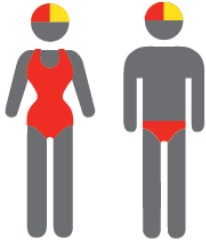


ETTY BAY

MEMBERSHIP STATISTICS REPORT EOS 2023/24



63
ACTIVE
MEMBERSHIP



147
TOTAL
MEMBERSHIP



34
JUNIOR
MEMBERSHIP

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



13% Decrease



4% Increase



3% Increase

Vs. 2022/23 EOS (NOV 2022)



9% Decrease



9% Increase



13% 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

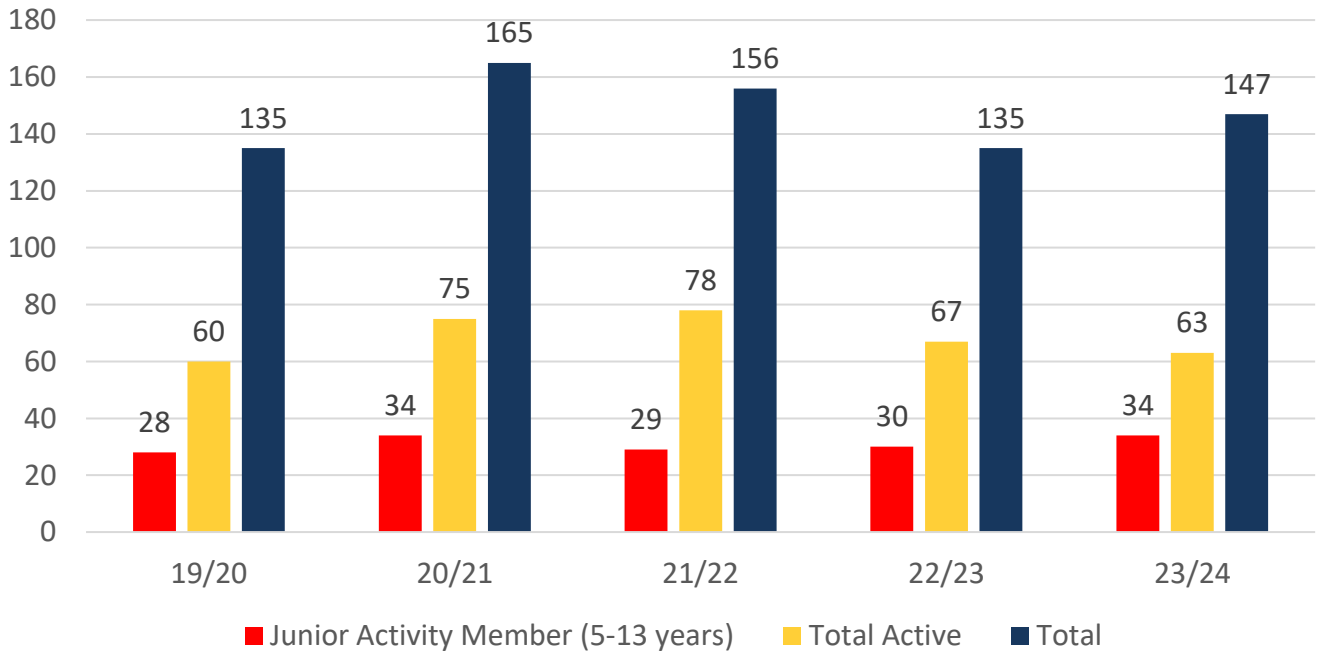
MEMBERSHIP 2019-24

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	0	4	3	0
Junior Activity Member (5-13 years)	28	34	29	30	34
Cadet Member (13-15 years)	14	4	11	7	4
Active Junior (15-18 years)	8	22	18	12	10
Active Senior (18years and over)	31	42	42	39	40
Award Member	7	7	7	9	9
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	1	1	1	1	1
Associate	32	37	30	21	24
Life Member	14	14	14	13	15
General	0	4	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	10
Total Active	60	75	78	67	63
Total	135	165	156	135	147

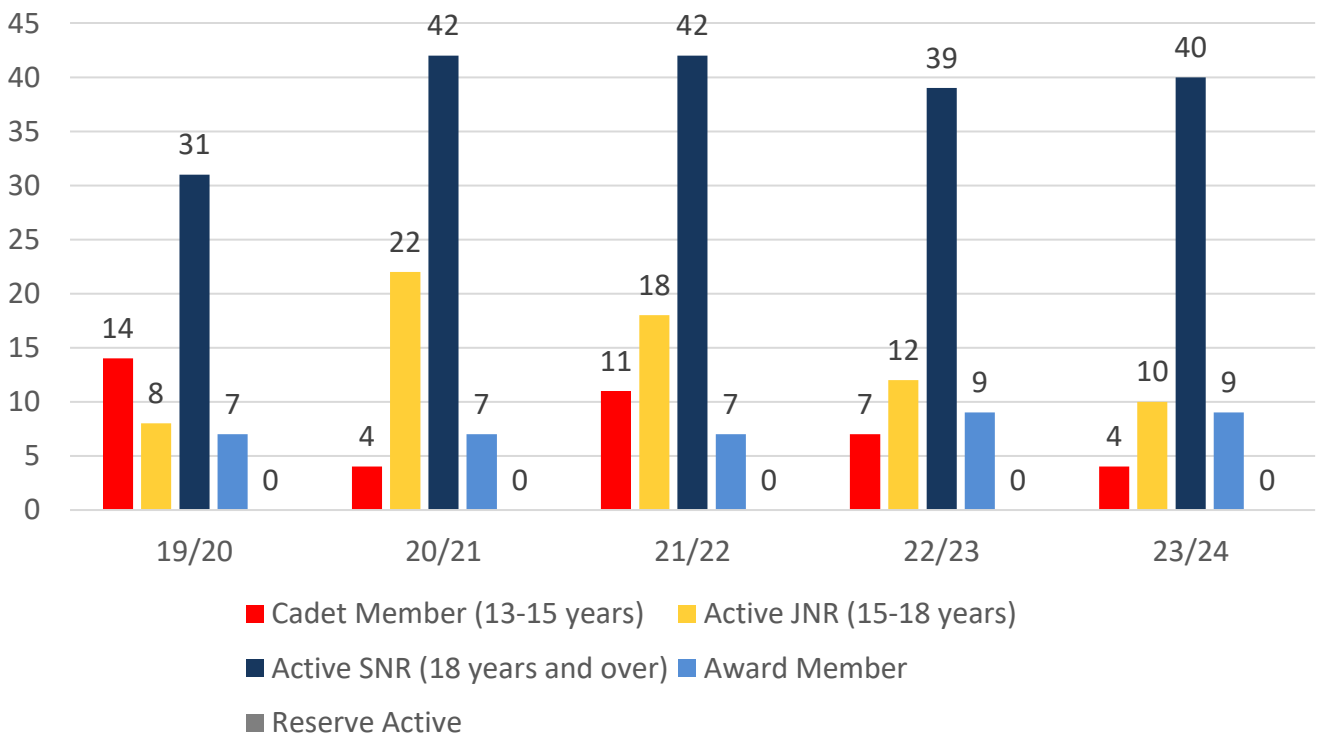
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	0	5	2	3	4
Under 7	3	3	5	3	4
Under 8	2	5	6	4	5
Under 9	3	2	4	6	4
Under 10	3	4	1	4	7
Under 11	2	3	3	1	4
Under 12	5	2	4	4	0
Under 13	6	3	2	3	5
Under 14	3	7	4	2	1
Junior Activities Total	27	34	31	30	34

5 YEAR TREND ANALYSIS

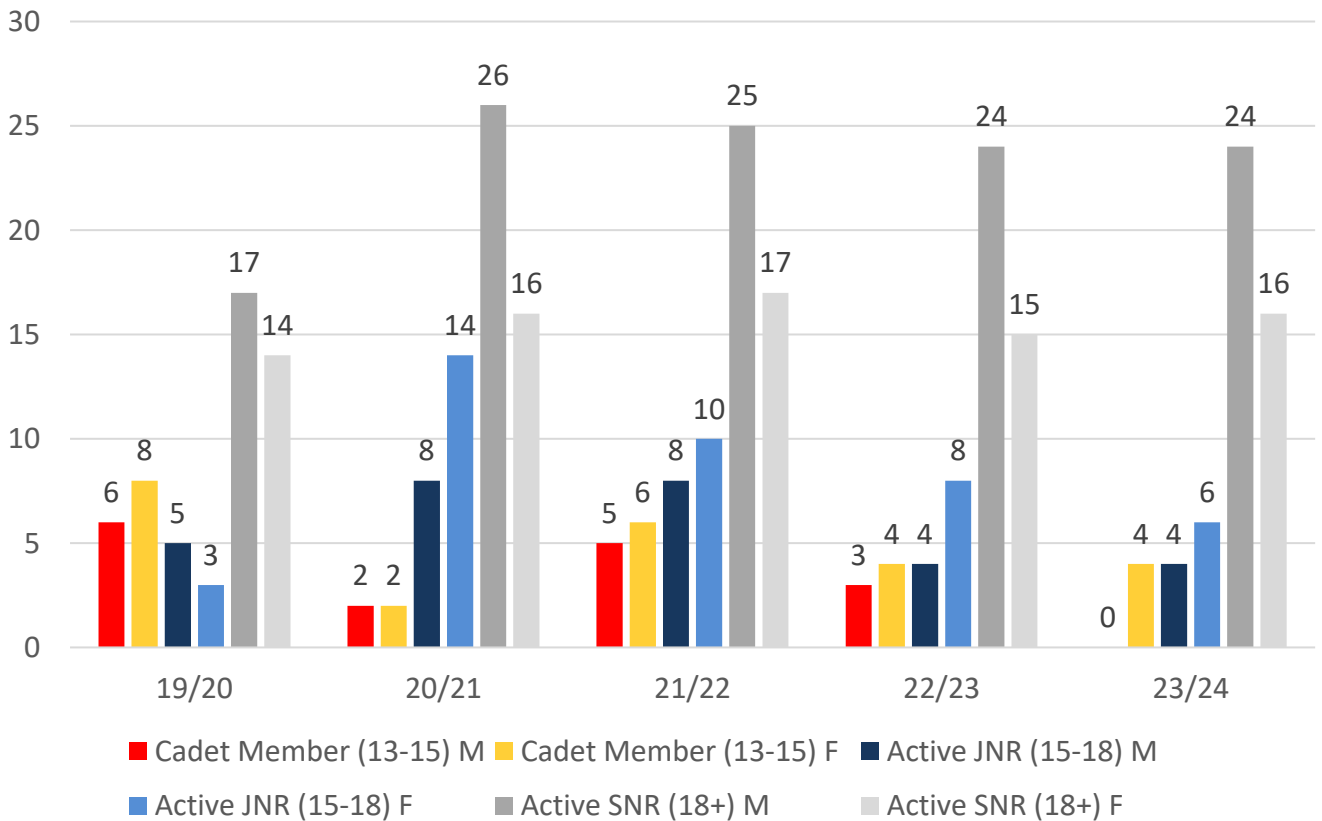
