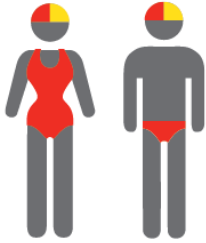


# MIAMI BEACH

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**143**  
ACTIVE  
MEMBERSHIP



**776**  
TOTAL  
MEMBERSHIP



**302**  
JUNIOR  
MEMBERSHIP

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



4% Increase



2% Increase



2% Increase

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



10% Decrease



1% Increase



5% 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

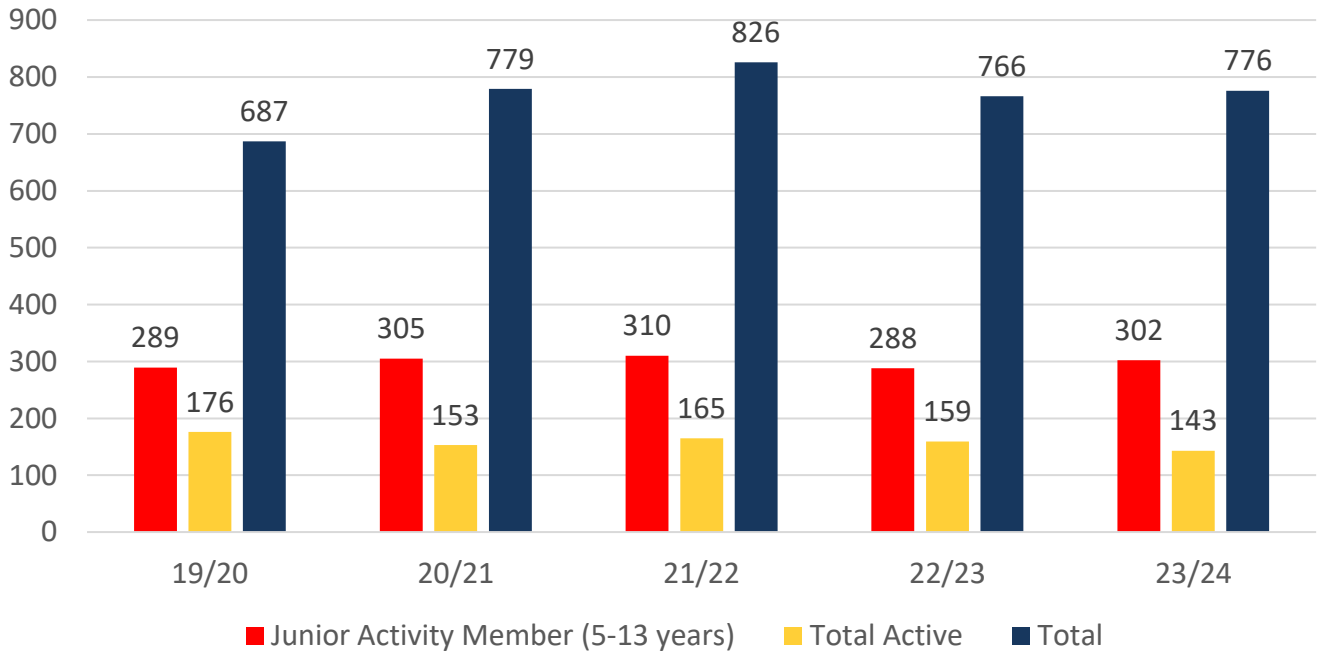
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	3	4	4	2	1
Junior Activity Member (5-13 years)	289	305	310	288	302
Cadet Member (13-15 years)	24	21	27	10	18
Active Junior (15-18 years)	37	29	30	39	34
Active Senior (18years and over)	80	68	78	76	69
Award Member	35	35	30	34	22
Reserve Active	0	0	0	0	0
Long Service	26	36	35	38	43
Past Active	0	0	0	0	0
Associate	160	248	279	243	249
Life Member	31	32	32	32	33
General	0	0	0	0	1
Honorary	0	0	0	0	0
Non Member Participants	2	1	1	0	1
Leave / Restricted	0	0	0	4	3
Total Active	176	153	165	159	143
Total	687	779	826	766	776

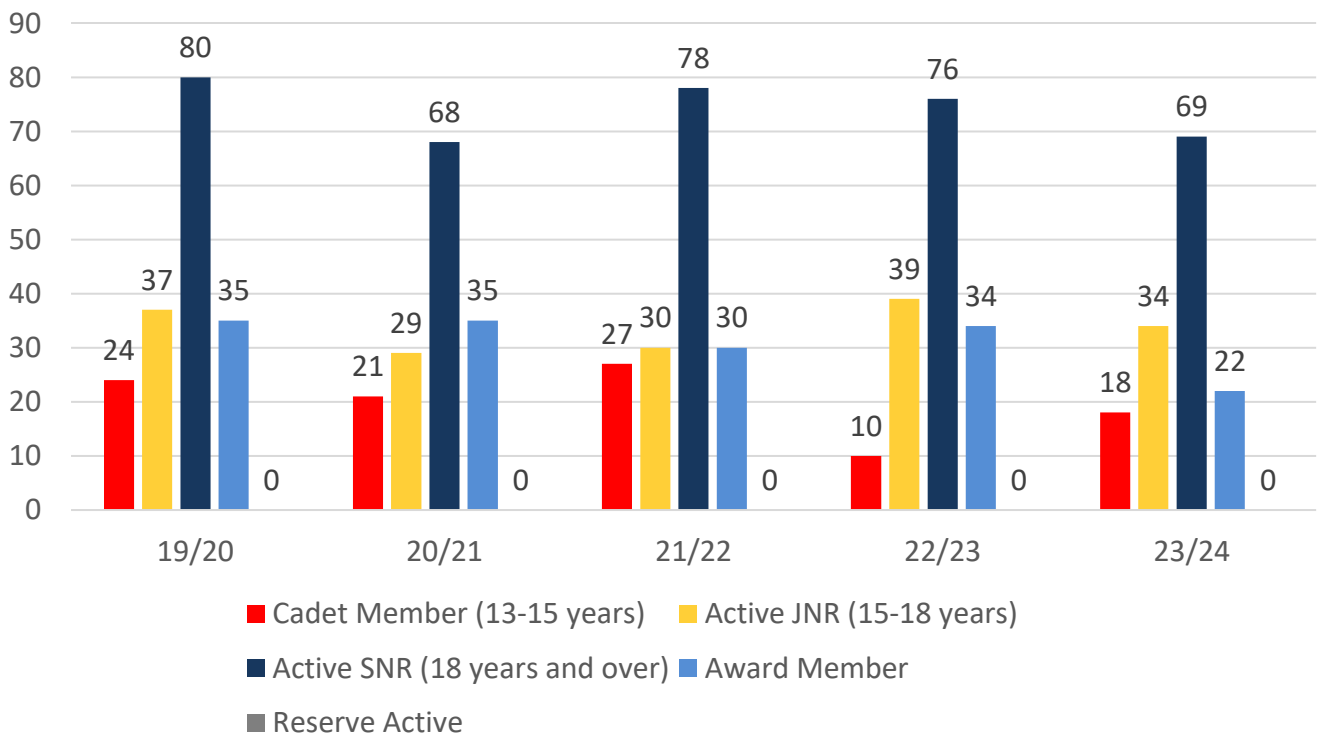
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	32	50	36	46	45
Under 7	34	34	52	36	43
Under 8	58	40	39	39	37
Under 9	34	42	38	38	41
Under 10	37	38	35	20	35
Under 11	33	32	33	36	23
Under 12	19	32	33	17	33
Under 13	23	14	29	30	17
Under 14	19	23	15	26	28
Junior Activities Total	289	305	310	288	302

# 5 YEAR TREND ANALYSIS

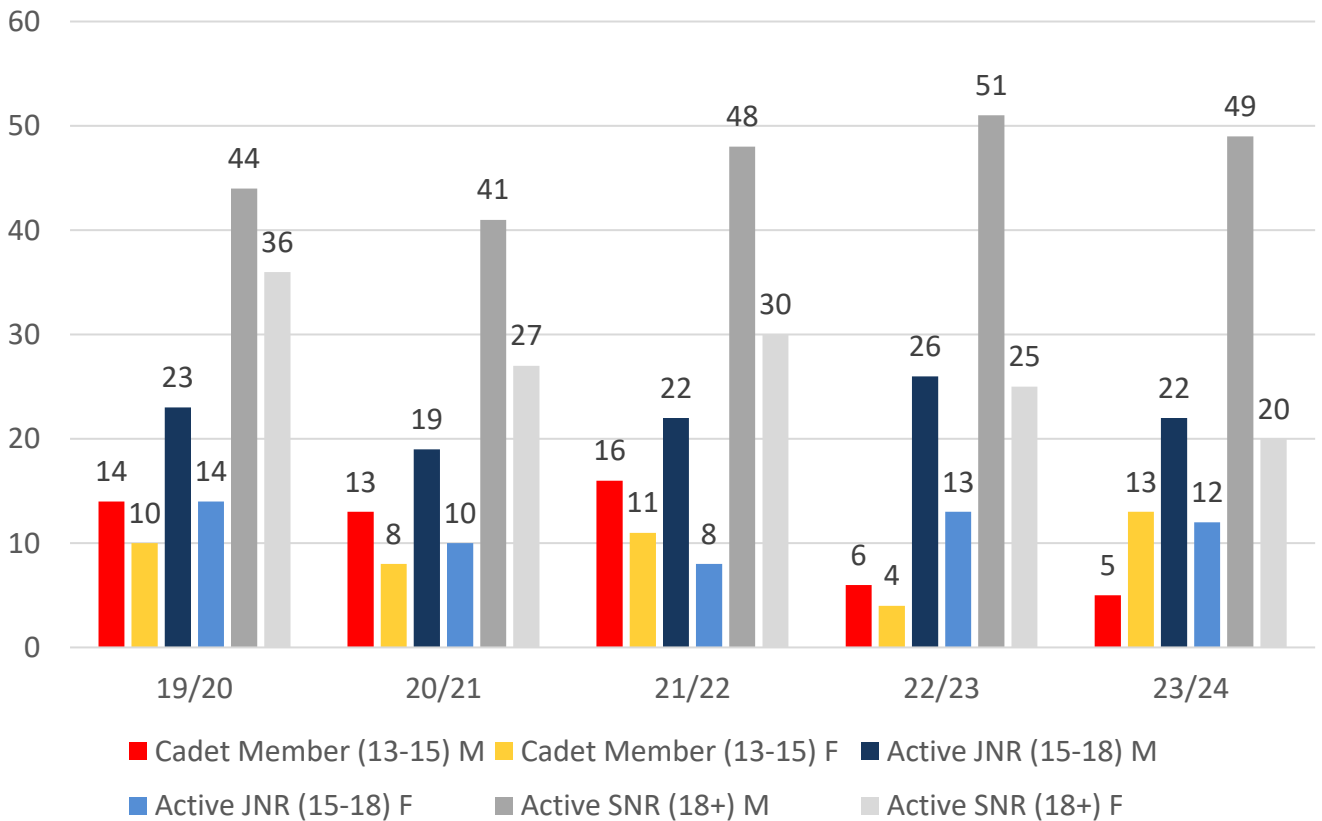
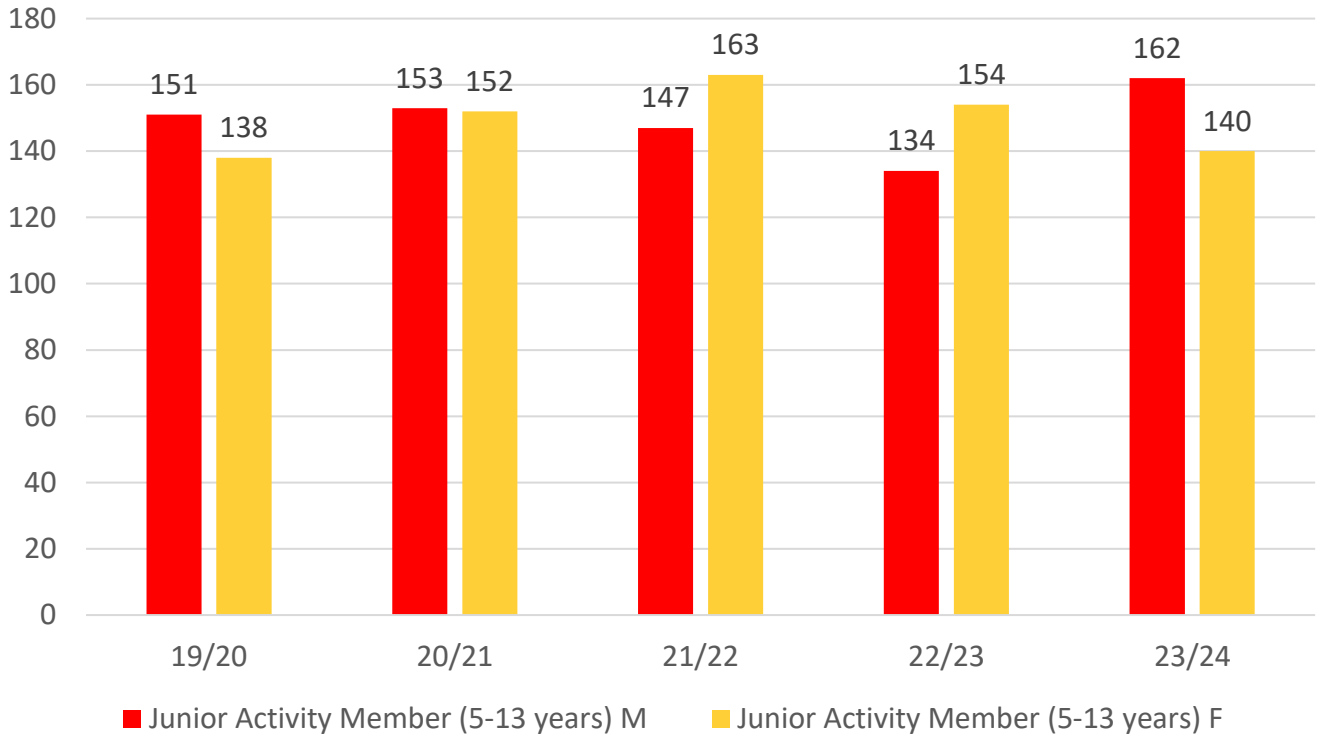
## Total Membership



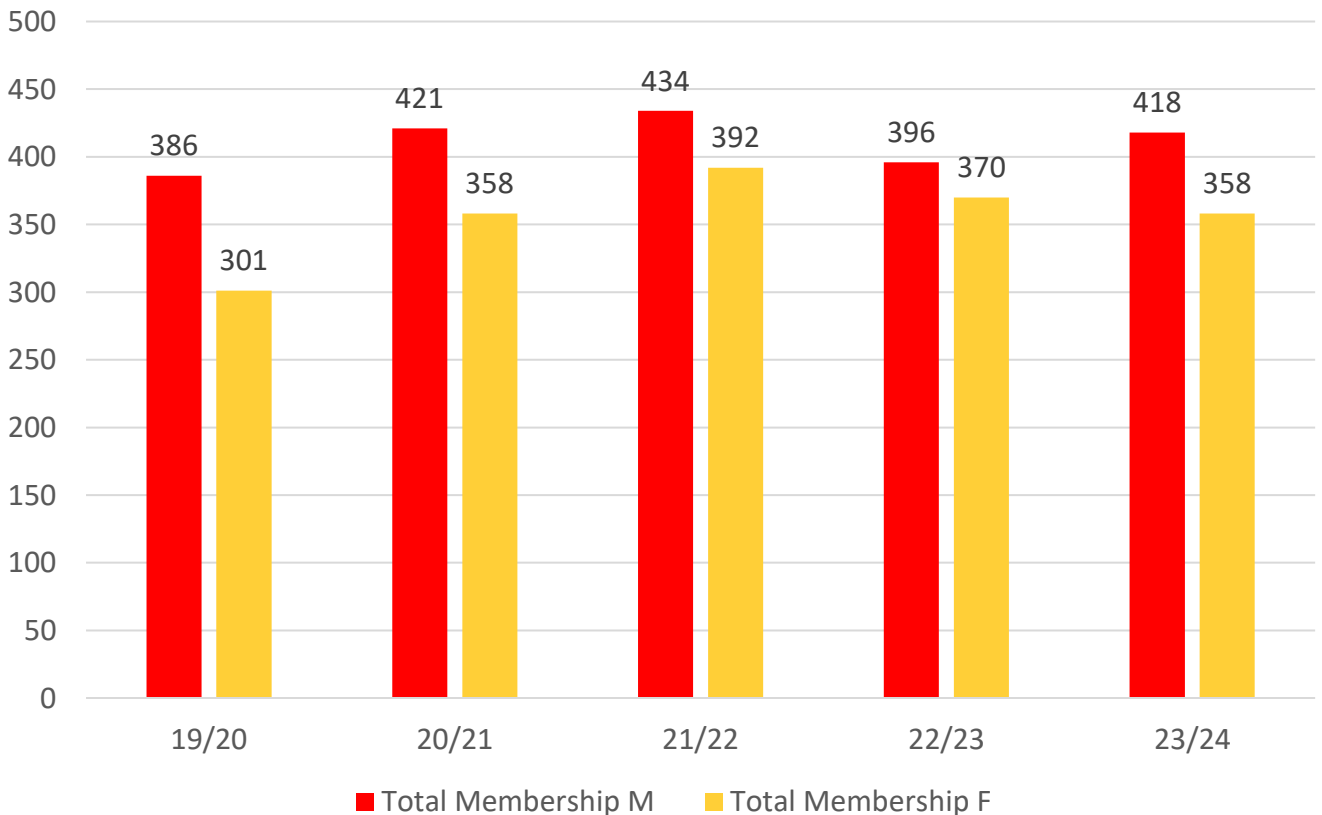
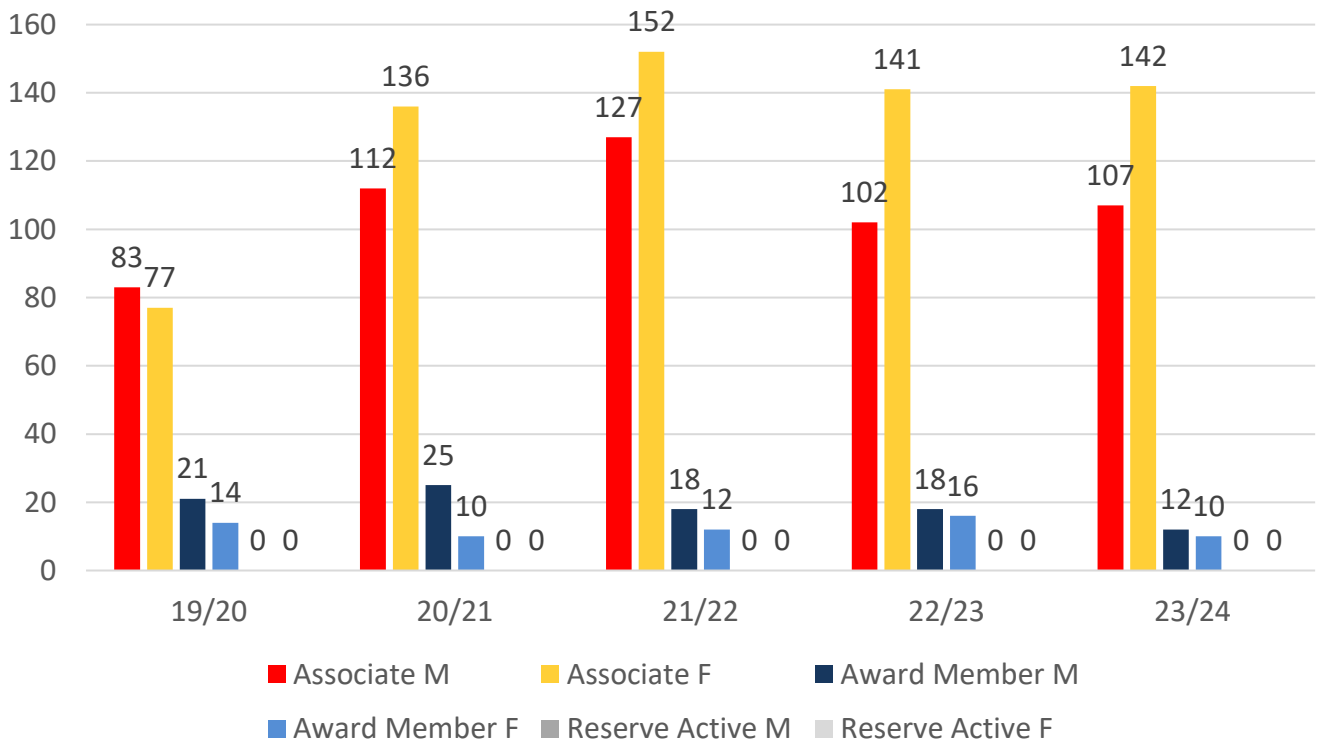
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



244

BRAND NEW MEMBERS



69%

MEMBERSHIP RETENTION



229

MEMBERS LOST FROM THE ORGANISATION

## MIAMI 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.	%
Probationary	2	0	0%		0	0%	2	100%	1	50%	0	0%	1	-50%
Junior Activities	288	194	67%	17	5	2%	89	31%	124	43%	1	0%	302	5%
Cadet Member (13-15 years)	10	8	80%		0	0%	2	20%	1	10%	0	0%	18	80%
Active (15-18 yrs)	39	31	79%		2	5%	6	15%	2	5%	0	0%	34	-13%
Active (18yrs and over)	76	62	82%	2	2	3%	12	16%	5	7%	4	5%	69	-9%
Award Member	34	29	85%	8	0	0%	5	15%	1	3%	0	0%	22	-35%
Reserve Active	0	0			0		0		0		0		0	
Long Service	38	35	92%		0	0%	3	8%	1	3%	1	3%	43	13%
Past Active	0	0			0		0		0		0		0	
Associate	243	130	53%		3	1%	110	45%	107	44%	1	0%	249	2%
Life Member	32	32	100%		0	0%	0	0%	0	0%	0	0%	33	3%
General	0	0			0		0		1		0		1	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		1		0		1	
Leave / Restricted	4	4	100%	1	0	0%	0	0%	0	0%	0	0%	3	-25%
<b>Total Active</b>	<b>159</b>	<b>130</b>	<b>82%</b>		<b>4</b>	<b>3%</b>	<b>25</b>	<b>16%</b>	<b>9</b>	<b>6%</b>	<b>4</b>		<b>143</b>	<b>-10%</b>
<b>Total</b>	<b>766</b>	<b>525</b>	<b>69%</b>		<b>12</b>	<b>2%</b>	<b>229</b>	<b>30%</b>	<b>244</b>	<b>32%</b>	<b>7</b>		<b>776</b>	<b>1%</b>

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

# MEMBERSHIP RETENTION

## MIAMI BEACH 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	18	16	89%	2	11%	2	11%	24
16-18 Years	35	26	74%	7	20%	1	3%	33
19-25 Years	26	19	73%	5	19%	1	4%	24
26-35 Years	6	6	100%	0	0%	1	17%	4
36-50 Years	45	40	89%	5	11%	3	7%	33
51-70 Years	29	23	79%	6	21%	1	3%	25
70+ Years	0	0		0		0		0
<b>Total</b>	159	130	82%	25	16%	9	6%	143

## MIAMI BEACH 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	46					45		45
Under 7	36	30	65%	14	30%	12	26%	43
Under 8	39	21	58%	15	42%	16	44%	37
Under 9	38	29	74%	9	23%	12	31%	41
Under 10	20	23	61%	14	37%	12	32%	35
Under 11	36	15	75%	5	25%	8	40%	23
Under 12	17	22	61%	13	36%	11	31%	33
Under 13	30	13	76%	4	24%	4	24%	17
Under 14	26	24	80%	6	20%	4	13%	28
Transitioned From JA		17	65%					

# MEMBERSHIP RETENTION

2021/22



73%

TOTAL MEMBERSHIP  
RETENTION



85%

ACTIVE MEMBERSHIP  
RETENTION



71%

JUNIOR MEMBERSHIP  
RETENTION

2022/23



62%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION

2023/24



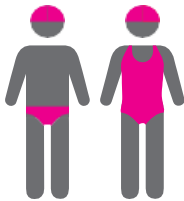
69%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



67%

JUNIOR MEMBERSHIP  
RETENTION