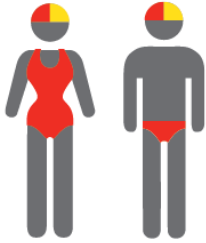


# TOWNSVILLE PICNIC BAY

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**72**  
ACTIVE  
MEMBERSHIP



**241**  
TOTAL  
MEMBERSHIP



**73**  
JUNIOR  
MEMBERSHIP

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



6% Decrease



3% Increase



Equal

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



15% Decrease



2% Decrease



4% 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

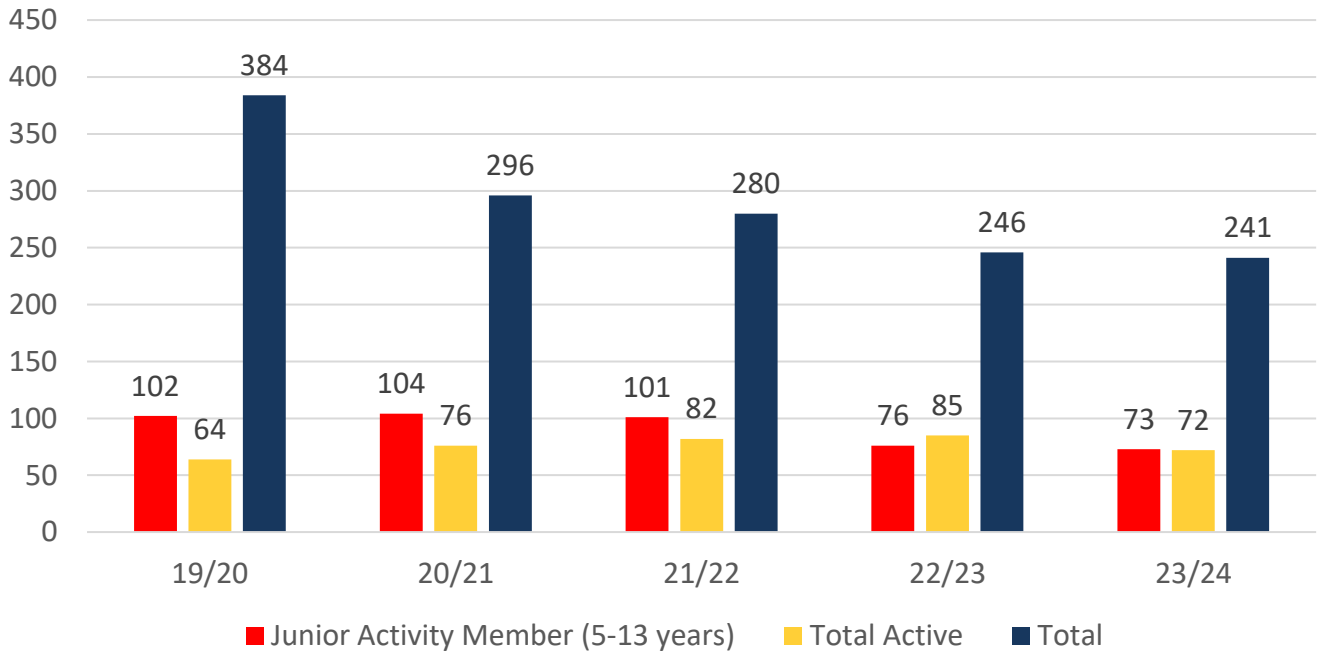
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	18	40	38	5	19
Junior Activity Member (5-13 years)	102	104	101	76	73
Cadet Member (13-15 years)	8	17	10	16	9
Active Junior (15-18 years)	16	12	17	10	16
Active Senior (18years and over)	39	44	52	56	46
Award Member	0	2	0	0	0
Reserve Active	1	1	3	3	1
Long Service	2	3	3	2	2
Past Active	2	2	2	0	9
Associate	77	53	36	60	45
Life Member	19	18	16	18	19
General	0	0	2	0	1
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	0	1
Total Active	64	76	82	85	72
Total	284	296	280	246	241

