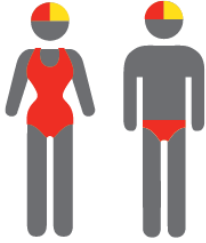


## MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



73

ACTIVE MEMBERSHIP



3% Decrease



275

TOTAL MEMBERSHIP



2% Decrease



86

JUNIOR MEMBERSHIP



8% Increase

The primary objective of providing you with your membership statistics is to drive key strategies that will ensure that your club membership is sustainable for the future. Total Club Membership is presented to highlight the latent active membership potential, particularly in the 5 – 13 Junior Activities and Associates categories.

### Sustainability

Surf Clubs sustain their Active Membership from multiple streams:

- Schools Programs
- Junior Activities – U14's
- Associates – Parents/ guardians of nippers (Family Participation Program can assist encourage family members to get involved)
- General Public – Bronze courses

Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

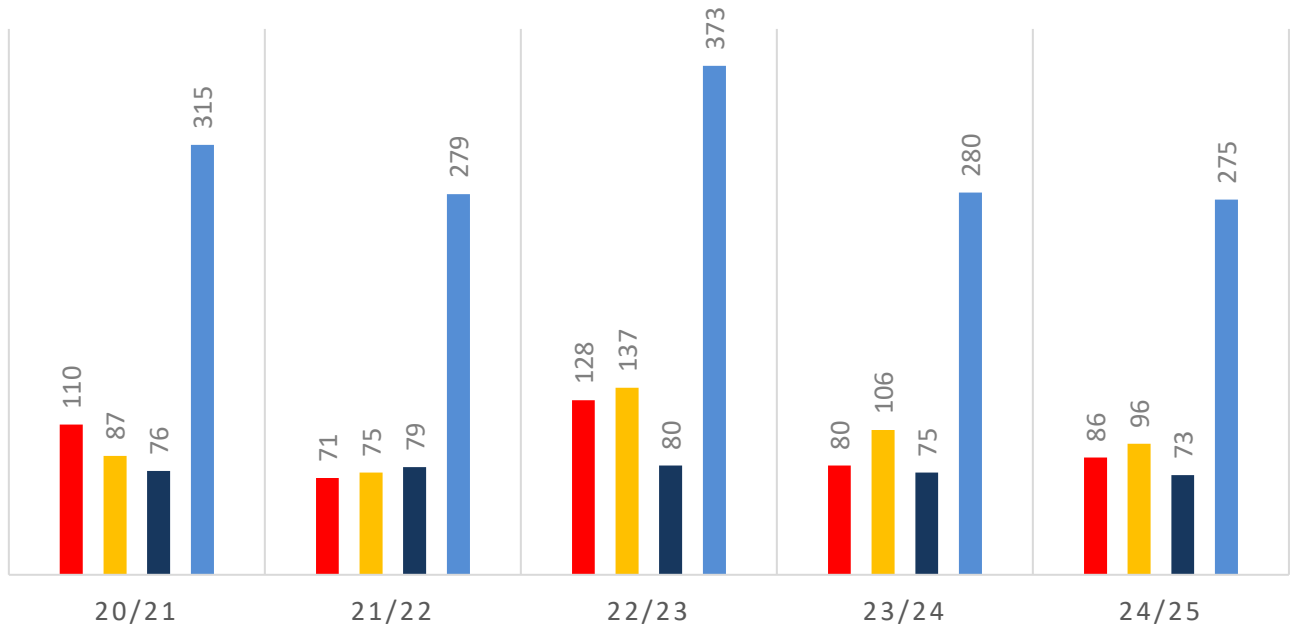
### Note:

- Club Membership Statistics are delivered twice each season in January and May
- 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.

# 5-YEAR TREND ANALYSIS

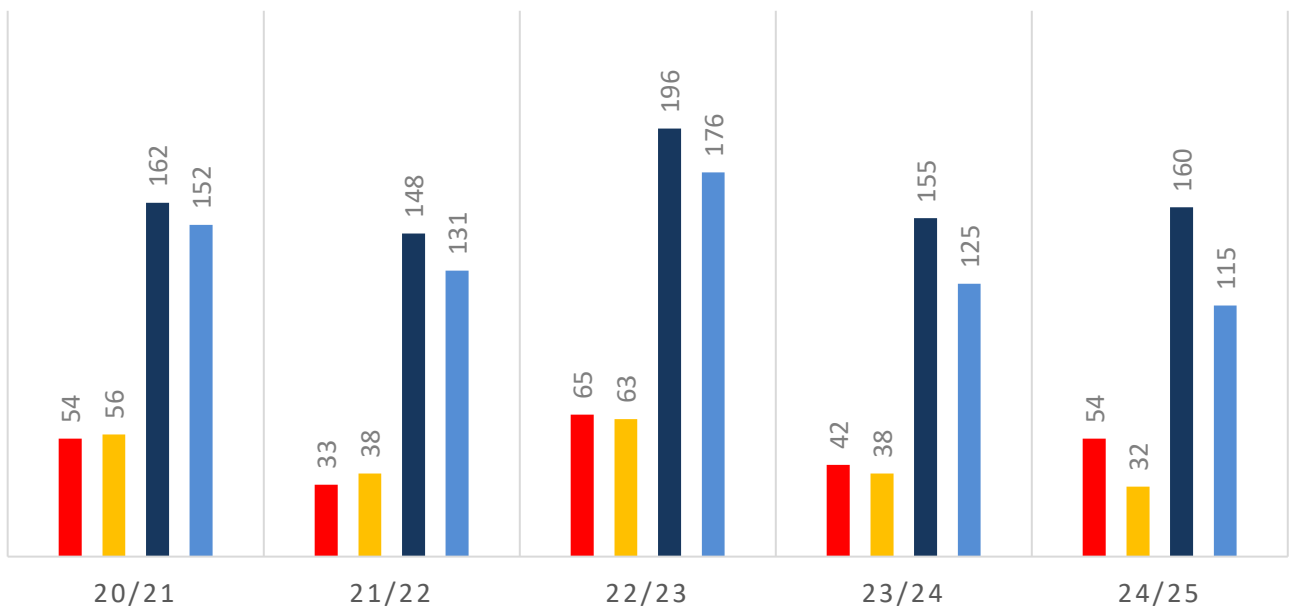
## MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



## GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



# MEMBERSHIP RETENTION



90

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



90

MEMBERS LOST FROM THE ORGANISATION

Rainbow Bay 24/25 Mid-Season													
	2023/24	Retained from previous week		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2024/25
Probationary	0	0			0		0		2		0		2
Nipper Parent	0	0			0		0		1		0		1
Junior Activities	80	48	60%	5	4	5%	28	35%	42	53%	1	1%	86
Cadet Member (13-15 years)	7	5	71%	1	0	0%	2	29%	0	0%	0	0%	4
Active (15-18 yrs)	11	9	82%		0	0%	2	18%	0	0%	0	0%	9
Active (18yrs and over)	49	45	92%		0	0%	4	8%	5	10%	0	0%	54
Award Member	8	8	100%	2	0	0%	0	0%	0	0%	0	0%	6
Reserve Active	0	0			0		0		0		0		0
Long Service	3	2	67%		0	0%	1	33%	0	0%	0	0%	2
Past Active	4	3	75%		0	0%	1	25%	0	0%	0	0%	3
Associate	106	53	50%		3	3%	50	47%	40	38%	1	1%	96
Life Member	10	10	100%		0	0%	0	0%	0	0%	0	0%	10
General	0	0			0		0		0		0		0
Honorary	0	0			0		0		0		0		0
Non Member Participant	0	0			0		0		0		0		0
Leave / Restricted	2	0	0%		0	0%	2	100%	0	0%	0	0%	2
Total Active	75	67	89%		0	0%	8	11%	5	7%	0	0%	73
Total	280	183	65%		7	3%	90	32%	90	32%	2	1%	275

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

# MEMBERSHIP RETENTION

Rainbow Bay 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	7	5	71%	2	29%	0	0%	5
16-18 Years	12	10	83%	2	17%	0	0%	9
19-25 Years	15	14	93%	1	7%	1	7%	17
26-35 Years	8	7	88%	1	13%	1	13%	7
36-50 Years	19	18	95%	1	5%	2	11%	20
51-70 Years	13	12	92%	1	8%	1	8%	14
70+ Years	1	1	100%	0	0%	0	0%	1
<b>Total</b>	75	67	89%	8	11%	5	7%	73



Rainbow Bay 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	9					9		9
Under 7	10	2	22%	5	56%	3	33%	6
Under 8	11	7	70%	2	20%	11	110%	19
Under 9	15	5	45%	5	45%	5	45%	10
Under 10	8	10	67%	5	33%	7	47%	17
Under 11	12	5	63%	3	38%	3	38%	8
Under 12	4	7	58%	4	33%	2	17%	8
Under 13	7	2	50%	2	50%	2	50%	4
Under 14	5	7	100%	0	0%	0	0%	5
Transitioned From JA		3	60%					