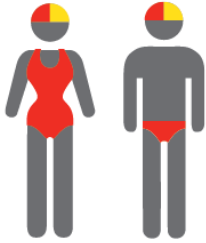


KAWANA WATERS

MEMBERSHIP STATISTICS REPORT EOS 2023/24



177
ACTIVE
MEMBERSHIP



603
TOTAL
MEMBERSHIP



194
JUNIOR
MEMBERSHIP

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



5% Increase



2% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



4% Decrease



9% Increase



11% 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

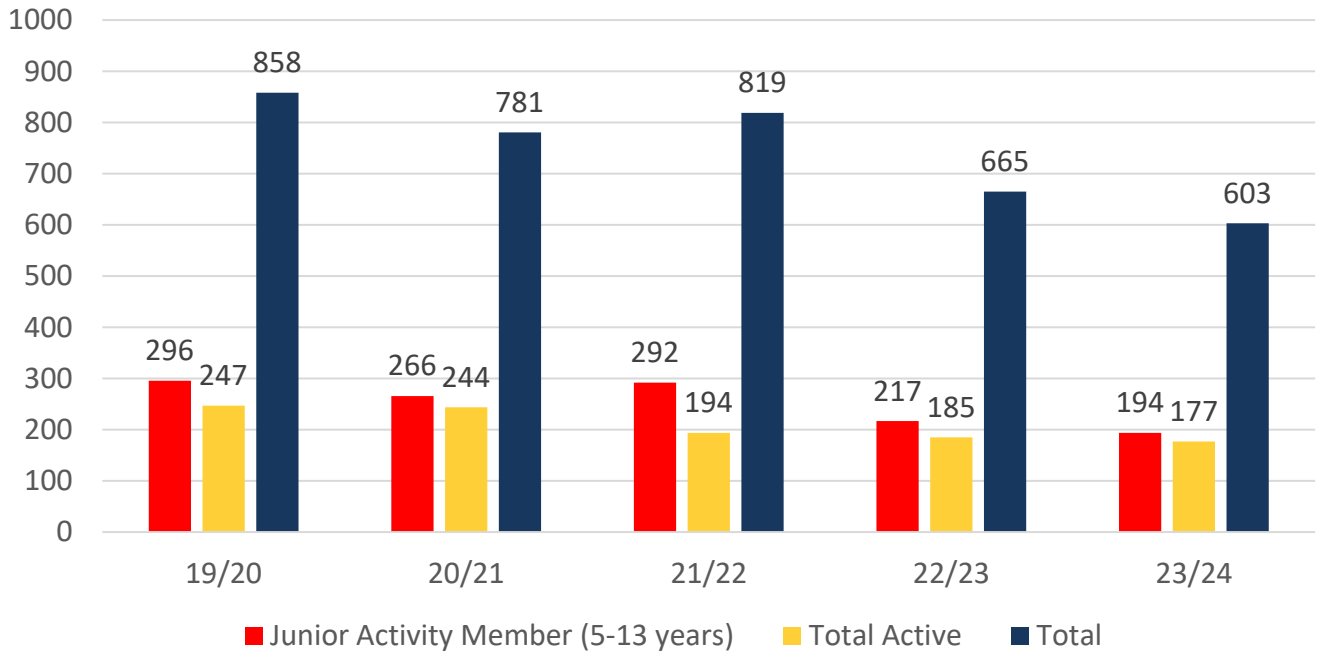
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	8	4	7	2	2
Junior Activity Member (5-13 years)	296	266	292	217	194
Cadet Member (13-15 years)	26	29	15	8	12
Active Junior (15-18 years)	40	41	21	25	17
Active Senior (18years and over)	160	157	146	139	137
Award Member	19	16	12	12	11
Reserve Active	2	1	0	1	0
Long Service	24	23	17	18	17
Past Active	0	0	0	0	1
Associate	261	222	285	216	184
Life Member	19	20	21	21	21
General	2	0	0	2	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	2	3	4	6
Total Active	247	244	194	185	177
Total	858	781	819	665	603

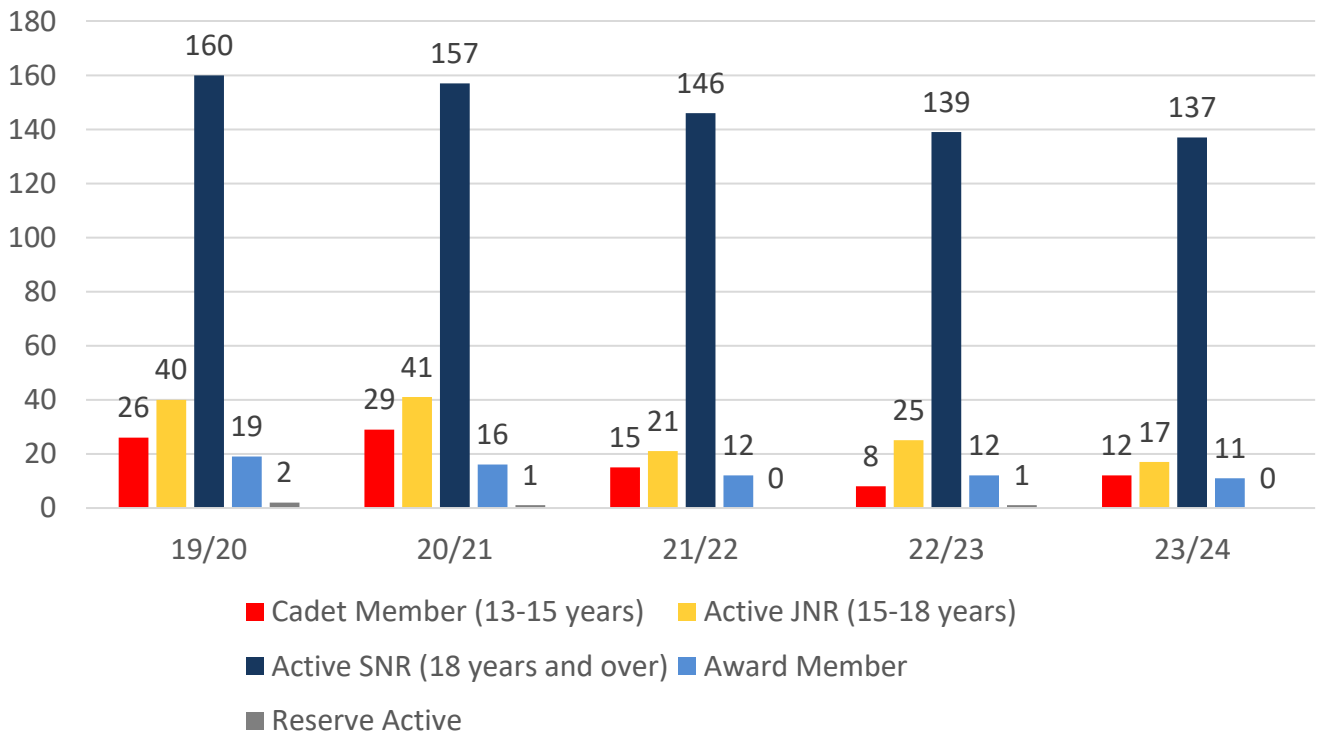
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	44	42	45	25	15
Under 7	56	41	51	33	26
Under 8	38	45	50	38	37
Under 9	43	40	47	28	21
Under 10	36	32	32	32	21
Under 11	28	26	32	20	29
Under 12	23	23	18	25	13
Under 13	17	16	12	14	20
Under 14	11	1	7	7	13
Junior Activities Total	296	266	294	222	195

5 YEAR TREND ANALYSIS

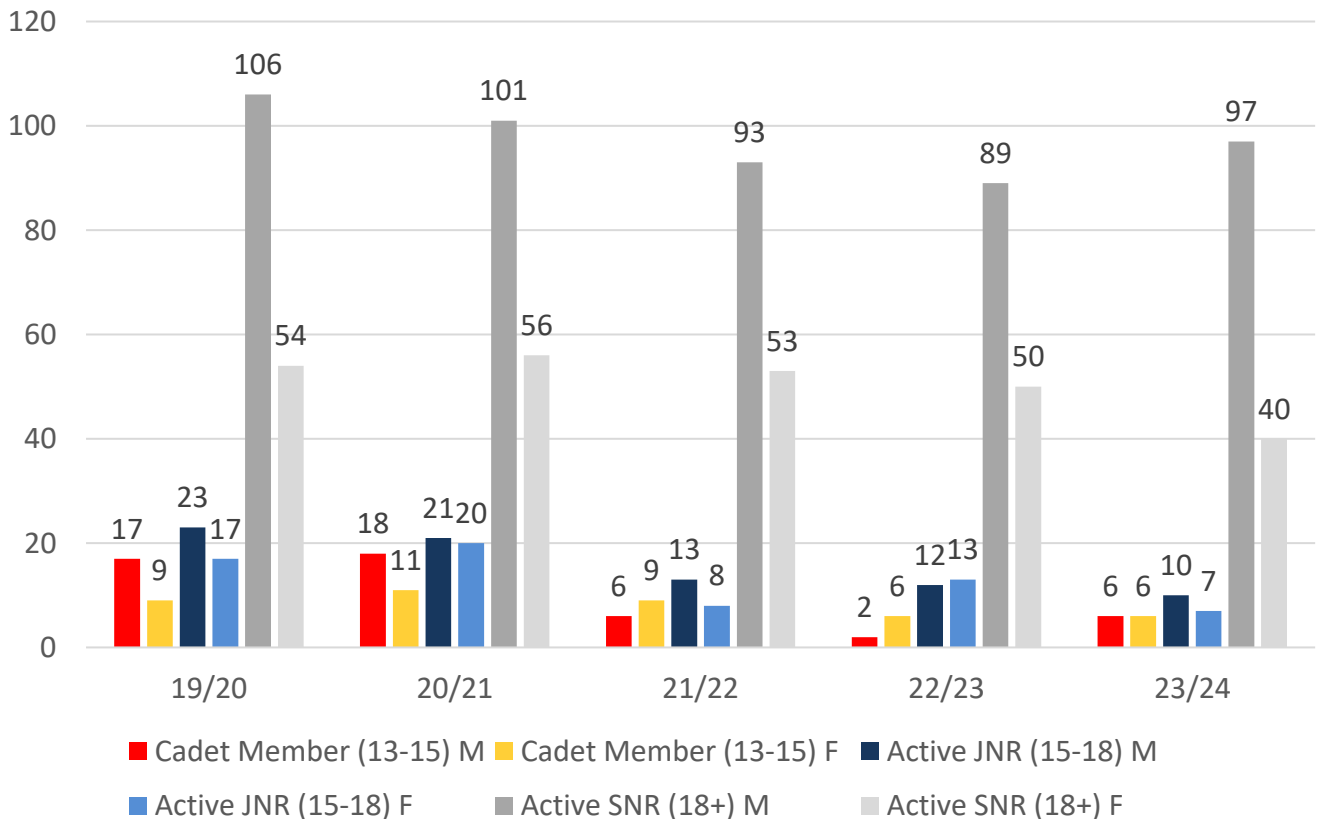
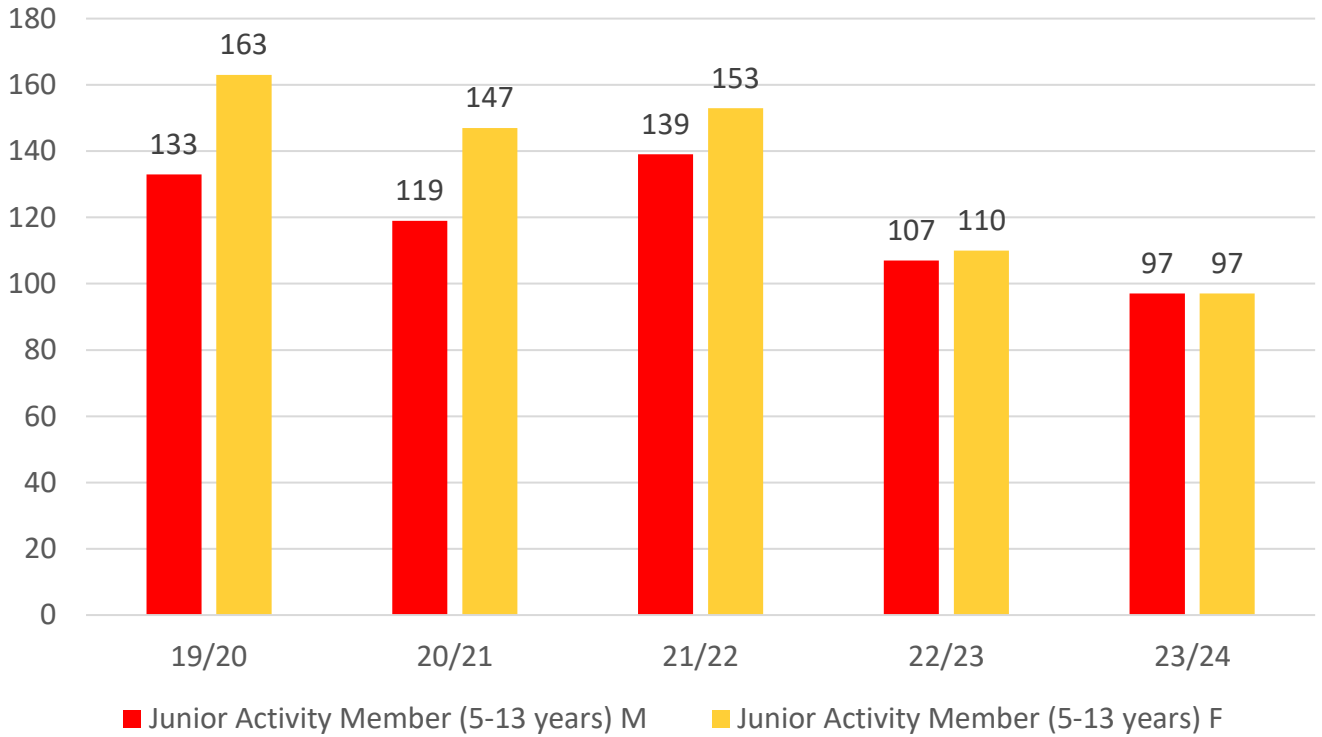
Total Membership



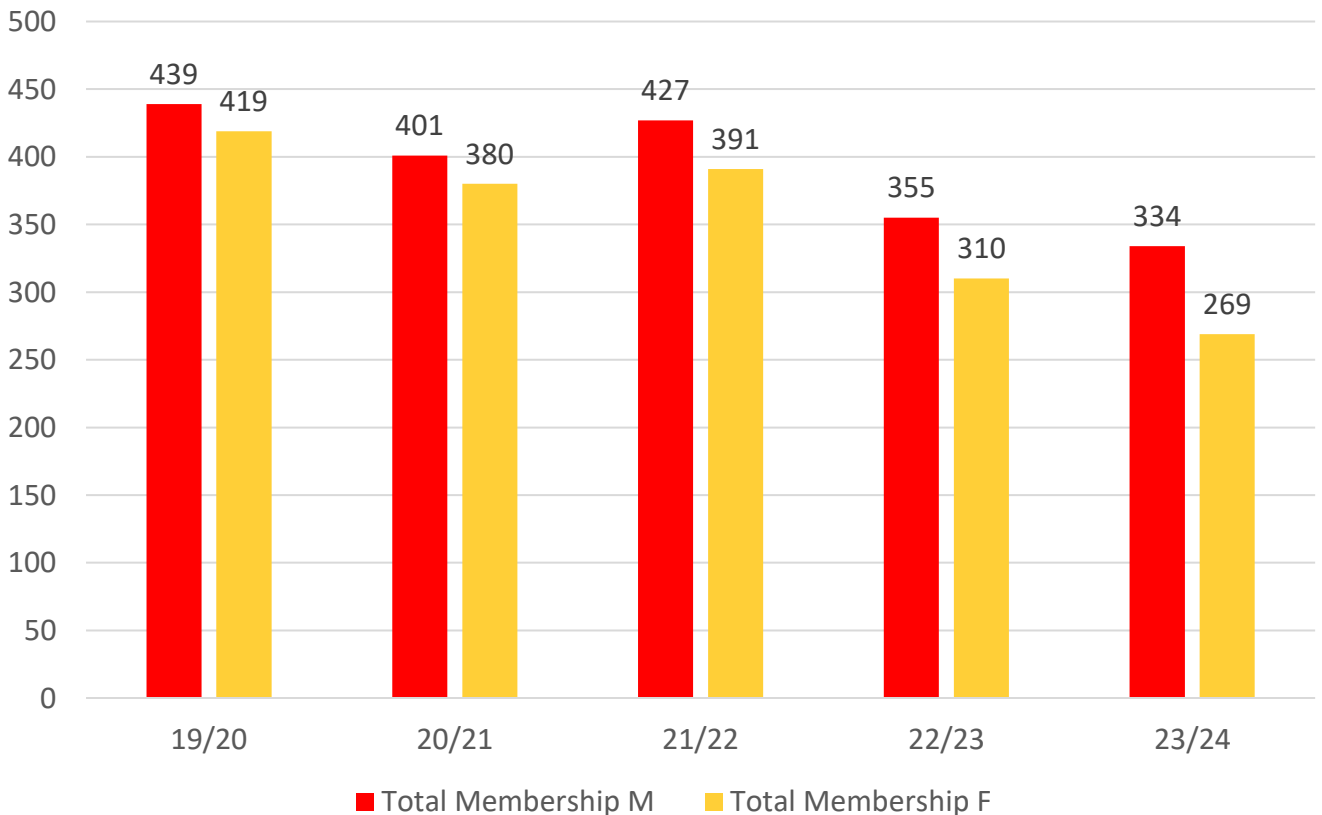
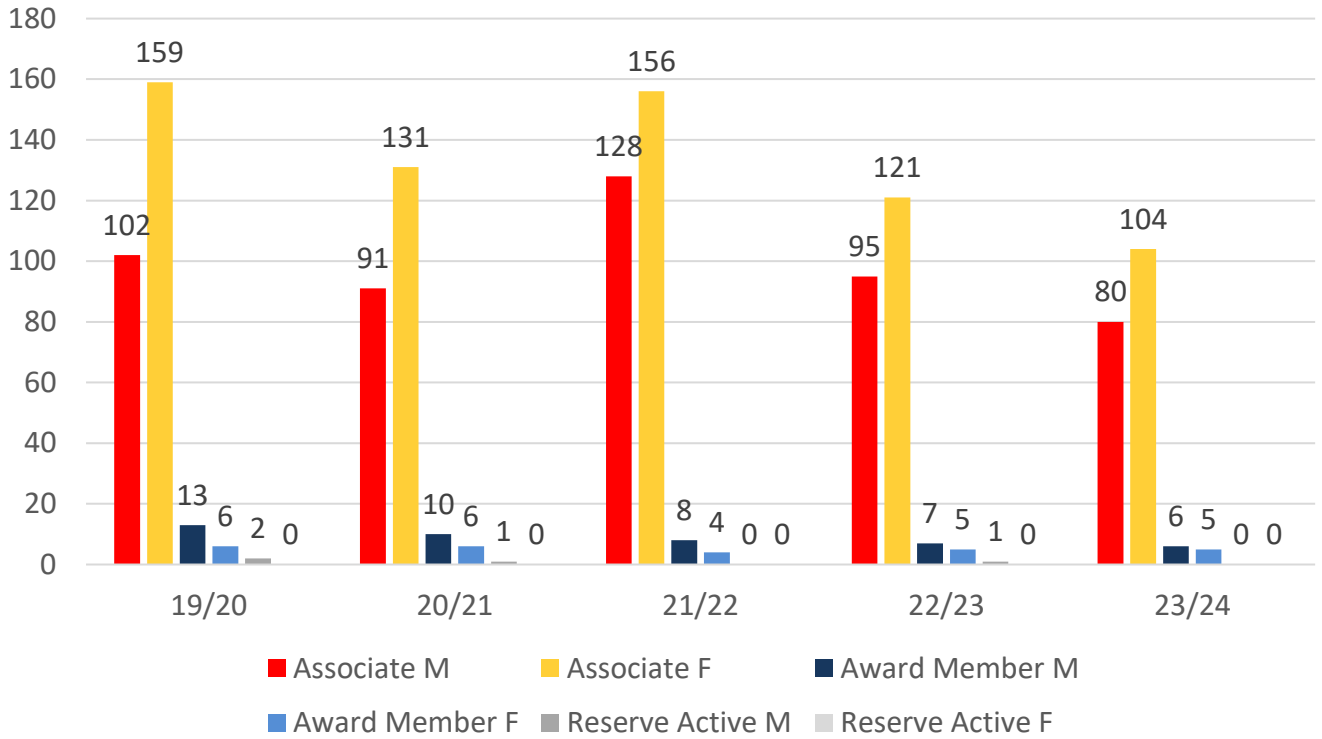
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