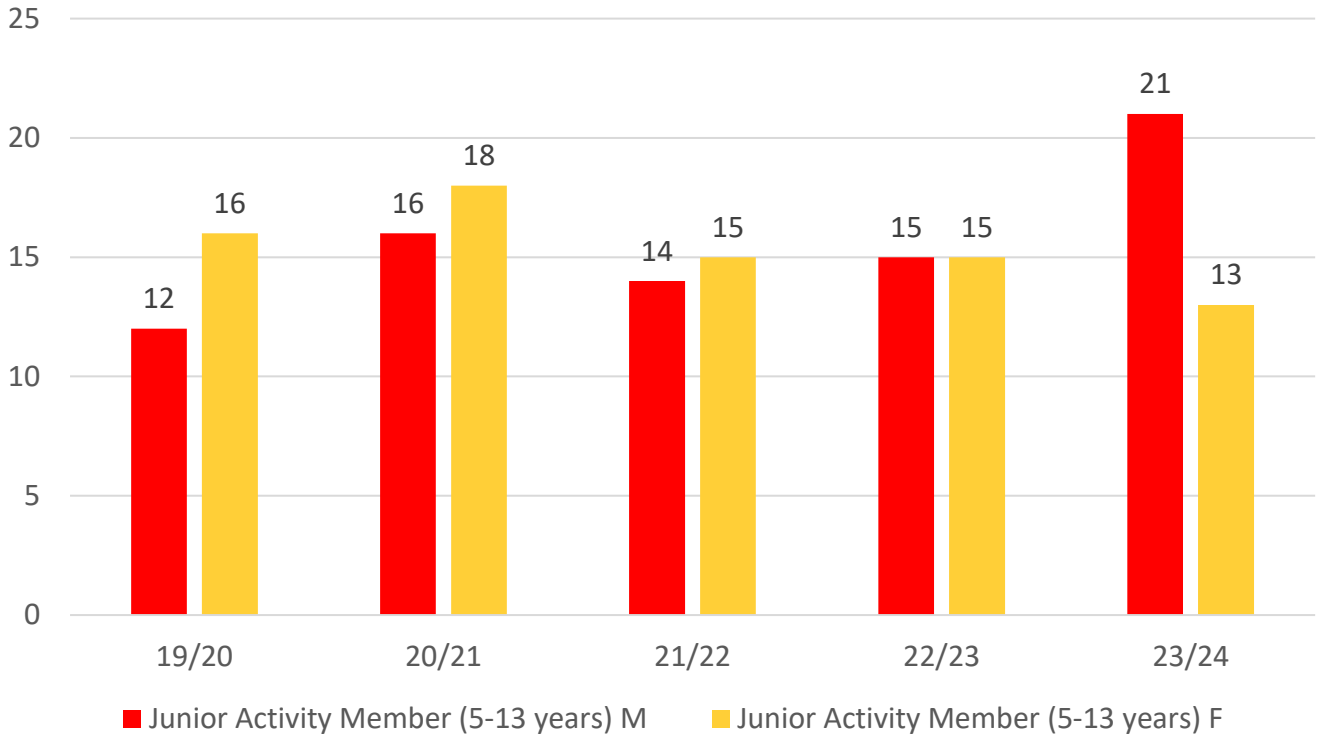
Total Membership



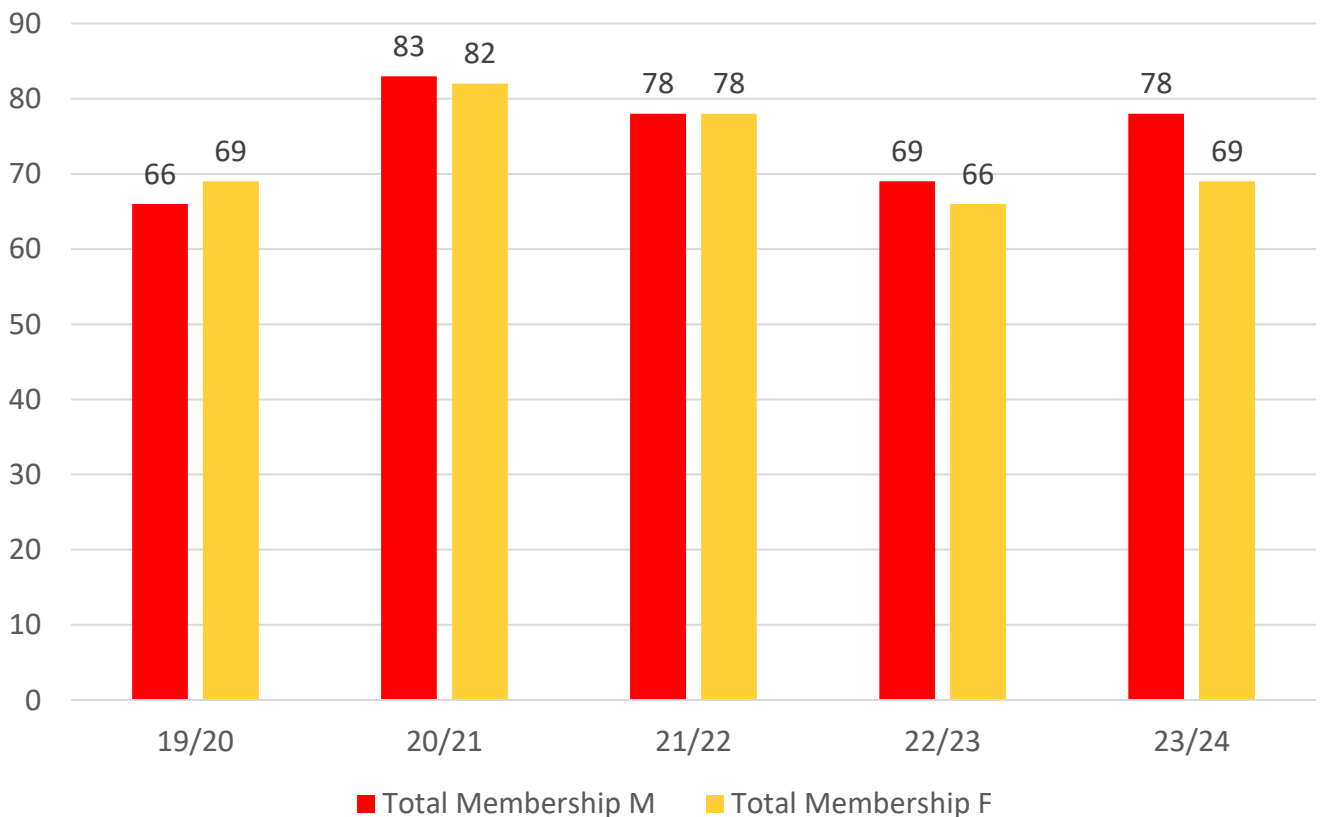
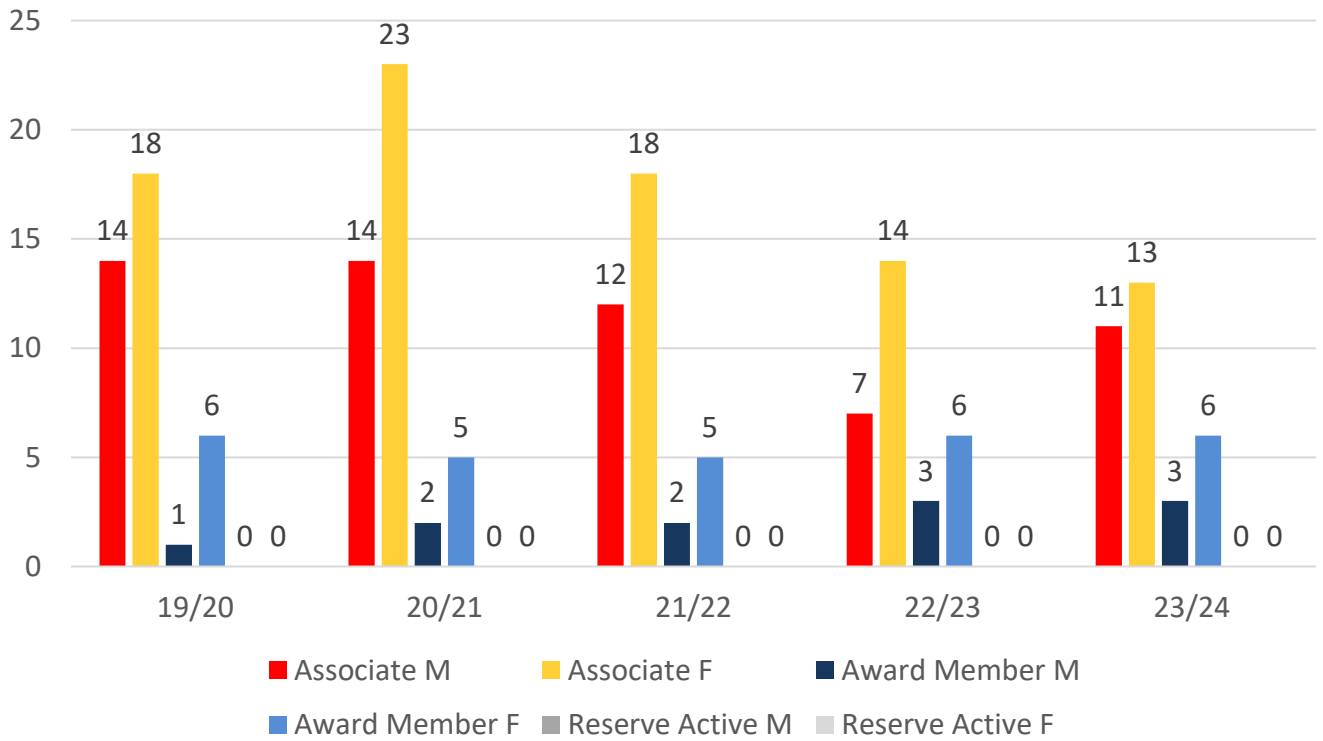
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



