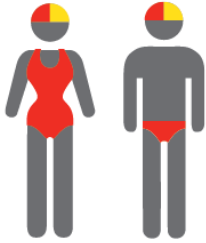


# HERVEY BAY

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**91**  
ACTIVE  
MEMBERSHIP



**302**  
TOTAL  
MEMBERSHIP



**100**  
JUNIOR  
MEMBERSHIP

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



1% Increase



1% Increase



Equal

### Vs. 2022/23 EOS (MAY 2023)



5% Decrease



1% Increase



2% 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

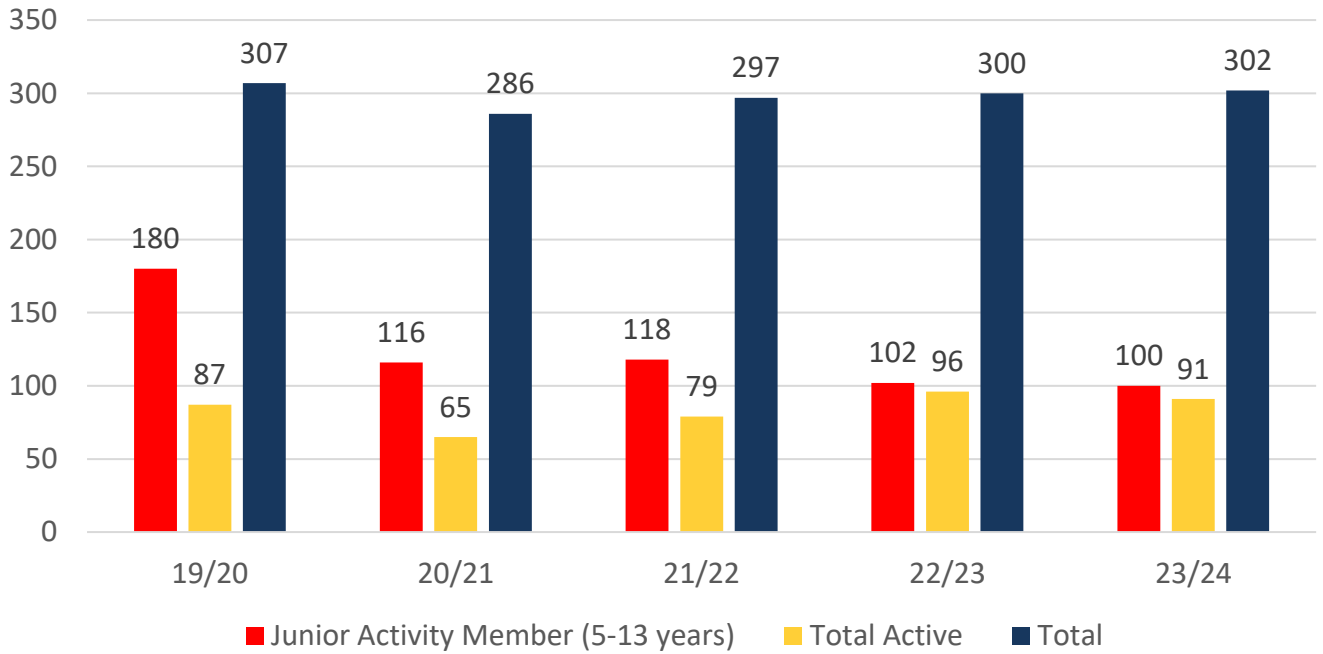
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	12	0	39	17	18
Junior Activity Member (5-13 years)	180	116	118	102	100
Cadet Member (13-15 years)	11	5	6	11	14
Active Junior (15-18 years)	7	5	9	10	8
Active Senior (18years and over)	58	31	49	65	57
Award Member	11	24	15	9	12
Reserve Active	0	0	0	1	0
Long Service	1	5	5	6	8
Past Active	0	0	0	0	1
Associate	14	88	46	59	57
Life Member	13	12	10	13	13
General	0	0	0	0	0
Honorary	0	0	0	7	12
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	2
Total Active	87	65	79	96	91
Total	307	286	297	300	302

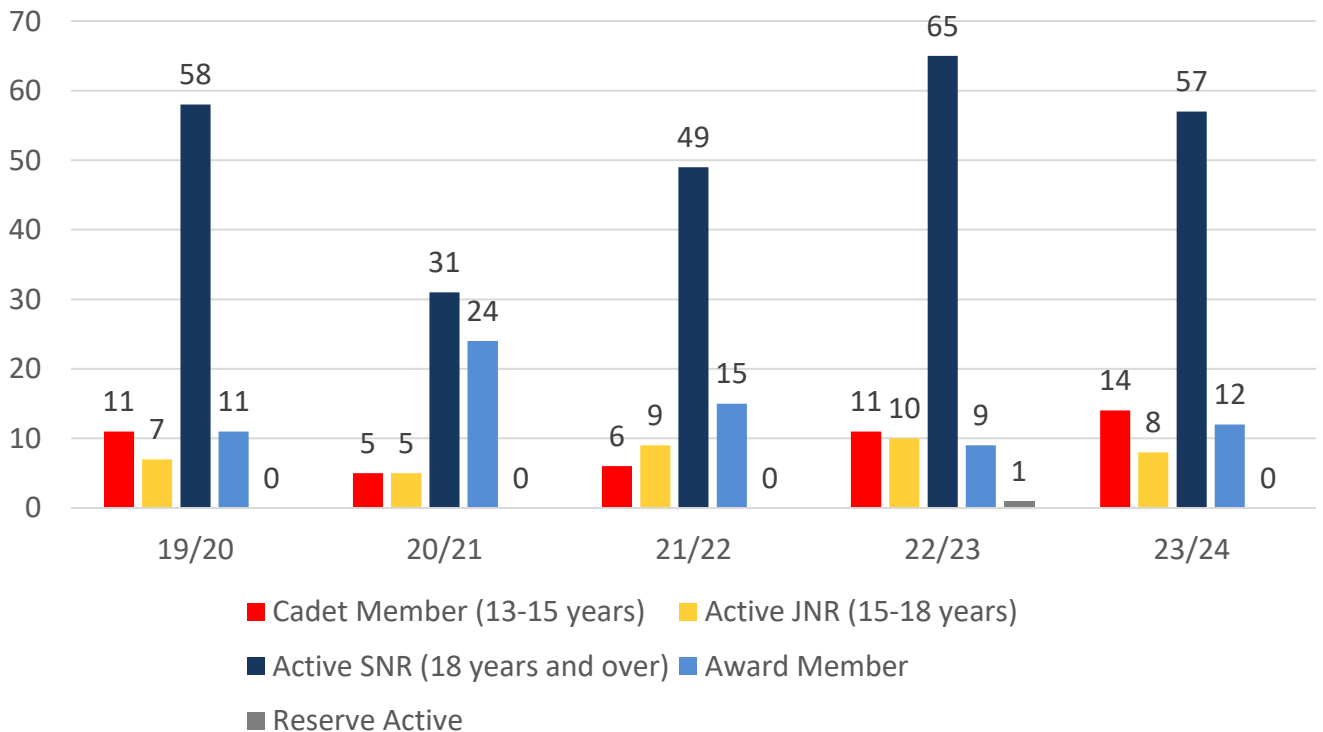
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	31	8	11	10	10
Under 7	27	16	10	8	14
Under 8	22	17	23	8	10
Under 9	27	14	20	17	9
Under 10	16	16	14	17	12
Under 11	27	14	12	15	18
Under 12	14	13	11	13	11
Under 13	11	6	13	8	12
Under 14	5	12	6	12	5
Junior Activities Total	180	116	120	108	101

# 5 YEAR TREND ANALYSIS

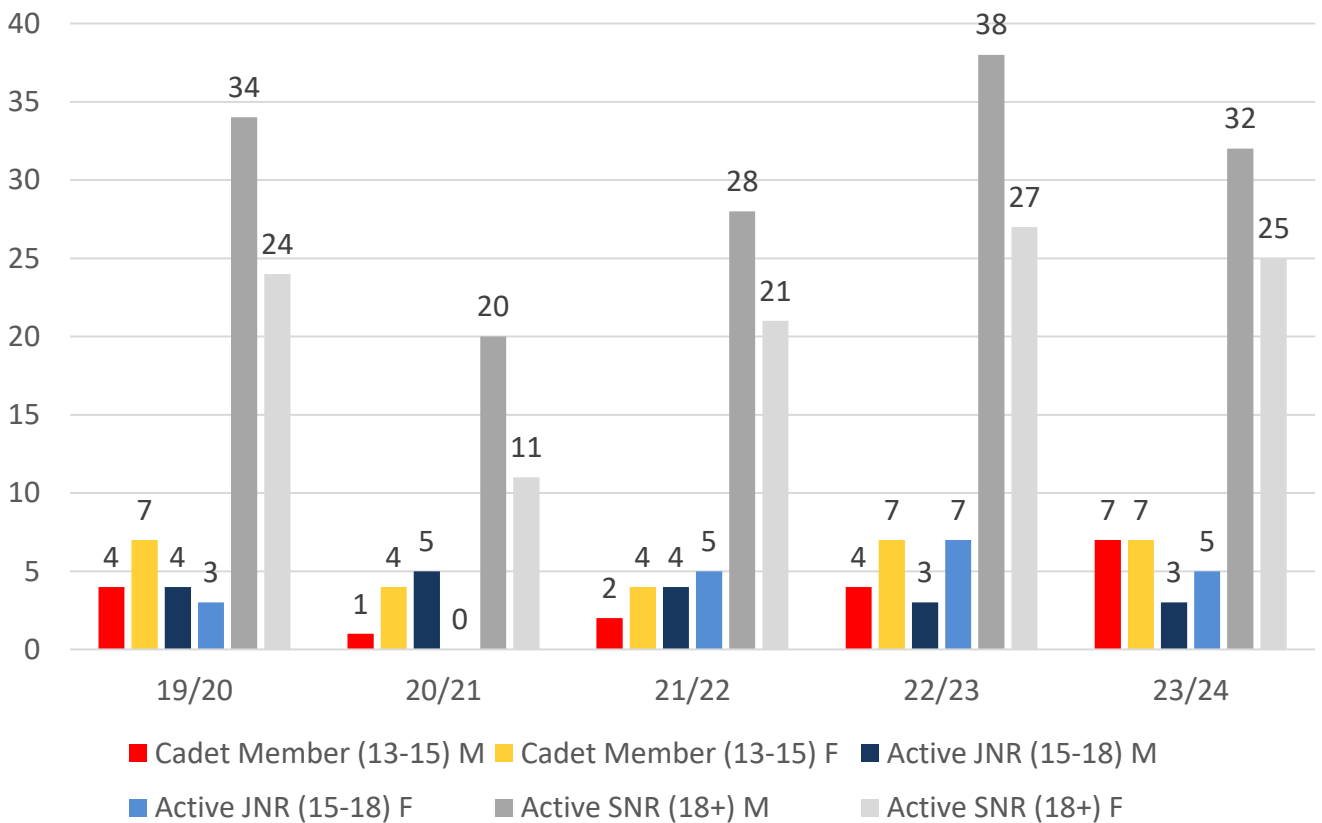
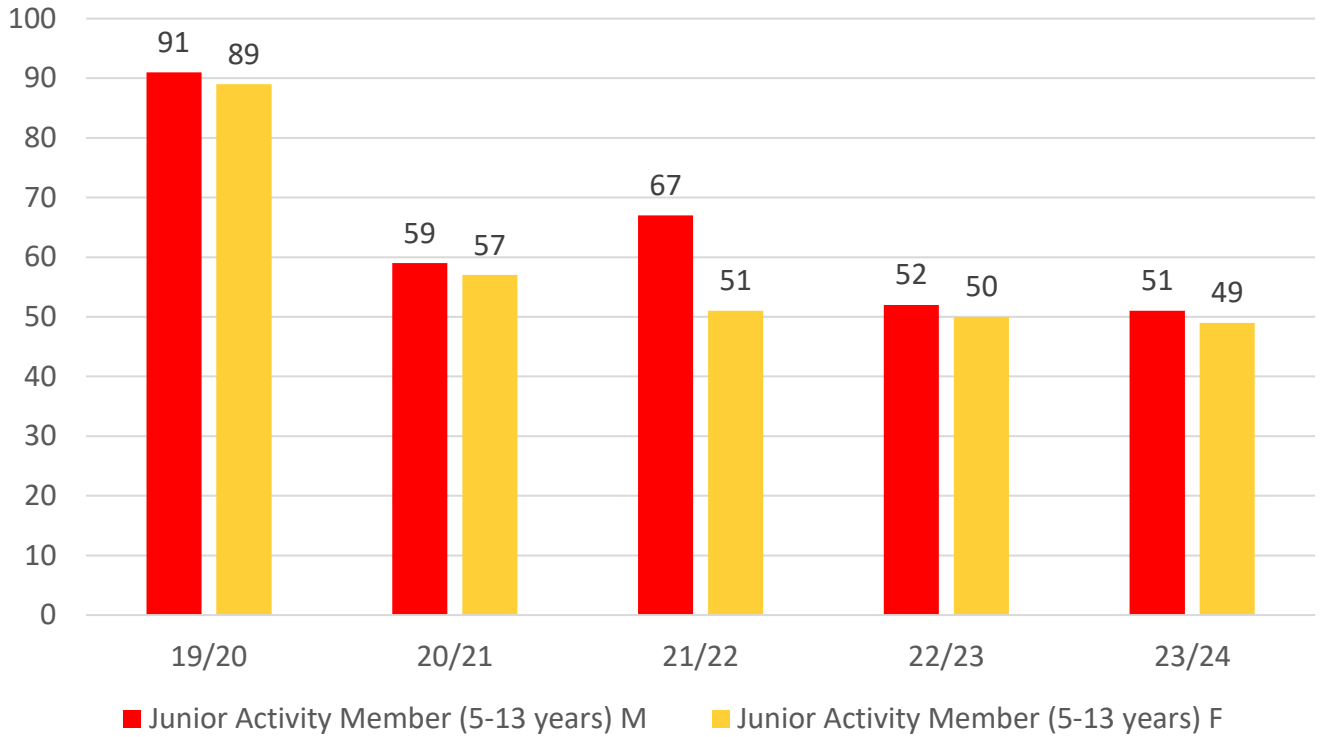
## Total Membership



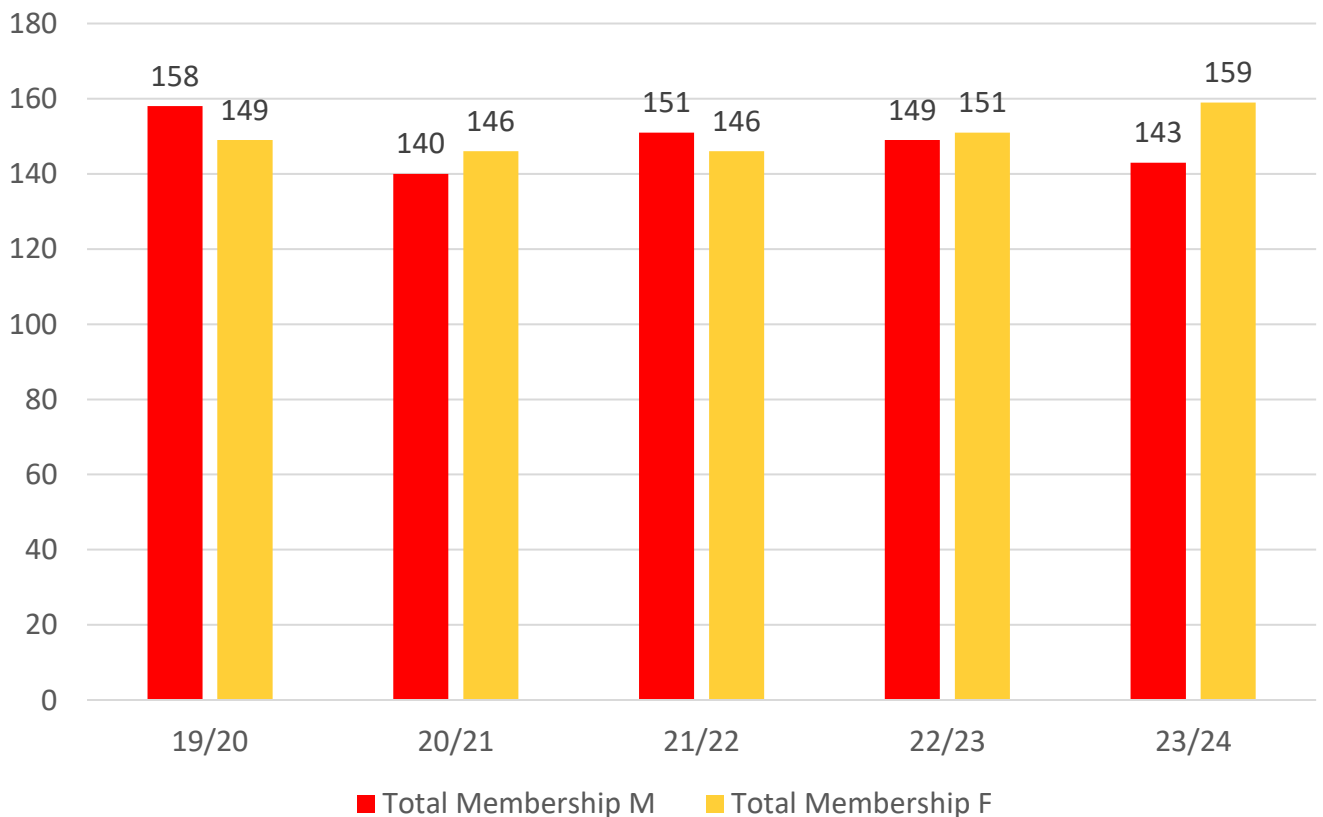
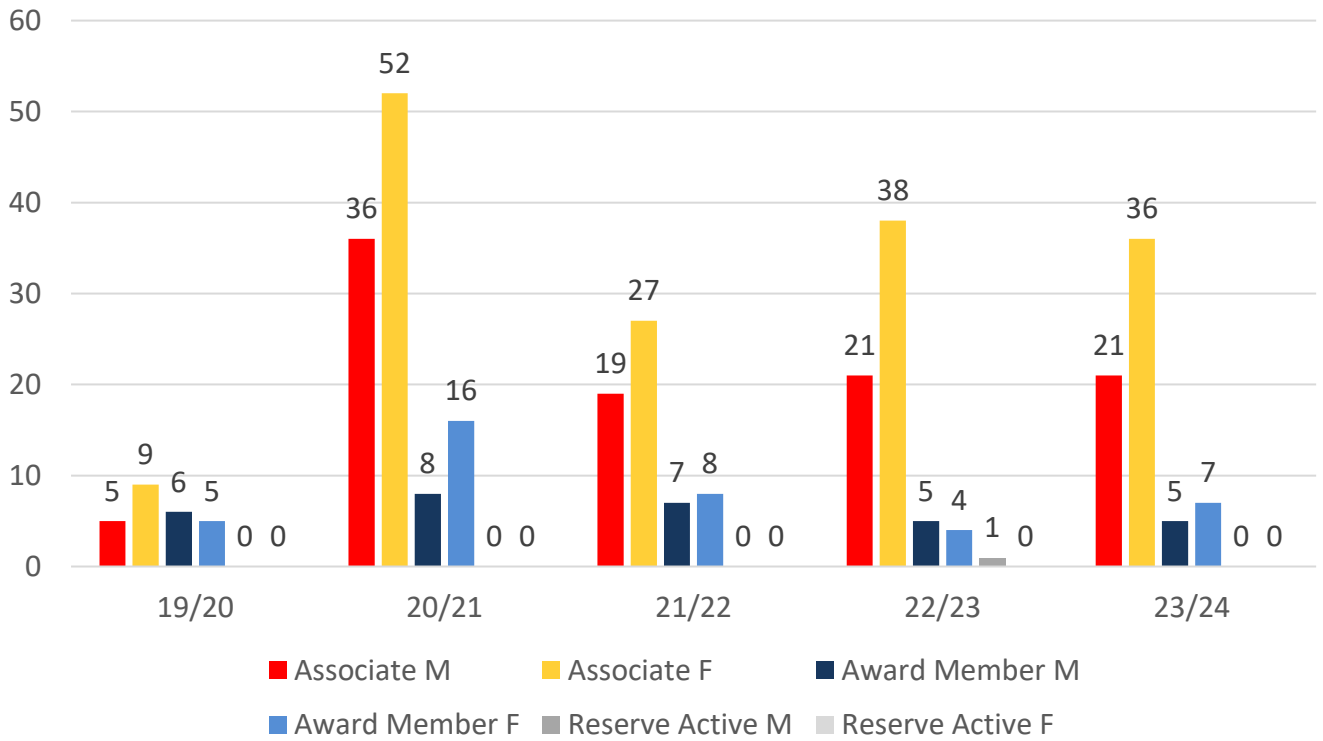
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



