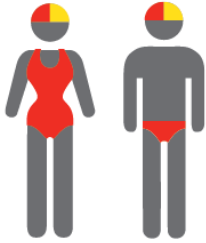


MAROOCHYDORE

MEMBERSHIP STATISTICS REPORT EOS 2023/24



329
ACTIVE
MEMBERSHIP



987
TOTAL
MEMBERSHIP



257
JUNIOR
MEMBERSHIP

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



5% Increase



1% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



5% Increase



2% Decrease



7% 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

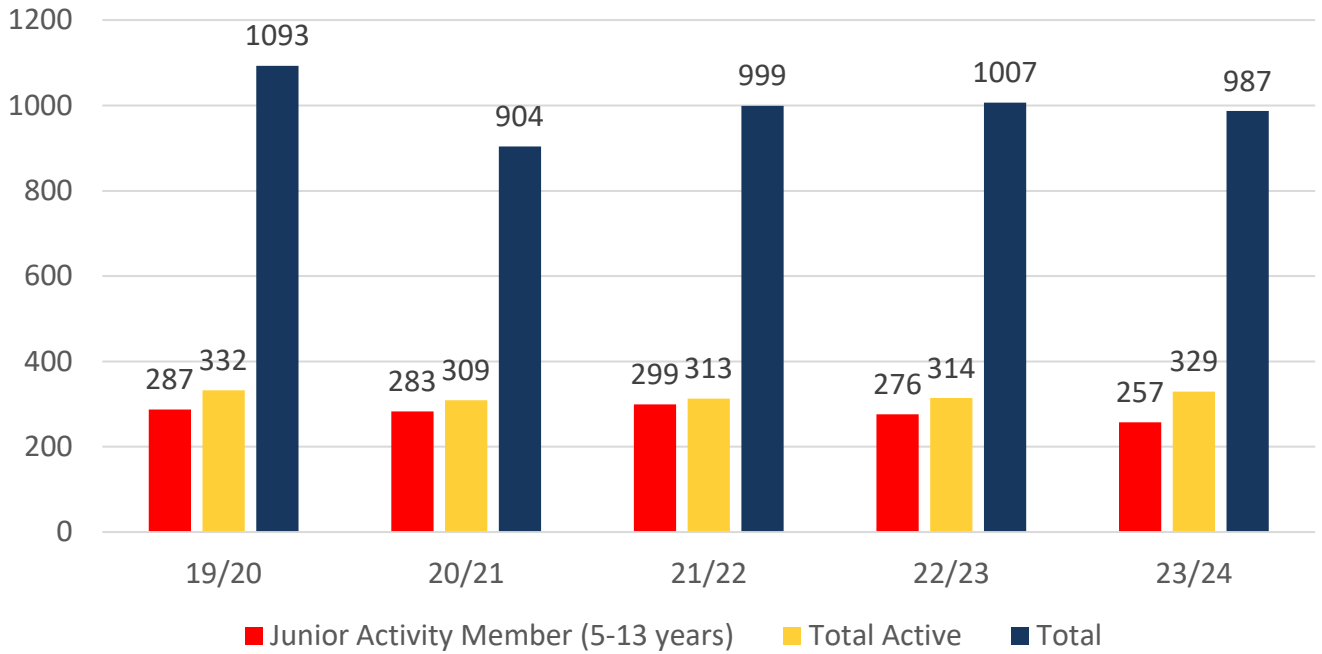
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	2	3	2	2	14
Junior Activity Member (5-13 years)	287	283	299	276	257
Cadet Member (13-15 years)	36	49	67	56	49
Active Junior (15-18 years)	70	50	50	54	79
Active Senior (18years and over)	175	167	166	177	172
Award Member	50	42	29	24	28
Reserve Active	1	1	1	3	1
Long Service	101	107	102	105	98
Past Active	10	8	24	19	16
Associate	176	161	191	207	191
Life Member	67	66	65	65	65
General	0	0	0	0	0
Honorary	118	3	1	15	10
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	2	4	7
Total Active	332	309	313	314	329
Total	1093	940	999	1007	987

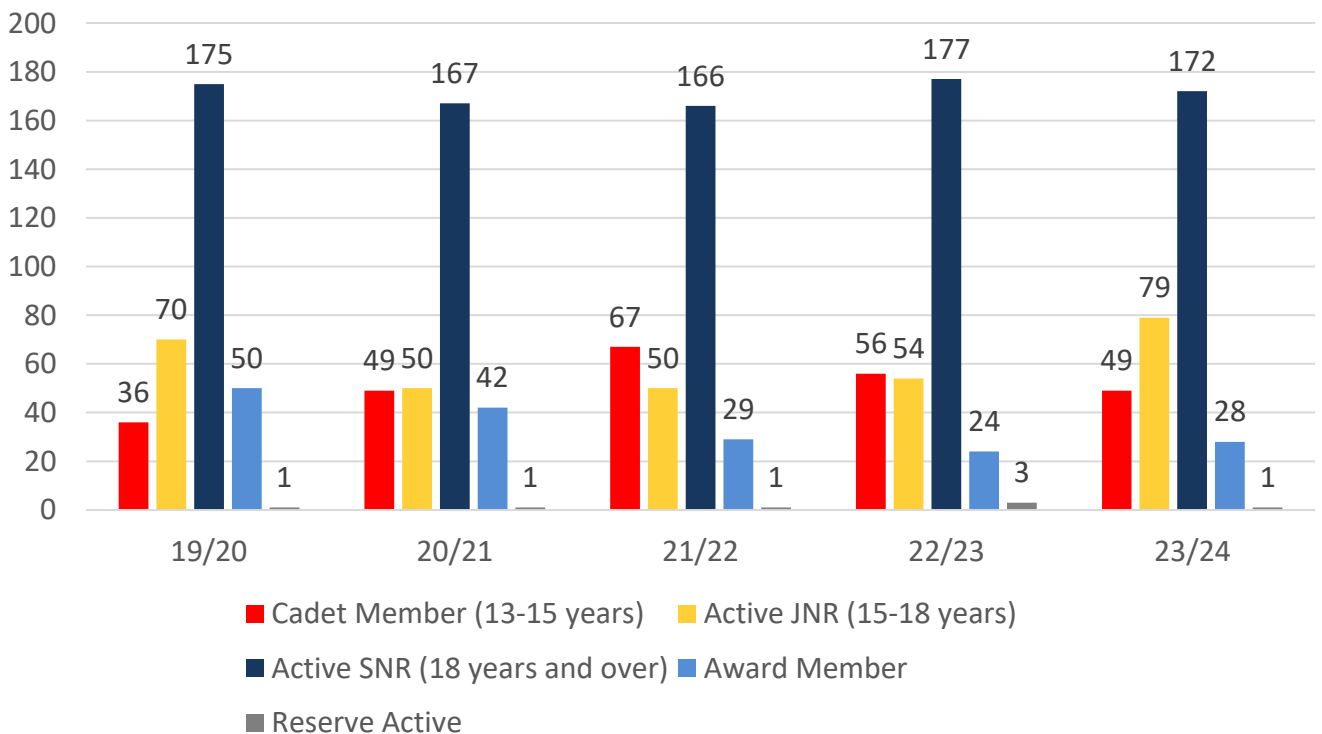
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	45	21	27	36	29
Under 7	30	53	21	36	42
Under 8	43	36	50	28	36
Under 9	38	45	47	32	27
Under 10	39	36	36	39	25
Under 11	38	32	39	32	27
Under 12	27	34	43	32	25
Under 13	26	24	35	40	27
Under 14	1	2	30	29	35
Junior Activities Total	287	283	328	304	273

5 YEAR TREND ANALYSIS

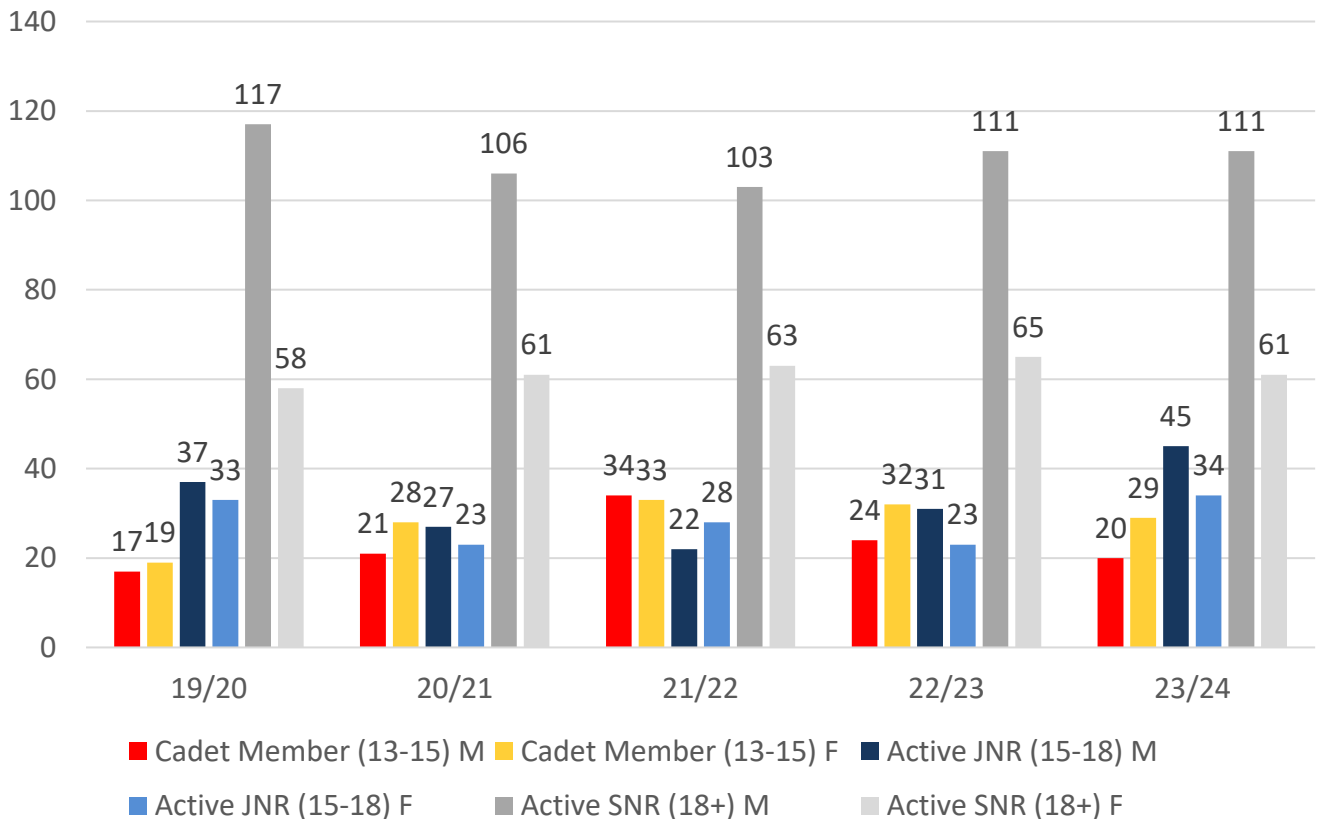
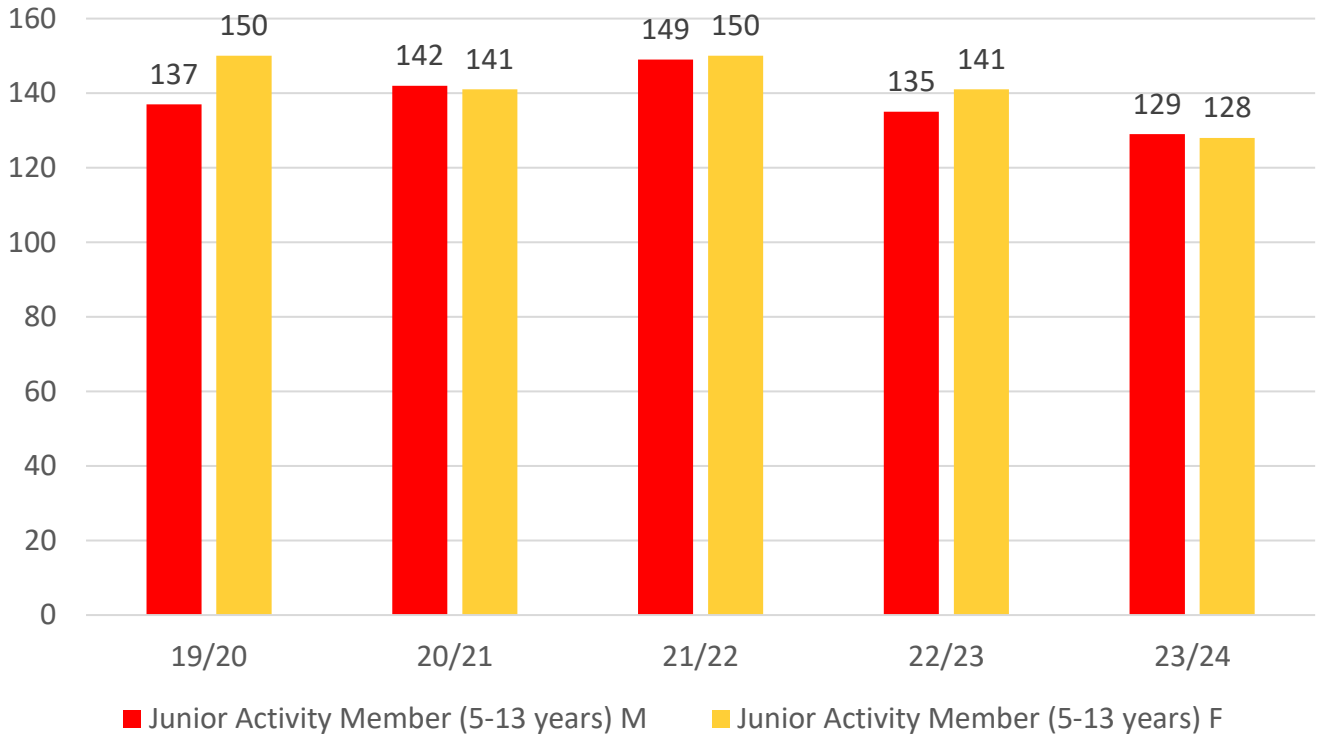
Total Membership



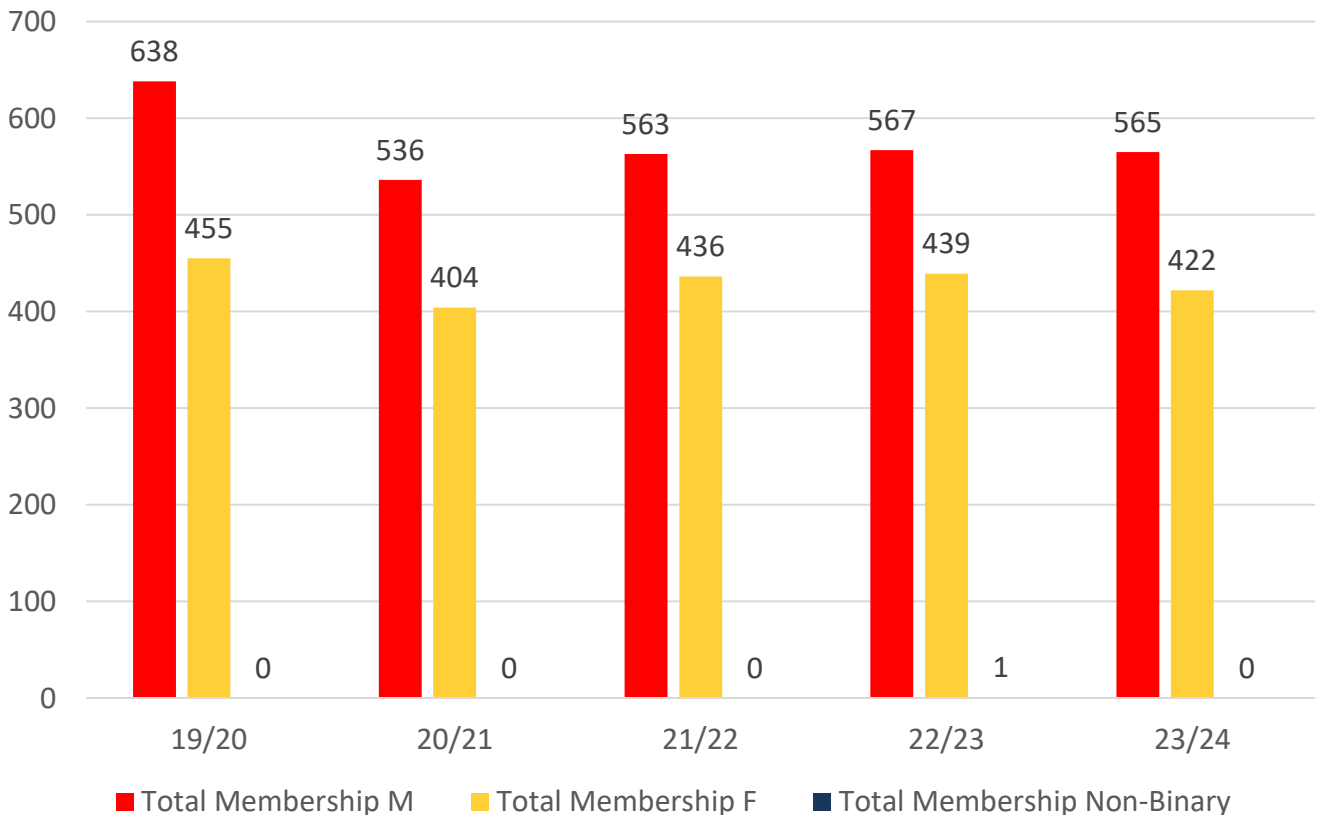
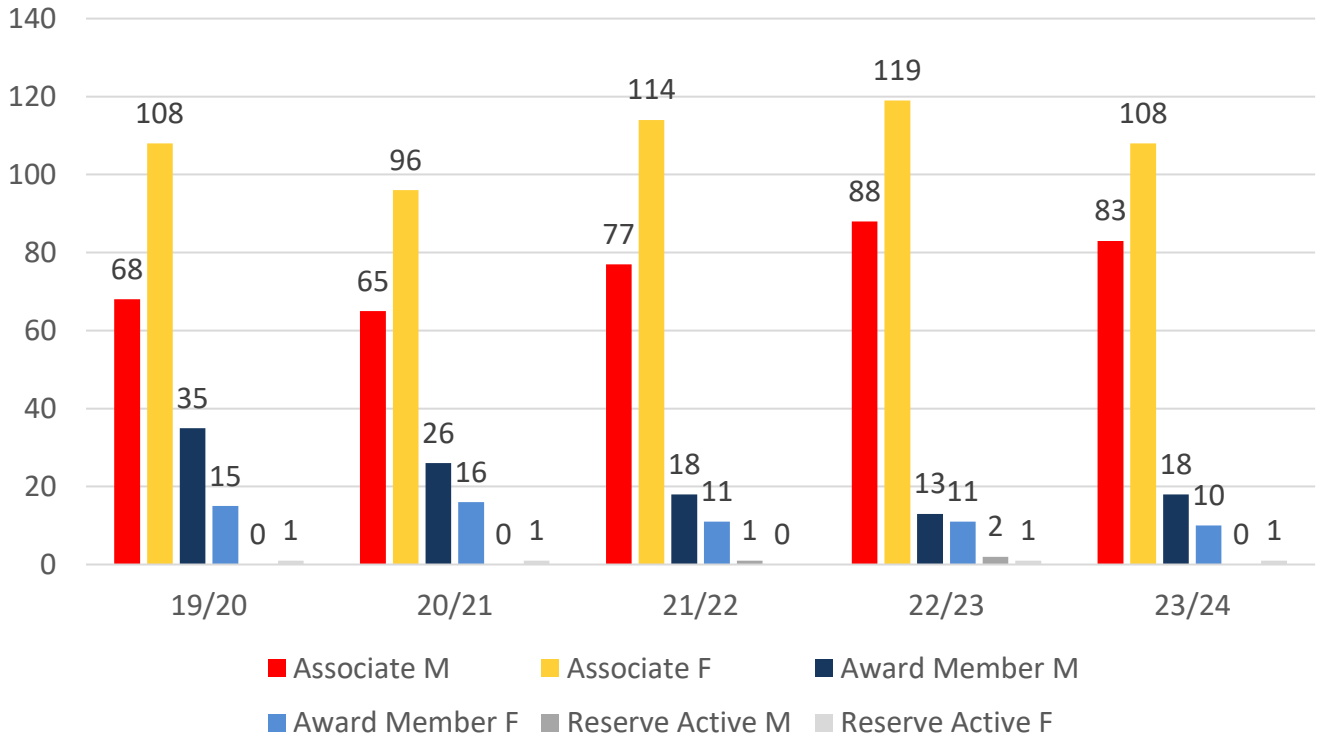
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



207

BRAND NEW MEMBERS



75%

MEMBERSHIP RETENTION



228

MEMBERS LOST FROM THE ORGANISATION

MAROOCHYDORE 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%	13	650%	0	0%	14	600%
Junior Activities	276	190	69%	17	5	2%	81	29%	79	29%	5	2%	257	-7%
Cadet Member (13-15 years)	56	53	95%	8	2	4%	1	2%	2	4%	2	4%	49	-13%
Active (15-18 yrs)	54	47	87%		1	2%	6	11%	9	17%	3	6%	79	46%
Active (18yrs and over)	177	138	78%		10	6%	29	16%	17	10%	10	6%	172	-3%
Award Member	24	23	96%		0	0%	1	4%	4	17%	1	4%	28	17%
Reserve Active	3	0	0%		1	33%	2	67%	1	33%	0	0%	1	-67%
Long Service	105	95	90%	1	1	1%	9	9%	2	2%	2	2%	98	-7%
Past Active	19	12	63%		0	0%	7	37%	3	16%	0	0%	16	-16%
Associate	207	124	60%	8	5	2%	78	38%	72	35%	3	1%	191	-8%
Life Member	65	61	94%		0	0%	4	6%	0	0%	0	0%	65	0%
General	0	0			0		0		0		0		0	
Honorary	15	7	47%		0	0%	8	53%	3	20%	0	0%	10	-33%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	4	3	75%		0	0%	1	25%	2	50%	0	0%	7	75%
Total Active	314	261	83%		14	4%	39	12%	33	11%	16		329	5%
Total	1007	754	75%		25	2%	228	23%	207	21%	26		987	-2%

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

MEMBERSHIP RETENTION

MAROOCHYDORE 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	69	63	91%	3	4%	2	3%	56
16-18 Years	59	48	81%	8	14%	9	15%	76
19-25 Years	65	53	82%	10	15%	6	9%	73
26-35 Years	30	23	77%	7	23%	1	3%	26
36-50 Years	55	43	78%	8	15%	9	16%	57
51-70 Years	33	28	85%	3	9%	6	18%	38
70+ Years	3	3	100%	0	0%	0	0%	3
Total	314	261	83%	39	12%	33	11%	329

MAROOCHYDORE 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	36					29		29
Under 7	36	28	78%	8	22%	13	36%	42
Under 8	28	22	61%	12	33%	13	36%	36
Under 9	32	20	71%	8	29%	6	21%	27
Under 10	39	19	59%	13	41%	6	19%	25
Under 11	32	21	54%	16	41%	5	13%	27
Under 12	32	23	72%	9	28%	2	6%	25
Under 13	40	21	66%	10	31%	5	16%	27
Under 14	1	35	88%	5	13%	0	0%	19
Transitioned From JA		1	100%					

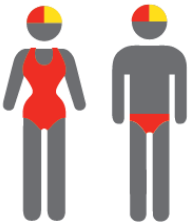
MEMBERSHIP RETENTION

2021/22



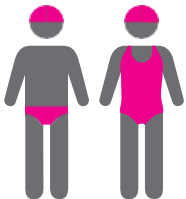
74%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



70%

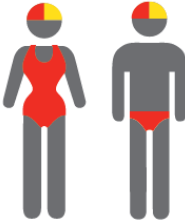
JUNIOR MEMBERSHIP
RETENTION

2022/23



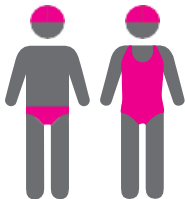
71%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



60%

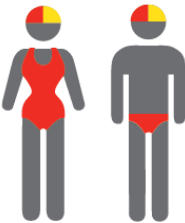
JUNIOR MEMBERSHIP
RETENTION

2023/24



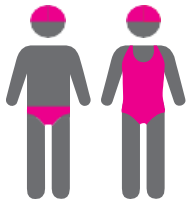
75%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



69%

JUNIOR MEMBERSHIP
RETENTION