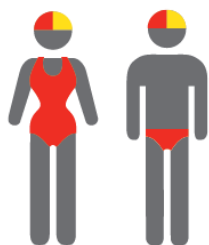


# SURFERS PARADISE

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**147**  
ACTIVE  
MEMBERSHIP



**583**  
TOTAL  
MEMBERSHIP



**199**  
JUNIOR  
MEMBERSHIP

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



Equal



Equal



Equal

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



15% Decrease



9% Decrease



12% Decrease

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

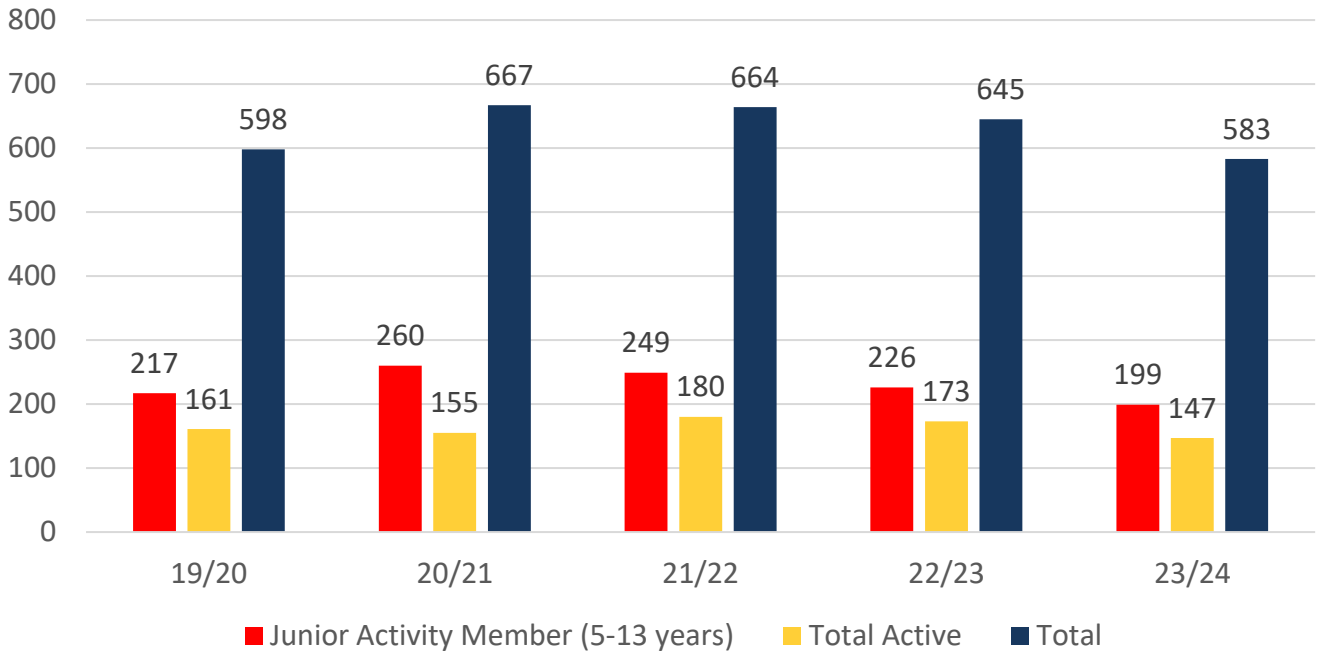
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	7	9	1	5	1
Junior Activity Member (5-13 years)	217	260	249	226	199
Cadet Member (13-15 years)	10	8	14	9	16
Active Junior (15-18 years)	27	30	33	28	13
Active Senior (18years and over)	114	104	122	126	112
Award Member	8	10	8	7	3
Reserve Active	2	3	3	3	3
Long Service	33	36	35	39	37
Past Active	1	0	1	1	0
Associate	143	174	161	161	147
Life Member	24	24	24	24	27
General	0	0	0	1	0
Honorary	11	4	13	14	13
Non Member Participants	0	4	0	0	0
Leave / Restricted	1	1	0	1	12
Total Active	161	155	180	173	147
Total	598	667	664	645	583

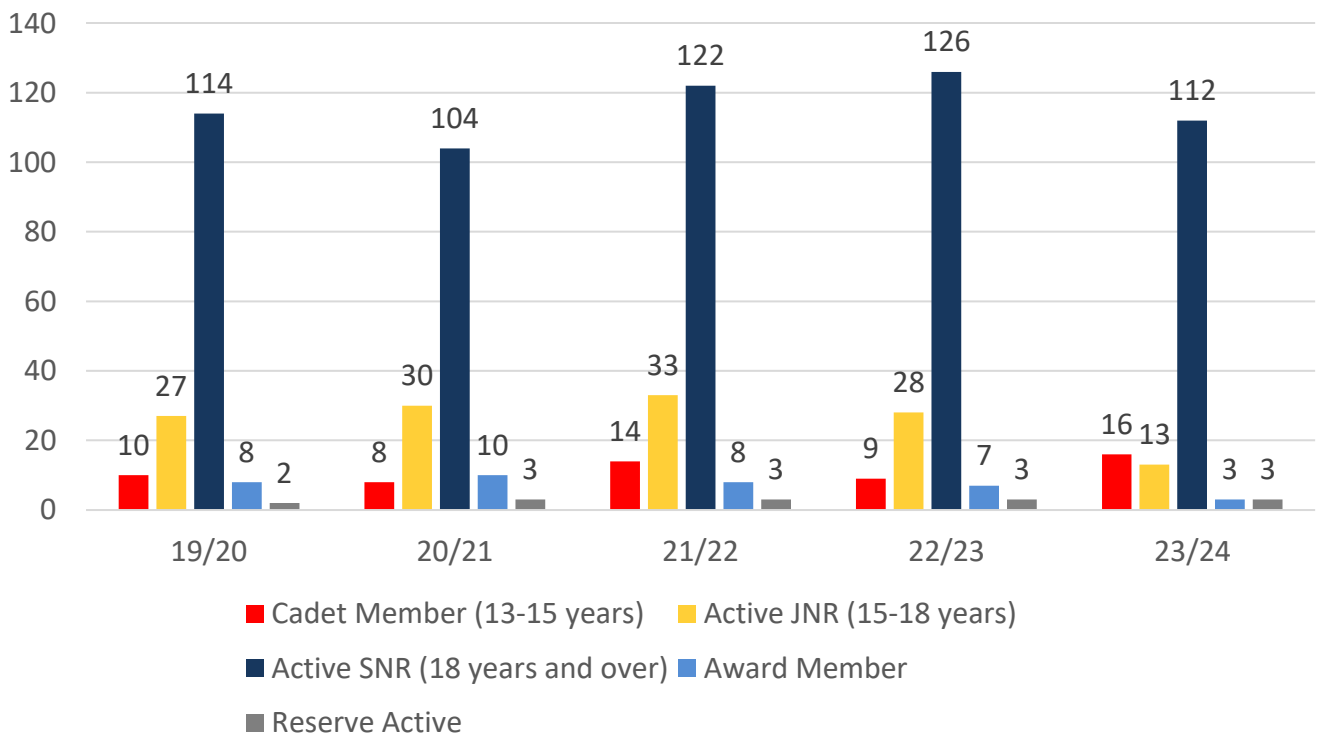
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	24	29	28	19	18
Under 7	33	33	34	31	16
Under 8	43	42	43	31	26
Under 9	31	47	34	38	31
Under 10	33	31	33	30	27
Under 11	26	30	34	24	27
Under 12	17	23	23	29	22
Under 13	8	20	12	14	22
Under 14	2	5	12	11	11
Junior Activities Total	217	260	253	227	200

# 5 YEAR TREND ANALYSIS

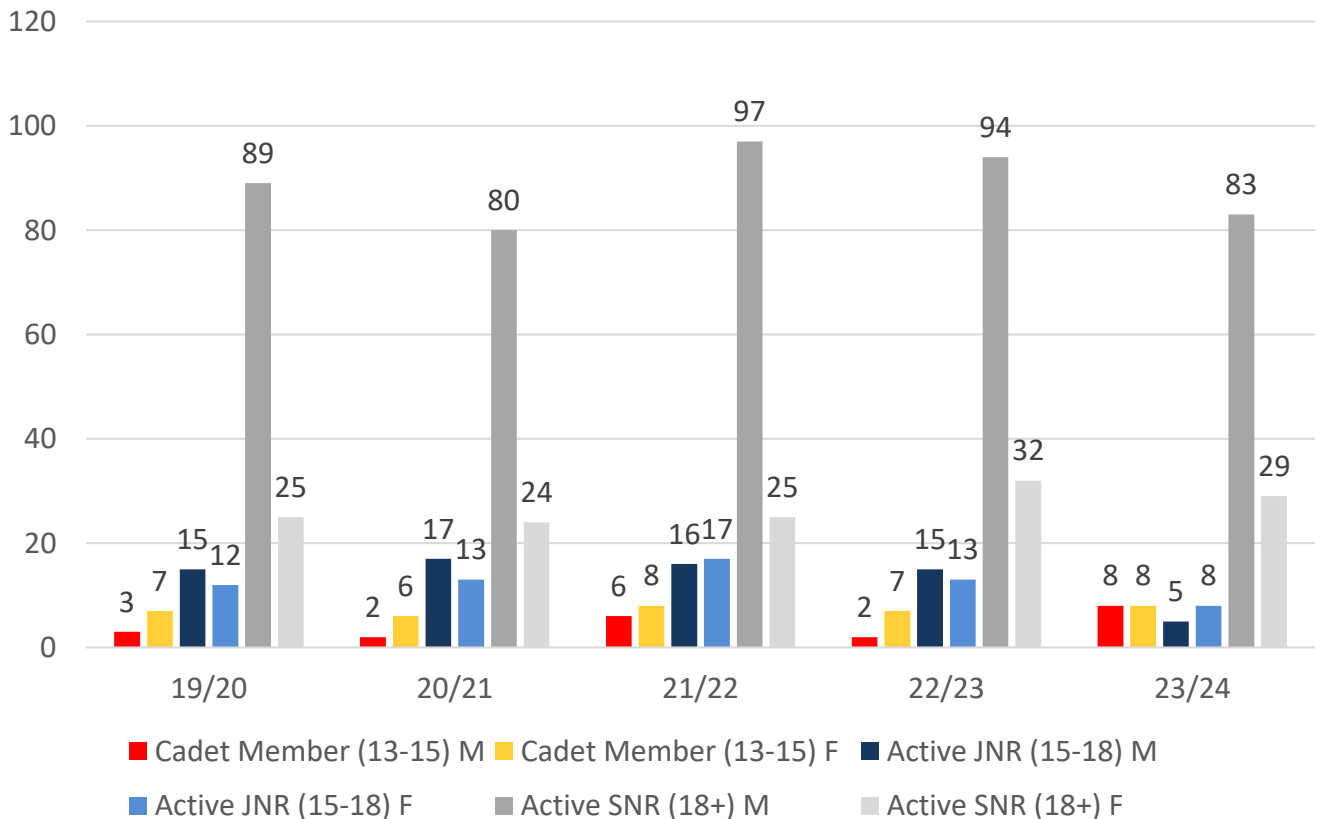
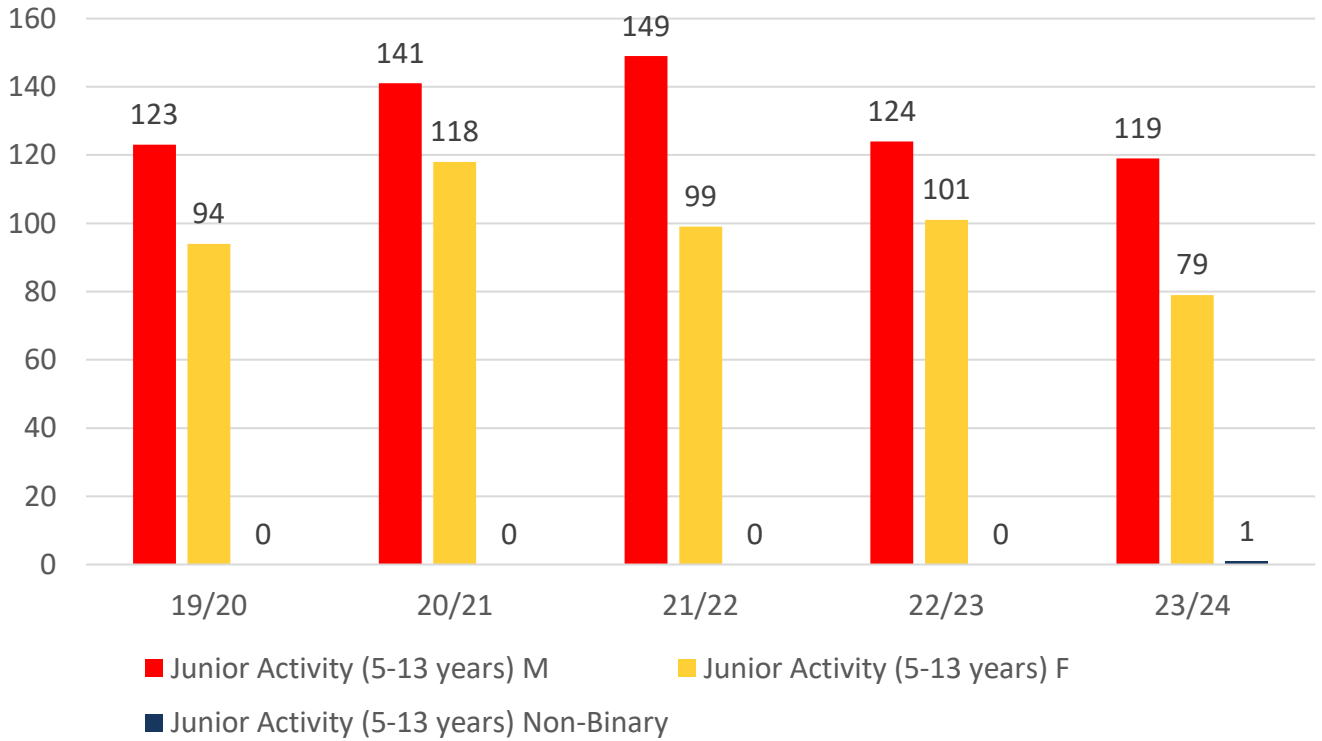
## Total Membership



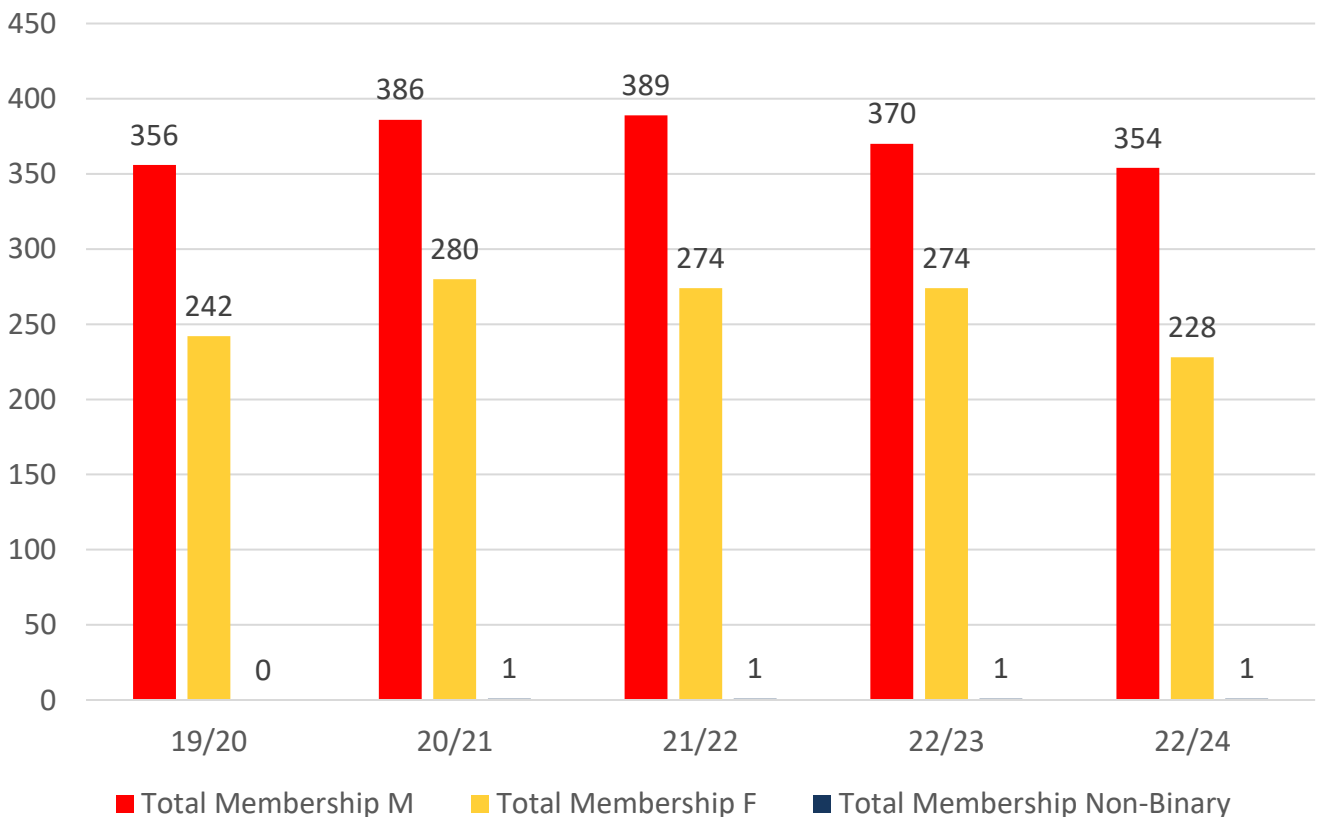
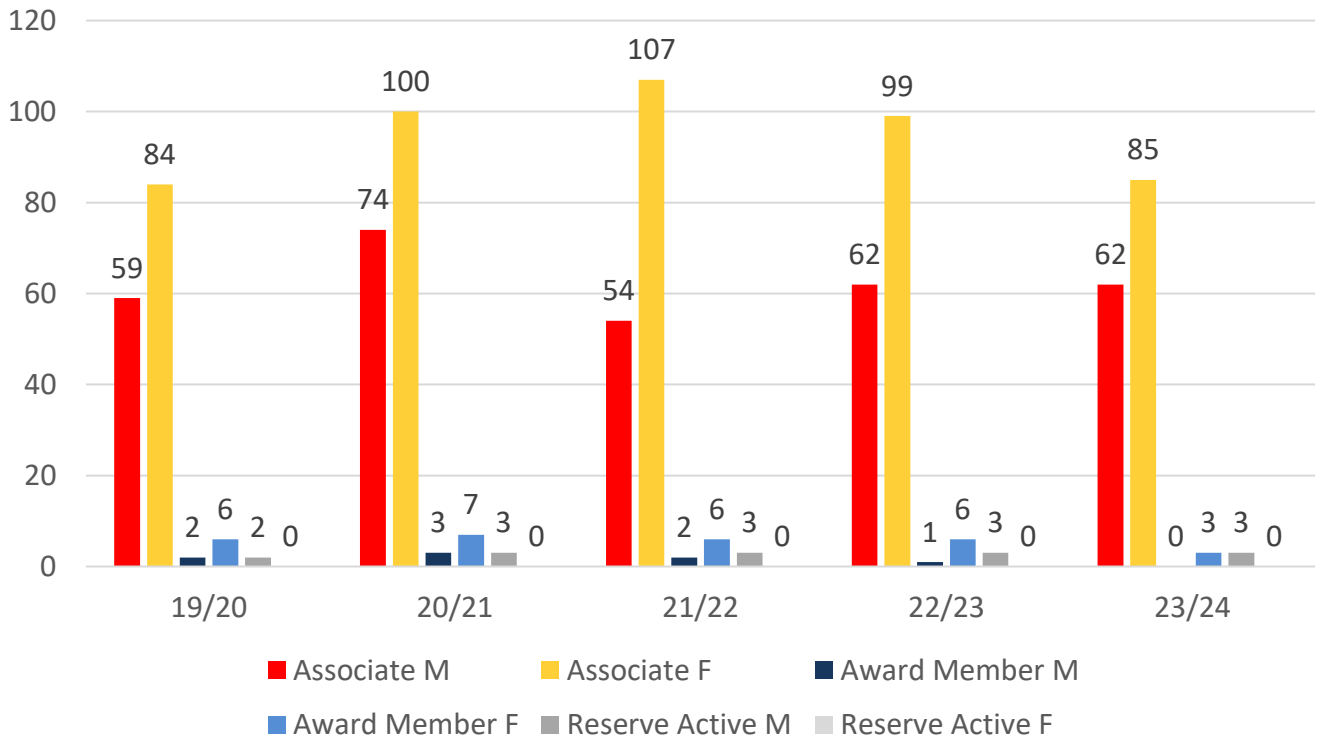
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



155

BRAND NEW MEMBERS



64%

MEMBERSHIP RETENTION



201

MEMBERS LOST FROM THE ORGANISATION

## SURFERS PARADISE 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	5	3	60%	3	0	0%	2	40%	1	20%	0	0%	1	-80%
Junior Activities	226	138	61%	8	7	3%	81	36%	66	29%	3	1%	199	-12%
Cadet Member (13-15 years)	9	6	67%		0	0%	3	33%	2	22%	0	0%	16	78%
Active (15-18 yrs)	28	20	71%	10	3	11%	5	18%	1	4%	2	7%	13	-54%
Active (18yrs and over)	126	95	75%		9	7%	22	17%	11	9%	6	5%	112	-11%
Award Member	7	5	71%	2	0	0%	2	29%	0	0%	0	0%	3	-57%
Reserve Active	3	3	100%		0	0%	0	0%	0	0%	0	0%	3	0%
Long Service	39	34	87%	1	2	5%	3	8%	1	3%	3	8%	37	-5%
Past Active	1	0	0%		1	100%	0	0%	0	0%	0	0%	0	-100%
Associate	161	73	45%		6	4%	82	51%	67	42%	2	1%	147	-9%
Life Member	23	23	100%		0	0%	0	0%	1	4%	1	4%	27	17%
General	1	0	0%		0	0%	1	100%	0	0%	0	0%	0	-100%
Honorary	9	9	100%		0	0%	0	0%	3	33%	1	11%	13	44%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	1	1	100%		0	0%	0	0%	2	200%	0	0%	12	1100%
<b>Total Active</b>	<b>173</b>	<b>129</b>	<b>75%</b>		<b>12</b>	<b>7%</b>	<b>32</b>	<b>18%</b>	<b>14</b>	<b>8%</b>	<b>8</b>		<b>147</b>	<b>-15%</b>
<b>Total</b>	<b>639</b>	<b>410</b>	<b>64%</b>		<b>28</b>	<b>4%</b>	<b>201</b>	<b>31%</b>	<b>155</b>	<b>24%</b>	<b>18</b>		<b>583</b>	<b>-9%</b>

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

# MEMBERSHIP RETENTION

## SURFERS PARADISE 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	7	5	71%	2	29%	2	29%	14
16-18 Years	24	16	67%	6	25%	1	4%	12
19-25 Years	44	34	77%	5	11%	8	18%	49
26-35 Years	23	17	74%	4	17%	1	4%	18
36-50 Years	42	33	79%	8	19%	1	2%	31
51-70 Years	33	24	73%	7	21%	1	3%	23
70+ Years	0	0		0		0		0
<b>Total</b>	173	129	75%	32	18%	14	8%	147

## SURFERS PARADISE 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	19					18		18
Under 7	31	8	42%	11	58%	8	42%	16
Under 8	31	14	45%	16	52%	11	35%	26
Under 9	38	21	68%	10	32%	9	29%	31
Under 10	30	23	61%	12	32%	4	11%	27
Under 11	24	20	67%	9	30%	7	23%	27
Under 12	29	16	67%	7	29%	5	21%	22
Under 13	14	20	69%	8	28%	2	7%	22
Under 14	10	9	64%	5	36%	2	14%	10
Transitioned From JA		7	70%					

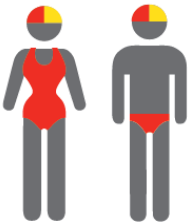
# MEMBERSHIP RETENTION

2021/22



57%

TOTAL MEMBERSHIP  
RETENTION



75%

ACTIVE MEMBERSHIP  
RETENTION



48%

JUNIOR MEMBERSHIP  
RETENTION

2022/23



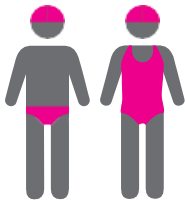
63%

TOTAL MEMBERSHIP  
RETENTION



75%

ACTIVE MEMBERSHIP  
RETENTION



54%

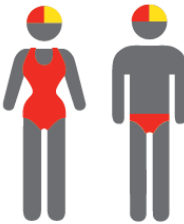
JUNIOR MEMBERSHIP  
RETENTION

2023/24



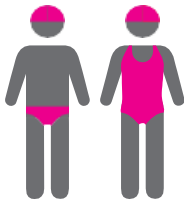
64%

TOTAL MEMBERSHIP  
RETENTION



75%

ACTIVE MEMBERSHIP  
RETENTION



61%

JUNIOR MEMBERSHIP  
RETENTION