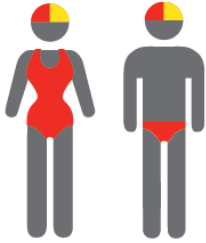


METROPOLITAN CALOUNDRA

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2023/24



200

ACTIVE
MEMBERSHIP



844

TOTAL
MEMBERSHIP



316

JUNIOR
MEMBERSHIP

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



1% Decrease



Equal



1% Increase

Vs. 2022/23 EOS (MAY 2023)



2% Decrease



1% Decrease



Equal

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

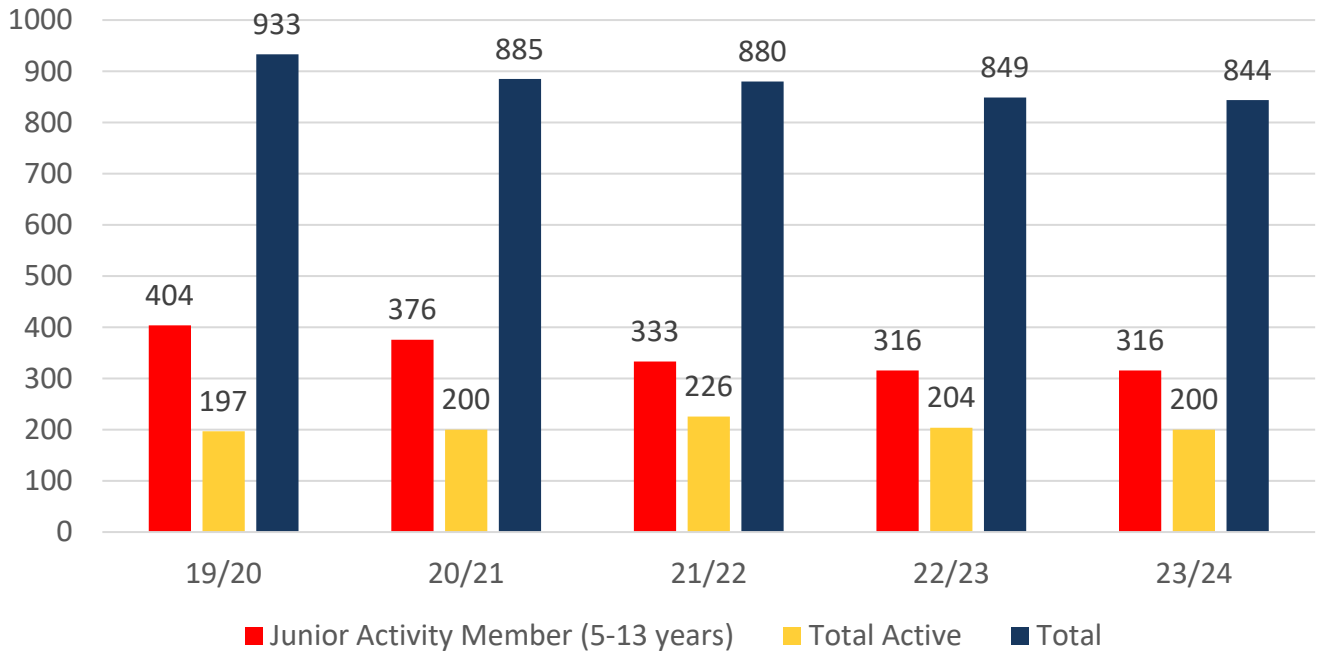
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	4	1	2	2
Junior Activity Member (5-13 years)	404	376	333	316	316
Cadet Member (13-15 years)	43	47	37	23	26
Active Junior (15-18 years)	34	30	53	60	51
Active Senior (18years and over)	117	117	127	113	117
Award Member	2	5	8	7	4
Reserve Active	1	1	1	1	2
Long Service	16	16	13	16	11
Past Active	6	2	9	6	2
Associate	278	252	260	267	275
Life Member	28	31	34	34	35
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	4	3	4	0	0
Leave / Restricted	0	1	0	4	3
Total Active	197	200	226	204	200
Total	933	885	880	849	844

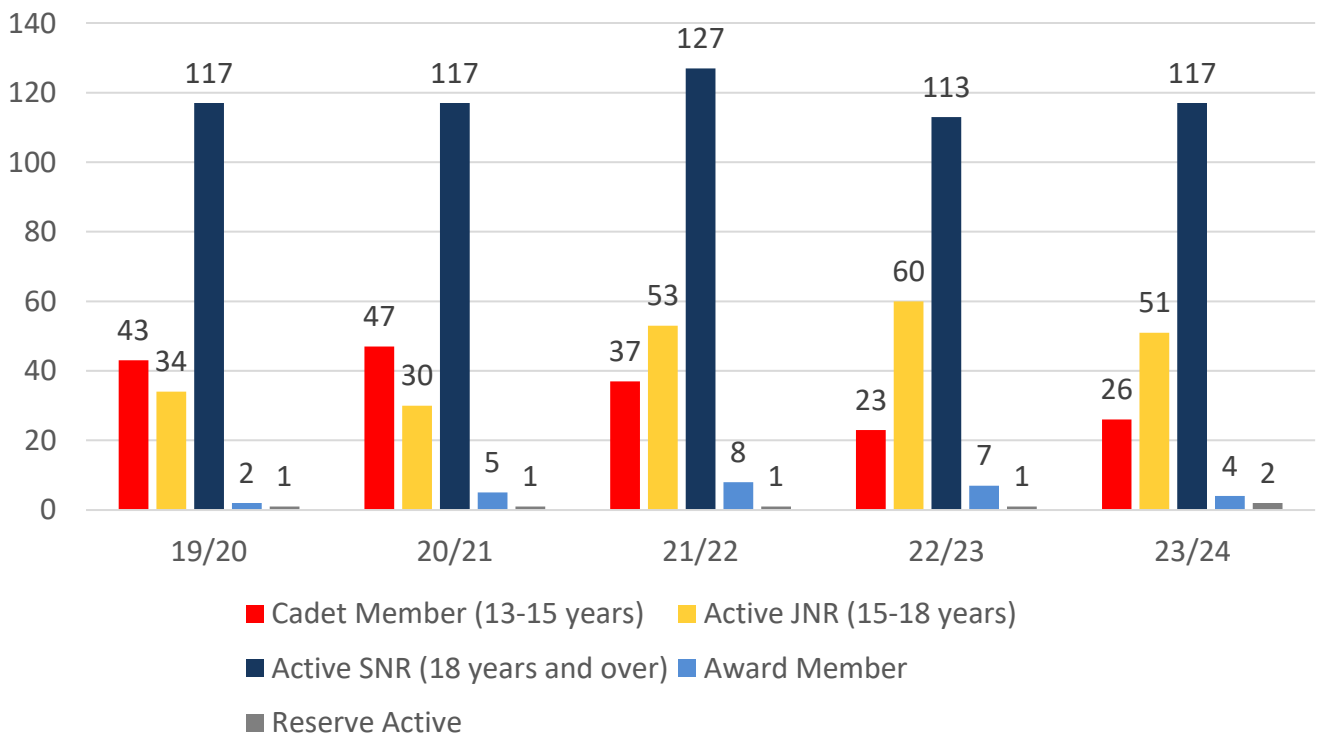
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	27	25	24	20	19
Under 7	65	45	43	40	41
Under 8	66	56	50	50	46
Under 9	58	55	42	51	45
Under 10	59	46	53	39	43
Under 11	32	50	43	46	40
Under 12	47	37	46	19	38
Under 13	30	36	29	30	15
Under 14	20	25	30	23	29
Junior Activities Total	404	375	360	318	316

