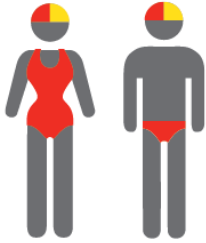


MEMBERSHIP STATISTICS REPORT EOS 2023/24



173
ACTIVE
MEMBERSHIP



638
TOTAL
MEMBERSHIP



209
JUNIOR
MEMBERSHIP

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



1% Decrease



Equal



Equal

Vs. 2022/23 EOS (MAY 2023)



9% Decrease



7% Decrease



13% 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

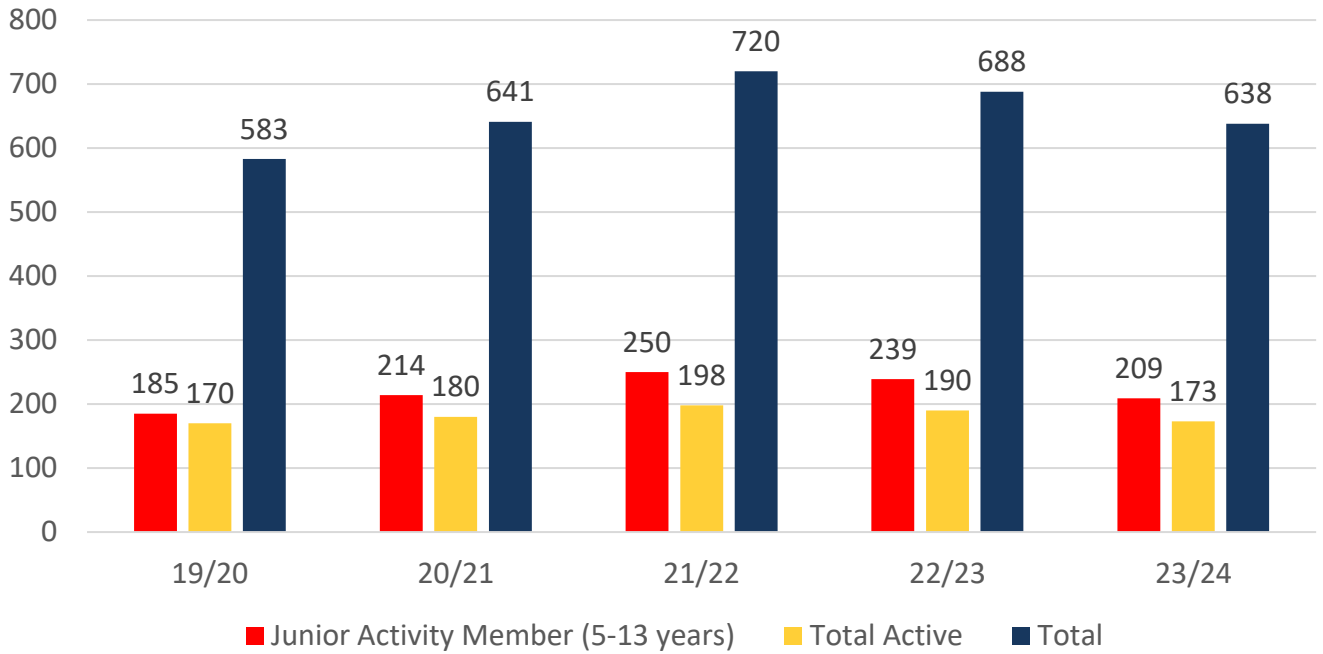
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	3	2	3	0	7
Junior Activity Member (5-13 years)	185	214	250	239	209
Cadet Member (13-15 years)	28	23	20	15	43
Active Junior (15-18 years)	17	24	41	53	21
Active Senior (18years and over)	96	107	111	96	83
Award Member	27	23	24	24	26
Reserve Active	2	3	2	2	0
Long Service	1	3	3	2	1
Past Active	2	0	1	1	1
Associate	194	213	236	226	219
Life Member	24	23	23	25	25
General	0	2	0	1	0
Honorary	4	3	3	3	0
Non Member Participants	0	1	1	1	1
Leave / Restricted	0	0	2	0	2
Total Active	170	180	198	190	173
Total	583	641	720	688	638

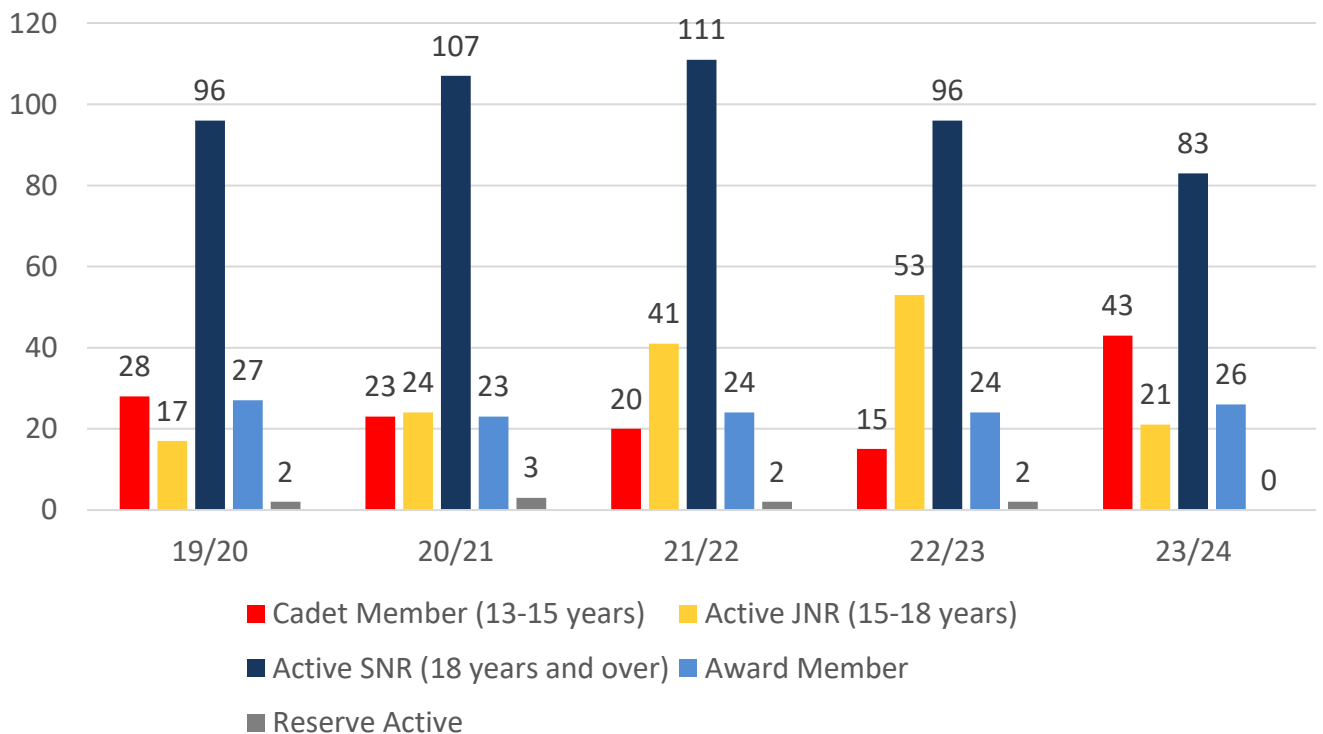
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	0	0	0	0	1
Under 7	0	0	0	3	1
Under 8	29	38	35	35	35
Under 9	37	31	45	40	36
Under 10	43	40	45	49	36
Under 11	17	44	44	34	44
Under 12	28	19	43	37	26
Under 13	25	26	21	35	28
Under 14	6	16	19	13	25
Junior Activities Total	185	214	252	246	232

5 YEAR TREND ANALYSIS

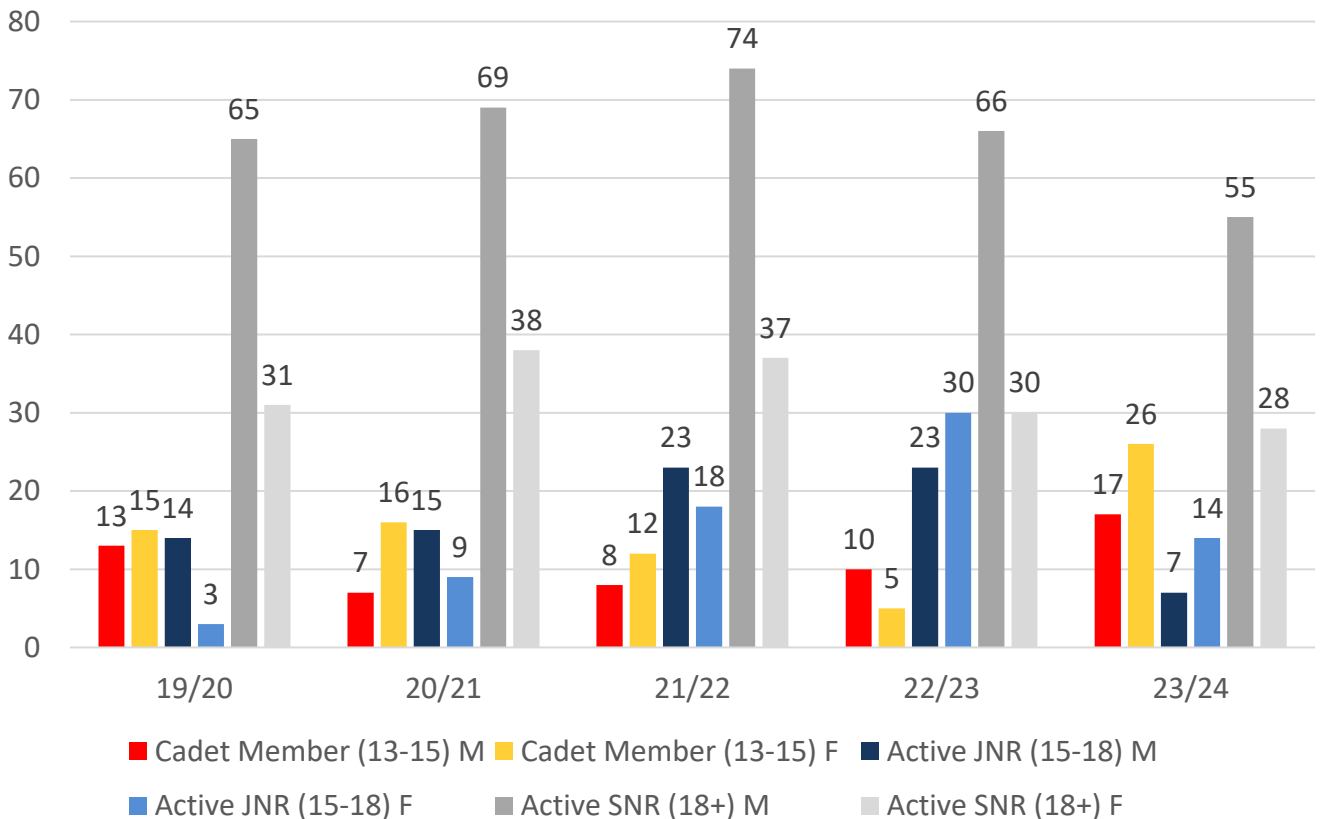
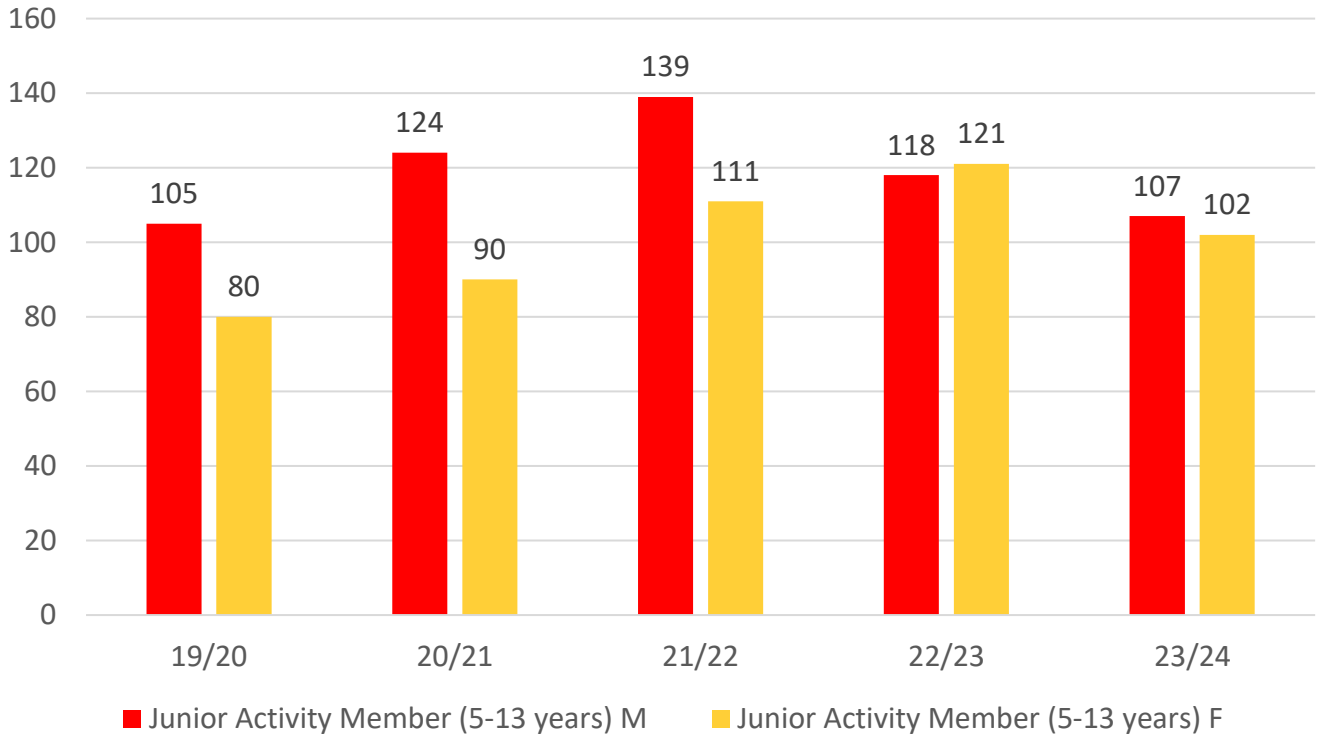
Total Membership



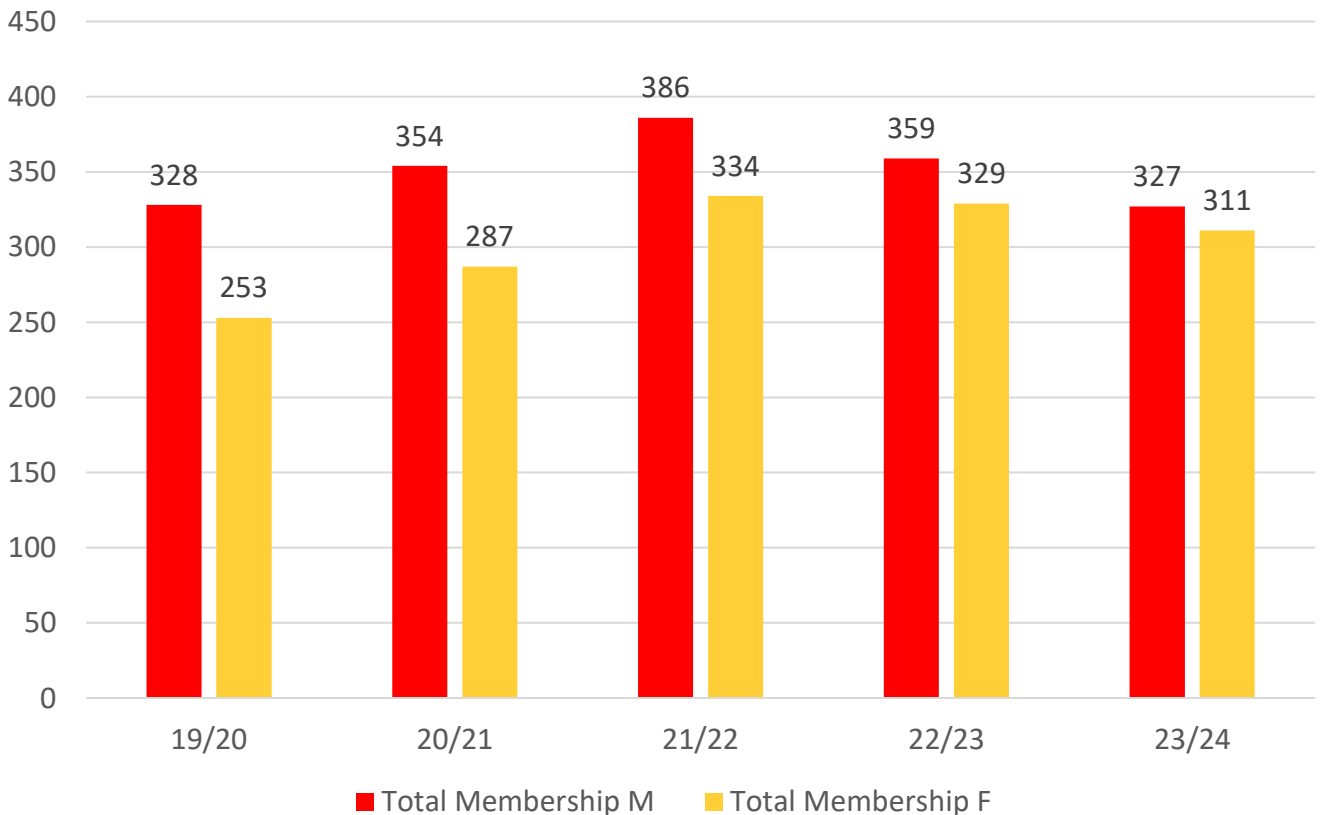
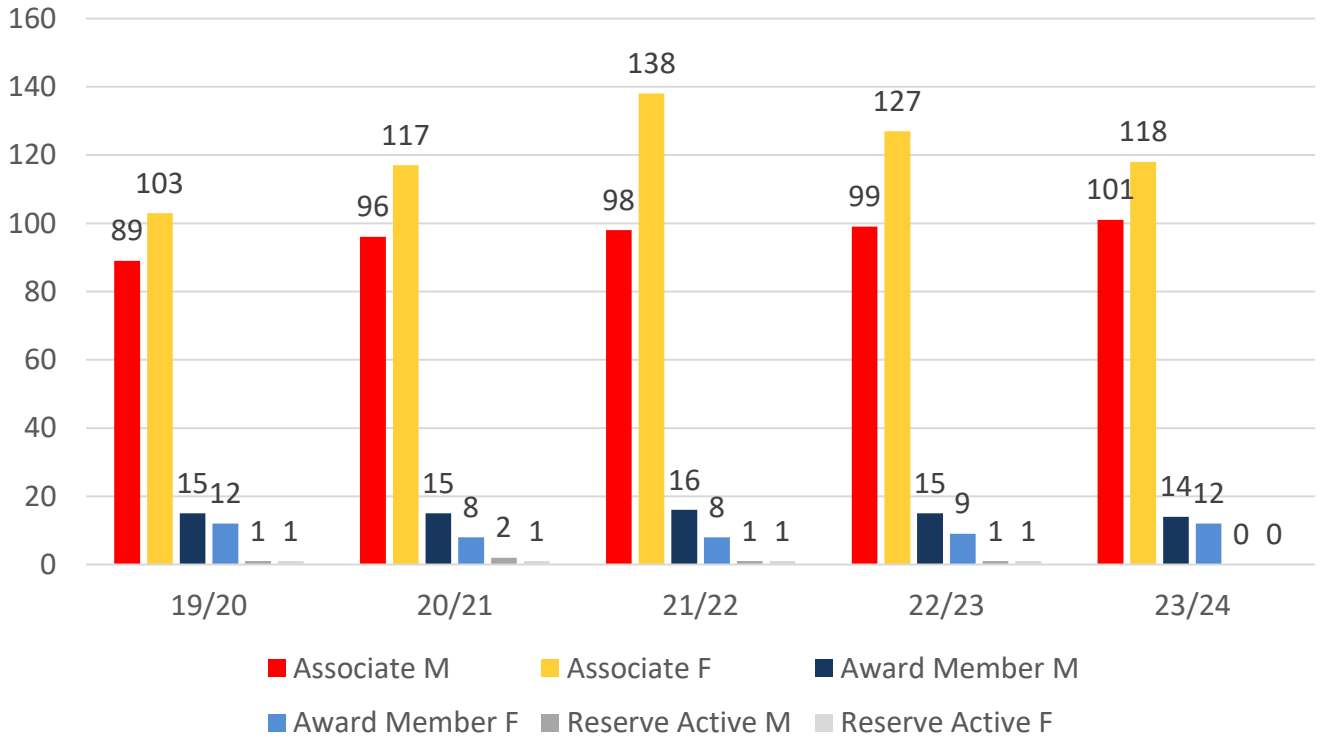
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



192

BRAND NEW MEMBERS



62%

MEMBERSHIP RETENTION



244

MEMBERS LOST FROM THE ORGANISATION

MARCOOLA 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		7	
Junior Activities	239	144	60%	26	7	3%	88	37%	84	35%	7	3%	209	-13%
Cadet Member (13-15 years)	15	13	87%		0	0%	2	13%	4	27%	0	0%	43	187%
Active (15-18 yrs)	53	28	53%	11	0	0%	25	47%	3	6%	1	2%	21	-60%
Active (18yrs and over)	96	70	73%		3	3%	23	24%	4	4%	1	1%	83	-14%
Award Member	24	19	79%		0	0%	5	21%	2	8%	0	0%	26	8%
Reserve Active	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Long Service	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Past Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Associate	226	124	55%		4	2%	98	43%	87	38%	7	3%	219	-3%
Life Member	25	23	92%		1	4%	1	4%	0	0%	0	0%	25	0%
General	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Honorary	3	1	33%	1	0	0%	2	67%	0	0%	0	0%	0	-100%
Non Member Participant	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Leave / Restricted	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	100%
Total Active	190	132	69%		3	2%	55	29%	13	7%	2		173	-9%
Total	689	430	62%		15	2%	244	35%	192	28%	16		638	-7%

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

MEMBERSHIP RETENTION

MARCOOLA 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	28	22	79%	6	21%	3	11%	40
16-18 Years	40	19	48%	21	53%	5	13%	29
19-25 Years	14	6	43%	8	57%	1	7%	13
26-35 Years	9	6	67%	2	22%	1	11%	7
36-50 Years	47	38	81%	8	17%	1	2%	41
51-70 Years	39	31	79%	7	18%	2	5%	33
70+ Years	13	10	77%	3	23%	0	0%	10
Total	190	132	69%	55	29%	13	7%	173

MARCOOLA 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	0					0		0
Under 7	3	0		0		0		1
Under 8	35	3	100%	0	0%	28	933%	34
Under 9	40	23	66%	12	34%	11	31%	36
Under 10	49	19	48%	21	53%	16	40%	36
Under 11	34	32	65%	15	31%	12	24%	44
Under 12	37	20	59%	12	35%	6	18%	26
Under 13	35	18	49%	17	46%	10	27%	27
Under 14	6	24	69%	10	29%	1	3%	5
Transitioned From JA		5	83%					

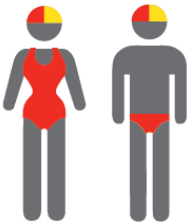
MEMBERSHIP RETENTION

2021/22



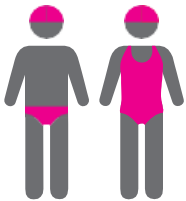
81%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



81%

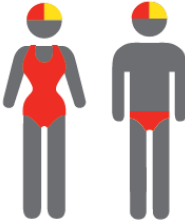
JUNIOR MEMBERSHIP
RETENTION

2022/23



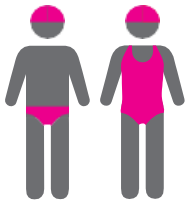
68%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



63%

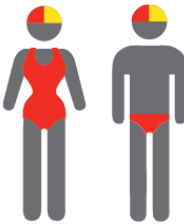
JUNIOR MEMBERSHIP
RETENTION

2023/24



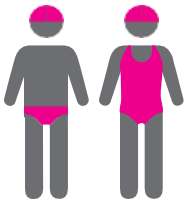
62%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



60%

JUNIOR MEMBERSHIP
RETENTION