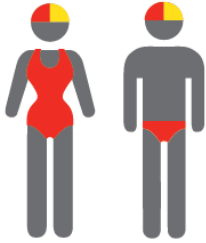


MEMBERSHIP STATISTICS REPORT EOS 2023/24



136

ACTIVE
MEMBERSHIP



515

TOTAL
MEMBERSHIP



154

JUNIOR
MEMBERSHIP

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



1% Increase



3% Increase



1% Increase

Vs. 2022/23 EOS (MAY 2023)



4% Increase



4% Decrease



13% 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

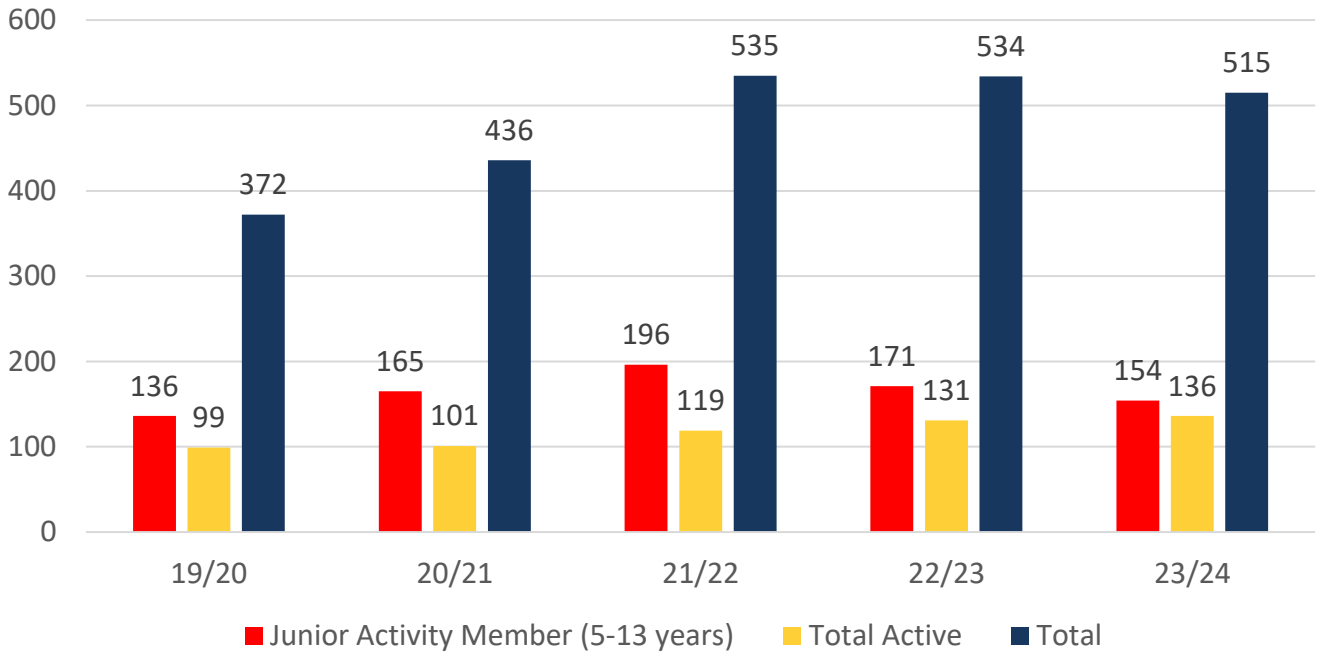
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	2	7	2	10	2
Junior Activity Member (5-13 years)	136	165	196	171	154
Cadet Member (13-15 years)	13	11	27	25	20
Active Junior (15-18 years)	14	19	15	20	28
Active Senior (18years and over)	49	51	64	75	87
Award Member	23	20	13	11	1
Reserve Active	0	0	0	0	0
Long Service	4	2	2	2	1
Past Active	0	0	0	0	11
Associate	112	142	198	202	188
Life Member	19	18	18	18	19
General	0	1	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	4
Total Active	99	101	119	131	136
Total	372	436	535	534	515

