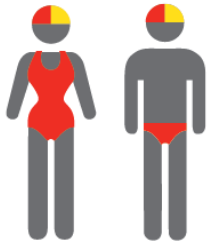


# TWEED HEADS COOLANGATTA

SURF LIFE SAVING  
QUEENSLAND



## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**181**  
ACTIVE  
MEMBERSHIP



**808**  
TOTAL  
MEMBERSHIP



**287**  
JUNIOR  
MEMBERSHIP

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



6% Increase



Equal



Equal

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



6% Decrease



8% Increase



19% 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

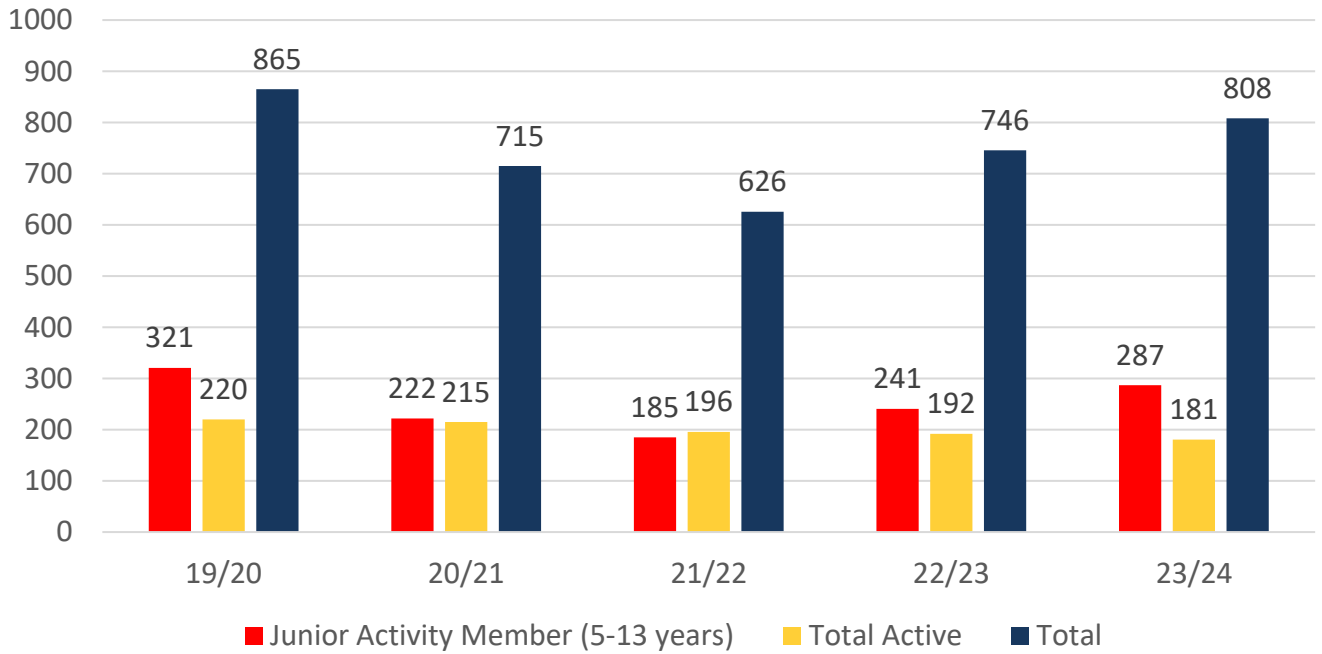
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	1	0	4	7	0
Junior Activity Member (5-13 years)	321	222	185	241	287
Cadet Member (13-15 years)	20	28	14	21	26
Active Junior (15-18 years)	44	38	48	27	22
Active Senior (18years and over)	153	139	128	136	124
Award Member	0	8	4	5	6
Reserve Active	3	2	2	3	3
Long Service	30	36	32	32	32
Past Active	28	25	27	29	26
Associate	238	182	152	194	235
Life Member	22	24	24	28	26
General	0	0	0	2	0
Honorary	5	11	6	11	6
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	0	10	15
Total Active	220	215	196	192	181
Total	865	715	626	746	808

