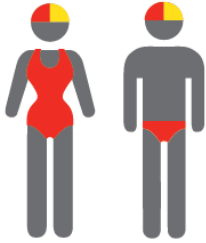


MEMBERSHIP STATISTICS REPORT EOS 2023/24



41
ACTIVE
MEMBERSHIP



221
TOTAL
MEMBERSHIP



69
JUNIOR
MEMBERSHIP

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



14% Decrease



6% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



7% Decrease



19% Increase



21% 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

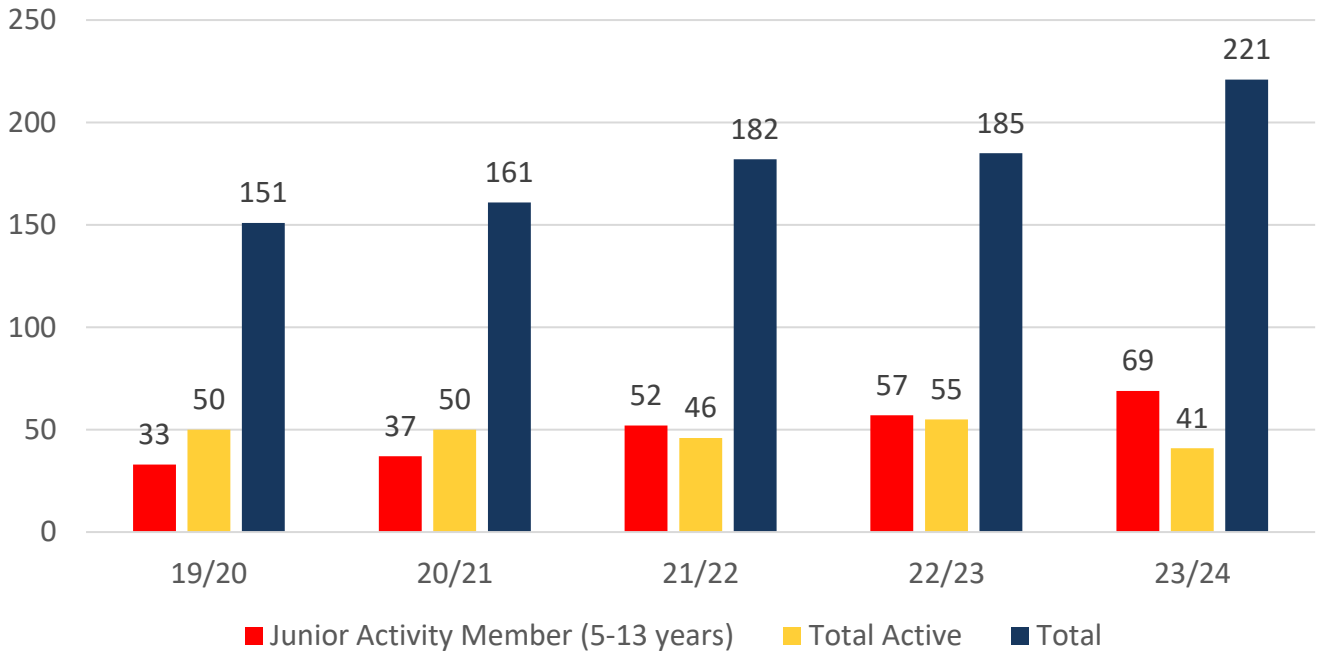
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	2	0	0	0	8
Junior Activity Member (5-13 years)	33	37	52	57	69
Cadet Member (13-15 years)	5	6	5	5	8
Active Junior (15-18 years)	11	6	7	10	6
Active Senior (18years and over)	31	35	28	24	21
Award Member	2	2	6	5	5
Reserve Active	1	1	0	0	1
Long Service	10	9	9	8	8
Past Active	1	1	1	1	1
Associate	33	42	50	50	62
Life Member	22	22	23	22	21
General	0	0	0	0	3
Honorary	0	0	1	3	3
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	5
Total Active	50	50	46	44	41
Total	151	161	182	185	221