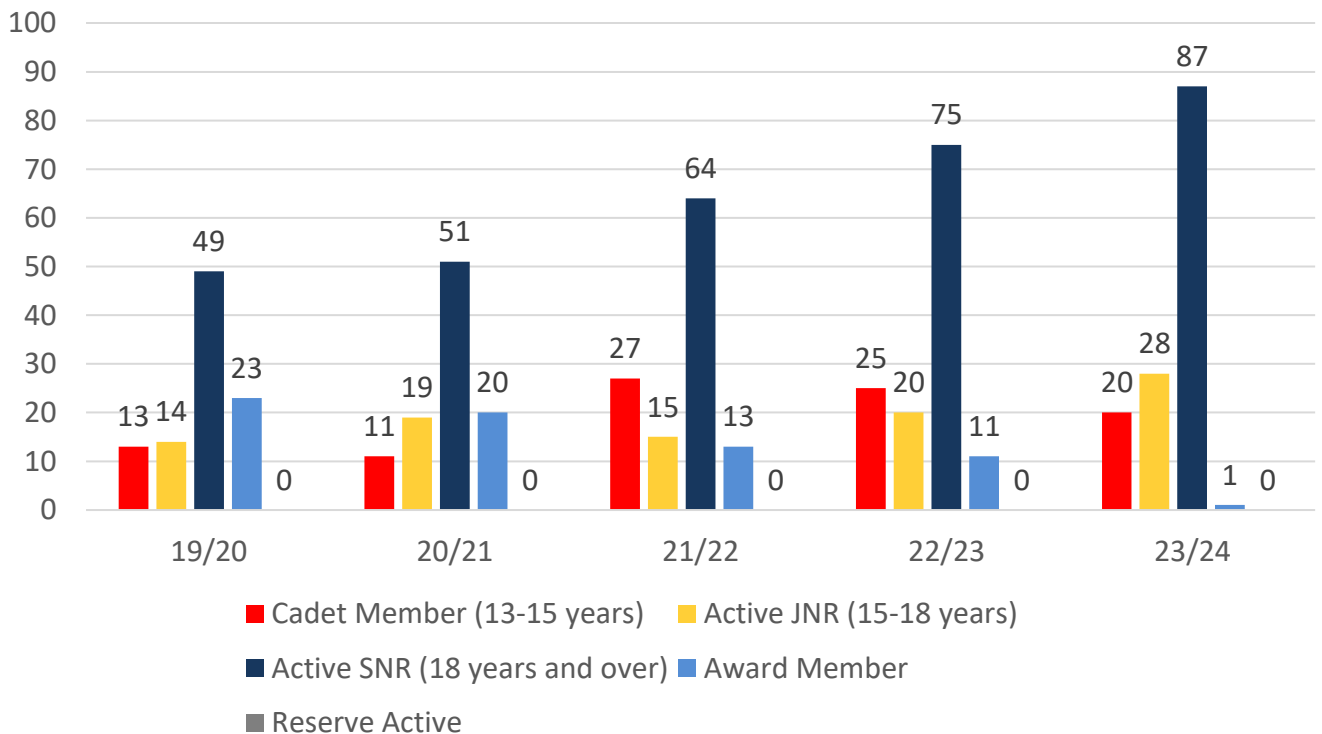
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	15	15	27	36	16
Under 7	20	18	24	36	27
Under 8	17	19	23	22	30
Under 9	22	20	22	18	22
Under 10	15	21	24	16	19
Under 11	13	18	23	18	11
Under 12	13	18	23	13	16
Under 13	16	18	13	15	12
Under 14	5	17	18	10	9
Junior Activities Total	136	164	197	184	162

5 YEAR TREND ANALYSIS

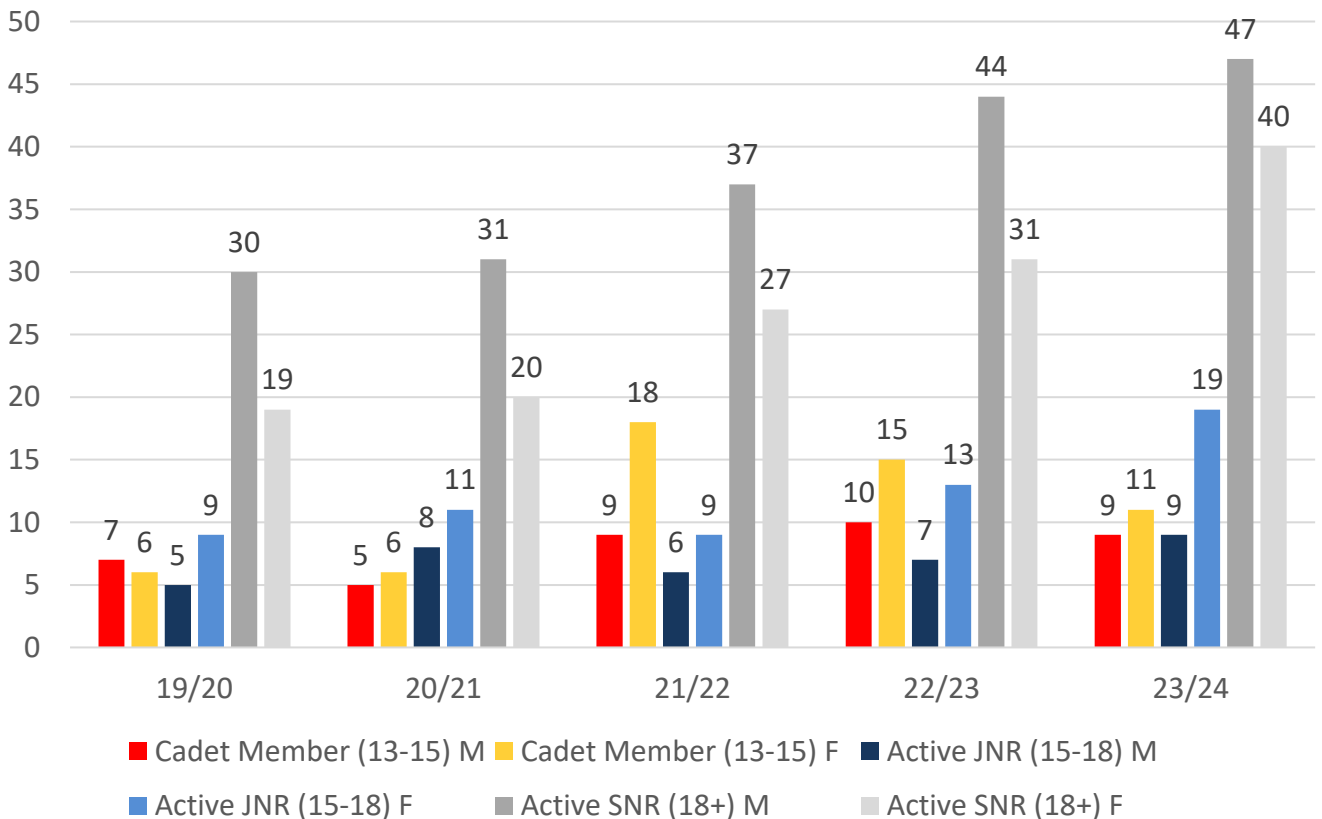
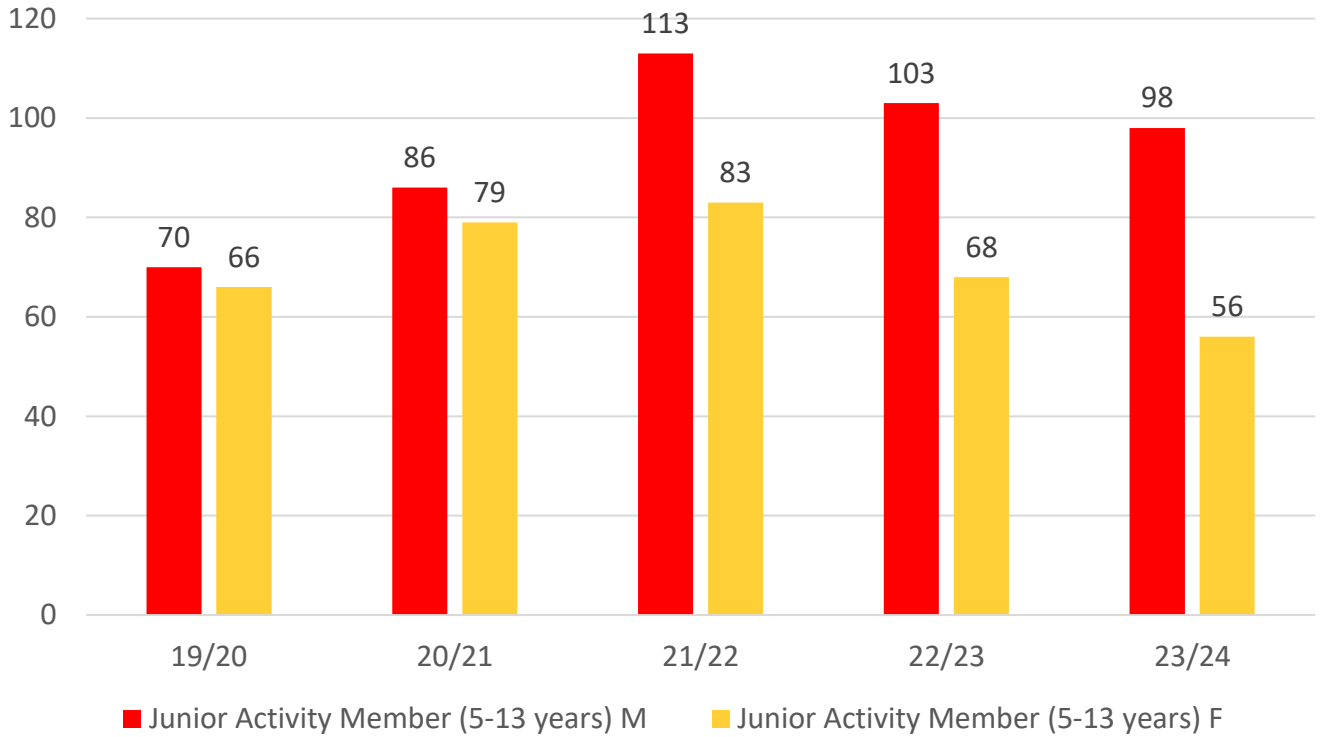
Total Membership



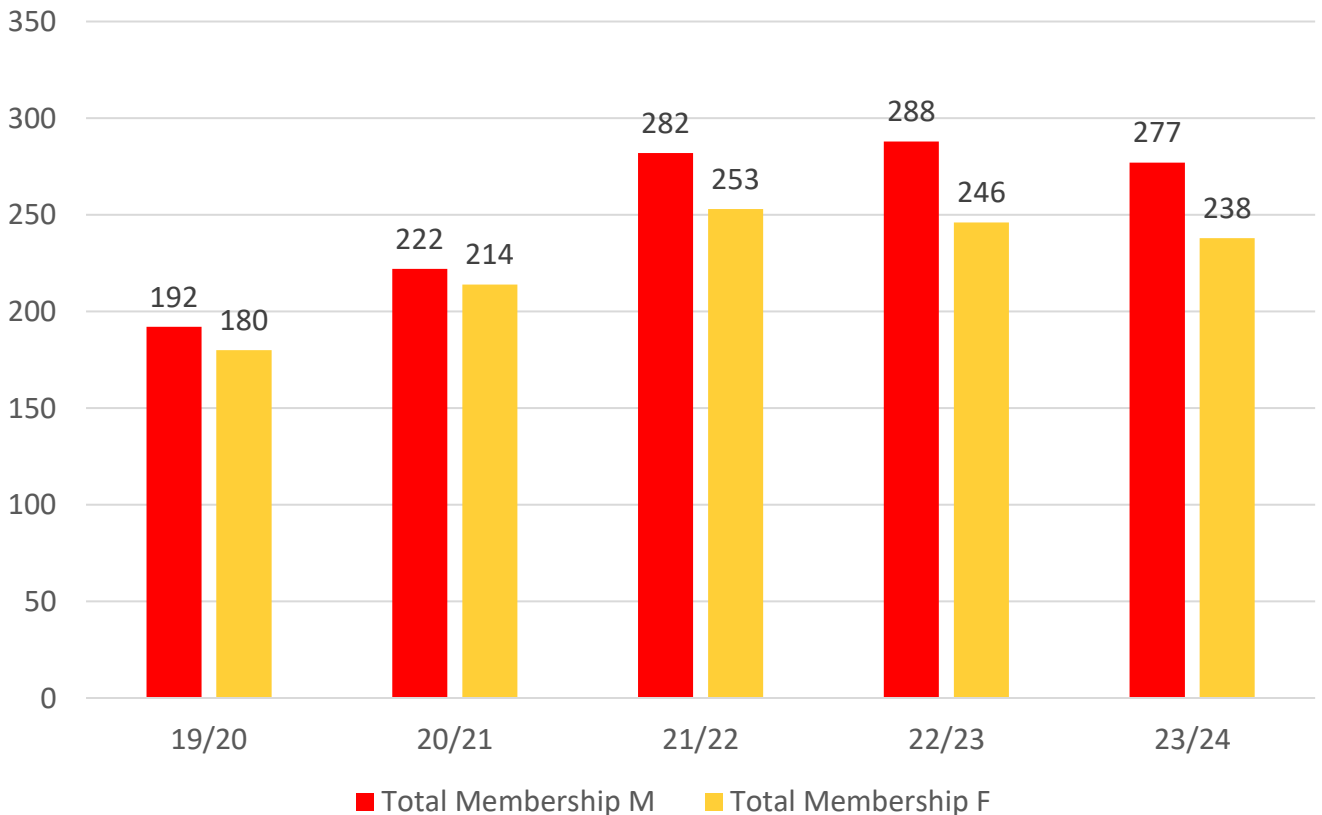
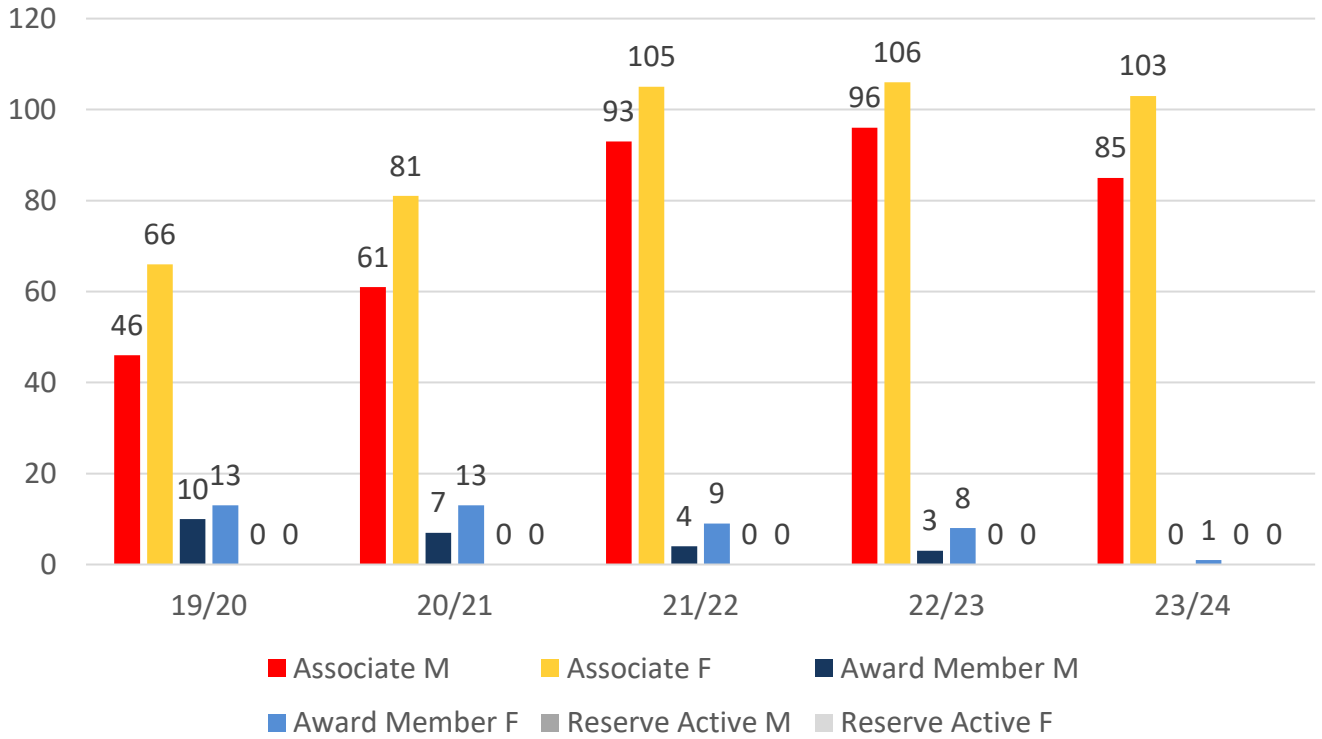
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



