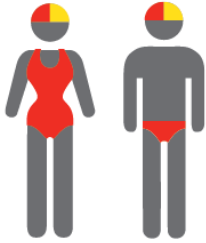


# MOOLOOLABA

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**431**  
ACTIVE  
MEMBERSHIP



**1716**  
TOTAL  
MEMBERSHIP



**534**  
JUNIOR  
MEMBERSHIP

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



% Increase



1% Increase



Equal

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



4% Decrease



12% Increase



21% 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

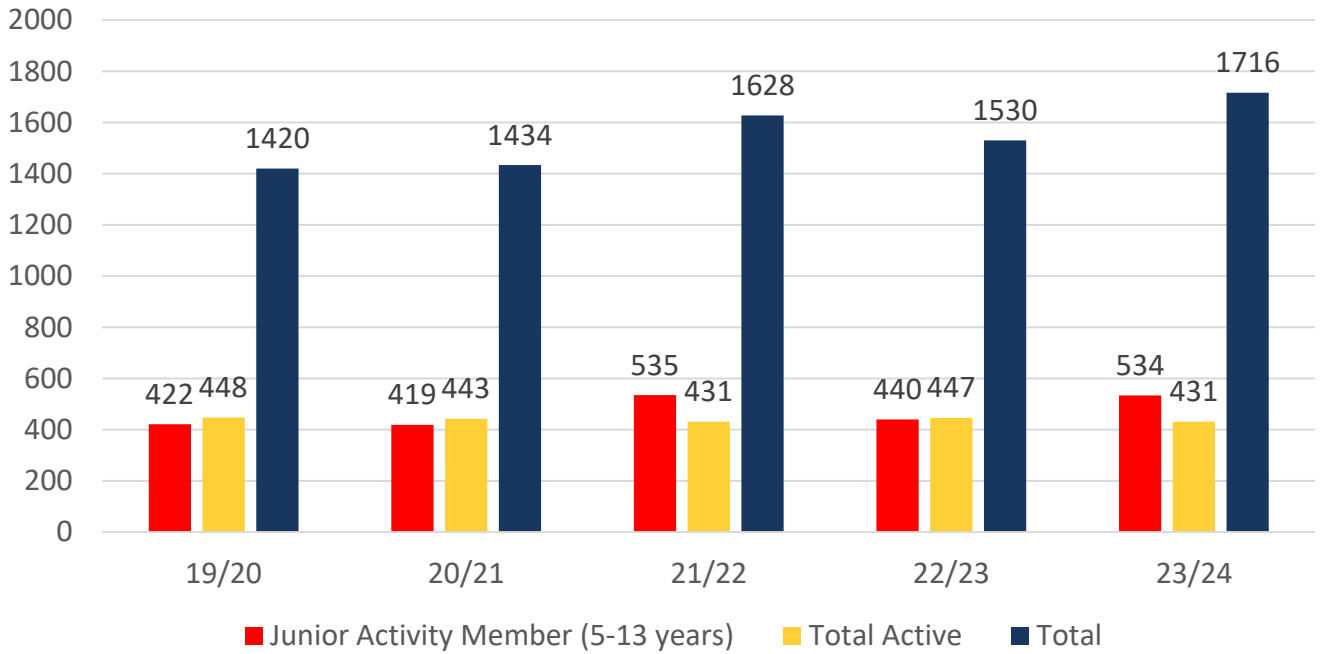
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	23	116	10	17	35
Junior Activity Member (5-13 years)	422	419	535	440	534
Cadet Member (13-15 years)	31	31	35	28	28
Active Junior (15-18 years)	47	41	49	49	44
Active Senior (18years and over)	294	295	284	312	307
Award Member	68	64	51	45	39
Reserve Active	8	12	12	13	13
Long Service	120	118	132	156	165
Past Active	2	4	5	3	4
Associate	363	281	457	123	136
Life Member	29	34	34	36	36
General	2	2	9	289	352
Honorary	8	17	14	17	15
Non Member Participants	2	0	0	0	0
Leave / Restricted	1	0	1	2	8
Total Active	448	443	431	447	431
Total	1420	1434	1628	1530	1716

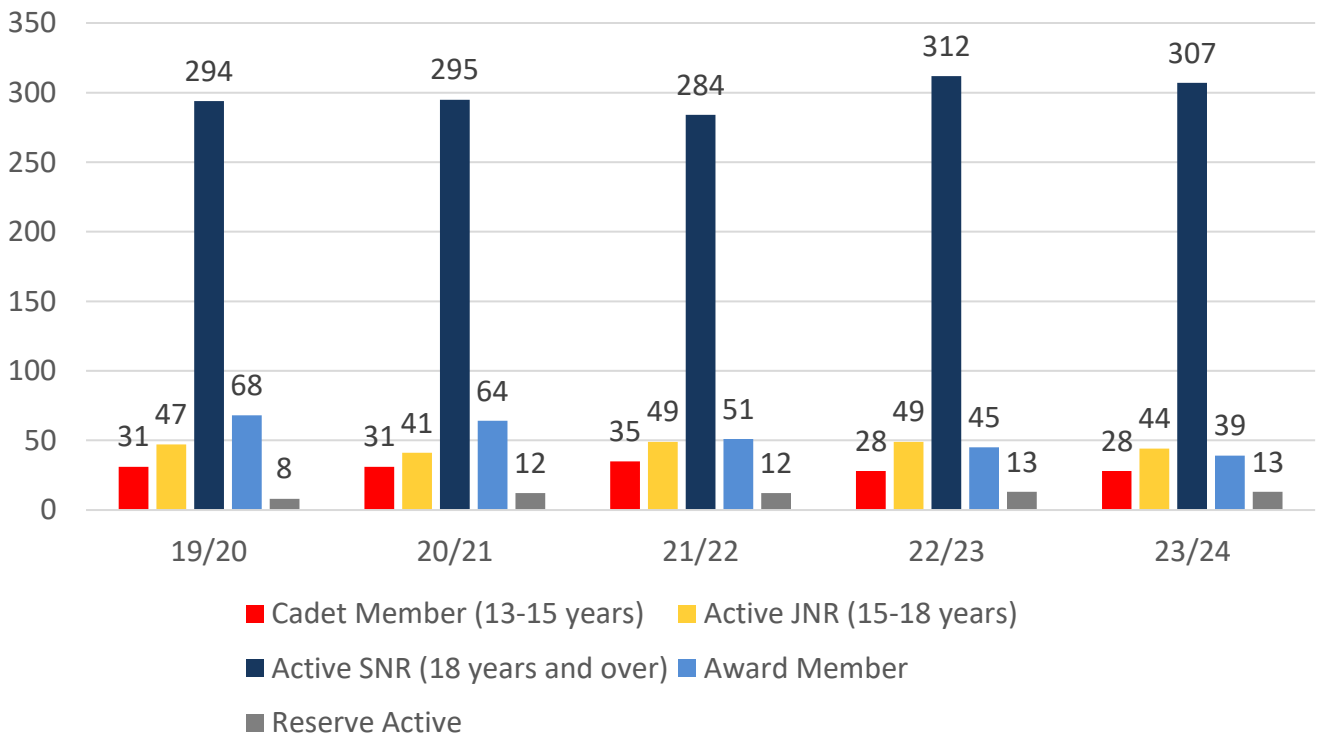
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	41	54	53	48	53
Under 7	64	50	86	65	82
Under 8	66	55	73	73	66
Under 9	53	61	84	59	85
Under 10	64	55	73	50	67
Under 11	36	57	51	59	52
Under 12	43	30	58	36	63
Under 13	35	35	27	33	34
Under 14	20	19	32	25	33
Junior Activities Total	422	416	537	448	535

# 5 YEAR TREND ANALYSIS

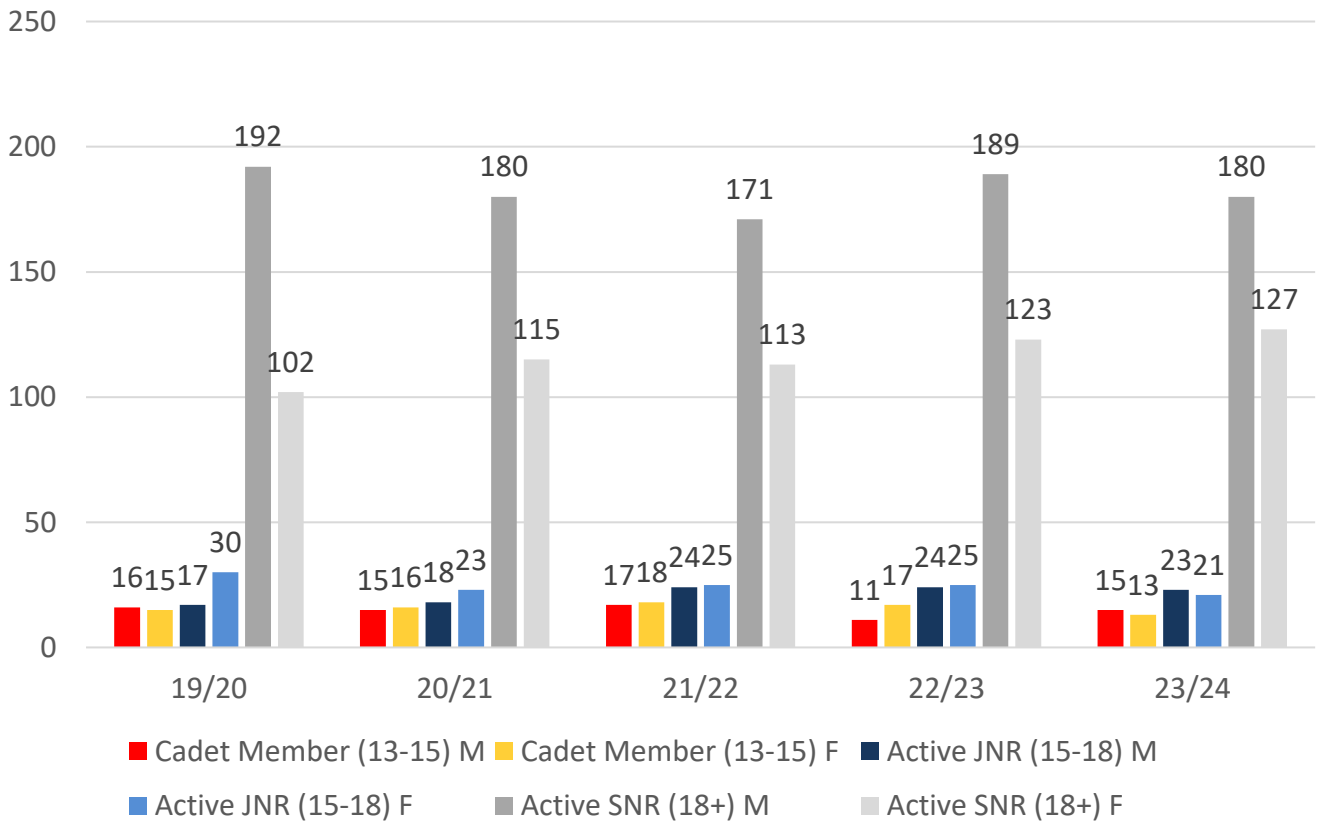
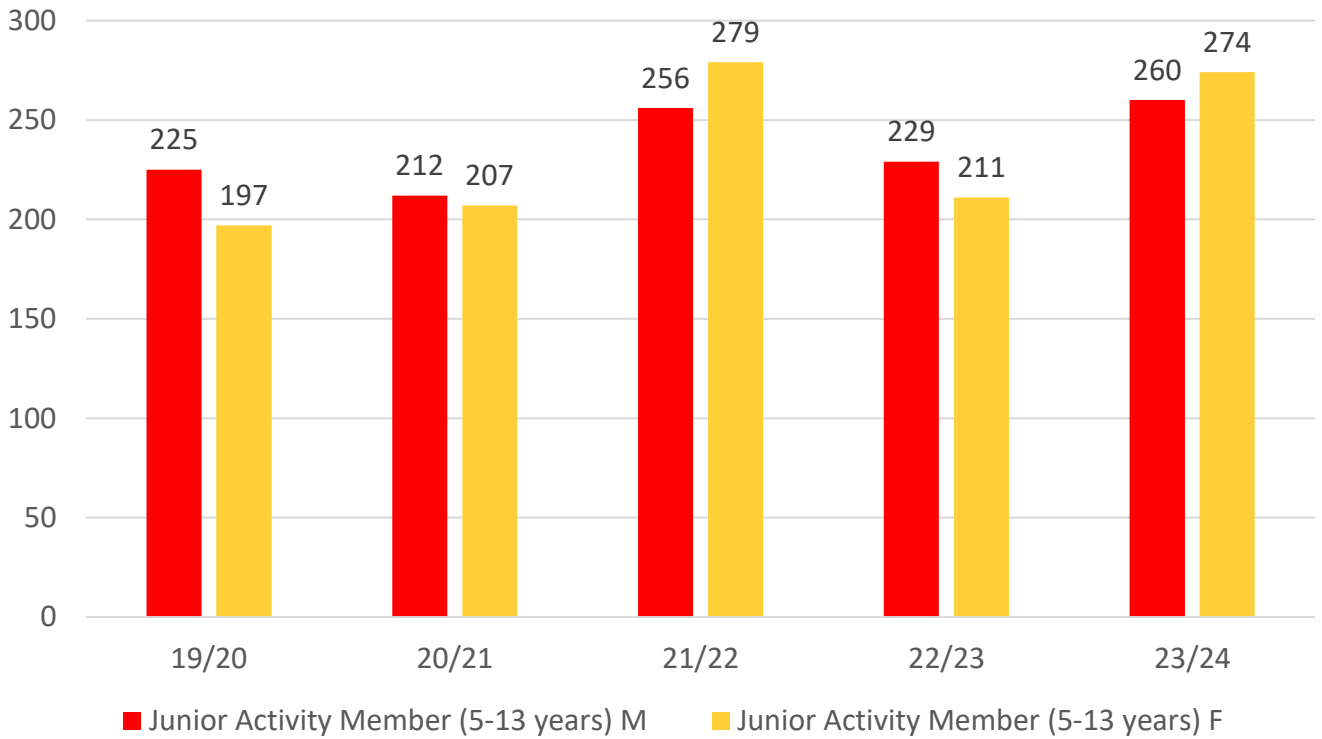
## Total Membership



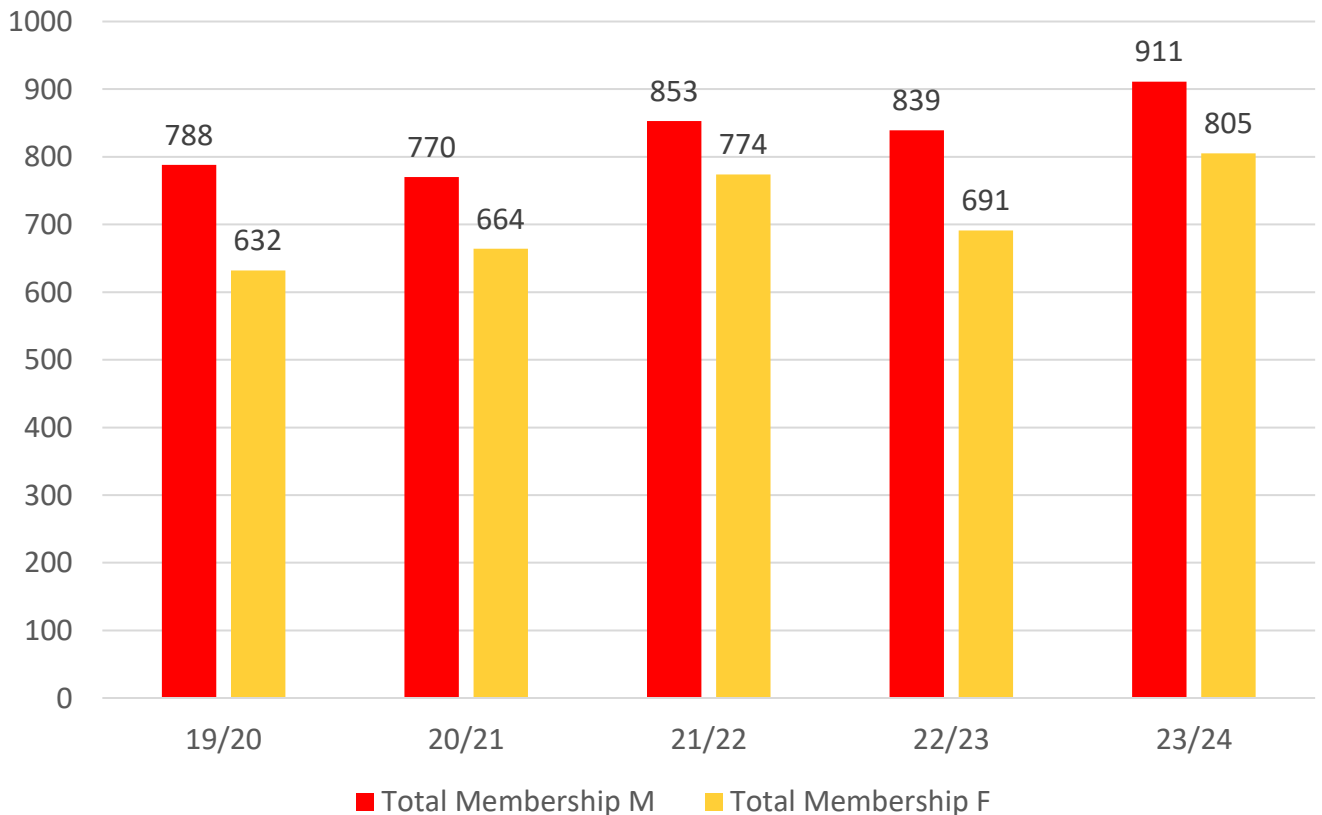
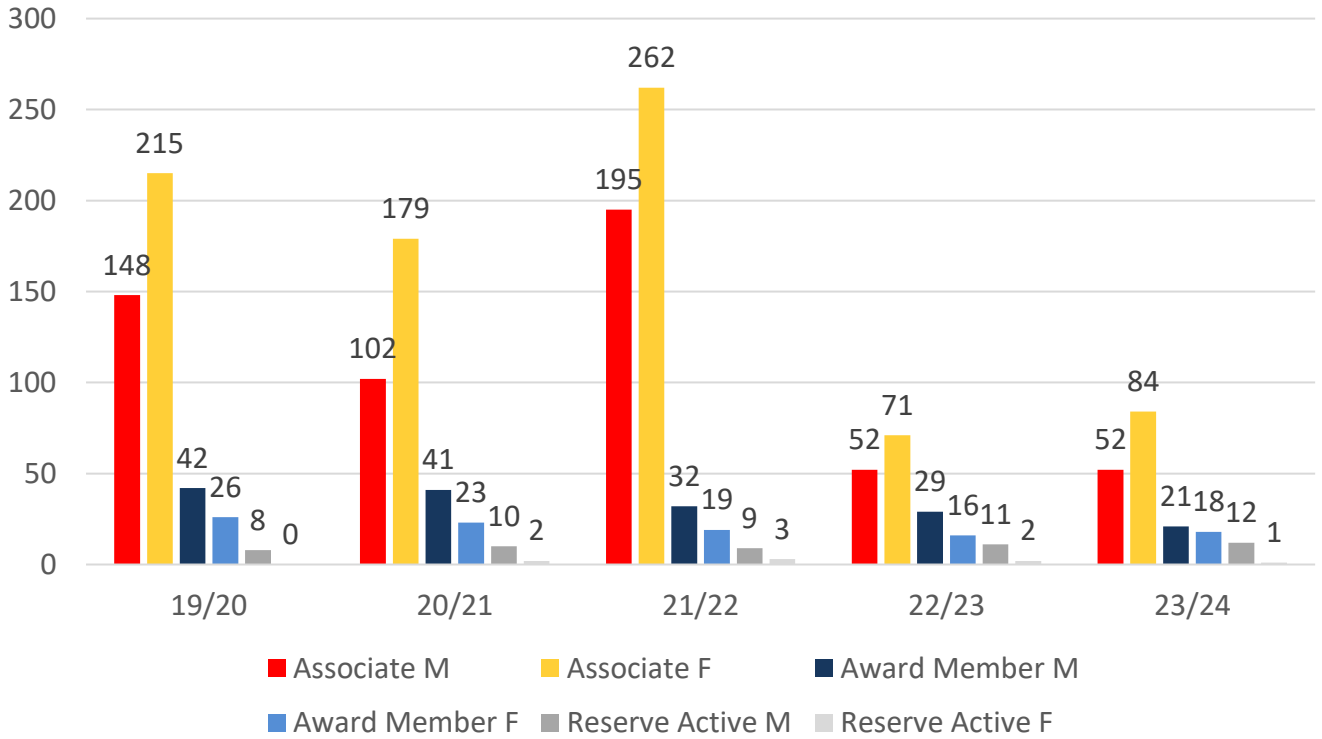
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



540

BRAND NEW MEMBERS



74%

MEMBERSHIP RETENTION



366

MEMBERS LOST FROM THE ORGANISATION

MOOLOOLABA 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	17	10	59%	8	1	6%	6	35%	33	194%	0	0%	35	106%
Junior Activities	440	303	69%	11	8	2%	129	29%	221	50%	21	5%	534	21%
Cadet Member (13-15 years)	28	21	75%		2	7%	5	18%	2	7%	0	0%	28	0%
Active (15-18 yrs)	49	36	73%		0	0%	13	27%	6	12%	2	4%	44	-10%
Active (18yrs and over)	312	255	82%		11	4%	46	15%	32	10%	12	4%	307	-2%
Award Member	45	39	87%		0	0%	6	13%	0	0%	0	0%	39	-13%
Reserve Active	13	10	77%		1	8%	2	15%	2	15%	1	8%	13	0%
Long Service	156	146	94%		2	1%	8	5%	5	3%	2	1%	165	6%
Past Active	3	1	33%		1	33%	1	33%	2	67%	0	0%	4	33%
Associate	123	86	70%	20	0	0%	37	30%	67	54%	3	2%	136	11%
Life Member	36	35	97%		1	3%	0	0%	0	0%	0	0%	36	0%
General	289	167	58%		11	4%	111	38%	169	58%	9	3%	352	22%
Honorary	17	15	88%		0	0%	2	12%	0	0%	0	0%	15	-12%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	2	100%		0	0%	0	0%	1	50%	0	0%	8	300%
Total Active	447	361	81%		14	3%	72	16%	42	9%	15		431	-4%
Total	1530	1126	74%		38	2%	366	24%	540	35%	50		1716	12%

# MEMBERSHIP RETENTION

## MOOLOOLABA 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	34	26	76%	6	18%	3	9%	29
16-18 Years	43	31	72%	12	28%	8	19%	46
19-25 Years	52	31	60%	16	31%	3	6%	41
26-35 Years	32	25	78%	7	22%	7	22%	31
36-50 Years	131	113	86%	15	11%	13	10%	132
51-70 Years	126	109	87%	14	11%	7	6%	127
70+ Years	29	26	90%	2	7%	1	3%	25
<b>Total</b>	<b>447</b>	<b>361</b>	<b>81%</b>	<b>72</b>	<b>16%</b>	<b>42</b>	<b>9%</b>	<b>431</b>

## MOOLOOLABA 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	48					53		53
Under 7	65	39	81%	8	17%	38	79%	82
Under 8	73	40	62%	25	38%	23	35%	66
Under 9	59	50	68%	18	25%	31	42%	85
Under 10	50	40	68%	19	32%	25	42%	66
Under 11	59	33	66%	17	34%	15	30%	52
Under 12	36	41	69%	17	29%	19	32%	63
Under 13	33	24	67%	11	31%	9	25%	34
Under 14	17	25	76%	8	24%	8	24%	33
Transitioned From JA		11	65%					

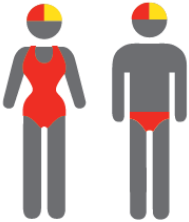
# MEMBERSHIP RETENTION

2021/22



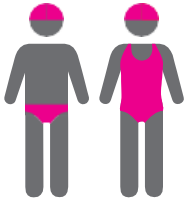
66%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



61%

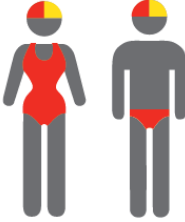
JUNIOR MEMBERSHIP  
RETENTION

2022/23



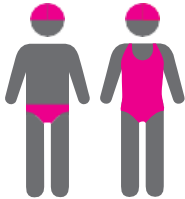
64%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



54%

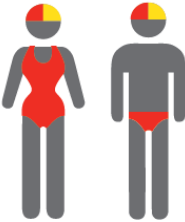
JUNIOR MEMBERSHIP  
RETENTION

2023/24



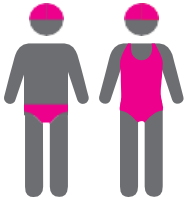
74%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



69%

JUNIOR MEMBERSHIP  
RETENTION