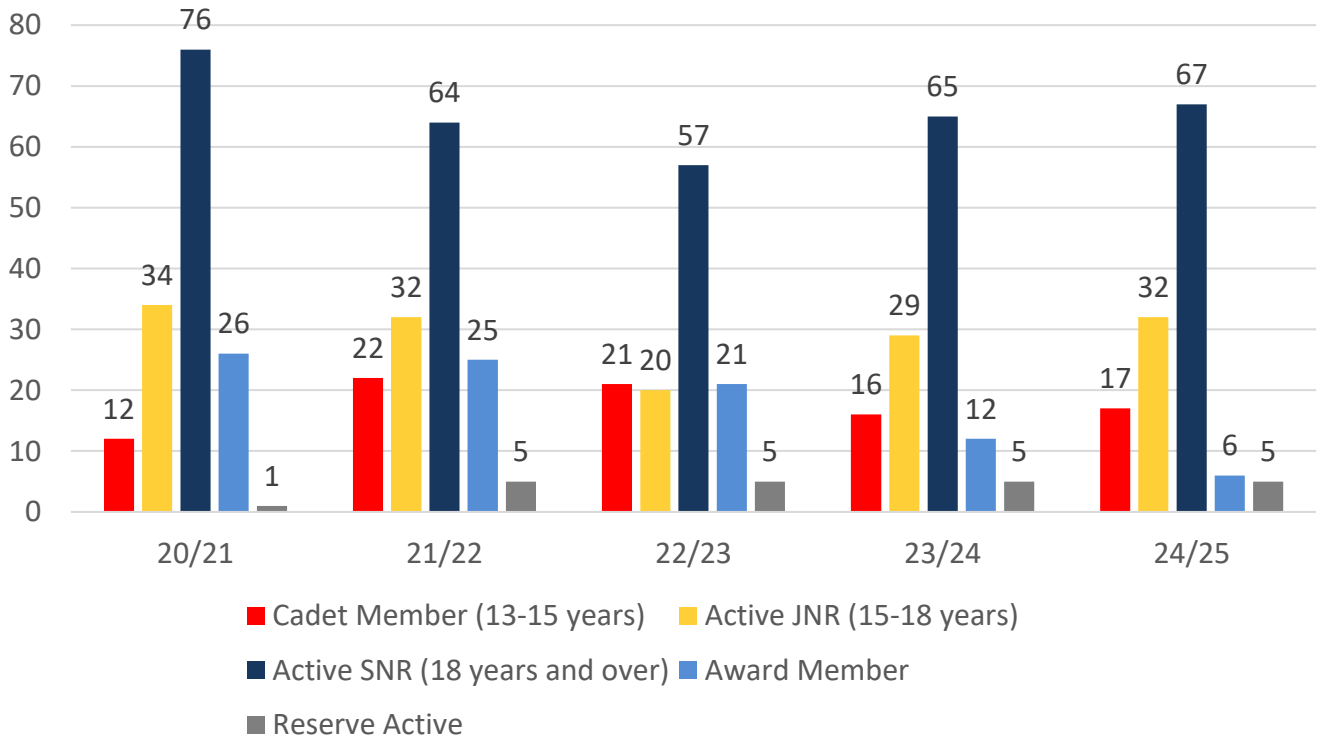
	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Under 6	12	9	10	9	15
Under 7	12	18	21	17	11
Under 8	20	19	19	15	7
Under 9	22	19	21	18	11
Under 10	20	18	13	17	10
Under 11	23	15	15	15	10
Under 12	11	18	13	15	15
Under 13	15	9	7	13	14
Under 14	14	9	8	6	11
Jnr Age Category Total	149	134	127	125	104

5 YEAR TREND ANALYSIS

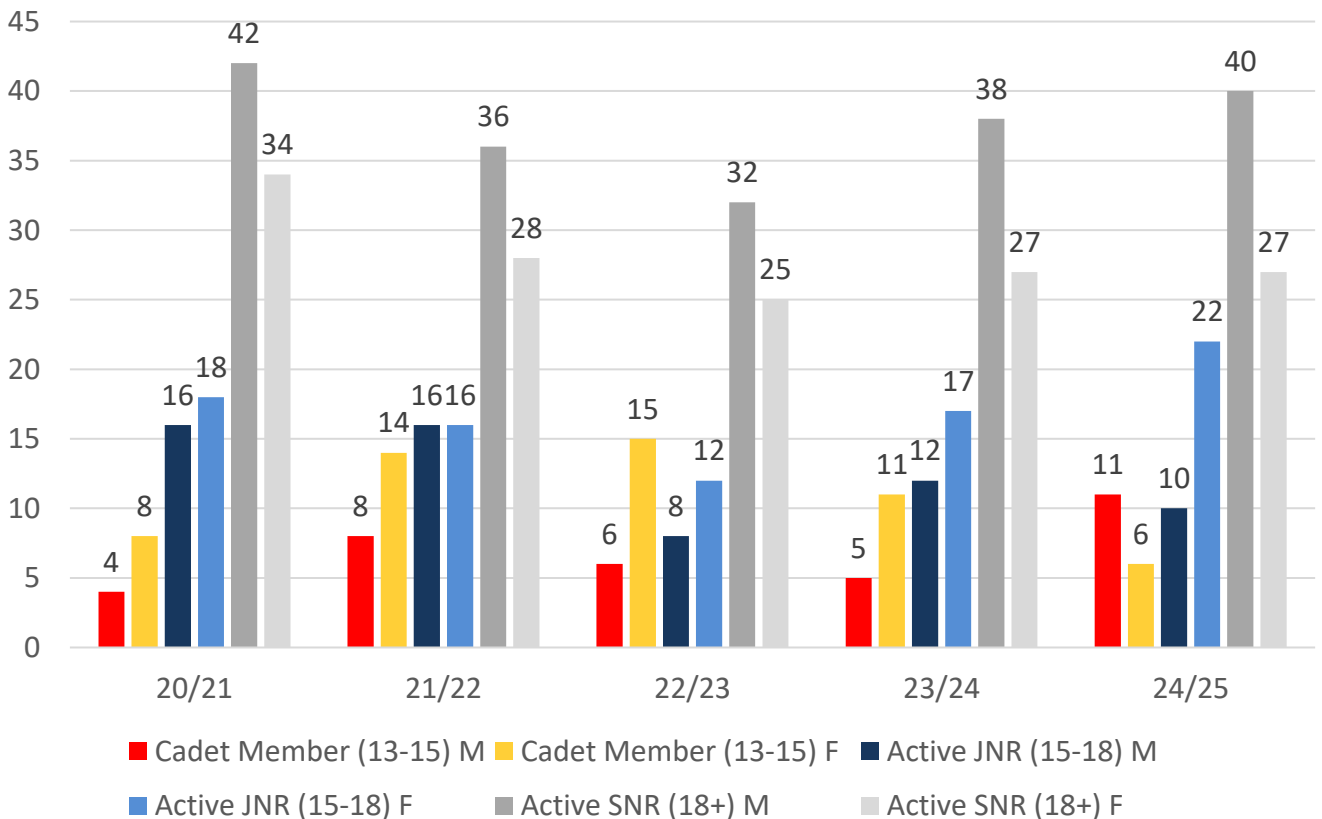
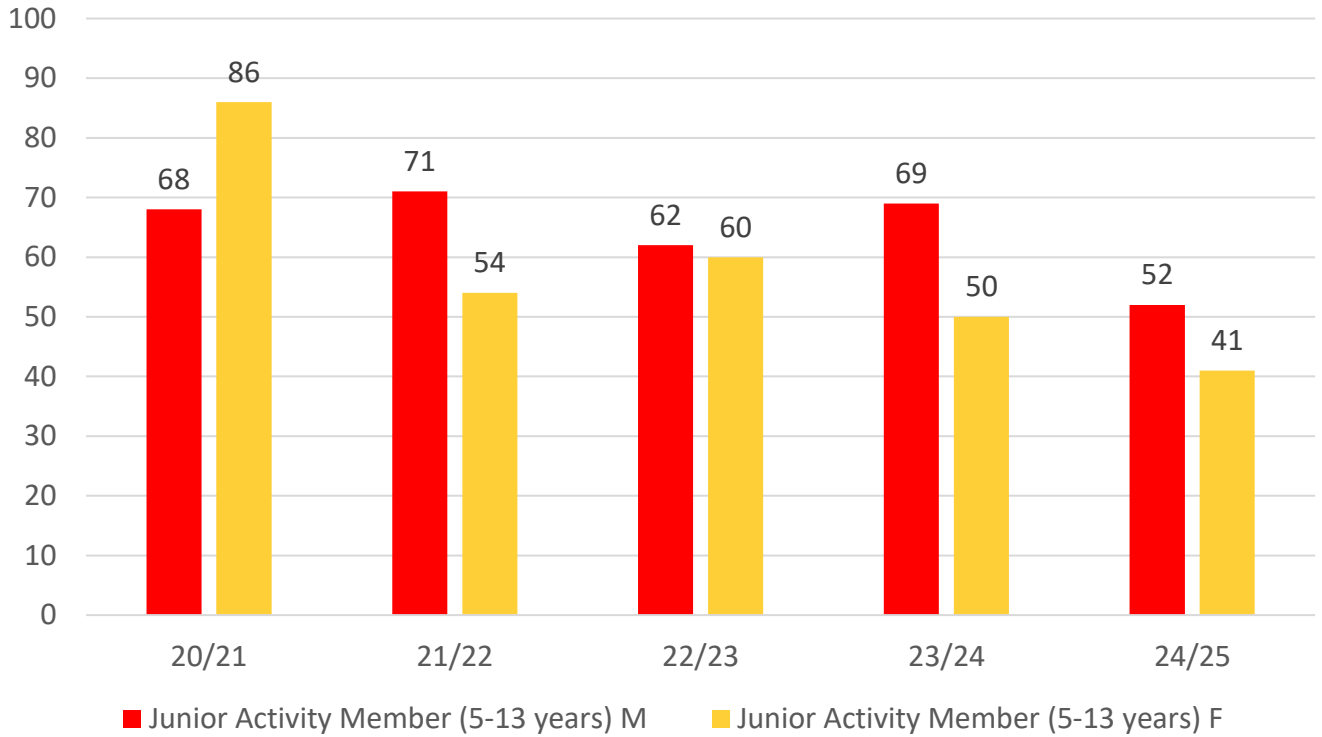
Total Membership



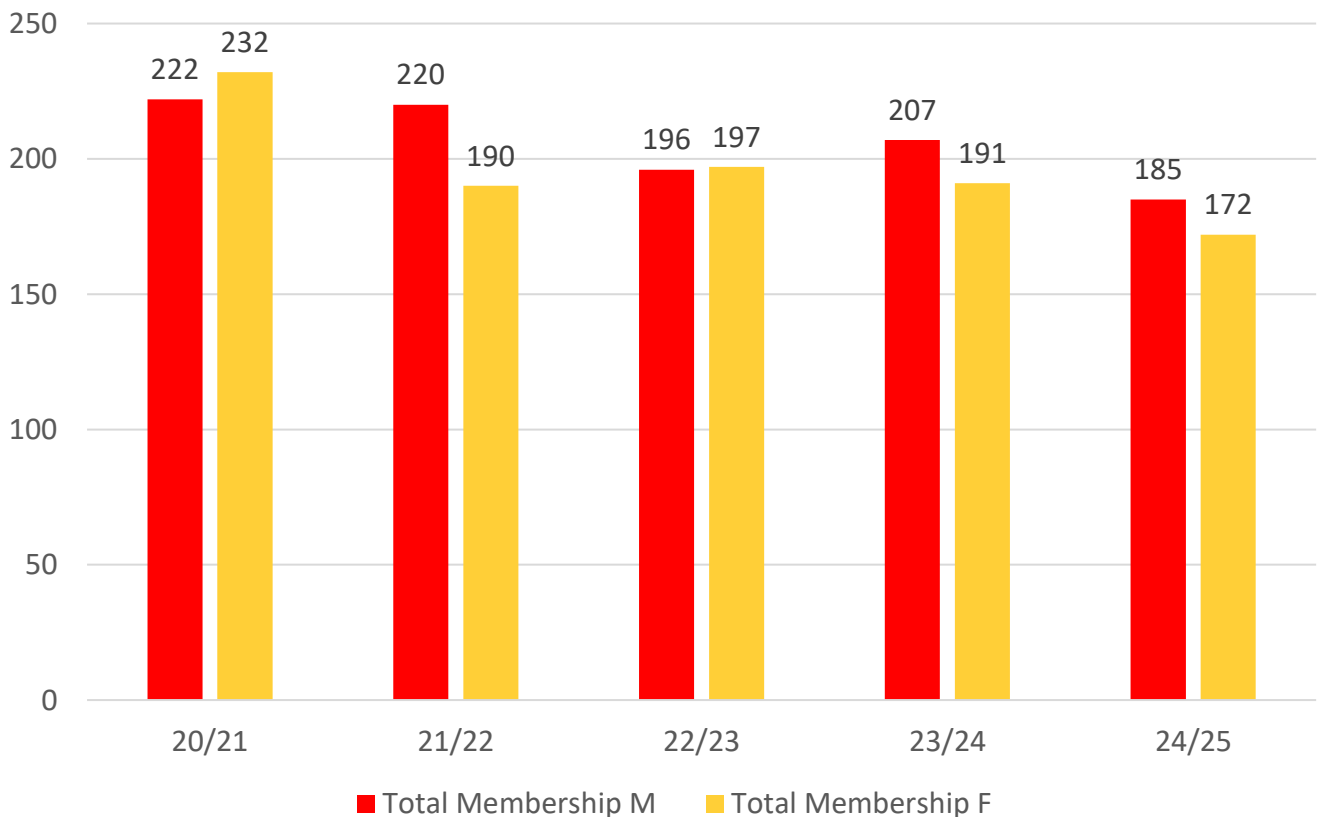
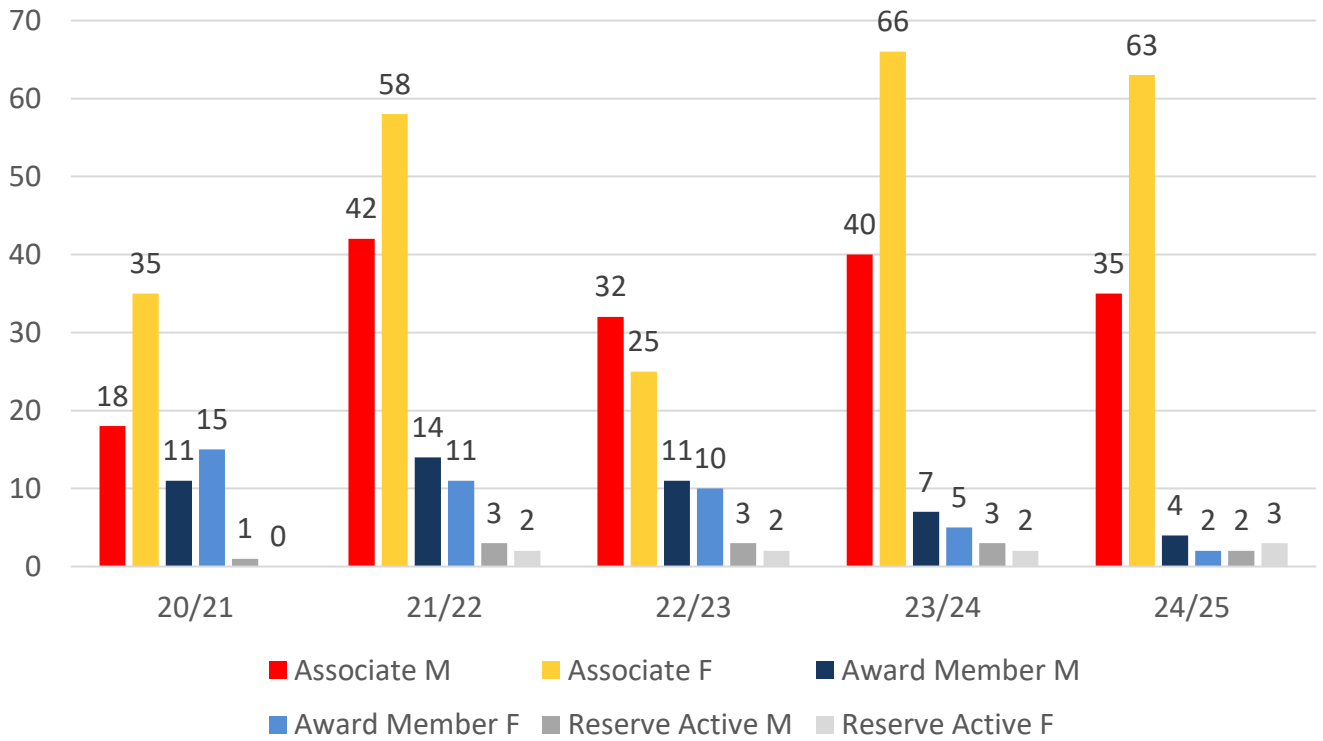
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



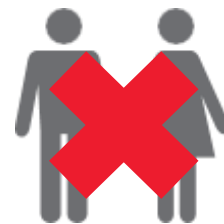
105

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



146

MEMBERS LOST FROM CAIRNS

CAIRNS 24/25														
	23/24 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		24/25 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0			0		0		0		0		0	
Junior Activities	119	56	47%	9	0	0%	63	53%	46	39%	0	0%	93	-22%
Cadet Member (13-15 years)	16	14	88%		0	0%	2	13%	2	13%	0	0%	17	6%
Active (15-18 yrs)	29	22	76%		0	0%	7	24%	3	10%	0	0%	32	10%
Active (18yrs and over)	65	51	78%		0	0%	14	22%	11	17%	0	0%	67	3%
Award Member	12	11	92%	5	0	0%	1	8%	0	0%	0	0%	6	-50%
Reserve Active	5	4	80%	1	0	0%	1	20%	2	40%	0	0%	5	0%
Long Service	6	6	100%	1	0	0%	0	0%	0	0%	0	0%	5	-17%
Past Active	0	0			0		0		0		0		0	
Associate	106	54	51%		0	0%	52	49%	41	39%	0	0%	98	-8%
Life Member	28	28	100%		0	0%	0	0%	0	0%	0	0%	31	11%
General	0	0			0		0		0		0		1	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	12	6	50%	4	0	0%	6	50%	0	0%	0	0%	2	-83%
Total Active	127	102	80%		0	0%	25	20%	18	14%	0		127	0%
Total	398	252	63%		0	0%	146	37%	105	26%	0		357	-10%

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

MEMBERSHIP RETENTION

CAIRNS 24/25								
Active Members	23/24	Retained		Left SLS		Recruited		24/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	21	91%	2	9%	3	13%	23
16-18 Years	22	15	68%	7	32%	1	5%	25
19-25 Years	9	6	67%	3	33%	3	33%	8
26-35 Years	3	1	33%	2	67%	2	67%	4
36-50 Years	36	31	86%	5	14%	5	14%	31
51-70 Years	33	28	85%	5	15%	4	12%	35
70+ Years	1	0	0%	1	100%	0	0%	1
Total	127	102	80%	25	20%	18	14%	127

CAIRNS 24/25								
Age Group	23/24	Retained		Left SLS		Recruited		24/25
Under 6	9					15		15
Under 7	17	4	44%	5	56%	7	78%	11
Under 8	15	5	29%	12	71%	2	12%	7
Under 9	18	5	33%	10	67%	6	40%	11
Under 10	17	7	39%	11	61%	3	17%	10
Under 11	15	7	41%	10	59%	3	18%	10
Under 12	15	10	67%	5	33%	5	33%	15
Under 13	13	9	60%	6	40%	5	33%	14
Under 14	0	9	69%	4	31%	0	0%	0
Transitioned From JA		0						

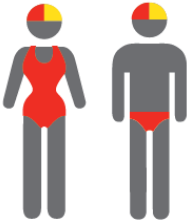
MEMBERSHIP RETENTION

22/23



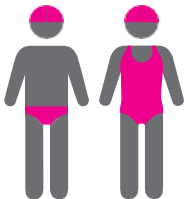
64%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



58%

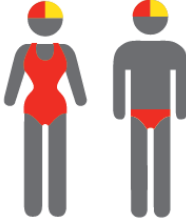
JUNIOR MEMBERSHIP
RETENTION

23/24



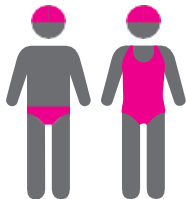
67%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



52%

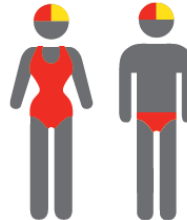
JUNIOR MEMBERSHIP
RETENTION

24/25



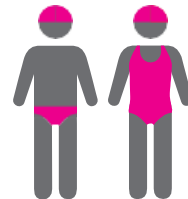
63%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



47%

JUNIOR MEMBERSHIP
RETENTION