113

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



164

MEMBERS LOST FROM THE ORGANISATION

EMU PARK 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	4	40%	4	0	0%	6	60%	2	20%	0	0%	2	-80%
Junior Activities	176	107	61%	9	0	0%	69	39%	49	28%	7	4%	154	-13%
Cadet Member (13-15 years)	25	23	92%	5	0	0%	2	8%	1	4%	1	4%	20	-20%
Active (15-18 yrs)	20	16	80%		0	0%	4	20%	1	5%	2	10%	28	40%
Active (18yrs and over)	75	67	89%		1	1%	7	9%	2	3%	13	17%	87	16%
Award Member	11	10	91%	9	0	0%	1	9%	0	0%	0	0%	1	-91%
Reserve Active	0	0			0		0		0		0		0	
Long Service	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Past Active	0	0			0		0		0		1		11	
Associate	202	127	63%		0	0%	75	37%	58	29%	3	1%	188	-7%
Life Member	18	18	100%		0	0%	0	0%	0	0%	1	6%	19	6%
General	0	0			0		0		0		0		0	
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		4	
Total Active	131	116	89%		1	1%	14	11%	4	3%	16		136	4%
Total	539	374	69%		1	0%	164	30%	113	21%	28		515	-4%

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

MEMBERSHIP RETENTION

EMU PARK 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	24	22	92%	2	8%	1	4%	22
16-18 Years	22	18	82%	4	18%	1	5%	25
19-25 Years	19	16	84%	3	16%	0	0%	18
26-35 Years	8	7	88%	1	13%	2	25%	16
36-50 Years	35	31	89%	3	9%	0	0%	32
51-70 Years	23	22	96%	1	4%	0	0%	23
70+ Years	0	0		0		0		0
Total	131	116	89%	14	11%	4	3%	136



EMU PARK 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	36					16		16
Under 7	36	19	53%	17	47%	7	19%	27
Under 8	22	23	64%	13	36%	7	19%	30
Under 9	18	12	55%	10	45%	7	32%	22
Under 10	16	12	67%	6	33%	6	33%	19
Under 11	18	9	56%	7	44%	2	13%	11
Under 12	13	13	72%	5	28%	2	11%	16
Under 13	15	10	77%	3	23%	2	15%	12
Under 14	2	8	53%	7	47%	0	0%	1
Transitioned From JA		1	50%					

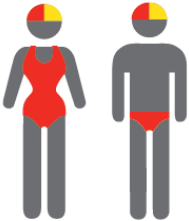
MEMBERSHIP RETENTION

2021/22



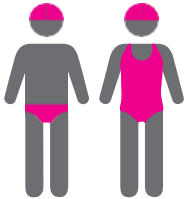
66%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



62%

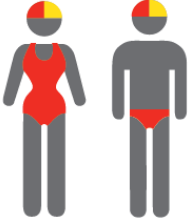
JUNIOR MEMBERSHIP
RETENTION

2022/23



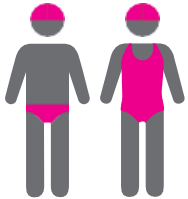
63%

TOTAL MEMBERSHIP
RETENTION



92%

ACTIVE MEMBERSHIP
RETENTION



55%

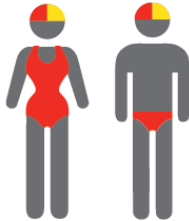
JUNIOR MEMBERSHIP
RETENTION

2023/24



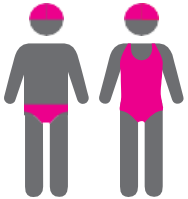
69%

TOTAL MEMBERSHIP
RETENTION



89%

ACTIVE MEMBERSHIP
RETENTION



61%

JUNIOR MEMBERSHIP
RETENTION