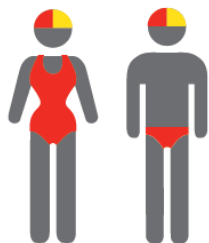


# SUNSHINE COAST BRANCH



## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**3359**  
ACTIVE  
MEMBERSHIP



**13909**  
TOTAL  
MEMBERSHIP



**4576**  
JUNIOR  
MEMBERSHIP

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



3% Increase



1% Increase



Equal

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



4% Decrease



2% Increase



5% 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

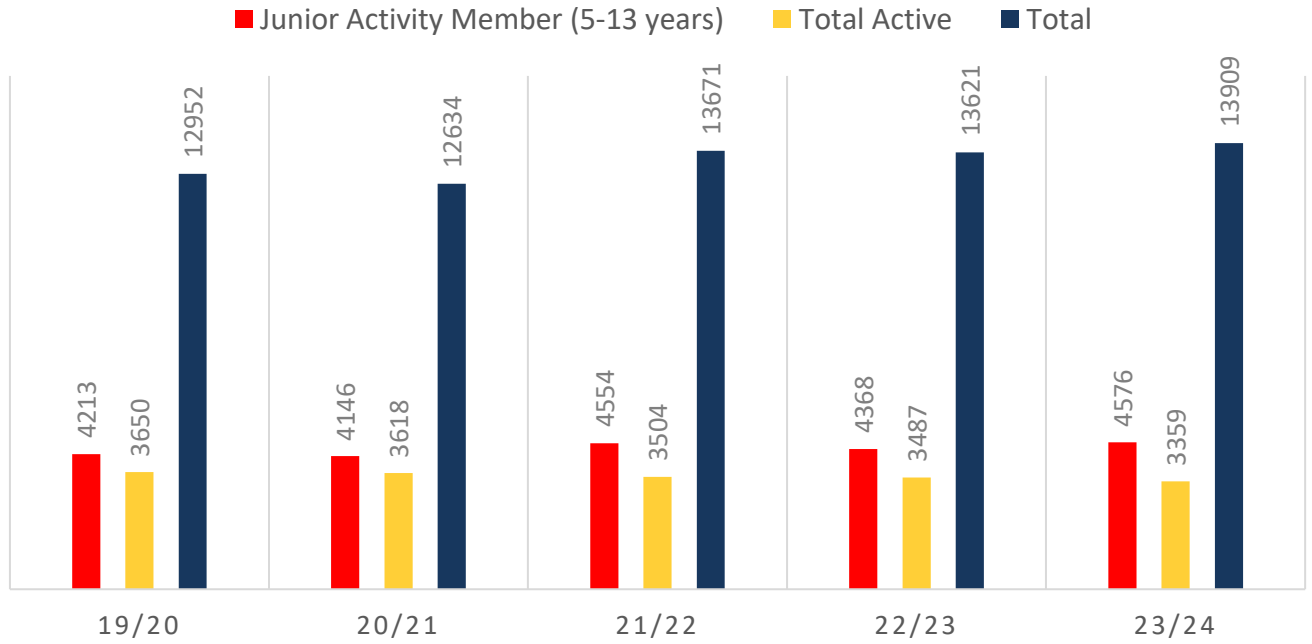
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	97	221	119	64	116
Junior Activity Member (5-13 years)	4213	4146	4554	4368	4576
Cadet Member (13-15 years)	538	555	480	347	421
Active Junior (15-18 years)	556	548	541	622	532
Active Senior (18years and over)	2098	2082	2137	2184	2070
Award Member	417	390	313	298	306
Reserve Active	41	43	33	36	30
Long Service	607	633	641	675	707
Past Active	130	28	183	237	142
Associate	3595	3466	4089	3841	3959
Life Member	355	360	371	396	395
General	105	85	77	404	511
Honorary	153	62	56	71	51
Non Member Participants	35	8	25	18	10
Leave / Restricted	12	7	52	60	83
Total Active	3650	3618	3504	3487	3359
Total	12952	12634	13671	13621	13909

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	437	426	484	464	444
Under 7	584	560	652	607	655
Under 8	598	630	656	659	660
Under 9	565	548	657	595	656
Under 10	581	561	579	591	584
Under 11	431	470	528	477	558
Under 12	437	387	480	448	437
Under 13	353	360	348	408	381
Under 14	225	198	321	281	352
Junior Activities Total	4211	4140	4705	4530	4727

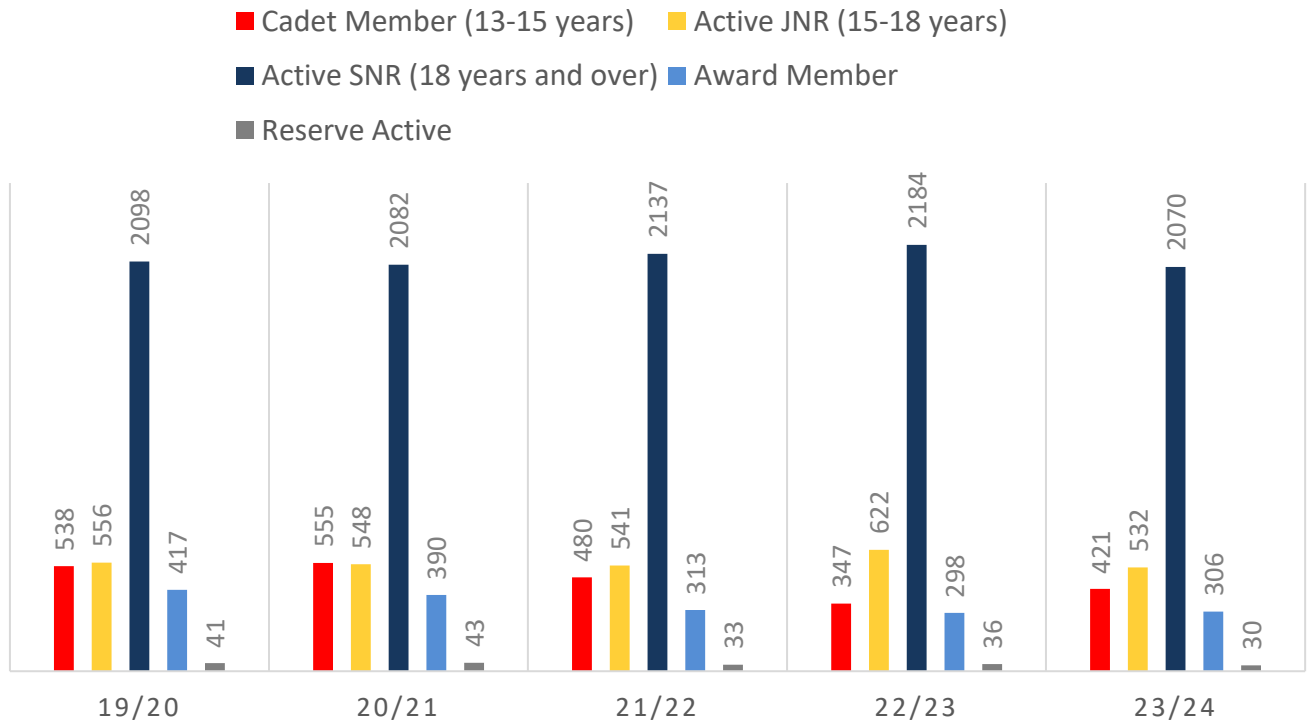
# 5 YEAR TREND ANALYSIS

## TOTAL MEMBERSHIP

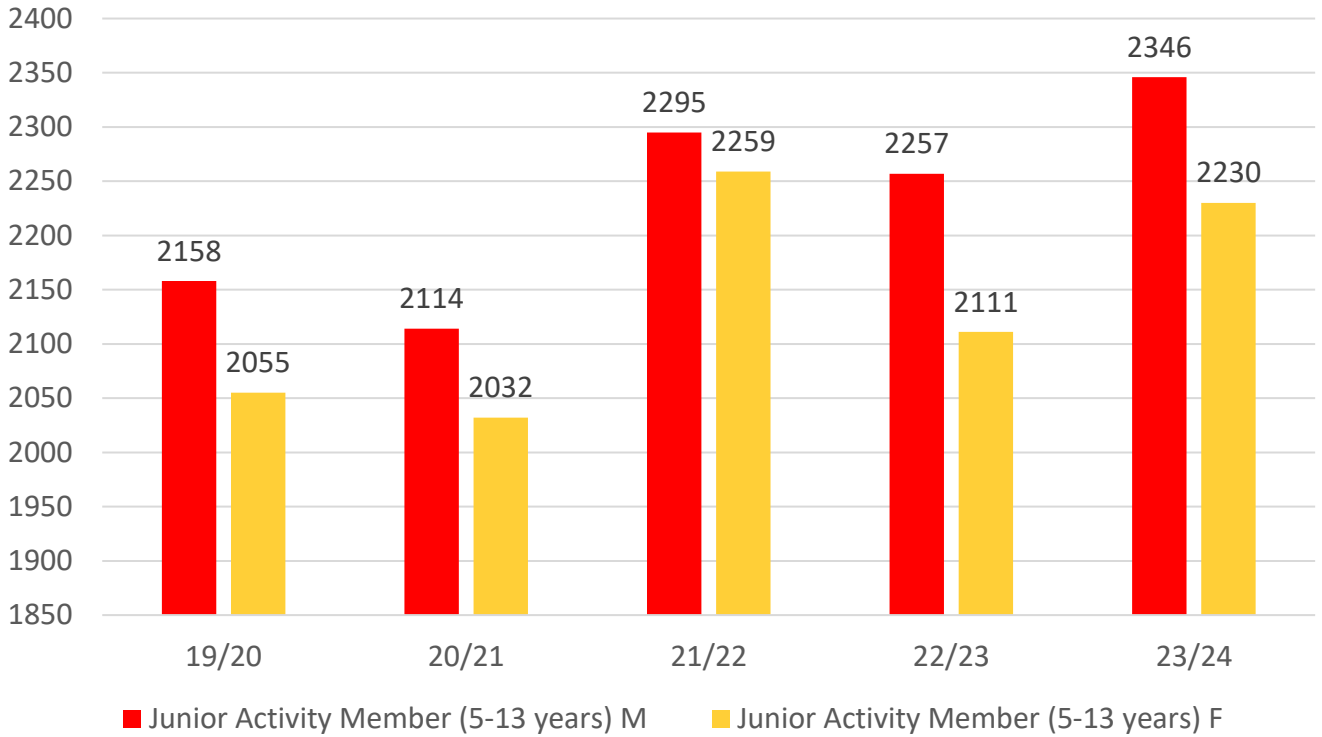


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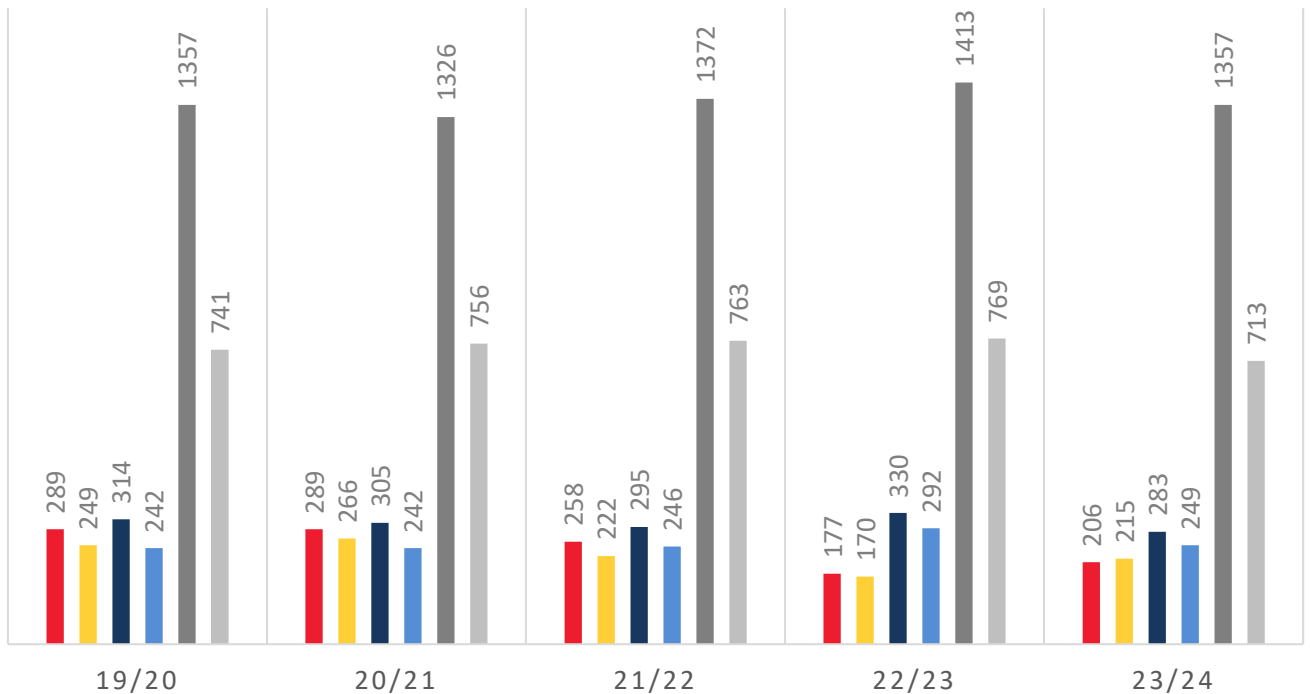
## ACTIVE MEMBERSHIP



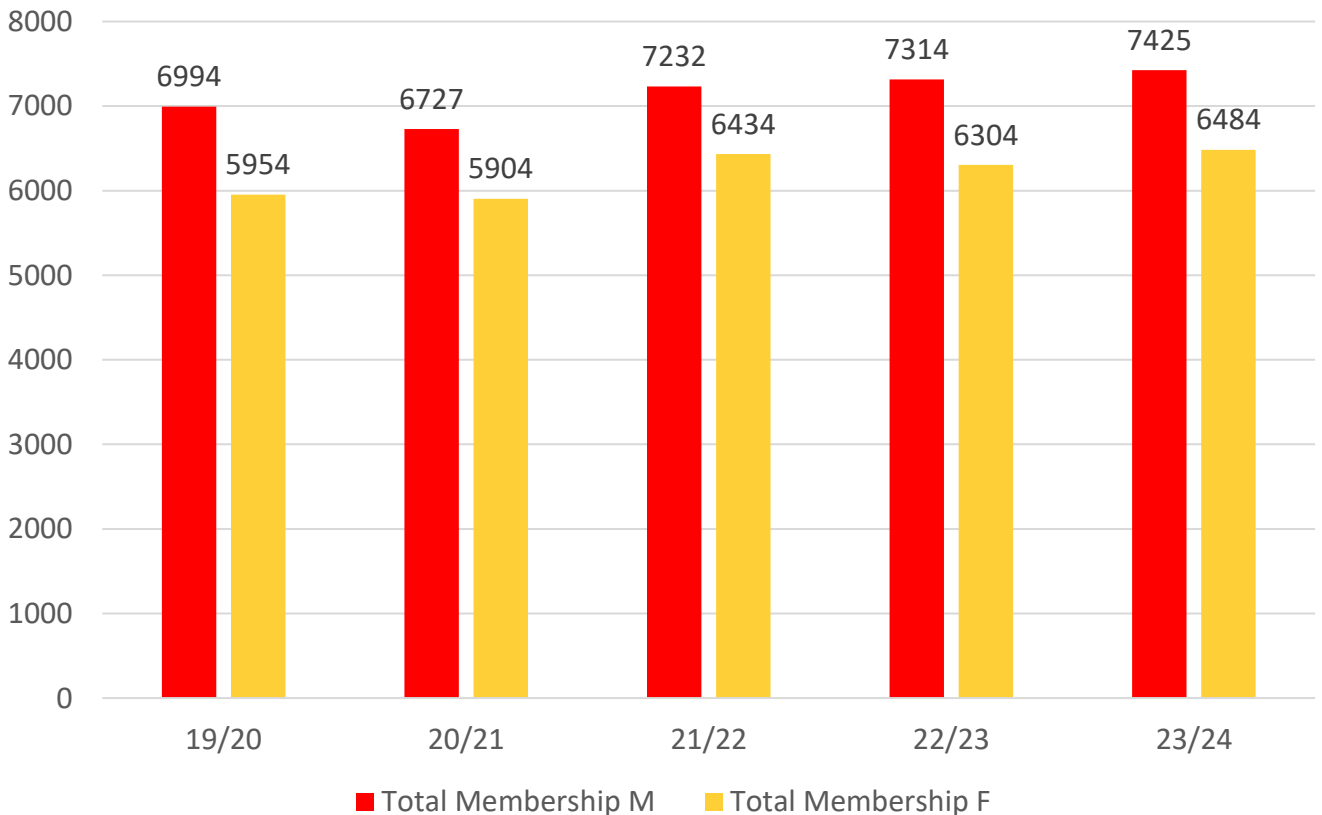
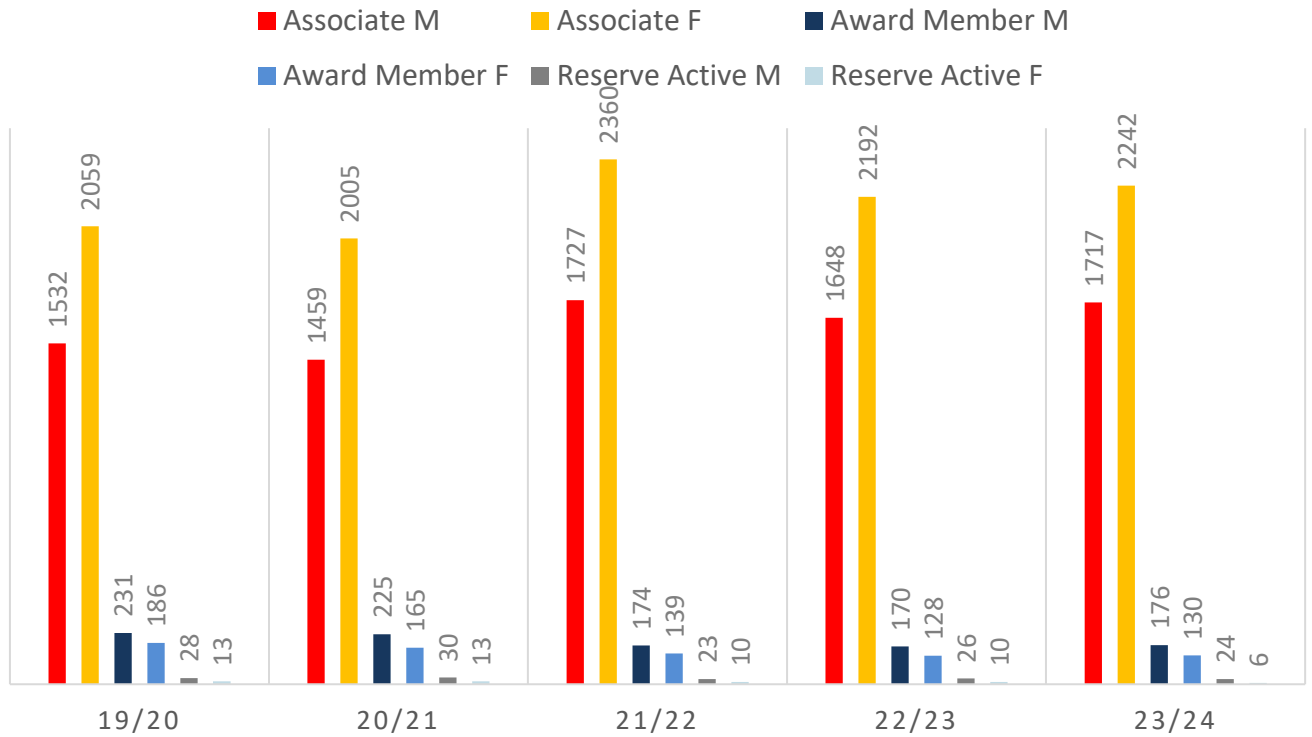
# 5 YEAR GENDER COMPARISON



- 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



**4487**

**BRAND NEW MEMBERS**



**69%**

**MEMBERSHIP RETENTION**



**4200**

**MEMBERS LOST FROM THE ORGANISATION**

SUNSHINE 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	64	31	48%	23	0	0%	33	52%	108	169%	0	0%	116	81%
Junior Activities	4368	2802	64%	193	4	0%	1562	36%	1955	45%	12	0%	4576	5%
Cadet Member (13-15 years)	347	283	82%		0	0%	64	18%	49	14%	3	1%	421	21%
Active (15-18 yrs)	622	460	74%		3	0%	159	26%	64	10%	3	0%	532	-14%
Active (18yrs and over)	2184	1809	83%		18	1%	357	16%	184	8%	14	1%	2070	-5%
Award Member	298	247	83%		0	0%	51	17%	37	12%	1	0%	306	3%
Reserve Active	36	30	83%	5	0	0%	6	17%	5	14%	0	0%	30	-17%
Long Service	675	632	94%		7	1%	36	5%	24	4%	4	1%	707	5%
Past Active	237	105	44%		3	1%	129	54%	20	8%	1	0%	142	-40%
Associate	3841	2257	59%	66	2	0%	1582	41%	1760	46%	8	0%	3959	3%
Life Member	396	383	97%		2	1%	11	3%	0	0%	2	1%	395	0%
General	404	250	62%		1	0%	153	38%	251	62%	4	1%	511	26%
Honorary	71	43	61%		0	0%	28	39%	8	11%	0	0%	51	-28%
Non Member Participant	18	5	28%		0	0%	13	72%	5	28%	0	0%	10	-44%
Leave / Restricted	60	44	73%		0	0%	16	27%	17	28%	0	0%	83	38%
<b>Total Active</b>	<b>3487</b>	<b>2829</b>	<b>81%</b>		<b>21</b>	<b>1%</b>	<b>637</b>	<b>18%</b>	<b>339</b>	<b>10%</b>	<b>21</b>		<b>3359</b>	<b>-4%</b>
<b>Total</b>	<b>13621</b>	<b>9381</b>	<b>69%</b>		<b>40</b>	<b>0%</b>	<b>4200</b>	<b>31%</b>	<b>4487</b>	<b>33%</b>	<b>52</b>		<b>13909</b>	<b>2%</b>

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

# MEMBERSHIP RETENTION

## SUNSHINE COAST BRANCH 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	447	365	82%	82	18%	47	11%	417
16-18 Years	561	404	72%	154	27%	71	13%	563
19-25 Years	464	321	69%	137	30%	48	10%	425
26-35 Years	228	174	76%	52	23%	43	19%	209
36-50 Years	943	807	86%	130	14%	85	9%	889
51-70 Years	763	687	90%	73	10%	43	6%	778
70+ Years	81	71	88%	9	11%	2	2%	78
<b>Total</b>	<b>3487</b>	<b>2829</b>	<b>81%</b>	<b>637</b>	<b>18%</b>	<b>339</b>	<b>10%</b>	<b>3359</b>

## SUNSHINE COAST BRANCH 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	464					430		431
Under 7	602	308	66%	150	32%	340	73%	649
Under 8	653	369	61%	231	38%	279	46%	650
Under 9	587	413	63%	239	37%	237	36%	650
Under 10	582	366	62%	221	38%	207	35%	576
Under 11	473	364	63%	218	37%	184	32%	551
Under 12	445	297	63%	175	37%	134	28%	430
Under 13	399	279	63%	166	37%	100	22%	375
Under 14	169	284	71%	115	29%	44	11%	264
Transitioned From JA		122	72%					

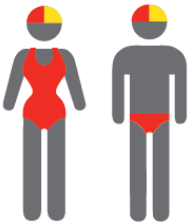
# MEMBERSHIP RETENTION

2021/22



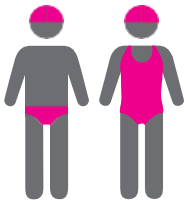
69%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



65%

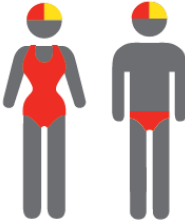
JUNIOR MEMBERSHIP  
RETENTION

2022/23



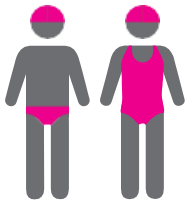
69%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



60%

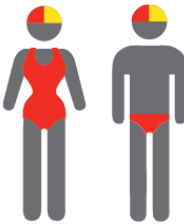
JUNIOR MEMBERSHIP  
RETENTION

2023/24



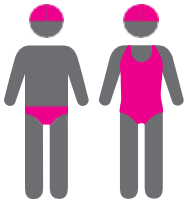
69%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



64%

JUNIOR MEMBERSHIP  
RETENTION