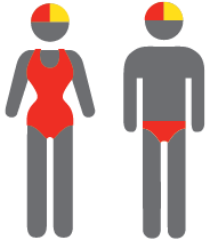


NORTH QUEENSLAND BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2023/24



372

ACTIVE
MEMBERSHIP



1060

TOTAL
MEMBERSHIP



285

JUNIOR
MEMBERSHIP

Vs. 2023/24 Mid-Season (JULY 2023)



4% Increase



9% Increase



9% Increase

Vs. 2022/23 EOS (NOV 2022)



4% Increase



6% Increase



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

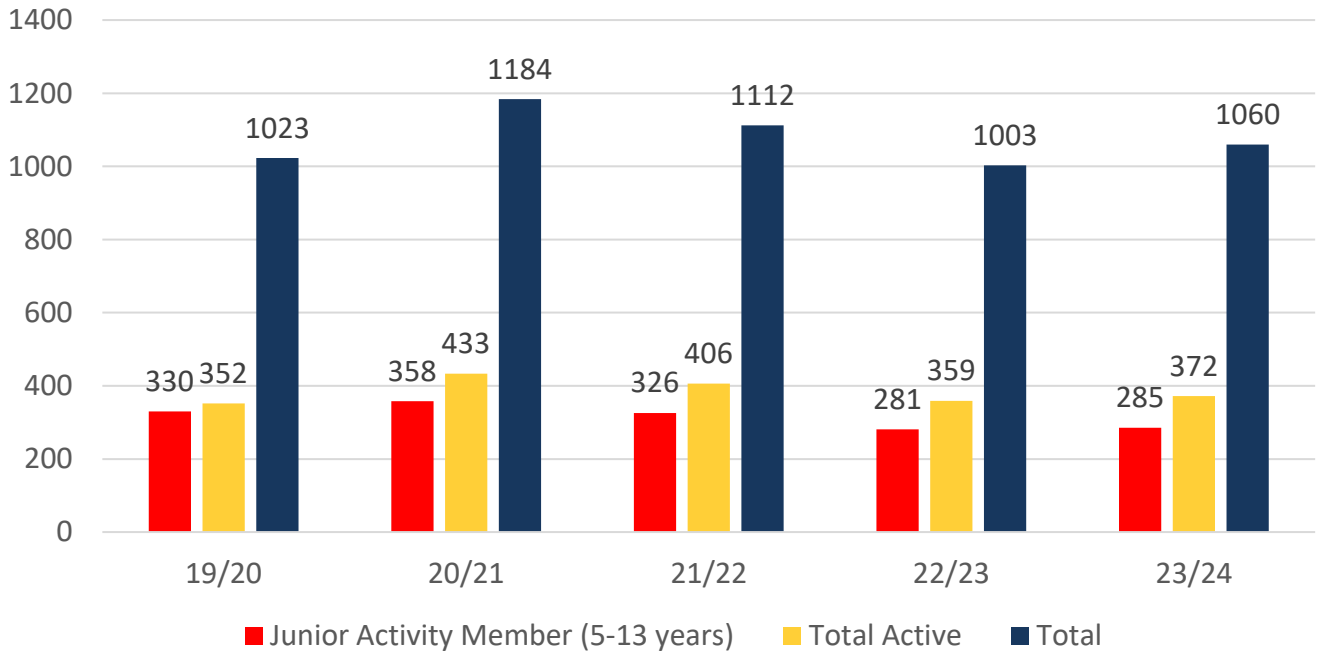
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	102	136	14	46	52
Junior Activity Member (5-13 years)	330	358	326	281	285
Cadet Member (13-15 years)	39	47	53	47	50
Active Junior (15-18 years)	69	80	83	61	75
Active Senior (18years and over)	198	234	211	202	200
Award Member	41	69	52	39	40
Reserve Active	5	3	7	10	7
Long Service	11	12	8	11	10
Past Active	1	1	1	3	2
Associate	149	159	276	223	236
Life Member	66	72	75	74	74
General	9	11	1	2	3
Honorary	0	0	0	0	0
Non Member Participants	2	2	2	1	1
Leave / Restricted	1	0	3	3	25
Total Active	352	433	406	359	372
Total	1023	1184	1112	1003	1060

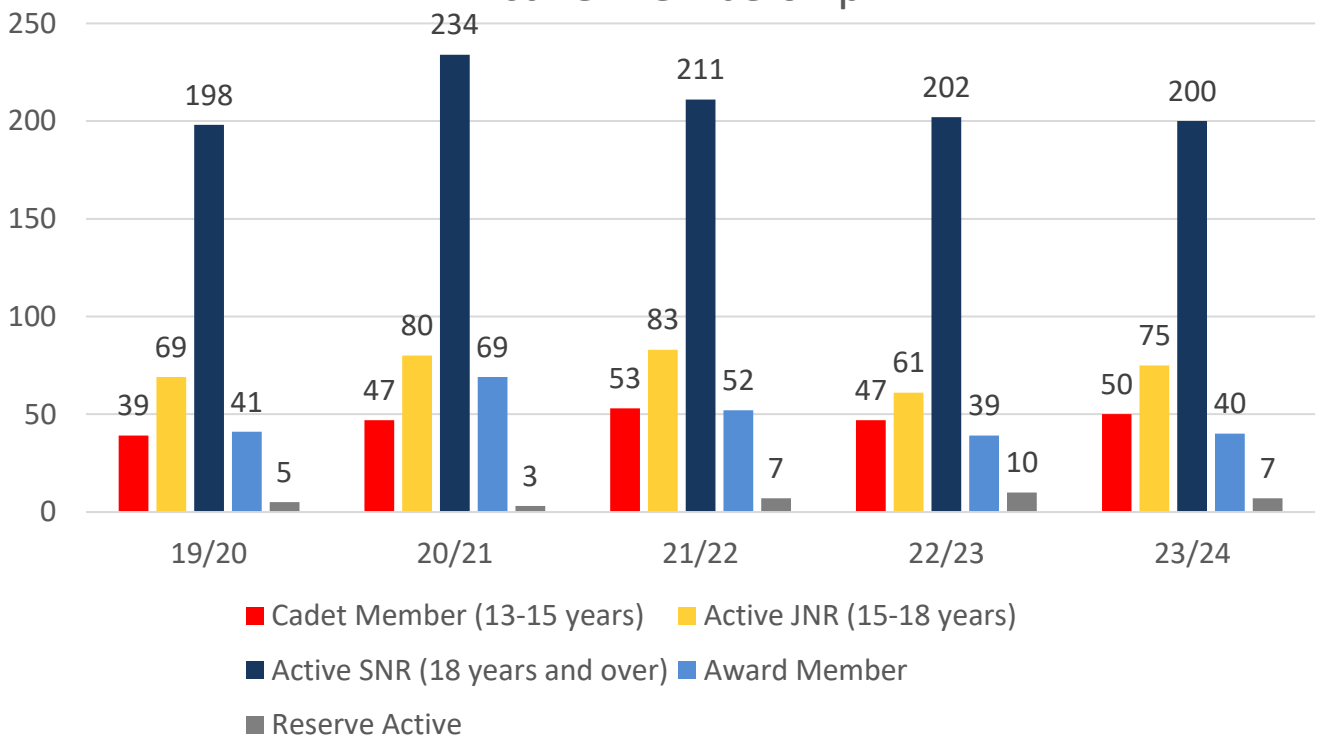
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	17	31	27	21	21
Under 7	45	35	49	38	39
Under 8	38	47	49	48	44
Under 9	42	49	43	46	51
Under 10	36	46	42	32	39
Under 11	35	45	38	35	35
Under 12	36	34	40	29	33
Under 13	36	34	30	23	33
Under 14	31	26	27	23	22
Junior Activities Total	316	347	345	295	317

5 YEAR TREND ANALYSIS

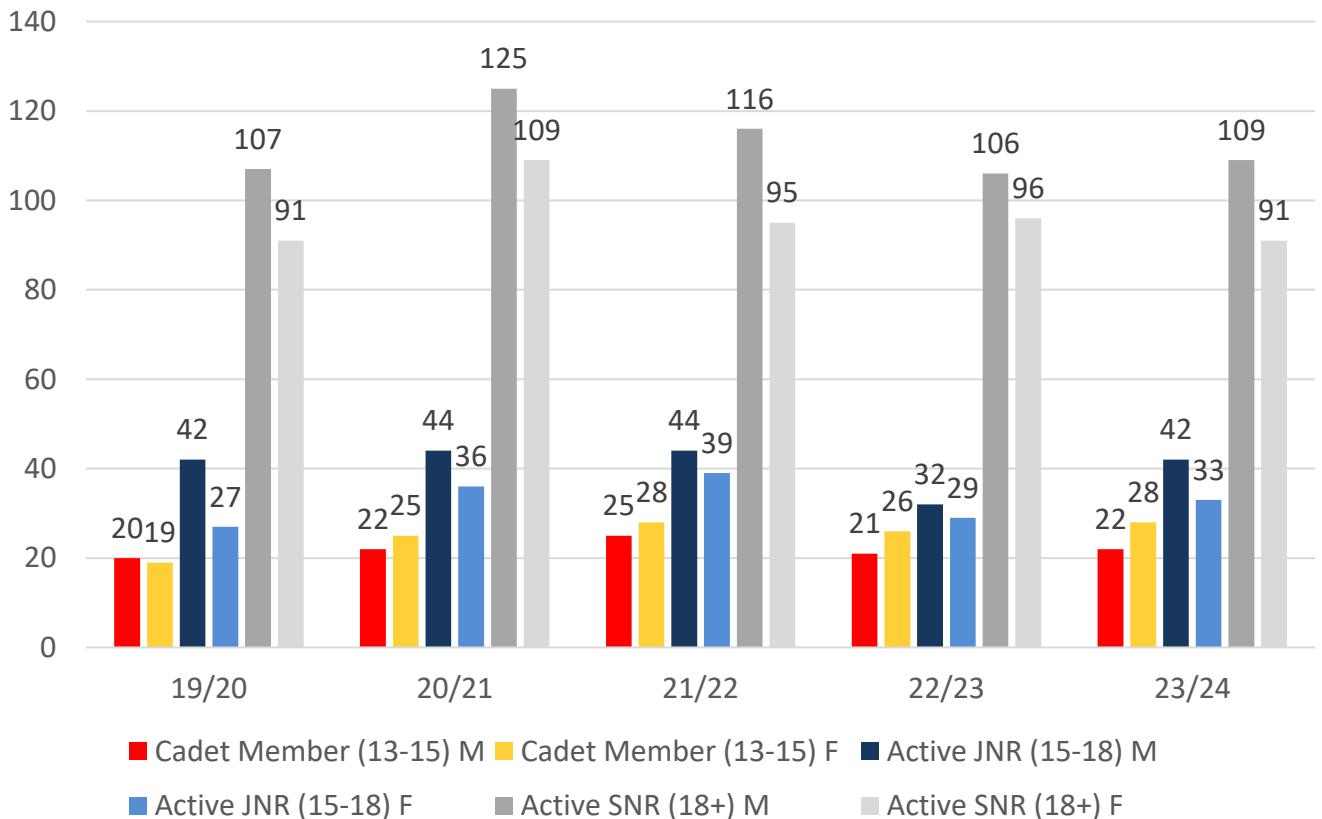
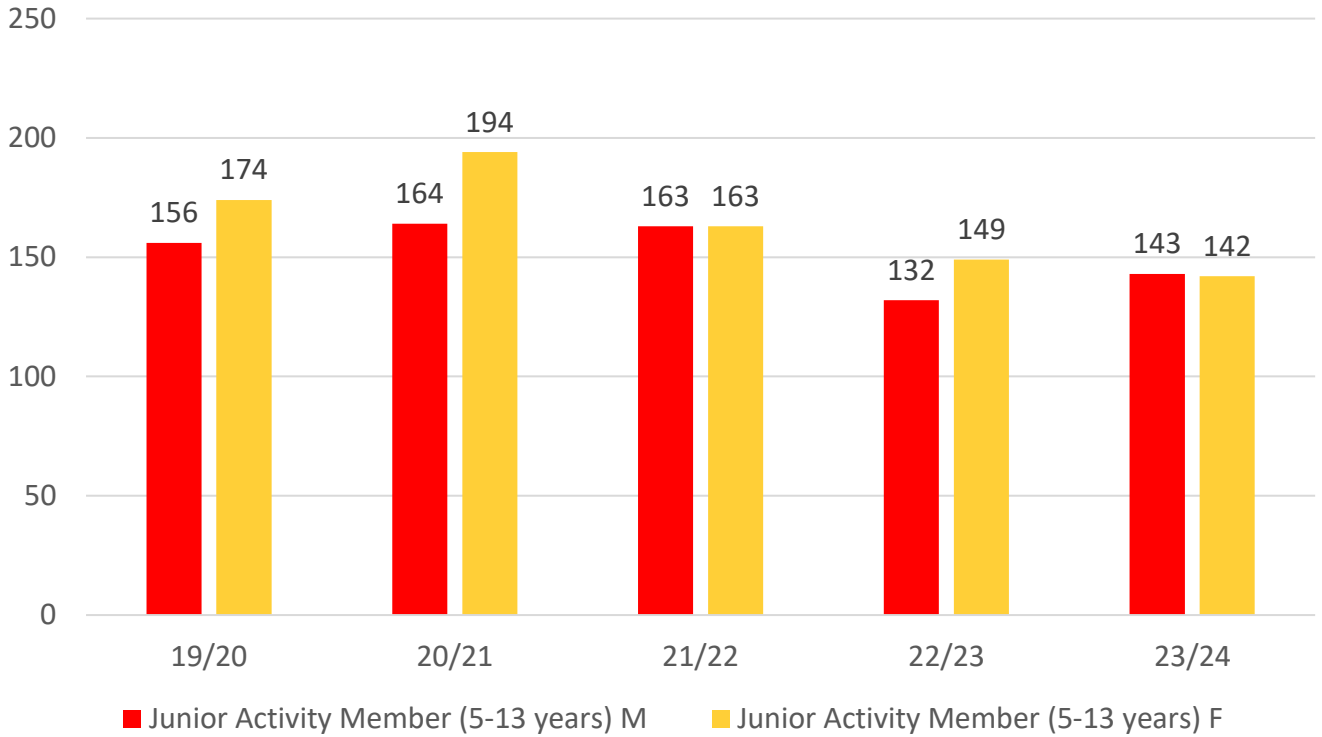
Total Membership



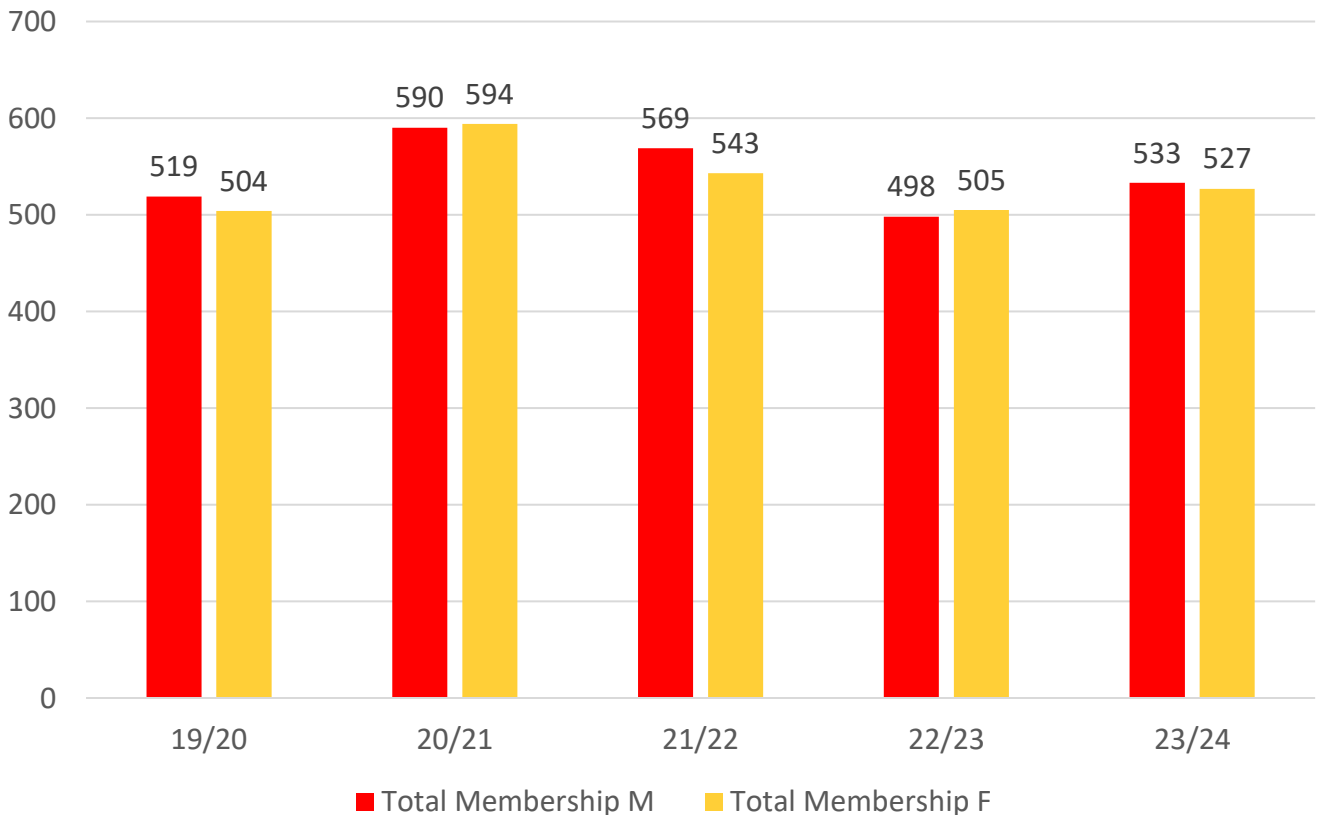
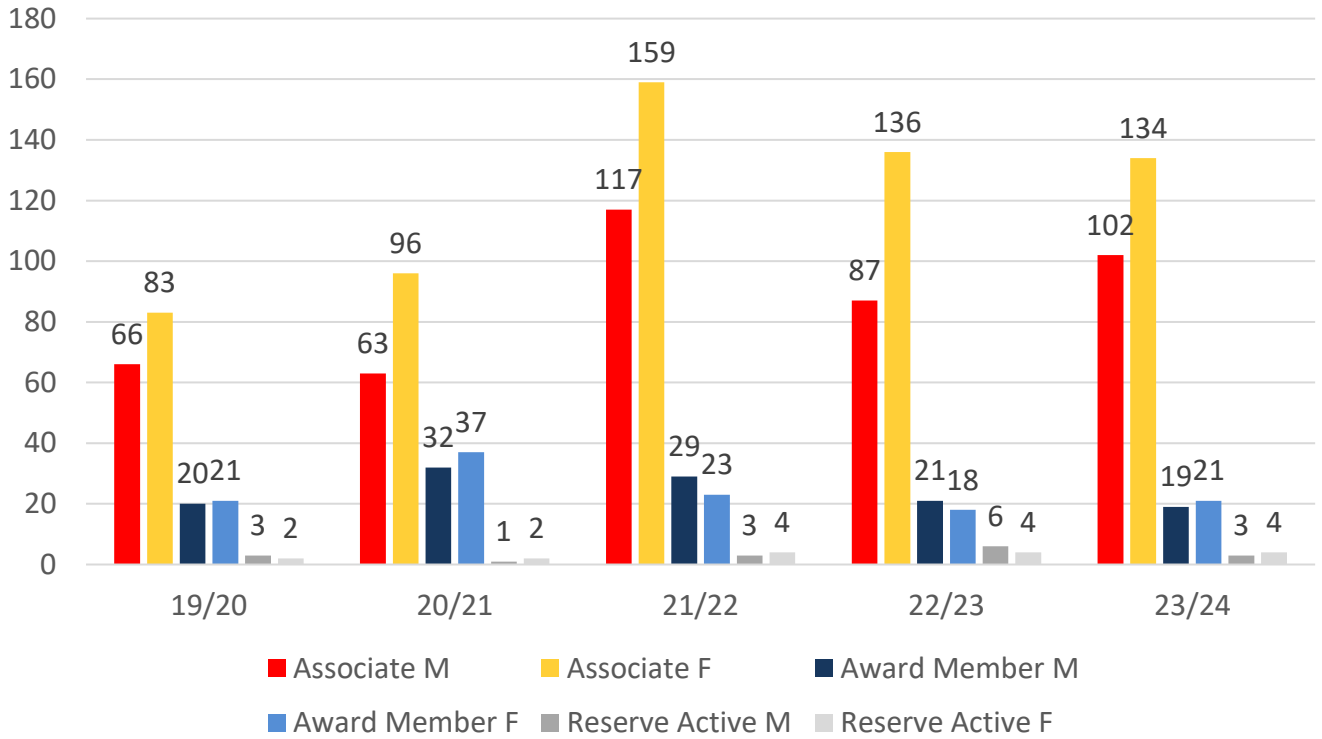
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



338

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



280

MEMBERS LOST FROM THE ORGANISATION

NORTH QUEENSLAND BRANCH 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	46	15	33%	9	0	0%	31	67%	46	100%	0	0%	52	13%
Junior Activities	281	183	65%	20	0	0%	98	35%	122	43%	0	0%	285	1%
Cadet Member (13-15 years)	47	43	91%	-2	0	0%	4	9%	5	11%	0	0%	50	6%
Active (15-18 yrs)	61	47	77%	-11	0	0%	14	23%	17	28%	0	0%	75	23%
Active (18yrs and over)	202	169	84%	-17	0	0%	33	16%	14	7%	0	0%	200	-1%
Award Member	39	34	87%	-1	0	0%	5	13%	5	13%	0	0%	40	3%
Reserve Active	10	8	80%	1	0	0%	2	20%	0	0%	0	0%	7	-30%
Long Service	11	9	82%	0	0	0%	2	18%	1	9%	0	0%	10	-9%
Past Active	3	3	100%	1	0	0%	0	0%	0	0%	0	0%	2	-33%
Associate	223	136	61%	22	0	0%	87	39%	122	55%	0	0%	236	6%
Life Member	74	72	97%	-2	0	0%	2	3%	0	0%	0	0%	74	0%
General	2	0	0%	0	0	0%	2	100%	3	150%	0	0%	3	50%
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	1	1	100%	0	0	0%	0	0%	0	0%	0	0%	1	0%
Leave / Restricted	3	3	100%	-19	0	0%	0	0%	3	100%	0	0%	25	733%
Total Active	359	301	84%		0	0%	58	16%	41	11%	0		372	4%
Total	1003	723	72%		0	0%	280	28%	338	34%	0		1060	6%

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

MEMBERSHIP RETENTION

NORTH QUEENSLAND BRANCH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	57	52	91%	5	9%	12	21%	64
16-18 Years	64	47	73%	17	27%	10	16%	64
19-25 Years	33	28	85%	5	15%	0	0%	34
26-35 Years	22	15	68%	7	32%	5	23%	22
36-50 Years	108	96	89%	12	11%	8	7%	108
51-70 Years	74	62	84%	12	16%	5	7%	78
70+ Years	1	1	100%	0	0%	1	100%	2
Total	359	301	84%	58	16%	41	11%	372

NORTH QUEENSLAND BRANCH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	21					17		17
Under 7	38	10	48%	11	52%	27	129%	37
Under 8	48	20	53%	18	47%	21	55%	41
Under 9	45	33	69%	15	31%	18	38%	51
Under 10	32	25	56%	20	44%	12	27%	38
Under 11	35	24	75%	8	25%	9	28%	33
Under 12	29	24	69%	11	31%	8	23%	33
Under 13	23	21	72%	8	28%	10	34%	31
Under 14	10	19	83%	4	17%	0	0%	4
Transitioned From JA		7	70%					

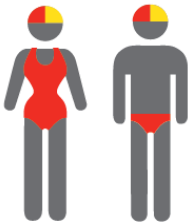
MEMBERSHIP RETENTION

2021/22



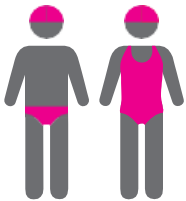
65%

TOTAL MEMBERSHIP
RETENTION



70%

ACTIVE MEMBERSHIP
RETENTION



65%

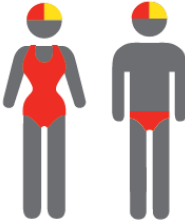
JUNIOR MEMBERSHIP
RETENTION

2022/23



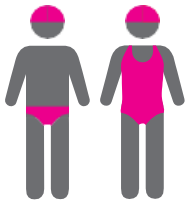
74%

TOTAL MEMBERSHIP
RETENTION



66%

ACTIVE MEMBERSHIP
RETENTION



61%

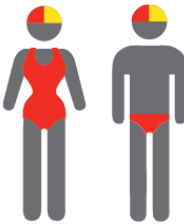
JUNIOR MEMBERSHIP
RETENTION

2023/24



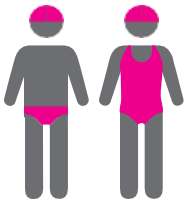
72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION