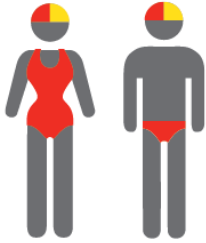


# NORTH KIRRA

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**121**  
ACTIVE  
MEMBERSHIP



**398**  
TOTAL  
MEMBERSHIP



**128**  
JUNIOR  
MEMBERSHIP

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



6% Increase



1% Increase



Equal

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



2% Decrease



3% Decrease



1% 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

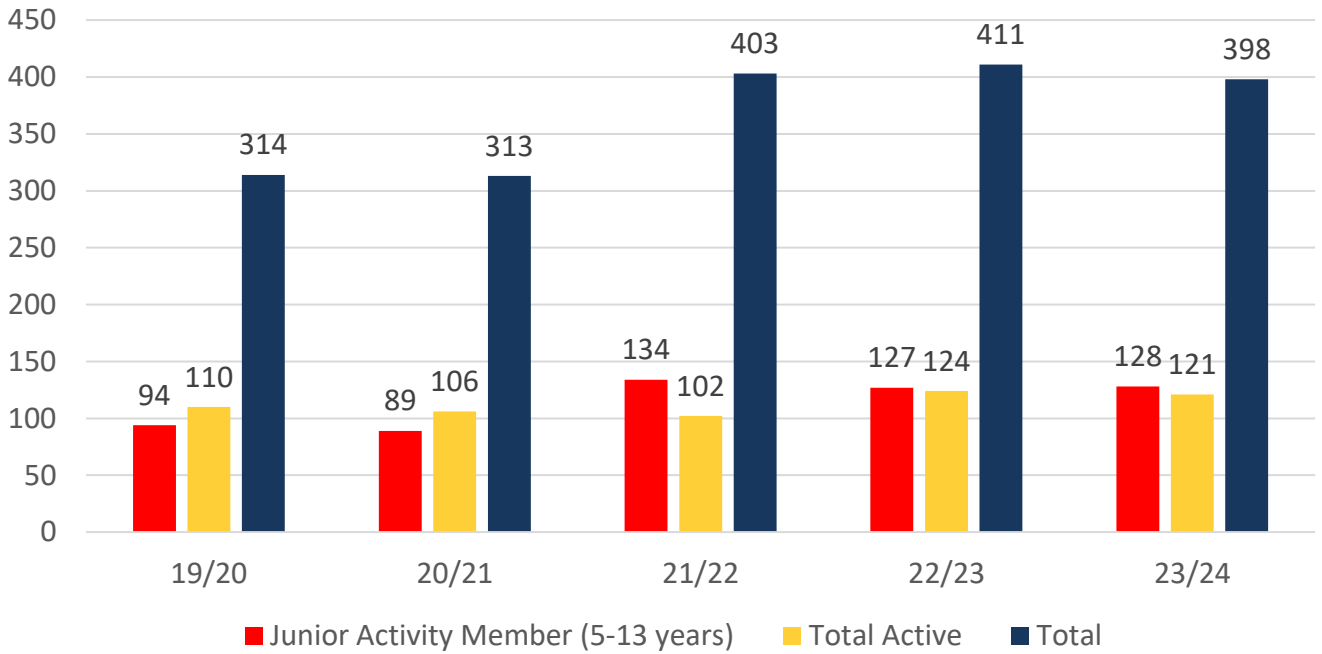
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	0	0	1	0
Junior Activity Member (5-13 years)	94	89	134	127	128
Cadet Member (13-15 years)	11	17	9	8	7
Active Junior (15-18 years)	22	20	20	21	12
Active Senior (18years and over)	77	69	73	94	98
Award Member	0	0	0	1	4
Reserve Active	0	0	0	0	0
Long Service	7	11	14	13	15
Past Active	0	0	0	1	0
Associate	85	78	125	112	105
Life Member	18	29	27	28	28
General	0	0	0	0	0
Honorary	0	0	1	1	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	4	1
Total Active	110	106	102	124	121
Total	314	313	403	411	398

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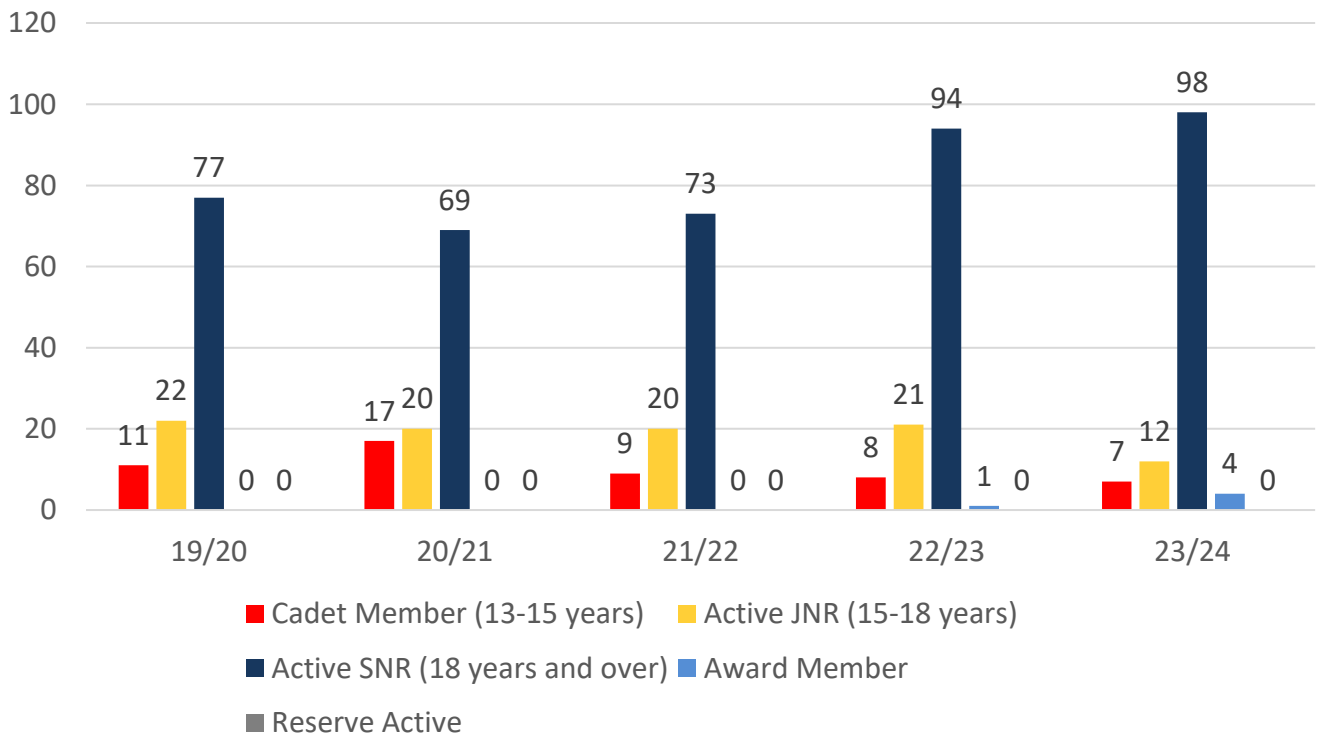
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	9	8	13	10	12
Under 7	8	9	17	15	10
Under 8	12	11	23	23	14
Under 9	13	14	16	21	22
Under 10	10	14	22	13	19
Under 11	10	8	16	19	12
Under 12	15	9	9	14	17
Under 13	7	11	7	9	15
Under 14	10	5	11	3	7
Junior Activities Total	94	89	134	127	128

# 5 YEAR TREND ANALYSIS

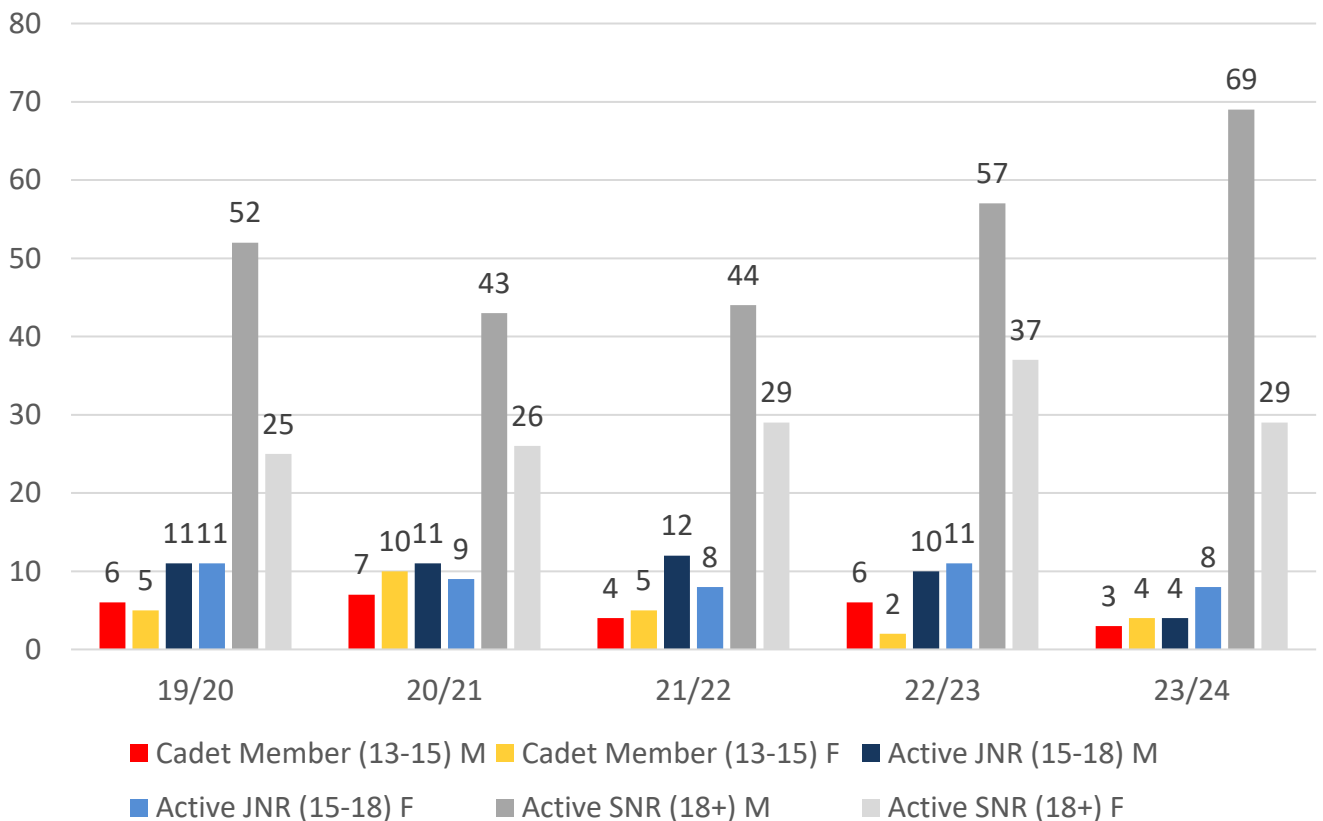
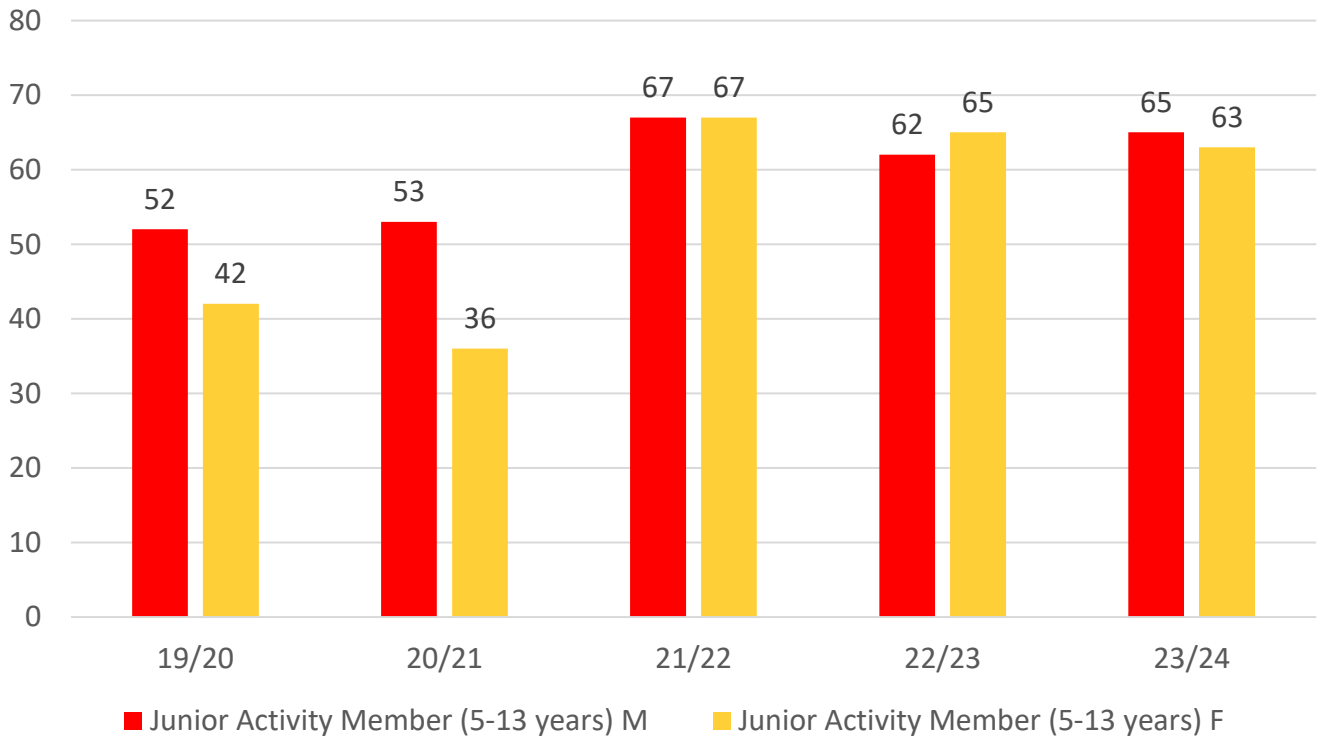
## Total Membership



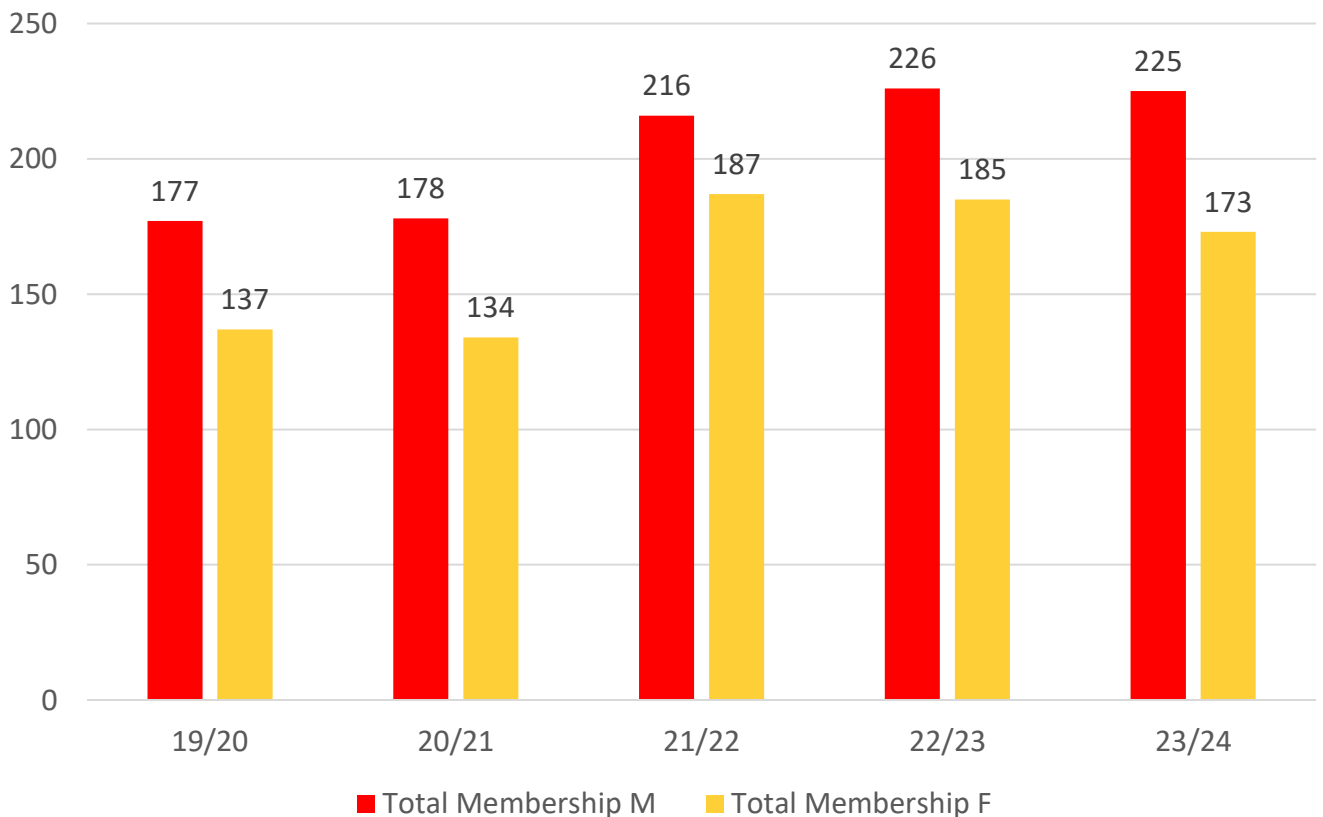
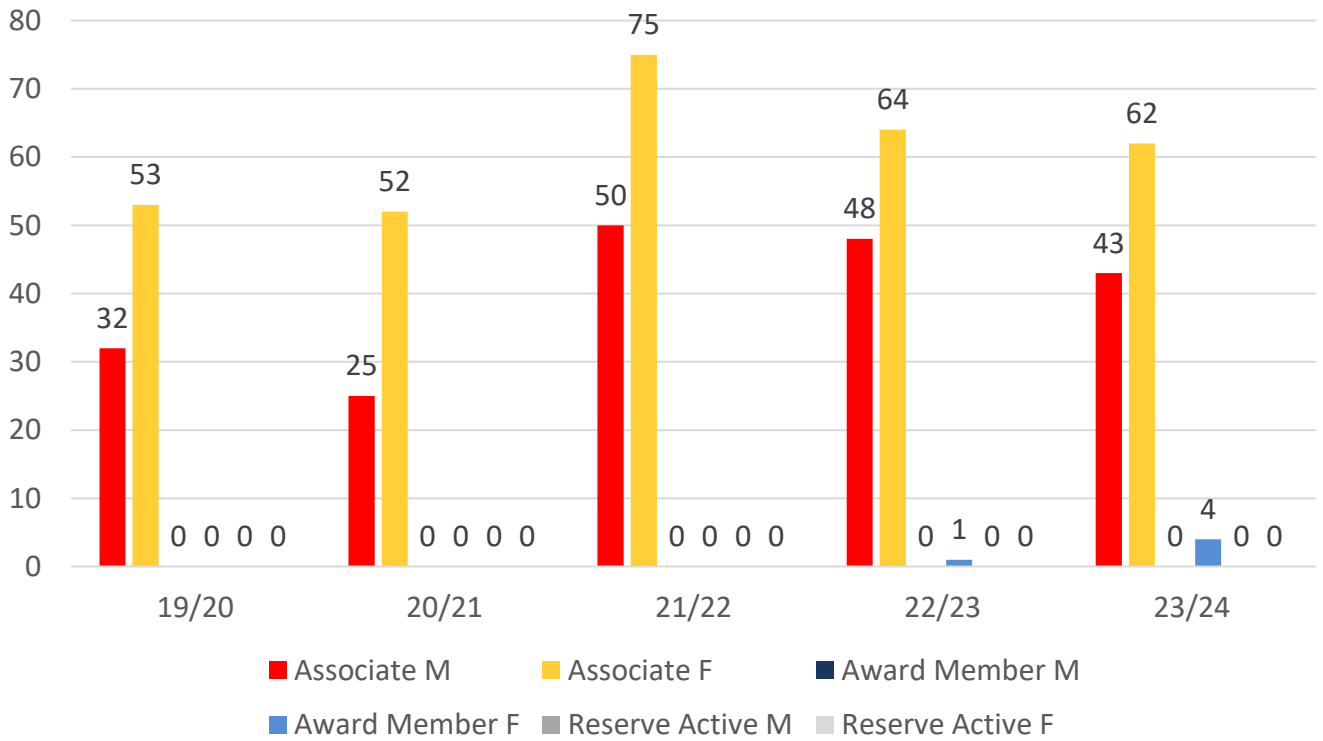
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



75

BRAND NEW MEMBERS



77%

MEMBERSHIP RETENTION



92

MEMBERS LOST FROM THE ORGANISATION

NORTH KIRRA 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	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-
Junior Activities	127	92	72%	3	0	0%	35	28%	38	30%	1	1%	128	1%
Cadet Member (13-15 years)	8	4	50%		1	13%	3	38%	1	13%	0	0%	7	-13%
Active (15-18 yrs)	21	16	76%	5	0	0%	5	24%	0	0%	1	5%	12	-43%
Active (18yrs and over)	94	81	86%		0	0%	13	14%	6	6%	2	2%	98	4%
Award Member	1	1	100%		0	0%	0	0%	0	0%	0	0%	4	300%
Reserve Active	0	0			0		0		0		0		0	
Long Service	13	13	100%		0	0%	0	0%	1	8%	1	8%	15	15%
Past Active	1	0	0%		1	100%	0	0%	0	0%	0	0%	0	-
Associate	112	78	70%	3	0	0%	34	30%	29	26%	1	1%	105	-6%
Life Member	28	28	100%		0	0%	0	0%	0	0%	0	0%	28	0%
General	0	0			0		0		0		0		0	
Honorary	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	4	3	75%	2	0	0%	1	25%	0	0%	0	0%	1	-75%
<b>Total Active</b>	<b>124</b>	<b>102</b>	<b>82%</b>		<b>1</b>	<b>1%</b>	<b>21</b>	<b>17%</b>	<b>7</b>	<b>6%</b>	<b>3</b>		<b>121</b>	<b>-2%</b>
<b>Total</b>	<b>411</b>	<b>317</b>	<b>77%</b>		<b>2</b>	<b>0%</b>	<b>92</b>	<b>22%</b>	<b>75</b>	<b>18%</b>	<b>6</b>		<b>398</b>	<b>-3%</b>

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

# MEMBERSHIP RETENTION

## NORTH KIRRA 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	7	64%	3	27%	1	9%	6
16-18 Years	18	13	72%	5	28%	0	0%	16
19-25 Years	40	33	83%	7	18%	2	5%	37
26-35 Years	6	4	67%	2	33%	2	33%	10
36-50 Years	21	20	95%	1	5%	1	5%	23
51-70 Years	28	25	89%	3	11%	1	4%	29
70+ Years	0	0		0		0		0
<b>Total</b>	124	102	82%	21	17%	7	6%	121

## NORTH KIRRA 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	10					12		12
Under 7	15	6	60%	4	40%	4	40%	10
Under 8	23	11	73%	4	27%	3	20%	14
Under 9	21	16	70%	7	30%	6	26%	22
Under 10	13	14	67%	7	33%	4	19%	19
Under 11	19	8	62%	5	38%	4	31%	12
Under 12	14	15	79%	4	21%	2	11%	17
Under 13	9	12	86%	2	14%	3	21%	15
Under 14	3	7	78%	2	22%	0	0%	7
Transitioned From JA		3	100%					

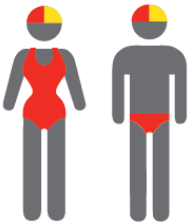
# MEMBERSHIP RETENTION

2021/22



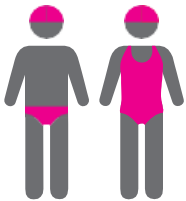
85%

TOTAL MEMBERSHIP  
RETENTION



88%

ACTIVE MEMBERSHIP  
RETENTION



82%

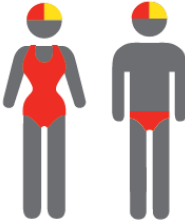
JUNIOR MEMBERSHIP  
RETENTION

2022/23



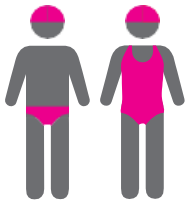
75%

TOTAL MEMBERSHIP  
RETENTION



93%

ACTIVE MEMBERSHIP  
RETENTION



68%

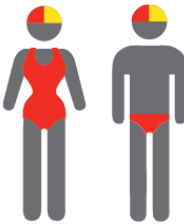
JUNIOR MEMBERSHIP  
RETENTION

2023/24



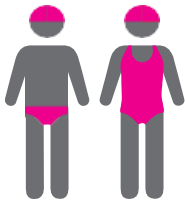
77%

TOTAL MEMBERSHIP  
RETENTION



82%

ACTIVE MEMBERSHIP  
RETENTION



72%

JUNIOR MEMBERSHIP  
RETENTION