5 YEAR TREND ANALYSIS

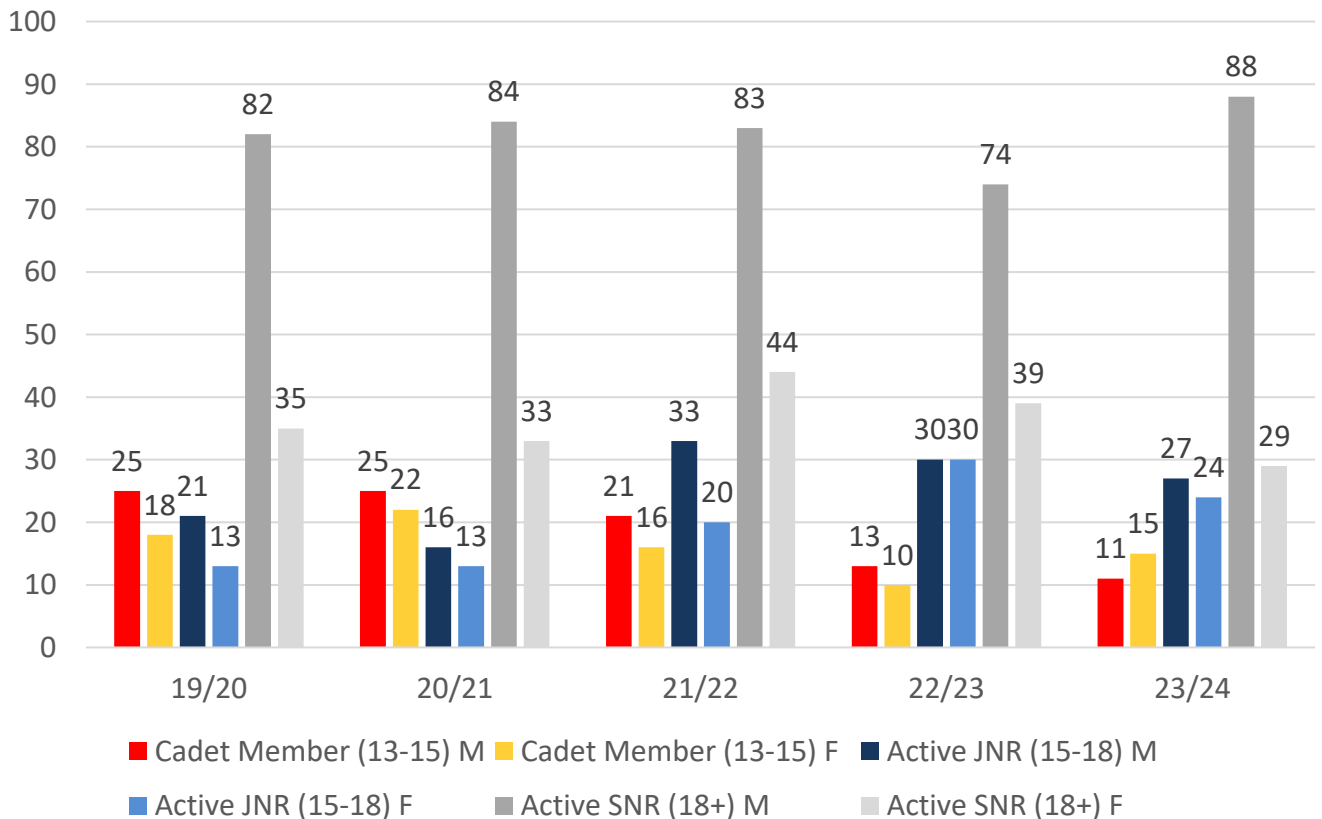
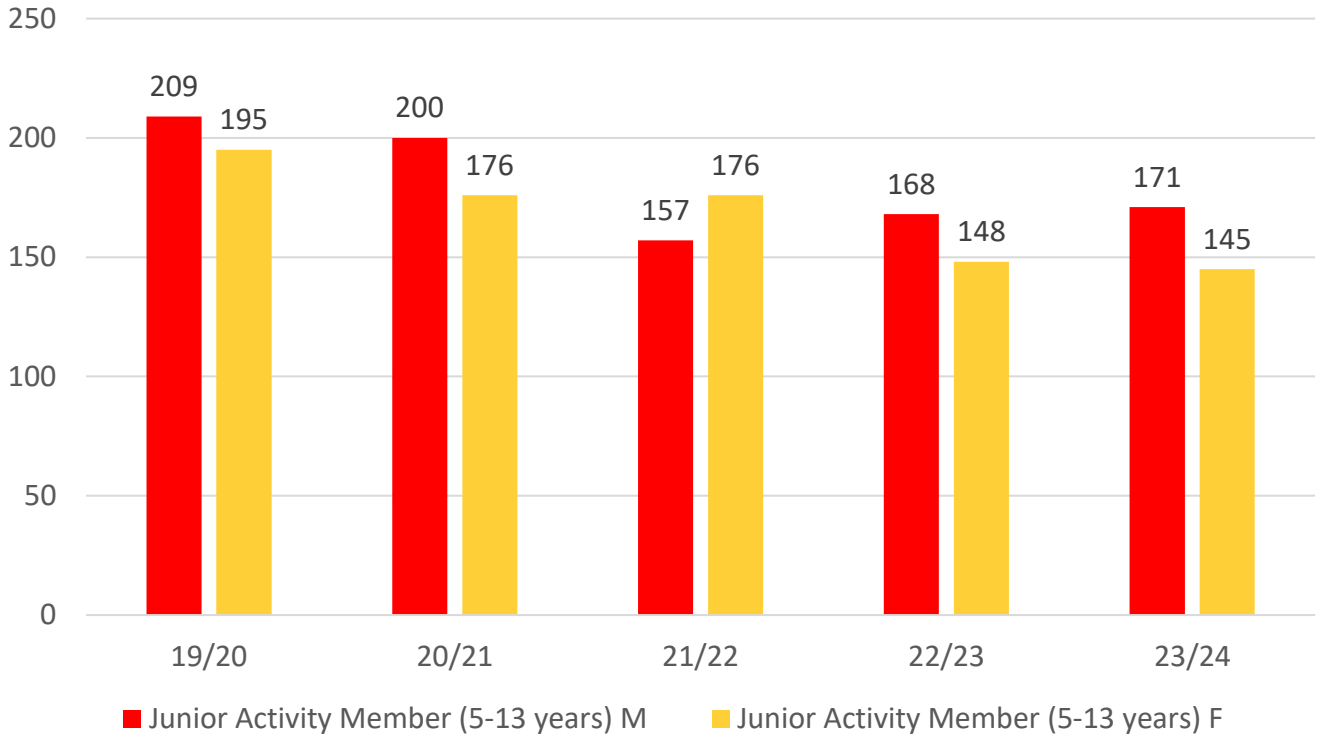
Total Membership



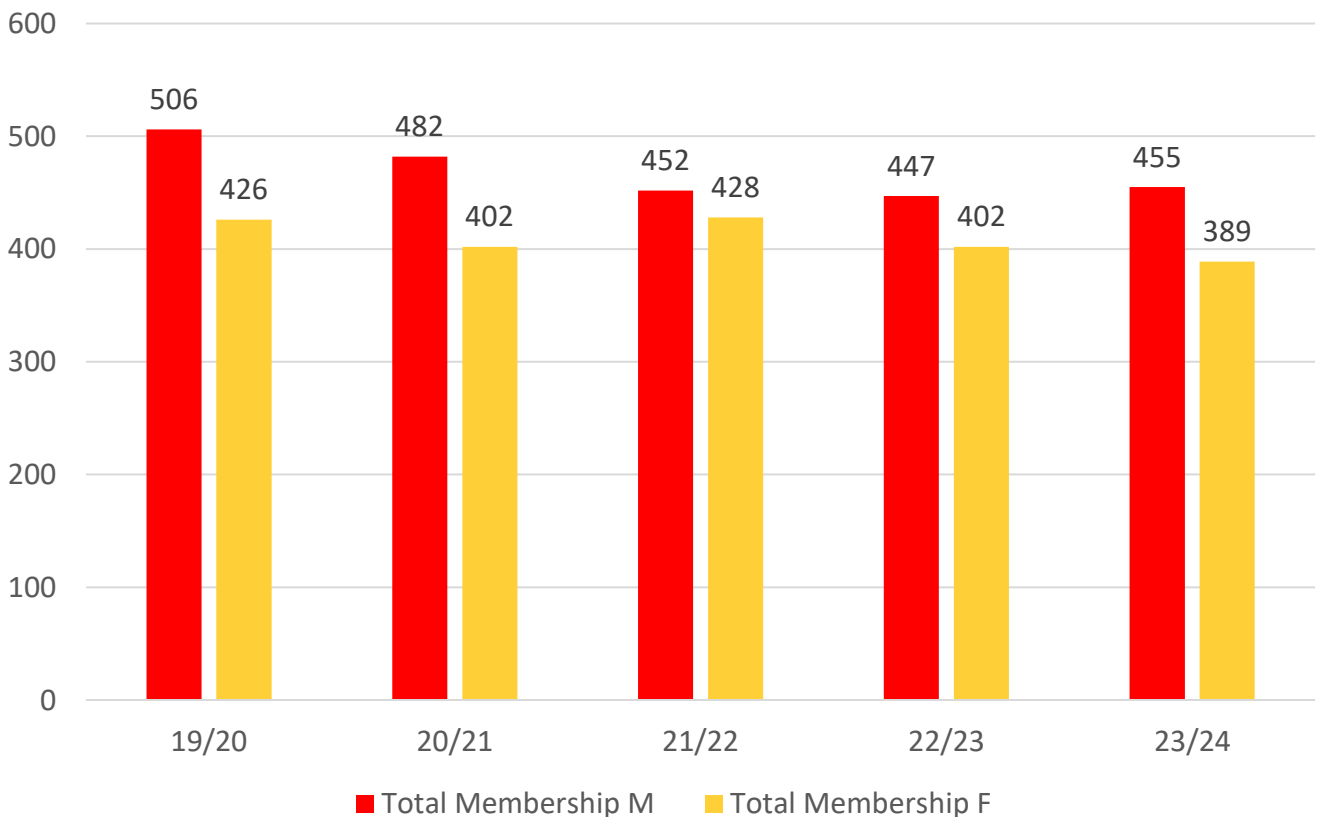
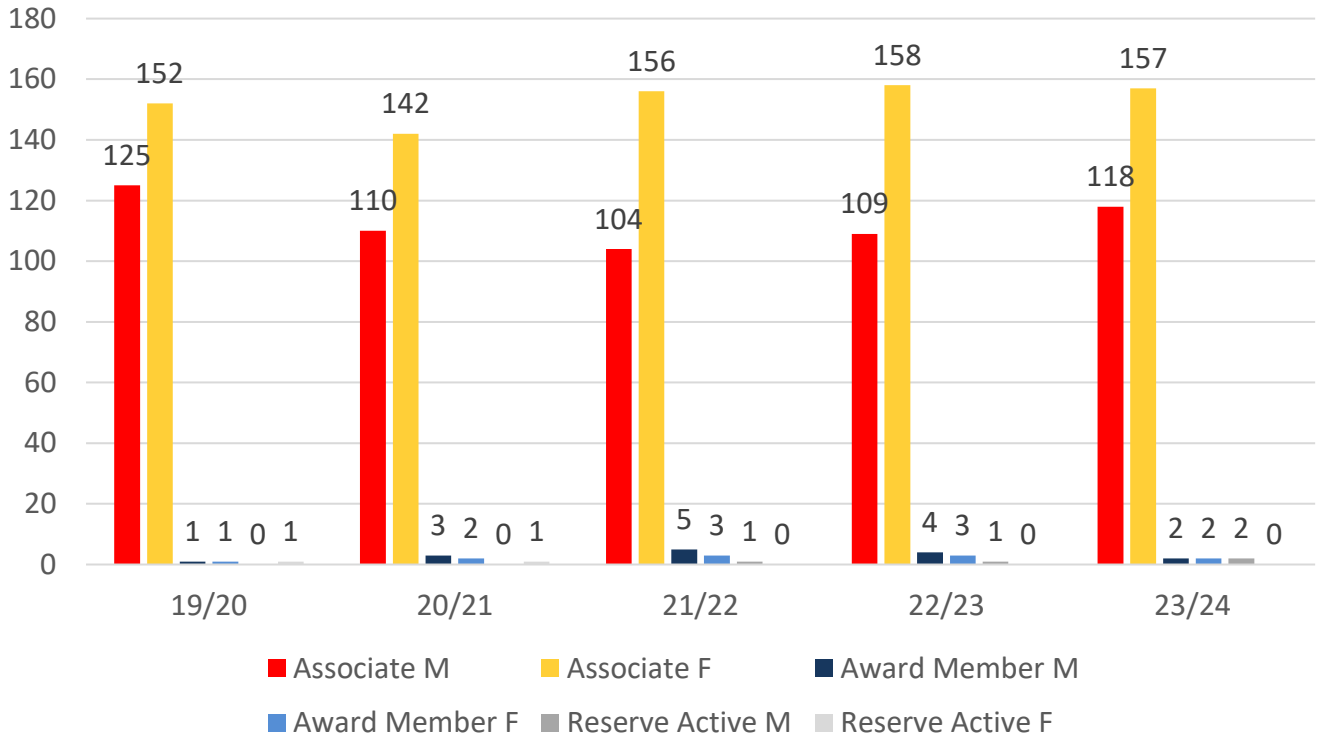
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



254

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



244

MEMBERS LOST FROM THE ORGANISATION

METROPOLITAN CALOUNDRA 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%	1	0	0%	1	50%	2	100%	0	0%	2	0%
Junior Activities	316	207	66%	18	12	4%	97	31%	122	39%	5	2%	316	0%
Cadet Member (13-15 years)	23	18	78%		0	0%	5	22%	0	0%	1	4%	26	13%
Active (15-18 yrs)	60	48	80%	2	3	5%	9	15%	4	7%	1	2%	51	-15%
Active (18yrs and over)	113	95	84%		8	7%	10	9%	5	4%	1	1%	117	4%
Award Member	7	5	71%	1	0	0%	2	29%	0	0%	0	0%	4	-43%
Reserve Active	1	1	100%		0	0%	0	0%	0	0%	0	0%	2	100%
Long Service	16	13	81%	2	1	6%	2	13%	0	0%	0	0%	11	-31%
Past Active	6	6	100%	4	0	0%	0	0%	0	0%	0	0%	2	-67%
Associate	267	145	54%		8	3%	114	43%	121	45%	7	3%	275	3%
Life Member	34	33	97%		0	0%	1	3%	0	0%	0	0%	35	3%
General	0	0			0		0		0		0		0	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	6	3	50%		0	0%	3	50%	0	0%	0	0%	3	-50%
Total Active	204	167	82%		11	5%	26	13%	9	4%	3		200	-2%
Total	851	575	68%		32	4%	244	29%	254	30%	15		844	-1%

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

MEMBERSHIP RETENTION

METROPOLITAN CALOUNDRA 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	36	30	83%	5	14%	0	0%	28
16-18 Years	48	36	75%	10	21%	1	2%	47
19-25 Years	17	13	76%	3	18%	3	18%	25
26-35 Years	12	7	58%	2	17%	1	8%	9
36-50 Years	64	56	88%	4	6%	3	5%	53
51-70 Years	27	25	93%	2	7%	1	4%	38
70+ Years	0	0		0		0		0
Total	204	167	82%	26	13%	9	4%	200

METROPOLITAN CALOUNDRA 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	20					19		19
Under 7	40	11	55%	8	40%	29	145%	41
Under 8	50	26	65%	12	30%	19	48%	46
Under 9	51	28	56%	21	42%	17	34%	45
Under 10	39	31	61%	17	33%	12	24%	43
Under 11	46	25	64%	13	33%	14	36%	40
Under 12	19	29	63%	16	35%	8	17%	38
Under 13	30	12	63%	4	21%	3	16%	15
Under 14	21	27	90%	3	10%	1	3%	29
Transitioned From JA		18	86%					

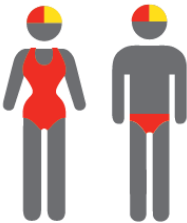
MEMBERSHIP RETENTION

2021/22



61%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



57%

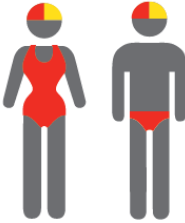
JUNIOR MEMBERSHIP
RETENTION

2022/23



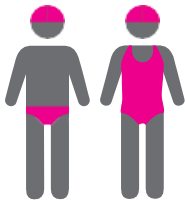
61%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



53%

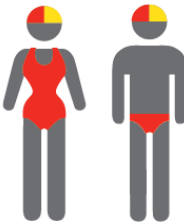
JUNIOR MEMBERSHIP
RETENTION

2023/24



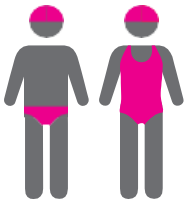
68%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION