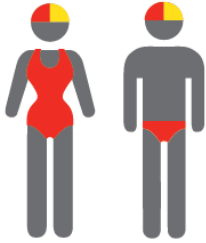


MEMBERSHIP STATISTICS REPORT EOS 2023/24



140
ACTIVE
MEMBERSHIP



401
TOTAL
MEMBERSHIP



90
JUNIOR
MEMBERSHIP

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



16% Increase



7% Increase



1% Increase

Vs. 2022/23 EOS (MAY 2023)



5% Decrease



1% Decrease



1% 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

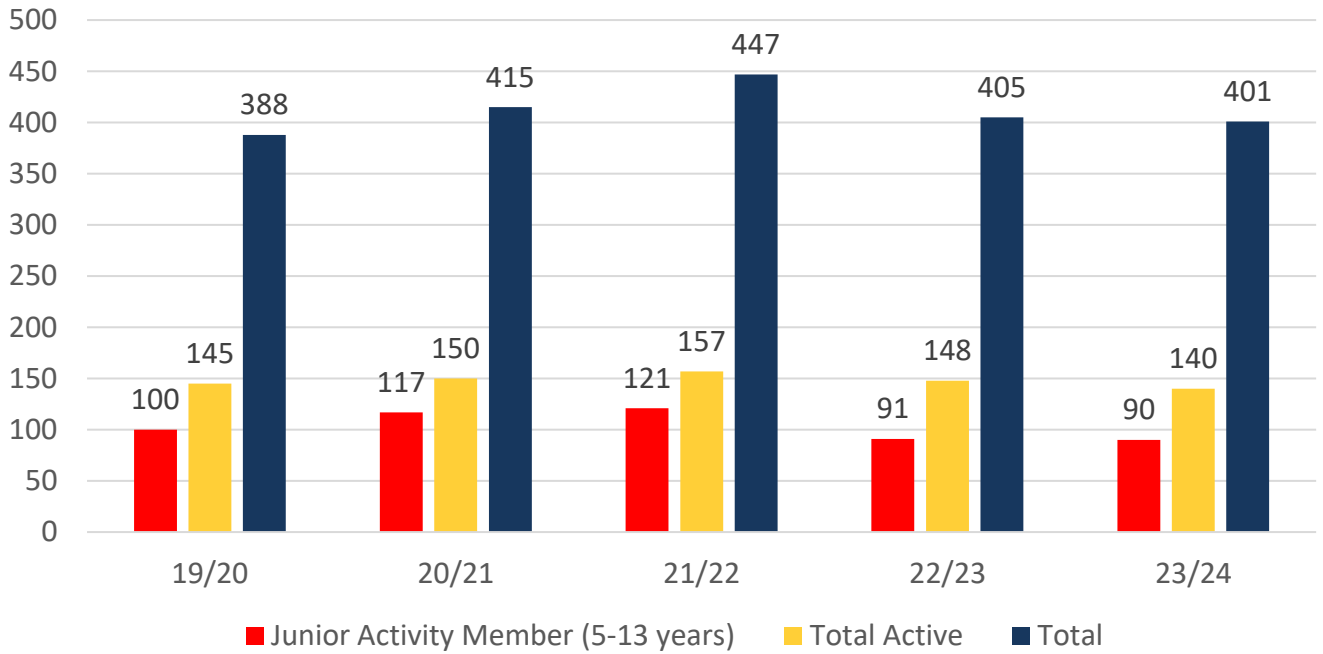
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	1	0	0	6	10
Junior Activity Member (5-13 years)	100	117	121	91	90
Cadet Member (13-15 years)	22	8	10	8	7
Active Junior (15-18 years)	34	50	45	46	32
Active Senior (18years and over)	81	85	98	87	97
Award Member	8	7	4	5	3
Reserve Active	0	0	0	2	1
Long Service	15	16	23	19	17
Past Active	1	0	0	0	3
Associate	84	89	98	88	81
Life Member	34	35	36	37	35
General	0	0	0	1	0
Honorary	8	7	9	9	10
Non Member Participants	0	0	1	0	0
Leave / Restricted	0	1	2	6	15
Total Active	145	150	157	148	140
Total	388	415	447	405	401

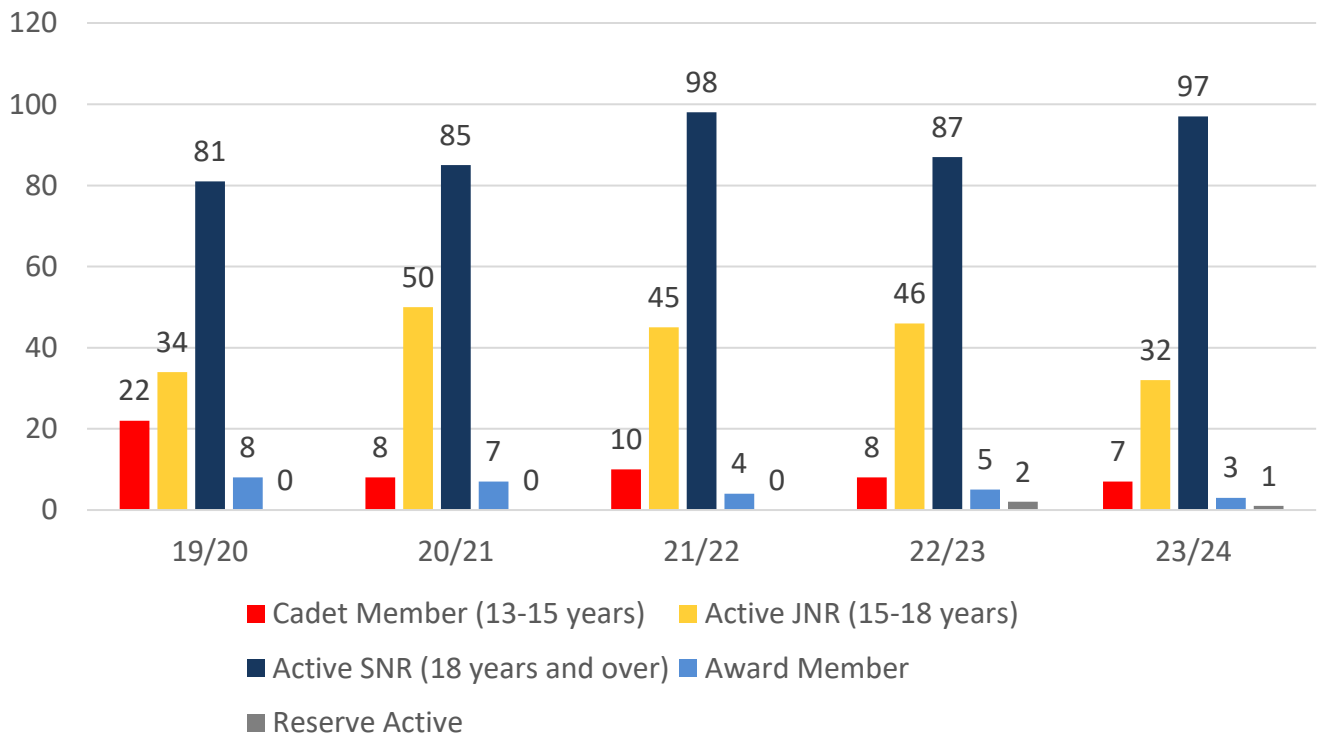
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	10	11	19	11	14
Under 7	15	14	16	19	18
Under 8	10	12	13	11	18
Under 9	13	14	14	15	6
Under 10	14	16	14	10	16
Under 11	17	18	12	6	3
Under 12	9	13	13	8	8
Under 13	9	7	11	8	2
Under 14	3	11	9	3	5
Junior Activities Total	100	116	121	91	90

5 YEAR TREND ANALYSIS

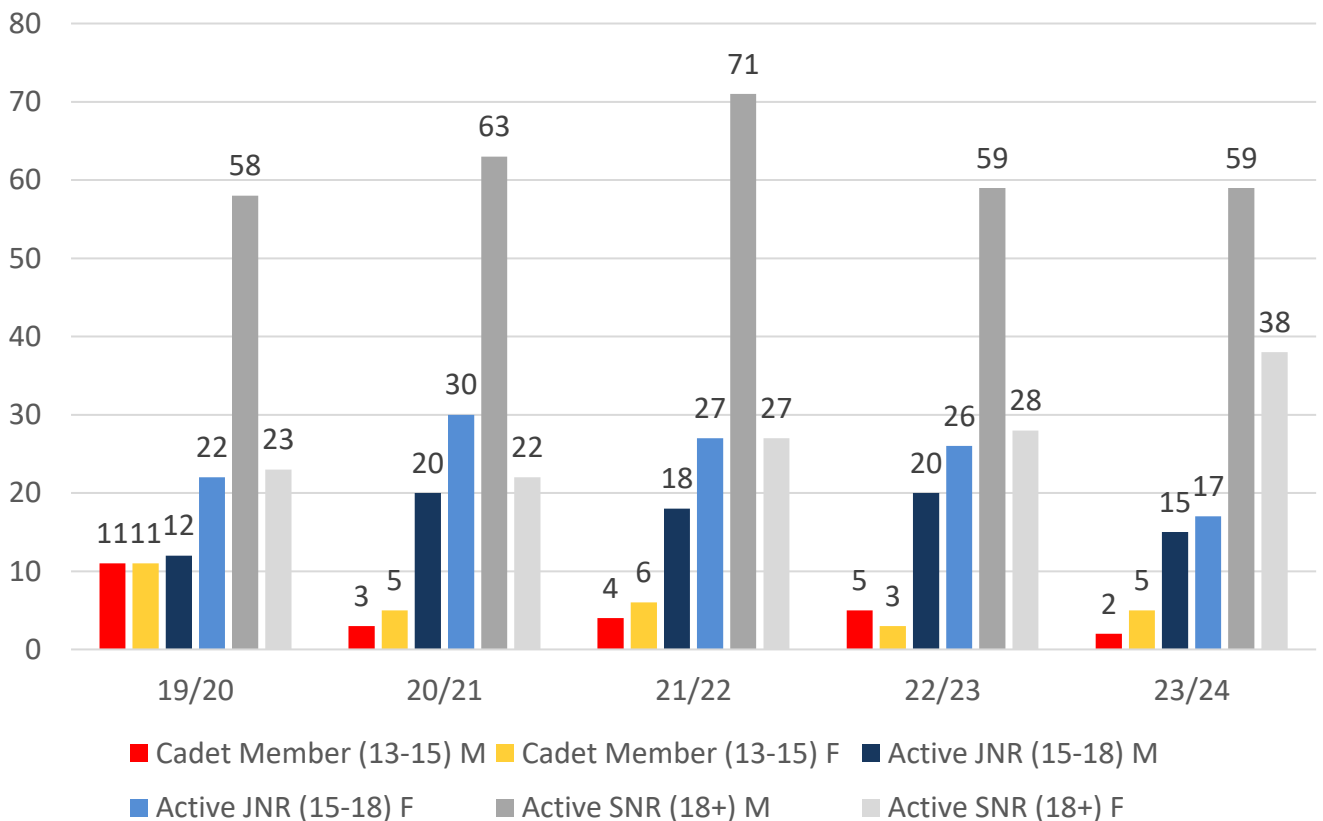
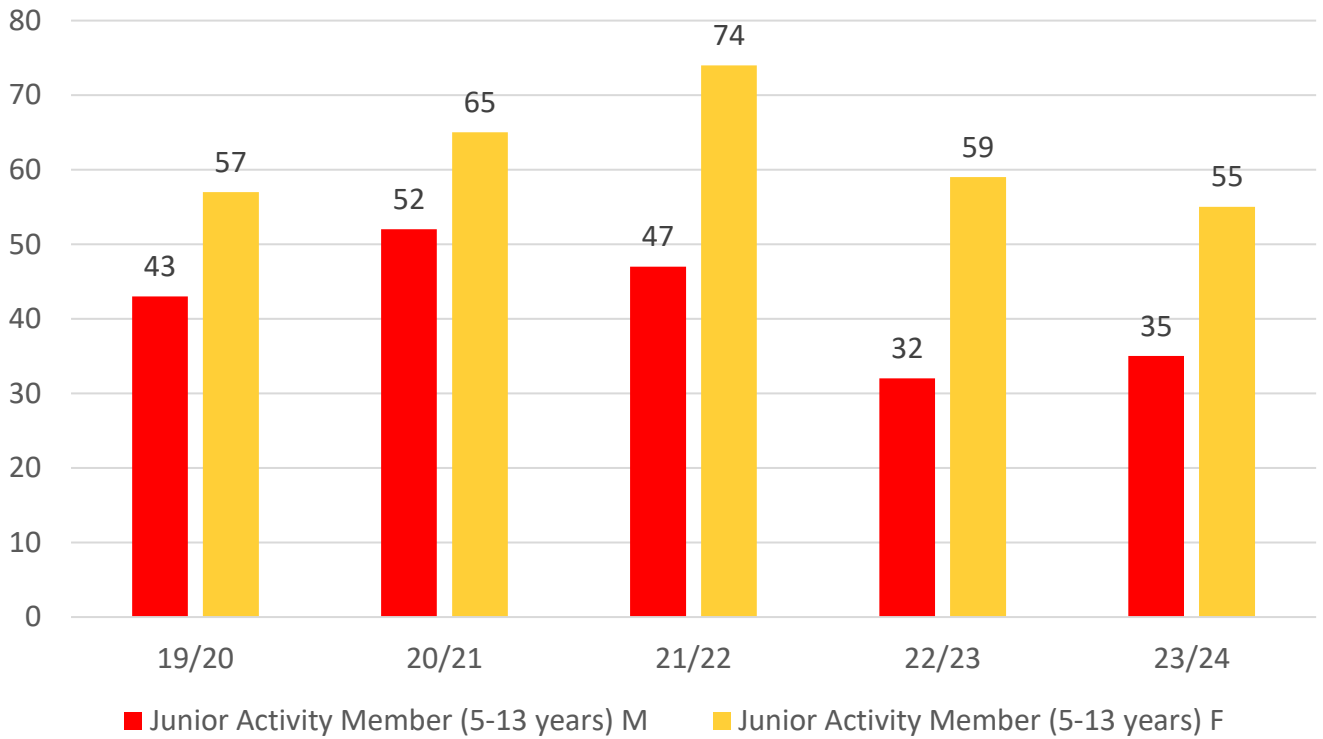
Total Membership



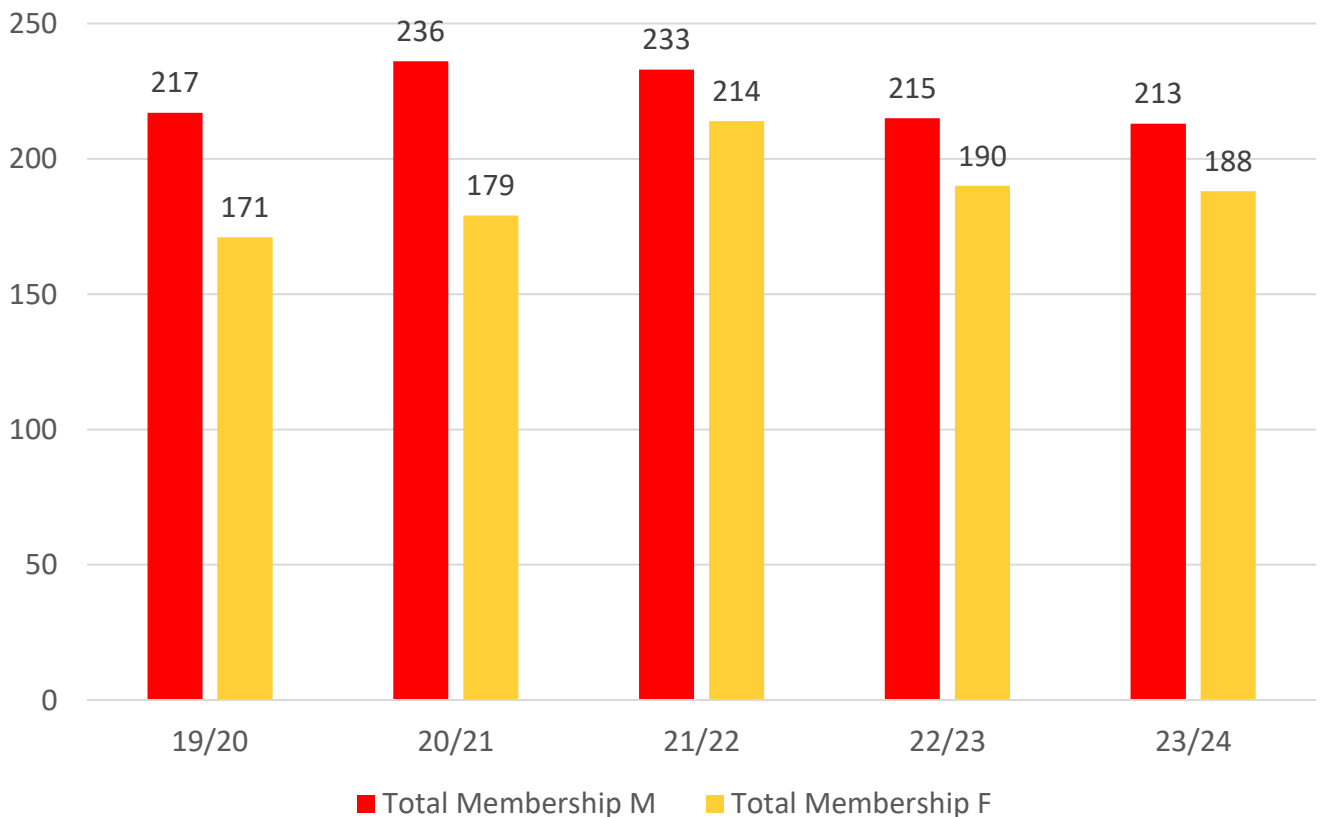
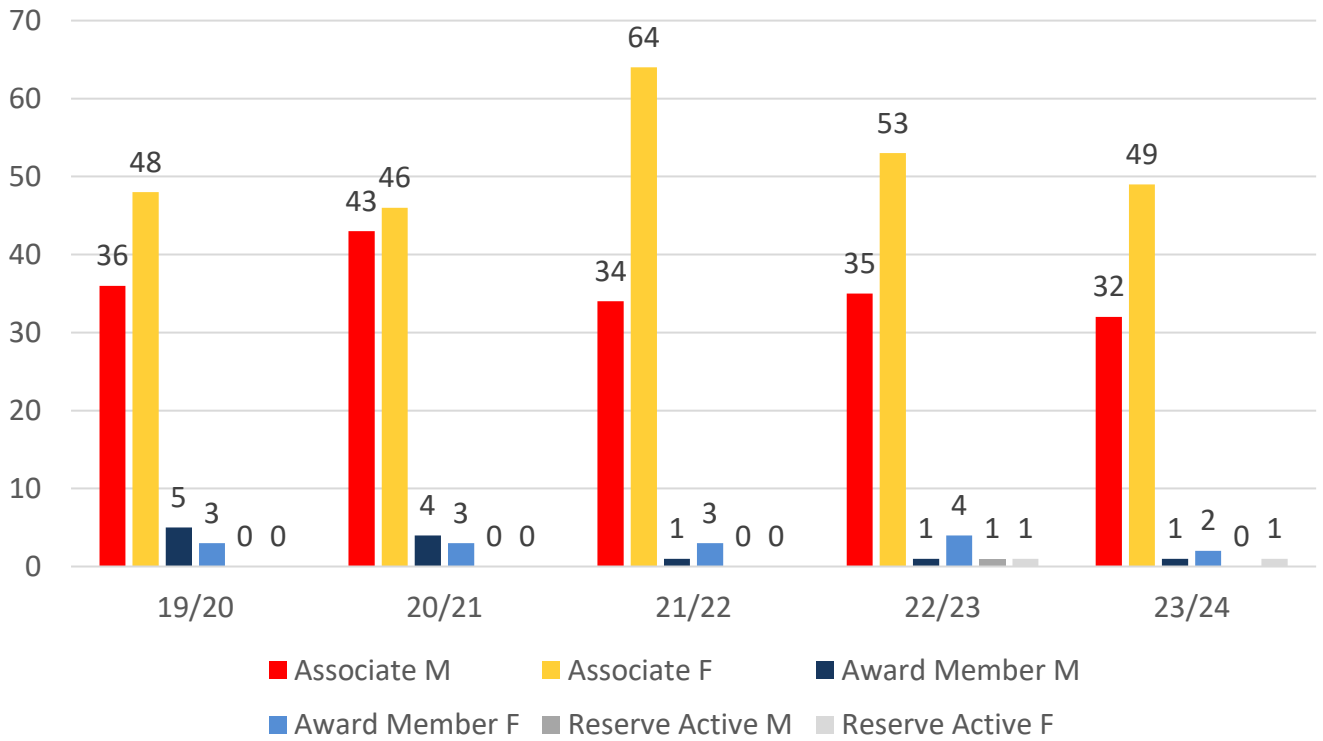
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



122

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



124

MEMBERS LOST FROM THE ORGANISATION

KIRRA 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	6	2	33%	2	0	0%	4	67%	10	167%	0	0%	10	67%
Junior Activities	91	44	48%		1	1%	46	51%	46	51%	0	0%	90	-1%
Cadet Member (13-15 years)	8	7	88%	4	0	0%	1	13%	4	50%	0	0%	7	-13%
Active (15-18 yrs)	46	32	70%	9	1	2%	13	28%	8	17%	1	2%	32	-30%
Active (18yrs and over)	87	67	77%		7	8%	13	15%	13	15%	9	10%	97	11%
Award Member	5	4	80%	1	1	20%	0	0%	0	0%	0	0%	3	-40%
Reserve Active	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Long Service	19	15	79%		2	11%	2	11%	0	0%	0	0%	17	-11%
Past Active	0	0			0		0		2		0		3	
Associate	88	48	55%	5	0	0%	40	45%	38	43%	0	0%	81	-8%
Life Member	37	34	92%		0	0%	3	8%	0	0%	0	0%	35	-5%
General	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	9	9	100%		0	0%	0	0%	0	0%	0	0%	10	11%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	6	6	100%		0	0%	0	0%	1	17%	0	0%	15	150%
Total Active	148	111	75%		9	6%	28	19%	25	17%	10		140	-5%
Total	405	269	66%		12	3%	124	31%	122	30%	10		401	-1%

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

MEMBERSHIP RETENTION

KIRRA 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	11	92%	1	8%	8	67%	10
16-18 Years	42	26	62%	15	36%	4	10%	26
19-25 Years	31	25	81%	5	16%	2	6%	31
26-35 Years	9	6	67%	3	33%	3	33%	13
36-50 Years	24	19	79%	3	13%	3	13%	29
51-70 Years	25	20	80%	0	0%	5	20%	28
70+ Years	5	4	80%	1	20%	0	0%	3
Total	148	111	75%	28	19%	25	17%	140



KIRRA 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	11					14		14
Under 7	19	6	55%	5	45%	12	109%	18
Under 8	11	11	58%	8	42%	7	37%	18
Under 9	15	4	36%	7	64%	2	18%	6
Under 10	10	9	60%	6	40%	7	47%	16
Under 11	6	2	20%	7	70%	1	10%	3
Under 12	8	5	83%	1	17%	3	50%	8
Under 13	8	2	25%	6	75%	0	0%	2
Under 14	3	5	63%	3	38%	0	0%	5
Transitioned From JA		0	0%					

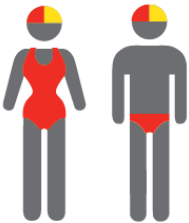
MEMBERSHIP RETENTION

2021/22



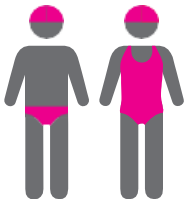
66%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



54%

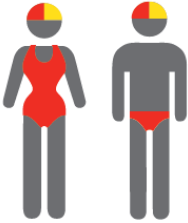
JUNIOR MEMBERSHIP
RETENTION

2022/23



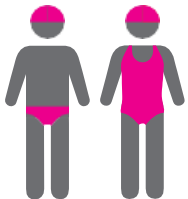
57%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



34%

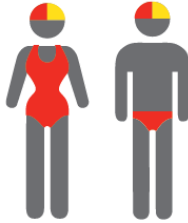
JUNIOR MEMBERSHIP
RETENTION

2023/24



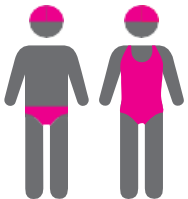
66%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



48%

JUNIOR MEMBERSHIP
RETENTION