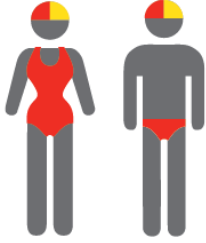


COOLANGATTA

MEMBERSHIP STATISTICS REPORT EOS 2023/24



256

ACTIVE
MEMBERSHIP



619

TOTAL
MEMBERSHIP



150

JUNIOR
MEMBERSHIP

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



34% Increase



12% Increase



7% Increase

Vs. 2022/23 EOS (MAY 2023)



5% Increase



12% Increase



22% 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

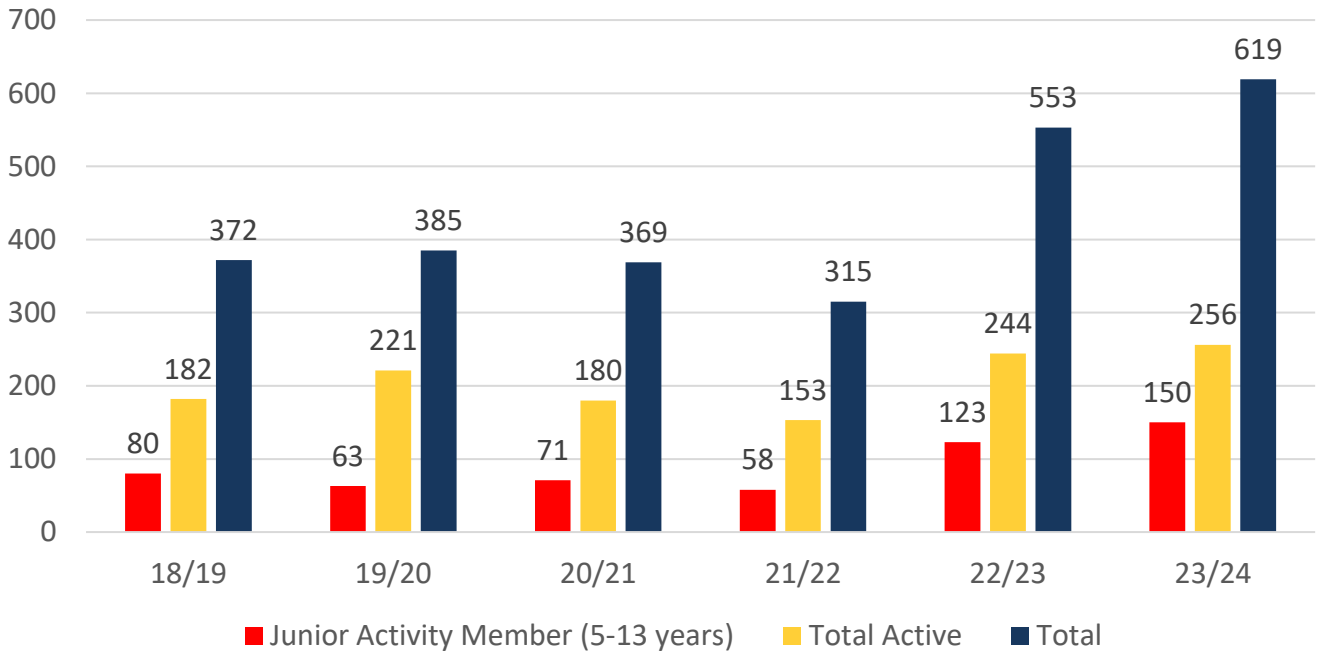
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	4	4	3	8	7
Junior Activity Member (5-13 years)	63	71	58	123	150
Cadet Member (13-15 years)	11	8	9	76	82
Active Junior (15-18 years)	65	13	12	14	11
Active Senior (18years and over)	129	142	119	140	149
Award Member	16	17	13	14	14
Reserve Active	0	0	0	0	0
Long Service	25	25	24	22	25
Past Active	1	1	0	0	3
Associate	51	67	53	117	143
Life Member	14	15	17	18	17
General	0	0	0	1	0
Honorary	6	6	7	7	8
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	13	10
Total Active	221	180	153	244	256
Total	385	369	315	553	619

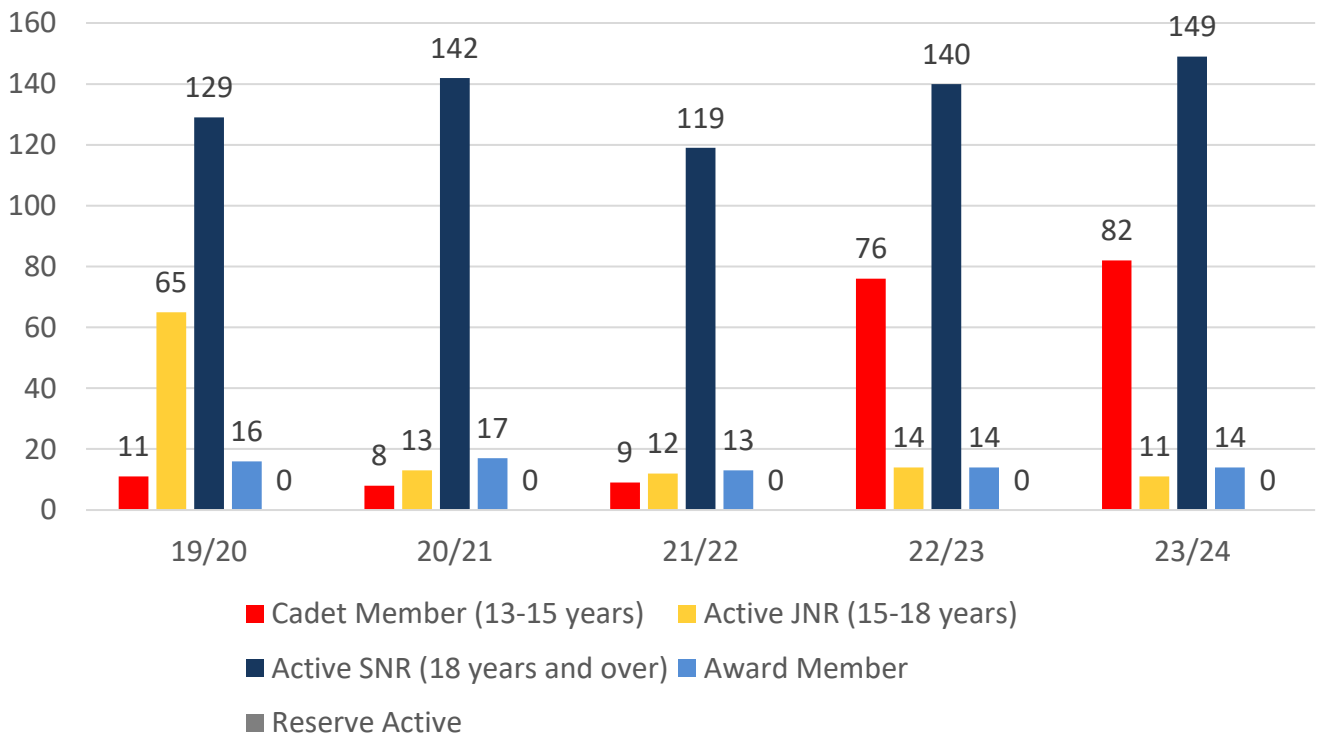
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	4	11	7	26	15
Under 7	8	7	8	19	23
Under 8	6	11	7	17	24
Under 9	8	8	13	12	21
Under 10	7	9	3	18	16
Under 11	4	10	6	11	23
Under 12	7	2	8	7	10
Under 13	14	7	2	9	11
Under 14	5	6	5	40	29
Junior Activities Total	63	71	59	159	172

5 YEAR TREND ANALYSIS

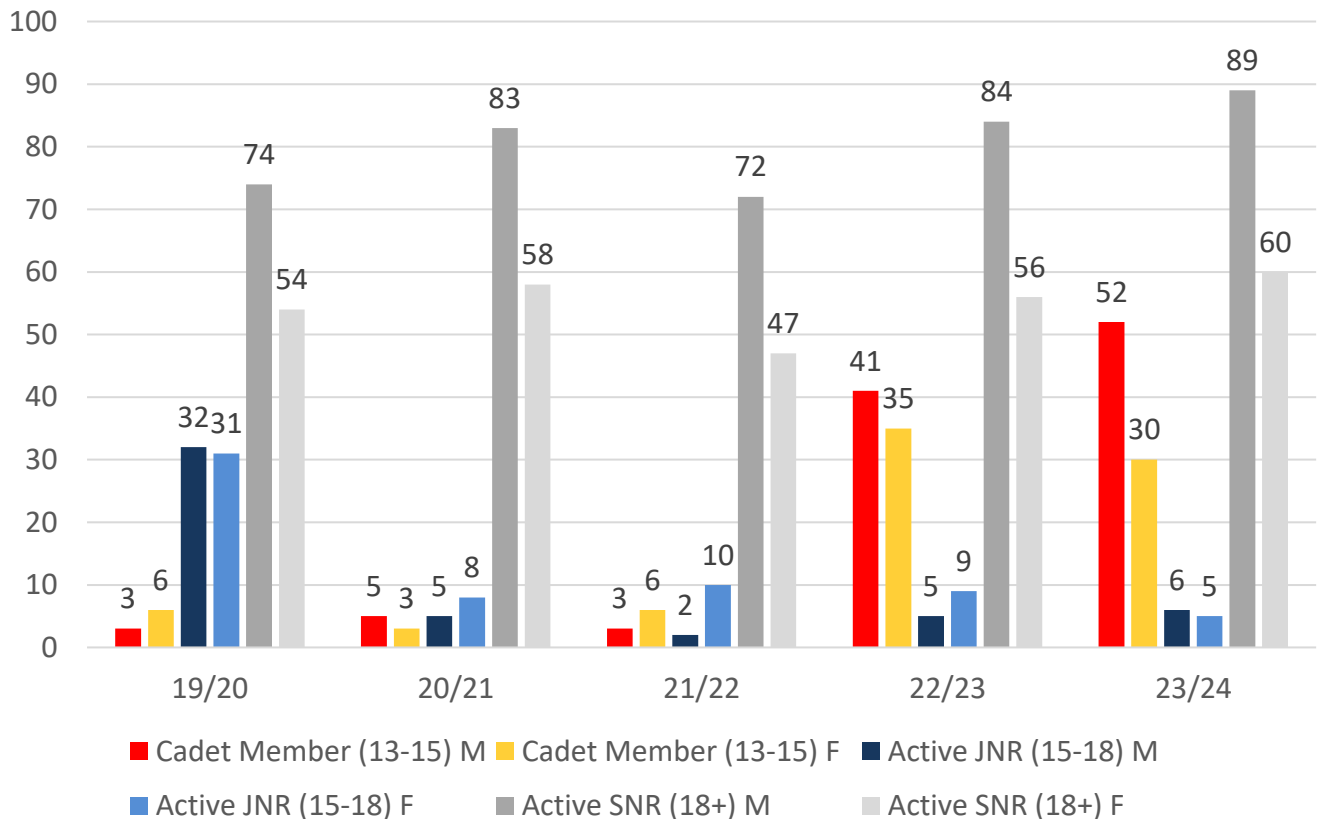
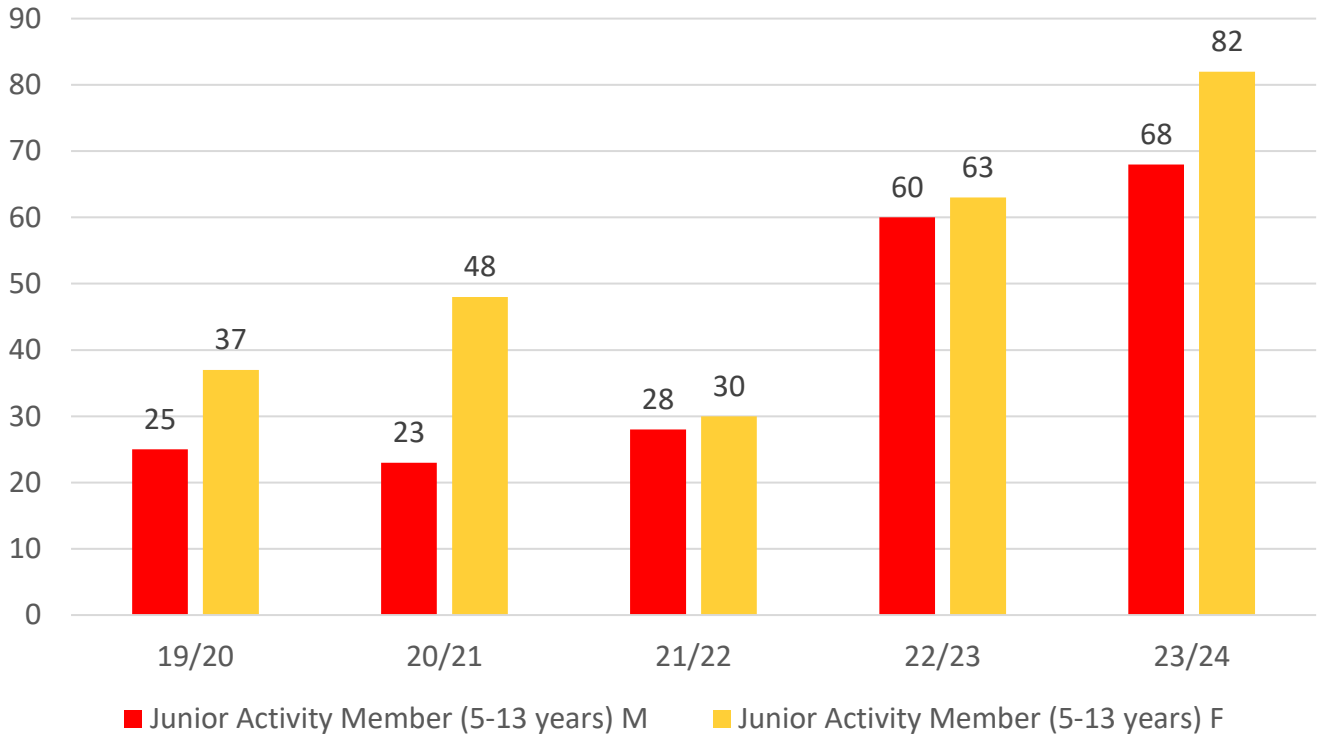
Total Membership



