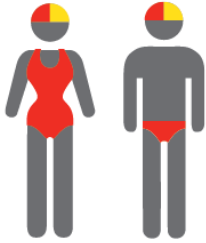


MISSION BEACH

MEMBERSHIP STATISTICS REPORT EOS 24/25 SEASON



38
ACTIVE
MEMBERSHIP



90
TOTAL
MEMBERSHIP



32
JUNIOR
MEMBERSHIP

Vs. 24/25 Mid-Season (JULY 2024)



2% Increase



Equal



3% Increase

Vs. 23/24 EOS (NOV 2023)



3% Increase



17% Increase



60% 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

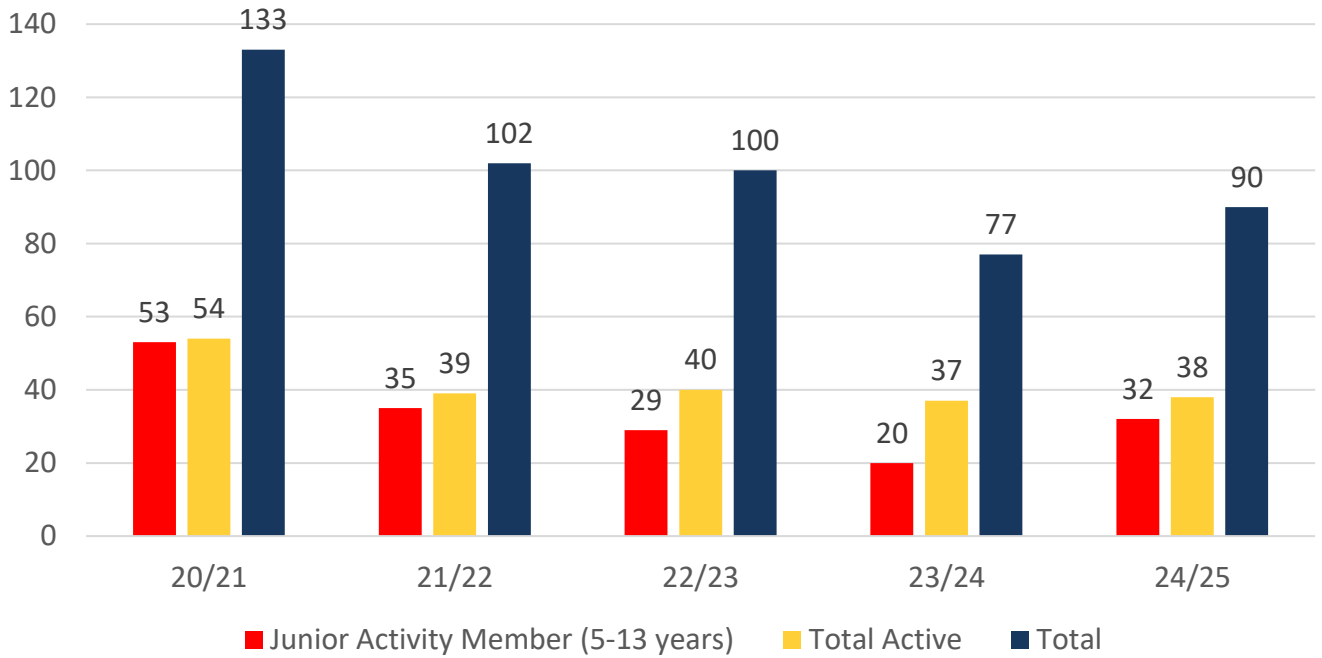
MEMBERSHIP 2020-2024

	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Probationary	23	4	12	11	9
Junior Activity Member (5-13 years)	53	35	29	20	32
Cadet Member (13-15 years)	8	9	9	14	5
Active Junior (15-18 years)	5	6	10	5	8
Active Senior (18years and over)	25	24	21	17	24
Award Member	16	0	0	1	1
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	1
Associate	0	21	16	6	5
Life Member	3	3	3	3	2
General	0	0	0	0	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	2
Total Active	54	39	40	37	38
Total	133	102	100	77	90

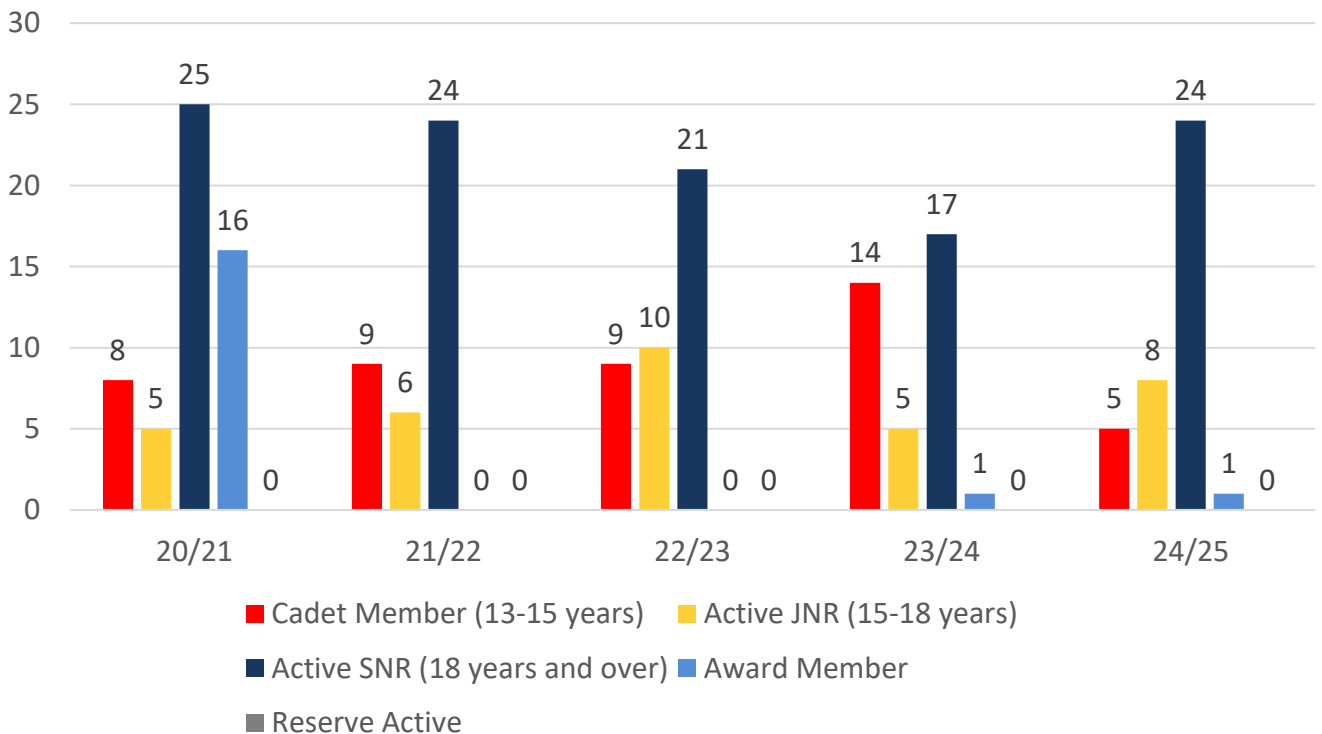
	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Under 6	5	2	2	0	3
Under 7	5	5	2	2	2
Under 8	7	3	7	2	3
Under 9	3	3	1	9	3
Under 10	4	2	2	0	6
Under 11	7	2	4	2	3
Under 12	8	6	2	4	7
Under 13	7	8	6	0	4
Under 14	4	6	6	6	0
Jnr Age Category Total	50	37	32	25	31

5 YEAR TREND ANALYSIS

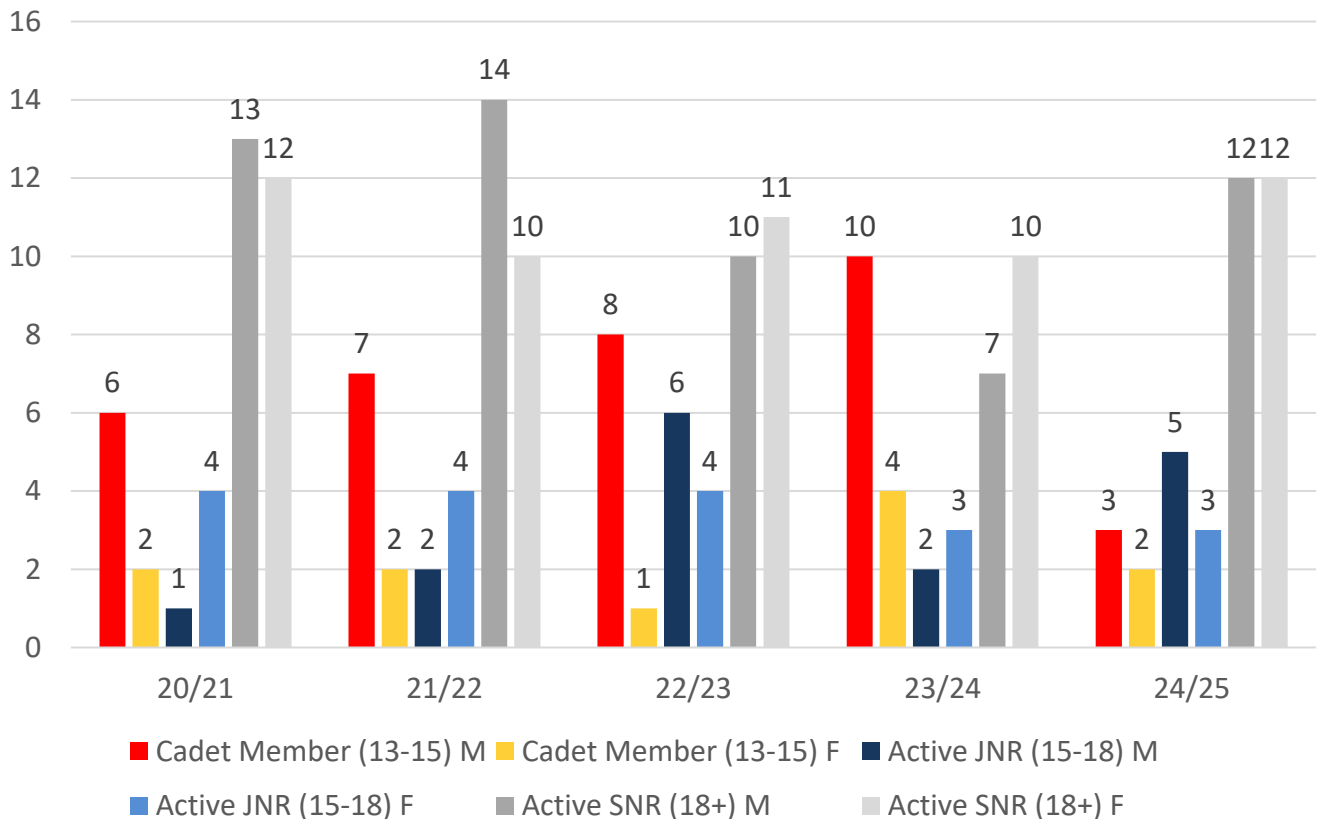
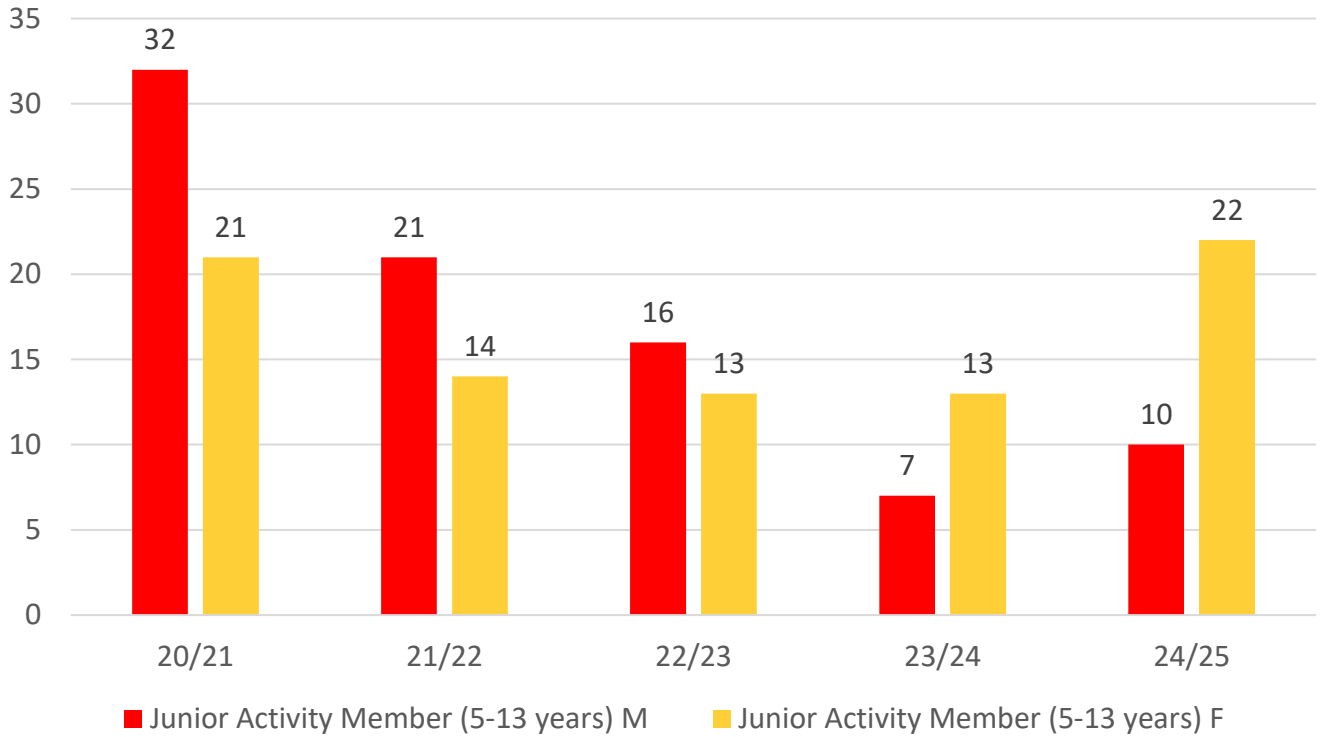
Total Membership



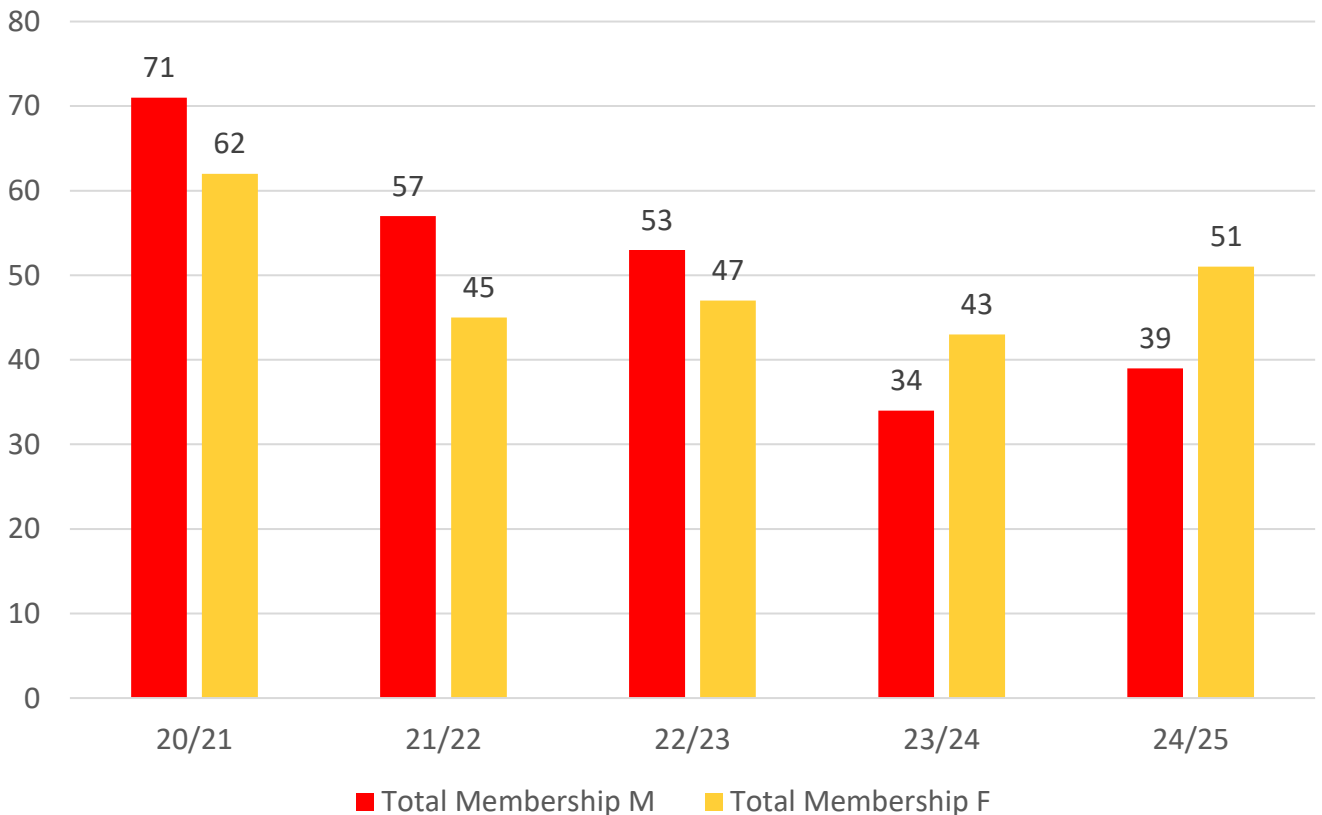
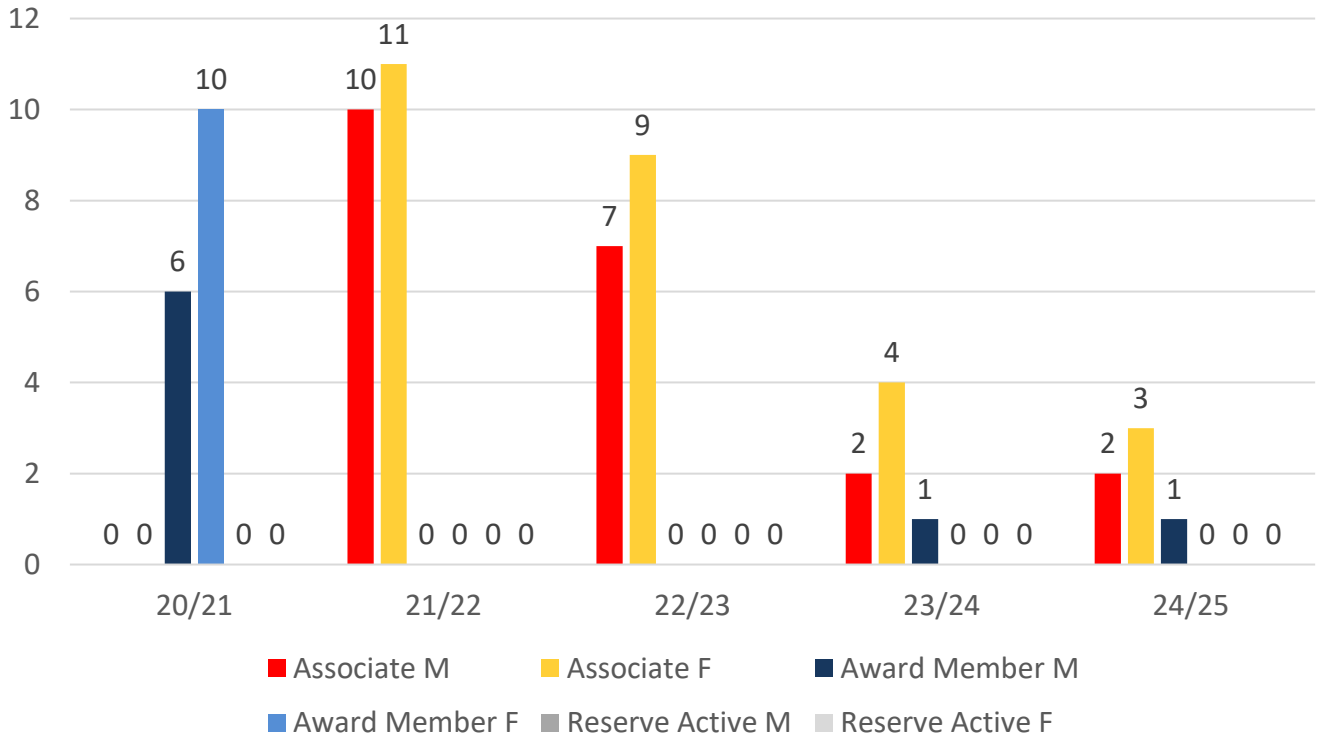
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



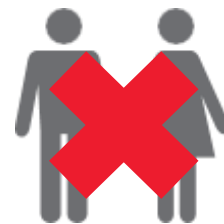
40

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



27

MEMBERS LOST FROM MISSION BEACH

MISSION BEACH 24/25														
	23/24 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		24/25 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	11	4	36%		0	0%	7	64%	5	45%	0	0%	9	-18%
Junior Activities	20	11	55%		0	0%	9	45%	21	105%	0	0%	32	60%
Cadet Member (13-15 years)	14	11	79%	6	0	0%	3	21%	0	0%	0	0%	5	-64%
Active (15-18 yrs)	5	5	100%		0	0%	0	0%	0	0%	0	0%	8	60%
Active (18yrs and over)	17	12	71%		0	0%	5	29%	10	59%	0	0%	24	41%
Award Member	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		1		0		1	
Associate	6	4	67%		0	0%	2	33%	1	17%	0	0%	5	-17%
Life Member	3	2	67%		0	0%	1	33%	0	0%	0	0%	2	-33%
General	0	0			0		0		1		0		1	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		1		0		2	
Total Active	37	29	78%		0	0%	8	22%	10	27%	0		38	3%
Total	77	50	65%		0	0%	27	35%	40	52%	0		90	17%

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

MEMBERSHIP RETENTION

MISSION BEACH 24/25								
Active Members	23/24	Retained		Left SLS		Recruited		24/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	13	10	77%	3	23%	0	0%	5
16-18 Years	6	6	100%	0	0%	0	0%	10
19-25 Years	5	4	80%	1	20%	0	0%	3
26-35 Years	3	3	100%	0	0%	1	33%	4
36-50 Years	7	3	43%	4	57%	8	114%	12
51-70 Years	2	2	100%	0	0%	1	50%	3
70+ Years	1	1	100%	0	0%	0	0%	1
Total	37	29	78%	8	22%	10	27%	38

MISSION BEACH 24/25								
Age Group	23/24	Retained		Left SLS		Recruited		24/25
Under 6	0					3		3
Under 7	2	0		0		2		2
Under 8	2	2	100%	0	0%	1	50%	3
Under 9	9	0	0%	2	100%	3	150%	3
Under 10	0	3	33%	6	67%	3	33%	6
Under 11	2	0		0		3		3
Under 12	4	2	100%	0	0%	5	250%	7
Under 13	0	3	75%	1	25%	1	25%	4
Under 14	1	0		0		0		0
Transitioned From JA		1	100%					

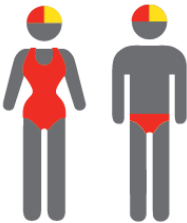
MEMBERSHIP RETENTION

22/23



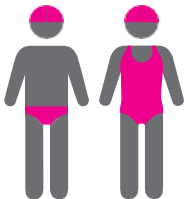
63%

TOTAL MEMBERSHIP
RETENTION



64%

ACTIVE MEMBERSHIP
RETENTION



60%

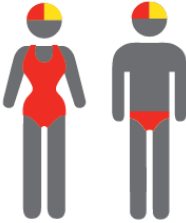
JUNIOR MEMBERSHIP
RETENTION

23/24



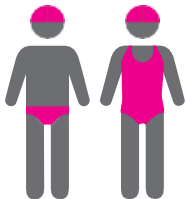
59%

TOTAL MEMBERSHIP
RETENTION



65%

ACTIVE MEMBERSHIP
RETENTION



66%

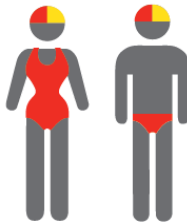
JUNIOR MEMBERSHIP
RETENTION

24/25



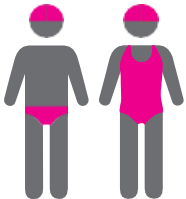
65%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



55%

JUNIOR MEMBERSHIP
RETENTION