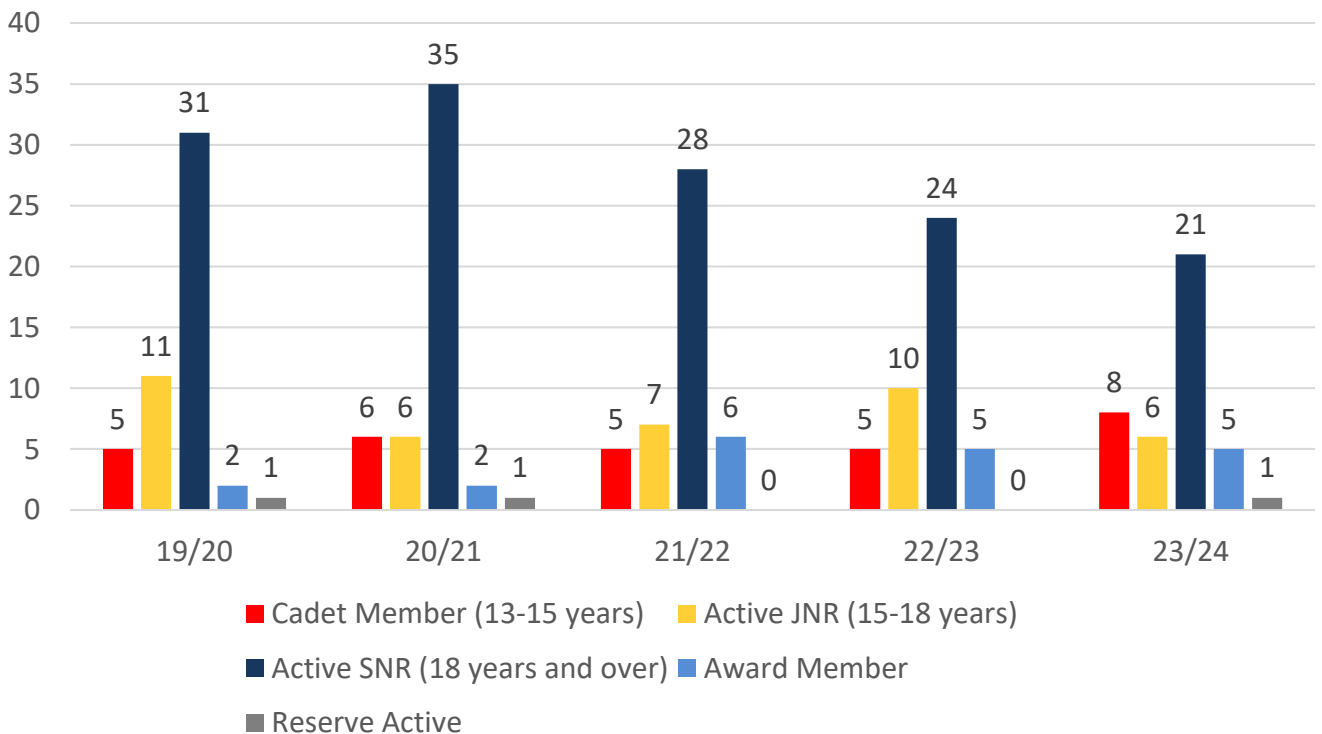
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	3	2	7	6	5
Under 7	6	6	5	10	7
Under 8	3	6	6	5	10
Under 9	6	7	8	7	10
Under 10	3	3	6	9	7
Under 11	6	4	7	7	11
Under 12	0	4	7	5	6
Under 13	3	0	4	5	6
Under 14	3	5	2	5	7
Junior Activities Total	33	37	52	59	69

