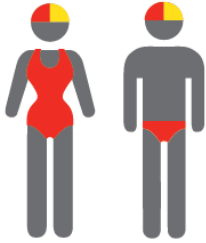


# ETTY BAY

## MEMBERSHIP STATISTICS REPORT EOS 24/25 SEASON



**57**  
ACTIVE  
MEMBERSHIP



**159**  
TOTAL  
MEMBERSHIP



**46**  
JUNIOR  
MEMBERSHIP

### Vs. 24/25 Mid-Season (JULY 2024)



Equal



6% Increase



4% Increase

### Vs. 23/24 EOS (NOV 2023)



10% Decrease



8% Increase



35% 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 2020-24

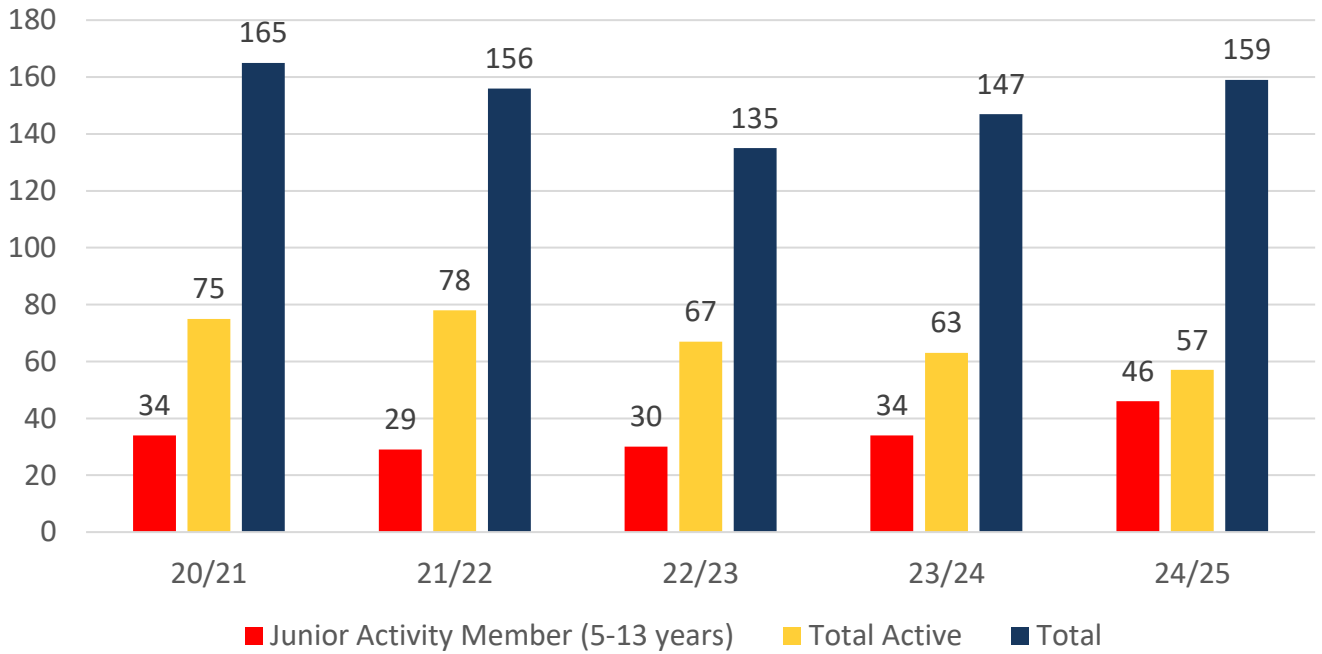
	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Nipper Parent	0	0	0	0	5
Probationary	0	4	3	0	0
Junior Activity Member (5-13 years)	34	29	30	34	46
Cadet Member (13-15 years)	4	11	7	4	4
Active Junior (15-18 years)	22	18	12	10	7
Active Senior (18years and over)	42	42	39	40	34
Award Member	7	7	9	9	12
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	1
Past Active	1	1	1	1	4
Associate	37	30	21	24	30
Life Member	14	14	13	15	15
General	4	0	0	0	0
Honorary	0	0	0	0	0
Non-Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	10	1
Total Active	75	78	67	63	57
Total	165	156	135	147	159

---

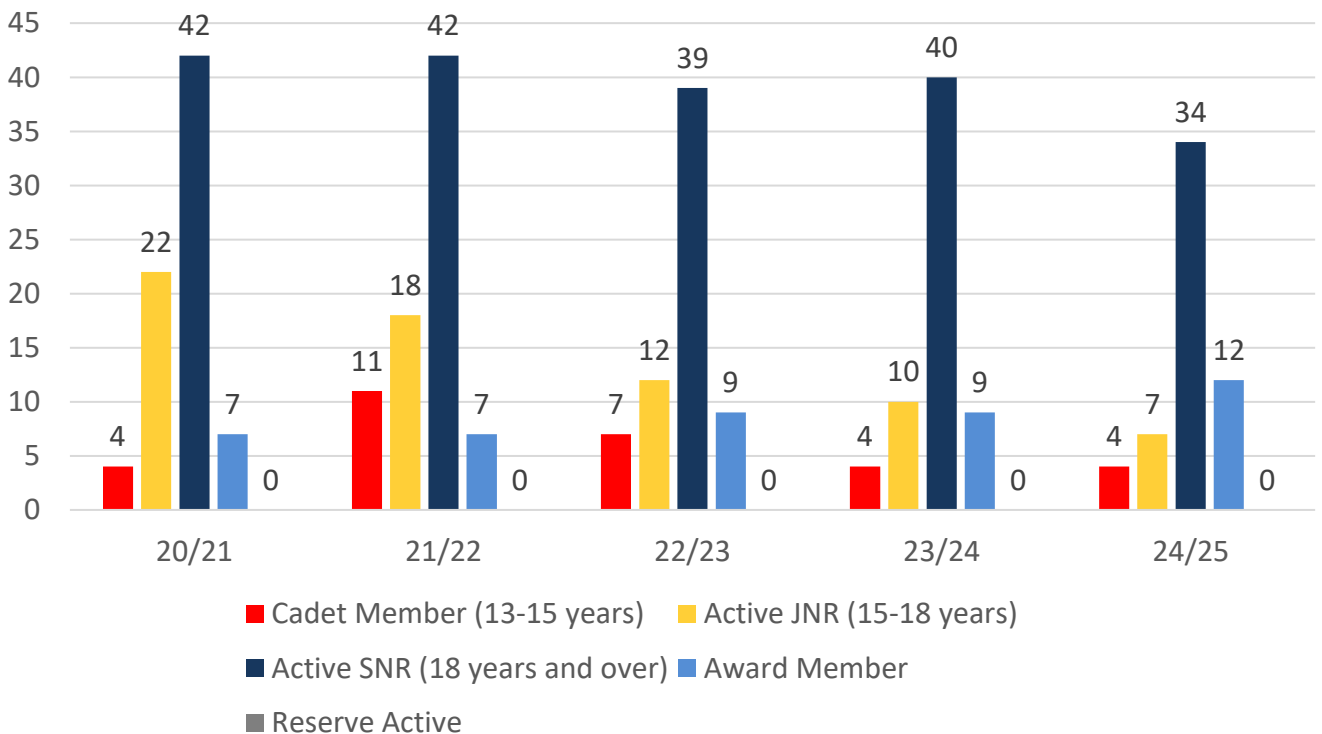
	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Under 6	5	2	3	4	2
Under 7	3	5	3	4	9
Under 8	5	6	4	5	5
Under 9	2	4	6	4	9
Under 10	4	1	4	7	6
Under 11	3	3	1	4	7
Under 12	2	4	4	0	3
Under 13	3	2	3	5	2
Under 14	7	4	2	1	4
Jnr Age Category Total	34	31	30	34	47

