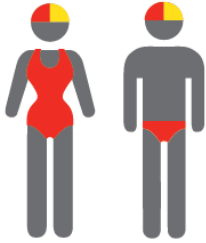


MISSION BEACH

MEMBERSHIP STATISTICS REPORT EOS 2023/24



37
ACTIVE
MEMBERSHIP



77
TOTAL
MEMBERSHIP



20
JUNIOR
MEMBERSHIP

Vs. 2023/24 Mid-Season (JULY 2023)



7% Decrease



18% Decrease



20% Decrease

Vs. 2022/23 EOS (NOV 2022)



8% Decrease



23% Decrease



31% 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

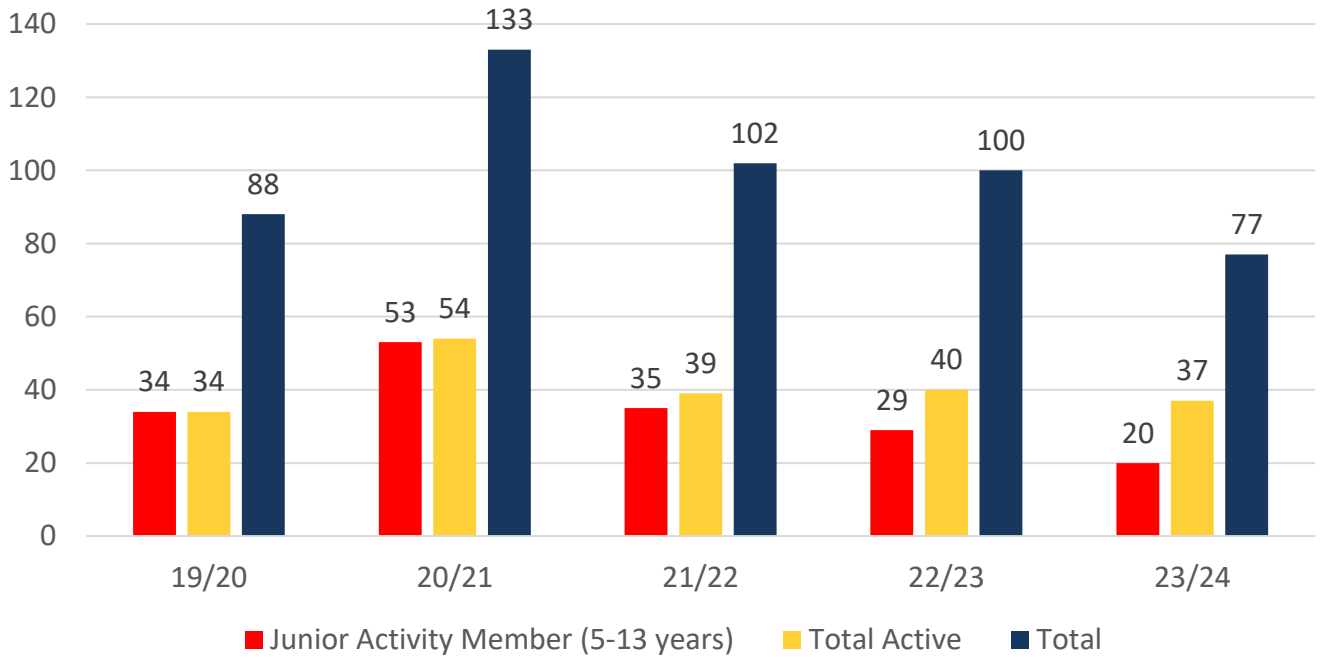
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	16	23	4	12	11
Junior Activity Member (5-13 years)	34	53	35	29	20
Cadet Member (13-15 years)	7	8	9	9	14
Active Junior (15-18 years)	3	5	6	10	5
Active Senior (18years and over)	22	25	24	21	17
Award Member	2	16	0	0	1
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	1	0	21	16	6
Life Member	3	3	3	3	3
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	0
Total Active	34	54	39	40	37
Total	88	133	102	100	77

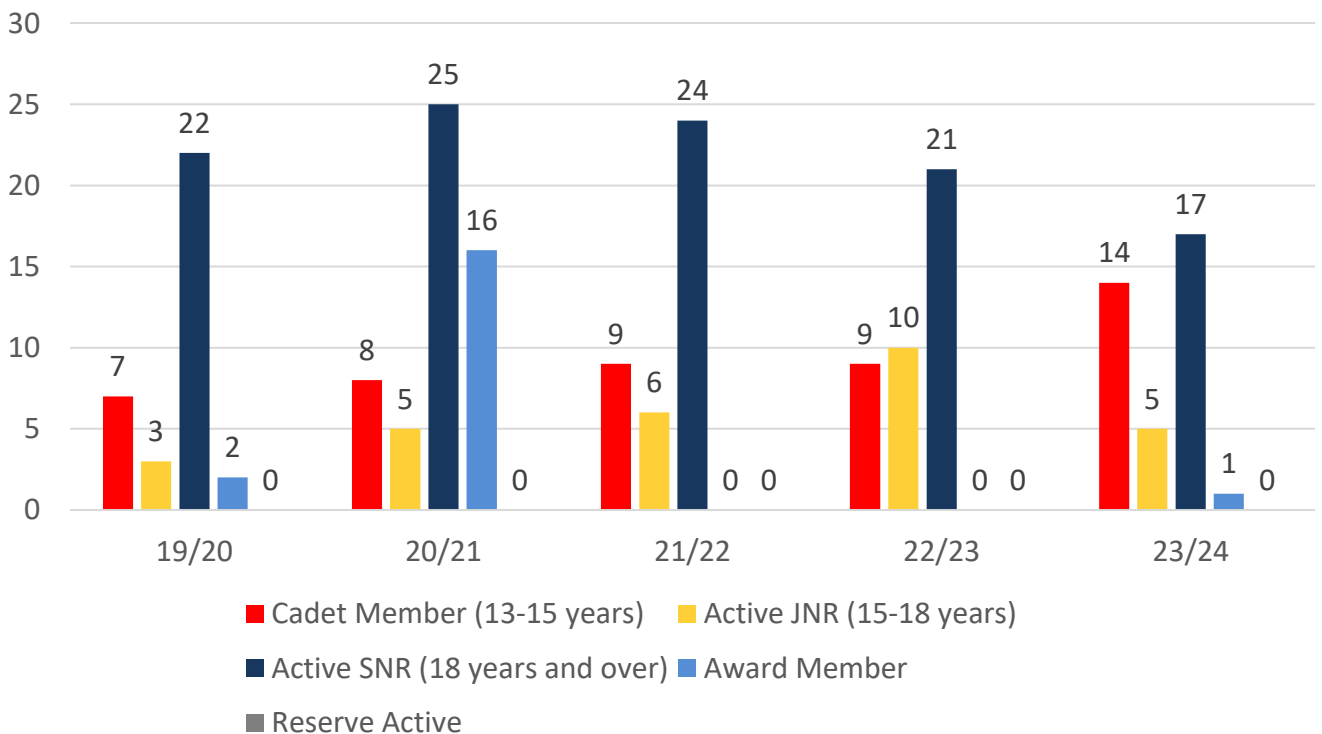
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	0	5	2	2	0
Under 7	4	5	5	2	2
Under 8	2	7	3	7	2
Under 9	1	3	3	1	9
Under 10	6	4	2	2	0
Under 11	7	7	2	4	2
Under 12	5	8	6	2	4
Under 13	4	7	8	6	0
Under 14	3	4	6	6	6
Junior Activities Total	32	50	37	32	25

5 YEAR TREND ANALYSIS

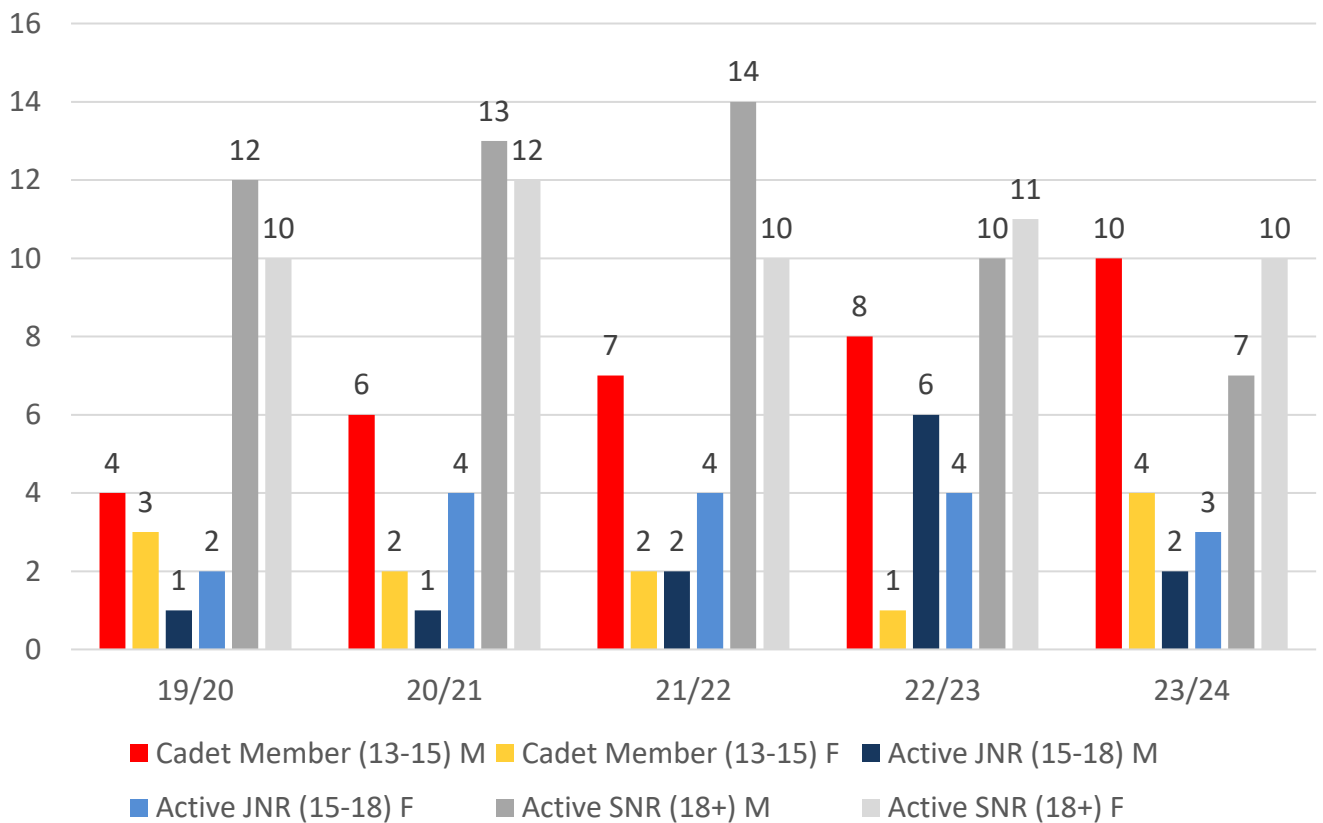
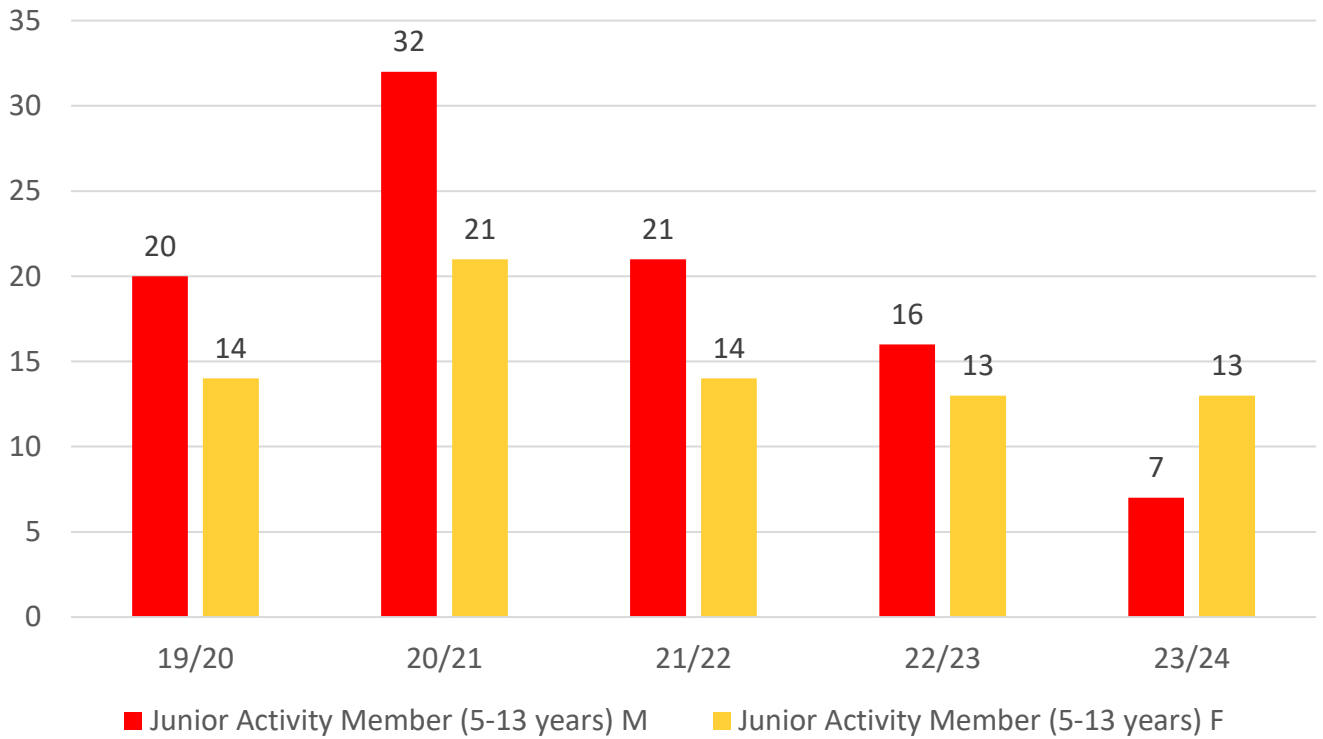
Total Membership



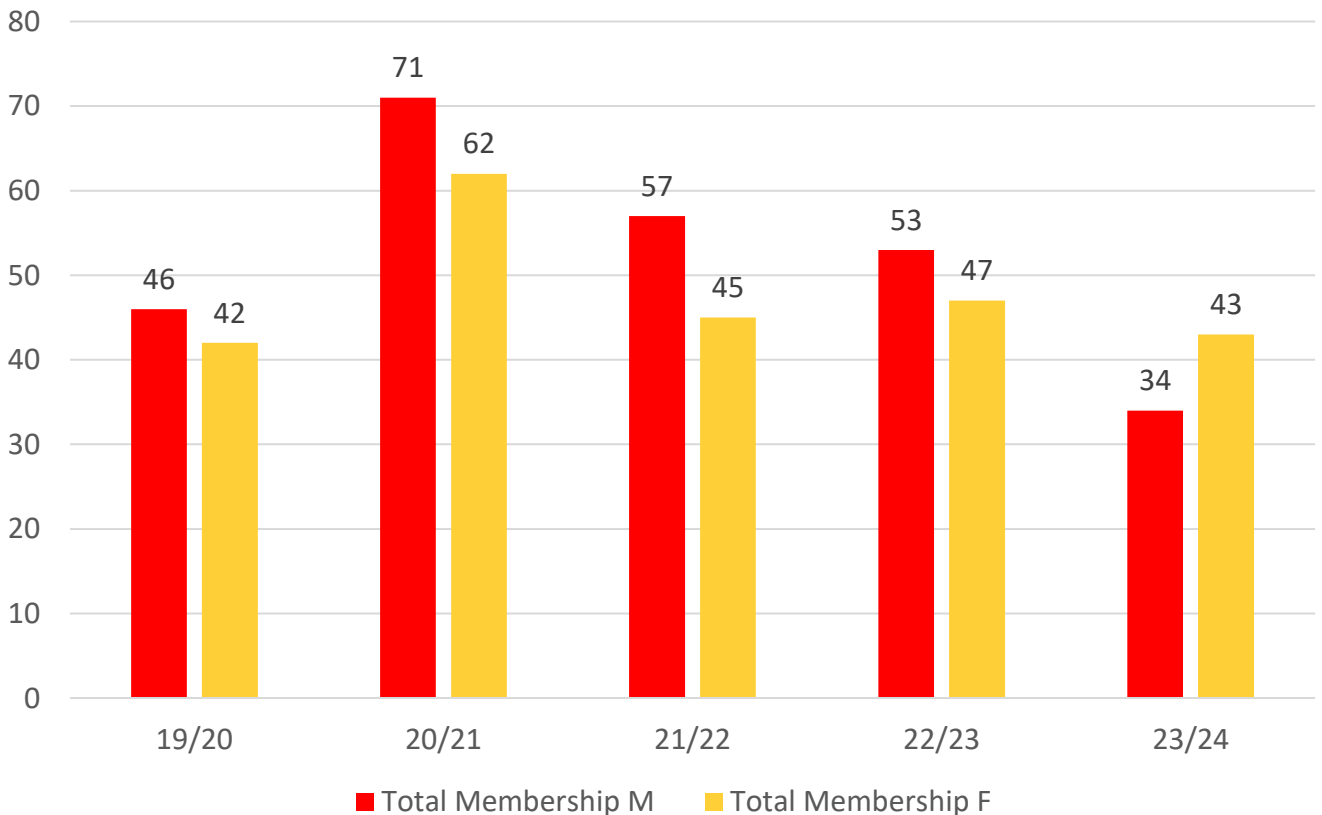
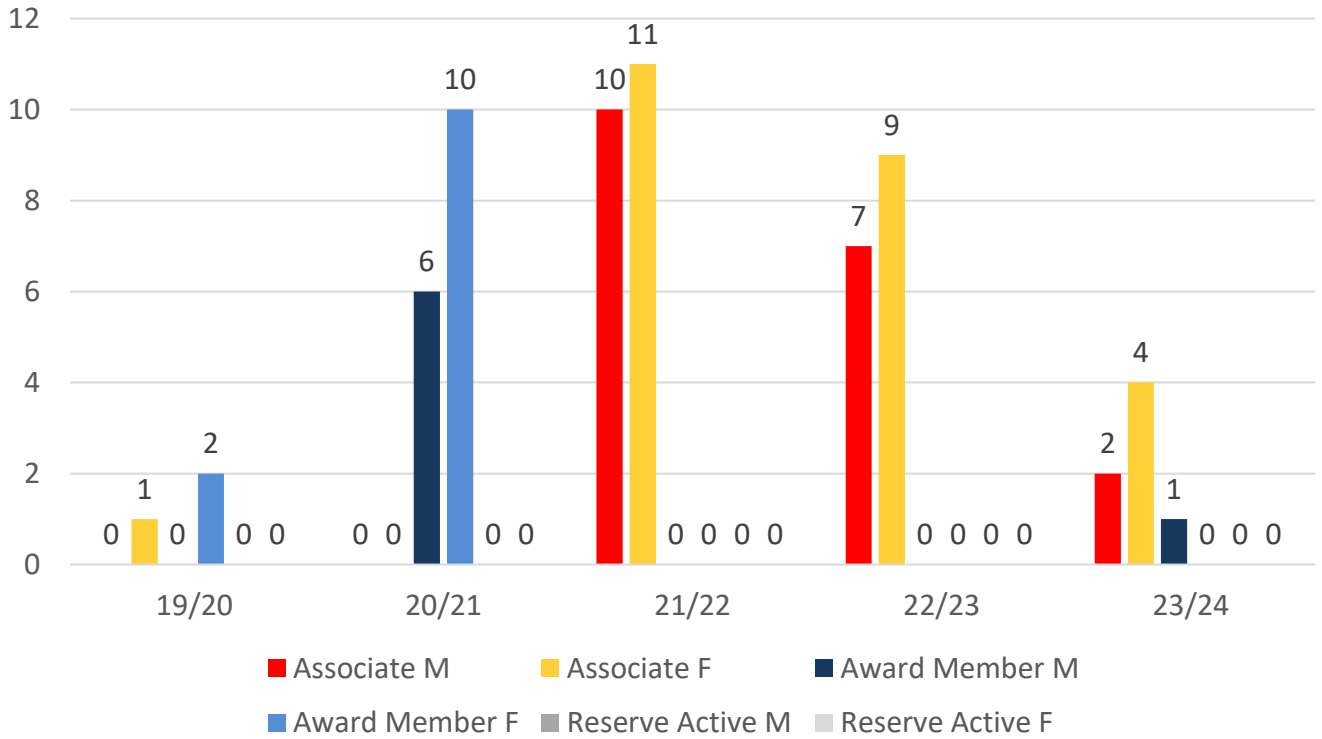
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



18

BRAND NEW MEMBERS



59%

MEMBERSHIP RETENTION



41

MEMBERS LOST FROM MISSION BEACH

MISSION 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	12	4	33%	1	0	0%	8	67%	8	67%	0	0%	11	-8%
Junior Activities	29	19	66%	7	0	0%	10	34%	8	28%	0	0%	20	-31%
Cadet Member (13-15 years)	9	6	67%		0	0%	3	33%	1	11%	0	0%	14	56%
Active (15-18 yrs)	10	5	50%		0	0%	5	50%	0	0%	0	0%	5	-50%
Active (18yrs and over)	21	15	71%		0	0%	6	29%	0	0%	0	0%	17	-19%
Award Member	0	0			0		0		0		0		1	
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	16	7	44%	2	0	0%	9	56%	1	6%	0	0%	6	-63%
Life Member	3	3	100%		0	0%	0	0%	0	0%	0	0%	3	0%
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	0	0			0		0		0		0		0	
Total Active	40	26	65%		0	0%	14	35%	1	3%	0		37	-8%
Total	100	59	59%		0	0%	41	41%	18	18%	0		77	-23%

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

MEMBERSHIP RETENTION

MISSION BEACH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	8	73%	3	27%	1	9%	13
16-18 Years	10	5	50%	5	50%	0	0%	6
19-25 Years	3	3	100%	0	0%	0	0%	5
26-35 Years	4	2	50%	2	50%	0	0%	3
36-50 Years	9	6	67%	3	33%	0	0%	7
51-70 Years	2	1	50%	1	50%	0	0%	2
70+ Years	1	1	100%	0	0%	0	0%	1
Total	40	26	65%	14	35%	1	3%	37

MISSION BEACH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	2					0		0
Under 7	2	2	100%	0	0%	0	0%	2
Under 8	7	0	0%	2	100%	2	100%	2
Under 9	1	5	71%	2	29%	4	57%	9
Under 10	2	0	0%	1	100%	0	0%	0
Under 11	4	2	100%	0	0%	0	0%	2
Under 12	2	2	50%	2	50%	2	50%	4
Under 13	6	0	0%	2	100%	0	0%	0
Under 14	3	6	100%	0	0%	0	0%	1
Transitioned From JA		2	67%					

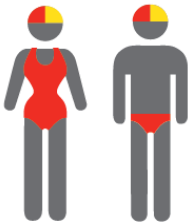
MEMBERSHIP RETENTION

2021/22



91%

TOTAL MEMBERSHIP
RETENTION



95%

ACTIVE MEMBERSHIP
RETENTION



89%

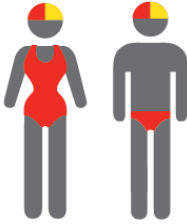
JUNIOR MEMBERSHIP
RETENTION

2022/23



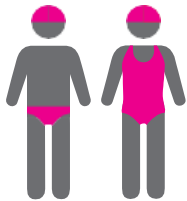
63%

TOTAL MEMBERSHIP
RETENTION



64%

ACTIVE MEMBERSHIP
RETENTION



60%

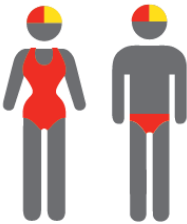
JUNIOR MEMBERSHIP
RETENTION

2023/24



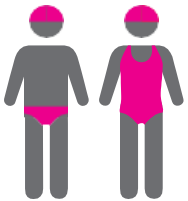
59%

TOTAL MEMBERSHIP
RETENTION



65%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION