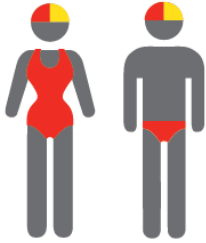


ELLIS BEACH

MEMBERSHIP STATISTICS REPORT EOS 24/25 SEASON



91
ACTIVE
MEMBERSHIP



325
TOTAL
MEMBERSHIP



104
JUNIOR
MEMBERSHIP

Vs. 2024/25 Mid-Season (JULY 2024)



18% Increase



15% Increase



9% Increase

Vs. 2023/24 EOS (NOV 2023)



18% Decrease



14% Increase



42% 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

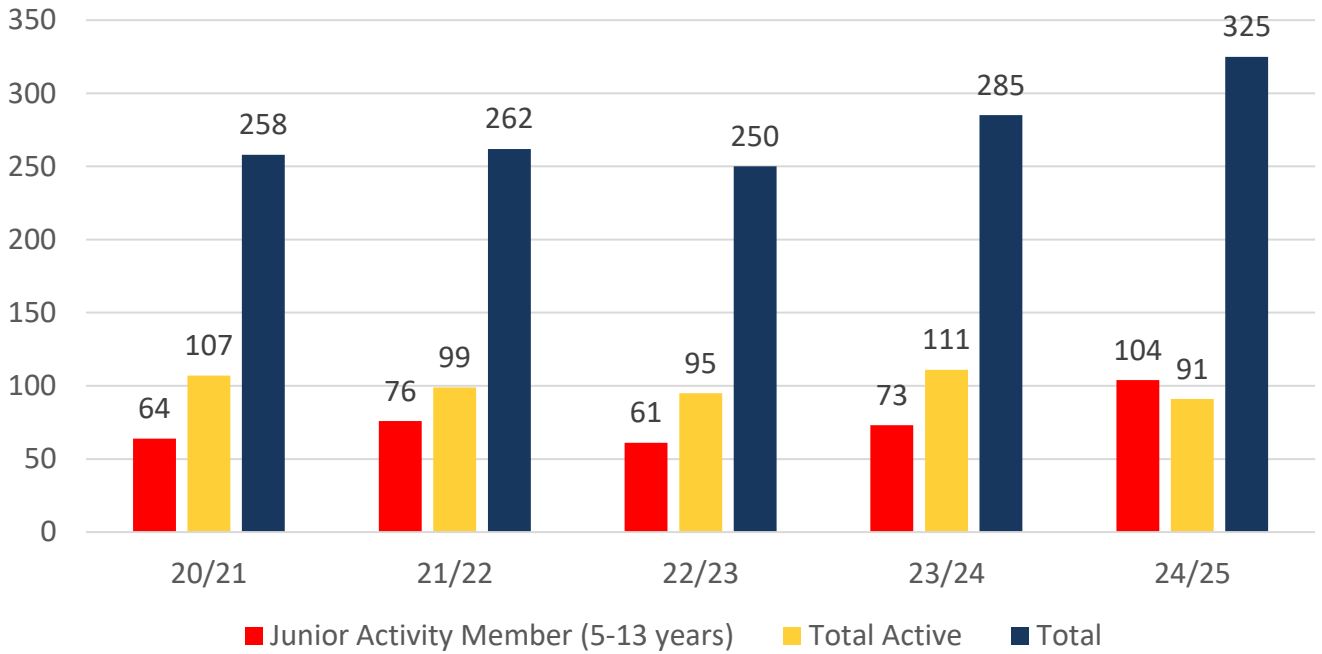
MEMBERSHIP 2020-2024

	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Probationary	17	3	25	0	17
Junior Activity Member (5-13 years)	64	76	61	73	104
Cadet Member (13-15 years)	11	10	8	12	9
Active Junior (15-18 years)	19	22	16	27	21
Active Senior (18years and over)	58	49	59	54	46
Award Member	17	16	7	16	14
Reserve Active	2	2	5	2	1
Long Service	3	1	4	4	5
Past Active	0	0	1	1	0
Associate	39	58	41	72	76
Life Member	24	23	23	23	28
General	4	1	0	1	3
Honorary	0	0	0	0	0
Non-Member Participants	0	0	0	0	0
Leave / Restricted	0	1	0	0	1
Total Active	107	99	95	111	91
Total	258	262	250	285	325

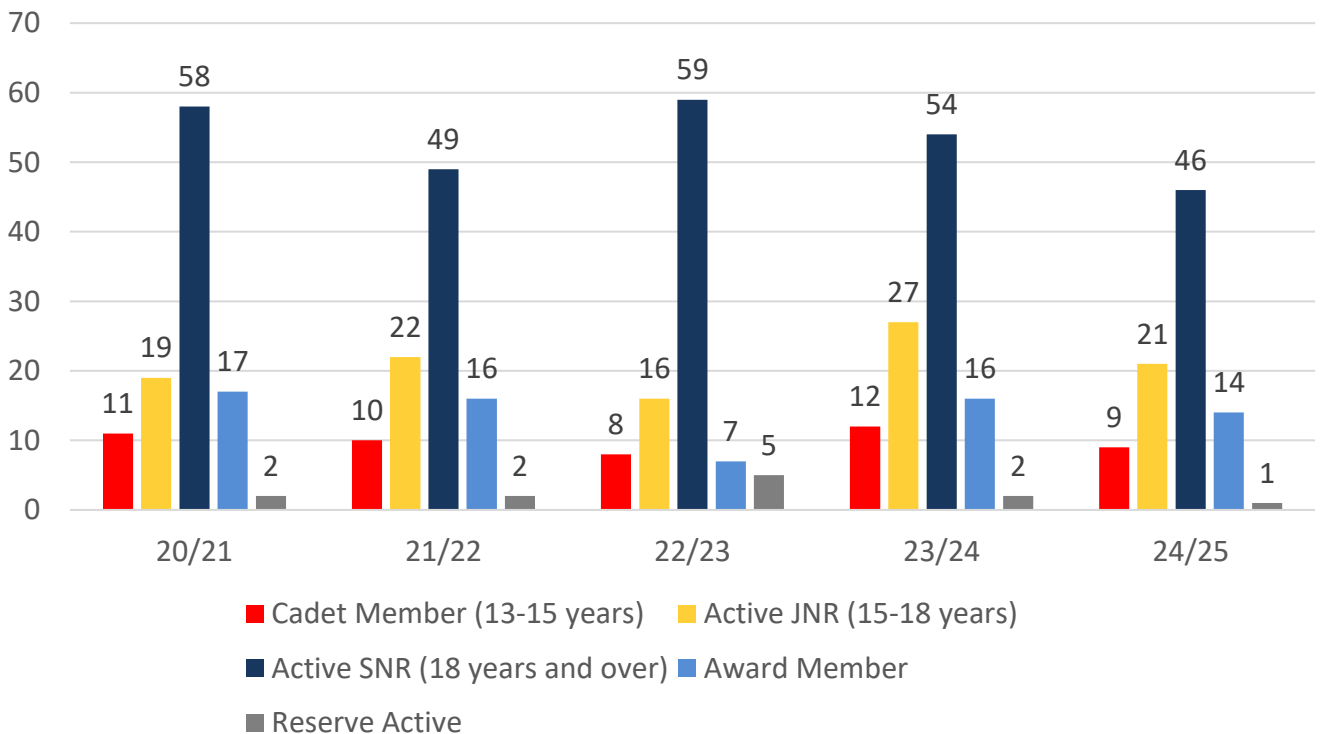
	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Under 6	7	2	5	3	9
Under 7	8	14	2	9	18
Under 8	8	9	11	12	11
Under 9	15	10	10	10	16
Under 10	11	16	9	9	10
Under 11	7	12	11	11	11
Under 12	5	8	9	11	9
Under 13	3	5	5	11	10
Under 14	0	5	5	6	9
Jnr Age Category Total	64	81	67	82	103

5 YEAR TREND ANALYSIS

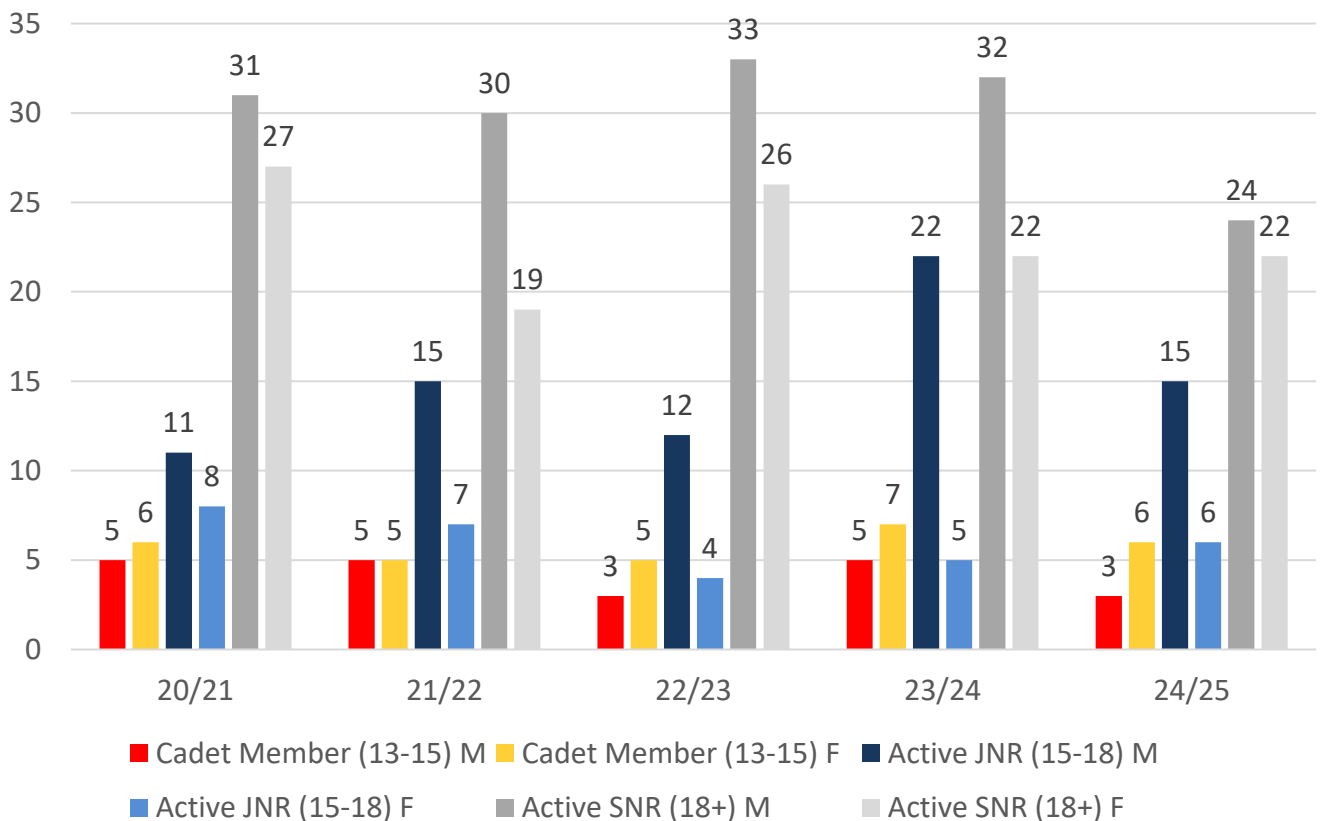
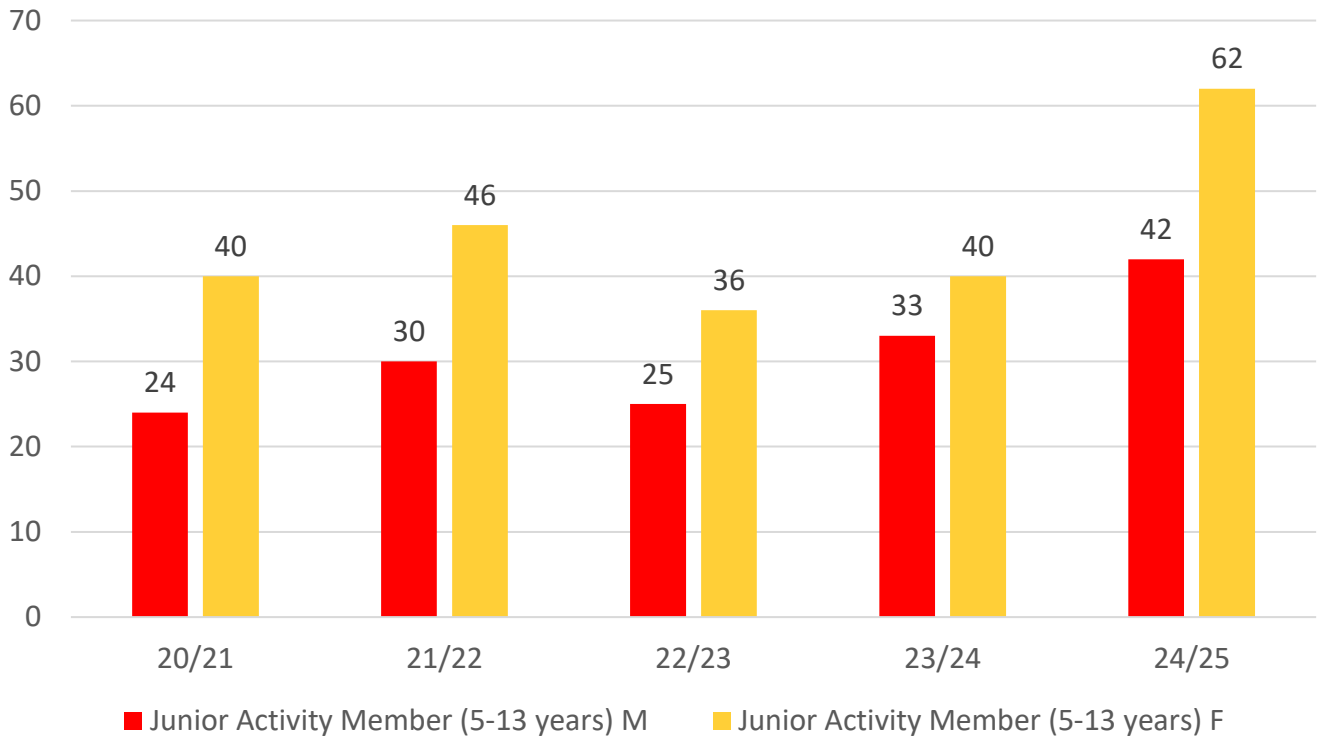
Total Membership



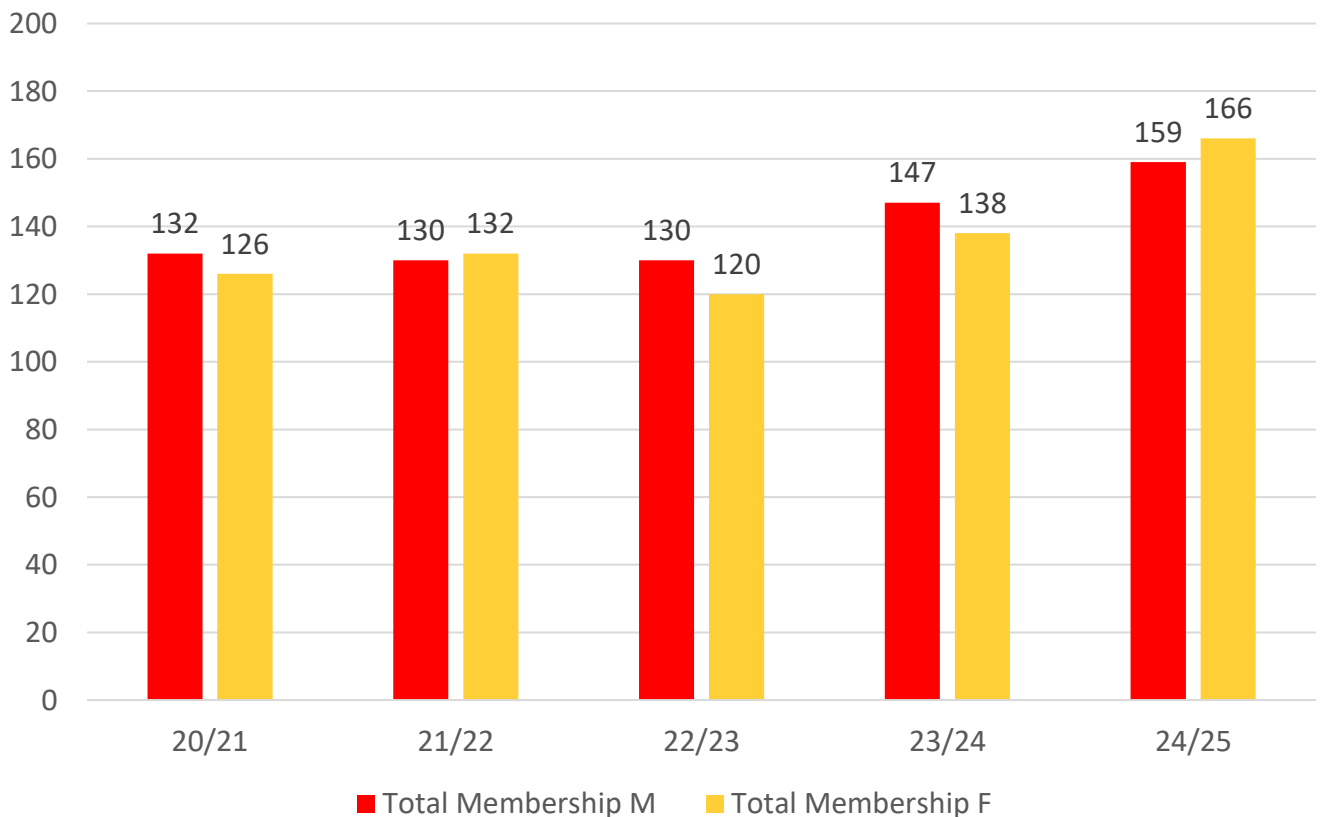
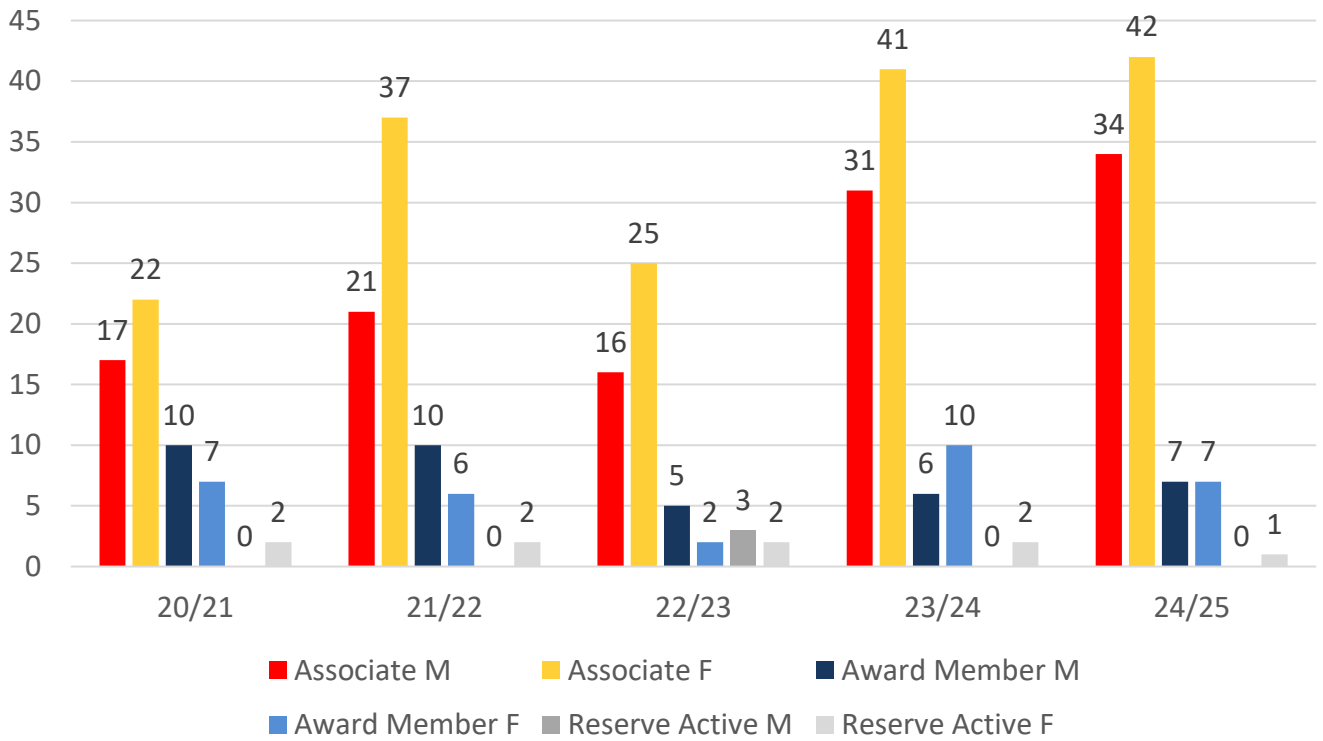
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



129

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



86

MEMBERS LOST FROM ELLIS BEACH

ELLIS BEACH 24/25														
	23/24 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		24/25 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0			0		0		17		0		17	
Junior Activities	73	54	74%		1	1%	18	25%	50	68%	0	0%	104	42%
Cadet Member (13-15 years)	12	9	75%		0	0%	3	25%	0	0%	0	0%	9	-25%
Active (15-18 yrs)	27	13	48%		0	0%	14	52%	8	30%	0	0%	21	-22%
Active (18yrs and over)	54	46	85%	3	1	2%	7	13%	3	6%	0	0%	46	-15%
Award Member	16	13	81%	1	0	0%	3	19%	2	13%	0	0%	14	-13%
Reserve Active	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Long Service	4	4	100%		0	0%	0	0%	1	25%	0	0%	5	25%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	72	31	43%		1	1%	40	56%	45	63%	0	0%	76	6%
Life Member	23	23	100%		0	0%	0	0%	1	4%	0	0%	28	22%
General	1	1	100%		0	0%	0	0%	2	200%	0	0%	3	200%
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		1	
Total Active	111	82	74%		1	1%	28	25%	13	12%	0		91	-18%
Total	285	196	69%		3	1%	86	30%	129	45%	0		325	14%

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

MEMBERSHIP RETENTION

ELLIS BEACH 24/25								
Active Members	23/24	Retained		Left SLS		Recruited		24/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	20	11	55%	9	45%	3	15%	10
16-18 Years	22	13	59%	9	41%	5	23%	19
19-25 Years	10	7	70%	3	30%	0	0%	9
26-35 Years	7	4	57%	2	29%	2	29%	5
36-50 Years	36	33	92%	3	8%	3	8%	31
51-70 Years	16	14	88%	2	13%	0	0%	17
70+ Years	0	0		0		0		0
Total	111	82	74%	28	25%	13	12%	91



ELLIS BEACH 24/25								
Age Group	23/24	Retained		Left SLS		Recruited		24/25
Under 6	3					8		8
Under 7	9	2	67%	0	0%	16	533%	18
Under 8	10	4	44%	5	56%	7	78%	11
Under 9	10	6	60%	4	40%	10	100%	16
Under 10	9	8	80%	2	20%	2	20%	10
Under 11	11	8	89%	1	11%	3	33%	11
Under 12	11	8	73%	3	27%	1	9%	9
Under 13	11	9	82%	1	9%	1	9%	10
Under 14	0	9	82%	2	18%	0	0%	9
Transitioned From JA		0						

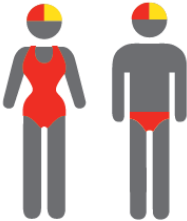
MEMBERSHIP RETENTION

22/23



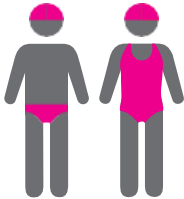
68%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



59%

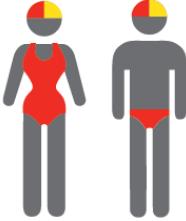
JUNIOR MEMBERSHIP
RETENTION

23/24



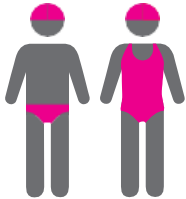
74%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



75%

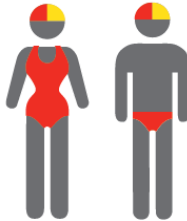
JUNIOR MEMBERSHIP
RETENTION

24/25



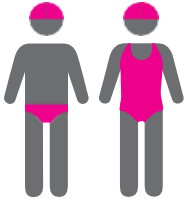
69%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



74%

JUNIOR MEMBERSHIP
RETENTION