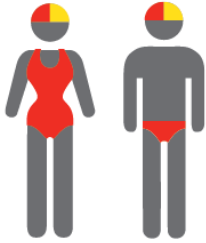


ELLIOTT HEADS

MEMBERSHIP STATISTICS REPORT EOS 2023/24



53
ACTIVE
MEMBERSHIP



251
TOTAL
MEMBERSHIP



86
JUNIOR
MEMBERSHIP

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



4% Increase



1% Increase



1% Increase

Vs. 2022/23 EOS (MAY 2023)



20% Decrease



17% Decrease



20% 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

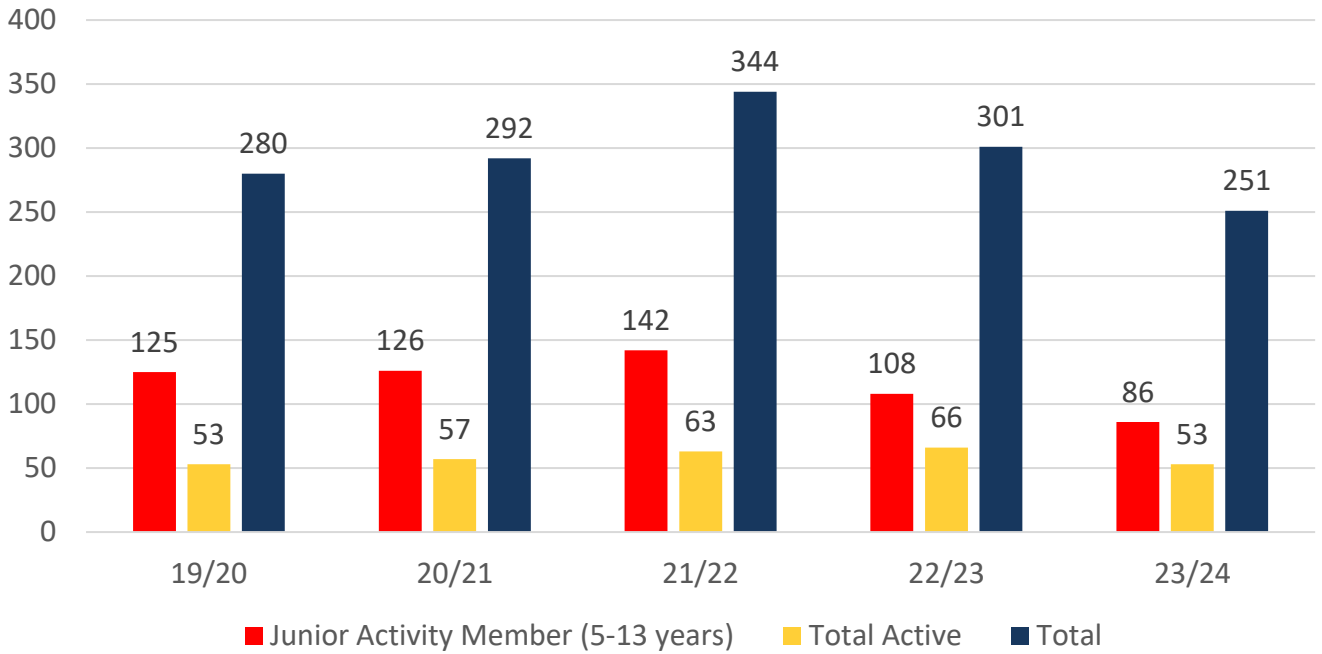
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	1	0	0	1	1
Junior Activity Member (5-13 years)	125	126	142	108	86
Cadet Member (13-15 years)	12	14	19	18	11
Active Junior (15-18 years)	9	11	14	14	17
Active Senior (18years and over)	31	31	30	34	22
Award Member	1	1	0	0	3
Reserve Active	0	0	0	0	0
Long Service	7	6	7	7	5
Past Active	1	2	1	1	4
Associate	78	85	110	99	78
Life Member	12	15	16	16	17
General	0	0	0	0	0
Honorary	3	1	5	3	3
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	4
Total Active	53	57	63	66	53
Total	280	292	344	301	251

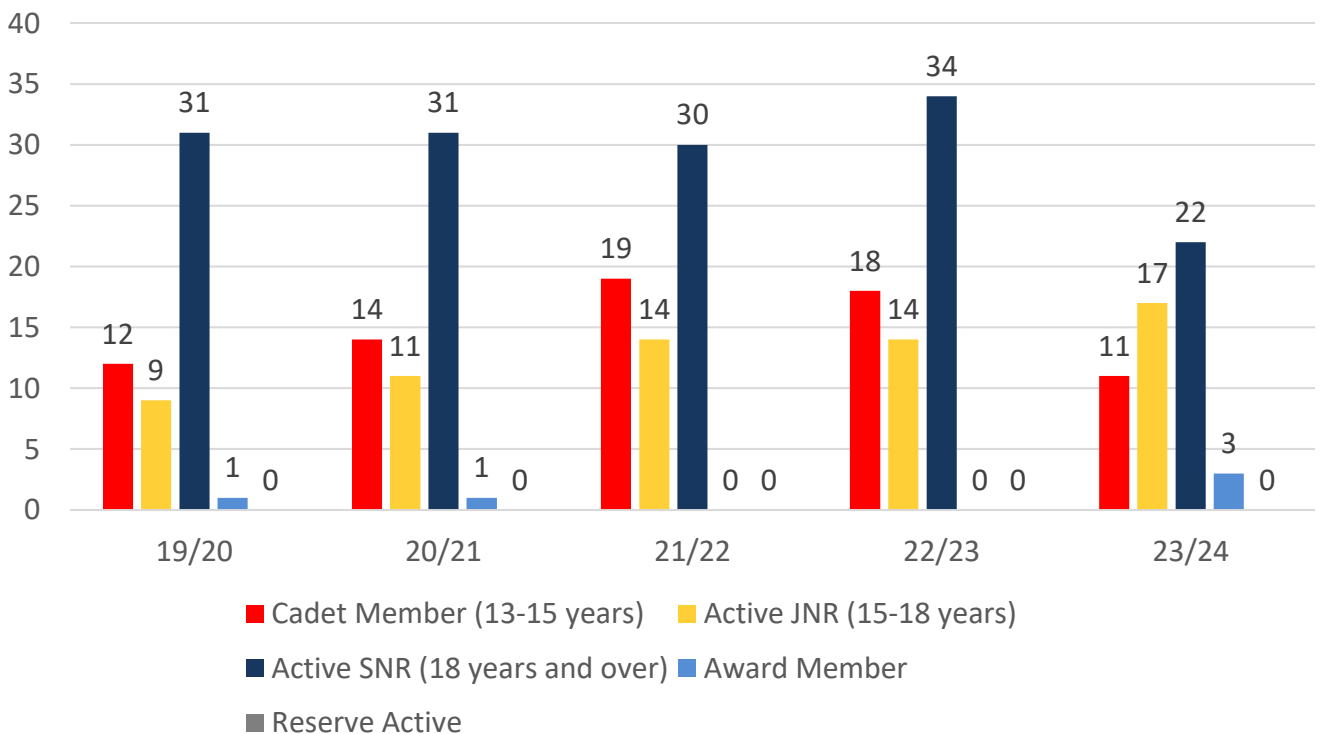
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	17	15	7	10	5
Under 7	11	16	15	10	10
Under 8	21	17	21	17	4
Under 9	14	20	19	16	16
Under 10	16	9	21	16	17
Under 11	16	15	14	15	12
Under 12	14	12	20	10	13
Under 13	8	12	13	12	6
Under 14	8	10	16	7	9
Junior Activities Total	125	126	146	113	92

5 YEAR TREND ANALYSIS

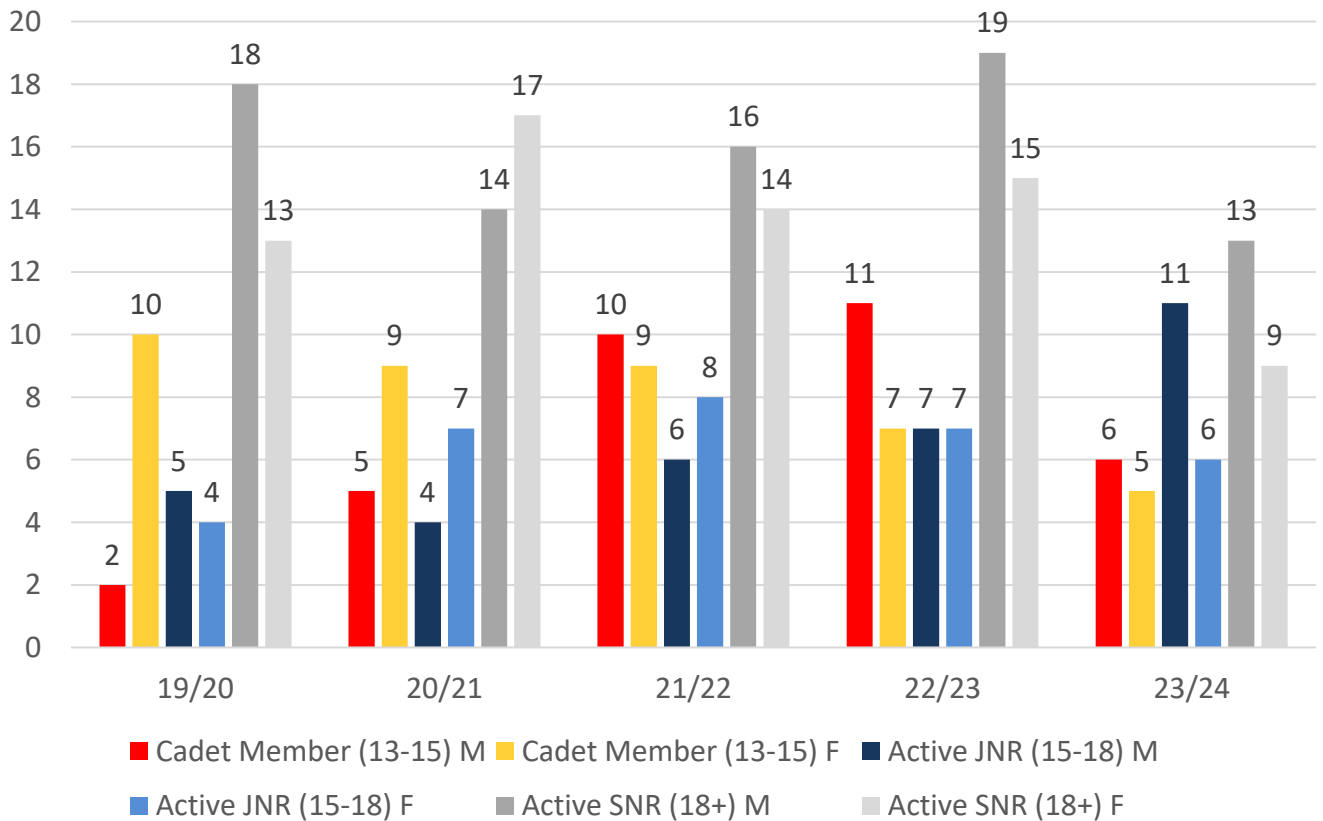
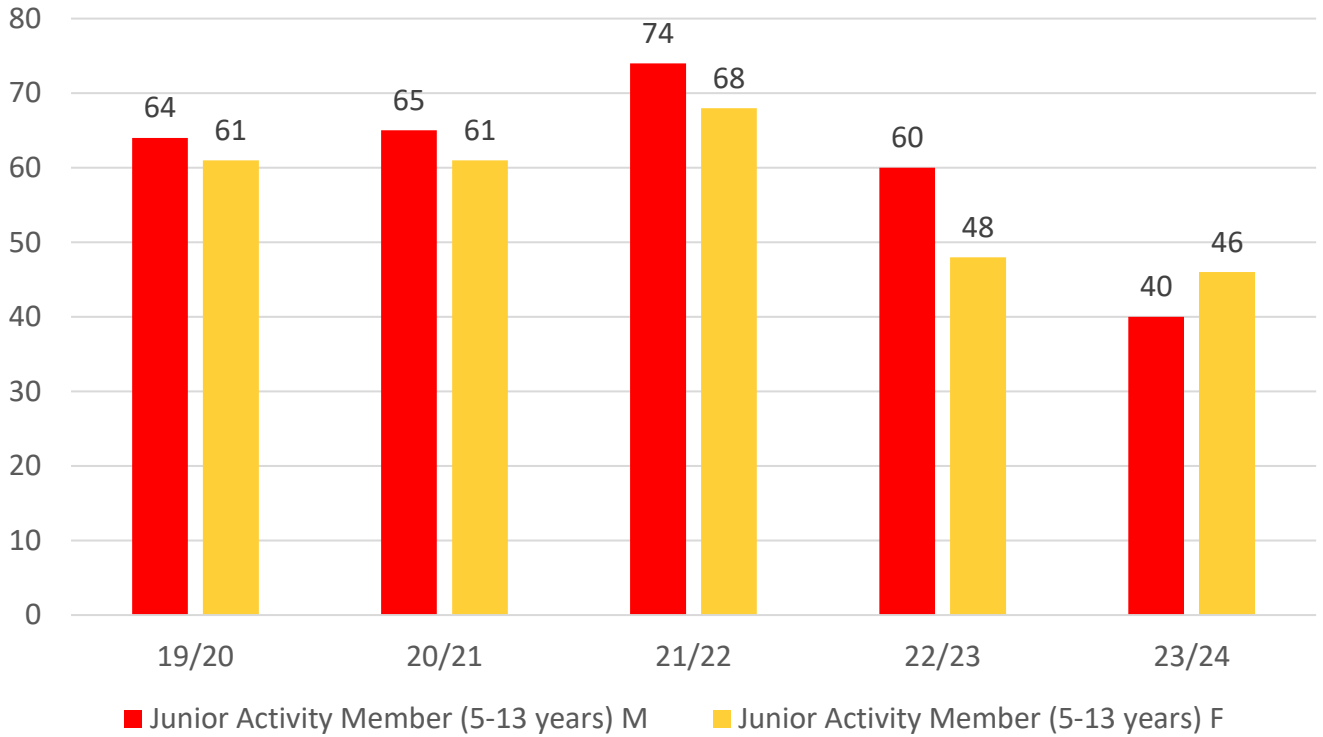
Total Membership



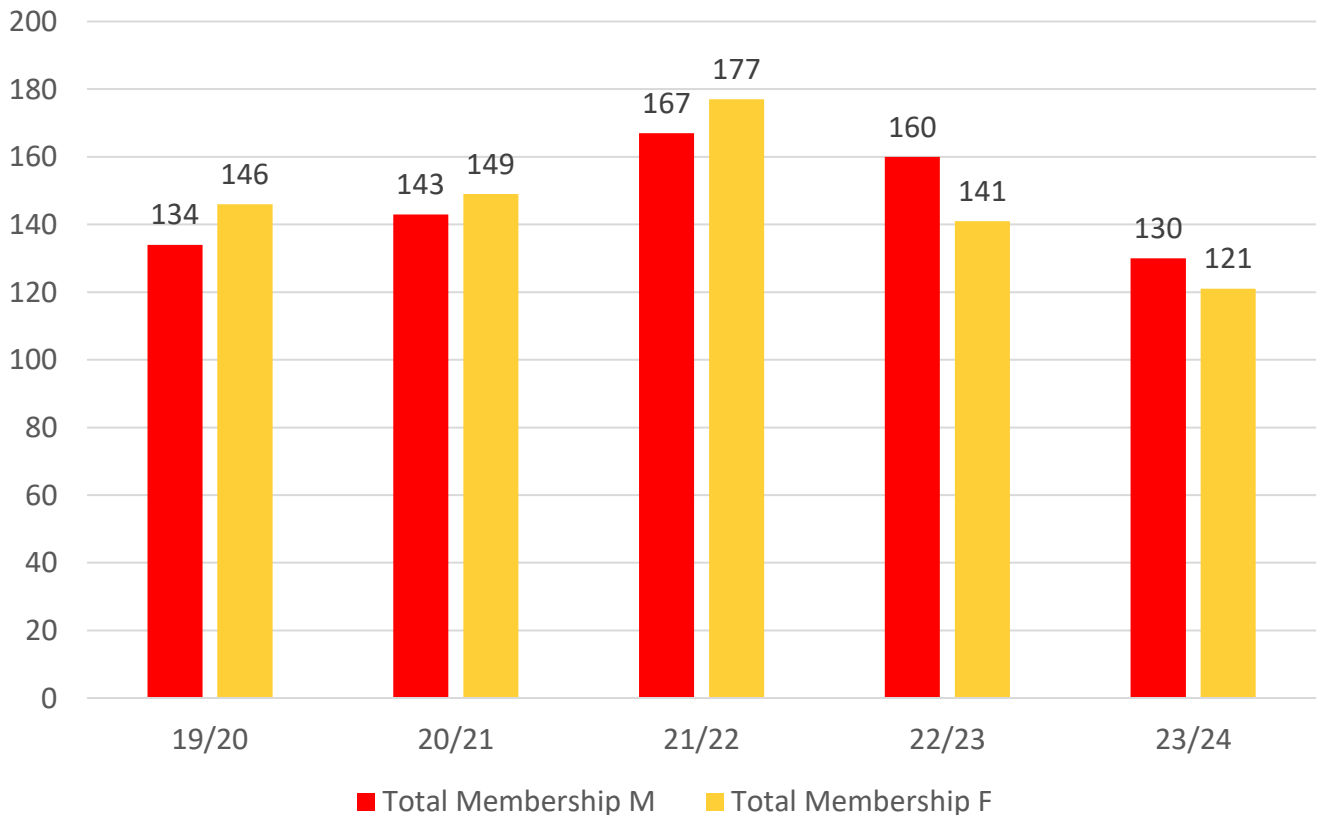
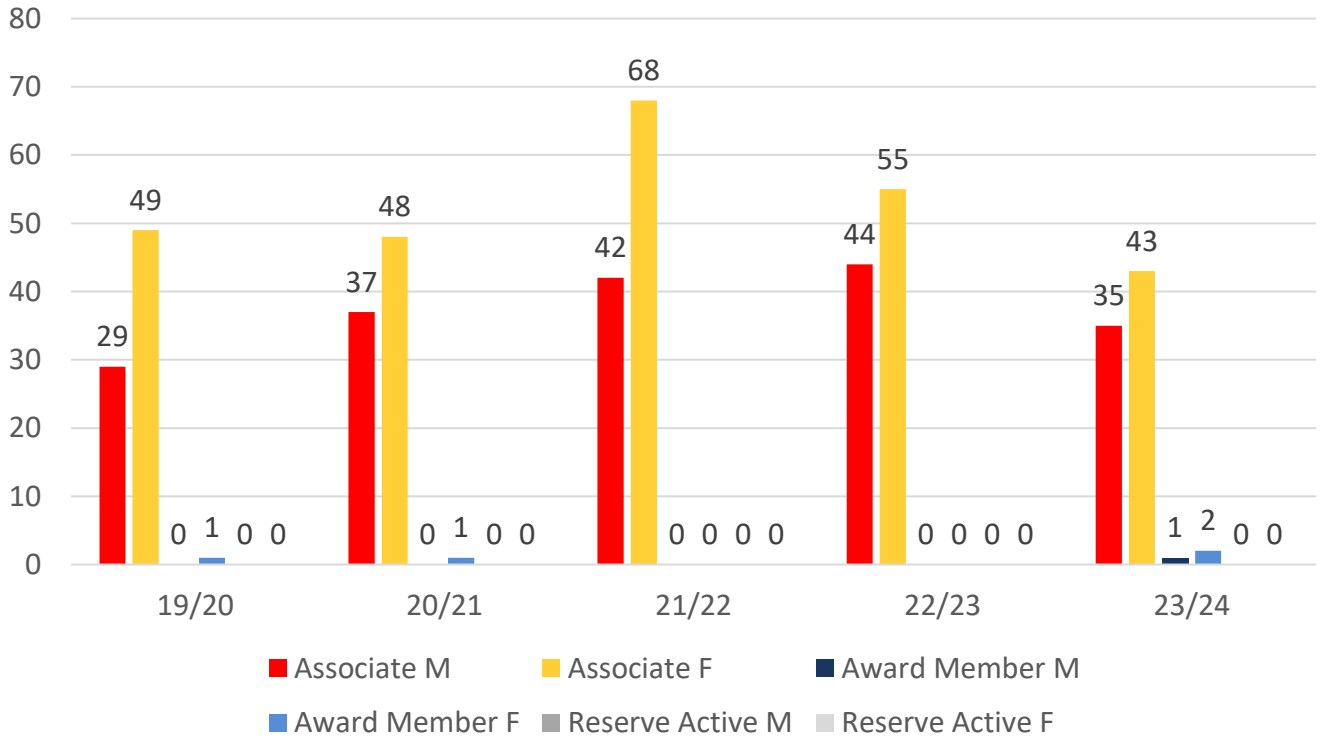
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