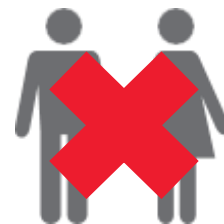
27

BRAND NEW MEMBERS



89%

MEMBERSHIP RETENTION



15

MEMBERS LOST FROM ETTY BAY

ETTY BAY 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	3	2	67%	2	0	0%	1	33%	0	0%	0	0%	0	-
Junior Activities	30	26	87%	2	0	0%	4	13%	10	33%	0	0%	34	13%
Cadet Member (13-15 years)	7	7	100%	3	0	0%	0	0%	0	0%	0	0%	4	-43%
Active (15-18 yrs)	12	10	83%		0	0%	2	17%	0	0%	0	0%	10	-17%
Active (18yrs and over)	39	37	95%		0	0%	2	5%	2	5%	0	0%	40	3%
Award Member	9	7	78%		0	0%	2	22%	1	11%	0	0%	9	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Associate	21	17	81%	7	0	0%	4	19%	14	67%	0	0%	24	14%
Life Member	13	13	100%		0	0%	0	0%	0	0%	0	0%	15	15%
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		10	
Total Active	67	61	91%		0	0%	6	9%	3	4%	0		63	-6%
Total	135	120	89%		0	0%	15	11%	27	20%	0		147	9%

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

MEMBERSHIP RETENTION

ETTY BAY 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	7	7	100%	0	0%	0	0%	4
16-18 Years	15	12	80%	3	20%	0	0%	10
19-25 Years	5	5	100%	0	0%	0	0%	5
26-35 Years	2	2	100%	0	0%	2	100%	6
36-50 Years	20	18	90%	2	10%	1	5%	18
51-70 Years	18	17	94%	1	6%	0	0%	20
70+ Years	0	0		0		0		0
Total	67	61	91%	6	9%	3	4%	63

ETTY BAY 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	3					4		4
Under 7	3	3	100%	0	0%	1	33%	4
Under 8	4	2	67%	1	33%	3	100%	5
Under 9	6	4	100%	0	0%	0	0%	4
Under 10	4	6	100%	0	0%	1	17%	7
Under 11	1	4	100%	0	0%	0	0%	4
Under 12	4	0	0%	1	100%	0	0%	0
Under 13	3	4	100%	0	0%	1	25%	5
Under 14	2	1	33%	2	67%	0	0%	1
Transitioned From JA		2	100%					

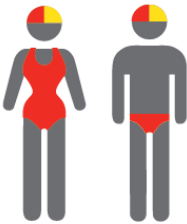
MEMBERSHIP RETENTION

2021/22



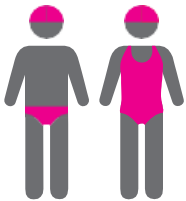
78%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



82%

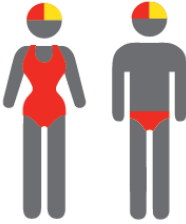
JUNIOR MEMBERSHIP
RETENTION

2022/23



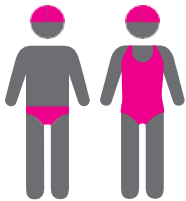
74%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



76%

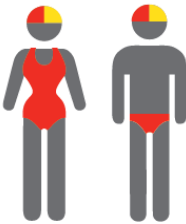
JUNIOR MEMBERSHIP
RETENTION

2023/24



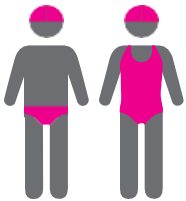
89%

TOTAL MEMBERSHIP
RETENTION



91%

ACTIVE MEMBERSHIP
RETENTION



87%

JUNIOR MEMBERSHIP
RETENTION