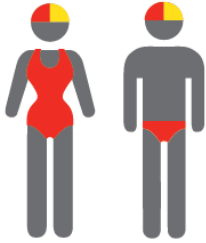


POINT LOOKOUT

MEMBERSHIP STATISTICS REPORT EOS 2023/24



186
ACTIVE
MEMBERSHIP



701
TOTAL
MEMBERSHIP



190
JUNIOR
MEMBERSHIP

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



20% Increase



1% Increase



4% Increase

Vs. 2022/23 EOS (MAY 2023)



18% Increase



8% 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

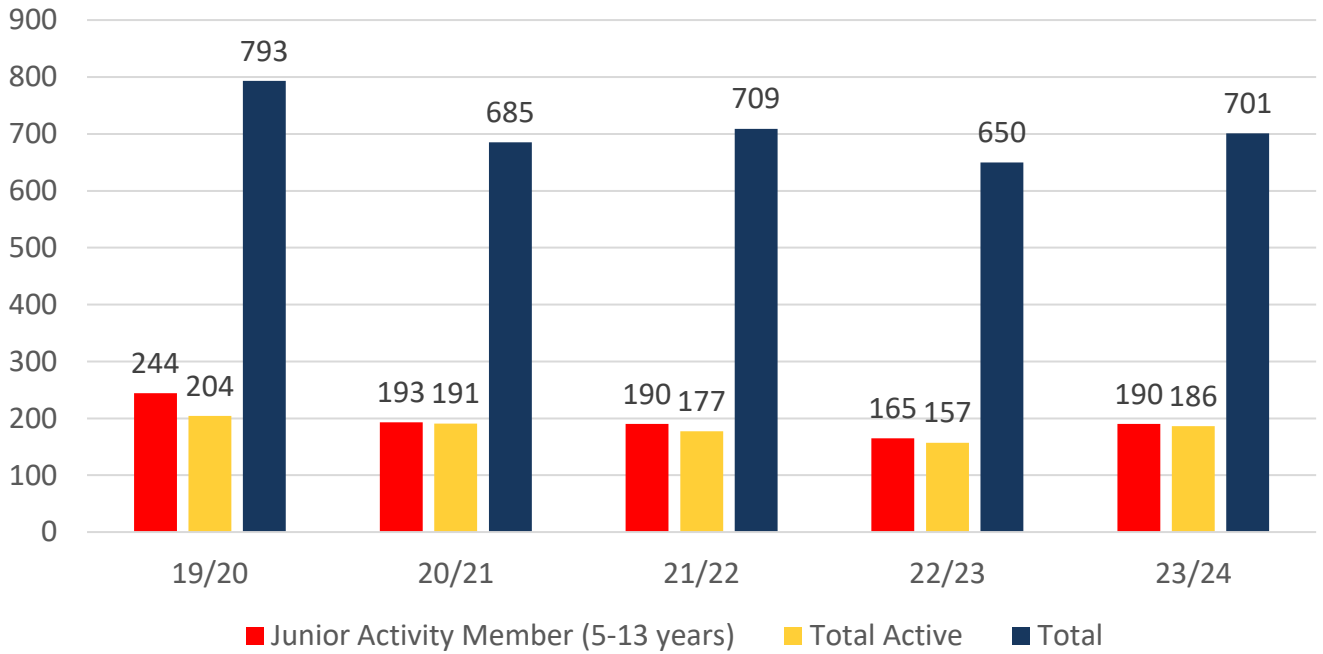
MEMBERSHIP 2019-2024

| | 19/20 | 20/21 | 21/22 | 22/23 | 23/24 |
|-------------------------------------|-------|-------|-------|-------|-------|
| | Total | Total | Total | Total | Total |
| Probationary | 0 | 18 | 5 | 3 | 66 |
| Junior Activity Member (5-13 years) | 244 | 193 | 190 | 165 | 190 |
| Cadet Member (13-15 years) | 28 | 26 | 38 | 23 | 36 |
| Active Junior (15-18 years) | 34 | 37 | 27 | 30 | 27 |
| Active Senior (18years and over) | 65 | 55 | 48 | 53 | 51 |
| Award Member | 77 | 73 | 63 | 47 | 71 |
| Reserve Active | 0 | 0 | 1 | 4 | 1 |
