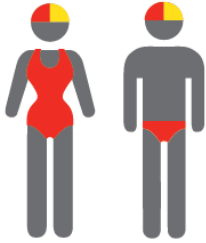


# COOCHIEMUDLO ISLAND

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**28**

ACTIVE  
MEMBERSHIP



**207**

TOTAL  
MEMBERSHIP



**95**

JUNIOR  
MEMBERSHIP

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



16% Increase



4% Increase



4% Increase

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



13% Decrease



14% Increase



14% 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

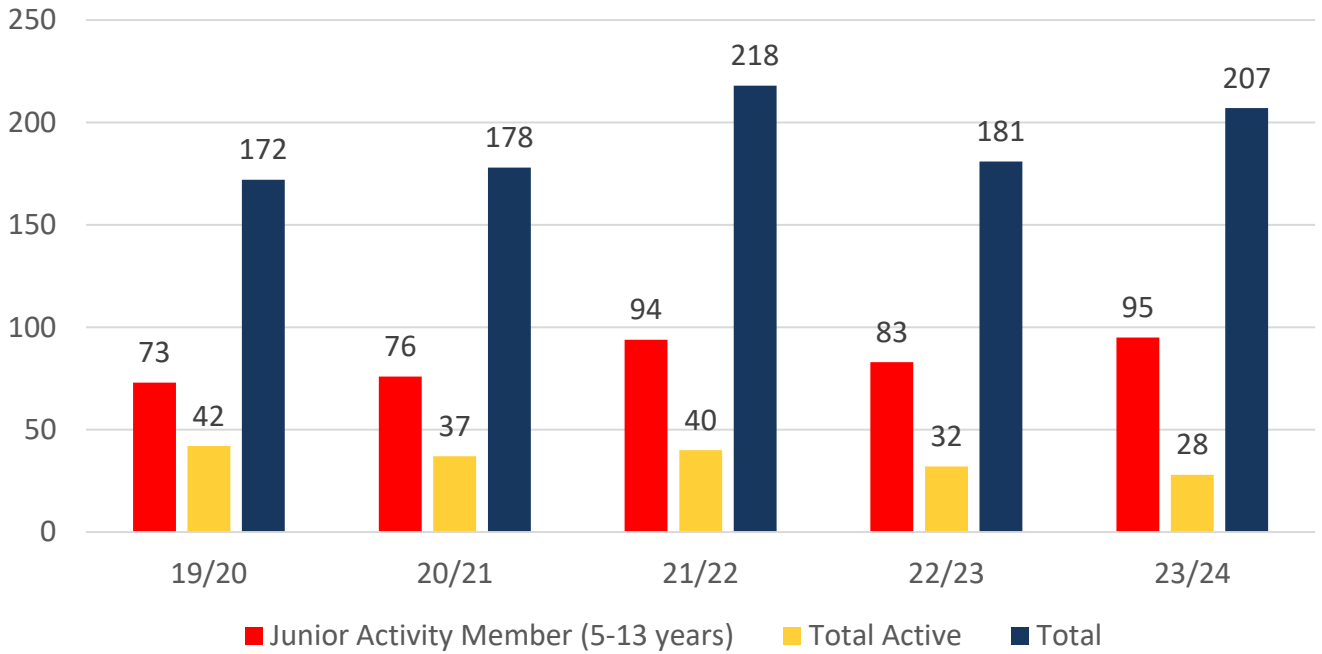
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	9	7	13	15	8
Junior Activity Member (5-13 years)	73	76	94	83	95
Cadet Member (13-15 years)	11	12	14	8	6
Active Junior (15-18 years)	10	9	10	4	6
Active Senior (18years and over)	18	14	13	16	10
Award Member	3	2	3	4	6
Reserve Active	0	0	0	0	0
Long Service	1	1	2	2	1
Past Active	1	0	0	0	0
Associate	38	50	63	43	70
Life Member	7	7	5	5	4
General	1	0	1	1	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	1
Total Active	42	37	40	32	28
Total	172	178	218	181	207

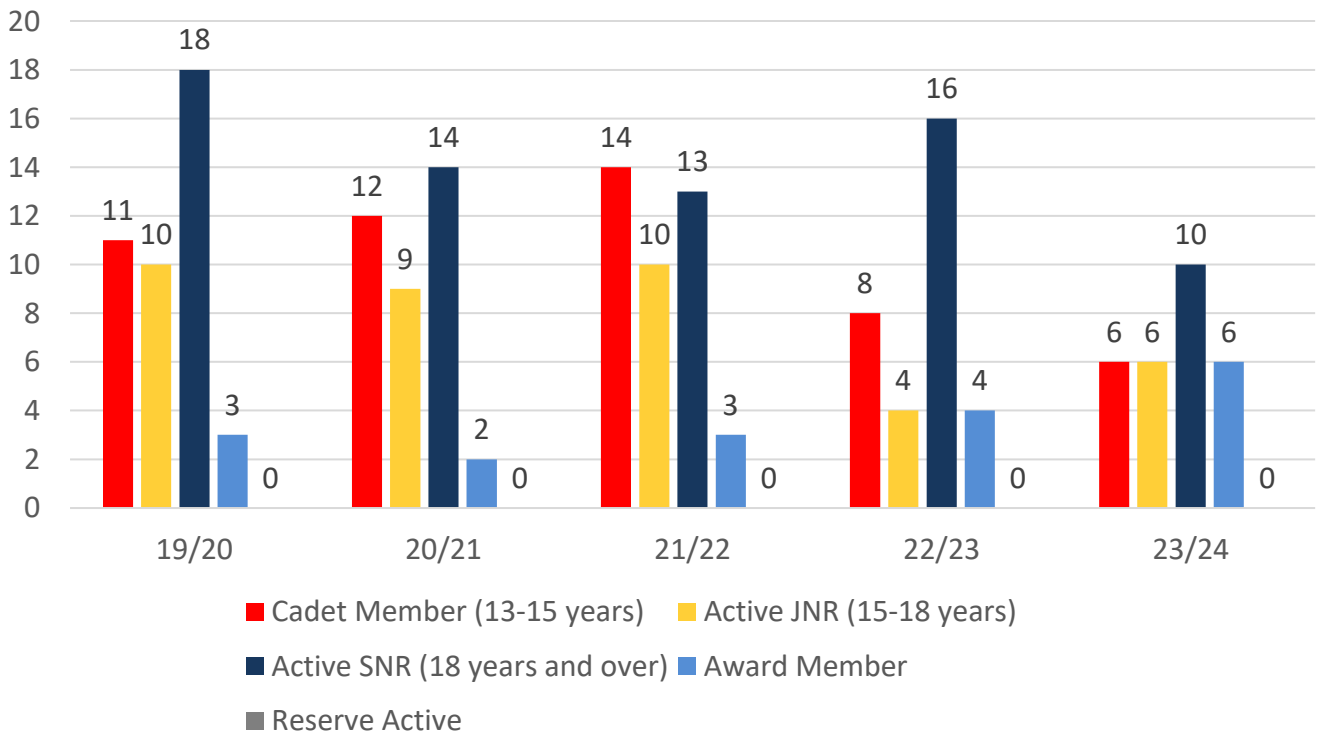
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	8	8	20	8	10
Under 7	7	7	14	21	14
Under 8	14	15	14	13	18
Under 9	8	16	18	13	15
Under 10	9	7	15	14	10
Under 11	12	8	11	10	14
Under 12	8	6	5	4	11
Under 13	5	8	2	4	4
Under 14	2	1	9	0	5
Junior Activities Total	73	76	108	87	101

# 5 YEAR TREND ANALYSIS

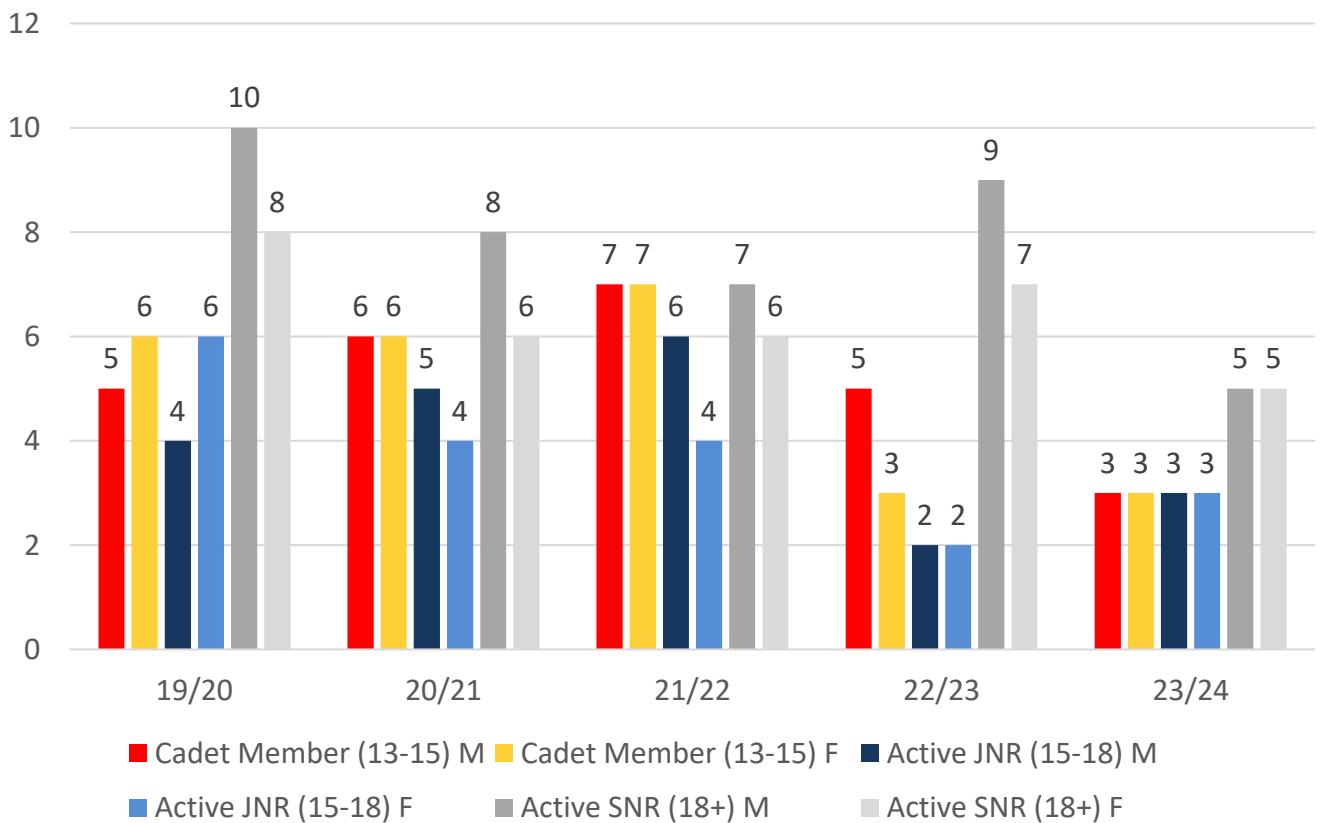
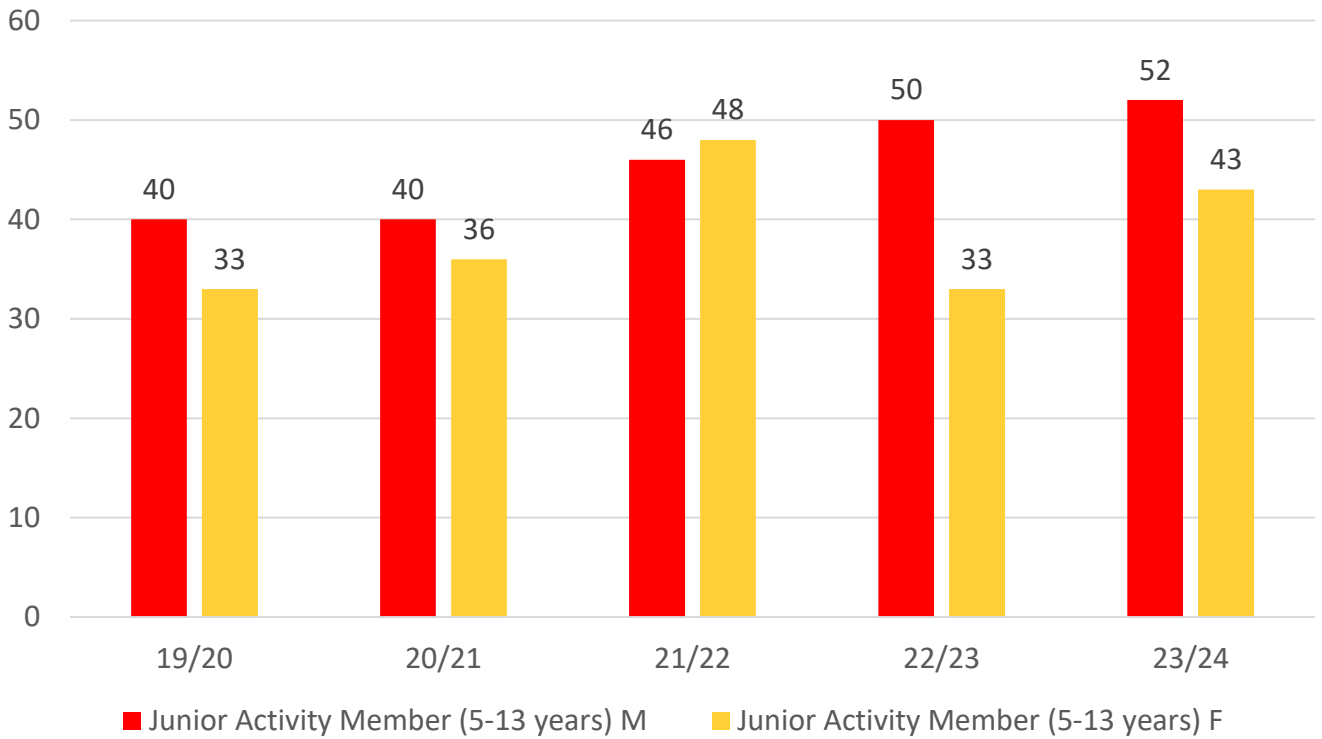
## Total Membership



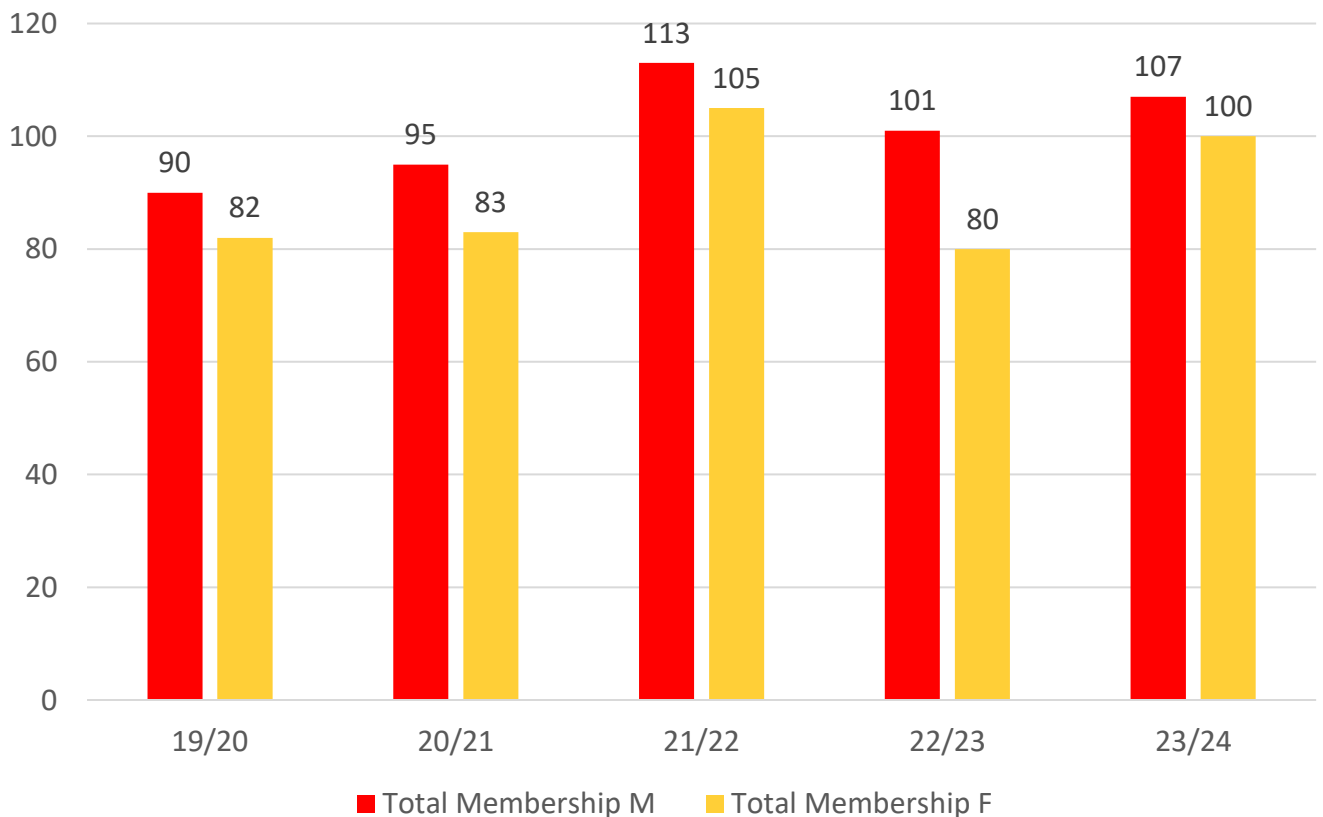
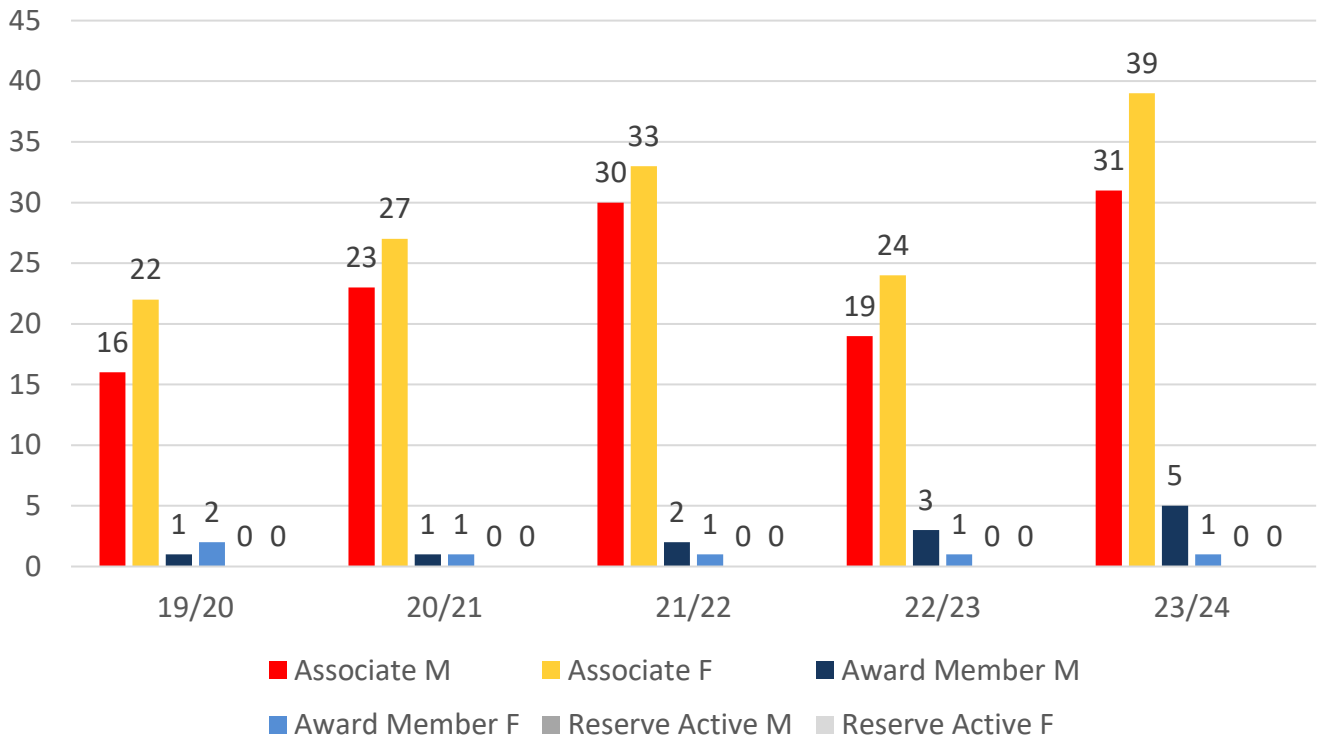
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



82

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



55

MEMBERS LOST FROM THE ORGANISATION

## COOCHIEMUDLO ISLAND 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	15	9	60%	6	0	0%	6	40%	5	33%	0	0%	8	-47%
Junior Activities	83	54	65%		1	1%	28	34%	39	47%	0	0%	95	14%
Cadet Member (13-15 years)	8	5	63%	2	0	0%	3	38%	3	38%	0	0%	6	-25%
Active (15-18 yrs)	4	1	25%		0	0%	3	75%	1	25%	1	25%	6	50%
Active (18yrs and over)	16	10	63%	2	1	6%	5	31%	1	6%	1	6%	10	-38%
Award Member	4	4	100%		0	0%	0	0%	0	0%	0	0%	6	50%
Reserve Active	0	0			0		0		0		0		0	
Long Service	2	1	50%		1	50%	0	0%	0	0%	0	0%	1	-50%
Past Active	0	0			0		0		0		0		0	
Associate	43	34	79%		0	0%	9	21%	33	77%	0	0%	70	63%
Life Member	5	5	100%	1	0	0%	0	0%	0	0%	0	0%	4	-20%
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	0	0			0		0		0		0		1	
Total Active	32	20	63%		1	3%	11	34%	5	16%	2		28	-13%
Total	181	123	68%		3	2%	55	30%	82	45%	2		207	14%

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

# MEMBERSHIP RETENTION

COOCHIEMUDLO ISLAND 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	5	63%	3	38%	3	38%	6
16-18 Years	4	1	25%	3	75%	1	25%	5
19-25 Years	13	8	62%	5	38%	1	8%	9
26-35 Years	1	1	100%	0	0%	0	0%	3
36-50 Years	2	1	50%	0	0%	0	0%	1
51-70 Years	4	4	100%	0	0%	0	0%	4
70+ Years	0	0		0		0		0
<b>Total</b>	32	20	63%	11	34%	5	16%	28



COOCHIEMUDLO ISLAND 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	8					9		9
Under 7	20	4	50%	3	38%	10	125%	14
Under 8	12	12	60%	8	40%	5	25%	18
Under 9	13	9	75%	3	25%	5	42%	14
Under 10	13	8	62%	5	38%	2	15%	10
Under 11	9	9	69%	4	31%	3	23%	13
Under 12	4	8	89%	1	11%	2	22%	11
Under 13	4	2	50%	2	50%	2	50%	4
Under 14	0	2	50%	2	50%	1	25%	2
Transitioned From JA		0						

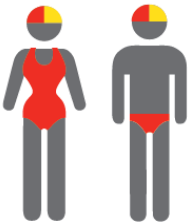
# MEMBERSHIP RETENTION

2021/22



61%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



63%

JUNIOR MEMBERSHIP  
RETENTION

2022/23



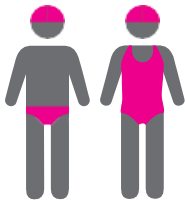
51%

TOTAL MEMBERSHIP  
RETENTION



68%

ACTIVE MEMBERSHIP  
RETENTION



45%

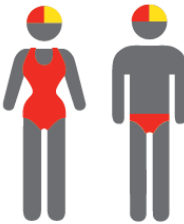
JUNIOR MEMBERSHIP  
RETENTION

2023/24



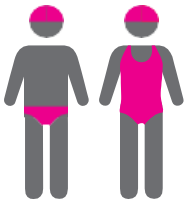
68%

TOTAL MEMBERSHIP  
RETENTION



63%

ACTIVE MEMBERSHIP  
RETENTION



65%

JUNIOR MEMBERSHIP  
RETENTION