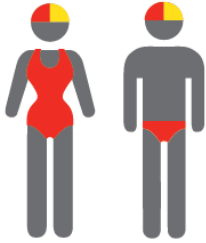


# MOORE PARK

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**19**  
ACTIVE  
MEMBERSHIP



**83**  
TOTAL  
MEMBERSHIP



**27**  
JUNIOR  
MEMBERSHIP

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



11% Increase



14% Increase



17% Increase

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



21% Decrease



33% Decrease



47% 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

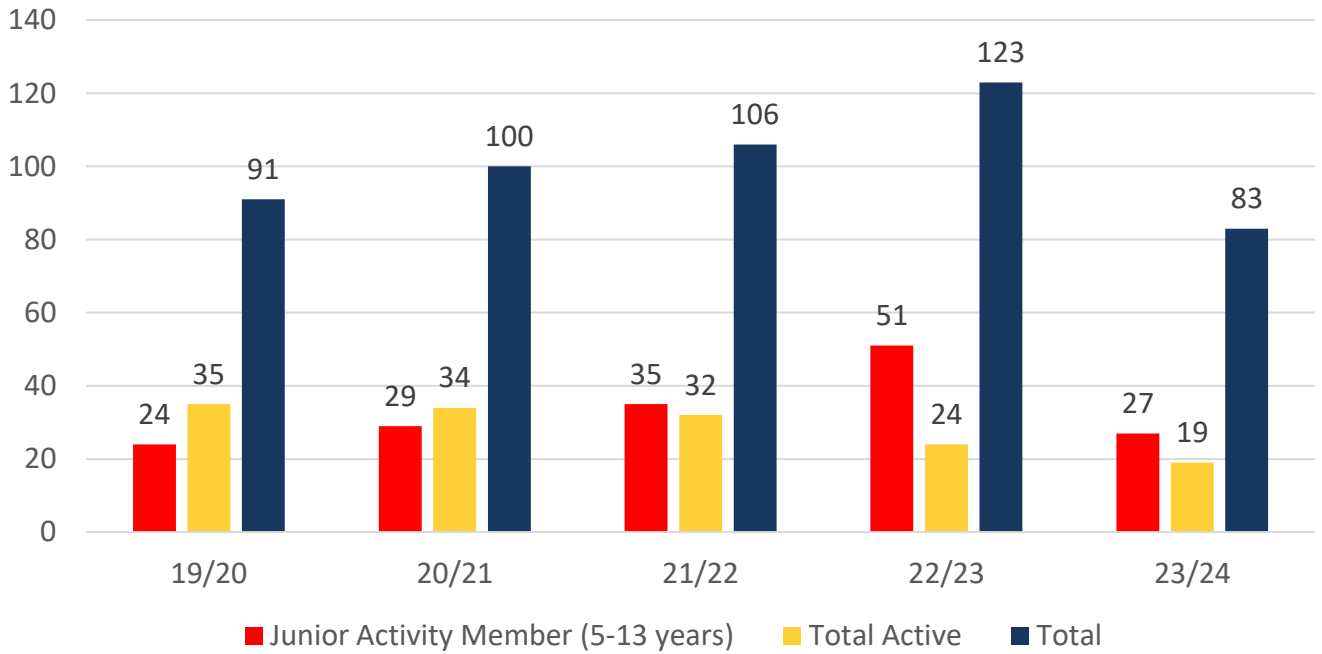
## MEMBERSHIP 2018-2023

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	0	0	0	0
Junior Activity Member (5-13 years)	24	29	35	51	27
Cadet Member (13-15 years)	10	7	6	1	4
Active Junior (15-18 years)	3	6	7	5	2
Active Senior (18years and over)	14	14	11	11	7
Award Member	8	7	8	7	6
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	2
Past Active	0	0	0	0	2
Associate	18	23	25	39	21
Life Member	14	14	14	9	10
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	2
Total Active	35	34	32	24	19
Total	91	100	106	123	83

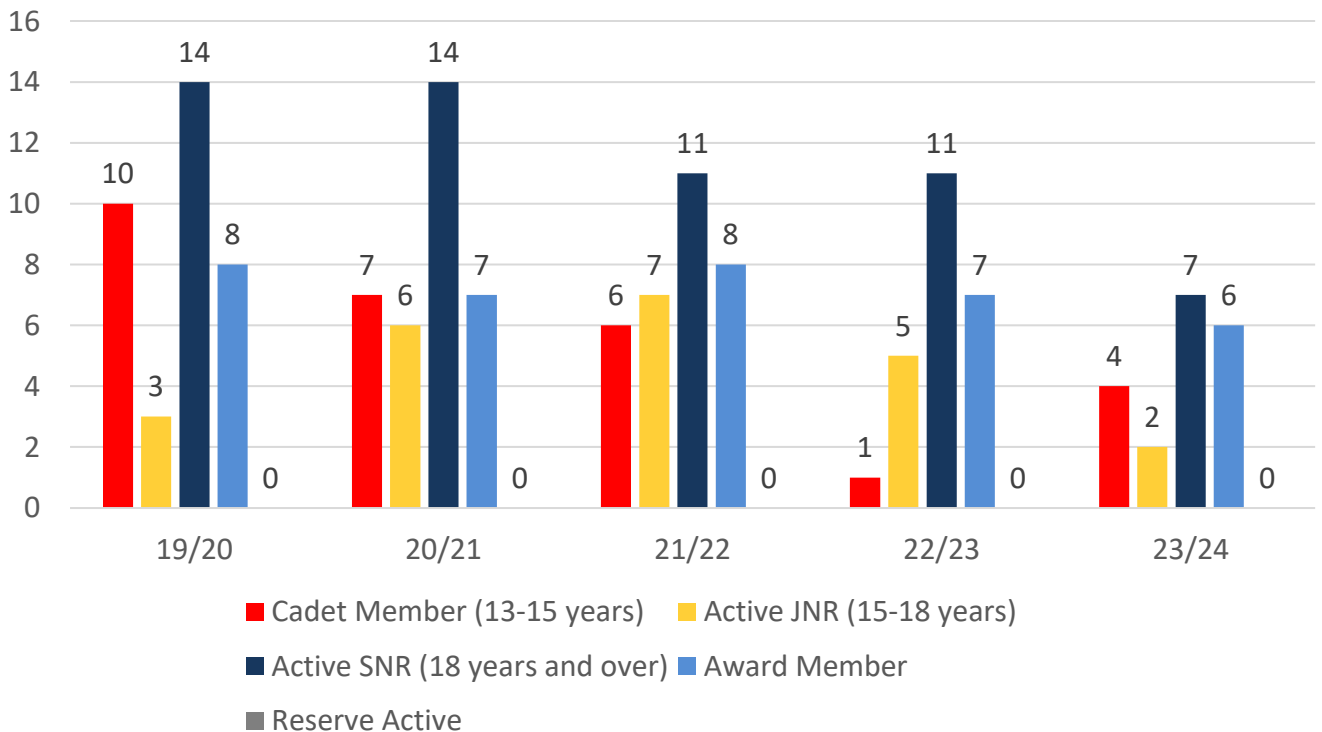
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	1	2	7	5	1
Under 7	4	3	2	3	2
Under 8	4	6	2	8	3
Under 9	2	4	6	5	4
Under 10	2	2	7	7	2
Under 11	3	3	2	10	4
Under 12	3	4	5	4	6
Under 13	3	2	3	6	3
Under 14	2	3	1	3	2
Junior Activities Total	24	29	35	51	27

# 5 YEAR TREND ANALYSIS

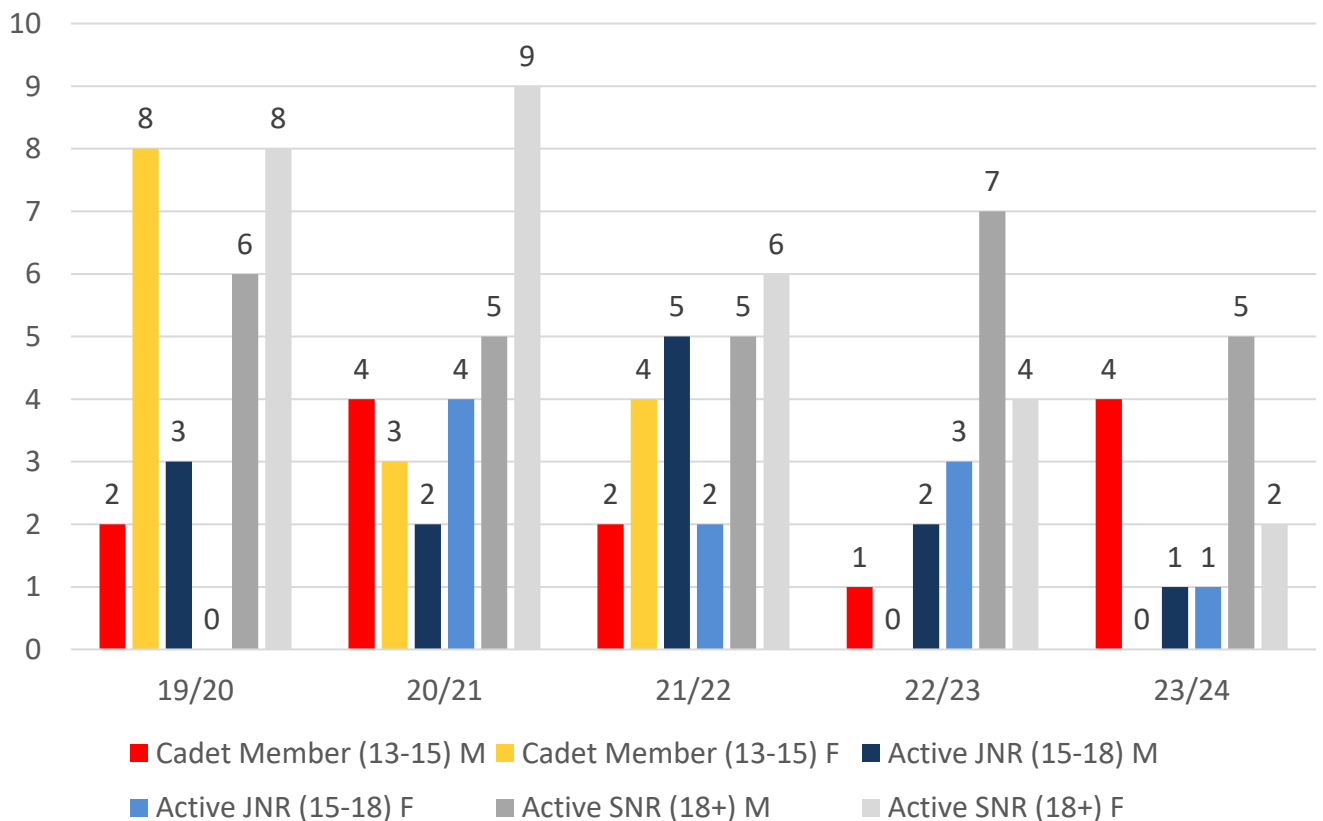
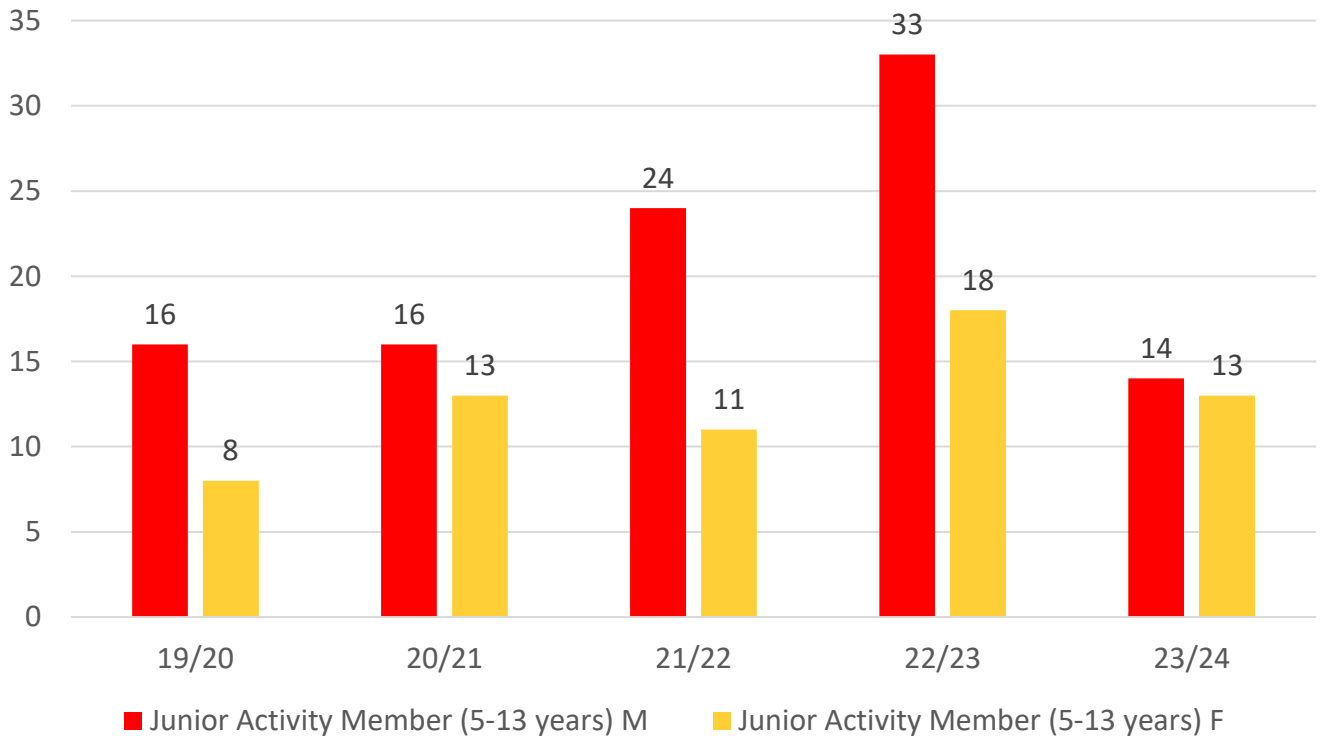
## Total Membership



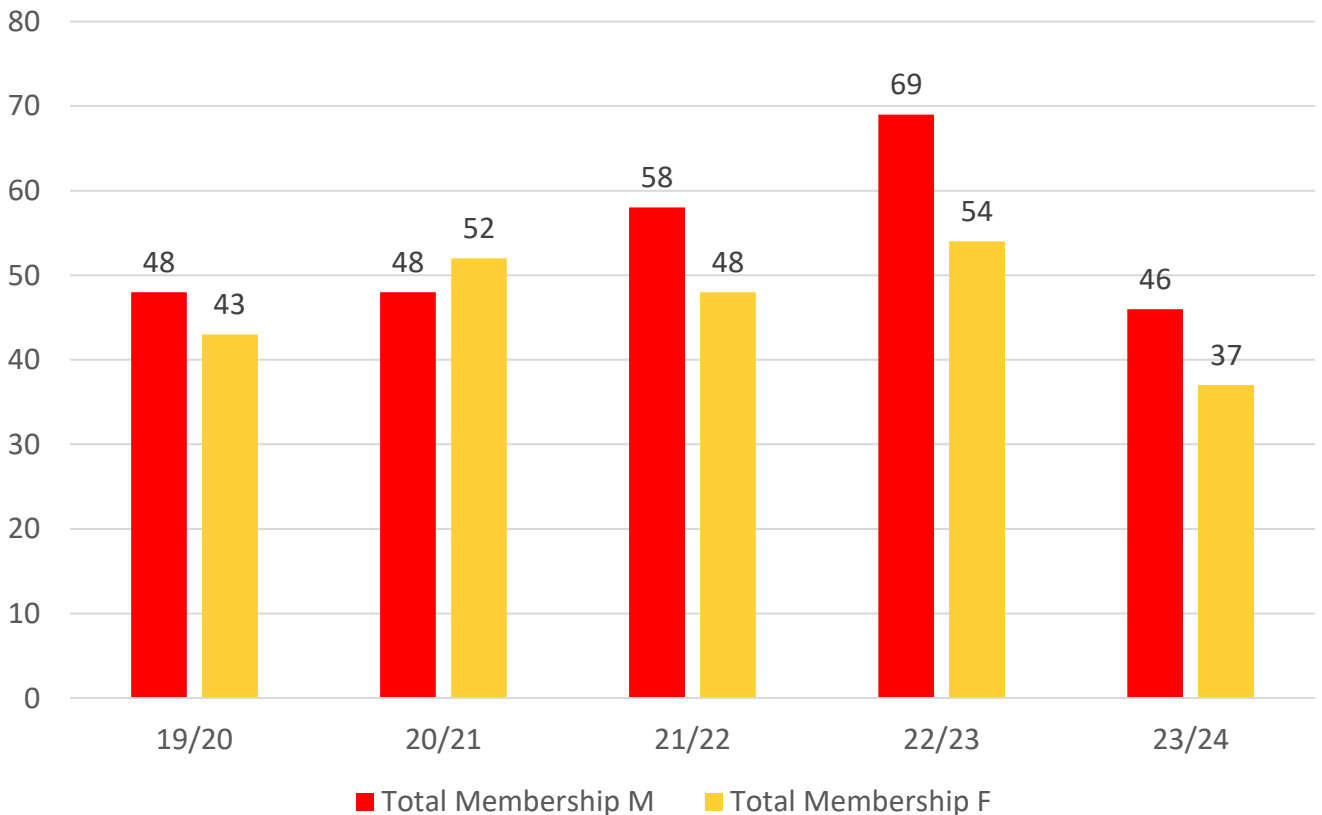
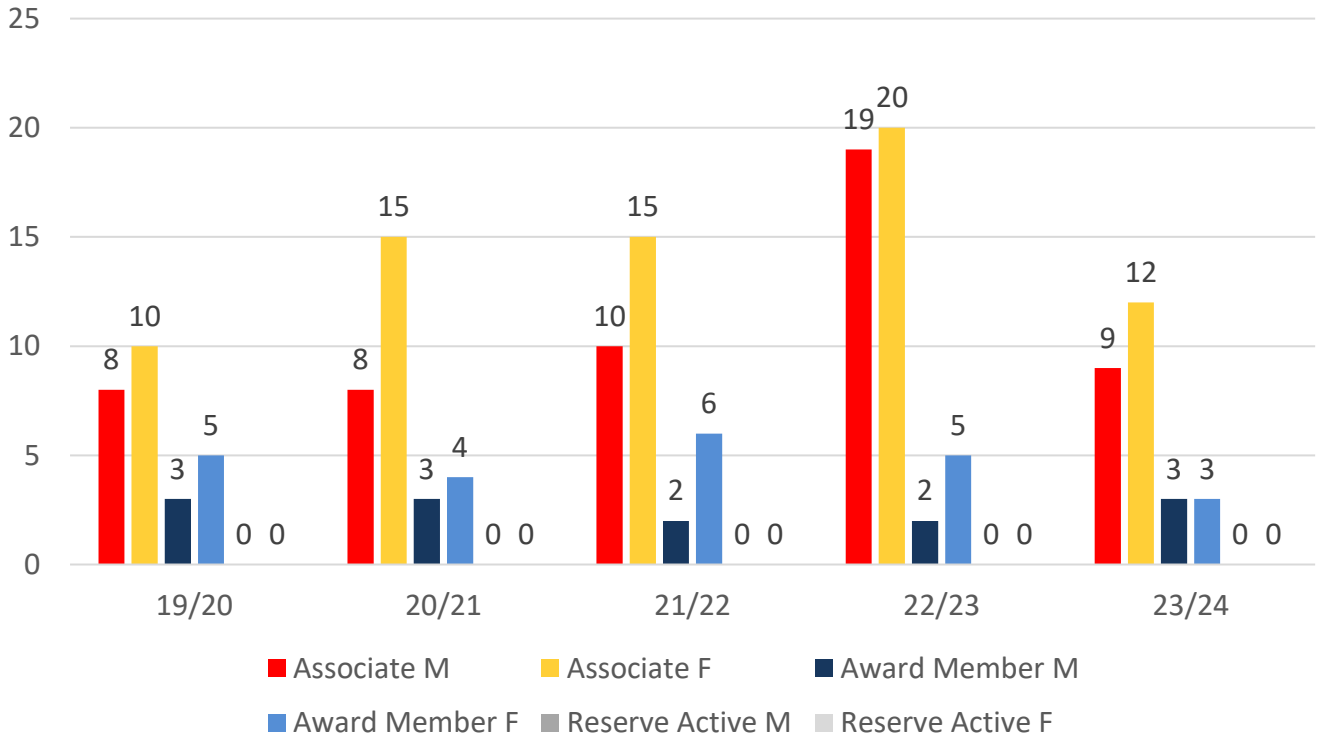
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



14

BRAND NEW MEMBERS



54%

MEMBERSHIP RETENTION



51

MEMBERS LOST FROM THE ORGANISATION

MOORE PARK 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	0	0			0		0		0		0		0	
Junior Activities	51	22	43%	2	3	6%	26	51%	7	14%	0	0%	27	-47%
Cadet Member (13-15 years)	1	1	100%		0	0%	0	0%	1	100%	0	0%	4	300%
Active (15-18 yrs)	5	4	80%	2	0	0%	1	20%	0	0%	0	0%	2	-60%
Active (18yrs and over)	11	7	64%		0	0%	4	36%	0	0%	0	0%	7	-36%
Award Member	7	4	57%		2	29%	1	14%	0	0%	0	0%	6	-14%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		2		2	
Past Active	0	0			0		0		0		0		2	
Associate	39	20	51%	4	0	0%	19	49%	5	13%	0	0%	21	-46%
Life Member	9	9	100%		0	0%	0	0%	1	11%	0	0%	10	11%
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		2	
<b>Total Active</b>	<b>24</b>	<b>16</b>	<b>67%</b>		<b>2</b>	<b>8%</b>	<b>6</b>	<b>25%</b>	<b>1</b>	<b>4%</b>	<b>0</b>		<b>19</b>	<b>-21%</b>
<b>Total</b>	<b>123</b>	<b>67</b>	<b>54%</b>		<b>5</b>	<b>4%</b>	<b>51</b>	<b>41%</b>	<b>14</b>	<b>11%</b>	<b>2</b>		<b>83</b>	<b>-33%</b>

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

# MEMBERSHIP RETENTION

## MOORE PARK 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	1	1	100%	0	0%	1	100%	4
16-18 Years	5	4	80%	1	20%	0	0%	2
19-25 Years	3	2	67%	1	33%	0	0%	1
26-35 Years	2	1	50%	1	50%	0	0%	1
36-50 Years	6	2	33%	2	33%	0	0%	5
51-70 Years	6	5	83%	1	17%	0	0%	5
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	24	16	67%	6	25%	1	4%	19

## MOORE PARK 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	5					1		1
Under 7	3	0	0%	4	80%	2	40%	2
Under 8	8	2	67%	1	33%	1	33%	3
Under 9	5	4	50%	3	38%	0	0%	4
Under 10	7	2	40%	2	40%	0	0%	2
Under 11	10	4	57%	3	43%	0	0%	4
Under 12	4	6	60%	4	40%	0	0%	6
Under 13	6	1	25%	3	75%	2	50%	3
Under 14	3	1	17%	5	83%	1	17%	2
Transitioned From JA		2	67%					

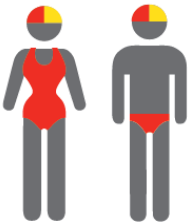
# MEMBERSHIP RETENTION

2021/22



68%

TOTAL MEMBERSHIP  
RETENTION



68%

ACTIVE MEMBERSHIP  
RETENTION



66%

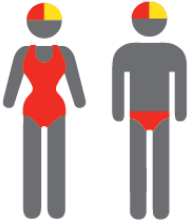
JUNIOR MEMBERSHIP  
RETENTION

2022/23



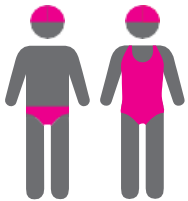
68%

TOTAL MEMBERSHIP  
RETENTION



63%

ACTIVE MEMBERSHIP  
RETENTION



74%

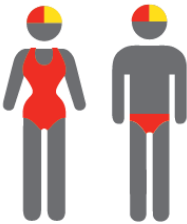
JUNIOR MEMBERSHIP  
RETENTION

2023/24



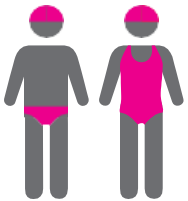
54%

TOTAL MEMBERSHIP  
RETENTION



67%

ACTIVE MEMBERSHIP  
RETENTION



43%

JUNIOR MEMBERSHIP  
RETENTION