| Long Service | 30 | 37 | 36 | 42 | 36 |
| Past Active | 12 | 13 | 15 | 10 | 10 |
| Associate | 271 | 201 | 250 | 238 | 176 |
| Life Member | 21 | 21 | 20 | 21 | 21 |
| General | 0 | 0 | 1 | 0 | 0 |
| Honorary | 11 | 11 | 12 | 14 | 14 |
| Non Member Participants | 0 | 0 | 0 | 0 | 0 |
| Leave / Restricted | 0 | 0 | 3 | 0 | 2 |
| Total Active | 204 | 191 | 177 | 157 | 186 |
| Total | 793 | 685 | 709 | 650 | 701 |

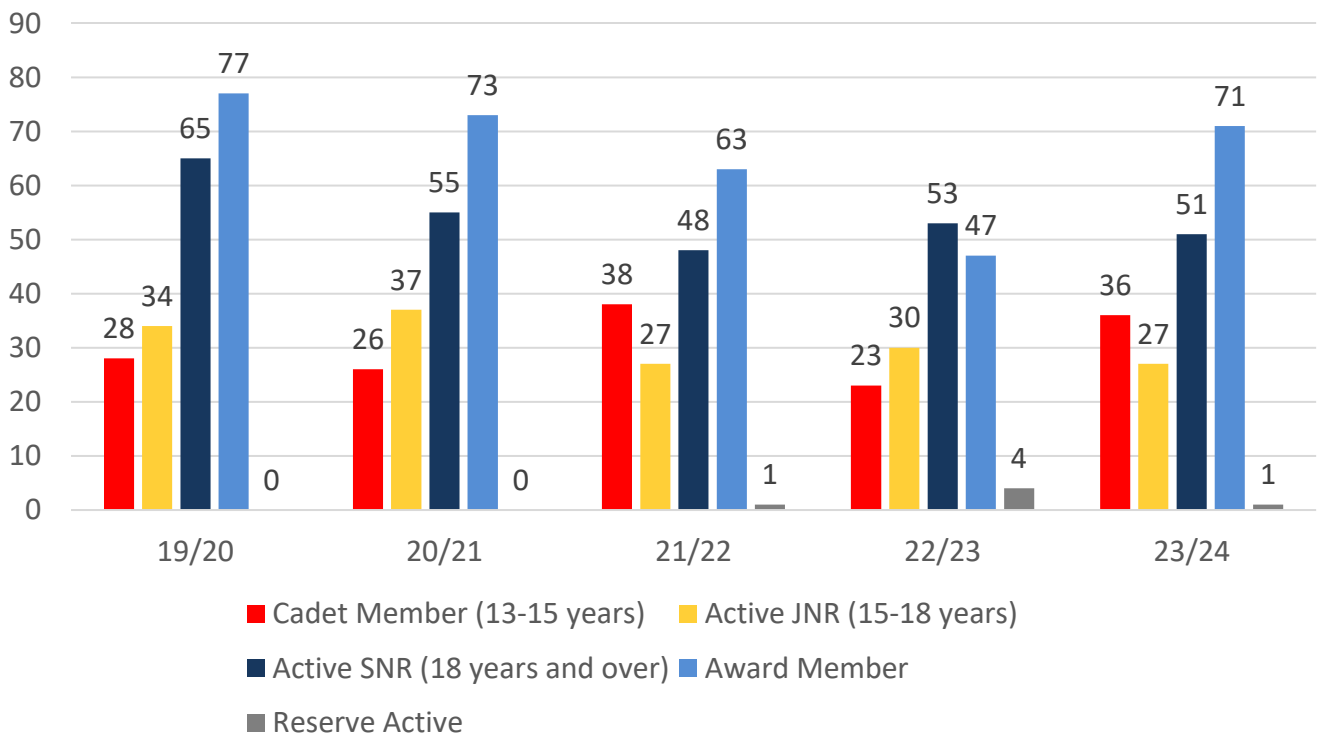
| | 19/20 | 20/21 | 21/22 | 22/23 | 23/24 |
|-------------------------|-------|-------|-------|-------|-------|
| | Total | Total | Total | Total | Total |
| Under 6 | 12 | 12 | 13 | 9 | 23 |
| Under 7 | 26 | 7 | 16 | 17 | 21 |
| Under 8 | 29 | 17 | 12 | 16 | 26 |
| Under 9 | 21 | 24 | 22 | 11 | 16 |
| Under 10 | 41 | 21 | 27 | 21 | 14 |
| Under 11 | 29 | 31 | 22 | 26 | 24 |
| Under 12 | 33 | 27 | 36 | 15 | 24 |
| Under 13 | 30 | 30 | 29 | 30 | 18 |
| Under 14 | 23 | 24 | 27 | 24 | 26 |
| Junior Activities Total | 244 | 193 | 204 | 169 | 192 |

5 YEAR TREND ANALYSIS

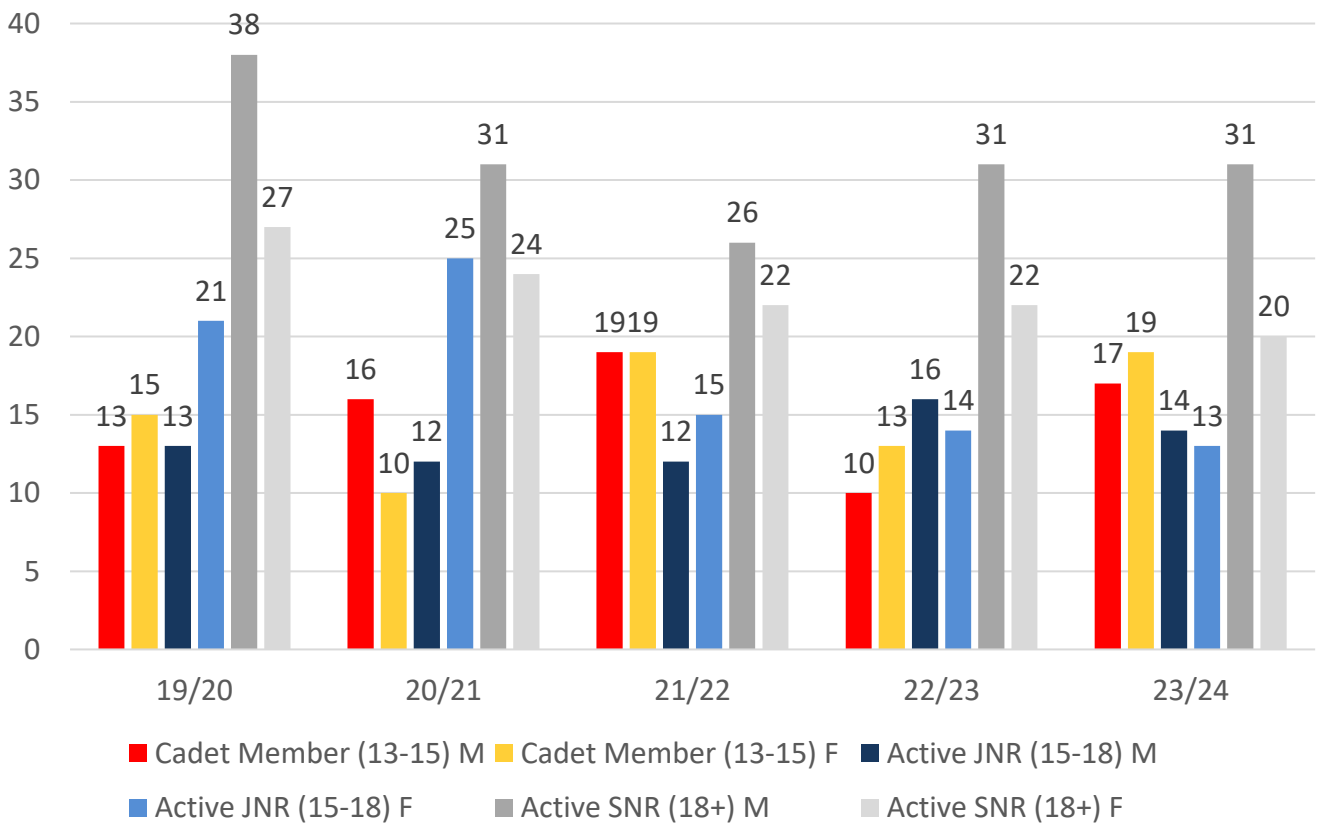
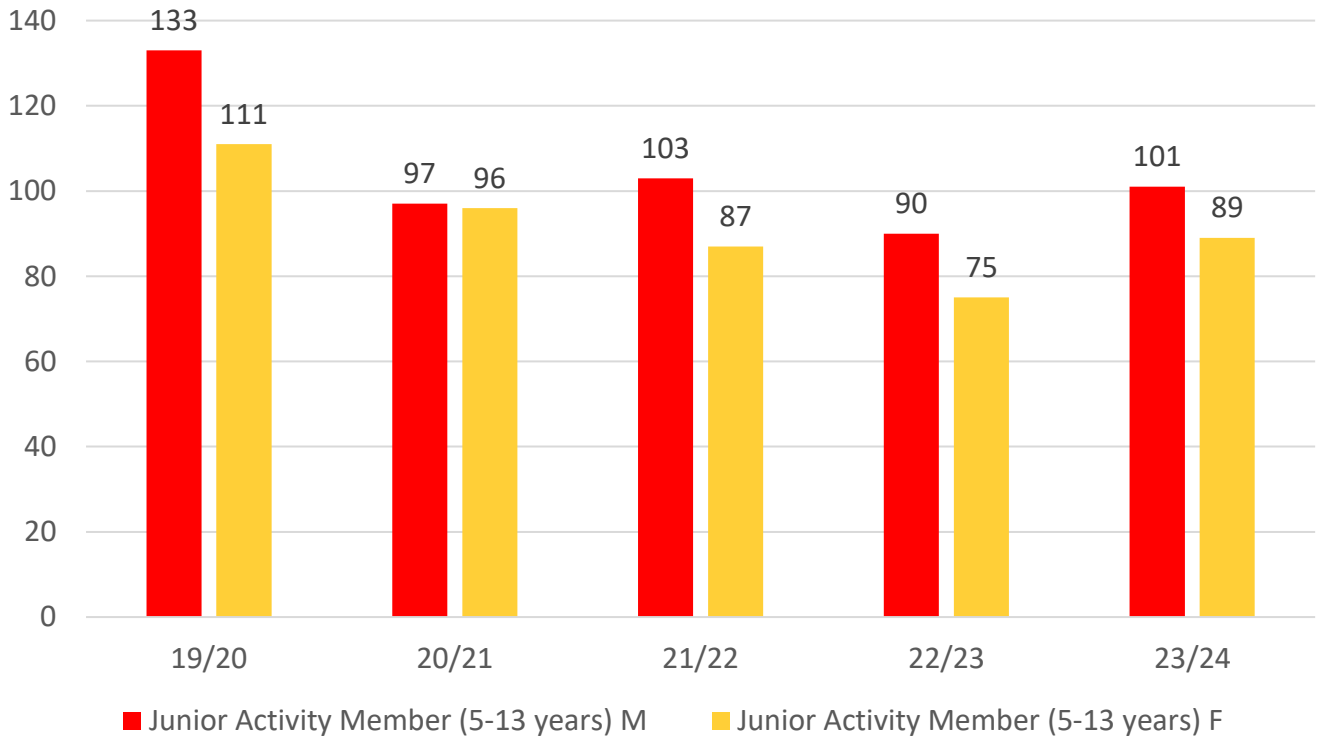
Total Membership



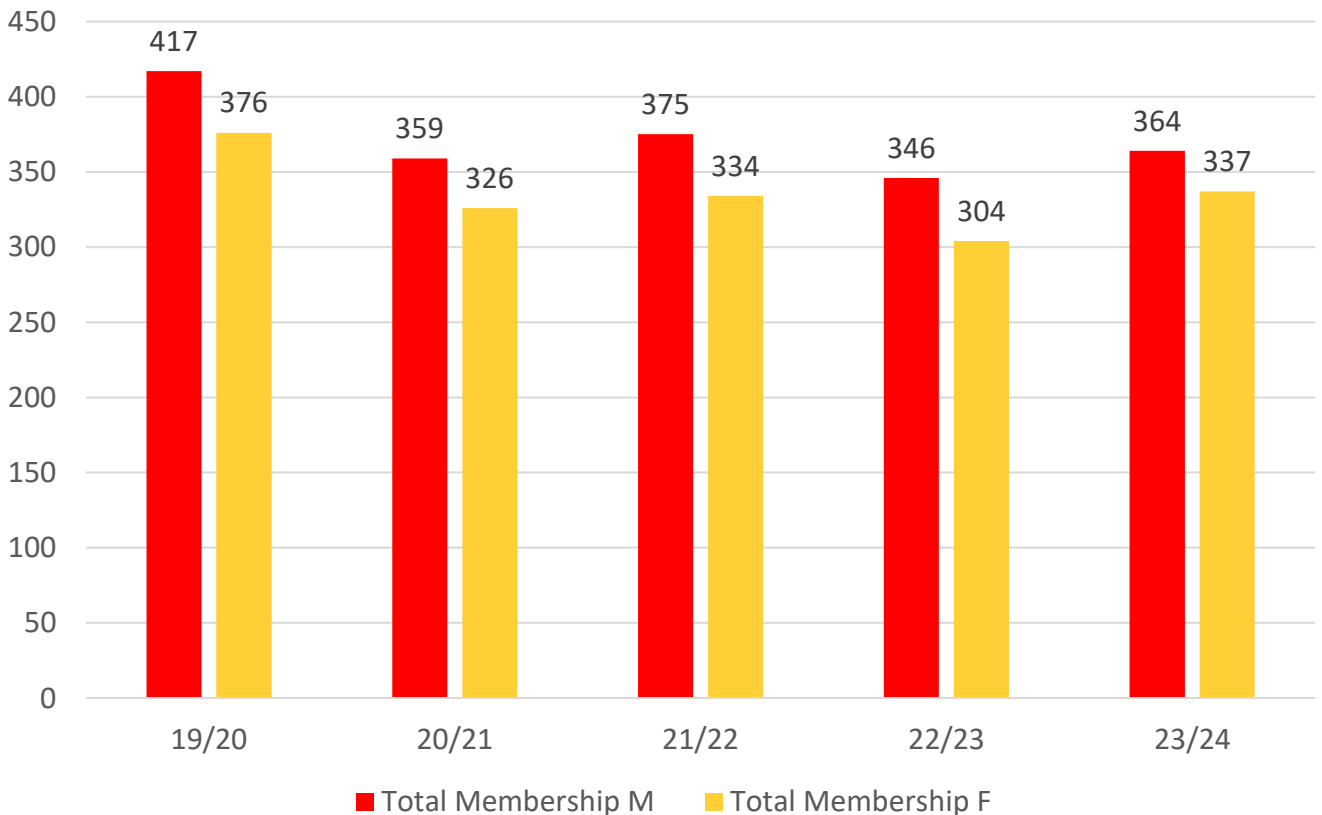
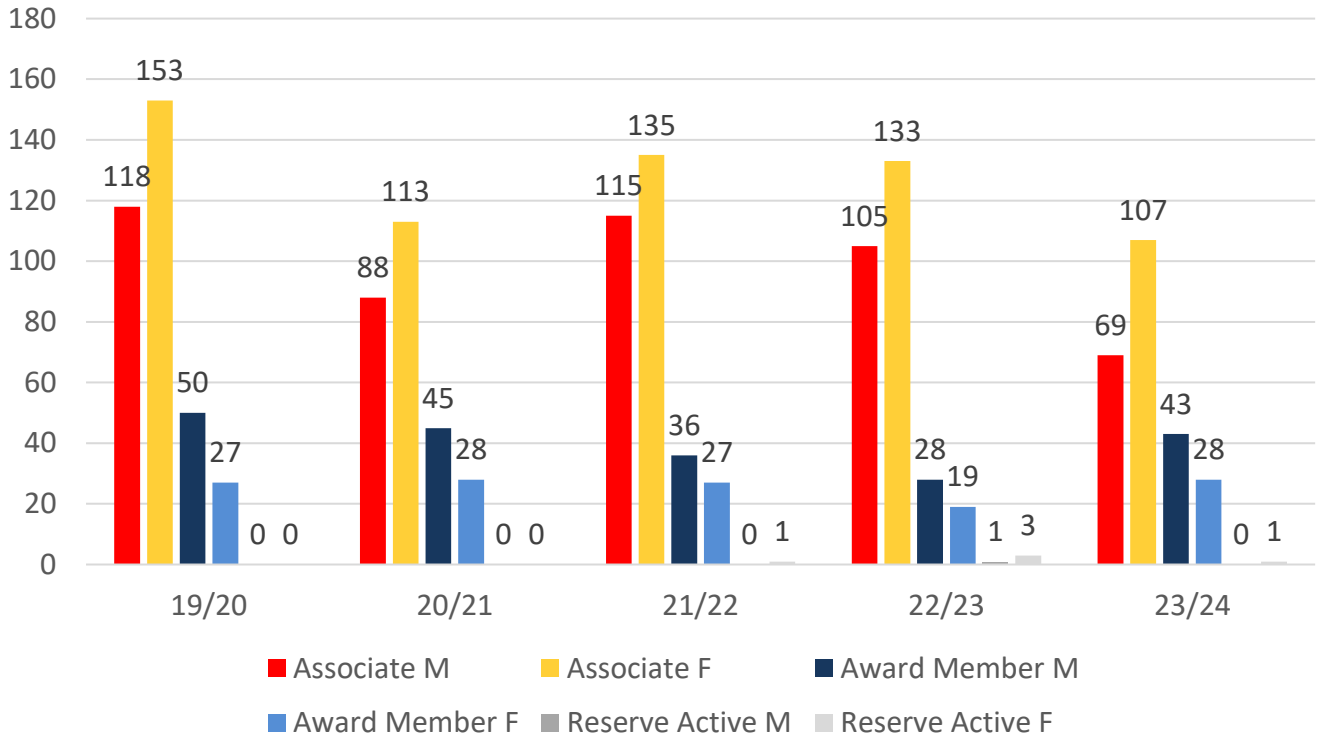
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



192

BRAND NEW MEMBERS



78%

MEMBERSHIP RETENTION



140

MEMBERS LOST FROM THE ORGANISATION

| POINT LOOKOUT 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 | 3 | 0 | 0% | | 0 | 0% | 3 | 100% | 66 | 2200% | 0 | 0% | 66 | 2100% |
| Junior Activities | 165 | 124 | 75% | 19 | 0 | 0% | 41 | 25% | 85 | 52% | 0 | 0% | 190 | 15% |
| Cadet Member (13-15 years) | 23 | 20 | 87% | | 0 | 0% | 3 | 13% | 0 | 0% | 0 | 0% | 36 | 57% |
| Active (15-18 yrs) | 30 | 28 | 93% | 3 | 0 | 0% | 2 | 7% | 2 | 7% | 0 | 0% | 27 | -10% |
| Active (18yrs and over) | 53 | 48 | 91% | 2 | 2 | 4% | 3 | 6% | 5 | 9% | 0 | 0% | 51 | -4% |
| Award Member | 47 | 41 | 87% | | 0 | 0% | 6 | 13% | 7 | 15% | 0 | 0% | 71 | 51% |
| Reserve Active | 4 | 1 | 25% | | 0 | 0% | 3 | 75% | 0 | 0% | 0 | 0% | 1 | -75% |
| Long Service | 42 | 36 | 86% | | 0 | 0% | 6 | 14% | 0 | 0% | 0 | 0% | 36 | -14% |
| Past Active | 10 | 8 | 80% | 1 | 0 | 0% | 2 | 20% | 2 | 20% | 1 | 10% | 10 | 0% |
| Associate | 238 | 169 | 71% | 17 | 0 | 0% | 69 | 29% | 24 | 10% | 0 | 0% | 176 | -26% |
| Life Member | 21 | 19 | 90% | | 0 | 0% | 2 | 10% | 1 | 5% | 0 | 0% | 21 | 0% |
| General | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Honorary | 14 | 14 | 100% | | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 14 | 0% |
| Non Member Participant | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Leave / Restricted | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 2 | |
| Total Active | 157 | 138 | 88% | | 2 | 1% | 17 | 11% | 14 | 9% | 0 | | 186 | 18% |
| Total | 650 | 508 | 78% | | 2 | 0% | 140 | 22% | 192 | 30% | 1 | | 701 | 8% |