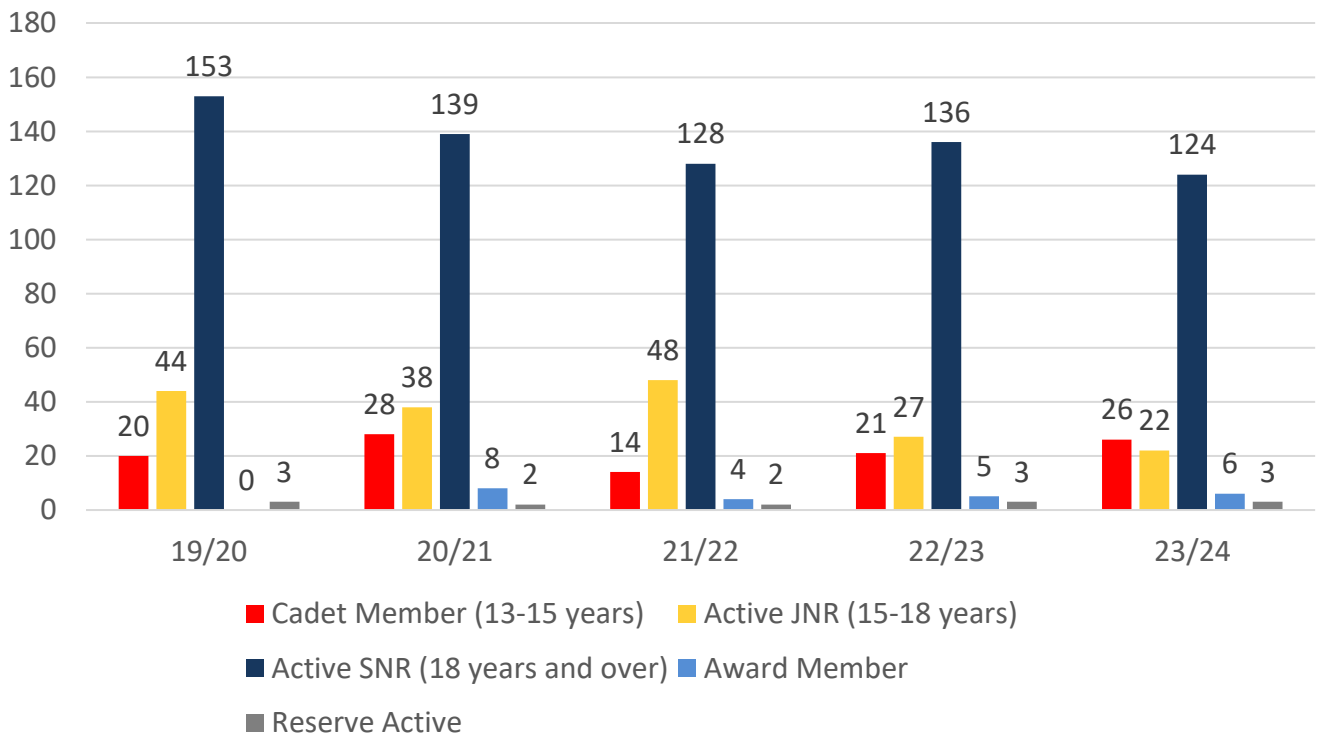
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	47	23	18	32	52
Under 7	42	40	29	50	55
Under 8	45	27	29	29	41
Under 9	39	30	21	32	31
Under 10	24	23	21	25	34
Under 11	35	14	22	21	21
Under 12	27	24	14	25	24
Under 13	28	19	11	15	19
Under 14	34	22	20	14	10
Junior Activities Total	321	222	185	243	287

# 5 YEAR TREND ANALYSIS

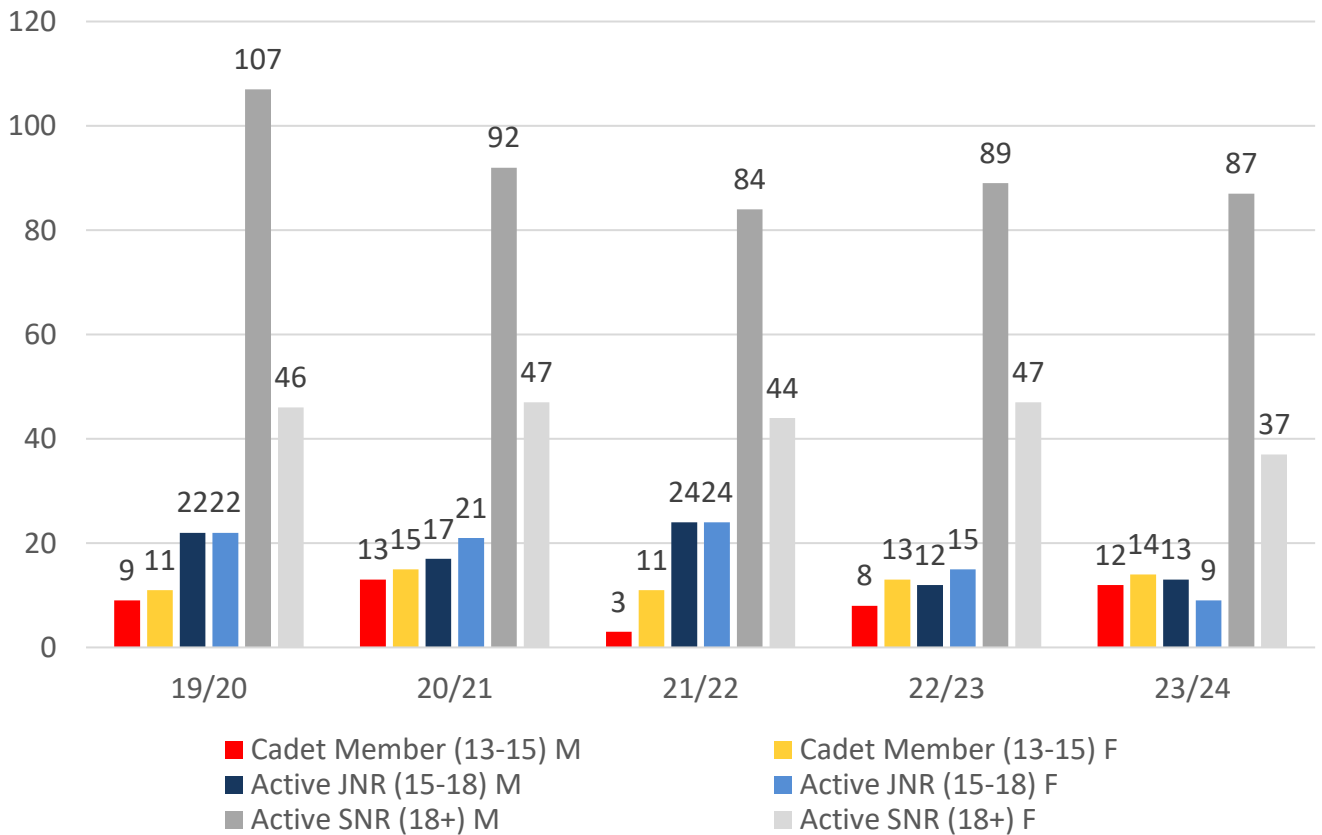
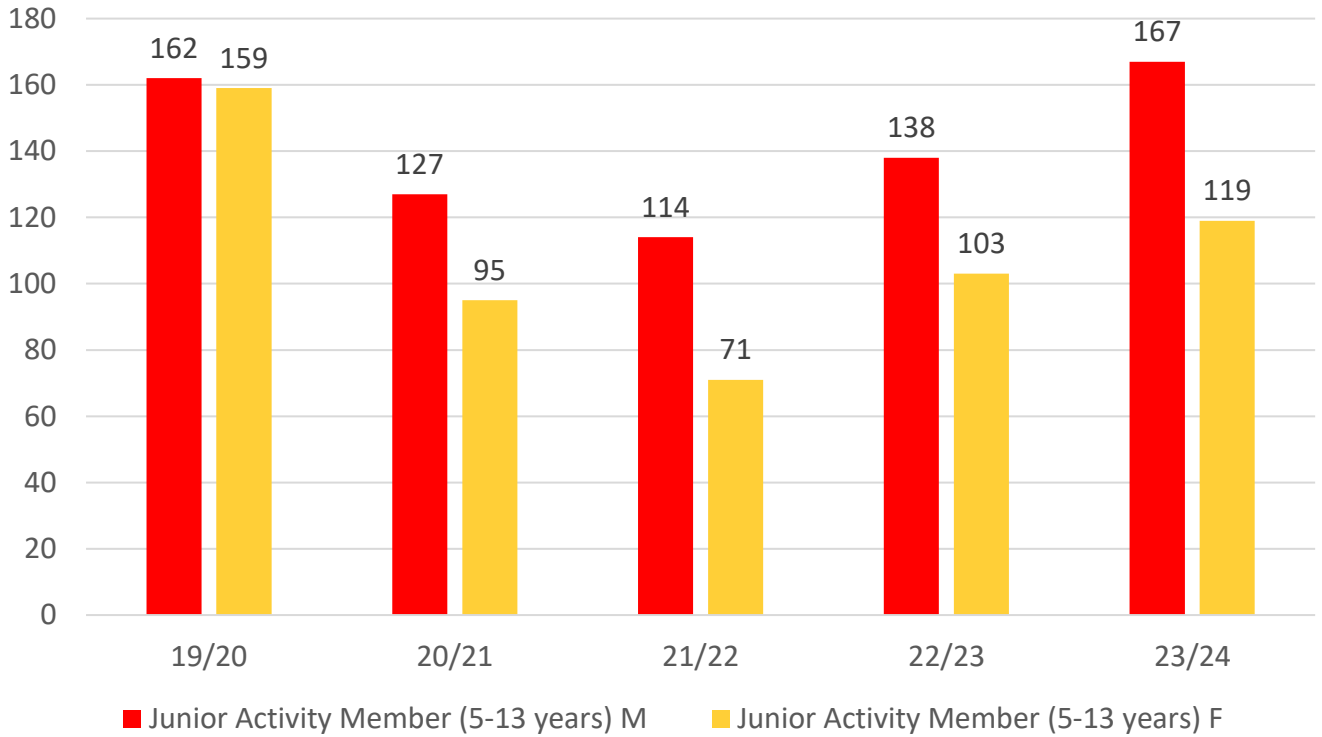
## Total Membership



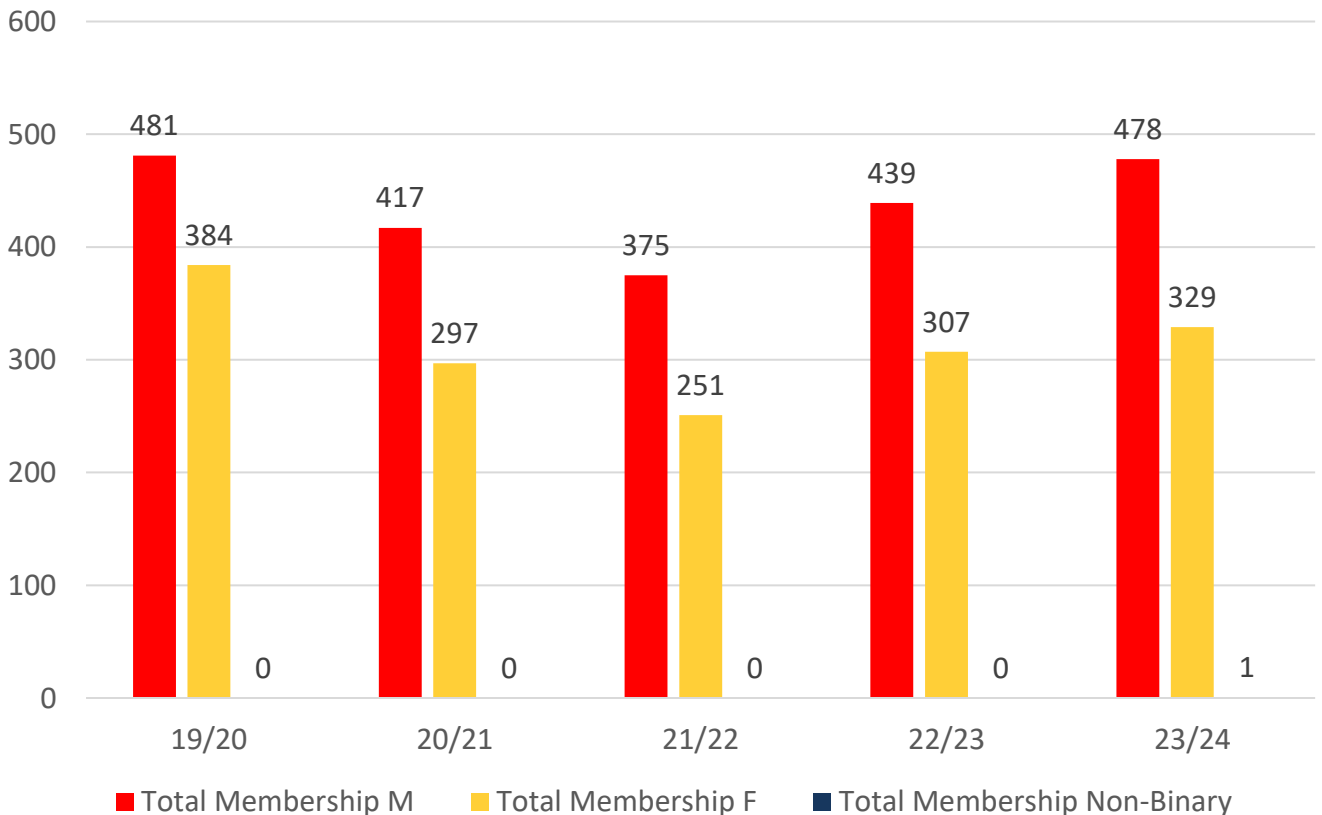
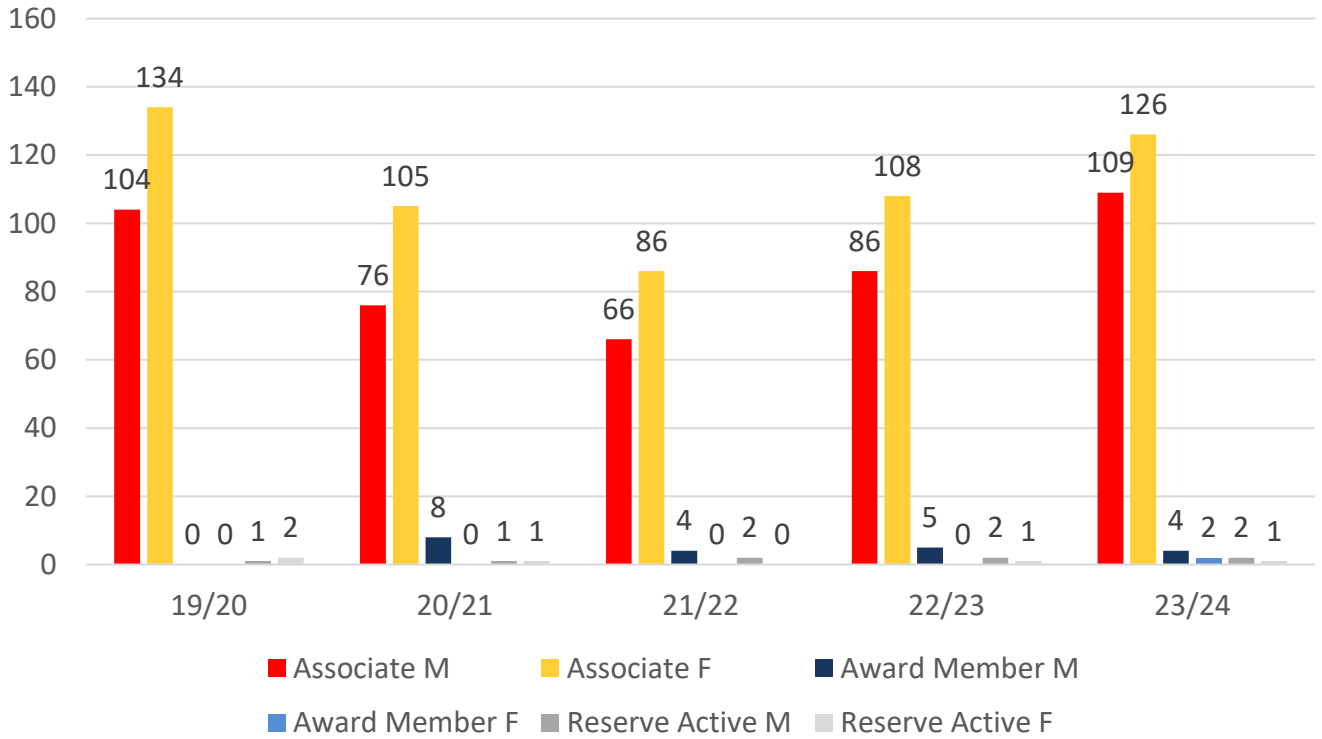
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



**281**

**BRAND NEW MEMBERS**



**68%**

**MEMBERSHIP RETENTION**



**227**

**MEMBERS LOST FROM THE ORGANISATION**

TWEED HEADS & COOLANGATTA 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	7	3	43%	3	0	0%	4	57%	0	0%	0	0%	0	-100%
Junior Activities	241	150	62%	8	3	1%	88	37%	136	56%	9	4%	287	19%
Cadet Member (13-15 years)	21	14	67%		1	5%	6	29%	4	19%	0	0%	26	24%
Active (15-18 yrs)	27	22	81%	4	0	0%	5	19%	4	15%	0	0%	22	-19%
Active (18yrs and over)	136	108	79%		4	3%	24	18%	11	8%	2	1%	124	-9%
Award Member	5	4	80%	1	0	0%	1	20%	2	40%	1	20%	6	20%
Reserve Active	3	2	67%		0	0%	1	33%	1	33%	0	0%	3	0%
Long Service	32	29	91%		2	6%	1	3%	1	3%	2	6%	32	0%
Past Active	29	25	86%	1	0	0%	4	14%	2	7%	0	0%	26	-10%
Associate	194	112	58%		2	1%	80	41%	118	61%	5	3%	235	21%
Life Member	28	25	89%		0	0%	3	11%	0	0%	0	0%	26	-7%
General	2	1	50%	1	0	0%	1	50%	0	0%	0	0%	0	-100%
Honorary	11	6	55%		0	0%	5	45%	0	0%	0	0%	6	-45%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	10	6	60%		0	0%	4	40%	2	20%	1	10%	15	50%
<b>Total Active</b>	<b>192</b>	<b>150</b>	<b>78%</b>		<b>5</b>	<b>3%</b>	<b>37</b>	<b>19%</b>	<b>22</b>	<b>11%</b>	<b>3</b>		<b>181</b>	<b>-6%</b>
<b>Total</b>	<b>746</b>	<b>507</b>	<b>68%</b>		<b>12</b>	<b>2%</b>	<b>227</b>	<b>30%</b>	<b>281</b>	<b>38%</b>	<b>20</b>		<b>808</b>	<b>8%</b>

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

# MEMBERSHIP RETENTION

TWEED HEADS & COOLANGATTA 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	23	16	70%	6	26%	3	13%	14
16-18 Years	23	19	83%	4	17%	5	22%	31
19-25 Years	26	15	58%	10	38%	1	4%	20
26-35 Years	8	6	75%	2	25%	1	13%	5
36-50 Years	61	49	80%	10	16%	9	15%	58
51-70 Years	47	41	87%	5	11%	3	6%	49
70+ Years	4	4	100%	0	0%	0	0%	4
<b>Total</b>	192	150	78%	37	19%	22	11%	181

TWEED HEADS & COOLANGATTA 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	32					51		52
Under 7	50	26	81%	6	19%	27	84%	55
Under 8	29	23	46%	26	52%	16	32%	41
Under 9	32	19	66%	10	34%	11	38%	31
Under 10	25	18	56%	14	44%	15	47%	34
Under 11	20	13	52%	11	44%	7	28%	21
Under 12	25	17	85%	3	15%	7	35%	24
Under 13	15	17	68%	7	28%	2	8%	19
Under 14	13	9	60%	6	40%	0	0%	10
Transitioned From JA		8	62%					

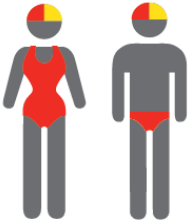
# MEMBERSHIP RETENTION

2021/22



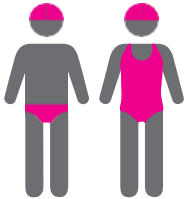
64%

TOTAL MEMBERSHIP  
RETENTION



76%

ACTIVE MEMBERSHIP  
RETENTION



56%

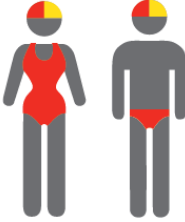
JUNIOR MEMBERSHIP  
RETENTION

2022/23



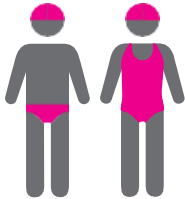
72%

TOTAL MEMBERSHIP  
RETENTION



77%

ACTIVE MEMBERSHIP  
RETENTION



65%

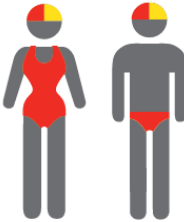
JUNIOR MEMBERSHIP  
RETENTION

2023/24



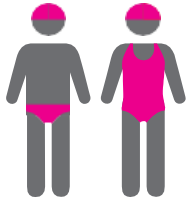
68%

TOTAL MEMBERSHIP  
RETENTION



78%

ACTIVE MEMBERSHIP  
RETENTION



62%

JUNIOR MEMBERSHIP  
RETENTION