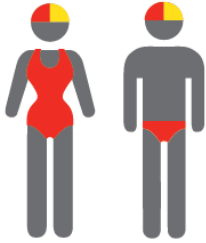


# ELLIS BEACH

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**111**  
ACTIVE  
MEMBERSHIP



**285**  
TOTAL  
MEMBERSHIP



**73**  
JUNIOR  
MEMBERSHIP

### Vs. 2023/24 Mid-Season (JULY 2023)



27% Increase



35% Increase



32% Increase

### Vs. 2022/23 EOS (NOV 2022)



17% Increase



14% Increase



20% 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

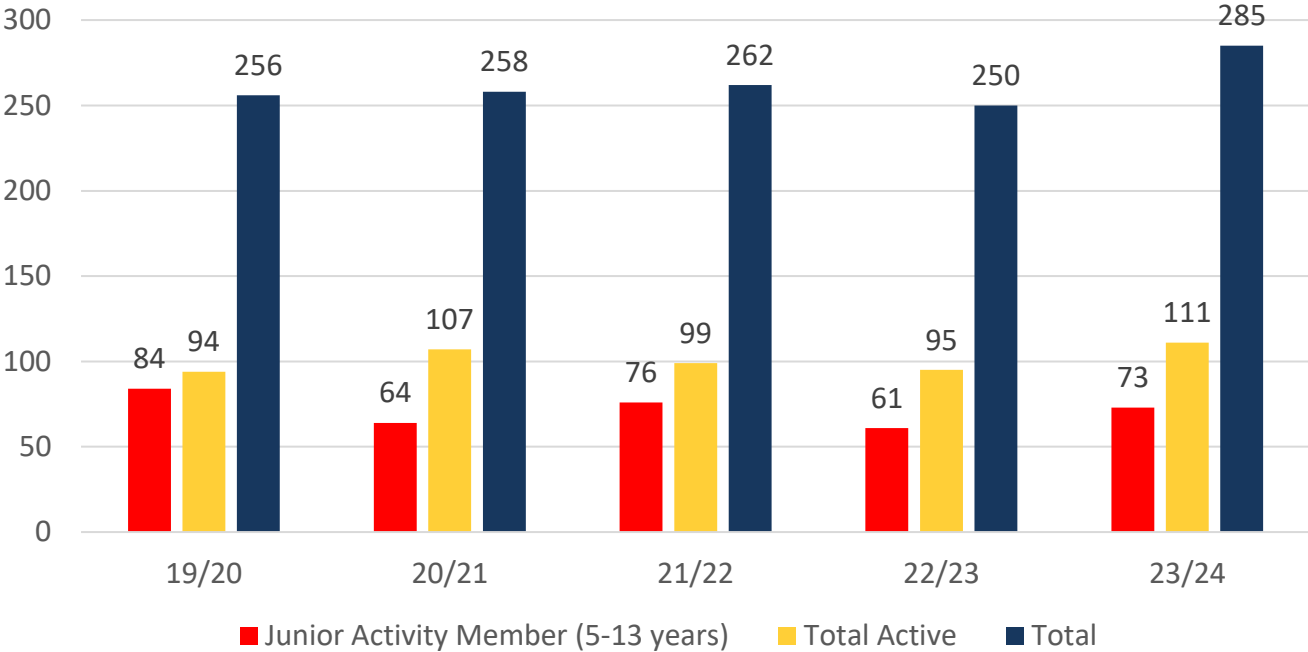
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	4	17	3	25	0
Junior Activity Member (5-13 years)	84	64	76	61	73
Cadet Member (13-15 years)	8	11	10	8	12
Active Junior (15-18 years)	17	19	22	16	27
Active Senior (18years and over)	49	58	49	59	54
Award Member	17	17	16	7	16
Reserve Active	3	2	2	5	2
Long Service	3	3	1	4	4
Past Active	0	0	0	1	1
Associate	43	39	58	41	72
Life Member	21	24	23	23	23
General	7	4	1	0	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	1	0	0
<b>Total Active</b>	<b>94</b>	<b>107</b>	<b>99</b>	<b>95</b>	<b>111</b>
<b>Total</b>	<b>256</b>	<b>258</b>	<b>262</b>	<b>250</b>	<b>285</b>

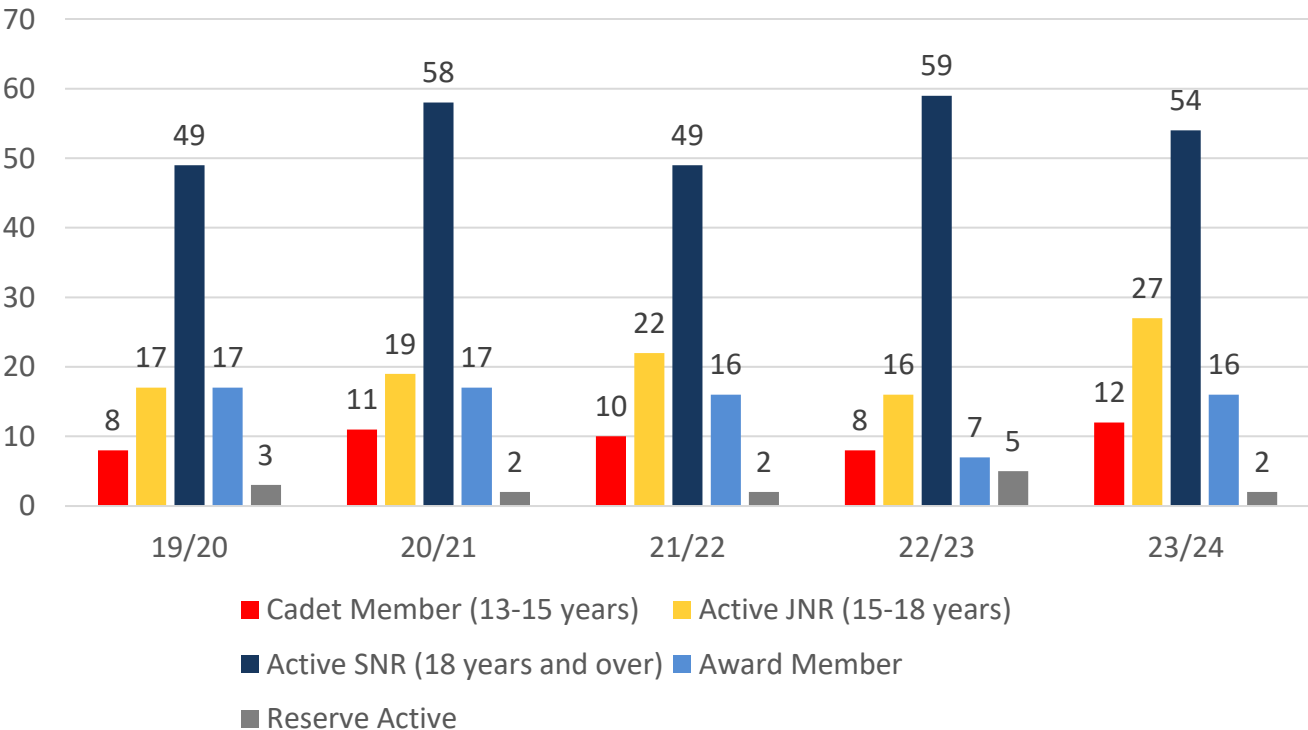
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
<b>Under 6</b>	4	7	2	5	3
<b>Under 7</b>	13	8	14	2	9
<b>Under 8</b>	11	8	9	11	12
<b>Under 9</b>	10	15	10	10	10
<b>Under 10</b>	10	11	16	9	9
<b>Under 11</b>	8	7	12	11	11
<b>Under 12</b>	4	5	8	9	11
<b>Under 13</b>	10	3	5	5	11
<b>Under 14</b>	7	0	5	5	6
<b>Junior Activities Total</b>	<b>77</b>	<b>64</b>	<b>81</b>	<b>67</b>	<b>82</b>

# 5 YEAR TREND ANALYSIS

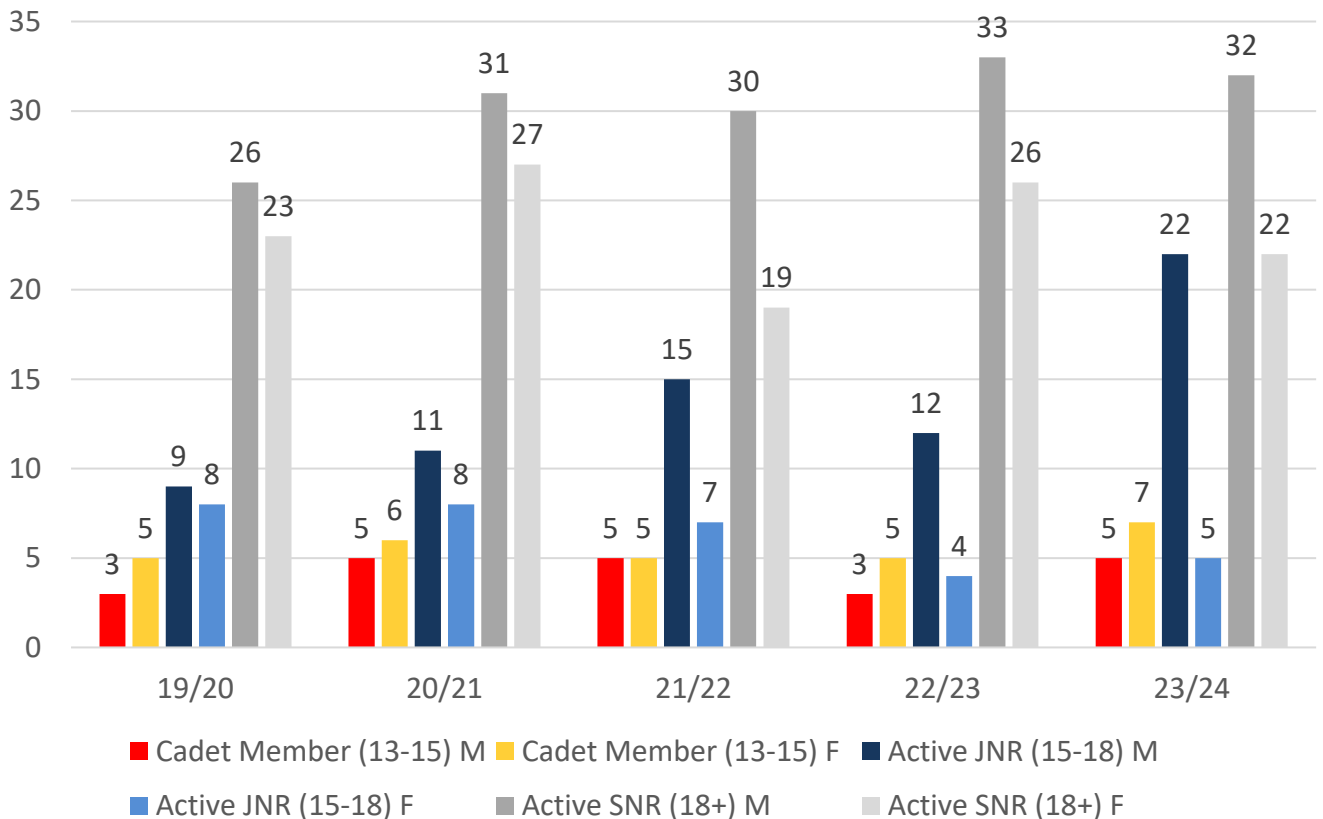
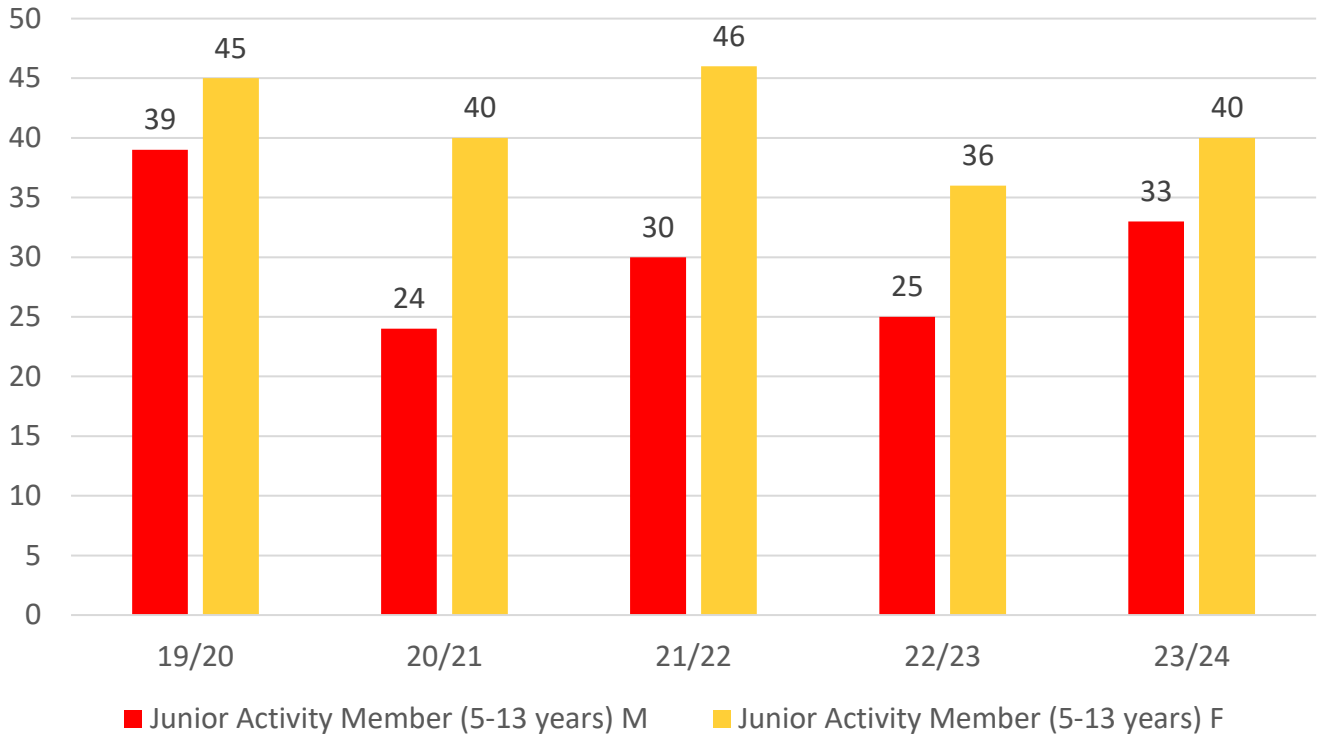
## Total Membership



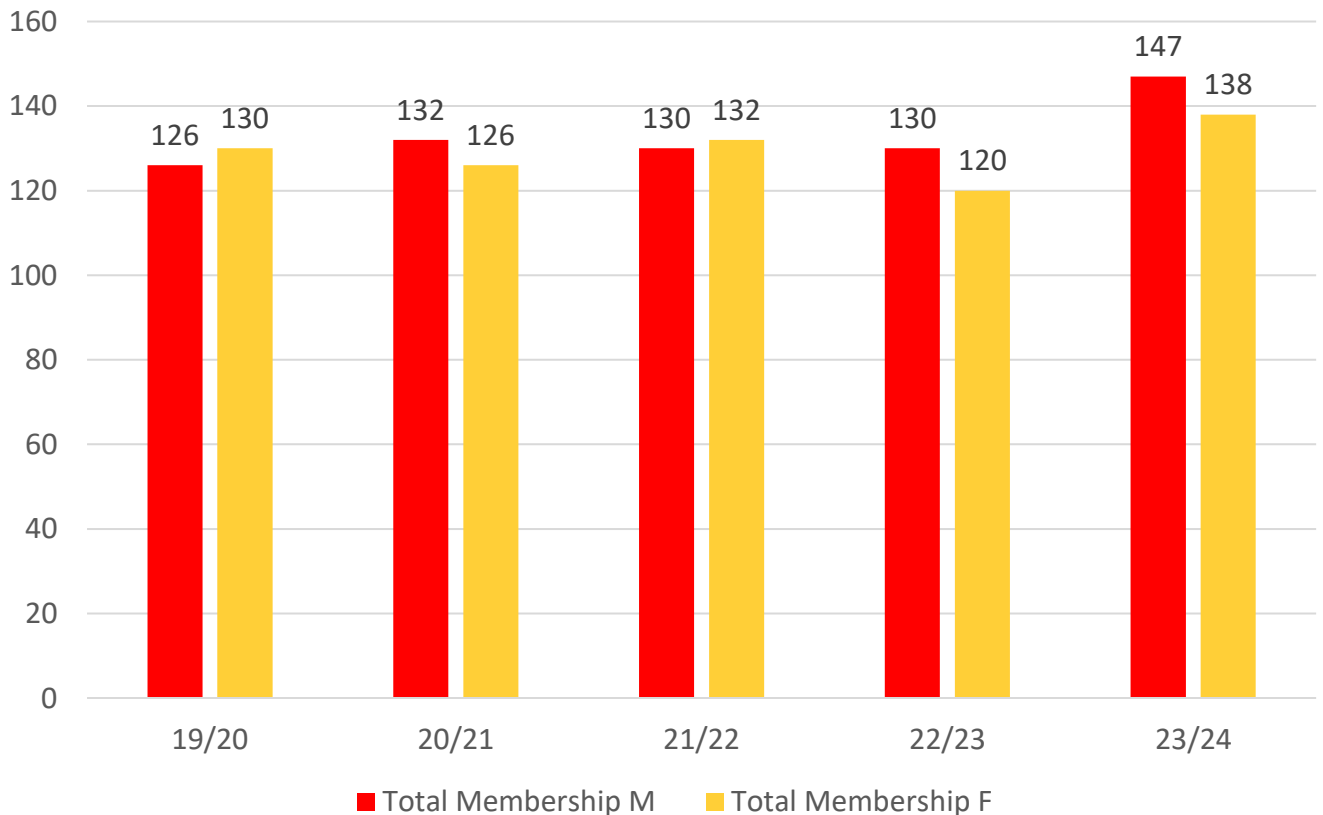
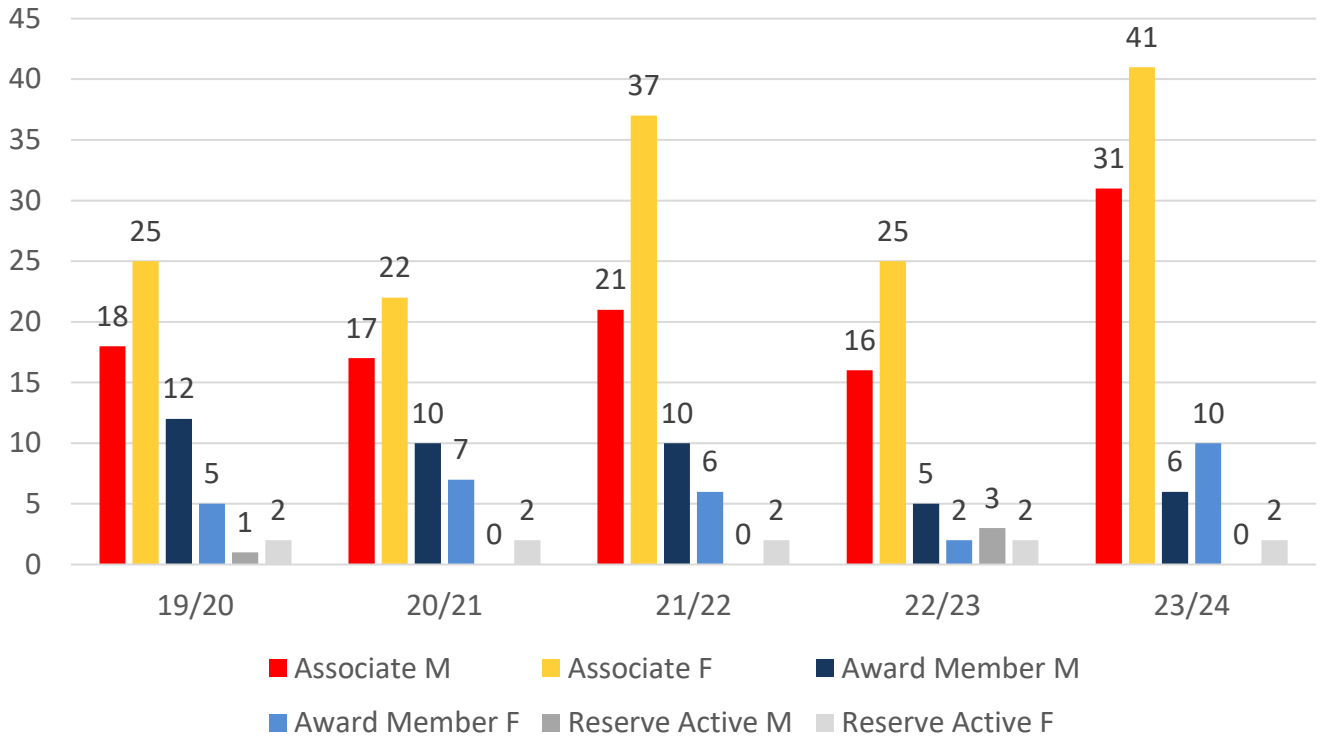
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