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

MEMBERSHIP RETENTION

POINT LOOKOUT 2023/24

| Active Members | 2022/23 | Retained | | Left SLS | | Recruited | | 2023/24 |
|----------------|---------|----------|------|----------|-----|-----------|-----|---------|
| | No. | No. | % | No. | % | No. | % | No. |
| 13-15 Years | 28 | 24 | 86% | 4 | 14% | 0 | 0% | 23 |
| 16-18 Years | 28 | 26 | 93% | 1 | 4% | 3 | 11% | 44 |
| 19-25 Years | 28 | 22 | 79% | 5 | 18% | 4 | 14% | 31 |
| 26-35 Years | 14 | 10 | 71% | 4 | 29% | 0 | 0% | 12 |
| 36-50 Years | 26 | 24 | 92% | 2 | 8% | 5 | 19% | 34 |
| 51-70 Years | 32 | 31 | 97% | 1 | 3% | 2 | 6% | 42 |
| 70+ Years | 1 | 1 | 100% | 0 | 0% | 0 | 0% | 0 |
| Total | 157 | 138 | 88% | 17 | 11% | 14 | 9% | 186 |

POINT LOOKOUT 2023/24

| Age Group | 2022/23 | Retained | | Left SLS | | Recruited | | 2023/24 |
|----------------------|---------|----------|-----|----------|-----|-----------|------|---------|
| Under 6 | 9 | | | | | 22 | | 22 |
| Under 7 | 17 | 7 | 78% | 2 | 22% | 14 | 156% | 21 |
| Under 8 | 16 | 12 | 71% | 5 | 29% | 14 | 82% | 26 |
| Under 9 | 11 | 8 | 50% | 8 | 50% | 8 | 50% | 16 |
| Under 10 | 21 | 9 | 82% | 2 | 18% | 5 | 45% | 14 |
| Under 11 | 26 | 16 | 76% | 5 | 24% | 8 | 38% | 24 |
| Under 12 | 15 | 16 | 62% | 10 | 38% | 8 | 31% | 24 |
| Under 13 | 29 | 13 | 87% | 2 | 13% | 5 | 33% | 18 |
| Under 14 | 21 | 24 | 83% | 5 | 17% | 1 | 3% | 25 |
| Transitioned From JA | | 19 | 90% | | | | | |

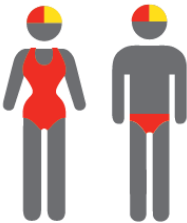
MEMBERSHIP RETENTION

2021/22



80%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



77%

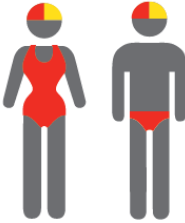
JUNIOR MEMBERSHIP
RETENTION

2022/23



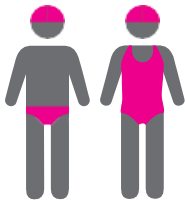
76%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



76%

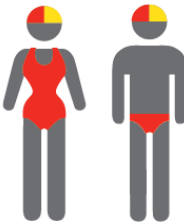
JUNIOR MEMBERSHIP
RETENTION

2023/24



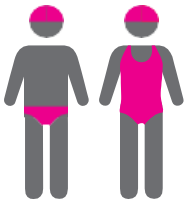
78%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



75%

JUNIOR MEMBERSHIP
RETENTION