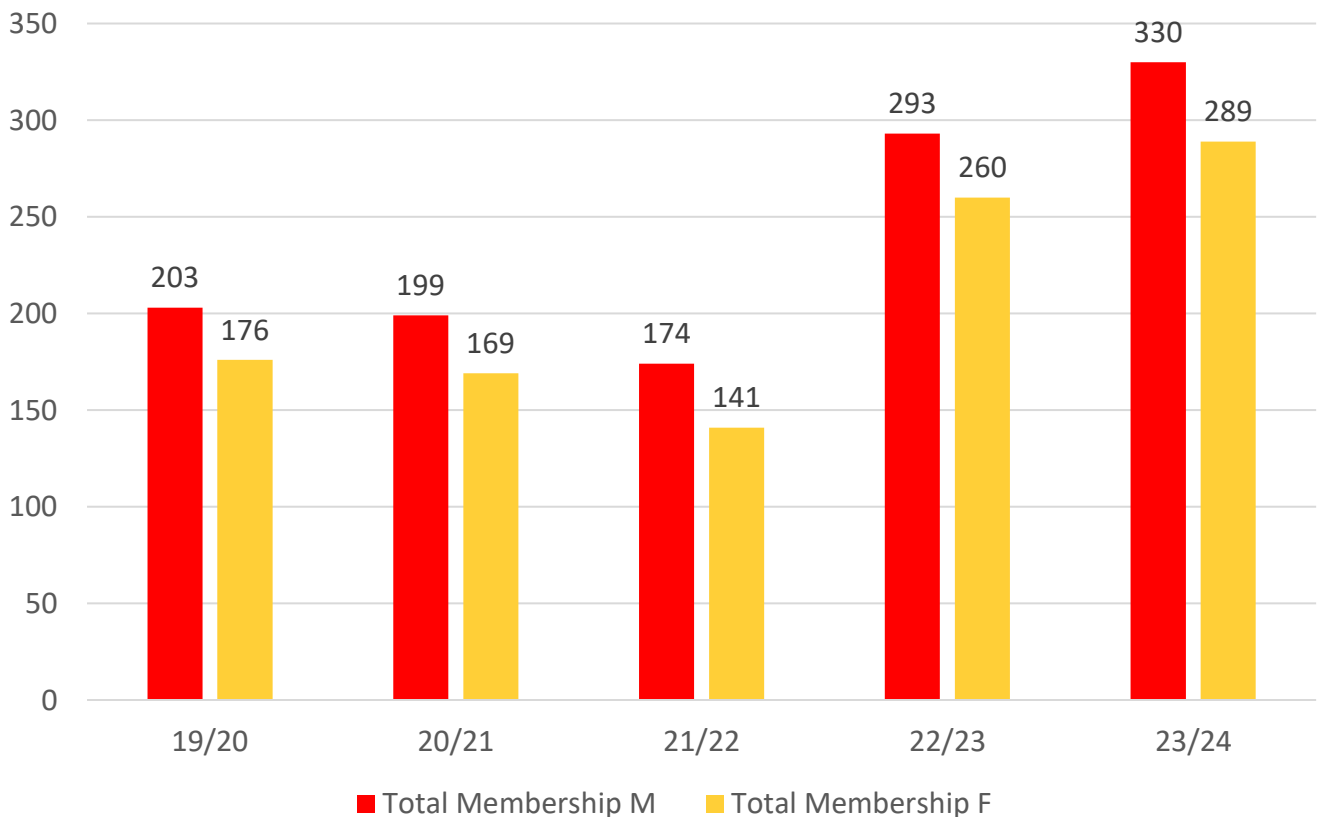
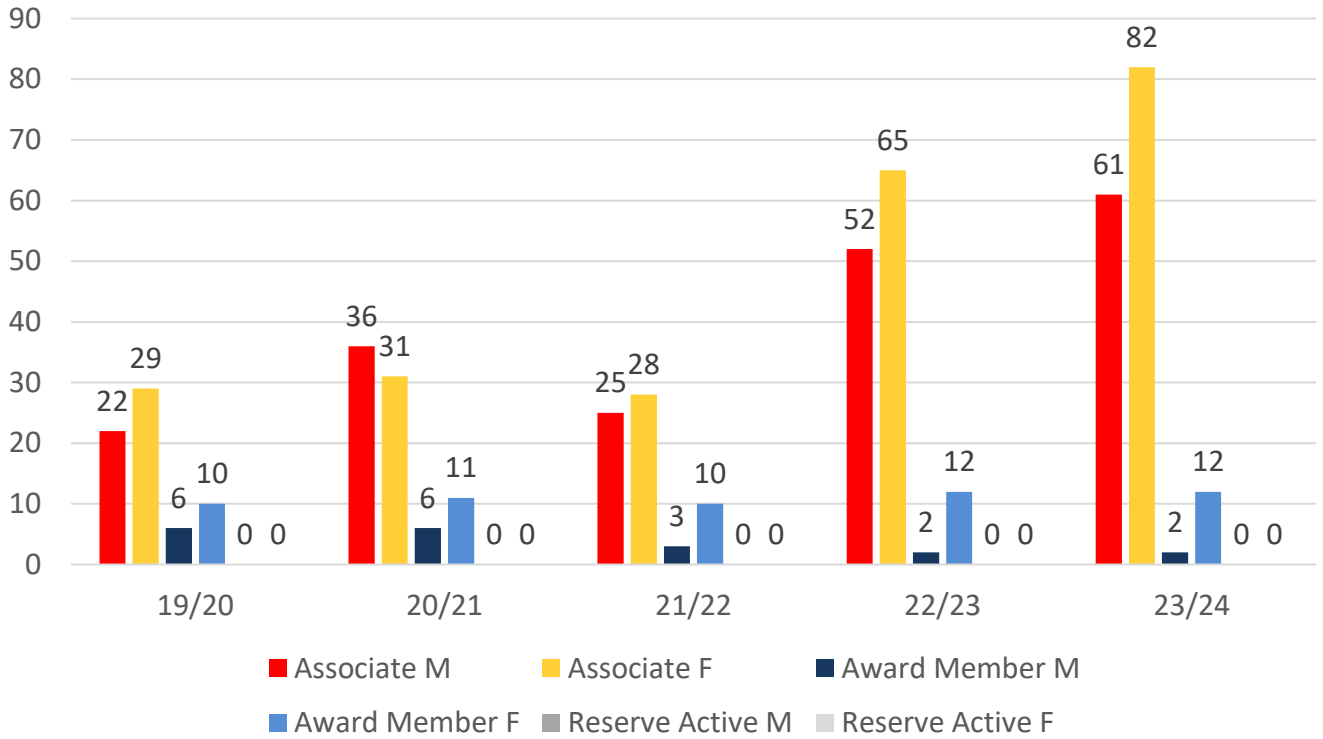
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



208

BRAND NEW MEMBERS



73%

MEMBERSHIP RETENTION



142

MEMBERS LOST FROM THE ORGANISATION

COOLANGATTA 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	8	1	13%		0	0%	7	88%	6	75%	0	0%	7	-13%
Junior Activities	123	88	72%	2	3	2%	32	26%	63	51%	1	1%	150	22%
Cadet Member (13-15 years)	76	30	39%		0	0%	46	61%	51	67%	1	1%	82	8%
Active (15-18 yrs)	14	10	71%		1	7%	3	21%	1	7%	0	0%	11	-21%
Active (18yrs and over)	140	127	91%		1	1%	12	9%	20	14%	2	1%	149	6%
Award Member	14	13	93%	1	0	0%	1	7%	2	14%	0	0%	14	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	22	21	95%		0	0%	1	5%	0	0%	1	5%	25	14%
Past Active	0	0			0		0		2		0		3	
Associate	117	79	68%		2	2%	36	31%	60	51%	2	2%	143	22%
Life Member	18	18	100%	1	0	0%	0	0%	0	0%	0	0%	17	-6%
General	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	7	7	100%		0	0%	0	0%	1	14%	0	0%	8	14%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	13	9	69%	2	1	8%	3	23%	2	15%	1	8%	10	-23%
Total Active	244	180	74%		2	1%	62	25%	74	30%	3		256	5%
Total	553	403	73%		8	1%	142	26%	208	38%	8		619	12%

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

MEMBERSHIP RETENTION

COOLANGATTA 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	79	32	41%	47	59%	50	63%	80
16-18 Years	11	8	73%	2	18%	3	27%	12
19-25 Years	24	21	88%	3	13%	6	25%	30
26-35 Years	22	20	91%	2	9%	2	9%	21
36-50 Years	37	34	92%	3	8%	9	24%	46
51-70 Years	64	59	92%	4	6%	4	6%	58
70+ Years	7	6	86%	1	14%	0	0%	9
Total	244	180	74%	62	25%	74	30%	256

COOLANGATTA 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	26					14		15
Under 7	19	17	65%	7	27%	7	27%	23
Under 8	17	13	68%	5	26%	11	58%	24
Under 9	12	12	71%	5	29%	9	53%	21
Under 10	18	9	75%	3	25%	7	58%	16
Under 11	11	14	78%	4	22%	9	50%	23
Under 12	7	8	73%	3	27%	2	18%	10
Under 13	9	6	86%	1	14%	4	57%	10
Under 14	4	7	78%	2	22%	0	0%	8
Transitioned From JA		2	50%					

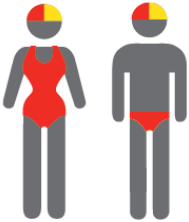
MEMBERSHIP RETENTION

2021/22



66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



56%

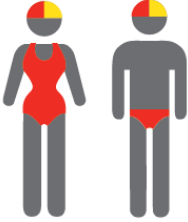
JUNIOR MEMBERSHIP
RETENTION

2022/23



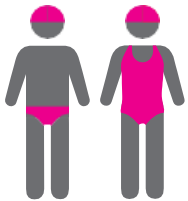
81%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



69%

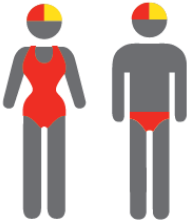
JUNIOR MEMBERSHIP
RETENTION

2023/24



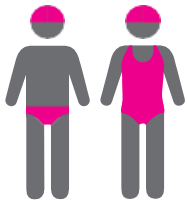
73%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



72%

JUNIOR MEMBERSHIP
RETENTION