51

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



101

MEMBERS LOST FROM THE ORGANISATION

ELLIOTT HEADS 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	1	1	100%	1	0	0%	0	0%	1	100%	0	0%	1	0%
Junior Activities	108	65	60%	7	2	2%	41	38%	25	23%	3	3%	86	-20%
Cadet Member (13-15 years)	18	10	56%		1	6%	7	39%	1	6%	0	0%	11	-39%
Active (15-18 yrs)	14	12	86%		0	0%	2	14%	1	7%	0	0%	17	21%
Active (18yrs and over)	34	29	85%	7	0	0%	5	15%	0	0%	0	0%	22	-35%
Award Member	0	0			0		0		0		2		3	
Reserve Active	0	0			0		0		0		0		0	
Long Service	7	5	71%		0	0%	2	29%	0	0%	0	0%	5	-29%
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	4	300%
Associate	99	55	56%		2	2%	42	42%	21	21%	0	0%	78	-21%
Life Member	16	16	100%		0	0%	0	0%	0	0%	0	0%	17	6%
General	0	0			0		0		0		0		0	
Honorary	3	1	33%		0	0%	2	67%	2	67%	0	0%	3	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		4	
Total Active	66	51	77%		1	2%	14	21%	2	3%	2		53	-20%
Total	301	195	65%		5	2%	101	34%	51	17%	5		251	-17%

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

MEMBERSHIP RETENTION

ELLIOTT HEADS 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	10	56%	7	39%	2	11%	15
16-18 Years	14	12	86%	2	14%	0	0%	12
19-25 Years	9	7	78%	2	22%	0	0%	6
26-35 Years	5	4	80%	1	20%	0	0%	3
36-50 Years	15	13	87%	2	13%	0	0%	13
51-70 Years	5	5	100%	0	0%	0	0%	4
70+ Years	0	0		0		0		0
Total	66	51	77%	14	21%	2	3%	53

ELLIOTT HEADS 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	10					5		5
Under 7	10	4	40%	4	40%	5	50%	10
Under 8	17	2	20%	8	80%	2	20%	4
Under 9	16	12	71%	5	29%	3	18%	16
Under 10	16	10	63%	6	38%	6	38%	17
Under 11	15	10	63%	6	38%	2	13%	12
Under 12	10	12	80%	3	20%	1	7%	13
Under 13	12	5	50%	5	50%	1	10%	6
Under 14	2	9	75%	3	25%	0	0%	3
Transitioned From JA		1	50%					

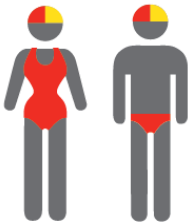
MEMBERSHIP RETENTION

2021/22



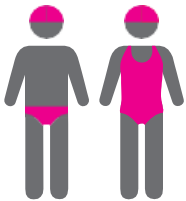
80%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



81%

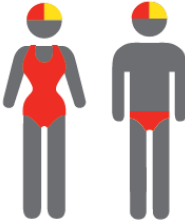
JUNIOR MEMBERSHIP
RETENTION

2022/23



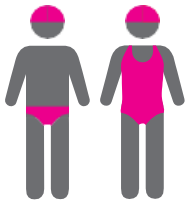
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



61%

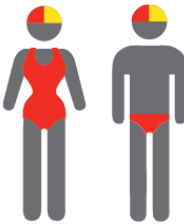
JUNIOR MEMBERSHIP
RETENTION

2023/24



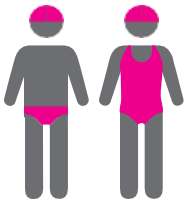
65%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION