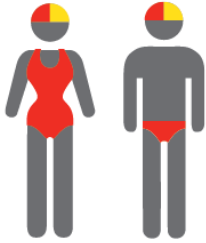


PORT DOUGLAS

MEMBERSHIP STATISTICS REPORT EOS 2024/25



41

ACTIVE
MEMBERSHIP



168

TOTAL
MEMBERSHIP



54

JUNIOR
MEMBERSHIP

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



14% Increase



14% Increase



20% Increase

Vs. 2023/24 EOS (NOV 2023)



21% Increase



10% Increase



38% 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

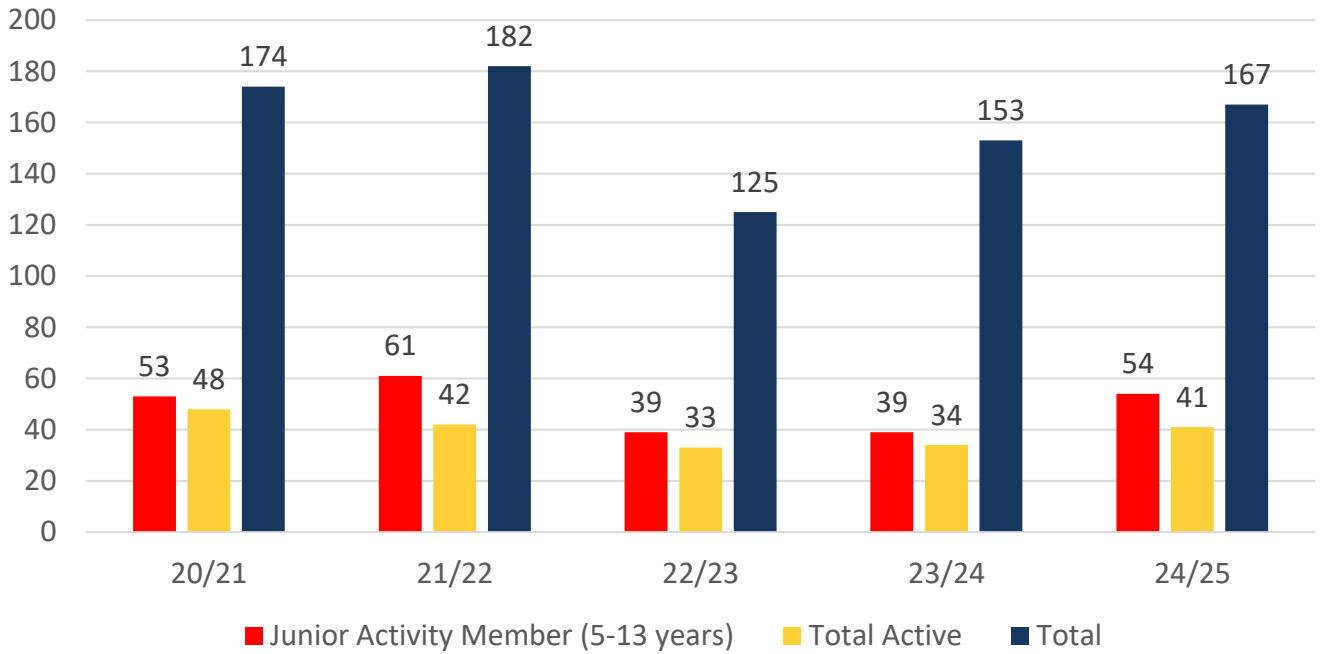
MEMBERSHIP 2020-2024

	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Probationary	32	3	2	41	37
Junior Activity Member (5-13 years)	53	61	39	39	54
Cadet Member (13-15 years)	12	1	2	4	5
Active Junior (15-18 years)	0	5	3	4	4
Active Senior (18years and over)	33	32	26	24	31
Award Member	3	4	2	2	1
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	0
Associate	30	67	41	28	19
Life Member	6	7	7	5	6
General	3	0	1	2	3
Honorary	0	0	0	0	0
Non-Member Participants	2	2	1	1	4
Leave / Restricted	0	0	1	3	3
Total Active	48	42	33	34	41
Total	174	182	125	153	167

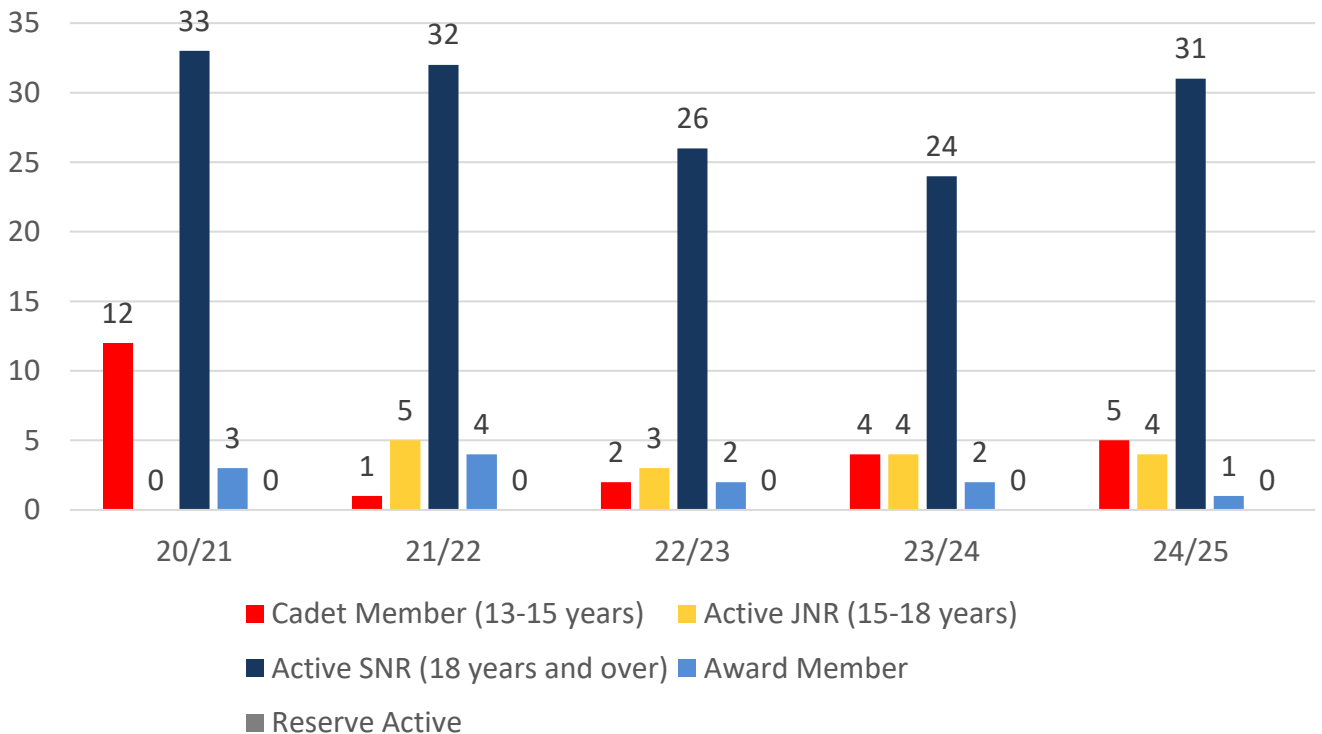
	20/21	21/22	22/23	23/24	24/25
	Total	Total	Total	Total	Total
Under 6	2	12	1	5	3
Under 7	7	7	10	7	5
Under 8	7	12	7	10	8
Under 9	7	7	8	10	10
Under 10	7	5	4	6	10
Under 11	5	6	4	3	6
Under 12	8	4	1	3	4
Under 13	6	6	2	4	7
Under 14	1	3	2	3	5
Jnr Age Category Total	50	62	39	51	58

5 YEAR TREND ANALYSIS

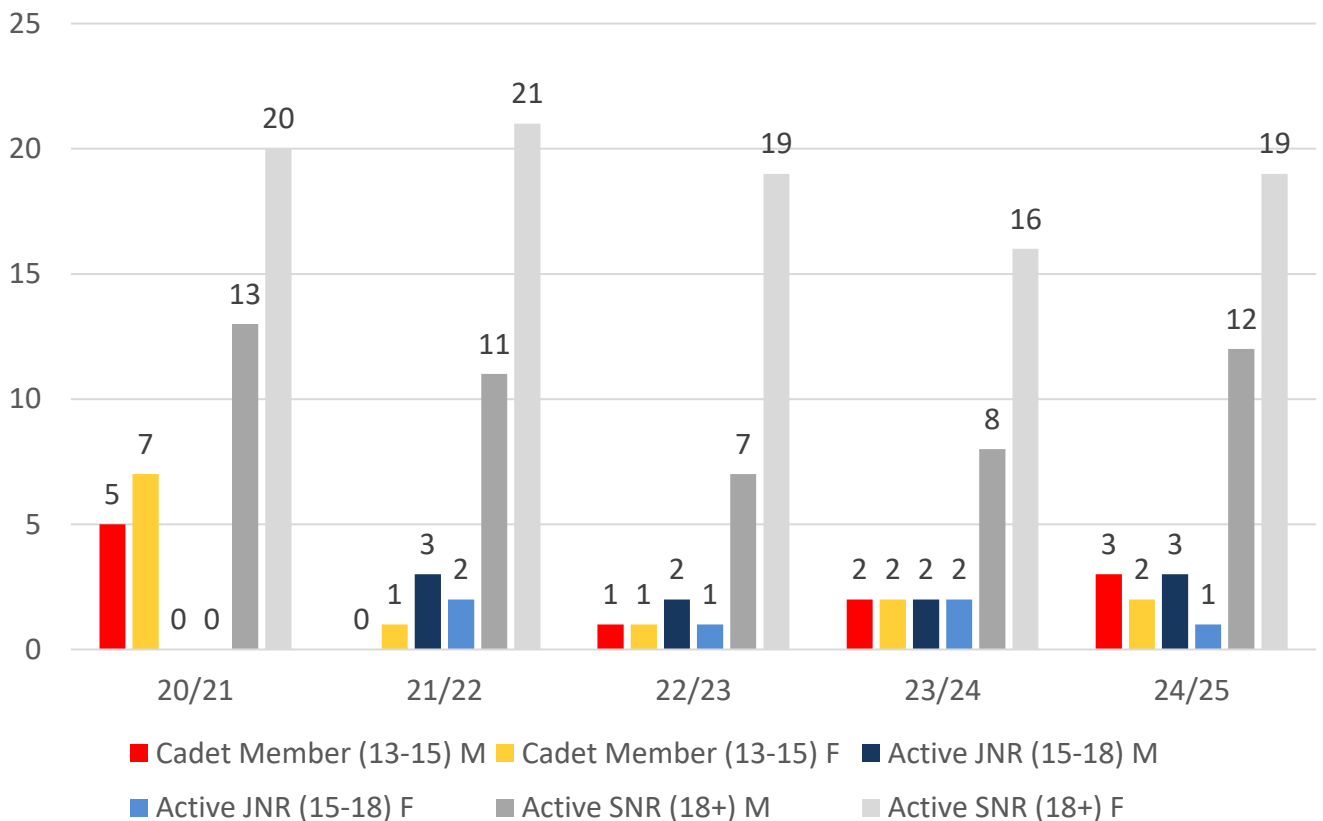
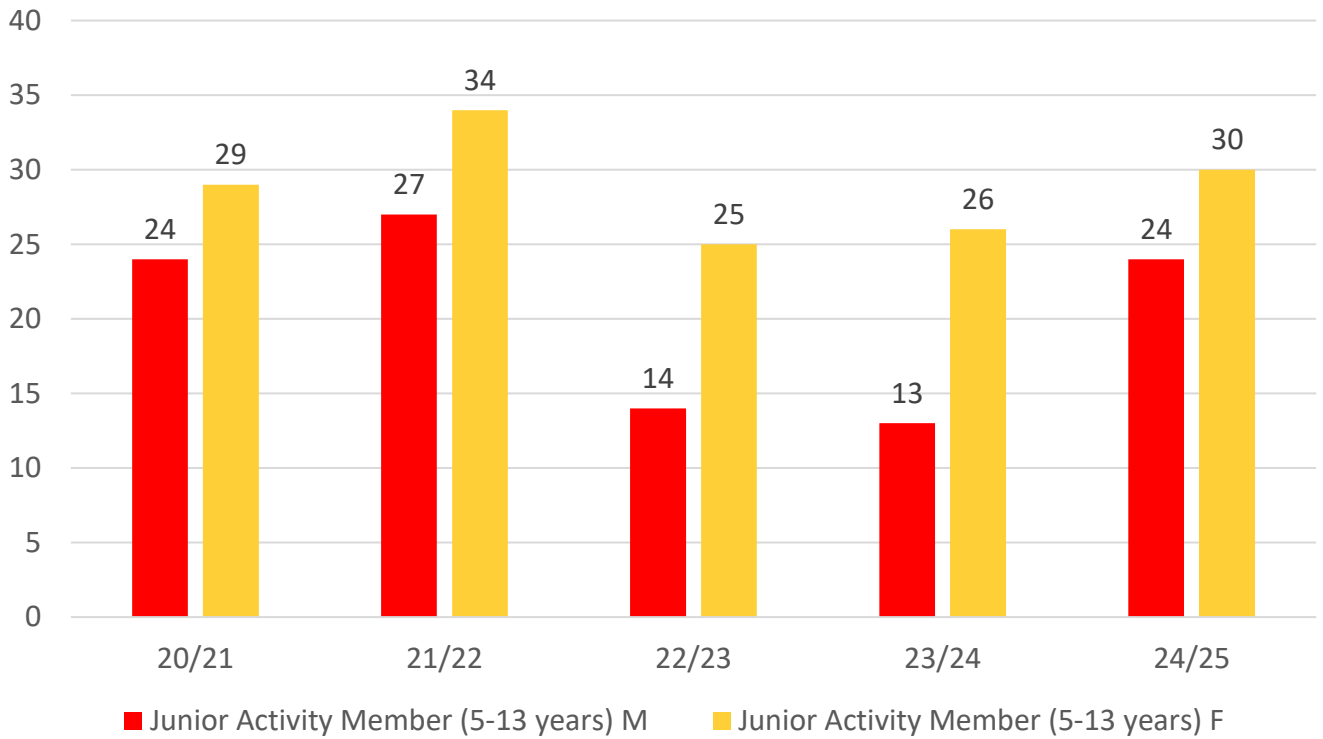
Total Membership



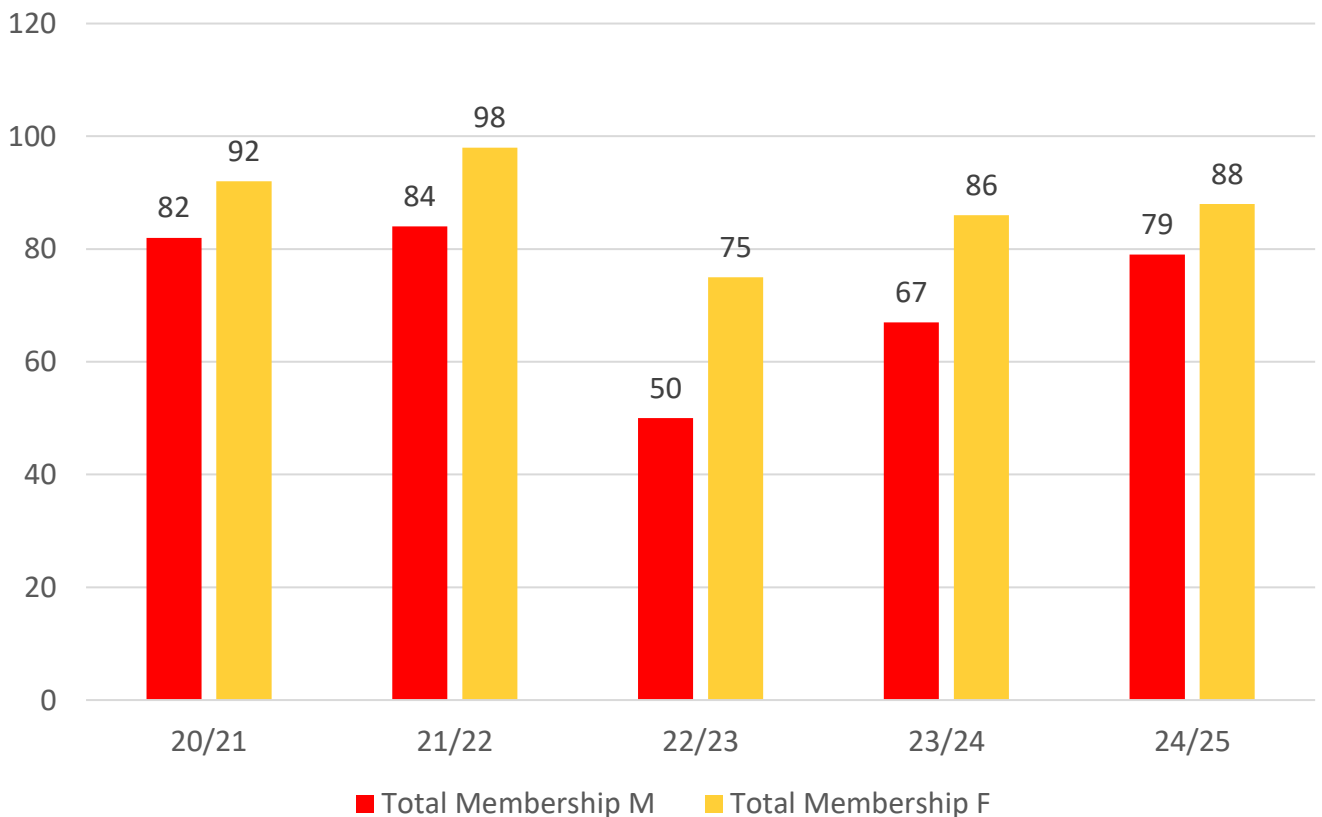
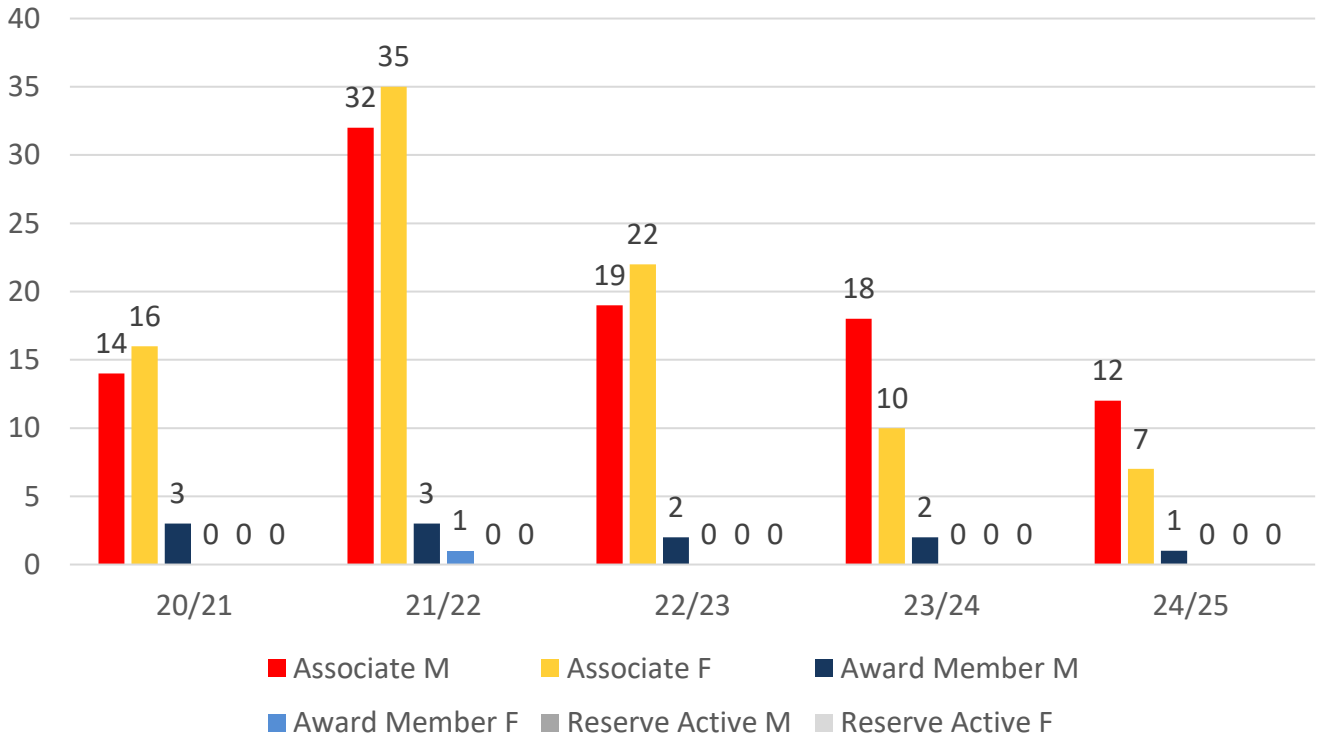
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



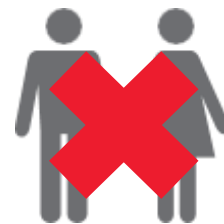
71

BRAND NEW MEMBERS



63%

MEMBERSHIP RETENTION



56

MEMBERS LOST FROM THE ORGANISATION

PORT DOUGLAS 2024/25														
	2023/24 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		24/25 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	41	14	34%	4	0	0%	27	66%	28	68%	0	0%	38	-7%
Junior Activities	39	29	74%		0	0%	10	26%	25	64%	0	0%	54	38%
Cadet Member (13-15 years)	4	4	100%	1	0	0%	0	0%	2	50%	0	0%	5	25%
Active (15-18 yrs)	4	3	75%		0	0%	1	25%	0	0%	0	0%	4	0%
Active (18yrs and over)	24	20	83%		0	0%	4	17%	8	33%	0	0%	31	29%
Award Member	2	1	50%		0	0%	1	50%	0	0%	0	0%	1	-50%
Reserve Active	0	0			0		0		0		0		0	
Long Service	0	0			0		0		0		0		0	
Past Active	0	0			0		0		0		0		0	
Associate	28	20	71%	4	0	0%	8	29%	3	11%	0	0%	19	-32%
Life Member	5	5	100%		0	0%	0	0%	0	0%	0	0%	6	20%
General	2	0	0%		0	0%	2	100%	1	50%	0	0%	3	50%
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	3	0	0%		0	0%	3	100%	2	67%	0	0%	3	0%
Total Active	34	28	82%		0	0%	6	18%	10	29%	0		41	21%
Total	153	97	63%		0	0%	56	37%	71	46%	0		168	10%

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

MEMBERSHIP RETENTION

PORT DOUGLAS 2024/25								
Active Members	23/24	Retained		Left SLS		Recruited		24/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	4	4	100%	0	0%	2	50%	5
16-18 Years	4	2	50%	2	50%	0	0%	4
19-25 Years	5	3	60%	2	40%	0	0%	3
26-35 Years	3	2	67%	1	33%	3	100%	5
36-50 Years	11	10	91%	1	9%	4	36%	16
51-70 Years	7	7	100%	0	0%	1	14%	8
70+ Years	0	0		0		0		0
Total	34	28	82%	6	18%	10	29%	41

PORT DOUGLAS 2024/25								
Age Group	23/24	Retained		Left SLS		Recruited		24/25
Under 6	5					3		3
Under 7	5	1	20%	1	20%	3	60%	5
Under 8	9	3	60%	2	40%	5	100%	8
Under 9	10	8	89%	1	11%	2	22%	10
Under 10	5	7	70%	3	30%	3	30%	10
Under 11	1	5	100%	0	0%	1	20%	6
Under 12	3	1	100%	0	0%	3	300%	4
Under 13	2	2	67%	1	33%	5	167%	7
Under 14	2	1	50%	1	50%	0	0%	5
Transitioned From JA		1	50%					

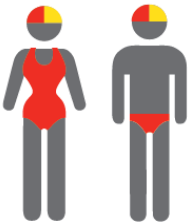
MEMBERSHIP RETENTION

22/23



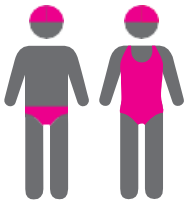
57%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



56%

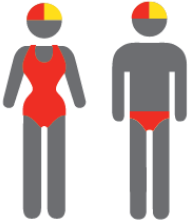
JUNIOR MEMBERSHIP
RETENTION

23/24



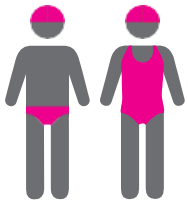
70%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



67%

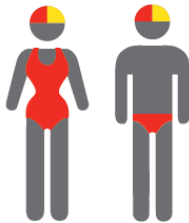
JUNIOR MEMBERSHIP
RETENTION

24/25



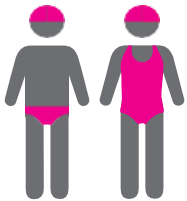
63%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



74%

JUNIOR MEMBERSHIP
RETENTION