99

BRAND NEW MEMBERS



74%

MEMBERSHIP RETENTION



62

MEMBERS LOST FROM ELLIS BEACH

ELLIS 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	25	8	32%	8	0	0%	17	68%	0	0%	0	0%	0	-
Junior Activities	61	46	75%	3	0	0%	15	25%	30	49%	0	0%	73	20%
Cadet Member (13-15 years)	8	7	88%		0	0%	1	13%	2	25%	0	0%	12	50%
Active (15-18 yrs)	16	13	81%		0	0%	3	19%	14	88%	0	0%	27	69%
Active (18yrs and over)	59	49	83%		2	3%	8	14%	2	3%	0	0%	54	-8%
Award Member	7	7	100%		0	0%	0	0%	2	29%	0	0%	16	129%
Reserve Active	5	3	60%	1	0	0%	2	40%	0	0%	0	0%	2	-60%
Long Service	4	3	75%		0	0%	1	25%	1	25%	0	0%	4	0%
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Associate	41	26	63%	1	0	0%	15	37%	47	115%	0	0%	72	76%
Life Member	23	23	100%		0	0%	0	0%	0	0%	0	0%	23	0%
General	0	0			0		0		1		0		1	
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		0	
Total Active	95	79	83%		2	2%	14	15%	20	21%	0		111	17%
Total	250	186	74%		2	1%	62	25%	99	40%	0		285	14%

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

# MEMBERSHIP RETENTION

ELLIS BEACH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	13	12	92%	1	8%	9	69%	20
16-18 Years	16	11	69%	5	31%	7	44%	22
19-25 Years	8	8	100%	0	0%	0	0%	10
26-35 Years	5	5	100%	0	0%	1	20%	7
36-50 Years	35	33	94%	2	6%	1	3%	36
51-70 Years	18	10	56%	6	33%	2	11%	16
70+ Years	0	0		0		0		0
<b>Total</b>	95	79	83%	14	15%	20	21%	111

ELLIS BEACH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	5					2		2
Under 7	2	1	20%	4	80%	8	160%	9
Under 8	11	2	100%	0	0%	8	400%	10
Under 9	9	7	64%	4	36%	3	27%	10
Under 10	9	6	67%	3	33%	2	22%	9
Under 11	11	7	78%	2	22%	4	44%	11
Under 12	9	10	91%	1	9%	1	9%	11
Under 13	5	9	100%	0	0%	2	22%	11
Under 14	0	4	80%	1	20%	0	0%	0
Transitioned From JA		0						

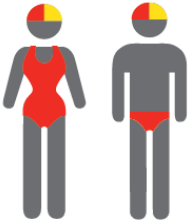
# MEMBERSHIP RETENTION

2021/22



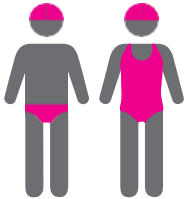
67%

TOTAL MEMBERSHIP  
RETENTION



71%

ACTIVE MEMBERSHIP  
RETENTION



69%

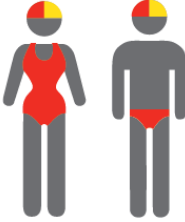
JUNIOR MEMBERSHIP  
RETENTION

2022/23



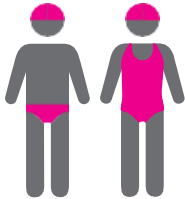
68%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



59%

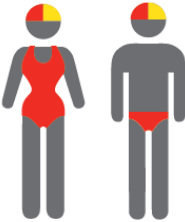
JUNIOR MEMBERSHIP  
RETENTION

2023/24



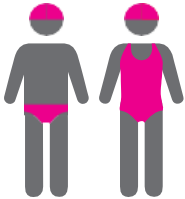
74%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



75%

JUNIOR MEMBERSHIP  
RETENTION