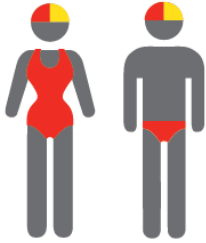


PALM BEACH

MEMBERSHIP STATISTICS REPORT EOS 2023/24



214
ACTIVE
MEMBERSHIP



844
TOTAL
MEMBERSHIP



337
JUNIOR
MEMBERSHIP

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



10% Increase



2% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



2% Decrease



3% Increase



9% 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

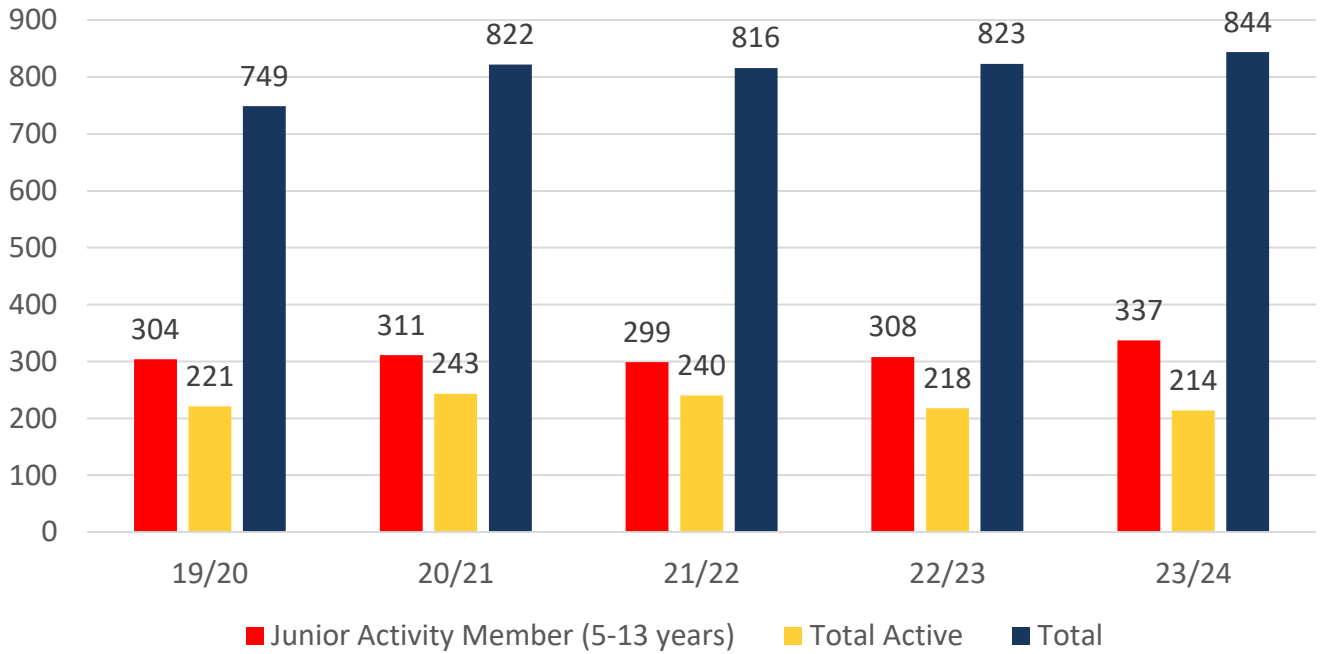
MEMBERSHIP 2018-2023

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	1	0	6	3
Junior Activity Member (5-13 years)	304	311	299	308	337
Cadet Member (13-15 years)	28	17	20	14	16
Active Junior (15-18 years)	23	42	48	50	63
Active Senior (18years and over)	169	183	172	151	134
Award Member	0	0	0	3	1
Reserve Active	1	1	0	0	0
Long Service	11	9	10	9	7
Past Active	1	0	1	2	1
Associate	201	221	237	246	254
Life Member	10	35	28	28	23
General	0	0	0	0	0
Honorary	1	1	0	0	0
Non Member Participants	0	0	1	0	0
Leave / Restricted	0	1	0	6	5
Total Active	221	243	240	218	214
Total	749	822	816	823	844

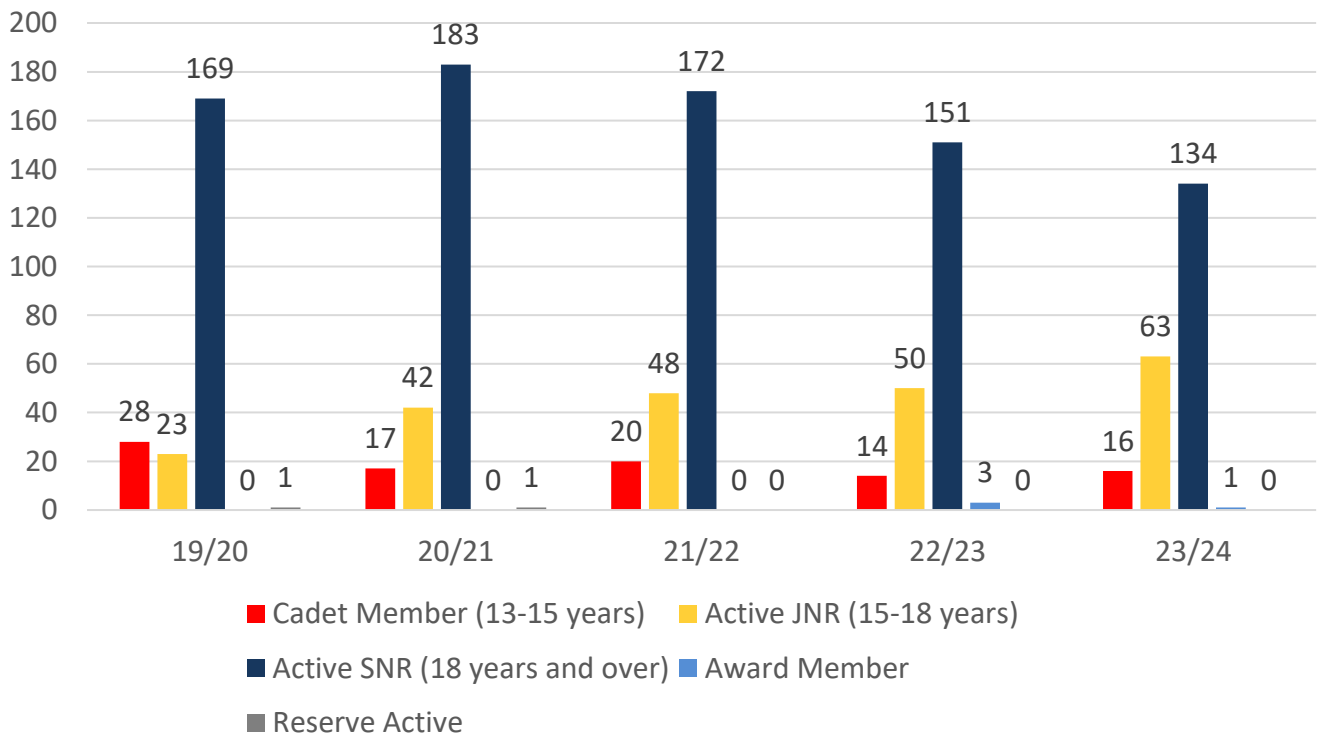
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	28	39	34	39	56
Under 7	27	48	53	43	54
Under 8	34	34	50	48	50
Under 9	52	36	40	47	42
Under 10	34	39	29	44	37
Under 11	44	26	27	29	32
Under 12	29	42	22	19	22
Under 13	31	19	27	20	22
Under 14	25	28	17	21	22
Junior Activities Total	304	311	299	310	337

5 YEAR TREND ANALYSIS

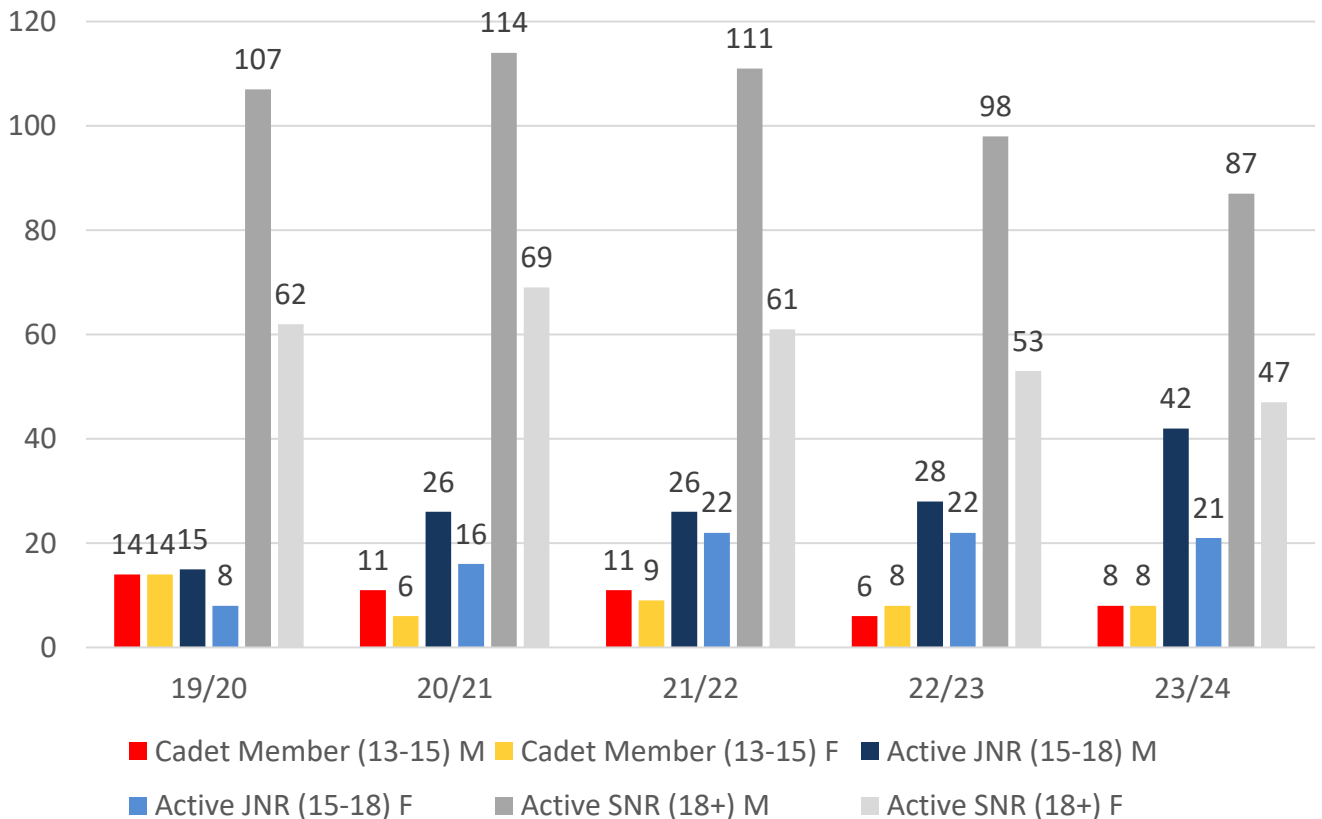
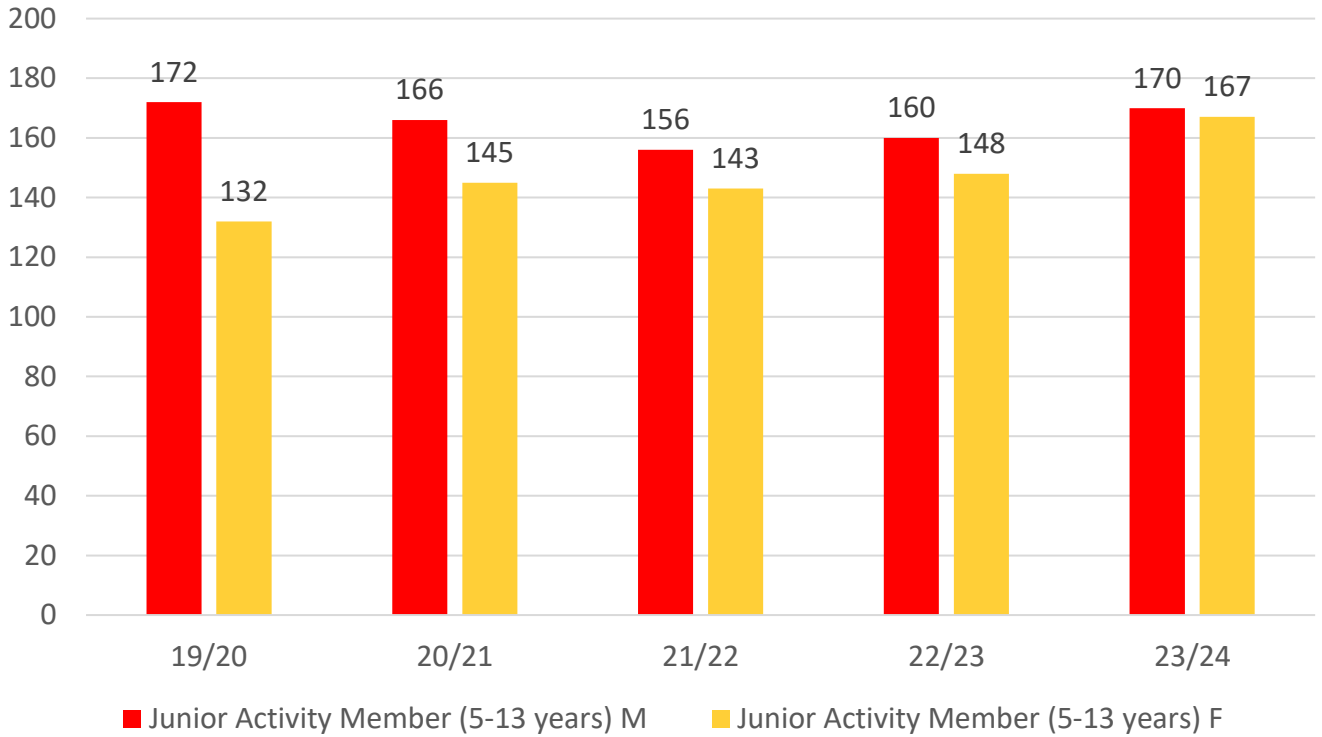
Total Membership



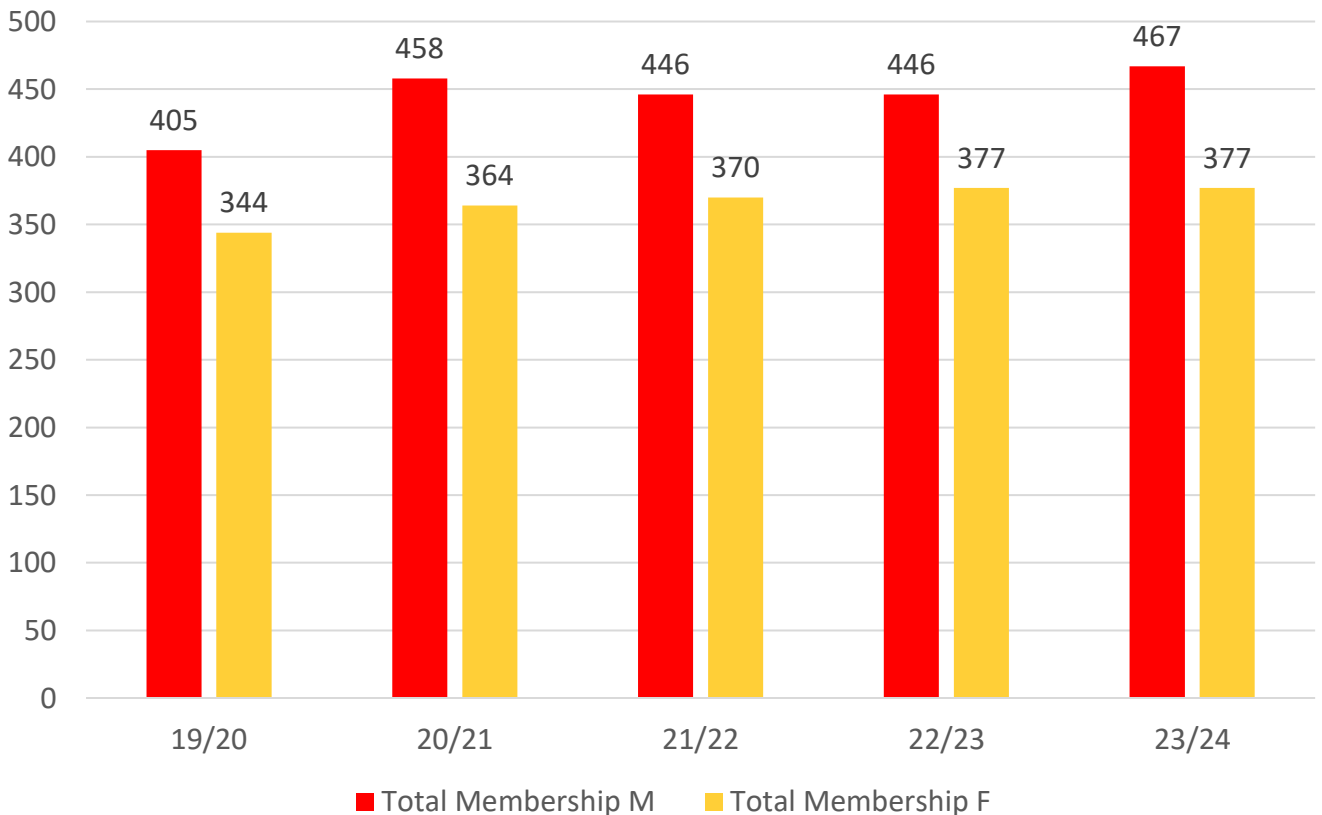
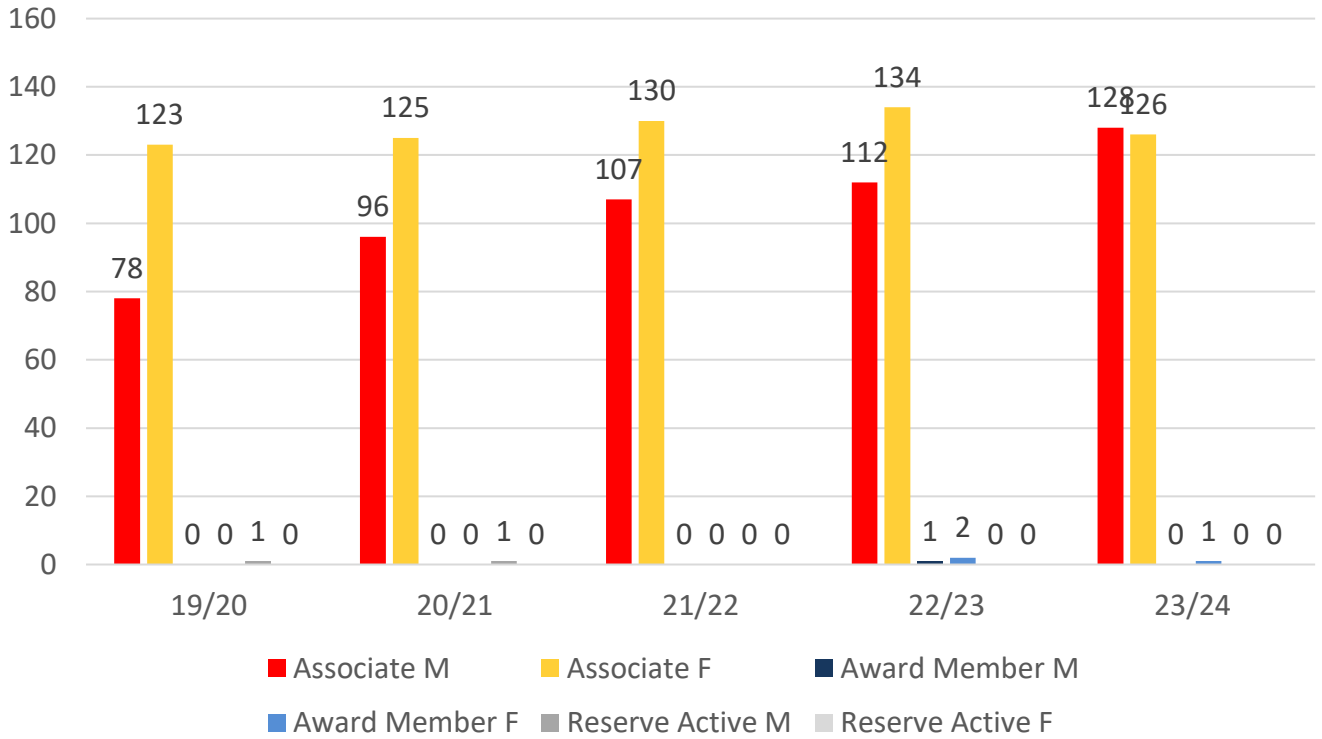
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



327

BRAND NEW MEMBERS



57%

MEMBERSHIP RETENTION



324

MEMBERS LOST FROM THE ORGANISATION

PALM BEACH 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	6	4	67%	3	0	0%	2	33%	2	33%	0	0%	3	-50%
Junior Activities	308	162	53%	10	11	4%	135	44%	162	53%	23	7%	337	9%
Cadet Member (13-15 years)	14	7	50%		0	0%	7	50%	3	21%	0	0%	16	14%
Active (15-18 yrs)	50	37	74%		1	2%	12	24%	20	40%	3	6%	63	26%
Active (18yrs and over)	151	113	75%	1	3	2%	35	23%	16	11%	6	4%	134	-11%
Award Member	3	1	33%	1	1	33%	1	33%	1	33%	0	0%	1	-67%
Reserve Active	0	0			0		0		0		0		0	
Long Service	9	6	67%		3	33%	0	0%	1	11%	0	0%	7	-22%
Past Active	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Associate	246	117	48%		6	2%	123	50%	121	49%	12	5%	254	3%
Life Member	28	23	82%		0	0%	5	18%	0	0%	0	0%	23	-18%
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	6	2	33%		1	17%	3	50%	1	17%	0	0%	5	-17%
Total Active	218	158	72%		5	2%	55	25%	40	18%	9		214	-2%
Total	823	473	57%		26	3%	324	39%	327	40%	44		844	3%

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

MEMBERSHIP RETENTION

PALM BEACH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	25	14	56%	10	40%	1	4%	16
16-18 Years	41	30	73%	10	24%	22	54%	61
19-25 Years	18	13	72%	5	28%	0	0%	16
26-35 Years	7	4	57%	3	43%	6	86%	12
36-50 Years	75	56	75%	17	23%	8	11%	59
51-70 Years	49	38	78%	10	20%	3	6%	47
70+ Years	3	3	100%	0	0%	0	0%	3
Total	218	158	72%	55	25%	40	18%	214

PALM BEACH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	39					56		56
Under 7	43	23	59%	15	38%	25	64%	54
Under 8	48	21	49%	20	47%	21	49%	50
Under 9	47	26	54%	20	42%	13	27%	42
Under 10	44	21	45%	22	47%	14	30%	37
Under 11	29	20	45%	23	52%	9	20%	32
Under 12	19	13	45%	16	55%	9	31%	22
Under 13	20	13	68%	5	26%	9	47%	22
Under 14	19	15	75%	5	25%	6	30%	22
Transitioned From JA		10	53%					

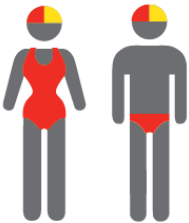
MEMBERSHIP RETENTION

2021/22



63%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



60%

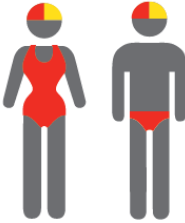
JUNIOR MEMBERSHIP
RETENTION

2022/23



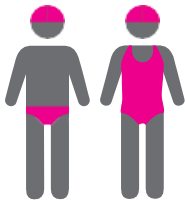
64%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



62%

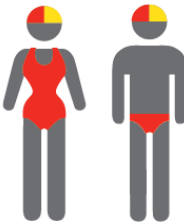
JUNIOR MEMBERSHIP
RETENTION

2023/24



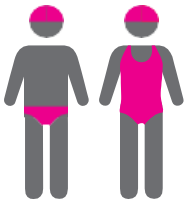
57%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION