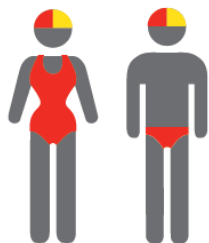


SOUTH COAST BRANCH

MEMBERSHIP STATISTICS REPORT EOS 2023/24



2554
ACTIVE
MEMBERSHIP



10831
TOTAL
MEMBERSHIP



3737
JUNIOR
MEMBERSHIP

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



4% Increase



2% Increase



1% Increase

Vs. 2022/23 EOS (MAY 2023)



4% Decrease



5% Increase



7% 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

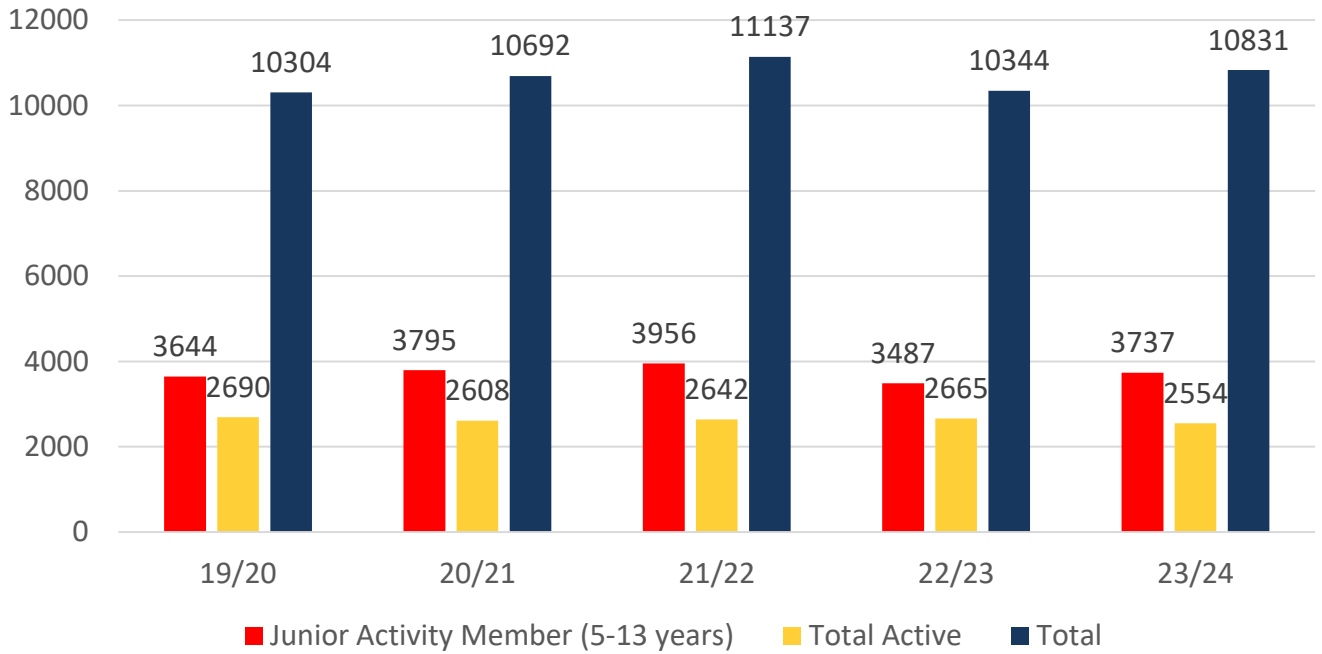
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	71	89	82	85	173
Junior Activity Member (5-13 years)	3644	3795	3956	3487	3737
Cadet Member (13-15 years)	349	317	342	258	339
Active Junior (15-18 years)	419	471	491	534	451
Active Senior (18years and over)	1574	1486	1490	1565	1476
Award Member	318	301	286	279	264
Reserve Active	30	33	33	29	24
Long Service	553	570	555	574	578
Past Active	50	63	119	111	115
Associate	2930	3200	3410	3031	3239
Life Member	255	264	252	257	260
General	2	2	3	4	5
Honorary	89	76	90	100	80
Non Member Participants	6	9	7	2	1
Leave / Restricted	14	16	21	28	89
Total Active	2690	2608	2642	2665	2554
Total	10304	10692	11137	10344	10831