# 5 YEAR TREND ANALYSIS

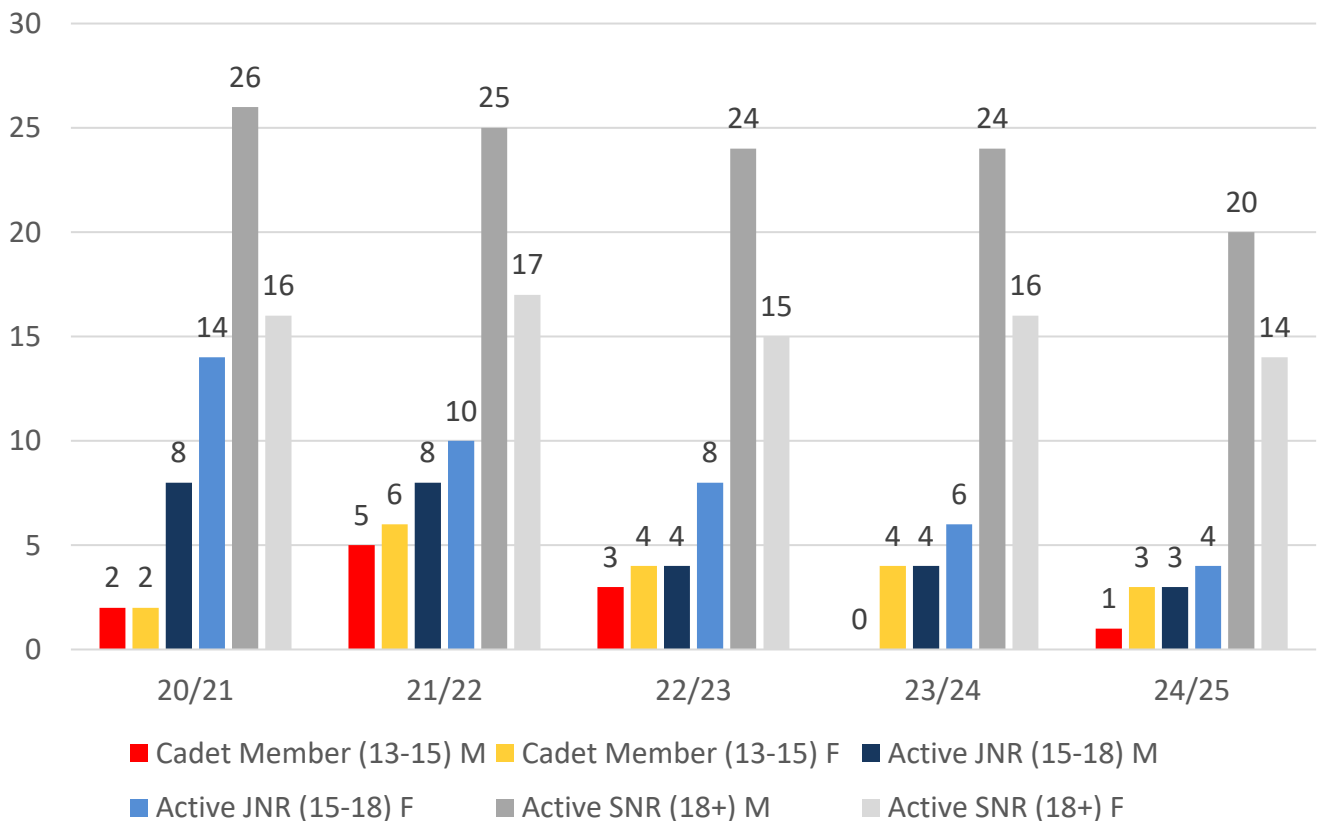
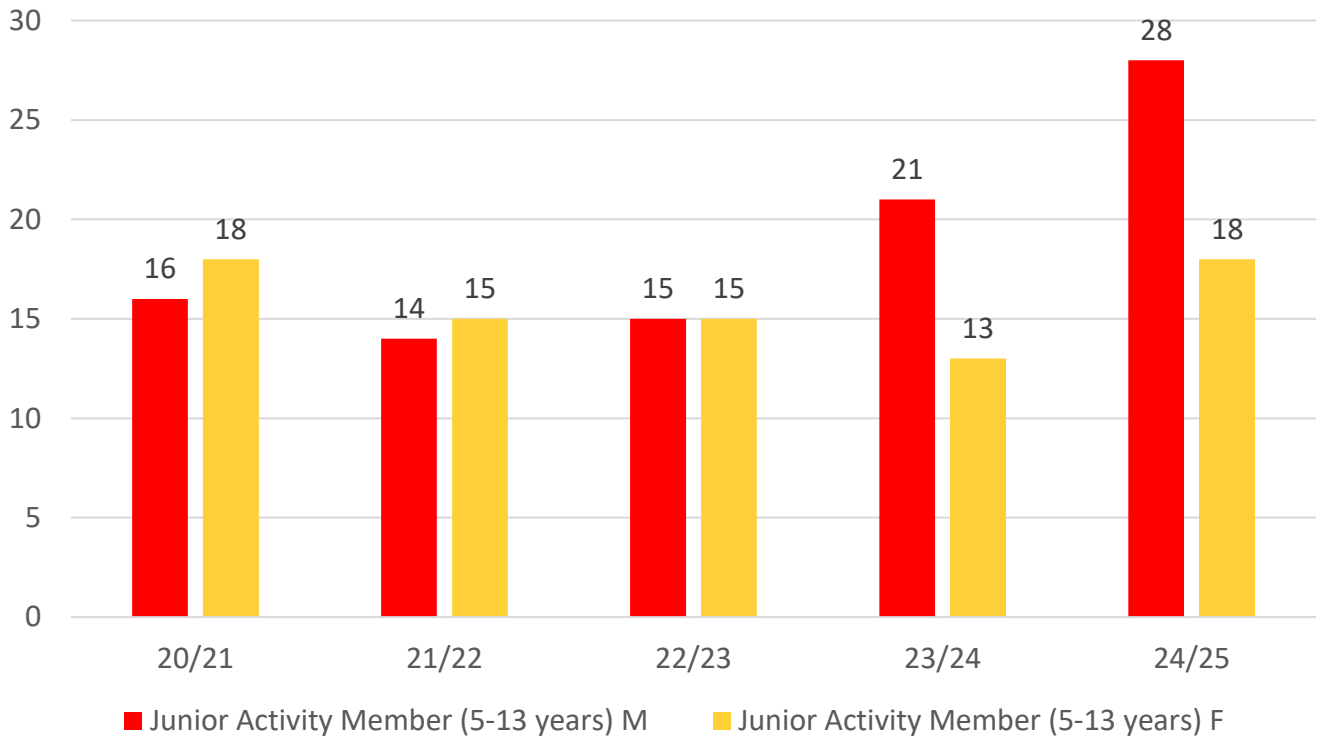
## Total Membership



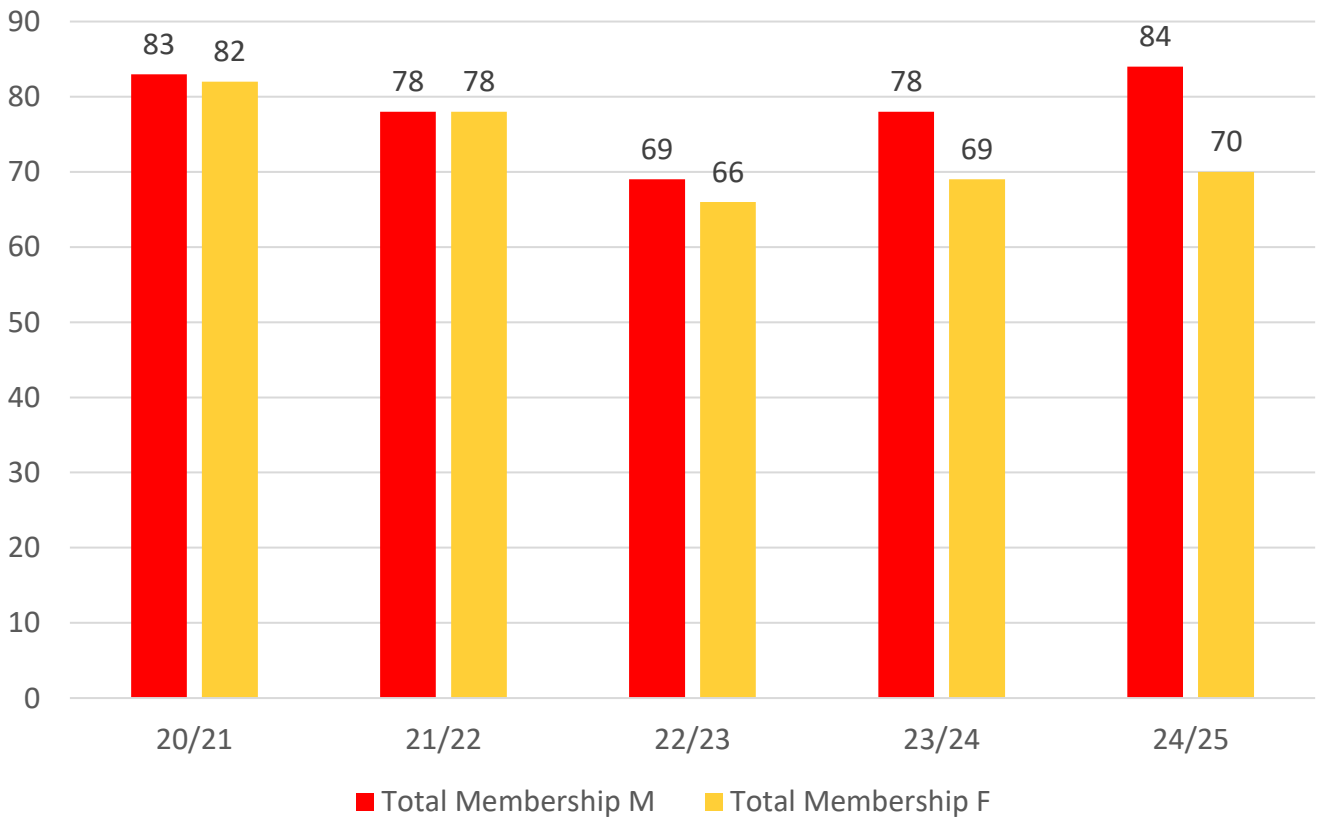
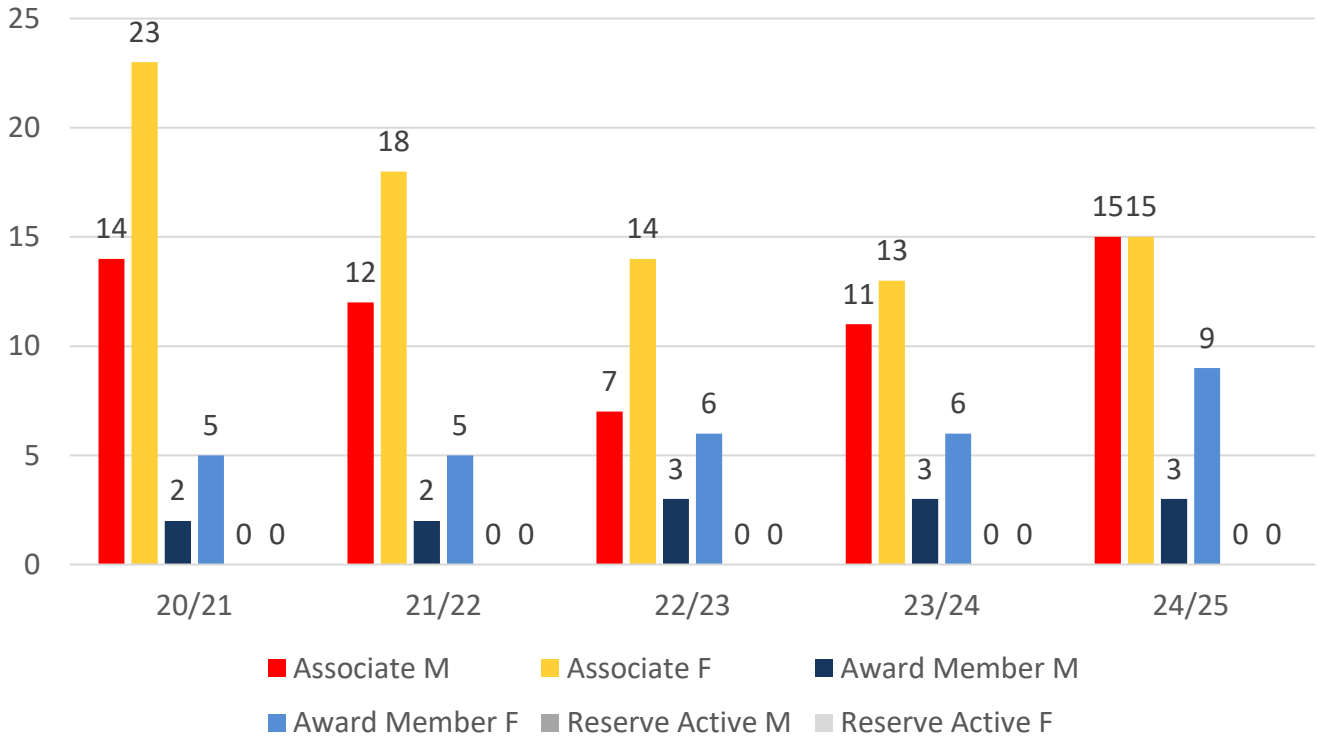
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



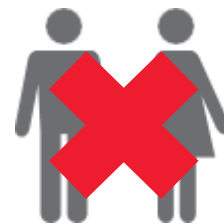
42

BRAND NEW MEMBERS



80%

MEMBERSHIP RETENTION



30

MEMBERS LOST FROM ETTY BAY

ETTY BAY 24/25													
	23/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		24/25
Probationary	0	0			0		0		0		0		0
Nipper Parent	0	0			0		0		4		0		5
Junior Activities	34	30	88%	2	0	0%	4	12%	18	53%	0	0%	46
Cadet Member (13-15 years)	4	4	100%	1	0	0%	0	0%	1	25%	0	0%	4
Active (15-18 yrs)	10	9	90%	3	0	0%	1	10%	1	10%	0	0%	7
Active (18yrs and over)	40	28	70%		0	0%	12	30%	2	5%	0	0%	34
Award Member	9	7	78%		0	0%	2	22%	2	22%	0	0%	12
Reserve Active	0	0			0		0		0		0		0
Long Service	0	0			0		0		1		0		1
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	4
Associate	24	20	83%	3	0	0%	4	17%	13	54%	0	0%	30
Life Member	15	15	100%		0	0%	0	0%	0	0%	0	0%	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	10	3	30%	2	0	0%	7	70%	0	0%	0	0%	1
Total Active	63	48	76%		0	0%	15	24%	6	10%	0	0%	57
Total	147	117	80%		0	0%	30	20%	42	29%	0	0%	159

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

# MEMBERSHIP RETENTION

ETTY BAY 24/25								
Active Members	23/24	Retained		Left SLS		Recruited		24/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	4	4	100%	0	0%	1	25%	4
16-18 Years	10	9	90%	1	10%	2	20%	11
19-25 Years	5	0	0%	5	100%	0	0%	2
26-35 Years	6	5	83%	1	17%	0	0%	5
36-50 Years	18	17	94%	1	6%	3	17%	22
51-70 Years	20	13	65%	7	35%	0	0%	12
70+ Years	0	0		0		0		1
<b>Total</b>	63	48	76%	15	24%	6	10%	57

ETTY BAY 24/25								
Age Group	23/24	Retained		Left SLS		Recruited		24/25
Under 6	4					2		2
Under 7	4	4	100%	0	0%	5	125%	9
Under 8	5	4	100%	0	0%	1	25%	5
Under 9	4	5	100%	0	0%	4	80%	9
Under 10	7	4	100%	0	0%	2	50%	6
Under 11	4	6	86%	1	14%	1	14%	6
Under 12	0	2	50%	2	50%	1	25%	3
Under 13	5	0		0		2		2
Under 14	1	4	80%	1	20%	0	0%	4
Transitioned From JA		1	100%					

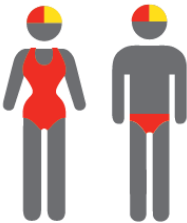
# MEMBERSHIP RETENTION

22/23



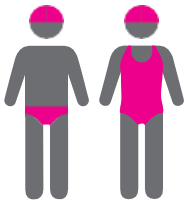
74%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



76%

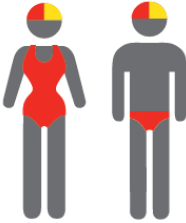
JUNIOR MEMBERSHIP  
RETENTION

23/24



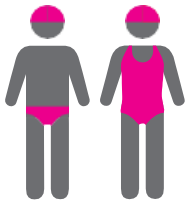
89%

TOTAL MEMBERSHIP  
RETENTION



91%

ACTIVE MEMBERSHIP  
RETENTION



87%

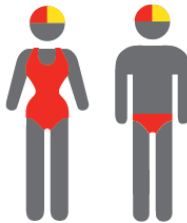
JUNIOR MEMBERSHIP  
RETENTION

24/25



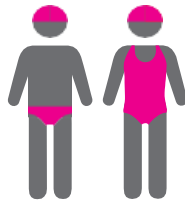
80%

TOTAL MEMBERSHIP  
RETENTION



76%

ACTIVE MEMBERSHIP  
RETENTION



88%

JUNIOR MEMBERSHIP  
RETENTION