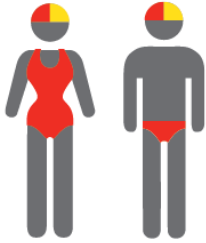


# REDCLIFFE PENINSULA

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**79**

ACTIVE  
MEMBERSHIP



**783**

TOTAL  
MEMBERSHIP



**324**

JUNIOR  
MEMBERSHIP

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



8% Decrease



Equal



Equal

### Vs. 2022/23 EOS (MAY 2023)



5% Decrease



10% Increase



17% 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

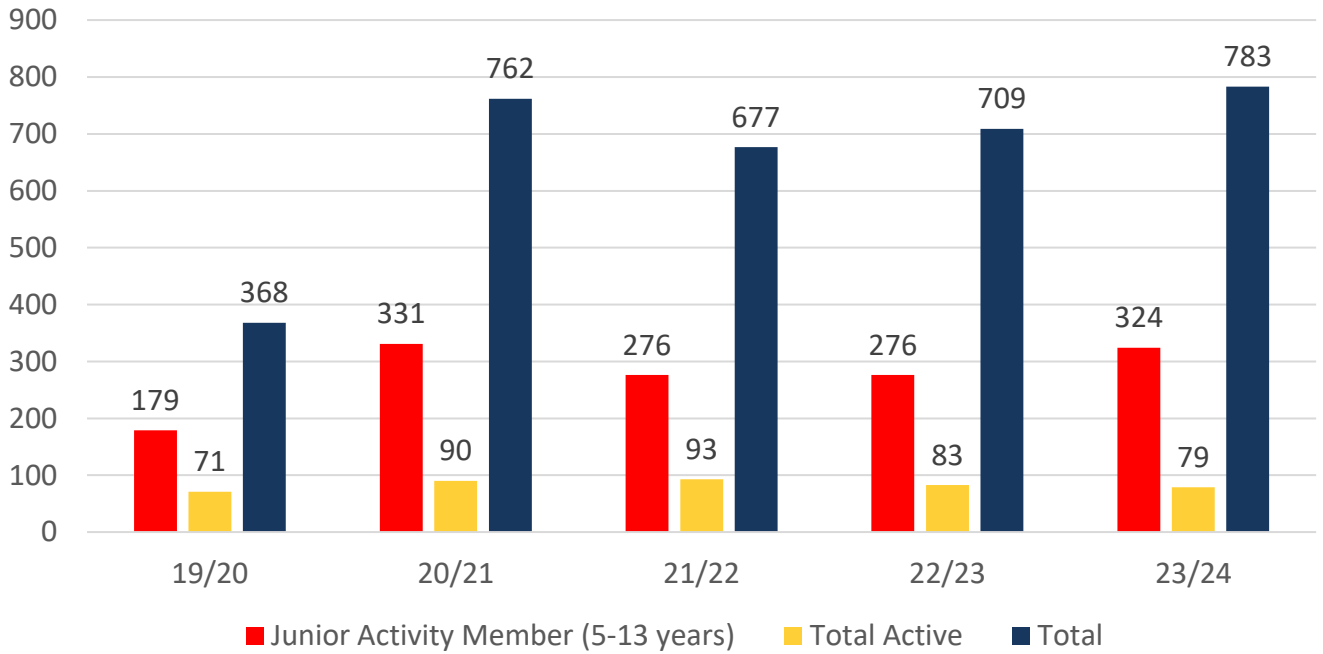
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	0	1	0	0
Junior Activity Member (5-13 years)	179	331	276	276	324
Cadet Member (13-15 years)	9	14	14	12	12
Active Junior (15-18 years)	13	9	12	15	11
Active Senior (18years and over)	41	43	47	47	32
Award Member	8	24	20	9	24
Reserve Active	0	0	0	0	0
Long Service	4	4	1	2	3
Past Active	0	0	0	1	0
Associate	109	333	296	330	361
Life Member	5	3	7	13	13
General	0	1	1	4	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	2	0	0
Leave / Restricted	0	0	0	0	3
Total Active	71	90	93	83	79
Total	368	762	677	709	783

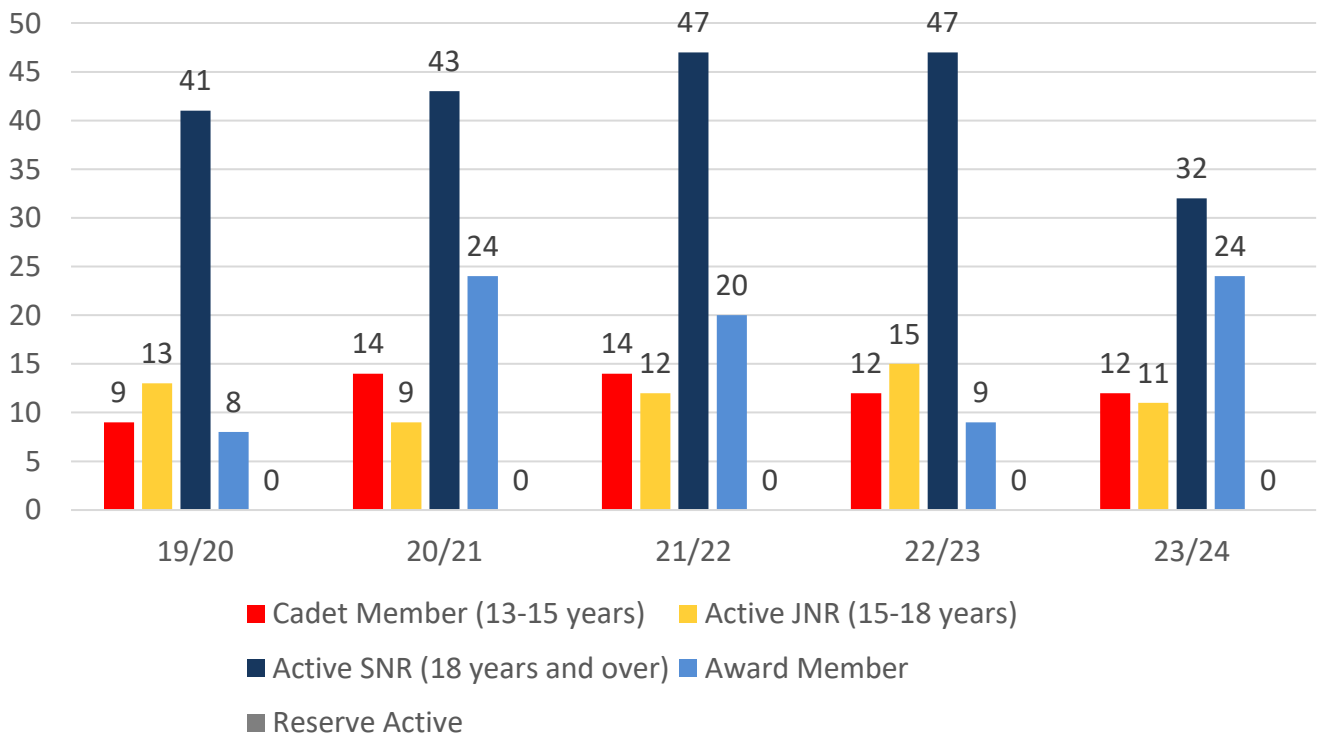
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	18	48	37	37	40
Under 7	34	55	47	48	45
Under 8	20	68	33	39	47
Under 9	33	37	37	32	50
Under 10	14	59	36	39	36
Under 11	25	15	35	30	38
Under 12	23	30	16	29	28
Under 13	9	15	26	17	26
Under 14	3	4	12	14	14
Junior Activities Total	179	331	279	285	324

# 5 YEAR TREND ANALYSIS

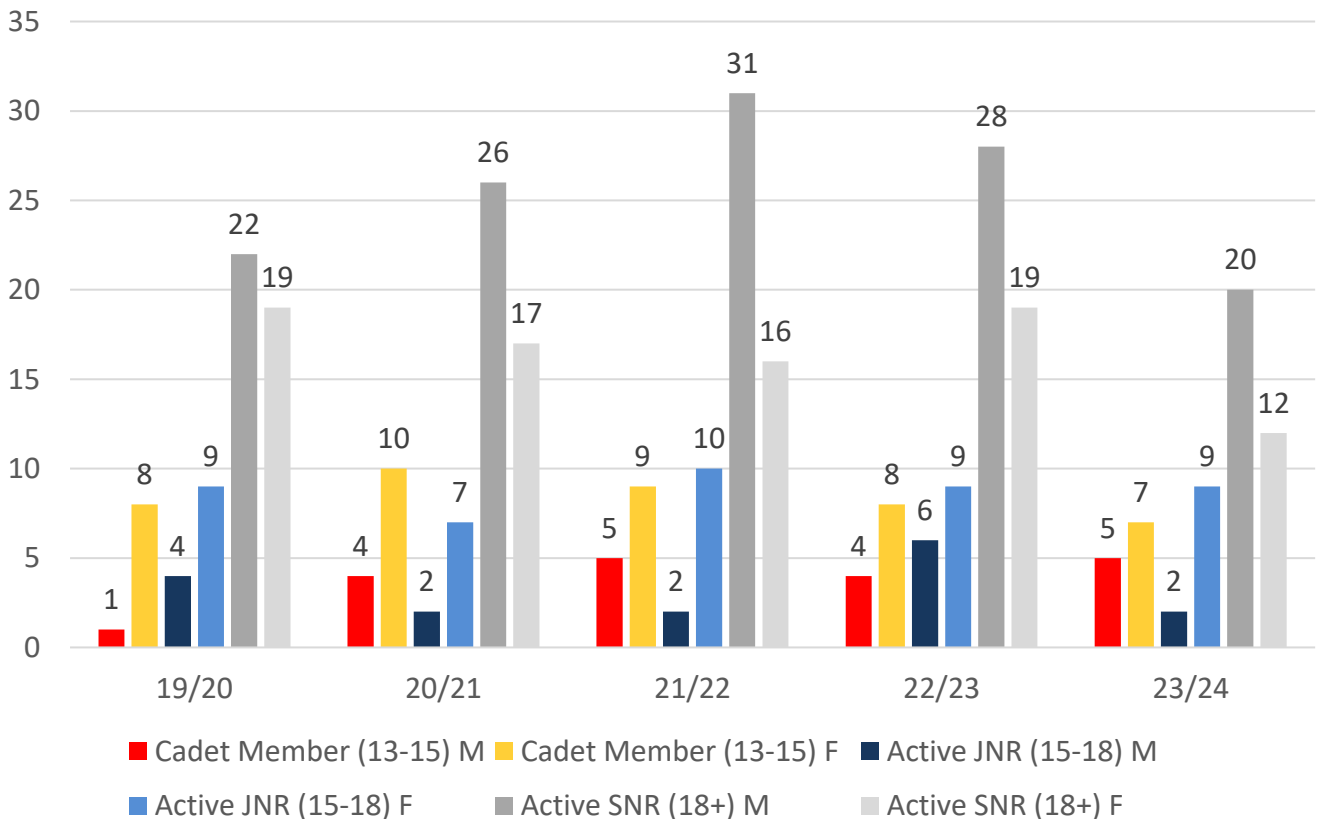
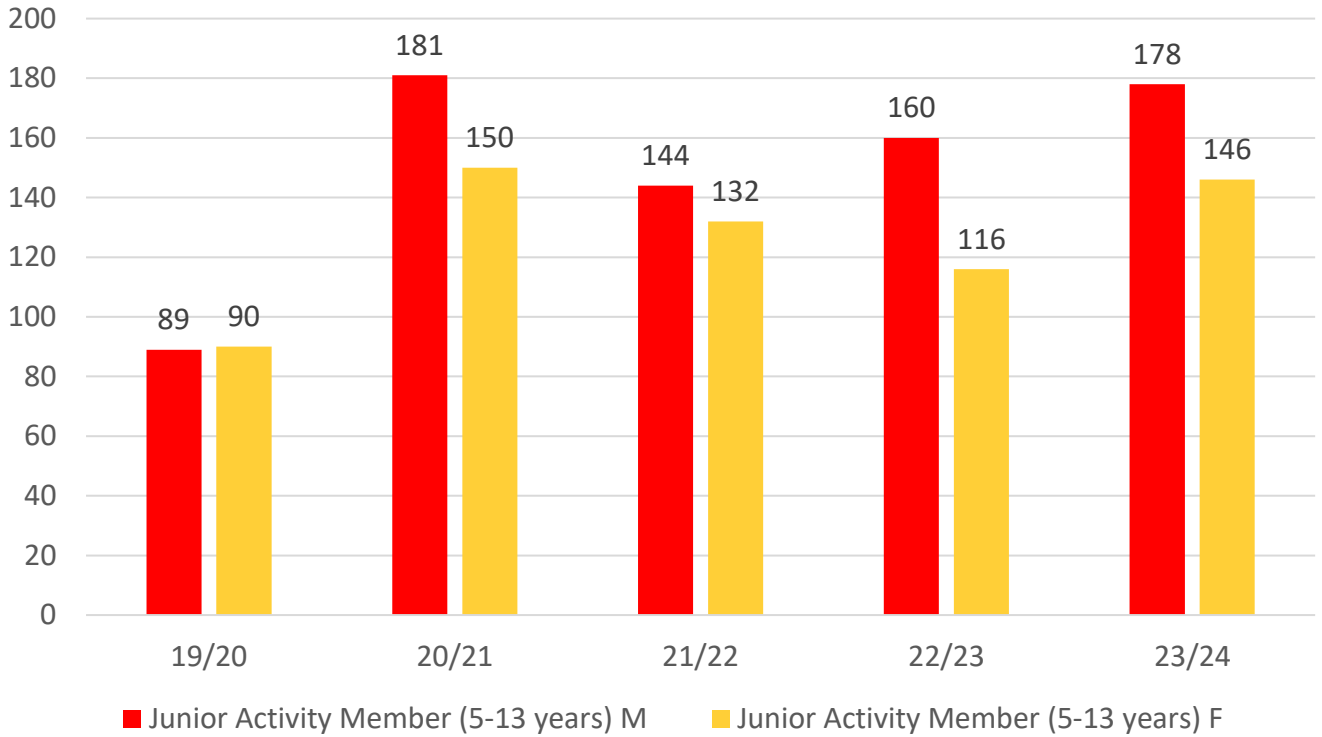
## Total Membership



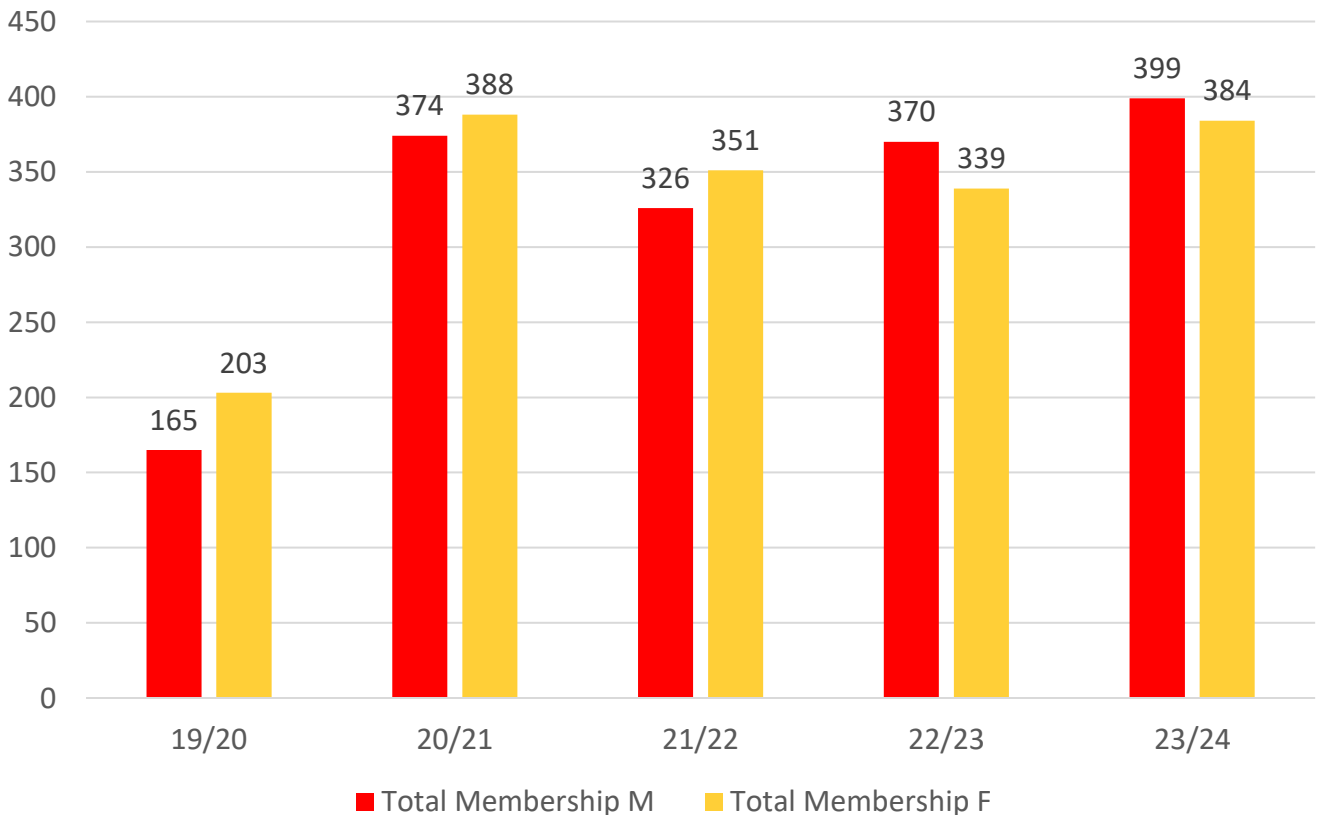
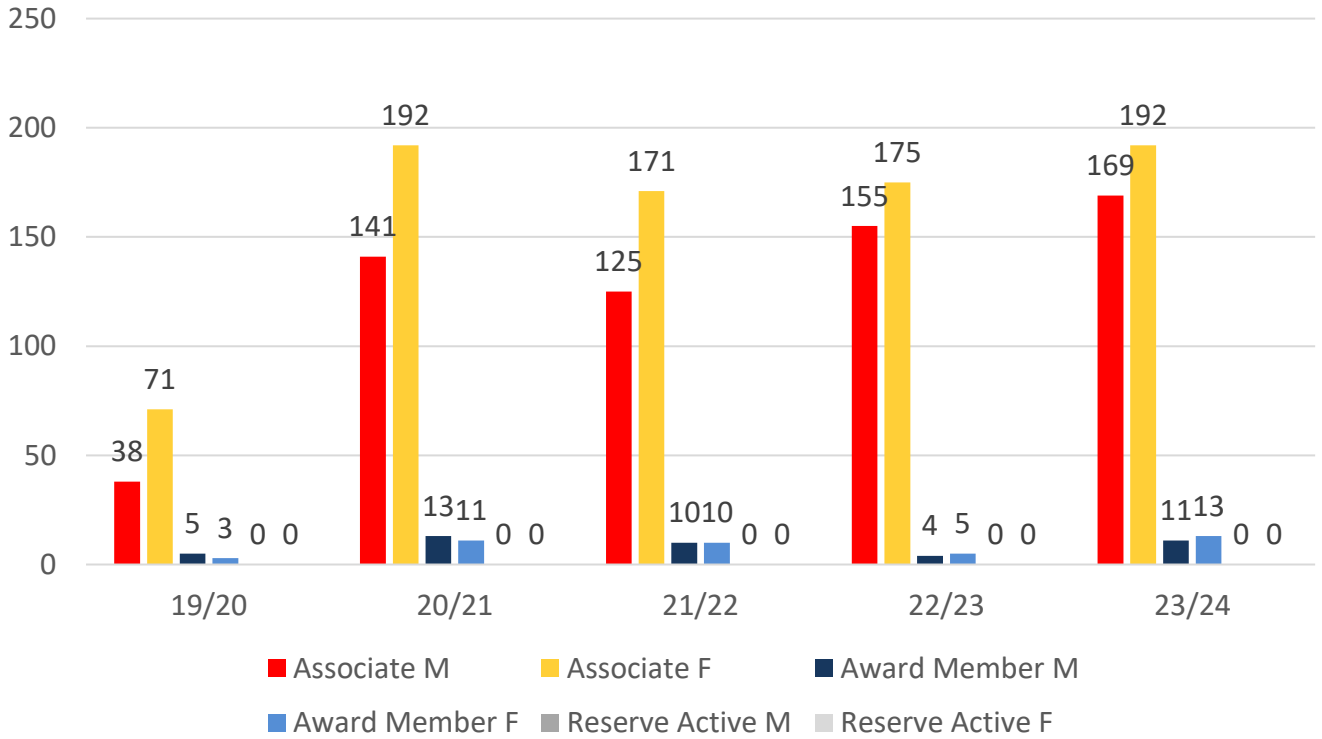
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**359**

**BRAND NEW MEMBERS**



**59%**

**MEMBERSHIP RETENTION**



**285**

**MEMBERS LOST FROM THE ORGANISATION**

REDCLIFFE PENINSULA 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	0	0			0		0		0		0		0	
Junior Activities	276	158	57%	4	1	0%	117	42%	168	61%	2	1%	324	17%
Cadet Member (13-15 years)	12	10	83%		0	0%	2	17%	0	0%	0	0%	12	0%
Active (15-18 yrs)	15	8	53%		0	0%	7	47%	2	13%	0	0%	11	-27%
Active (18yrs and over)	47	31	66%	3	3	6%	13	28%	3	6%	1	2%	32	-32%
Award Member	9	7	78%		0	0%	2	22%	4	44%	0	0%	24	167%
Reserve Active	0	0			0		0		0		0		0	
Long Service	2	2	100%		0	0%	0	0%	1	50%	0	0%	3	50%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	330	189	57%	9	0	0%	141	43%	180	55%	1	0%	361	9%
Life Member	13	13	100%		0	0%	0	0%	0	0%	0	0%	13	0%
General	4	1	25%	1	0	0%	3	75%	0	0%	0	0%	0	-100%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		1		0		3	
<b>Total Active</b>	<b>83</b>	<b>56</b>	<b>67%</b>		<b>3</b>	<b>4%</b>	<b>24</b>	<b>29%</b>	<b>9</b>	<b>11%</b>	<b>1</b>		<b>79</b>	<b>-5%</b>
<b>Total</b>	<b>709</b>	<b>420</b>	<b>59%</b>		<b>4</b>	<b>1%</b>	<b>285</b>	<b>40%</b>	<b>359</b>	<b>51%</b>	<b>4</b>		<b>783</b>	<b>10%</b>

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

# MEMBERSHIP RETENTION

REDCLIFFE PENINSULA 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	12	86%	2	14%	0	0%	12
16-18 Years	15	8	53%	7	47%	2	13%	11
19-25 Years	10	6	60%	3	30%	0	0%	8
26-35 Years	4	3	75%	1	25%	1	25%	4
36-50 Years	24	14	58%	9	38%	6	25%	29
51-70 Years	15	12	80%	2	13%	0	0%	14
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	83	56	67%	24	29%	9	11%	79

REDCLIFFE PENINSULA 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	37					40		40
Under 7	48	22	59%	15	41%	23	62%	45
Under 8	39	28	58%	19	40%	19	40%	47
Under 9	32	25	64%	14	36%	25	64%	50
Under 10	39	16	50%	16	50%	19	59%	36
Under 11	30	21	54%	18	46%	17	44%	38
Under 12	29	15	50%	15	50%	13	43%	28
Under 13	17	19	66%	10	34%	6	21%	26
Under 14	5	8	47%	9	53%	6	35%	14
Transitioned From JA		4	80%					

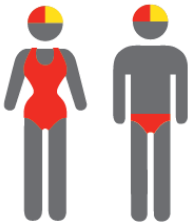
# MEMBERSHIP RETENTION

2021/22



50%

TOTAL MEMBERSHIP  
RETENTION



72%

ACTIVE MEMBERSHIP  
RETENTION



47%

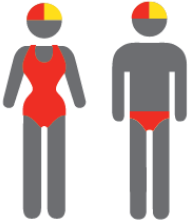
JUNIOR MEMBERSHIP  
RETENTION

2022/23



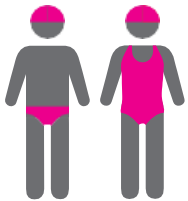
58%

TOTAL MEMBERSHIP  
RETENTION



75%

ACTIVE MEMBERSHIP  
RETENTION



54%

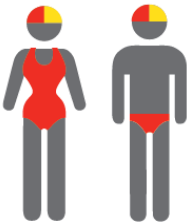
JUNIOR MEMBERSHIP  
RETENTION

2023/24



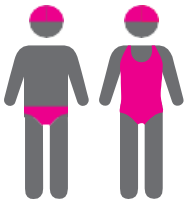
59%

TOTAL MEMBERSHIP  
RETENTION



67%

ACTIVE MEMBERSHIP  
RETENTION



57%

JUNIOR MEMBERSHIP  
RETENTION