95

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



88

MEMBERS LOST FROM THE ORGANISATION

HERVEY 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	17	8	47%	7	0	0%	9	53%	17	100%	0	0%	18	6%
Junior Activities	102	67	66%	6	2	2%	33	32%	39	38%	0	0%	100	-2%
Cadet Member (13-15 years)	11	11	100%		0	0%	0	0%	1	9%	0	0%	14	27%
Active (15-18 yrs)	10	6	60%		0	0%	4	40%	0	0%	0	0%	8	-20%
Active (18yrs and over)	65	54	83%		2	3%	9	14%	2	3%	1	2%	57	-12%
Award Member	9	6	67%		0	0%	3	33%	2	22%	0	0%	12	33%
Reserve Active	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Long Service	6	6	100%		0	0%	0	0%	2	33%	0	0%	8	33%
Past Active	0	0			0		0		0		0		1	
Associate	59	32	54%		2	3%	25	42%	25	42%	0	0%	57	-3%
Life Member	13	13	100%		0	0%	0	0%	0	0%	0	0%	13	0%
General	0	0			0		0		0		0		0	
Honorary	7	3	43%		0	0%	4	57%	7	100%	0	0%	12	71%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		2	
Total Active	96	77	80%		2	2%	17	18%	5	5%	1		91	-5%
Total	300	206	69%		6	2%	88	29%	95	32%	1		302	1%

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

# MEMBERSHIP RETENTION

HERVEY BAY 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	10	91%	1	9%	1	9%	15
16-18 Years	10	7	70%	3	30%	0	0%	7
19-25 Years	5	2	40%	2	40%	0	0%	4
26-35 Years	4	4	100%	0	0%	0	0%	4
36-50 Years	41	33	80%	8	20%	1	2%	36
51-70 Years	24	20	83%	3	13%	3	13%	24
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	96	77	80%	17	18%	5	5%	91

HERVEY BAY 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	10					10		10
Under 7	8	8	80%	2	20%	6	60%	14
Under 8	8	3	38%	5	63%	7	88%	10
Under 9	17	7	88%	1	13%	2	25%	9
Under 10	17	9	53%	7	41%	3	18%	12
Under 11	15	13	76%	3	18%	5	29%	18
Under 12	13	9	60%	6	40%	2	13%	11
Under 13	8	9	69%	4	31%	3	23%	12
Under 14	6	3	38%	5	63%	1	13%	4
Transitioned From JA		6	100%					

# MEMBERSHIP RETENTION

2021/22



64%

TOTAL MEMBERSHIP  
RETENTION



68%

ACTIVE MEMBERSHIP  
RETENTION



62%

JUNIOR MEMBERSHIP  
RETENTION

2022/23



65%

TOTAL MEMBERSHIP  
RETENTION



87%

ACTIVE MEMBERSHIP  
RETENTION



58%

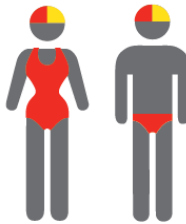
JUNIOR MEMBERSHIP  
RETENTION

2023/24



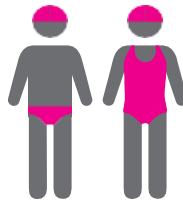
69%

TOTAL MEMBERSHIP  
RETENTION



80%

ACTIVE MEMBERSHIP  
RETENTION



66%

JUNIOR MEMBERSHIP  
RETENTION