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	454	508	504	423	461
Under 7	522	548	602	557	541
Under 8	576	555	596	541	582
Under 9	465	529	554	517	518
Under 10	468	441	476	429	461
Under 11	379	399	406	424	378
Under 12	330	348	361	313	352
Under 13	262	277	292	320	261
Under 14	184	185	246	248	243
Junior Activities Total	3640	3790	4037	3772	3797

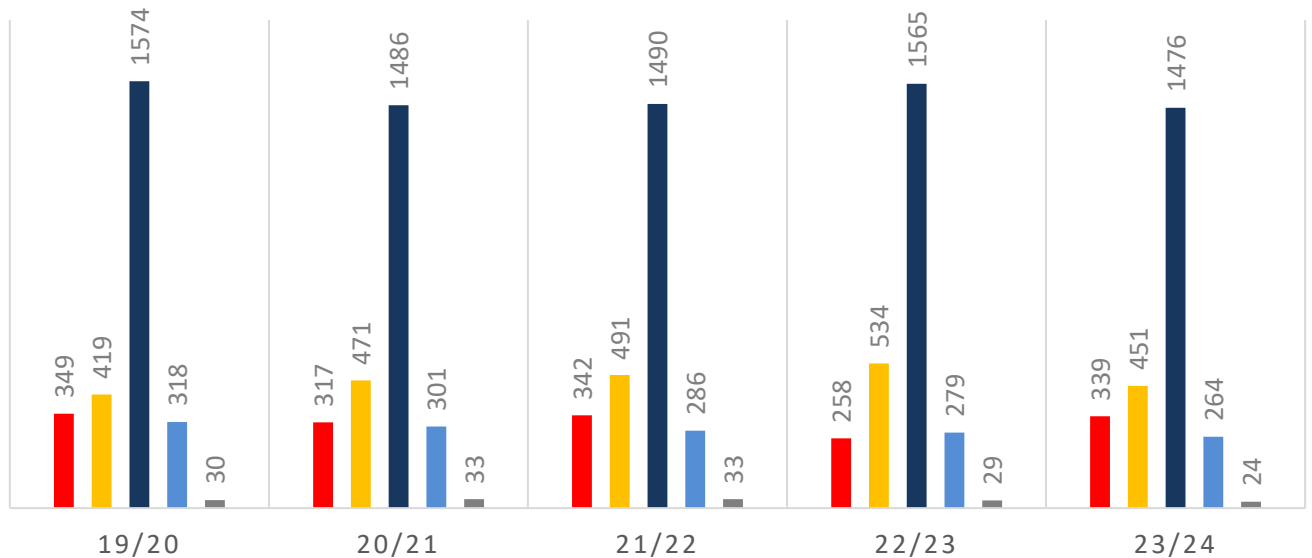
5 YEAR TREND ANALYSIS

Total Membership

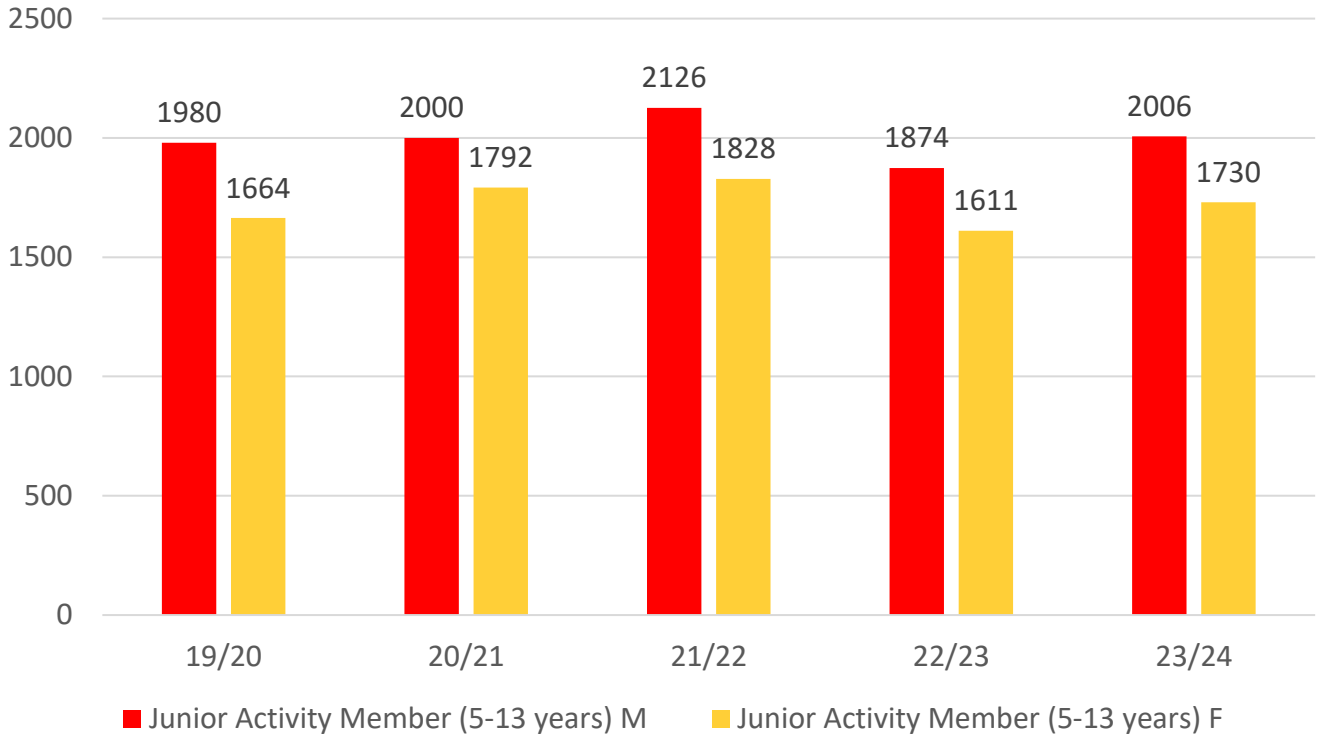


ACTIVE MEMBERSHIP

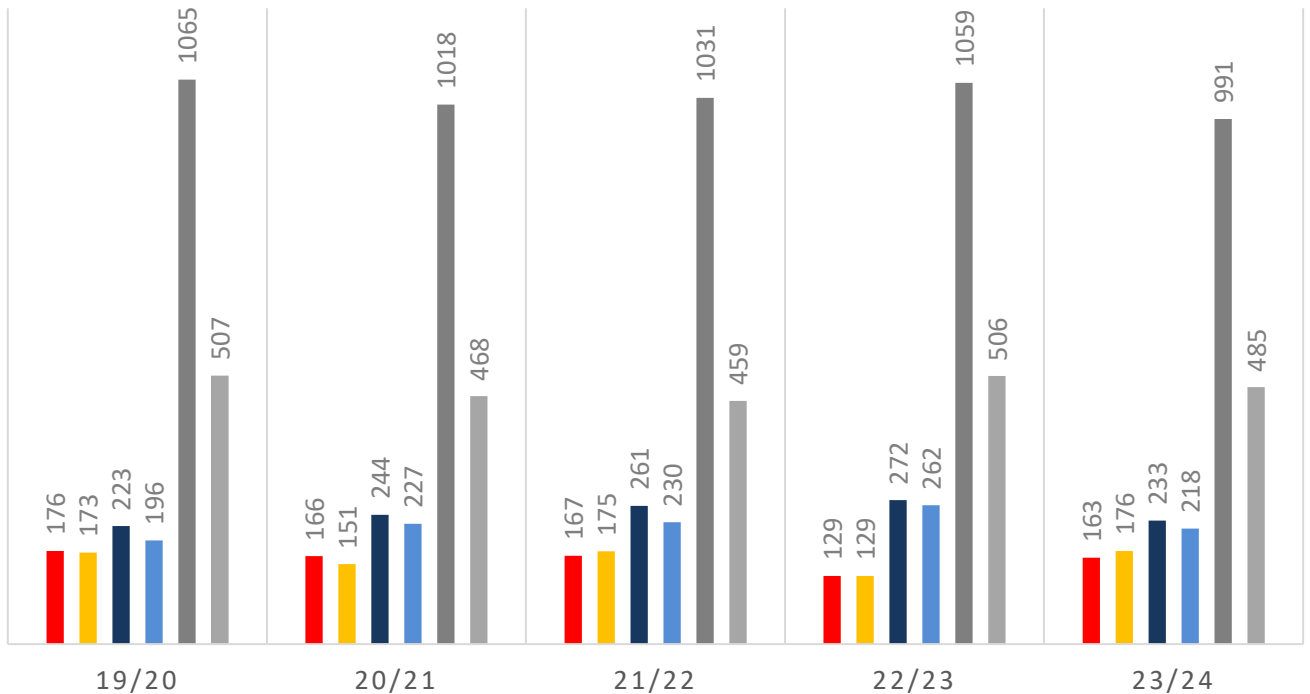
- Cadet Member (13-15 years)
- Active JNR (15-18 years)
- Active SNR (18 years and over)
- Award Member
- Reserve Active



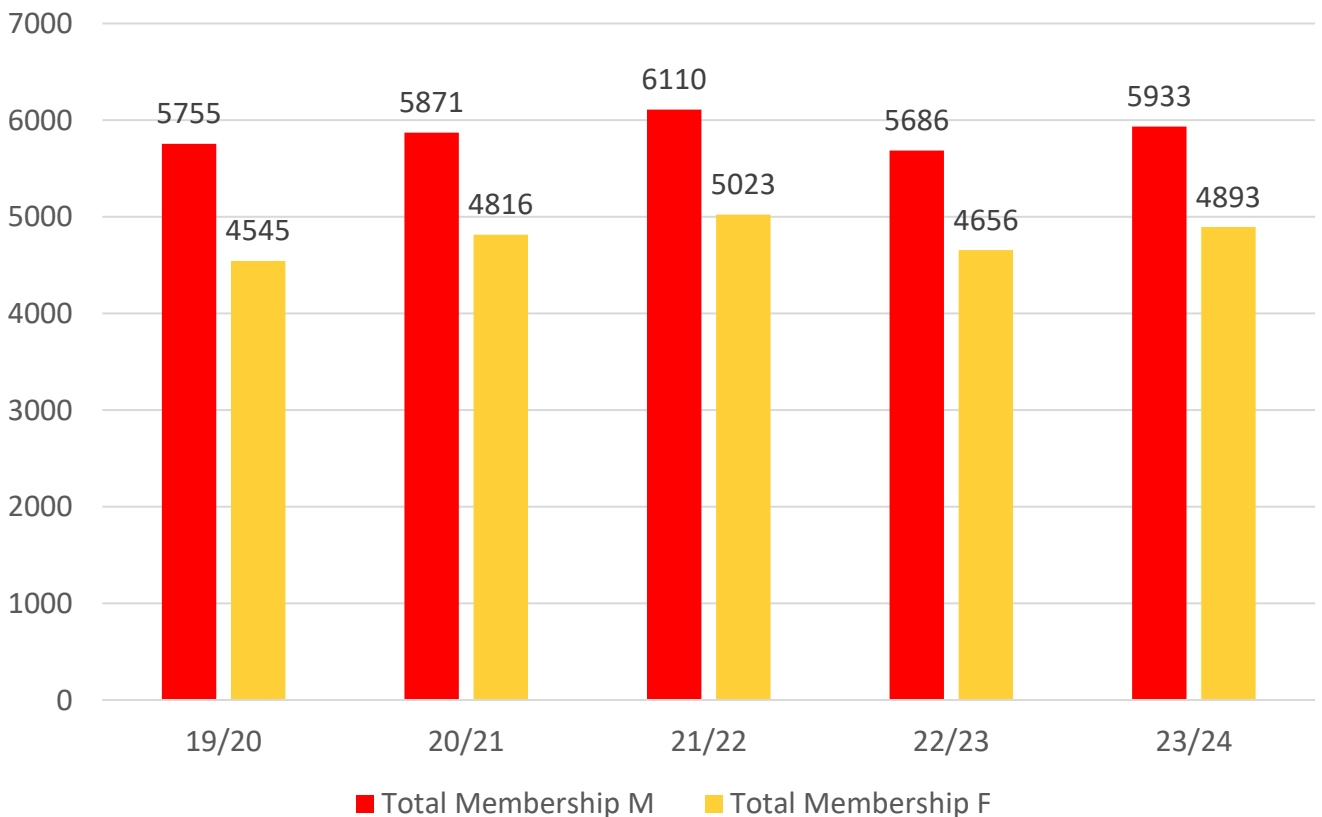
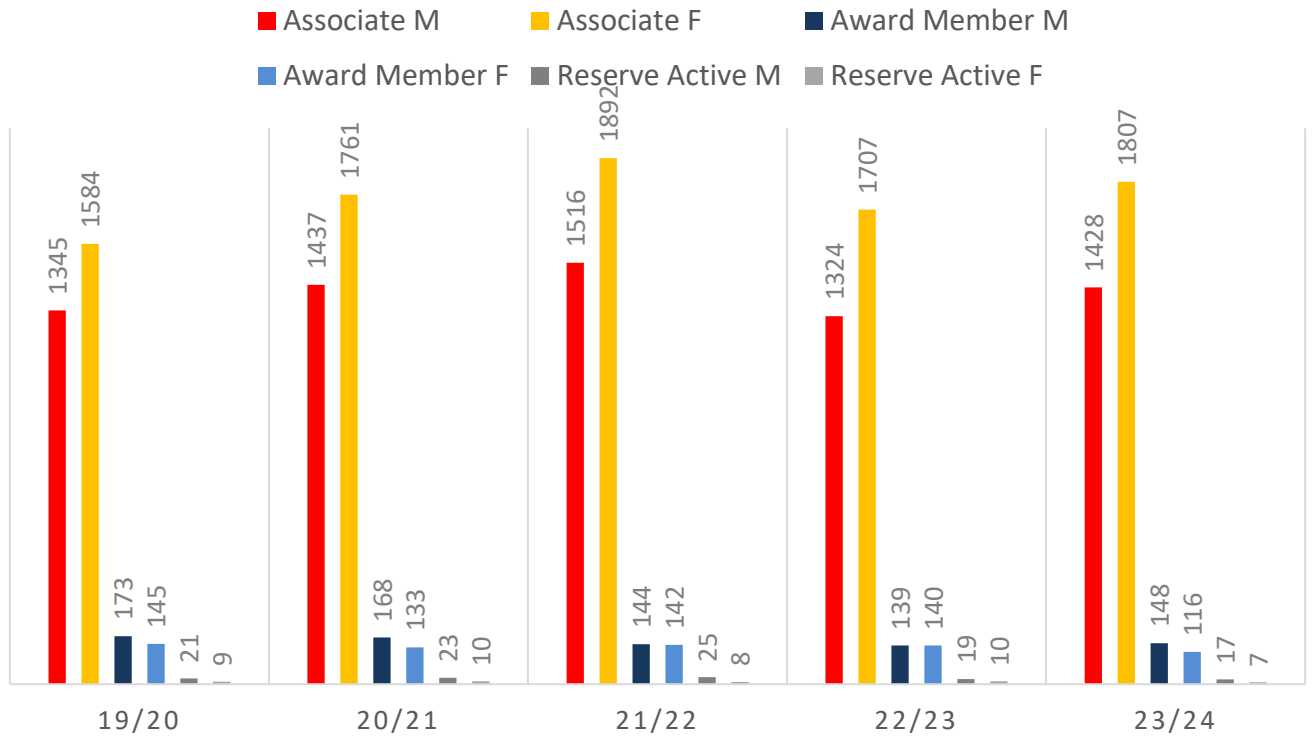
5 YEAR GENDER COMPARISON



■ Cadet Member (13-15) M
 ■ Cadet Member (13-15) F
 ■ Active JNR (15-18) M
■ Active JNR (15-18) F
 ■ Active SNR (18+) M
 ■ Active SNR (18+) F



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



3488

BRAND NEW MEMBERS



70%

MEMBERSHIP RETENTION



2995

MEMBERS LOST FROM THE ORGANISATION

SOUTH COAST BRANCH 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	85	48	56%	42	0	0%	37	44%	167	196%	0	0%	173	104%
Junior Activities	3487	2328	67%	166	22	1%	1137	33%	1561	45%	14	0%	3737	7%
Cadet Member (13-15 years)	258	209	81%		2	1%	47	18%	27	10%	1	0%	339	31%
Active (15-18 yrs)	534	413	77%	24	13	2%	108	20%	53	10%	9	2%	451	-16%
Active (18yrs and over)	1565	1264	81%		21	1%	280	18%	181	12%	31	2%	1476	-6%
Award Member	279	223	80%		0	0%	56	20%	20	7%	1	0%	264	-5%
Reserve Active	29	21	72%	2	0	0%	8	28%	5	17%	0	0%	24	-17%
Long Service	574	519	90%		7	1%	48	8%	21	4%	7	1%	578	1%
Past Active	111	75	68%		1	1%	35	32%	10	9%	1	1%	115	4%
Associate	3031	1814	60%		18	1%	1199	40%	1409	46%	11	0%	3239	7%
Life Member	257	246	96%		0	0%	11	4%	6	2%	2	1%	260	1%
General	4	0	0%		0	0%	4	100%	4	100%	0	0%	5	25%
Honorary	100	80	80%	11	0	0%	20	20%	7	7%	4	4%	80	-20%
Non Member Participant	2	1	50%	1	0	0%	1	50%	1	50%	0	0%	1	-50%
Leave / Restricted	28	23	82%		1	4%	4	14%	16	57%	0	0%	89	218%
Total Active	2665	2130	80%		36	1%	499	19%	286	11%	42		2554	-4%
Total	10344	7264	70%		85	1%	2995	29%	3488	34%	81		10831	5%

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

MEMBERSHIP RETENTION

SOUTH COAST BRANCH 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	341	283	83%	56	16%	35	10%	321
16-18 Years	481	358	74%	110	23%	58	12%	477
19-25 Years	542	388	72%	145	27%	92	17%	529
26-35 Years	226	183	81%	39	17%	30	13%	209
36-50 Years	614	514	84%	97	16%	51	8%	577
51-70 Years	441	385	87%	51	12%	20	5%	423
70+ Years	20	19	95%	1	5%	0	0%	18
Total	2665	2130	80%	499	19%	286	11%	2554

SOUTH COAST BRANCH 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	402					456		459
Under 7	522	264	66%	134	33%	274	68%	538
Under 8	511	329	63%	187	36%	245	47%	581
Under 9	483	335	66%	173	34%	179	35%	517
Under 10	401	312	65%	168	35%	148	31%	460
Under 11	400	270	67%	128	32%	105	26%	376
Under 12	297	270	68%	129	32%	80	20%	352
Under 13	300	212	71%	85	29%	46	15%	260
Under 14	172	202	67%	96	32%	26	9%	192
Transitioned From JA		134	78%					

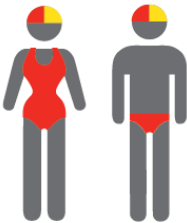
MEMBERSHIP RETENTION

2021/22



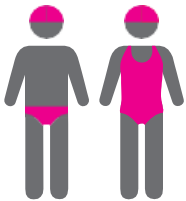
68%

TOTAL MEMBERSHIP
RETENTION



82%

ACTIVE MEMBERSHIP
RETENTION



64%

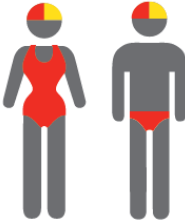
JUNIOR MEMBERSHIP
RETENTION

2022/23



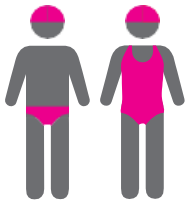
66%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



60%

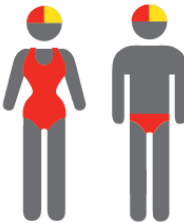
JUNIOR MEMBERSHIP
RETENTION

2023/24



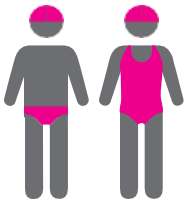
70%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



67%

JUNIOR MEMBERSHIP
RETENTION