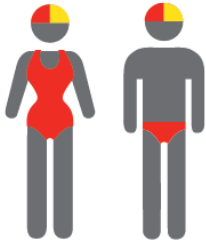


## MEMBERSHIP STATISTICS MID SEASON REPORT 2023/24



41

ACTIVE MEMBERSHIP



17% Increase



283

TOTAL MEMBERSHIP



41% Increase



129

JUNIOR MEMBERSHIP



52% Increase

The primary objective of providing you with your membership statistics is to drive key strategies that will ensure that your club membership is sustainable for the future. Total Club Membership is presented to highlight the latent active membership potential, particularly in the 5 – 13 Junior Activities and Associates categories.

### Sustainability

Surf Clubs sustain their Active Membership from multiple streams:

- Schools Programs
- Junior Activities – U14's
- Associates – Parents/ guardians of nippers (Family Participation Program can assist encourage family members to get involved)
- General Public – Bronze courses

Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

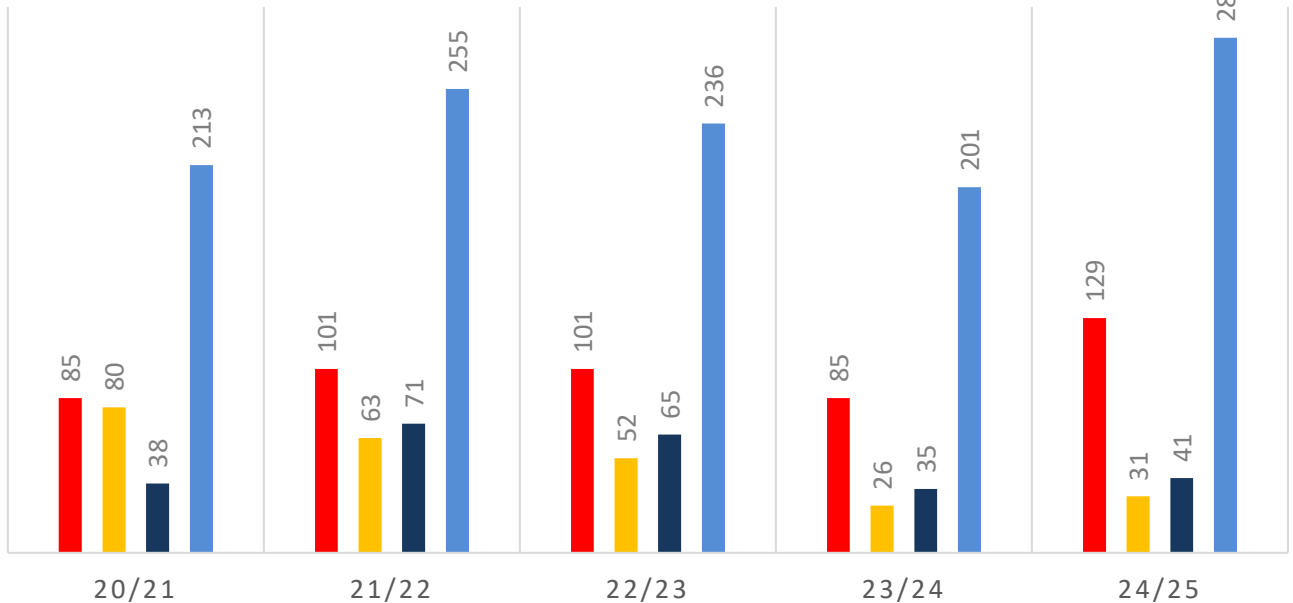
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5-YEAR TREND ANALYSIS

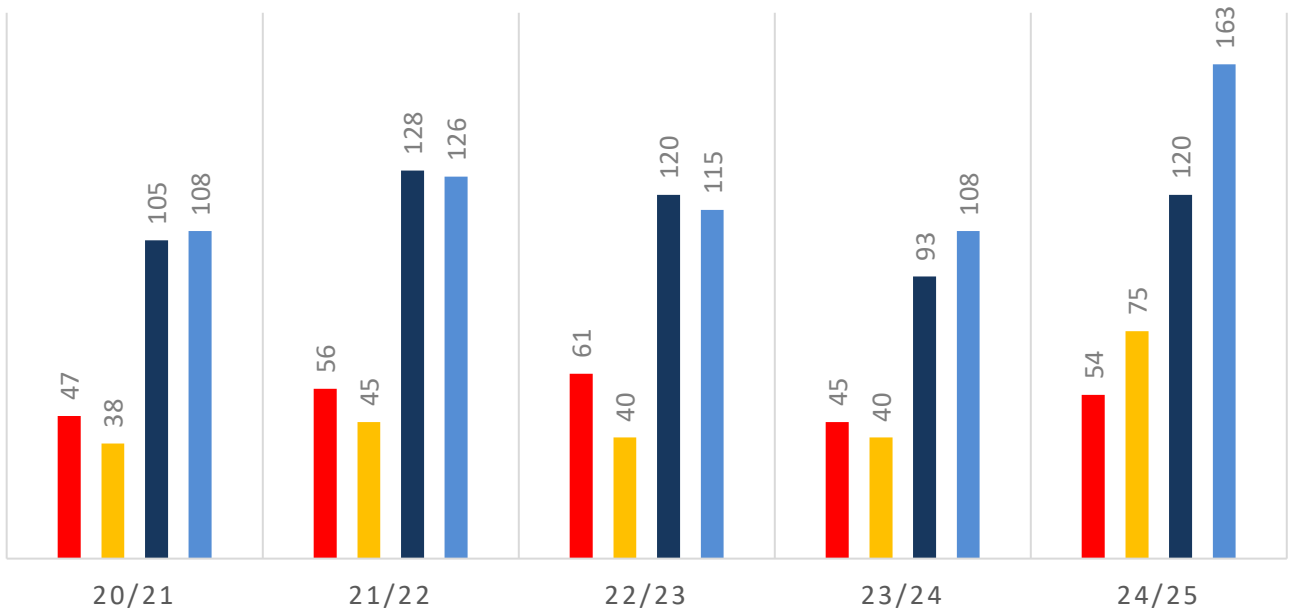
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



154

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



67

MEMBERS LOST FROM THE ORGANISATION

Eimeo 24/25 Mid-Season														
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25	
Probationary	33	14	42%	4	0	0%	19	58%	58	176%	0	0%	68	106%
Nipper Parent	0	0			0		0		0		0		0	
Junior Activities	85	54	64%	4	3	4%	28	33%	79	93%	0	0%	129	52%
Cadet Member (13-15 years)	3	2	67%		0	0%	1	33%	2	67%	0	0%	7	133%
Active (15-18 yrs)	5	1	20%		0	0%	4	80%	0	0%	0	0%	2	-60%
Active (18yrs and over)	22	20	91%		1	5%	1	5%	1	5%	0	0%	24	9%
Award Member	4	4	100%		0	0%	0	0%	0	0%	0	0%	7	75%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	26	16	62%		1	4%	9	35%	13	50%	1	4%	31	19%
Life Member	8	8	100%		0	0%	0	0%	0	0%	0	0%	8	0%
General	9	5	56%	2	1	11%	3	33%	1	11%	0	0%	4	-56%
Honorary	3	3	100%	1	0	0%	0	0%	0	0%	0	0%	2	-33%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	0	0%		0	0%	2	100%	0	0%	0	0%	0	-100%
Total Active	35	28	80%		1	3%	6	17%	3	9%	0	0%	41	17%
Total	201	128	64%		6	3%	67	33%	154	77%	1	0%	283	41%

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

# MEMBERSHIP RETENTION

Eimeo 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	3	2	67%	1	33%	2	67%	7
16-18 Years	5	1	20%	4	80%	0	0%	2
19-25 Years	2	2	100%	0	0%	0	0%	2
26-35 Years	6	5	83%	1	17%	0	0%	4
36-50 Years	16	15	94%	0	0%	1	6%	22
51-70 Years	3	3	100%	0	0%	0	0%	4
70+ Years	0	0		0		0		0
<b>Total</b>	35	28	80%	6	17%	3	9%	41

Eimeo 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	9					23		23
Under 7	16	8	89%	1	11%	10	111%	18
Under 8	11	11	69%	5	31%	6	38%	17
Under 9	11	9	82%	2	18%	13	118%	22
Under 10	9	6	55%	5	45%	9	82%	15
Under 11	11	5	56%	4	44%	5	56%	10
Under 12	8	6	55%	4	36%	5	45%	11
Under 13	4	4	50%	4	50%	6	75%	10
Under 14	6	1	25%	2	50%	2	50%	3
Transitioned From JA		4	67%					