174

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



215

MEMBERS LOST FROM THE ORGANISATION

KAWANA WATERS 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	2	1	50%		0	0%	1	50%	1	50%	0	0%	2	0%
Junior Activities	217	121	56%	1	17	8%	79	36%	73	34%	1	0%	194	-11%
Cadet Member (13-15 years)	8	8	100%		0	0%	0	0%	3	38%	0	0%	12	50%
Active (15-18 yrs)	25	17	68%	3	0	0%	8	32%	2	8%	1	4%	17	-32%
Active (18yrs and over)	139	108	78%		1	1%	30	22%	10	7%	10	7%	137	-1%
Award Member	12	10	83%		0	0%	2	17%	0	0%	0	0%	11	-8%
Reserve Active	1	0	0%		1	100%	0	0%	0	0%	0	0%	0	-100%
Long Service	18	16	89%		0	0%	2	11%	1	6%	0	0%	17	-6%
Past Active	0	0			0		0		0		0		1	
Associate	216	113	52%	9	13	6%	90	42%	80	37%	0	0%	184	-15%
Life Member	21	20	95%		0	0%	1	5%	0	0%	0	0%	21	0%
General	2	1	50%		1	50%	0	0%	0	0%	0	0%	1	-50%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	4	2	50%		0	0%	2	50%	4	100%	0	0%	6	50%
Total Active	185	143	77%		2	1%	40	22%	15	8%	11		177	-4%
Total	665	417	63%		33	5%	215	32%	174	26%	12		603	-9%

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

MEMBERSHIP RETENTION

KAWANA WATERS 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	13	12	92%	1	8%	3	23%	11
16-18 Years	20	13	65%	7	35%	2	10%	17
19-25 Years	25	15	60%	10	40%	2	8%	24
26-35 Years	17	8	47%	9	53%	4	24%	15
36-50 Years	71	59	83%	11	15%	3	4%	68
51-70 Years	34	31	91%	2	6%	1	3%	36
70+ Years	5	5	100%	0	0%	0	0%	6
Total	185	143	77%	40	22%	15	8%	177

KAWANA WATERS 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	25					15		15
Under 7	33	15	60%	8	32%	11	44%	26
Under 8	38	17	52%	13	39%	20	61%	37
Under 9	28	18	47%	16	42%	3	8%	21
Under 10	32	16	57%	10	36%	5	18%	21
Under 11	20	19	59%	10	31%	9	28%	29
Under 12	25	9	45%	9	45%	4	20%	13
Under 13	14	15	60%	9	36%	5	20%	20
Under 14	2	11	79%	3	21%	1	7%	12
Transitioned From JA		1	50%					

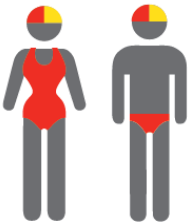
MEMBERSHIP RETENTION

2021/22



61%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



57%

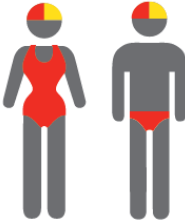
JUNIOR MEMBERSHIP
RETENTION

2022/23



57%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



50%

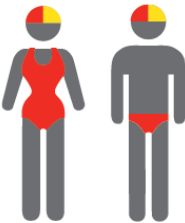
JUNIOR MEMBERSHIP
RETENTION

2023/24



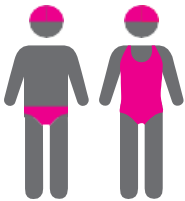
63%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



56%

JUNIOR MEMBERSHIP
RETENTION