5 YEAR TREND ANALYSIS

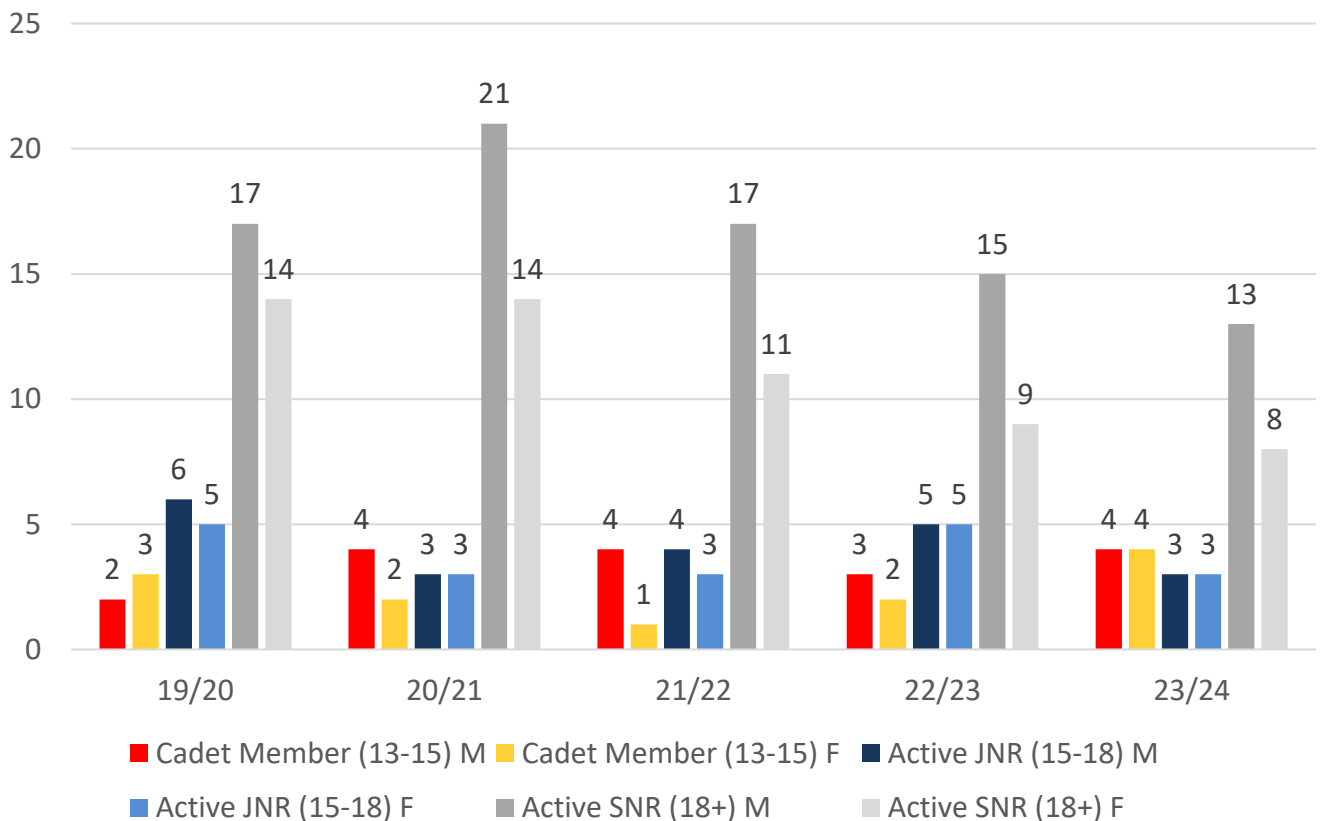
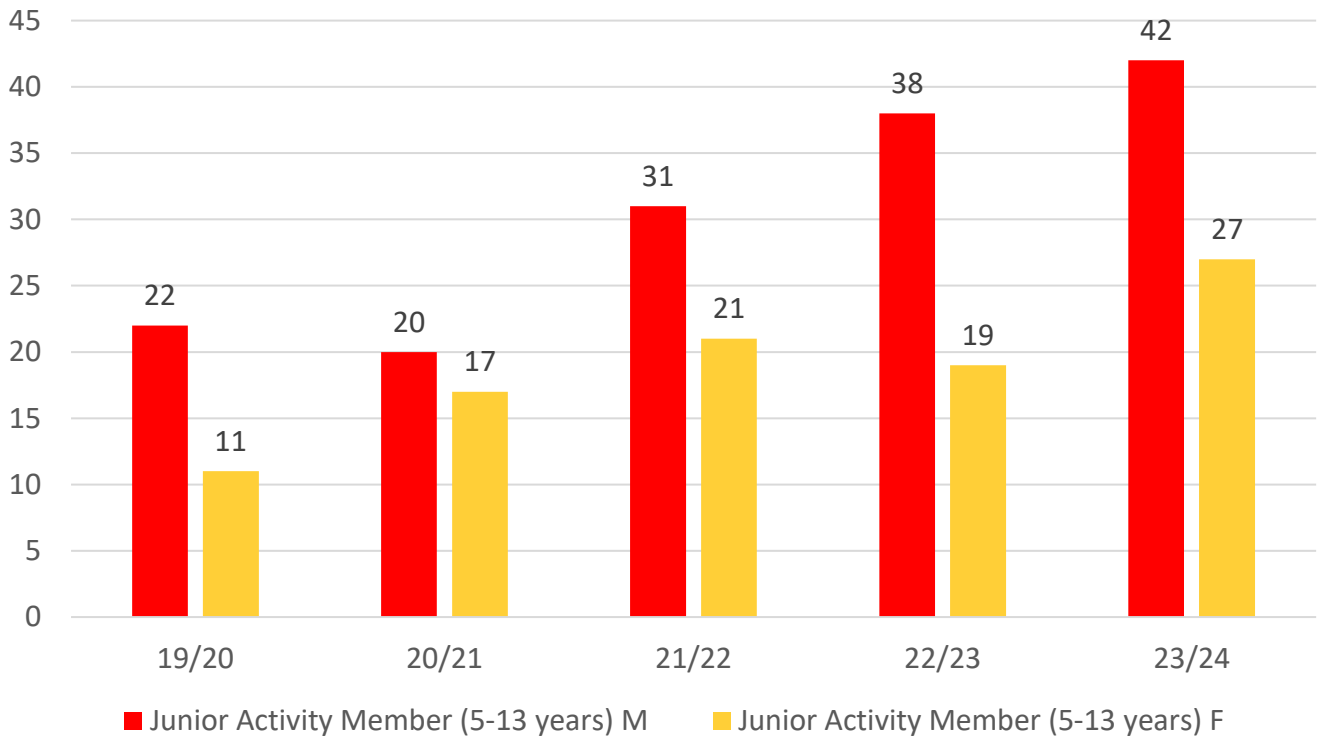
Total Membership



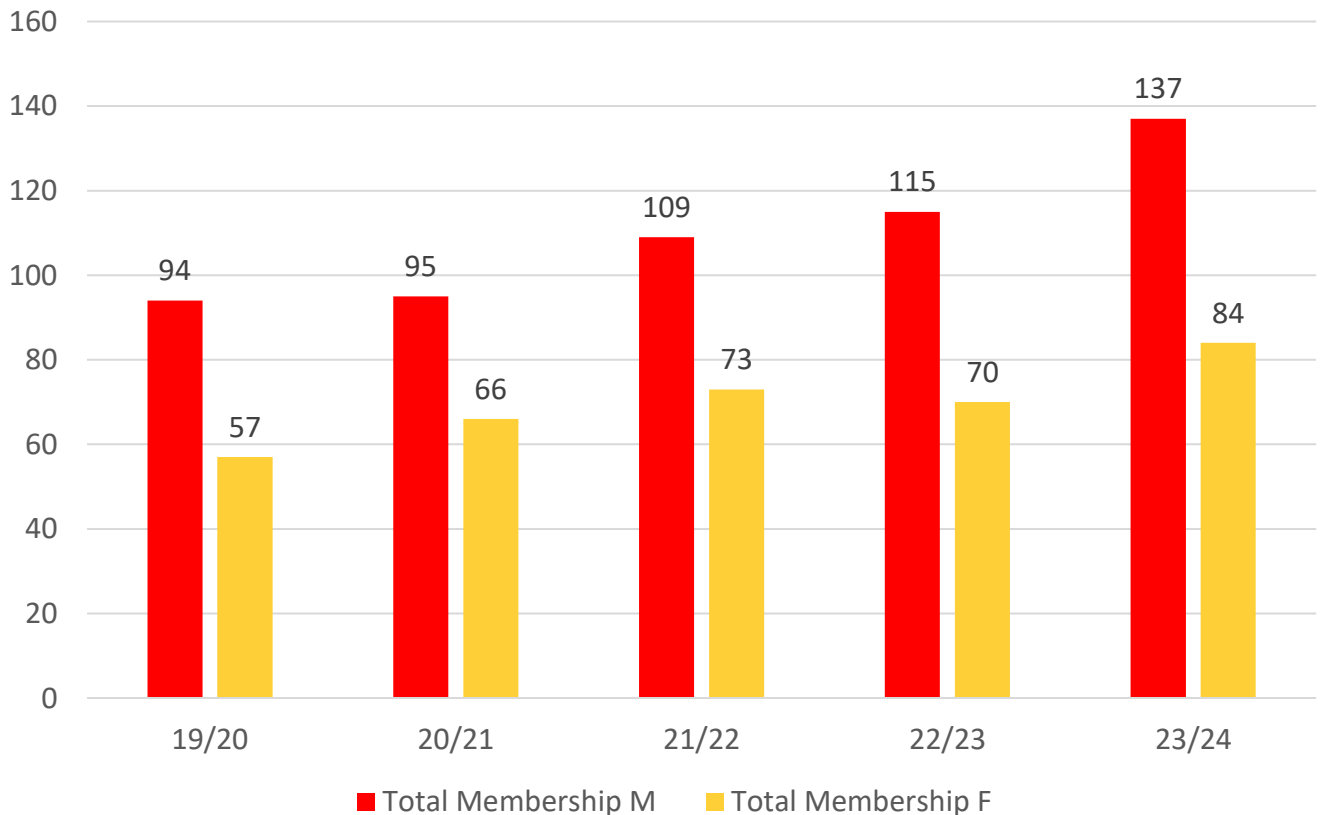
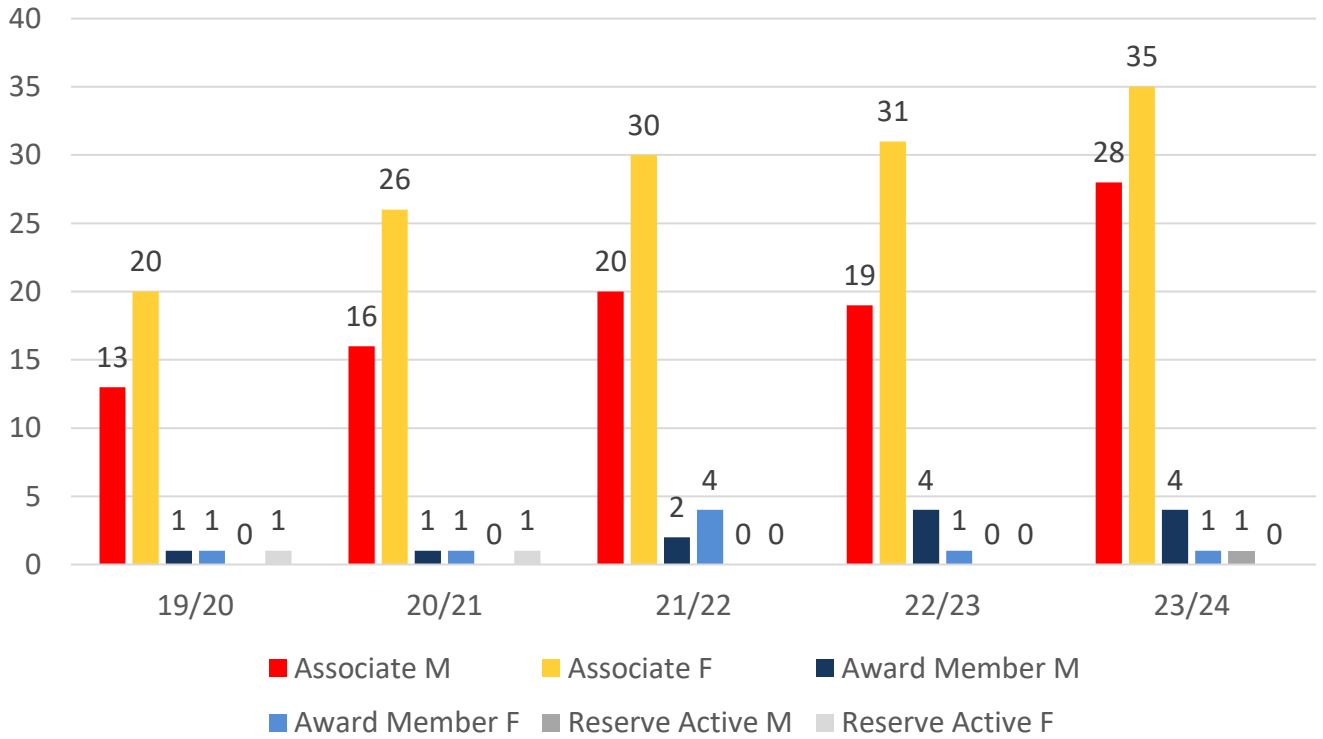
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



69

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



47

MEMBERS LOST FROM THE ORGANISATION

MACKAY 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	0	0			0		0		7		0		8	
Junior Activities	57	36	63%	3	2	4%	19	33%	28	49%	8	14%	69	21%
Cadet Member (13-15 years)	5	3	60%		0	0%	2	40%	1	20%	2	40%	8	60%
Active (15-18 yrs)	10	5	50%	1	0	0%	5	50%	1	10%	1	10%	6	-40%
Active (18yrs and over)	24	22	92%	3	0	0%	2	8%	0	0%	2	8%	21	-13%
Award Member	5	4	80%		1	20%	0	0%	0	0%	1	20%	5	0%
Reserve Active	0	0			0		0		1		0		1	
Long Service	8	6	75%		0	0%	2	25%	0	0%	1	13%	8	0%
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Associate	50	33	66%		1	2%	16	32%	28	56%	1	2%	62	24%
Life Member	22	21	95%		0	0%	1	5%	0	0%	0	0%	21	-5%
General	0	0			0		0		1		2		3	
Honorary	3	3	100%		0	0%	0	0%	0	0%	0	0%	3	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		2		0		5	
Total Active	44	34	77%		1	2%	9	20%	3	7%	6		41	-7%
Total	185	134	72%		4	2%	47	25%	69	37%	18		221	19%

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

MEMBERSHIP RETENTION

MACKAY 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	5	3	60%	2	40%	1	20%	8
16-18 Years	9	5	56%	4	44%	1	11%	4
19-25 Years	5	3	60%	2	40%	0	0%	5
26-35 Years	0	0		0		0		0
36-50 Years	20	18	90%	1	5%	0	0%	19
51-70 Years	5	5	100%	0	0%	1	20%	5
70+ Years	0	0		0		0		0
Total	44	34	77%	9	20%	3	7%	41



MACKAY 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	6					5		5
Under 7	10	2	33%	4	67%	3	50%	7
Under 8	5	6	60%	4	40%	4	40%	10
Under 9	7	4	80%	1	20%	6	120%	10
Under 10	9	3	43%	4	57%	3	43%	7
Under 11	7	6	67%	2	22%	5	56%	11
Under 12	5	4	57%	2	29%	1	14%	6
Under 13	5	3	60%	2	40%	1	20%	6
Under 14	3	5	100%	0	0%	0	0%	7
Transitioned From JA		3	100%					

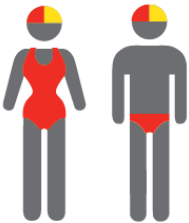
MEMBERSHIP RETENTION

2021/22



70%

TOTAL MEMBERSHIP
RETENTION



60%

ACTIVE MEMBERSHIP
RETENTION



70%

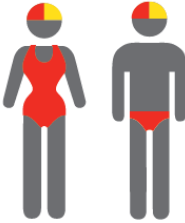
JUNIOR MEMBERSHIP
RETENTION

2022/23



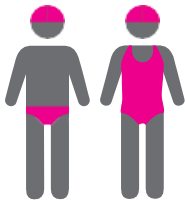
69%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



63%

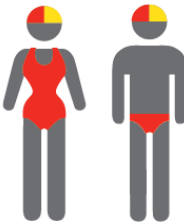
JUNIOR MEMBERSHIP
RETENTION

2023/24



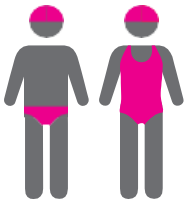
72%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION