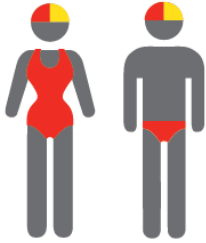


NOOSA HEADS

MEMBERSHIP STATISTICS REPORT EOS 2023/24



411

ACTIVE
MEMBERSHIP



2004

TOTAL
MEMBERSHIP



622

JUNIOR
MEMBERSHIP

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



1% Increase



2% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



8% Increase



1% Decrease



5% 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

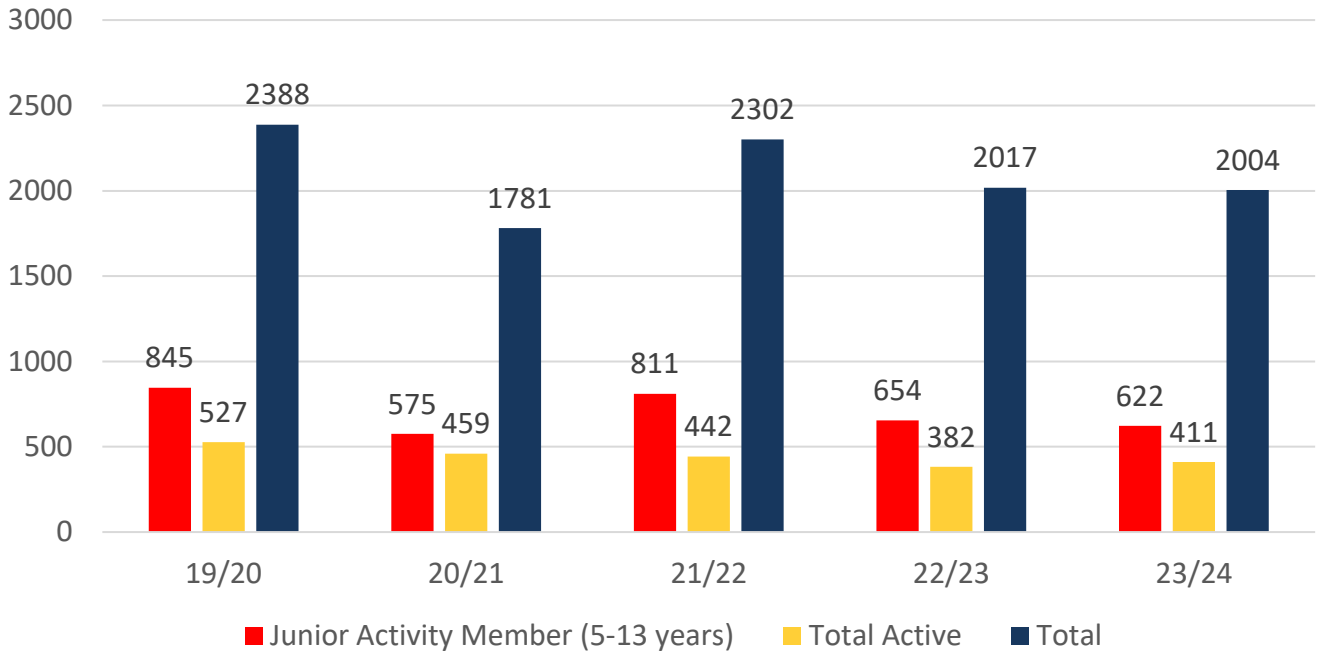
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	8	12	7	7	7
Junior Activity Member (5-13 years)	845	575	811	654	622
Cadet Member (13-15 years)	112	80	76	48	73
Active Junior (15-18 years)	84	68	68	72	63
Active Senior (18years and over)	266	254	257	223	246
Award Member	59	52	37	35	25
Reserve Active	6	5	4	4	4
Long Service	113	116	132	129	131
Past Active	0	0	17	38	26
Associate	763	517	803	677	643
Life Member	20	20	18	20	20
General	101	78	63	96	137
Honorary	8	3	7	7	4
Non Member Participants	0	0	0	0	0
Leave / Restricted	3	1	2	7	3
Total Active	527	459	442	382	411
Total	2388	1781	2302	2017	2004

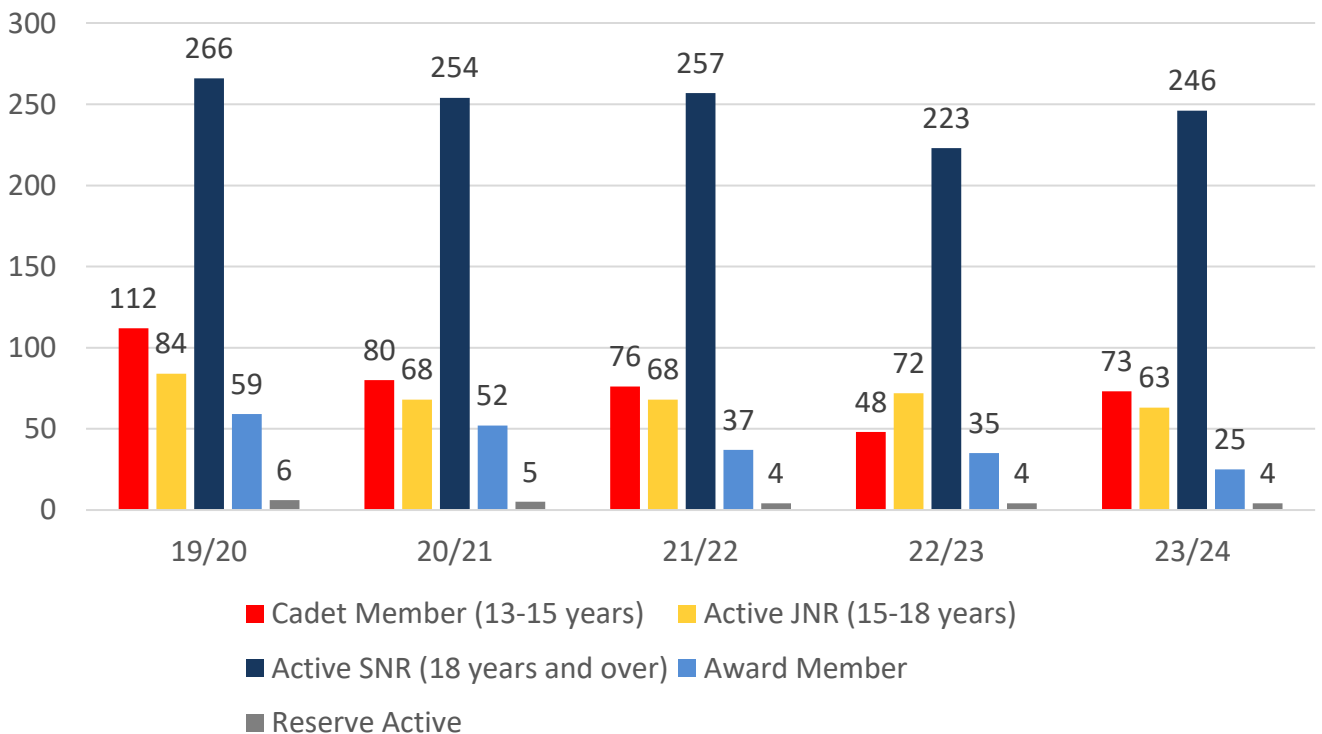
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	115	64	112	85	61
Under 7	121	70	113	103	94
Under 8	116	85	108	92	103
Under 9	97	63	117	90	84
Under 10	115	69	90	99	85
Under 11	80	65	94	62	93
Under 12	83	49	81	66	57
Under 13	69	61	62	54	52
Under 14	48	48	66	45	54
Junior Activities Total	844	574	843	696	683

5 YEAR TREND ANALYSIS

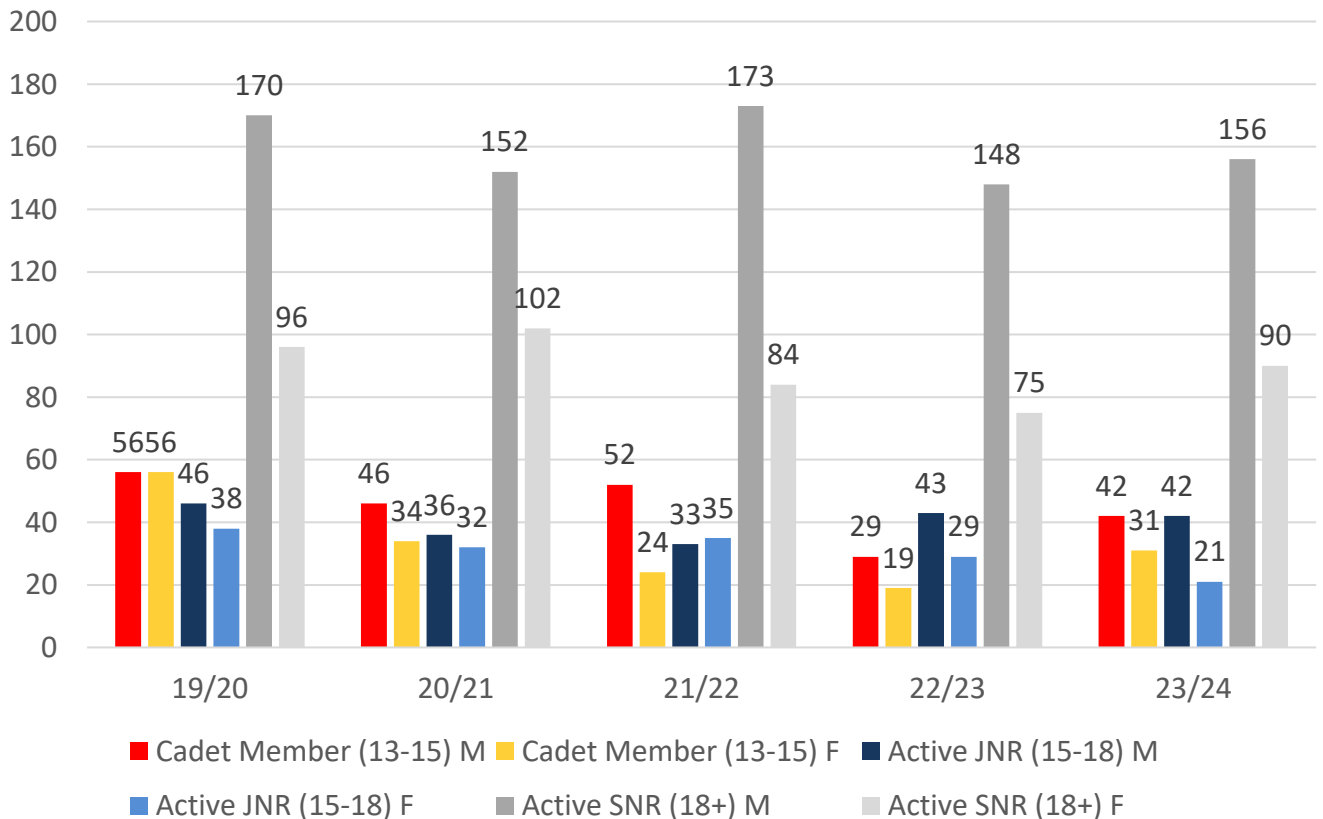
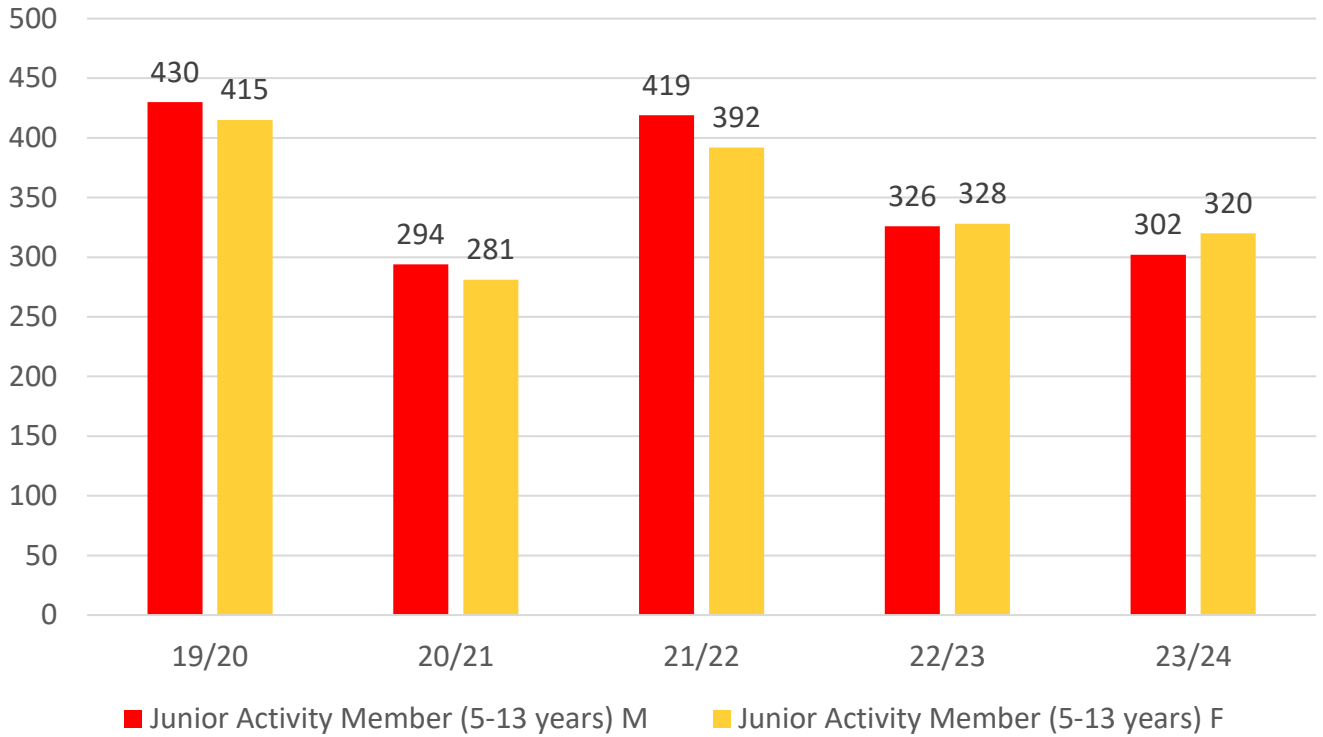
Total Membership



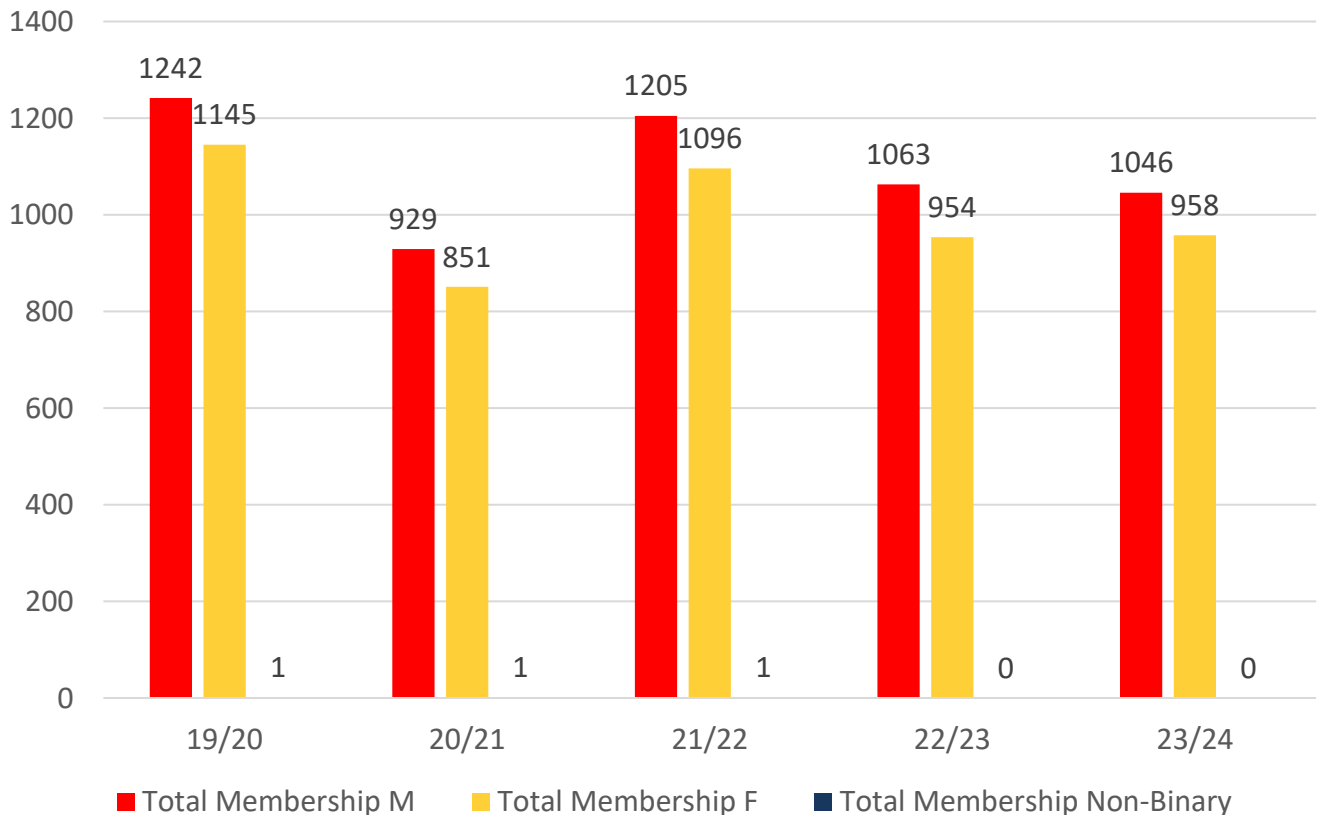
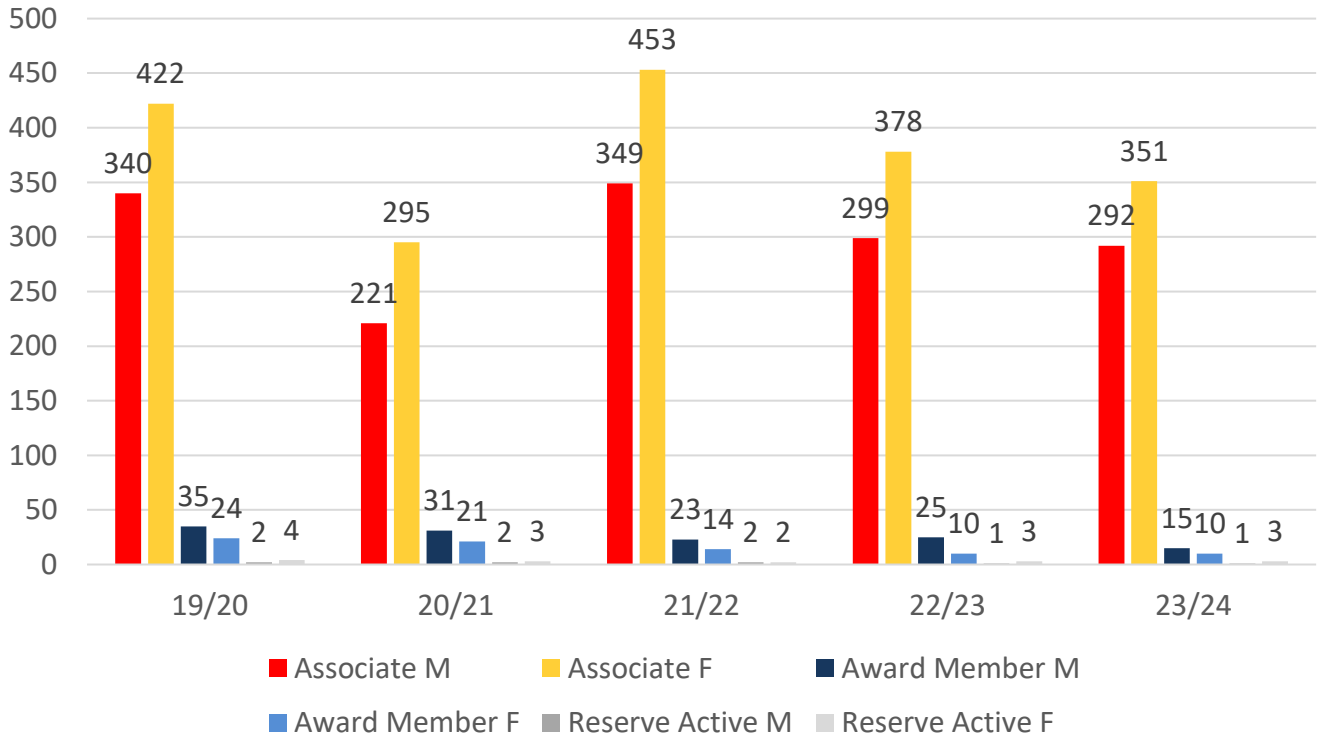
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



637

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



646

MEMBERS LOST FROM THE ORGANISATION

NOOSA HEADS 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	7	1	14%		0	0%	6	86%	6	86%	0	0%	7	0%
Junior Activities	654	385	59%	25	18	3%	251	38%	248	38%	14	2%	622	-5%
Cadet Member (13-15 years)	48	34	71%		1	2%	13	27%	16	33%	2	4%	73	52%
Active (15-18 yrs)	72	56	78%	8	0	0%	16	22%	12	17%	3	4%	63	-13%
Active (18yrs and over)	223	191	86%		15	7%	17	8%	28	13%	13	6%	246	10%
Award Member	35	28	80%	3	0	0%	7	20%	0	0%	0	0%	25	-29%
Reserve Active	4	4	100%	1	0	0%	0	0%	1	25%	0	0%	4	0%
Long Service	129	119	92%		4	3%	6	5%	2	2%	2	2%	131	2%
Past Active	38	19	50%		0	0%	19	50%	3	8%	0	0%	26	-32%
Associate	677	387	57%	6	18	3%	272	40%	251	37%	11	2%	643	-5%
Life Member	20	20	100%		0	0%	0	0%	0	0%	0	0%	20	0%
General	96	62	65%		0	0%	34	35%	69	72%	4	4%	137	43%
Honorary	7	6	86%	2	0	0%	1	14%	0	0%	0	0%	4	-43%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	11	6	55%	4	1	9%	4	36%	1	9%	0	0%	3	-73%
Total Active	382	313	82%		16	4%	53	14%	57	15%	18		411	8%
Total	2021	1318	65%		57	3%	646	32%	637	32%	49		2004	-1%

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

MEMBERSHIP RETENTION

NOOSA HEADS 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	52	37	71%	14	27%	15	29%	56
16-18 Years	69	54	78%	15	22%	13	19%	84
19-25 Years	35	27	77%	5	14%	9	26%	53
26-35 Years	12	9	75%	1	8%	4	33%	12
36-50 Years	115	98	85%	9	8%	4	3%	94
51-70 Years	91	82	90%	7	8%	12	13%	105
70+ Years	8	6	75%	2	25%	0	0%	7
Total	382	313	82%	53	14%	57	15%	411

NOOSA HEADS 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	85					52		52
Under 7	99	50	59%	26	31%	37	44%	89
Under 8	88	58	59%	39	39%	33	33%	95
Under 9	85	52	59%	33	38%	25	28%	79
Under 10	96	52	61%	33	39%	27	32%	80
Under 11	59	60	63%	35	36%	27	28%	89
Under 12	63	28	47%	30	51%	20	34%	50
Under 13	47	32	51%	26	41%	17	27%	49
Under 14	37	31	66%	15	32%	10	21%	39
Transitioned From JA		22	59%					

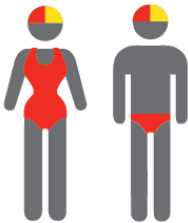
MEMBERSHIP RETENTION

2021/22



72%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



71%

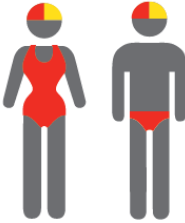
JUNIOR MEMBERSHIP
RETENTION

2022/23



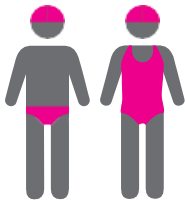
54%

TOTAL MEMBERSHIP
RETENTION



74%

ACTIVE MEMBERSHIP
RETENTION



46%

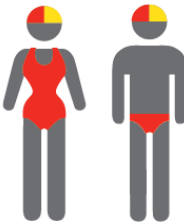
JUNIOR MEMBERSHIP
RETENTION

2023/24



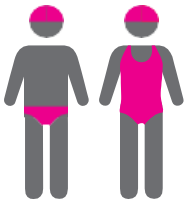
65%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



59%

JUNIOR MEMBERSHIP
RETENTION