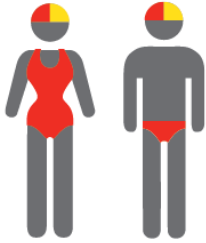


# COOLUM BEACH

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**249**

ACTIVE  
MEMBERSHIP



**916**

TOTAL  
MEMBERSHIP



**228**

JUNIOR  
MEMBERSHIP

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



11% Increase



Equal



Equal

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



7% Increase



7% Decrease



8% 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

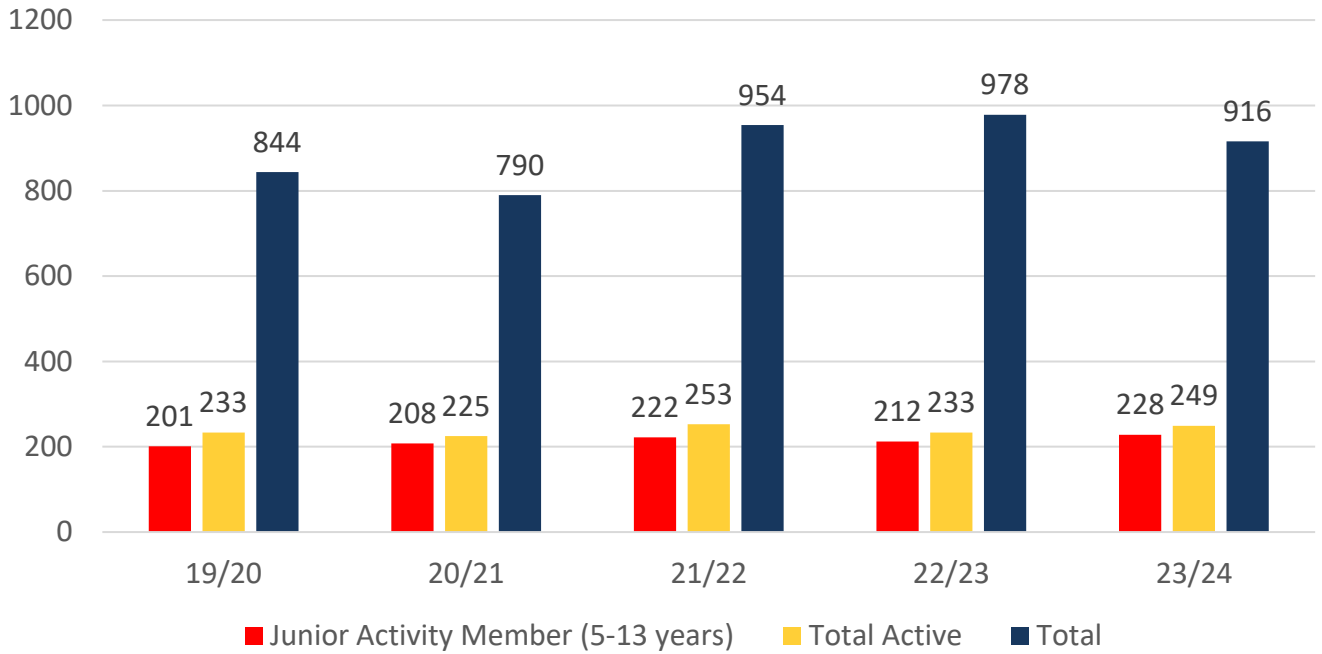
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	13	10	10	10	8
Junior Activity Member (5-13 years)	201	208	222	212	228
Cadet Member (13-15 years)	40	38	31	13	18
Active Junior (15-18 years)	22	20	25	22	26
Active Senior (18years and over)	140	134	164	164	170
Award Member	31	33	33	34	35
Reserve Active	0	0	0	0	0
Long Service	54	61	62	60	60
Past Active	109	14	125	166	59
Associate	200	215	223	239	260
Life Member	28	29	29	32	33
General	0	0	0	0	0
Honorary	1	25	25	25	13
Non Member Participants	3	3	1	0	3
Leave / Restricted	2	0	4	1	3
Total Active	233	225	253	233	249
Total	844	790	954	978	916

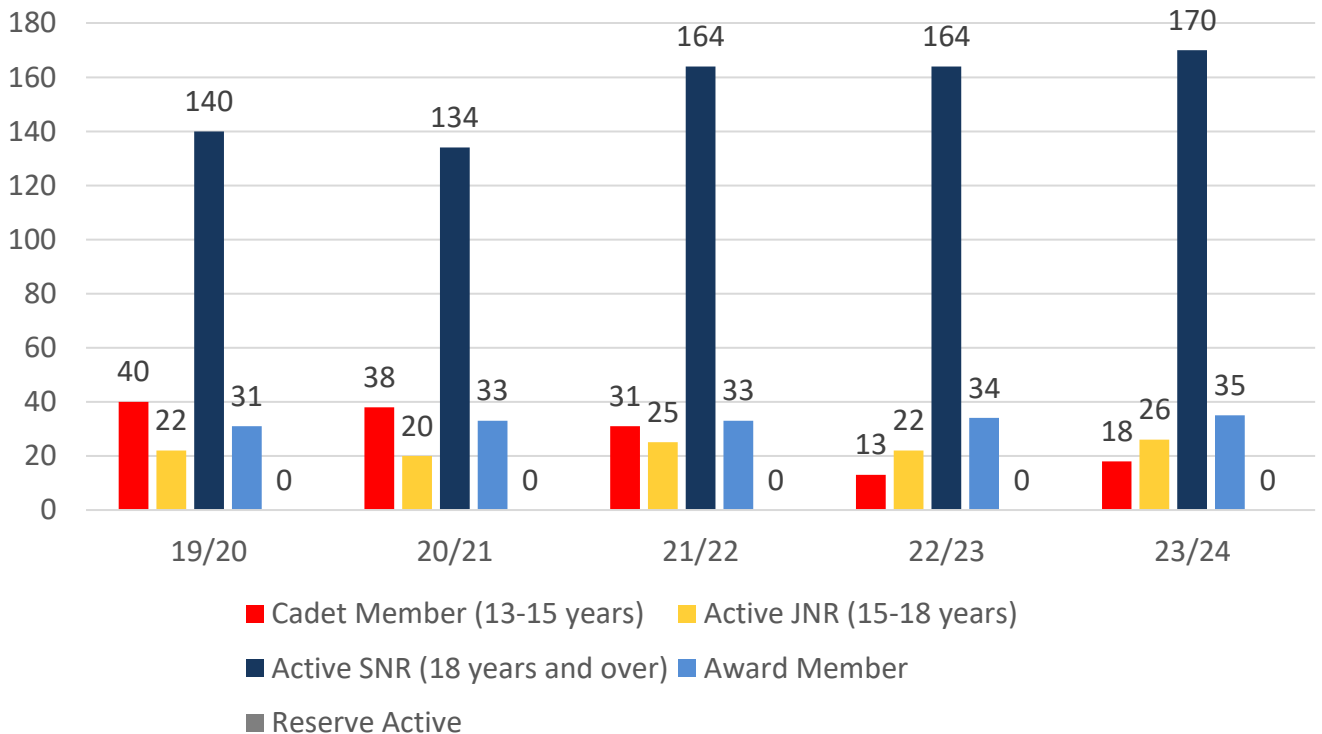
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	29	29	35	32	36
Under 7	37	32	38	41	46
Under 8	33	28	34	30	32
Under 9	22	30	30	23	33
Under 10	29	21	34	23	25
Under 11	15	22	18	20	20
Under 12	20	22	21	22	15
Under 13	16	18	12	20	21
Under 14	0	6	12	8	9
Junior Activities Total	201	208	234	219	237

# 5 YEAR TREND ANALYSIS

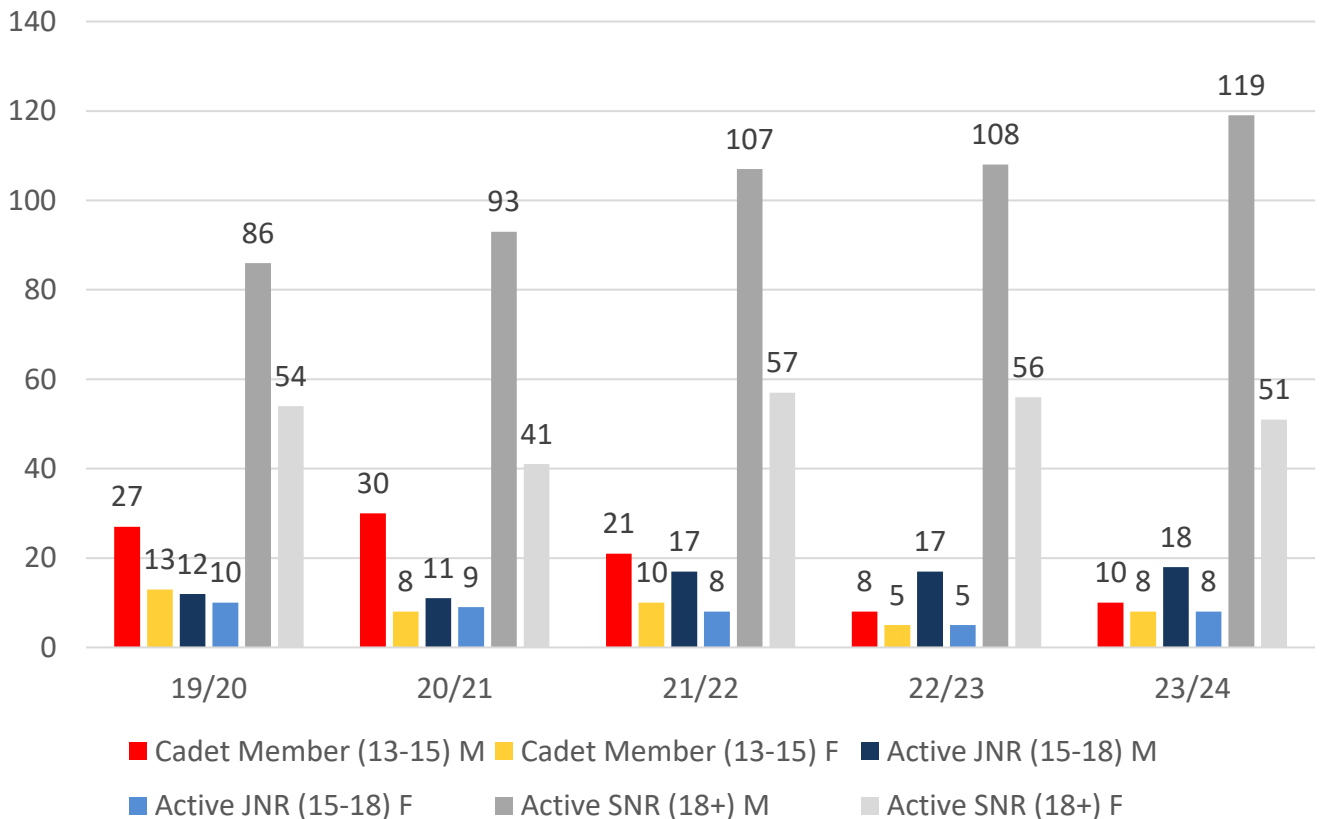
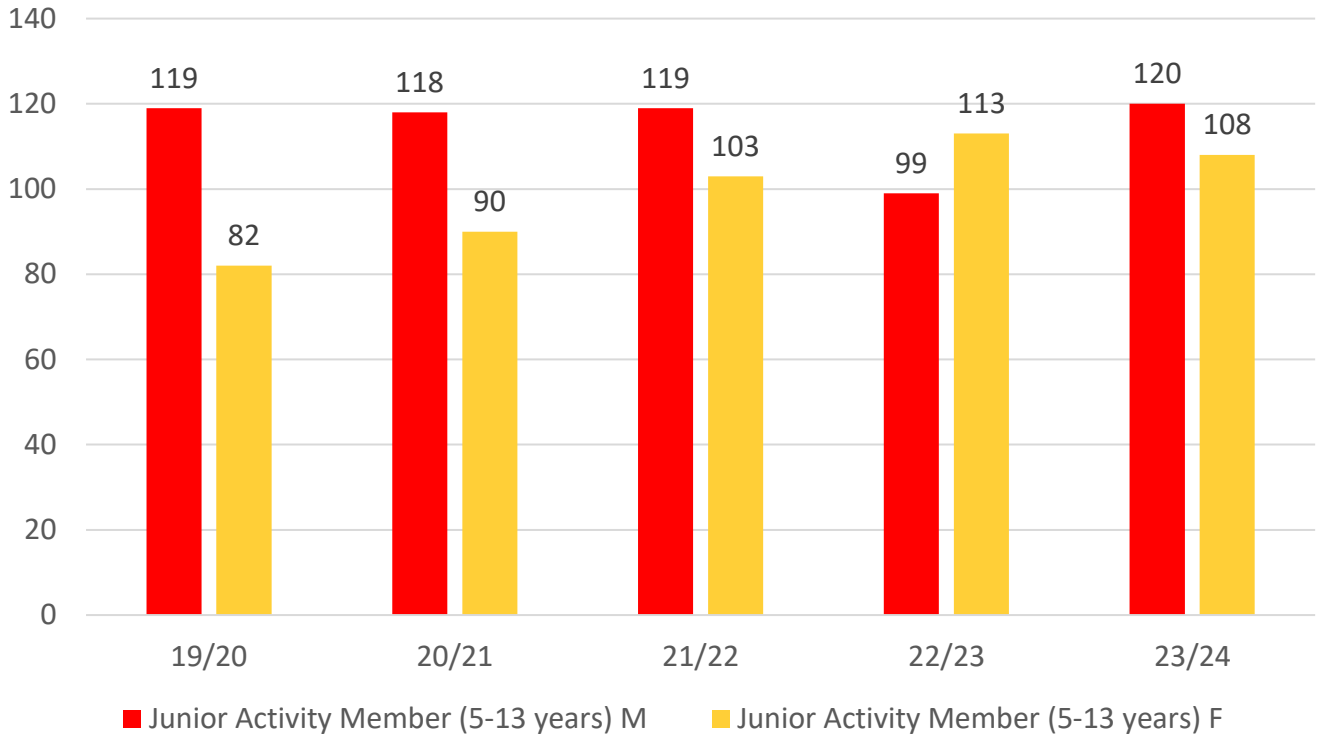
## Total Membership



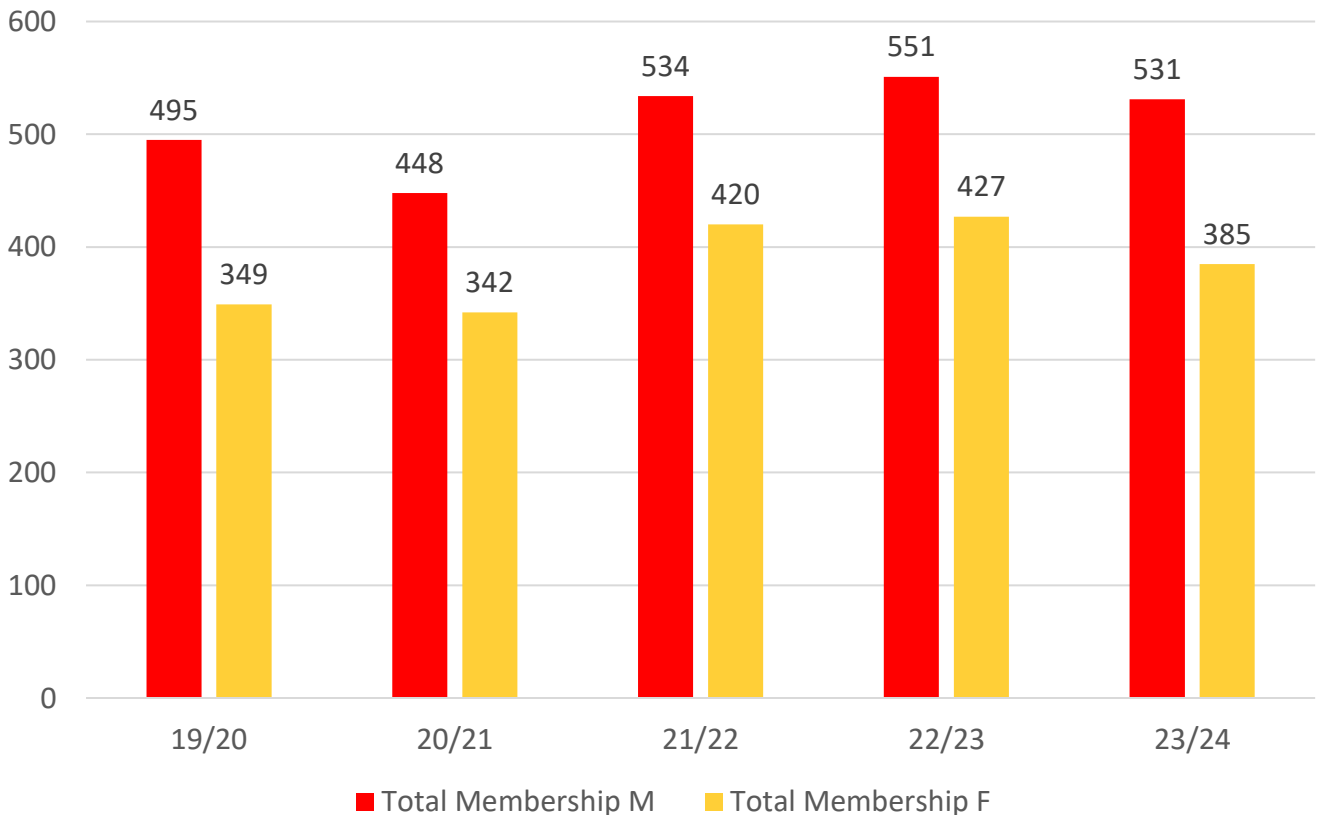
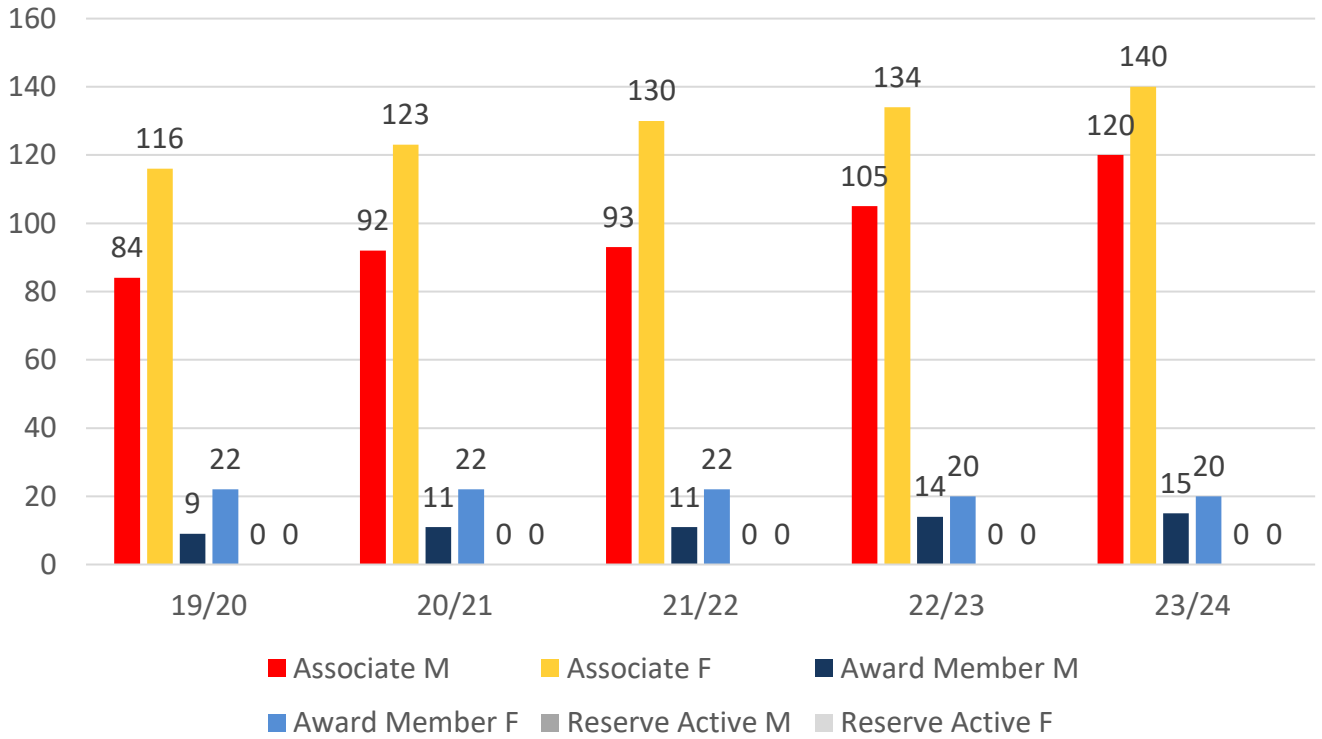
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



261

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



320

MEMBERS LOST FROM THE ORGANISATION

COOLUM BEACH 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	10	6	60%	4	0	0%	4	40%	6	60%	0	0%	8	-20%
Junior Activities	212	128	60%	10	6	3%	78	37%	105	50%	5	2%	228	8%
Cadet Member (13-15 years)	13	11	85%		0	0%	2	15%	1	8%	1	8%	18	38%
Active (15-18 yrs)	22	17	77%	1	1	5%	4	18%	5	23%	5	23%	26	18%
Active (18yrs and over)	164	131	80%		12	7%	21	13%	21	13%	7	4%	170	4%
Award Member	34	29	85%		0	0%	5	15%	5	15%	0	0%	35	3%
Reserve Active	0	0			0		0		0		0		0	
Long Service	60	57	95%		2	3%	1	2%	0	0%	0	0%	60	0%
Past Active	166	55	33%	3	9	5%	102	61%	6	4%	1	1%	59	-64%
Associate	239	147	62%	2	4	2%	88	37%	107	45%	8	3%	260	9%
Life Member	32	32	100%		0	0%	0	0%	0	0%	0	0%	33	3%
General	0	0			0		0		0		0		0	
Honorary	25	10	40%		0	0%	15	60%	3	12%	0	0%	13	-48%
Non Member Participant	1	1	100%		0	0%	0	0%	2	200%	0	0%	3	200%
Leave / Restricted	4	2	50%	1	2	50%	0	0%	0	0%	2	50%	3	-25%
Total Active	233	188	81%		13	6%	32	14%	32	14%	13		249	7%
Total	982	626	64%		36	4%	320	33%	261	27%	29		916	-7%

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

# MEMBERSHIP RETENTION

COOLUM BEACH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	15	83%	3	17%	2	11%	21
16-18 Years	26	18	69%	7	27%	6	23%	34
19-25 Years	33	18	55%	8	24%	0	0%	20
26-35 Years	20	13	65%	6	30%	7	35%	20
36-50 Years	56	48	86%	4	7%	13	23%	68
51-70 Years	76	73	96%	3	4%	3	4%	80
70+ Years	4	3	75%	1	25%	1	25%	6
<b>Total</b>	233	188	81%	32	14%	32	14%	249

COOLUM BEACH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	32					36		36
Under 7	41	25	78%	6	19%	19	59%	46
Under 8	30	23	56%	18	44%	8	20%	32
Under 9	23	20	67%	9	30%	13	43%	33
Under 10	23	14	61%	8	35%	11	48%	25
Under 11	20	12	52%	11	48%	8	35%	20
Under 12	22	10	50%	10	50%	5	25%	15
Under 13	20	14	64%	8	36%	5	23%	21
Under 14	1	9	45%	8	40%	0	0%	0
Transitioned From JA		1	100%					

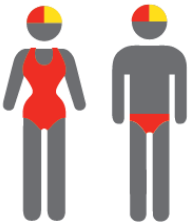
# MEMBERSHIP RETENTION

2021/22



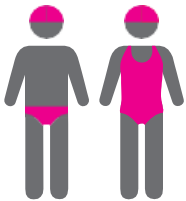
74%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



64%

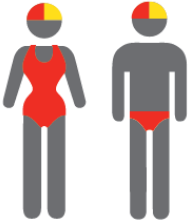
JUNIOR MEMBERSHIP  
RETENTION

2022/23



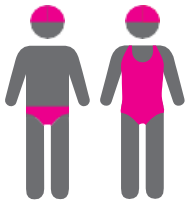
72%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



54%

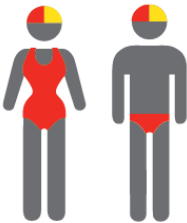
JUNIOR MEMBERSHIP  
RETENTION

2023/24



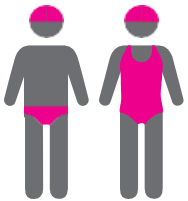
64%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



60%

JUNIOR MEMBERSHIP  
RETENTION