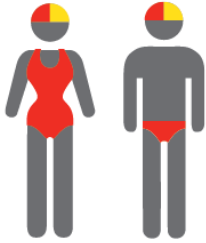


TANNUM SANDS

MEMBERSHIP STATISTICS REPORT EOS 2023/24



69

ACTIVE
MEMBERSHIP



350

TOTAL
MEMBERSHIP



136

JUNIOR
MEMBERSHIP

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



3% Increase



Equal



1% Decrease

Vs. 2022/23 EOS (MAY 2023)



30% Increase



25% Increase



20% 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

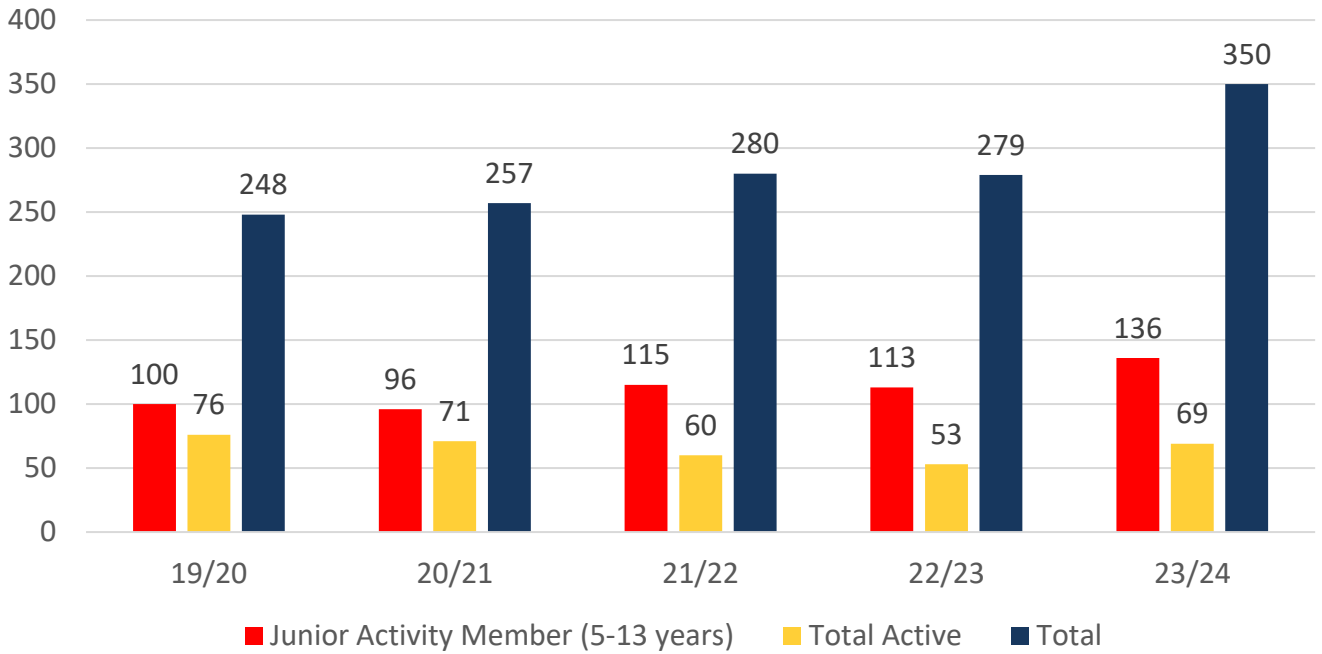
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	1	0	40	21	0
Junior Activity Member (5-13 years)	100	96	115	113	136
Cadet Member (13-15 years)	16	17	16	12	23
Active Junior (15-18 years)	22	22	17	18	10
Active Senior (18years and over)	35	29	24	23	28
Award Member	3	3	3	0	8
Reserve Active	0	0	0	0	0
Long Service	0	0	0	0	0
Past Active	0	0	0	0	1
Associate	62	81	55	82	9
Life Member	9	9	10	9	9
General	0	0	0	1	112
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	14
Total Active	76	71	60	53	69
Total	248	257	280	279	350

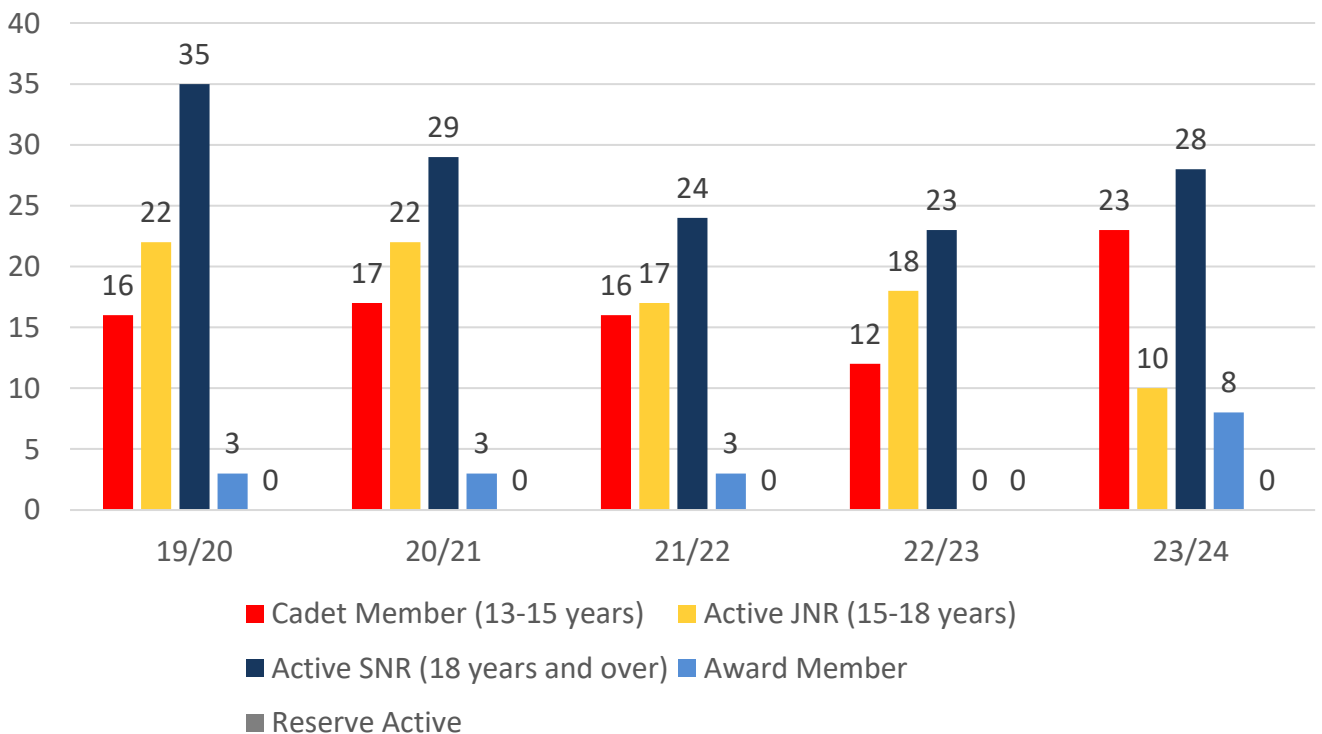
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	3	4	8	12	21
Under 7	9	10	15	16	22
Under 8	14	9	18	12	22
Under 9	18	13	16	15	18
Under 10	17	16	14	11	10
Under 11	14	18	12	16	12
Under 12	11	15	16	14	17
Under 13	12	10	14	11	14
Under 14	2	1	9	12	11
Junior Activities Total	100	96	122	119	147

5 YEAR TREND ANALYSIS

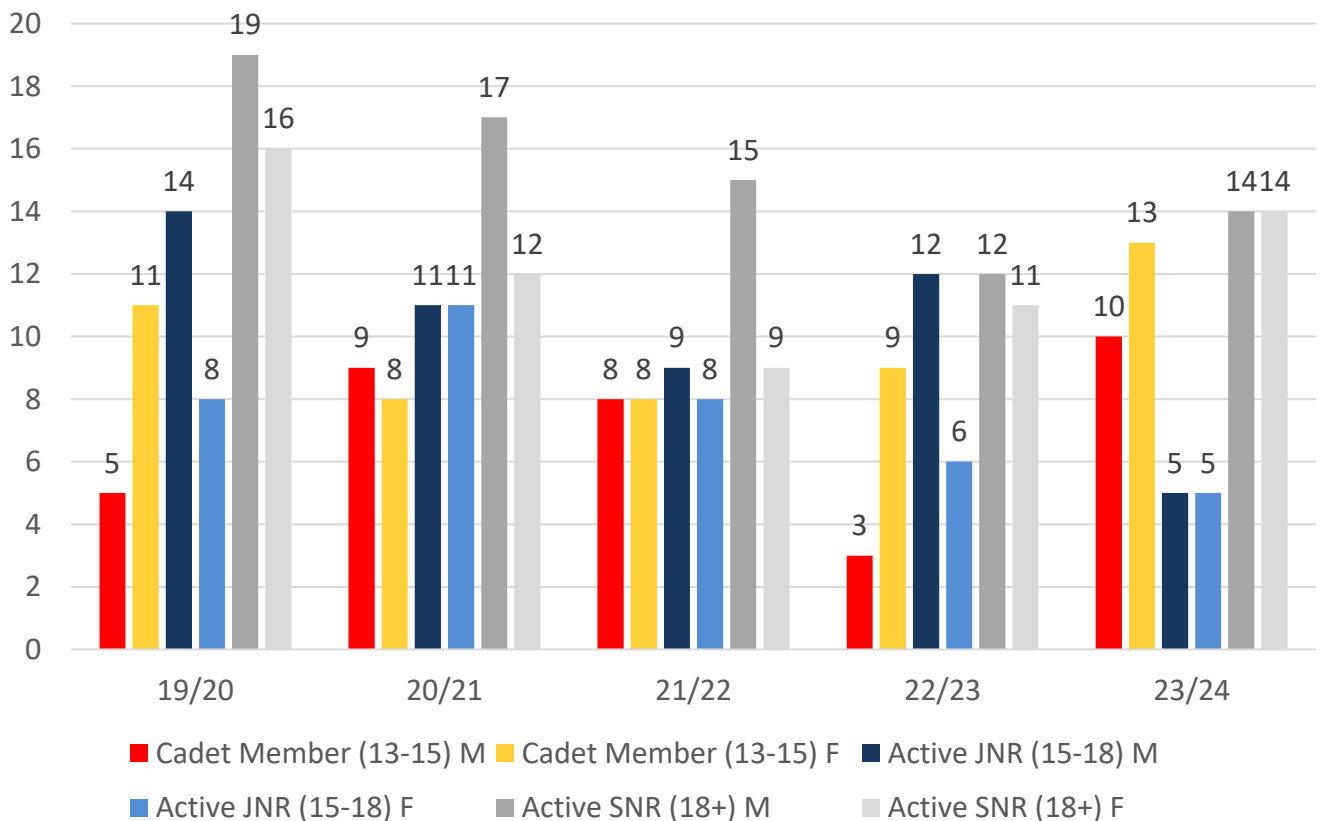
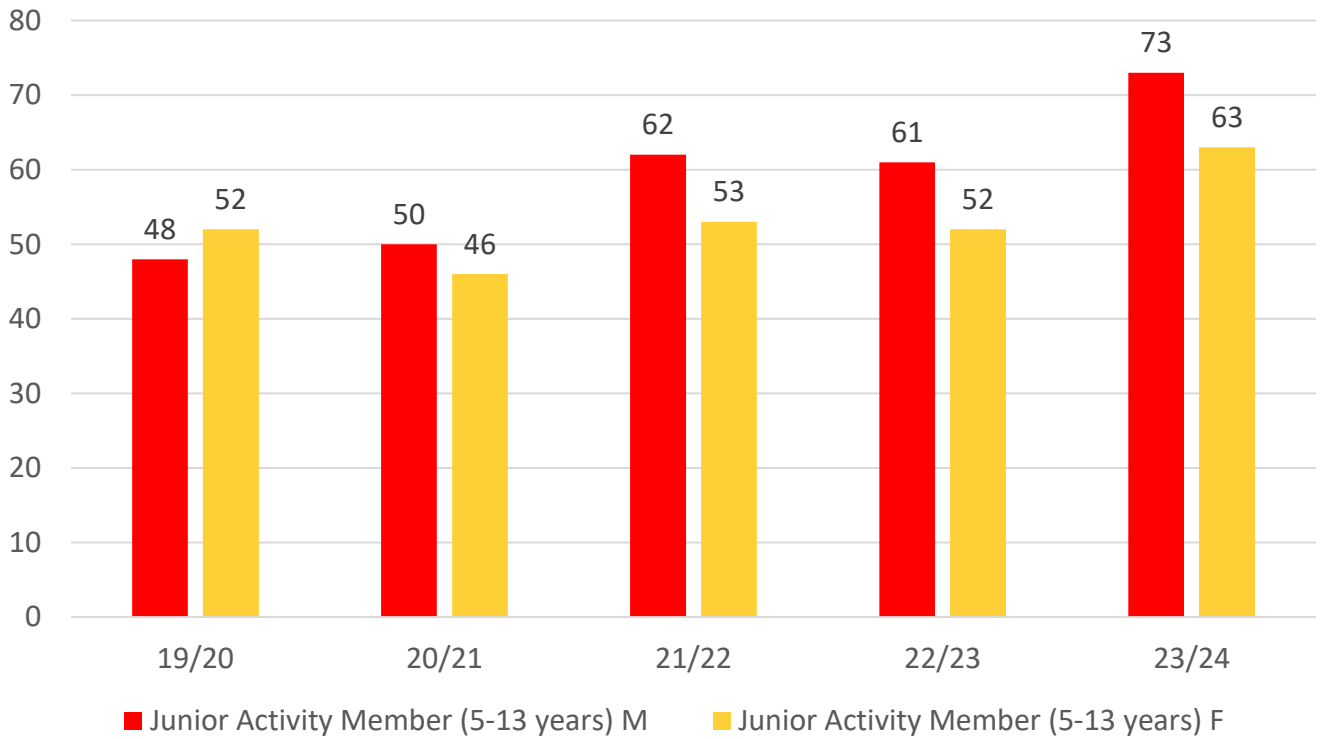
Total Membership



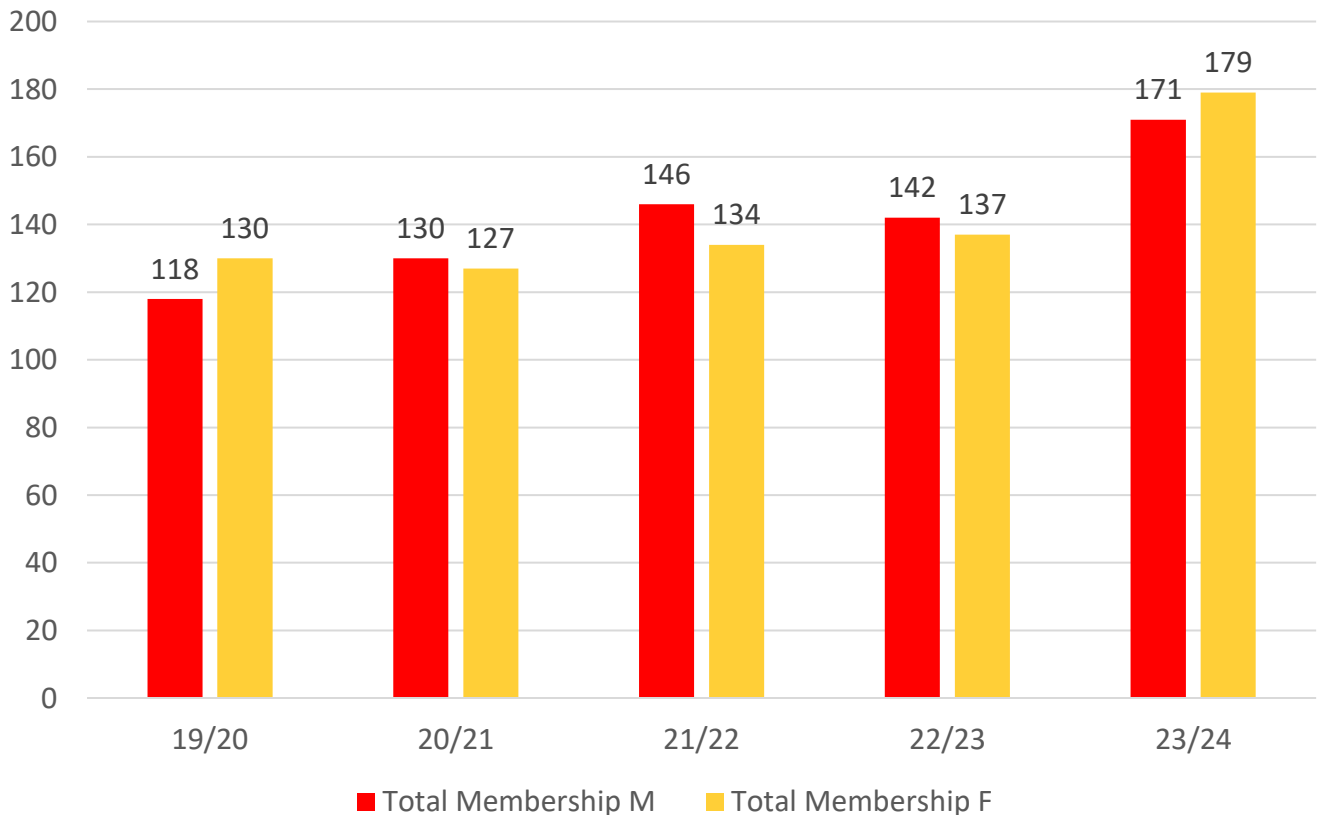
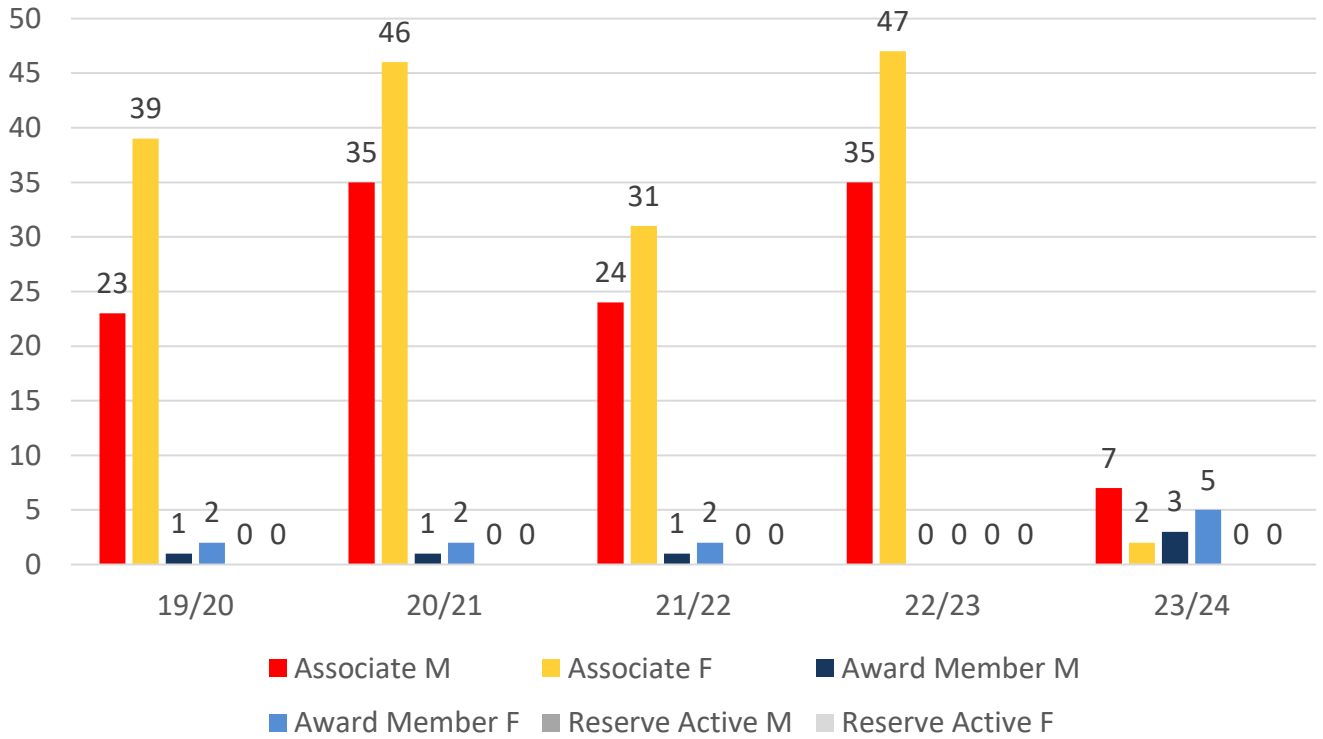
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



143

BRAND NEW MEMBERS



73%

MEMBERSHIP RETENTION



71

MEMBERS LOST FROM THE ORGANISATION

TANNUM SANDS 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	21	16	76%	16	0	0%	5	24%	0	0%	0	0%	0	-100%
Junior Activities	113	81	72%	14	1	1%	31	27%	68	60%	1	1%	136	20%
Cadet Member (13-15 years)	12	12	100%		0	0%	0	0%	2	17%	0	0%	23	92%
Active (15-18 yrs)	18	10	56%	1	2	11%	6	33%	1	6%	0	0%	10	-44%
Active (18yrs and over)	23	20	87%		0	0%	3	13%	4	17%	1	4%	28	22%
Award Member	0	0			0		0		0		0		8	
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		1	
Associate	82	55	67%	49	1	1%	26	32%	3	4%	0	0%	9	-89%
Life Member	9	9	100%		0	0%	0	0%	0	0%	0	0%	9	0%
General	1	1	100%		0	0%	0	0%	59	5900%	1	100%	112	11100%
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		6		0		14	
Total Active	53	42	79%		2	4%	9	17%	7	13%	1		69	30%
Total	279	204	73%		4	1%	71	25%	143	51%	3		350	25%

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

MEMBERSHIP RETENTION

TANNUM SANDS 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	15	13	87%	1	7%	2	13%	26
16-18 Years	13	9	69%	3	23%	1	8%	10
19-25 Years	7	4	57%	3	43%	0	0%	1
26-35 Years	1	1	100%	0	0%	1	100%	4
36-50 Years	13	12	92%	1	8%	3	23%	24
51-70 Years	4	3	75%	1	25%	0	0%	4
70+ Years	0	0		0		0		0
Total	53	42	79%	9	17%	7	13%	69

TANNUM SANDS 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	12					21		21
Under 7	16	8	67%	4	33%	13	108%	22
Under 8	12	11	69%	4	25%	11	69%	22
Under 9	15	10	83%	2	17%	8	67%	18
Under 10	11	5	33%	10	67%	5	33%	10
Under 11	16	8	73%	3	27%	3	27%	12
Under 12	14	14	88%	2	13%	4	25%	17
Under 13	11	11	79%	3	21%	3	21%	14
Under 14	6	9	82%	2	18%	0	0%	0
Transitioned From JA		5	83%					

MEMBERSHIP RETENTION

2021/22



72%

TOTAL MEMBERSHIP
RETENTION



69%

ACTIVE MEMBERSHIP
RETENTION



77%

JUNIOR MEMBERSHIP
RETENTION

2022/23



68%

TOTAL MEMBERSHIP
RETENTION



68%

ACTIVE MEMBERSHIP
RETENTION



69%

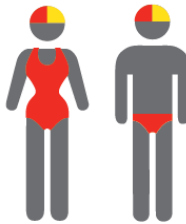
JUNIOR MEMBERSHIP
RETENTION

2023/24



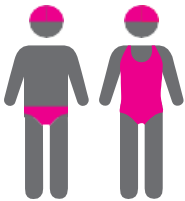
73%

TOTAL MEMBERSHIP
RETENTION



79%

ACTIVE MEMBERSHIP
RETENTION



72%

JUNIOR MEMBERSHIP
RETENTION