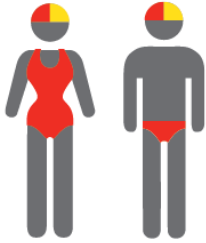


# MERMAID BEACH

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**269**

ACTIVE  
MEMBERSHIP



**1124**

TOTAL  
MEMBERSHIP



**385**

JUNIOR  
MEMBERSHIP

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



5% Increase



4% Increase



2% Increase

### Vs. 2022/23 EOS (MAY 2023)



8% 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

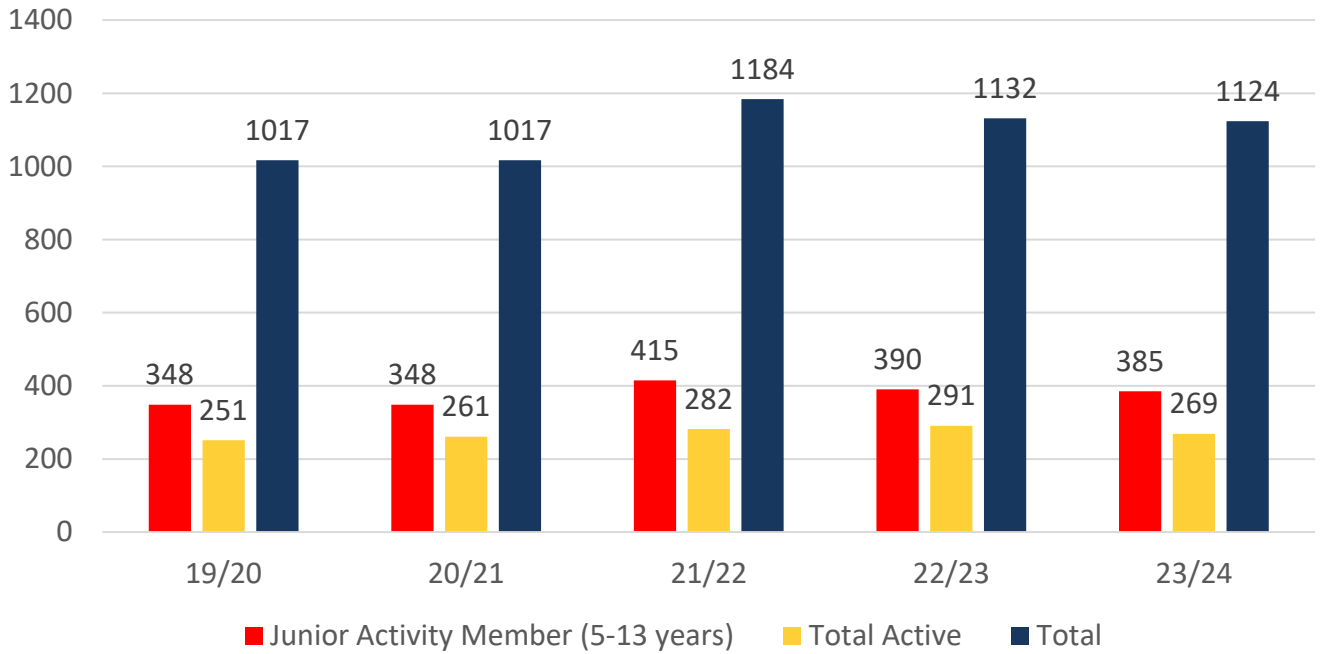
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	9	2	10	0	23
Junior Activity Member (5-13 years)	348	348	415	390	385
Cadet Member (13-15 years)	42	12	13	13	13
Active Junior (15-18 years)	30	40	54	59	49
Active Senior (18years and over)	145	169	168	173	154
Award Member	19	24	34	38	46
Reserve Active	15	16	13	8	7
Long Service	25	29	39	38	36
Past Active	0	0	1	0	12
Associate	352	343	405	382	365
Life Member	28	32	31	30	31
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	4	2	1	1	3
Total Active	251	261	282	291	269
Total	1017	1017	1184	1132	1124

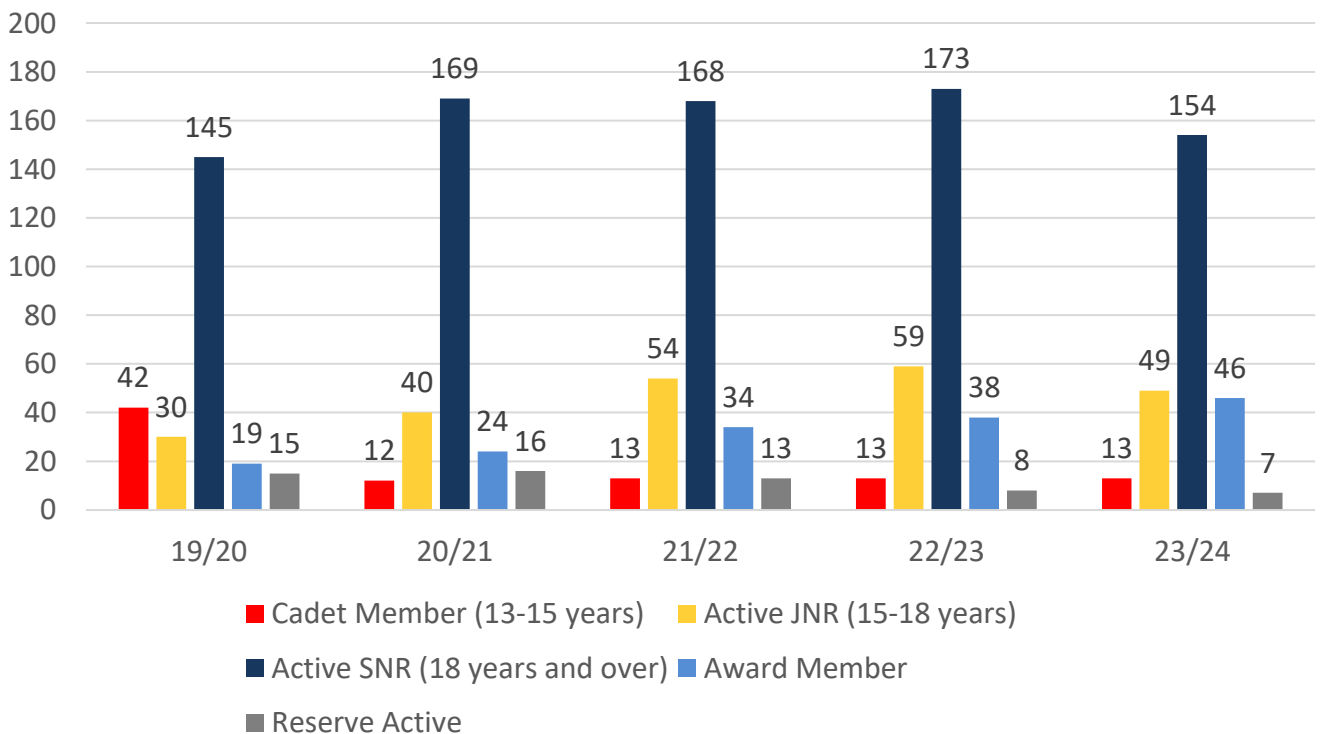
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	50	49	66	58	65
Under 7	51	55	63	65	49
Under 8	71	52	67	61	61
Under 9	48	43	61	57	43
Under 10	43	53	43	37	46
Under 11	29	31	39	38	40
Under 12	34	28	30	36	33
Under 13	14	26	22	20	30
Under 14	8	11	26	20	18
Junior Activities Total	348	348	417	392	385

# 5 YEAR TREND ANALYSIS

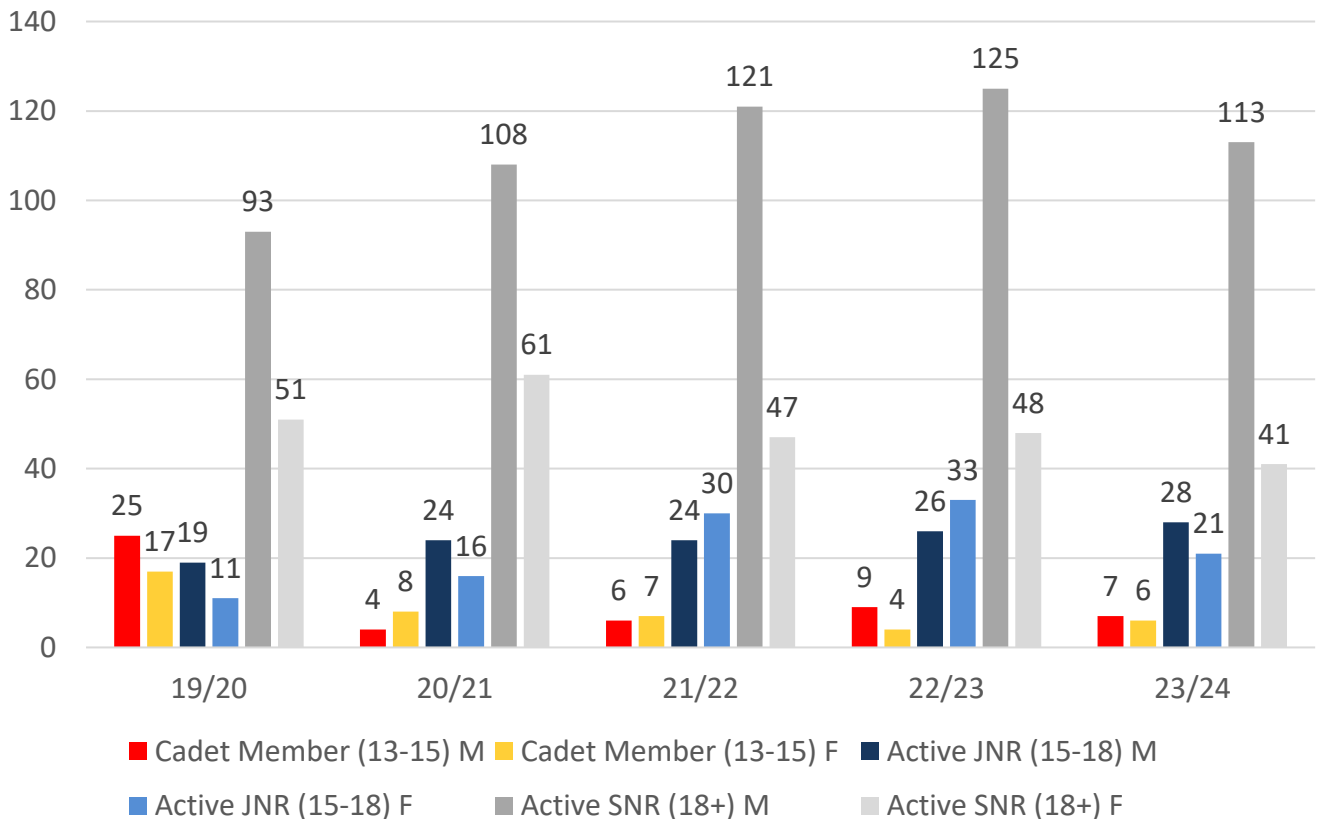
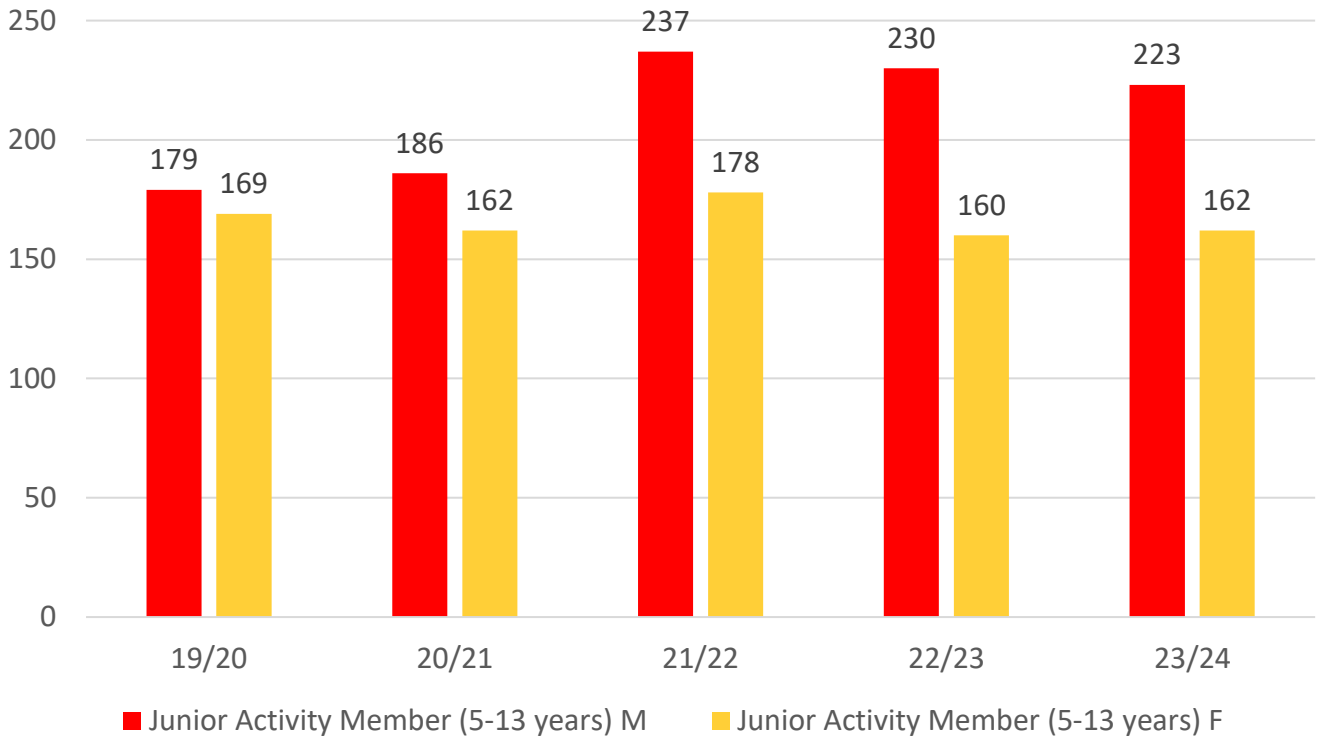
## Total Membership



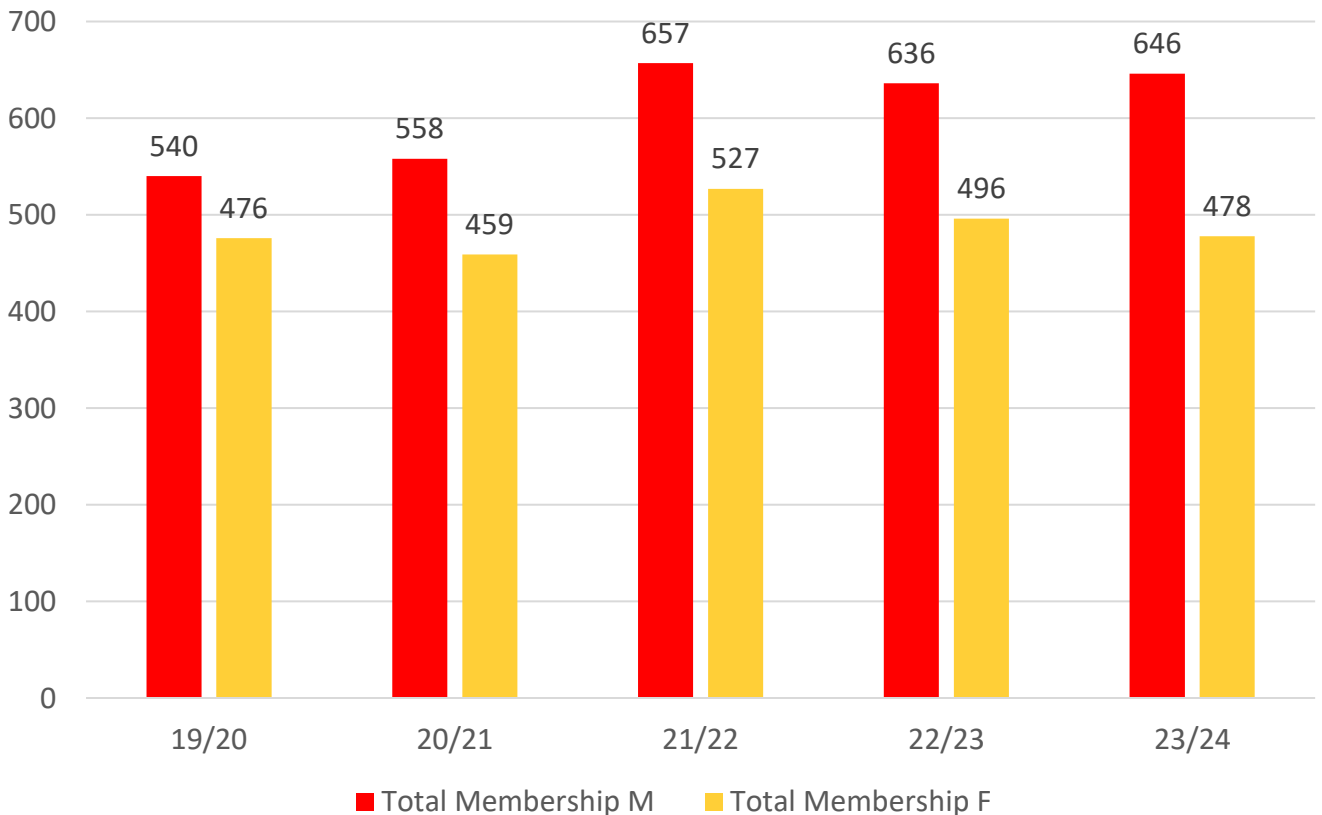
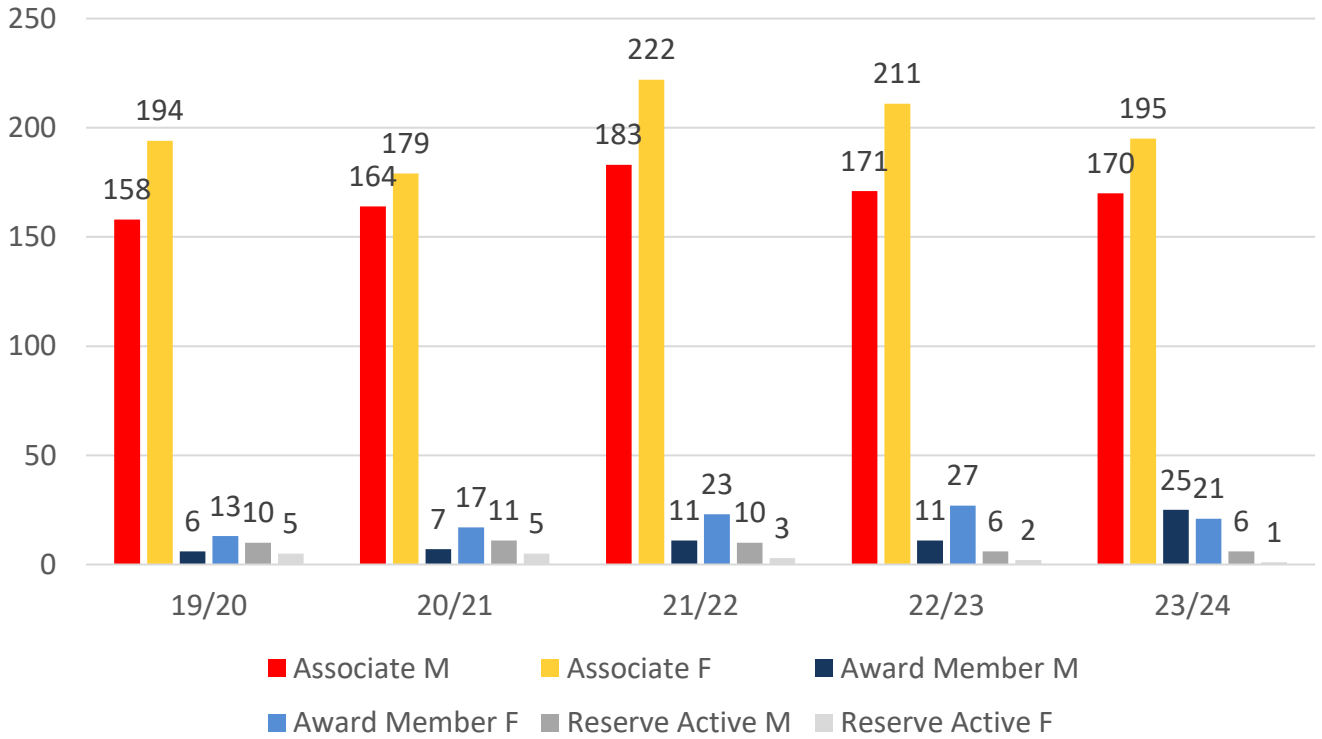
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**401**

**BRAND NEW MEMBERS**



**61%**

**MEMBERSHIP RETENTION**



**420**

**MEMBERS LOST FROM THE ORGANISATION**

MERMAID BEACH 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.	%
<b>Probationary</b>	<b>0</b>	0			0		0		23		0		<b>23</b>	
<b>Junior Activities</b>	<b>390</b>	230	59%	12	5	1%	155	40%	157	40%	10	3%	<b>385</b>	-1%
<b>Cadet Member (13-15 years)</b>	<b>13</b>	10	77%		0	0%	3	23%	0	0%	0	0%	<b>13</b>	0%
<b>Active (15-18 yrs)</b>	<b>59</b>	42	71%	10	4	7%	13	22%	14	24%	3	5%	<b>49</b>	-17%
<b>Active (18yrs and over)</b>	<b>173</b>	121	70%	3	6	3%	46	27%	25	14%	11	6%	<b>154</b>	-11%
<b>Award Member</b>	<b>38</b>	24	63%		0	0%	14	37%	8	21%	0	0%	<b>46</b>	21%
<b>Reserve Active</b>	<b>8</b>	6	75%		0	0%	2	25%	1	13%	0	0%	<b>7</b>	-13%
<b>Long Service</b>	<b>38</b>	33	87%		2	5%	3	8%	2	5%	1	3%	<b>36</b>	-5%
<b>Past Active</b>	<b>0</b>	0			0		0		0		2		<b>12</b>	
<b>Associate</b>	<b>382</b>	193	51%	5	6	2%	183	48%	170	45%	7	2%	<b>365</b>	-4%
<b>Life Member</b>	<b>30</b>	30	100%		0	0%	0	0%	0	0%	0	0%	<b>31</b>	3%
<b>General</b>	<b>0</b>	0			0		0		0		0		<b>0</b>	
<b>Honorary</b>	<b>0</b>	0			0		0		0		0		<b>0</b>	
<b>Non Member Participant</b>	<b>0</b>	0			0		0		0		0		<b>0</b>	
<b>Leave / Restricted</b>	<b>1</b>	0	0%		0	0%	1	100%	1	100%	0	0%	<b>3</b>	200%
<b>Total Active</b>	<b>291</b>	<b>203</b>	70%		<b>10</b>	3%	<b>78</b>	27%	<b>48</b>	16%	<b>14</b>		<b>269</b>	-8%
<b>Total</b>	<b>1132</b>	<b>689</b>	61%		<b>23</b>	2%	<b>420</b>	37%	<b>401</b>	35%	<b>34</b>		<b>1124</b>	-1%

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

# MEMBERSHIP RETENTION

MERMAID BEACH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	29	23	79%	5	17%	3	10%	20
16-18 Years	53	33	62%	17	32%	16	30%	60
19-25 Years	46	21	46%	22	48%	15	33%	42
26-35 Years	35	23	66%	12	34%	3	9%	26
36-50 Years	85	68	80%	17	20%	5	6%	77
51-70 Years	43	35	81%	5	12%	6	14%	44
70+ Years	0	0		0		0		0
<b>Total</b>	291	203	70%	78	27%	48	16%	269

MERMAID BEACH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	58					65		65
Under 7	65	28	48%	27	47%	19	33%	49
Under 8	61	40	62%	25	38%	20	31%	61
Under 9	57	31	51%	29	48%	10	16%	43
Under 10	37	33	58%	24	42%	12	21%	46
Under 11	38	26	70%	11	30%	13	35%	40
Under 12	36	23	61%	15	39%	9	24%	33
Under 13	20	23	64%	13	36%	7	19%	30
Under 14	18	14	70%	6	30%	2	10%	18
Transitioned From JA		12	67%					

# MEMBERSHIP RETENTION

2021/22



65%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



61%

JUNIOR MEMBERSHIP  
RETENTION

2022/23



61%

TOTAL MEMBERSHIP  
RETENTION



74%

ACTIVE MEMBERSHIP  
RETENTION



59%

JUNIOR MEMBERSHIP  
RETENTION

2023/24



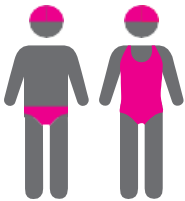
61%

TOTAL MEMBERSHIP  
RETENTION



70%

ACTIVE MEMBERSHIP  
RETENTION



59%

JUNIOR MEMBERSHIP  
RETENTION