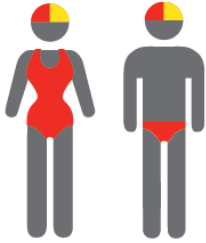


NORTH QUEENSLAND BRANCH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2024/25



354

ACTIVE
MEMBERSHIP



1098

TOTAL
MEMBERSHIP



329

JUNIOR
MEMBERSHIP

Vs. 2024/25 Mid-Season (JULY 2024)



7% Increase



8% Increase



8% Increase

Vs. 2023/24 EOS (NOV 2023)



5% Decrease



4% Increase



15% 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

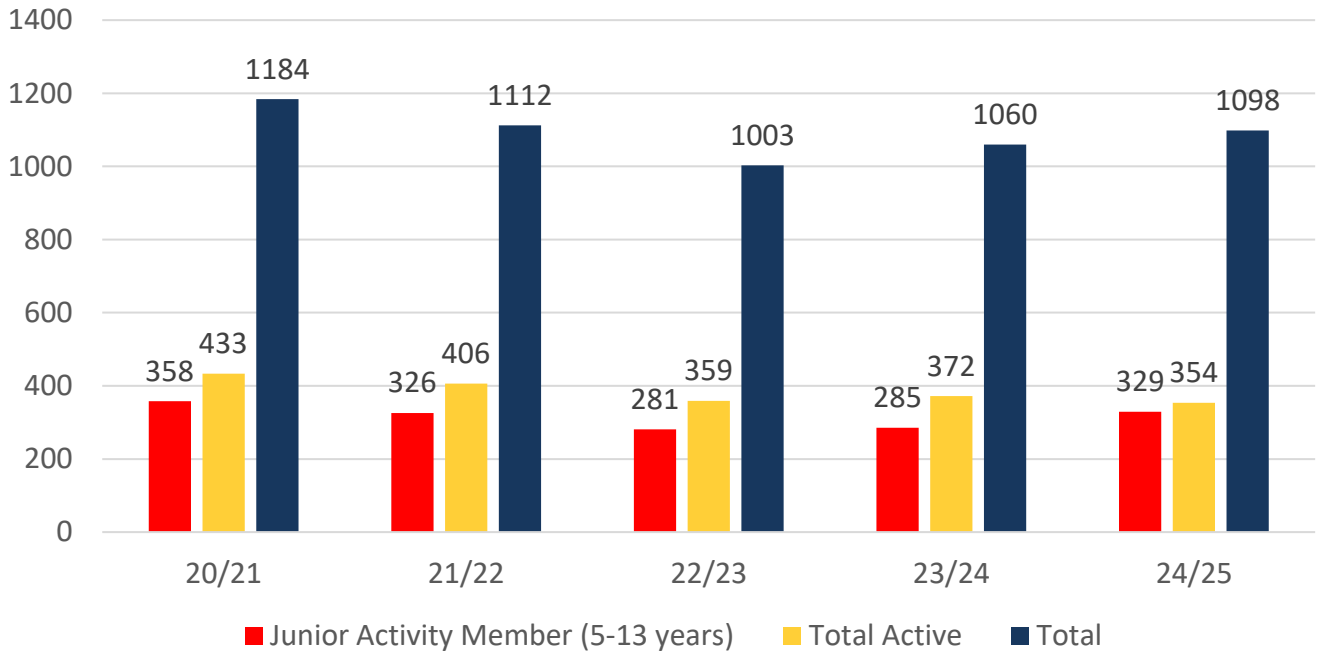
MEMBERSHIP 2020-2024

	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Nipper Parent	-	-	-	-	5
Probationary	136	14	46	52	63
Junior Activity Member (5-13 years)	358	326	281	285	329
Cadet Member (13-15 years)	47	53	47	50	40
Active Junior (15-18 years)	80	83	61	75	72
Active Senior (18years and over)	234	211	202	200	202
Award Member	69	52	39	40	34
Reserve Active	3	7	10	7	6
Long Service	12	8	11	10	11
Past Active	1	1	3	2	5
Associate	159	276	223	236	228
Life Member	72	75	74	74	82
General	11	1	2	3	8
Honorary	0	0	0	0	0
Non Member Participants	2	2	1	1	4
Leave / Restricted	0	3	3	25	9
Total Active	433	406	359	372	354
Total	1184	1112	1003	1060	1098

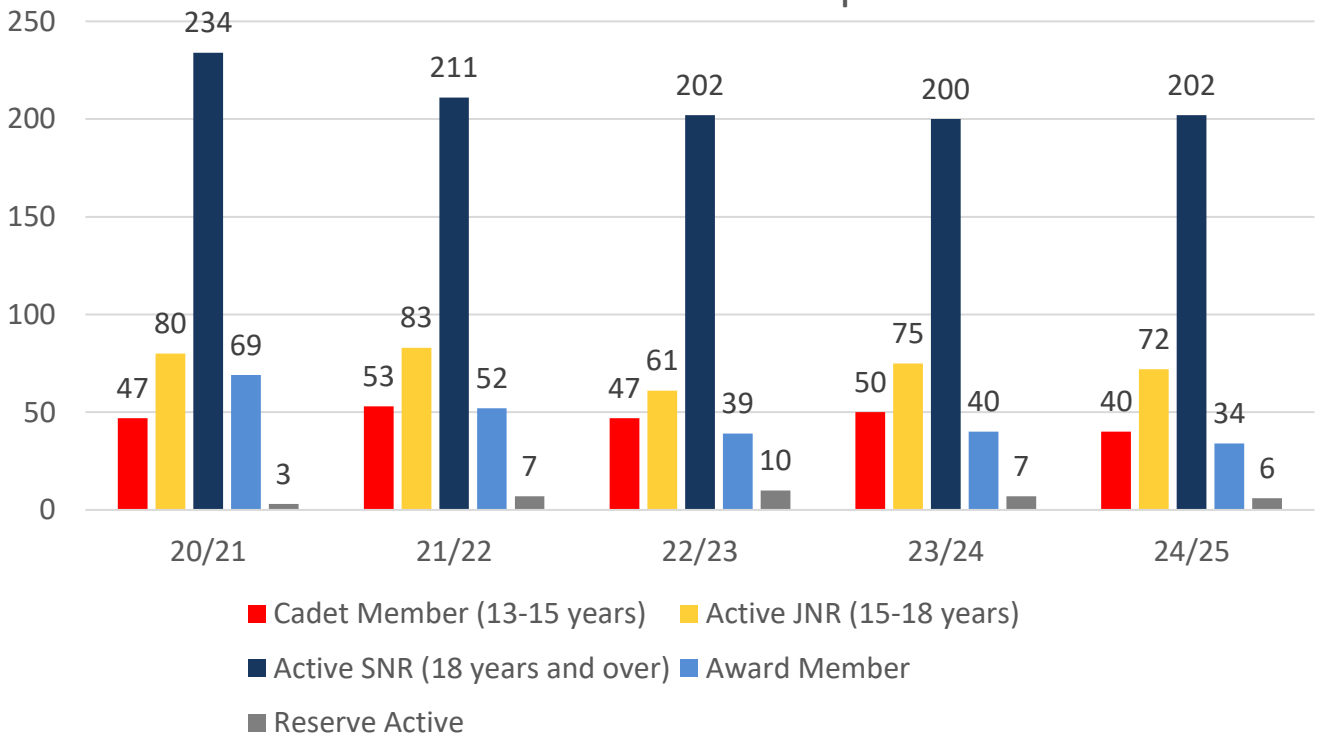
	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Under 6	31	27	21	21	32
Under 7	35	49	38	39	45
Under 8	47	49	48	44	34
Under 9	49	43	46	51	49
Under 10	46	42	32	39	42
Under 11	45	38	35	35	37
Under 12	34	40	29	33	38
Under 13	34	30	23	33	37
Under 14	26	27	23	22	29
Jnr Age Category Total	347	345	295	317	343

5 YEAR TREND ANALYSIS

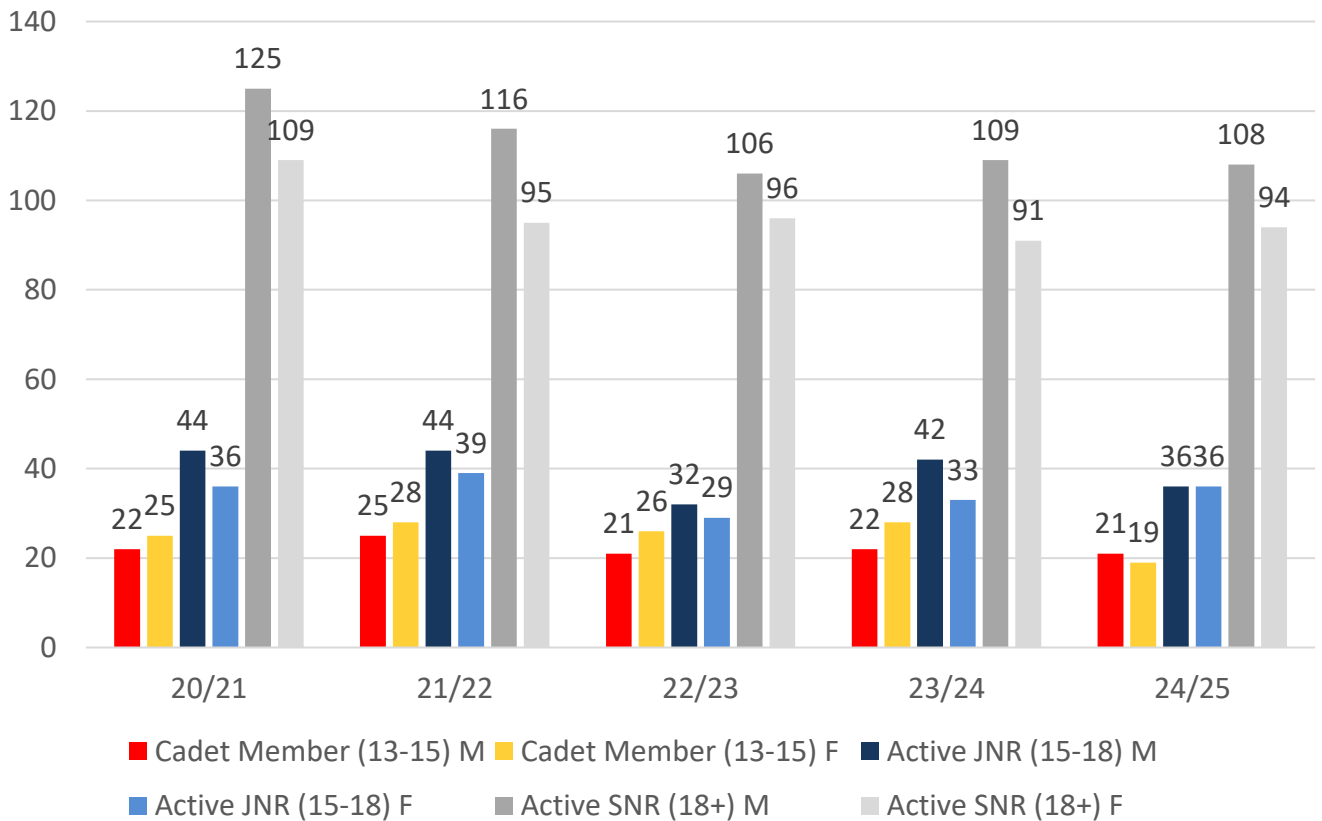
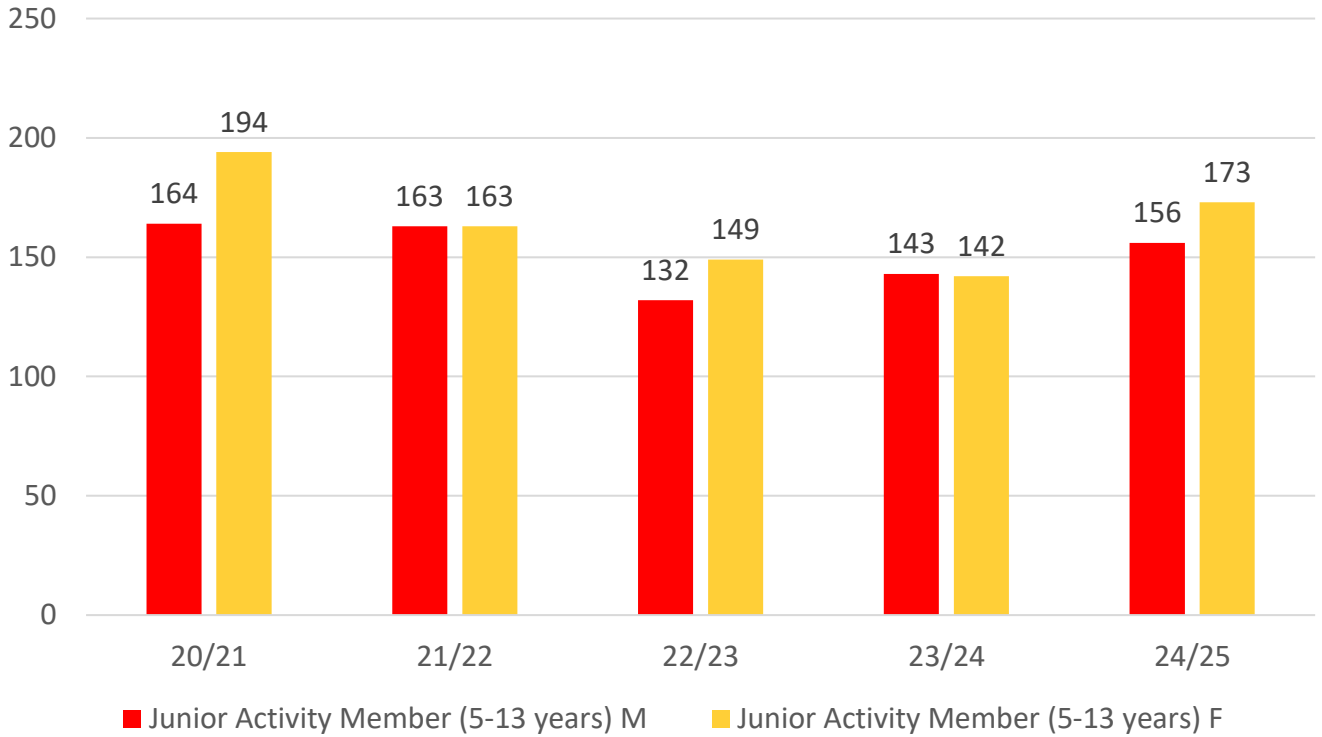
Total Membership



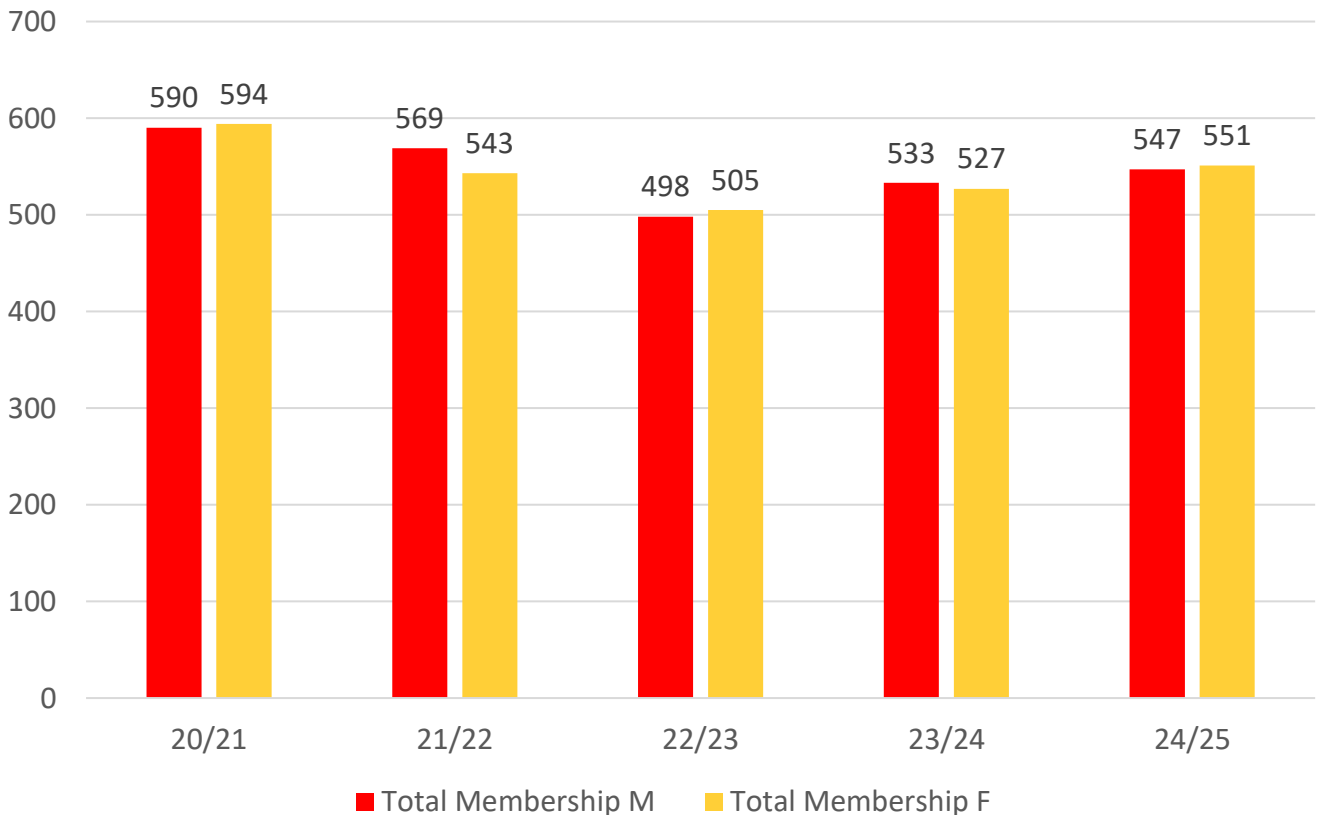
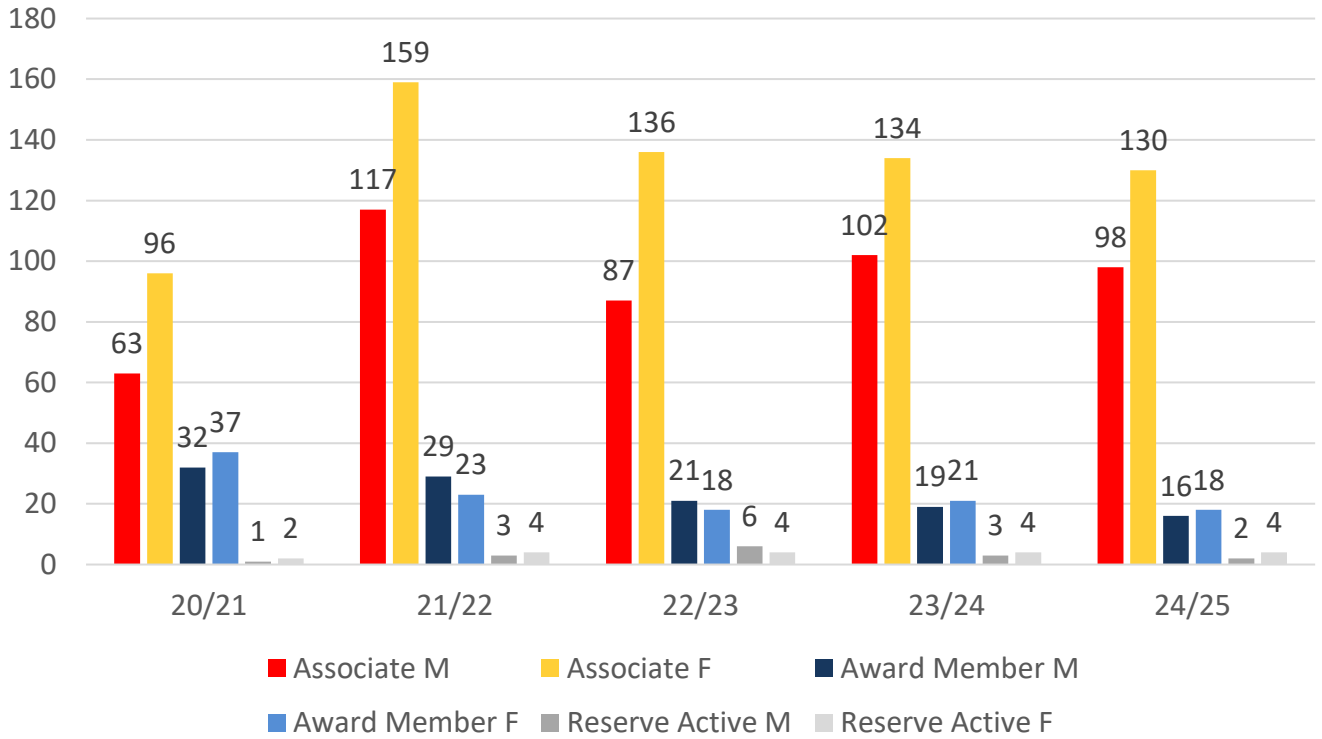
Active Membership



5 YEAR GENDER COMPARISON



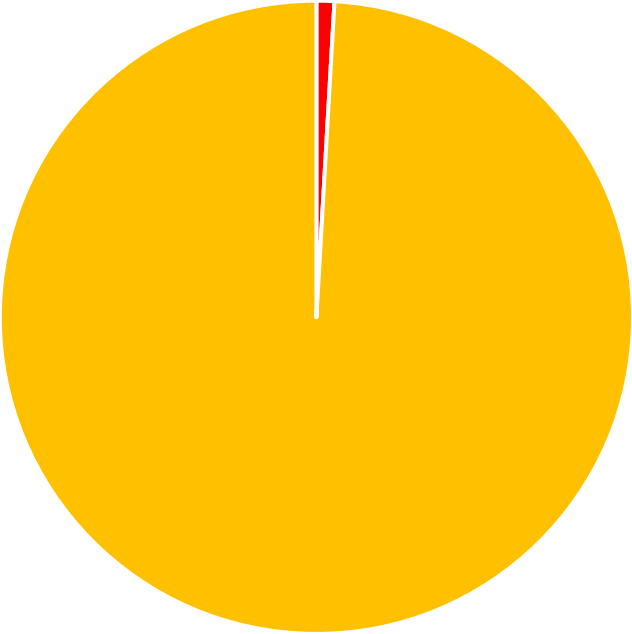
5 YEAR GENDER COMPARISON



DEMOGRAPHIC OVERVIEW 2024

First Nations

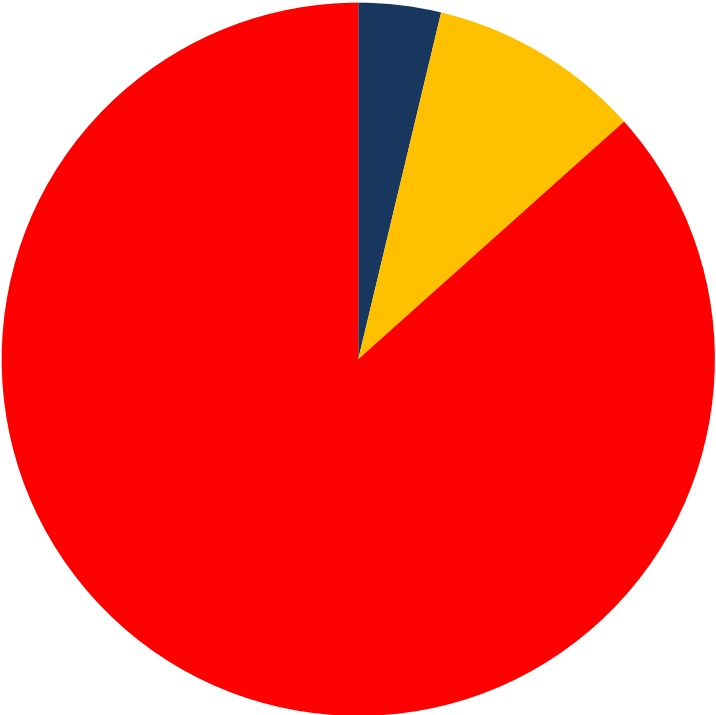
- Aboriginal or Torres Strait Islander
- Did not say



Note: This graph shows members who filled the section of Surfguard indicating "Country of Cultural Background". This does not mean country of birth.

Cultural Diversity

- Culturally and Linguistically Diverse
- Australia
- Did Not Say



MEMBERSHIP RETENTION



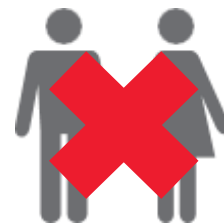
369

BRAND NEW MEMBERS



68%

MEMBERSHIP RETENTION



336

MEMBERS LOST FROM THE ORGANISATION

NORTH QLD 24/25

	23/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		24/25	
Nipper Parent	0	0			0		0		4		0		5	
Probationary	52	18	35%	4	0	0%	34	65%	49	94%	0	0%	63	21%
Junior Activities	285	184	65%	11	0	0%	101	35%	156	55%	0	0%	329	15%
Cadet Member (13-15 years)	50	44	88%	6	0	0%	6	12%	2	4%	0	0%	40	-20%
Active (15-18 yrs)	75	52	69%		0	0%	23	31%	10	13%	0	0%	72	-4%
Active (18yrs and over)	200	162	81%		0	0%	38	19%	28	14%	0	0%	202	1%
Award Member	40	33	83%	3	0	0%	7	18%	4	10%	0	0%	34	-15%
Reserve Active	7	5	71%	1	0	0%	2	29%	2	29%	0	0%	6	-14%
Long Service	10	10	100%	1	0	0%	0	0%	2	20%	0	0%	11	10%
Past Active	2	2	100%		0	0%	0	0%	1	50%	0	0%	5	150%
Associate	236	130	55%	3	0	0%	106	45%	101	43%	0	0%	228	-3%
Life Member	74	73	99%		0	0%	1	1%	1	1%	0	0%	82	11%
General	3	1	33%		0	0%	2	67%	4	133%	0	0%	8	167%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	1	1	100%		0	0%	0	0%	2	200%	0	0%	4	300%
Leave / Restricted	25	9	36%	3	0	0%	16	64%	3	12%	0	0%	9	-64%
Total Active	372	296	80%		0	0%	76	20%	46	12%	0	0%	354	-5%
Total	1060	724	68%		0	0%	336	32%	369	35%	0	0%	1098	4%

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

MEMBERSHIP RETENTION

NORTH QLD 24/25								
Active Members	23/24	Retained		Left SLS		Recruited		24/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	64	52	81%	12	19%	6	9%	47
16-18 Years	64	45	70%	19	30%	7	11%	69
19-25 Years	34	20	59%	14	41%	2	6%	25
26-35 Years	22	16	73%	6	27%	7	32%	23
36-50 Years	108	96	89%	12	11%	20	19%	112
51-70 Years	78	66	85%	12	15%	4	5%	75
70+ Years	2	1	50%	1	50%	0	0%	3
Total	372	296	80%	76	20%	46	12%	354

NORTH QLD 24/25								
Age Group	23/24	Retained		Left SLS		Recruited		24/25
Under 6	21					31		31
Under 7	37	11	52%	6	29%	33	157%	45
Under 8	41	18	49%	19	51%	16	43%	34
Under 9	51	24	59%	17	41%	25	61%	49
Under 10	38	30	59%	21	41%	12	24%	42
Under 11	33	27	71%	11	29%	10	26%	36
Under 12	33	23	70%	10	30%	14	42%	38
Under 13	31	25	76%	8	24%	13	39%	37
Under 14	4	23	74%	8	26%	0	0%	13
Transitioned From JA		3	75%					

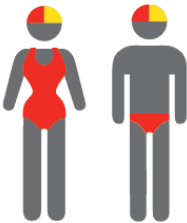
MEMBERSHIP RETENTION

2022/23



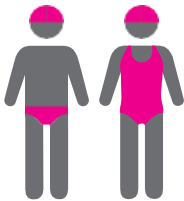
74%

TOTAL MEMBERSHIP
RETENTION



66%

ACTIVE MEMBERSHIP
RETENTION



61%

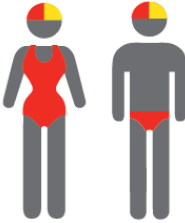
JUNIOR MEMBERSHIP
RETENTION

2023/24



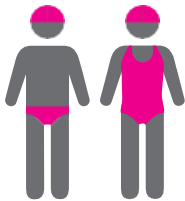
72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



65%

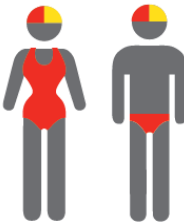
JUNIOR MEMBERSHIP
RETENTION

2024/25



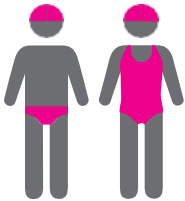
68%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION