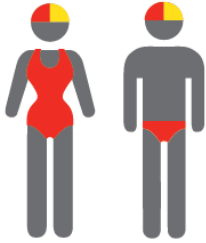


MEMBERSHIP STATISTICS REPORT EOS 2023/24



40

ACTIVE
MEMBERSHIP



208

TOTAL
MEMBERSHIP



85

JUNIOR
MEMBERSHIP

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



14% Increase



3% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



43% Decrease



18% Decrease



21% 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

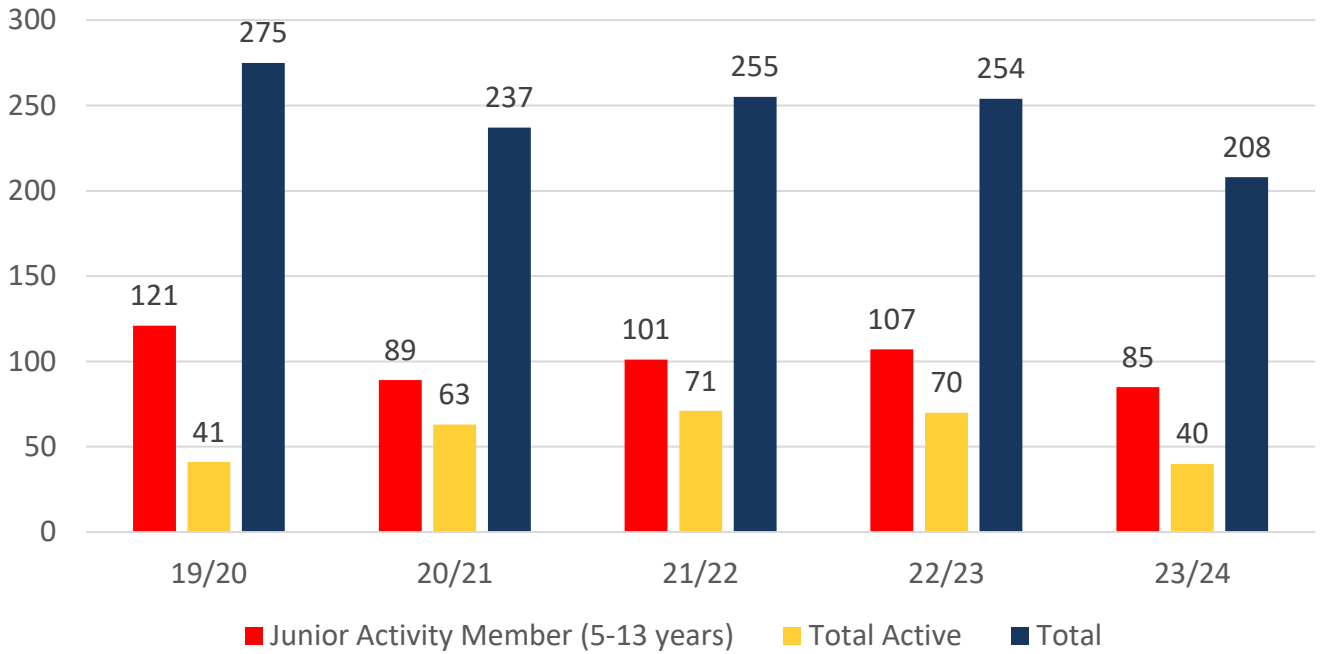
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	2	3	11	10	31
Junior Activity Member (5-13 years)	121	89	101	107	85
Cadet Member (13-15 years)	12	14	12	9	5
Active Junior (15-18 years)	7	16	17	10	4
Active Senior (18years and over)	21	30	37	33	25
Award Member	1	2	4	17	5
Reserve Active	0	1	1	1	1
Long Service	0	0	0	0	0
Past Active	1	0	0	0	0
Associate	101	73	63	59	32
Life Member	8	8	8	8	8
General	0	0	0	0	9
Honorary	1	1	0	0	2
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	1	0	1
Total Active	41	63	71	70	40
Total	275	237	255	254	208

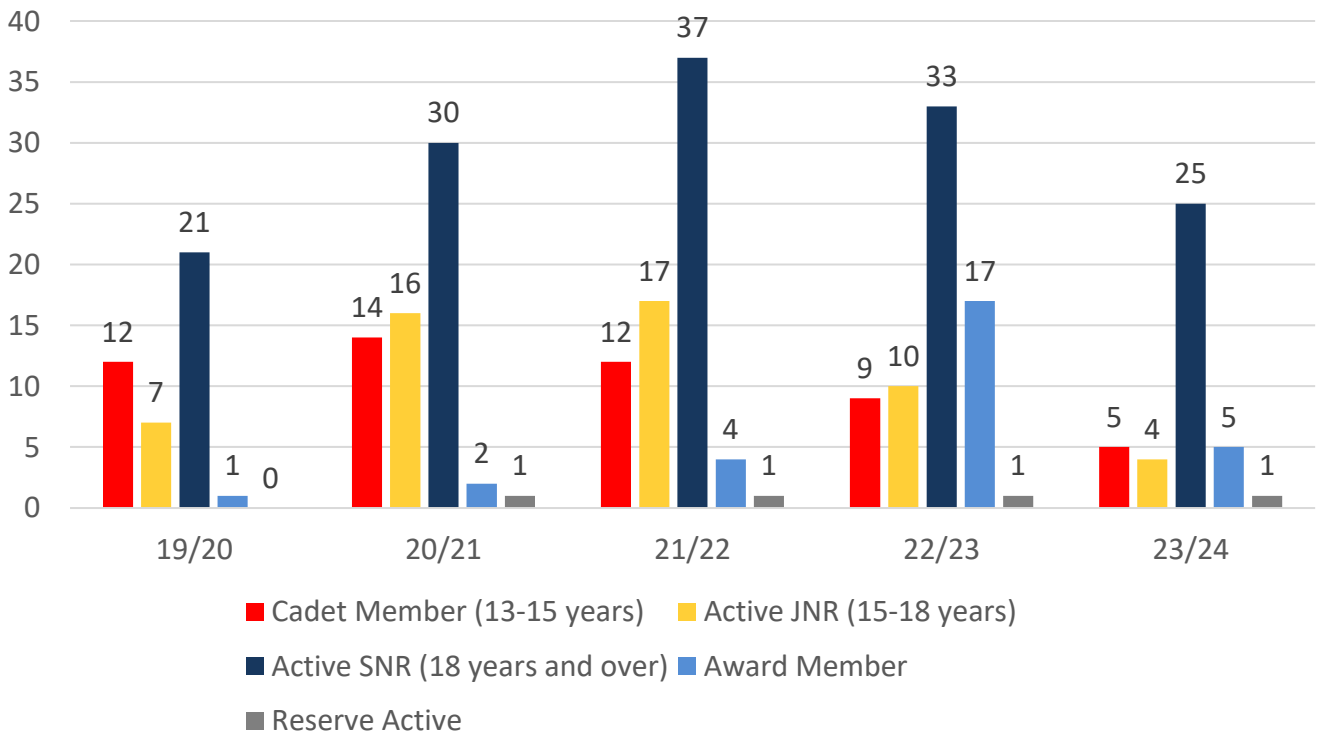
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	24	15	13	20	9
Under 7	18	12	17	17	16
Under 8	15	12	12	15	11
Under 9	17	15	14	12	11
Under 10	13	10	14	12	9
Under 11	15	9	10	8	12
Under 12	10	11	10	10	7
Under 13	3	3	9	11	5
Under 14	6	2	2	7	7
Junior Activities Total	121	89	101	112	87

5 YEAR TREND ANALYSIS

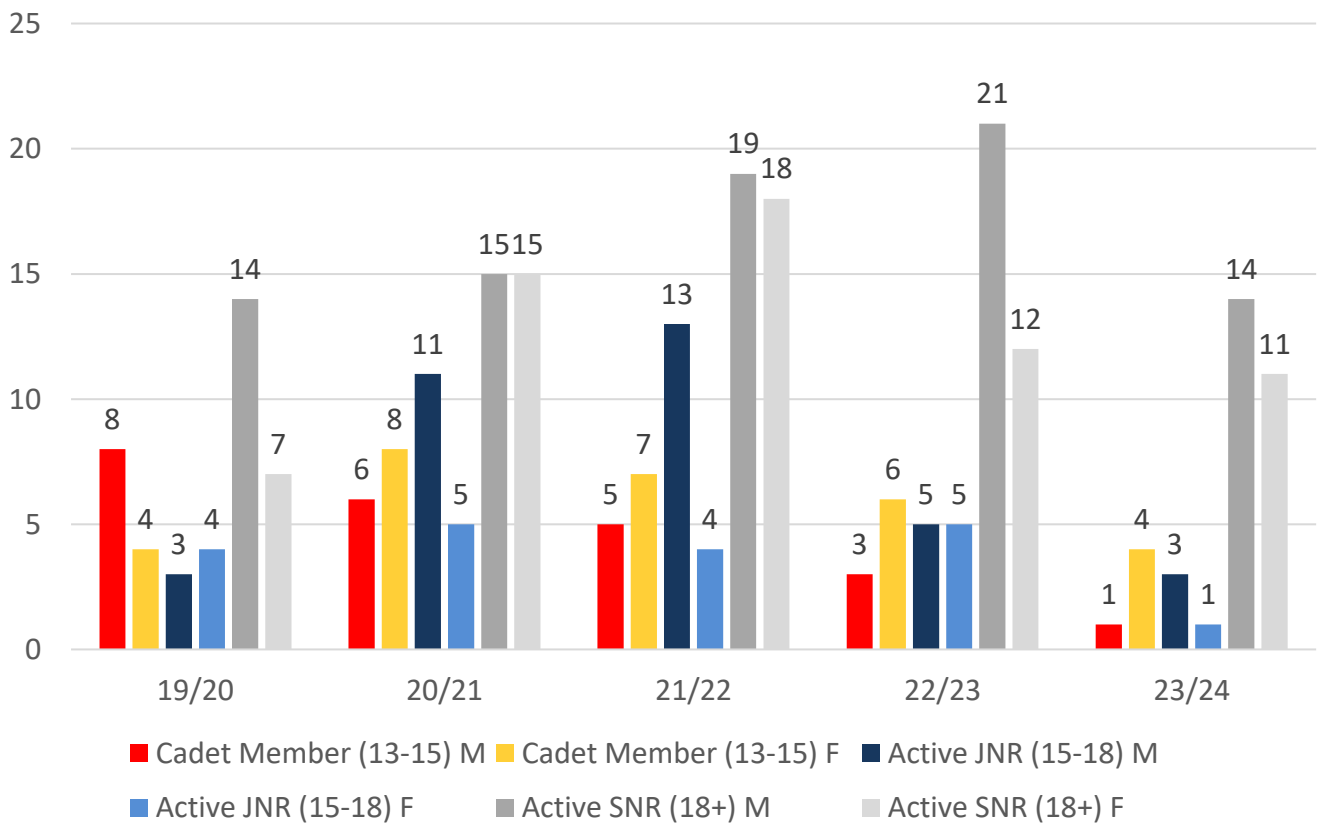
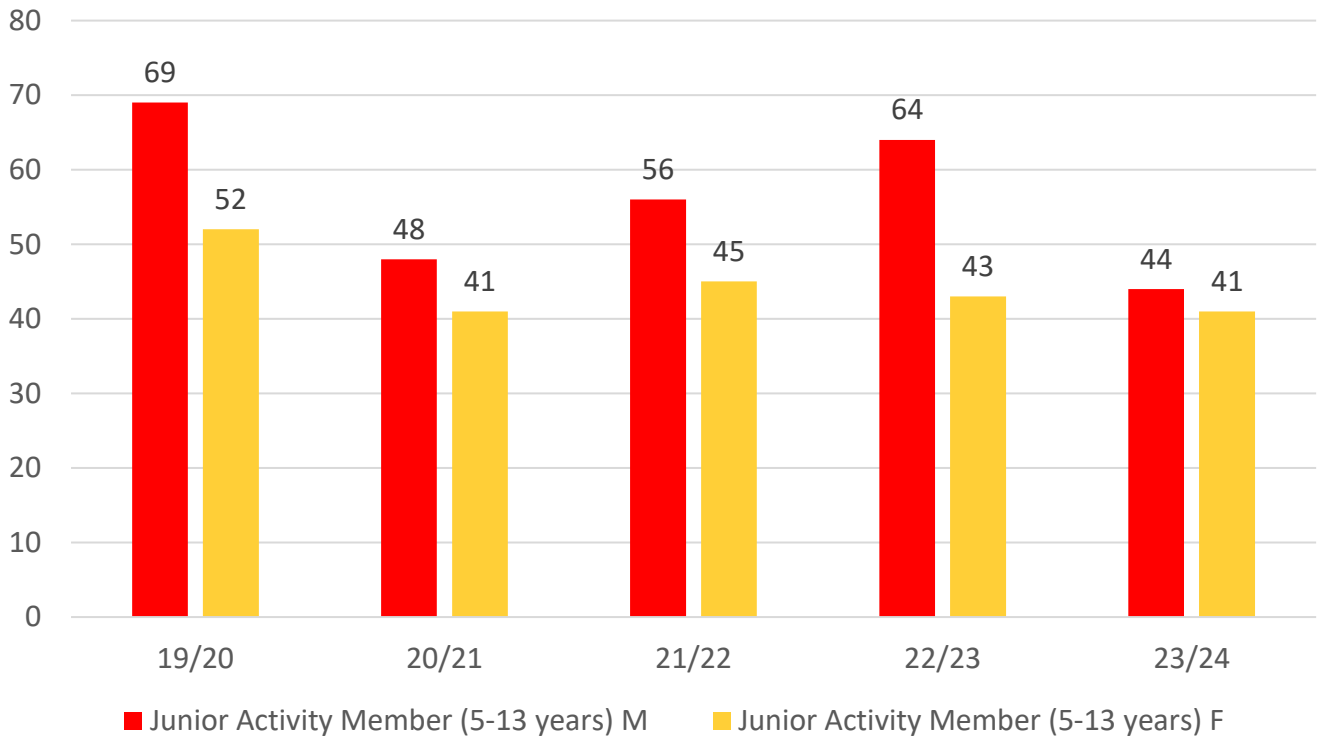
Total Membership



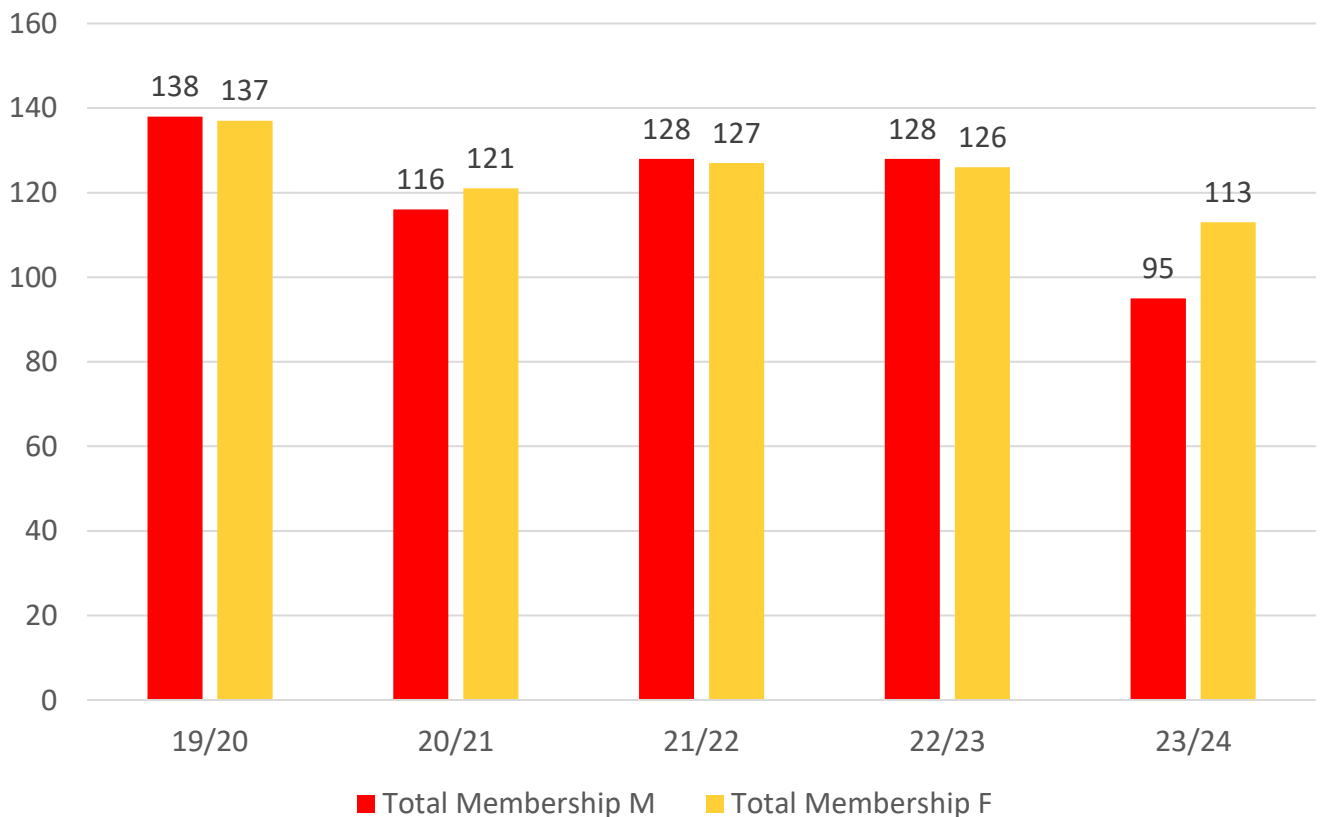
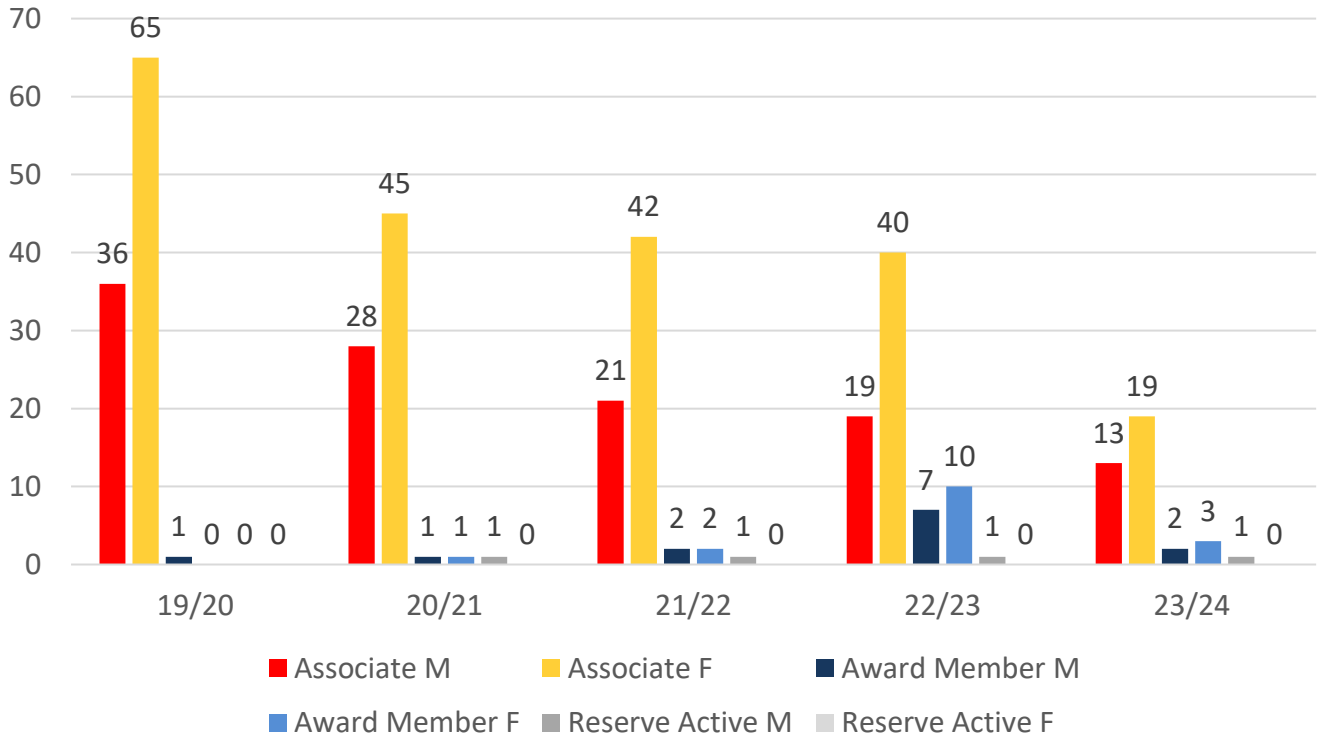
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



79

BRAND NEW MEMBERS



51%

MEMBERSHIP RETENTION



104

MEMBERS LOST FROM THE ORGANISATION

EIMEO 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	2	20%	2	0	0%	8	80%	31	310%	0	0%	31	210%
Junior Activities	107	49	46%	1	11	10%	47	44%	37	35%	0	0%	85	-21%
Cadet Member (13-15 years)	9	6	67%	1	2	22%	1	11%	0	0%	0	0%	5	-44%
Active (15-18 yrs)	10	3	30%		1	10%	6	60%	0	0%	0	0%	4	-60%
Active (18yrs and over)	33	23	70%		4	12%	6	18%	1	3%	0	0%	25	-24%
Award Member	17	11	65%	7	3	18%	3	18%	1	6%	0	0%	5	-71%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	59	26	44%	3	0	0%	33	56%	9	15%	0	0%	32	-46%
Life Member	8	8	100%		0	0%	0	0%	0	0%	0	0%	8	0%
General	0	0			0		0		0		0		9	
Honorary	0	0			0		0		0		0		2	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	70	44	63%		10	14%	16	23%	2	3%	0		40	-43%
Total	254	129	51%		21	8%	104	41%	79	31%	0		208	-18%

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

MEMBERSHIP RETENTION

EIMEO 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	5	63%	1	13%	0	0%	5
16-18 Years	12	4	33%	7	58%	0	0%	4
19-25 Years	7	3	43%	3	43%	0	0%	2
26-35 Years	8	6	75%	2	25%	0	0%	5
36-50 Years	29	21	72%	2	7%	2	7%	21
51-70 Years	6	5	83%	1	17%	0	0%	3
70+ Years	0	0		0		0		0
Total	70	44	63%	16	23%	2	3%	40

EIMEO 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	20					9		9
Under 7	17	10	50%	8	40%	6	30%	16
Under 8	15	6	35%	11	65%	5	29%	11
Under 9	12	6	40%	8	53%	5	33%	11
Under 10	12	6	50%	5	42%	4	33%	9
Under 11	8	8	67%	4	33%	3	25%	12
Under 12	10	3	38%	3	38%	4	50%	7
Under 13	11	4	40%	4	40%	0	0%	4
Under 14	2	6	55%	2	18%	1	9%	6
Transitioned From JA		0	0%					

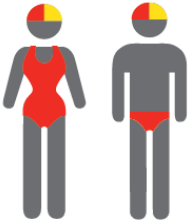
MEMBERSHIP RETENTION

2021/22



72%

TOTAL MEMBERSHIP
RETENTION



86%

ACTIVE MEMBERSHIP
RETENTION



70%

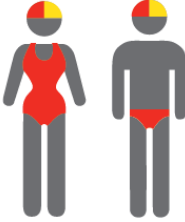
JUNIOR MEMBERSHIP
RETENTION

2022/23



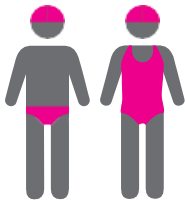
66%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



66%

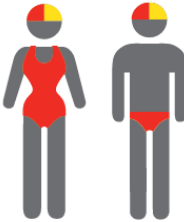
JUNIOR MEMBERSHIP
RETENTION

2023/24



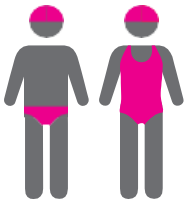
51%

TOTAL MEMBERSHIP
RETENTION



63%

ACTIVE MEMBERSHIP
RETENTION



46%

JUNIOR MEMBERSHIP
RETENTION