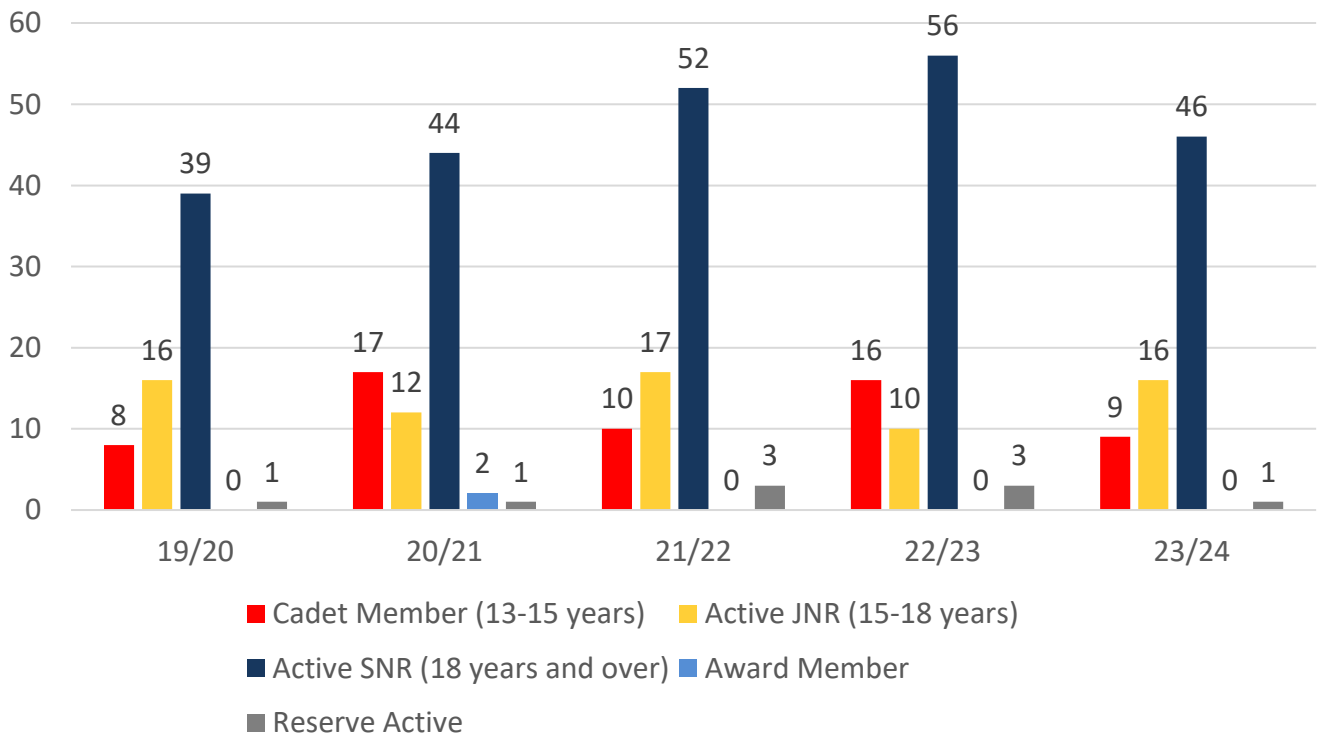
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	13	11	12	10	11
Under 7	15	14	10	10	11
Under 8	13	16	17	6	11
Under 9	16	15	18	14	7
Under 10	17	15	14	11	14
Under 11	8	12	11	11	10
Under 12	9	9	9	6	9
Under 13	5	10	8	8	10
Under 14	6	2	7	9	8
Junior Activities Total	102	104	106	85	91

# 5 YEAR TREND ANALYSIS

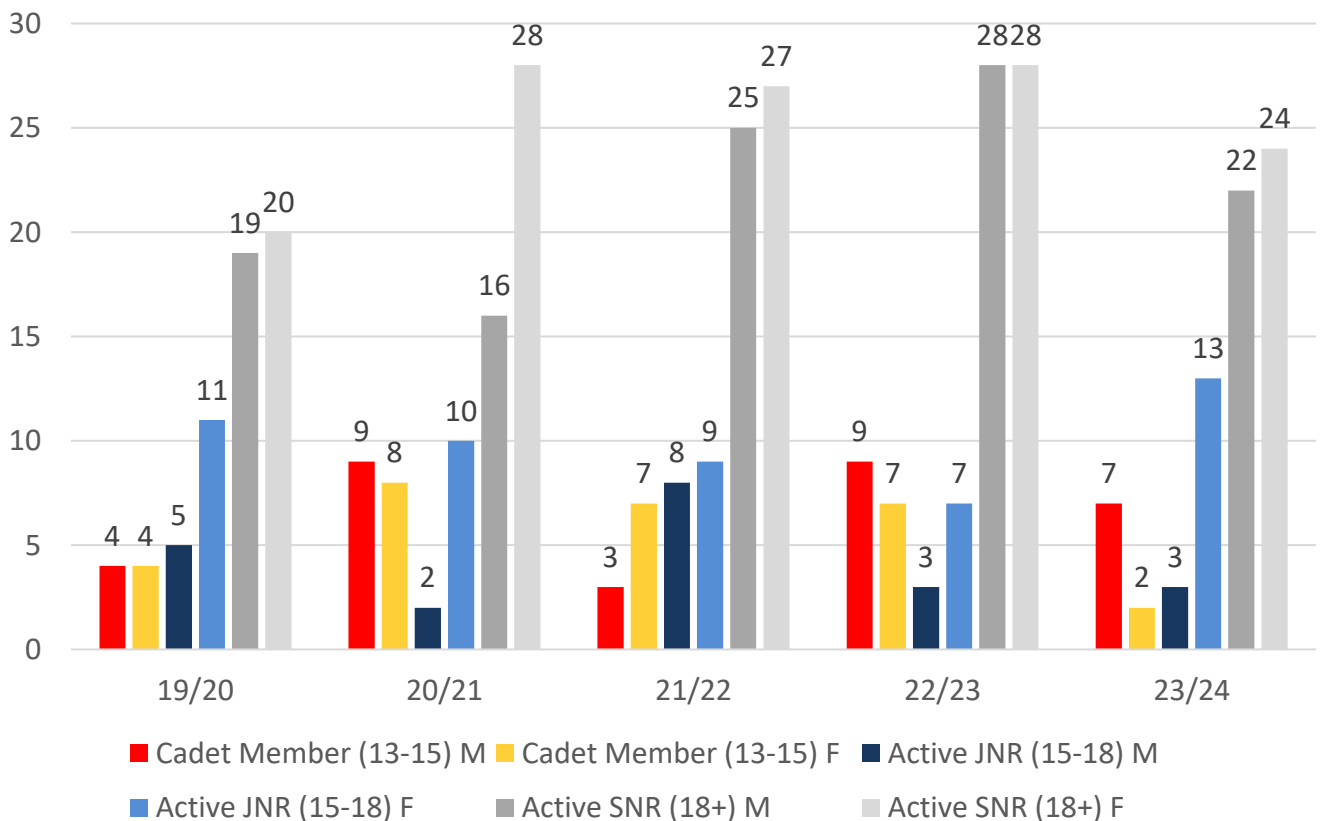
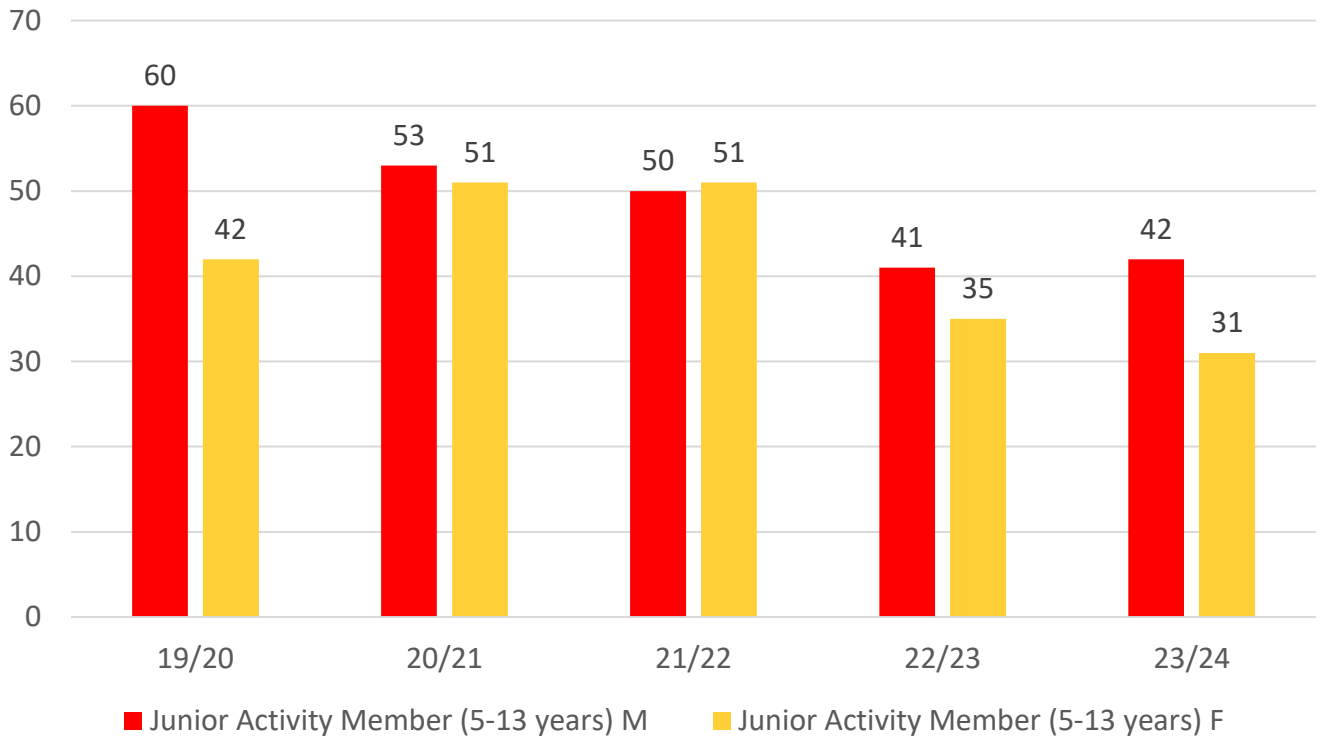
## Total Membership



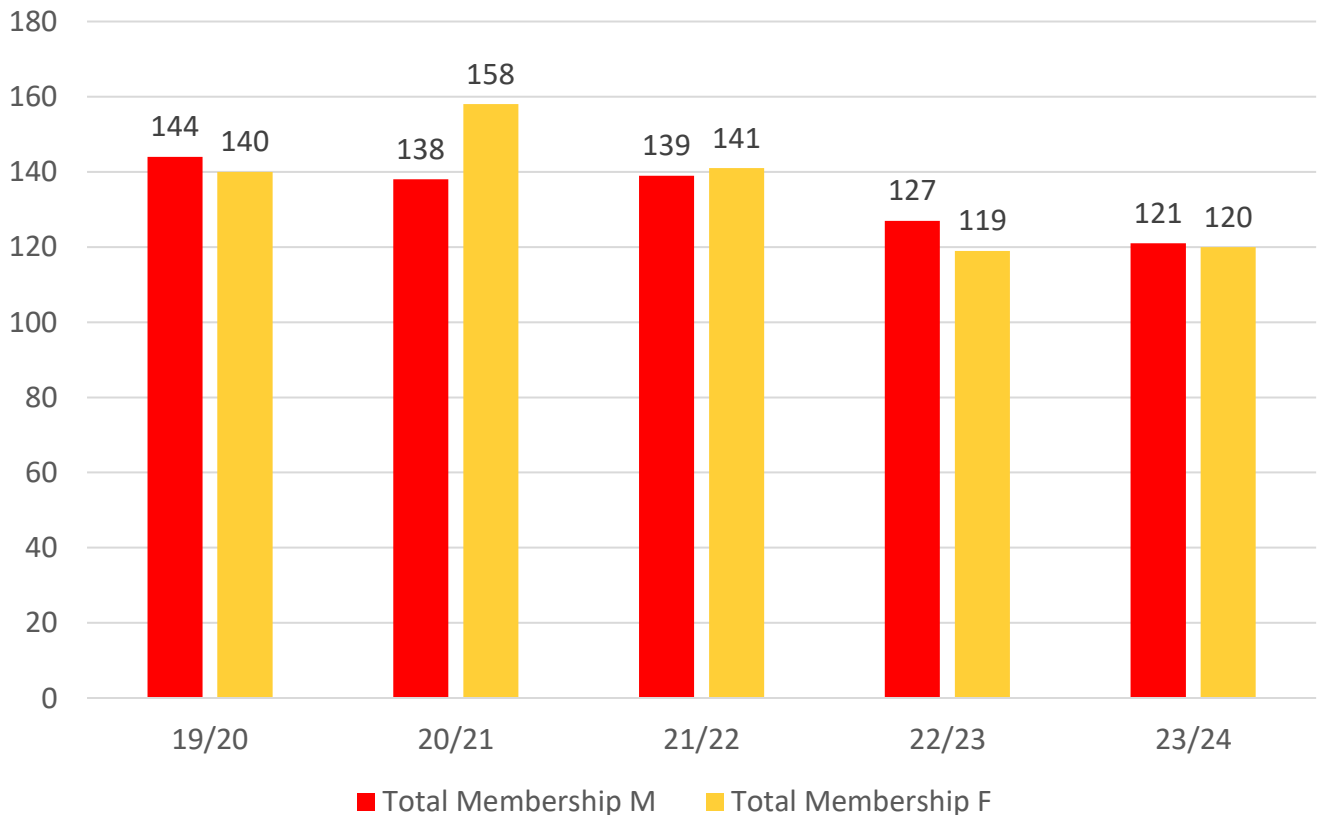
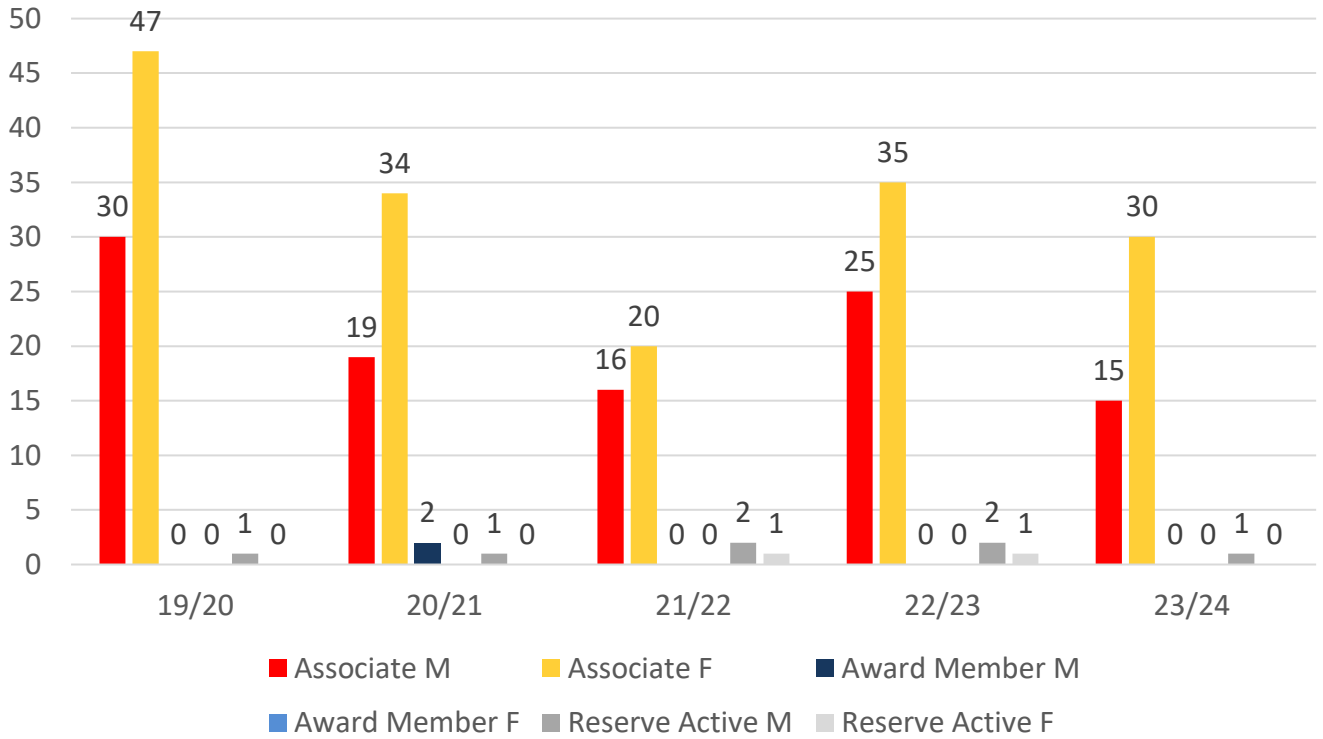
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



41

BRAND NEW MEMBERS



81%

MEMBERSHIP RETENTION



45

MEMBERS LOST FROM THE ORGANISATION

## TOWNSVILLE PICNIC BAY 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%	1	0	0%	2	40%	17	340%	0	0%	19	280%
Junior Activities	76	60	79%		0	0%	16	21%	13	17%	0	0%	73	-4%
Cadet Member (13-15 years)	16	15	94%	7	0	0%	1	6%	0	0%	1	6%	9	-44%
Active (15-18 yrs)	10	10	100%		0	0%	0	0%	0	0%	0	0%	16	60%
Active (18yrs and over)	56	47	84%	2	1	2%	8	14%	1	2%	0	0%	46	-18%
Award Member	0	0			0		0		0		0		0	
Reserve Active	3	2	67%	1	0	0%	1	33%	0	0%	0	0%	1	-67%
Long Service	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Past Active	0	0			0		0		1		0		9	
Associate	60	42	70%	4	1	2%	17	28%	7	12%	0	0%	45	-25%
Life Member	18	18	100%		0	0%	0	0%	1	6%	0	0%	19	6%
General	0	0			0		0		1		0		1	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		1	
Total Active	85	74	87%		1	1%	10	12%	1	1%	1		72	-15%
Total	246	199	81%		2	1%	45	18%	41	17%	1		241	-2%

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

# MEMBERSHIP RETENTION

TOWNSVILLE PICNIC BAY 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	16	15	94%	1	6%	0	0%	10
16-18 Years	10	10	100%	0	0%	0	0%	14
19-25 Years	9	6	67%	2	22%	0	0%	5
26-35 Years	6	4	67%	2	33%	0	0%	4
36-50 Years	26	24	92%	2	8%	1	4%	25
51-70 Years	18	15	83%	3	17%	0	0%	14
70+ Years	0	0		0		0		0
<b>Total</b>	85	74	87%	10	12%	1	1%	72

TOWNSVILLE PICNIC BAY 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	10					5		5
Under 7	10	7	70%	3	30%	1	10%	8
Under 8	6	8	80%	2	20%	2	20%	10
Under 9	14	3	50%	3	50%	1	17%	4
Under 10	11	12	86%	2	14%	2	14%	14
Under 11	11	8	73%	3	27%	0	0%	8
Under 12	6	8	73%	3	27%	0	0%	8
Under 13	8	6	100%	0	0%	2	33%	9
Under 14	0	8	100%	0	0%	0	0%	7
Transitioned From JA		0						

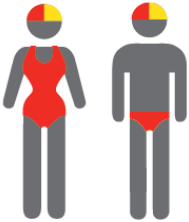
# MEMBERSHIP RETENTION

2021/22



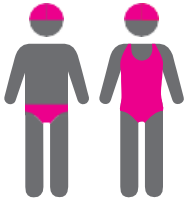
63%

TOTAL MEMBERSHIP  
RETENTION



79%

ACTIVE MEMBERSHIP  
RETENTION



57%

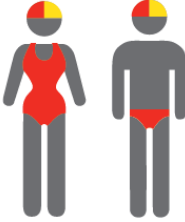
JUNIOR MEMBERSHIP  
RETENTION

2022/23



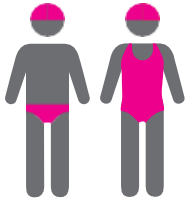
68%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



65%

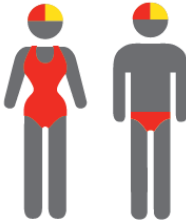
JUNIOR MEMBERSHIP  
RETENTION

2023/24



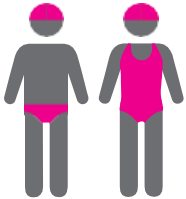
81%

TOTAL MEMBERSHIP  
RETENTION



87%

ACTIVE MEMBERSHIP  
RETENTION



79%

JUNIOR MEMBERSHIP  
RETENTION