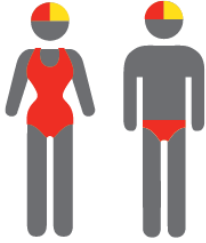


MEMBERSHIP STATISTICS REPORT EOS 2021/22



86

ACTIVE MEMBERSHIP



4% Increase



291

TOTAL MEMBERSHIP



11% Decrease



90

JUNIOR MEMBERSHIP



24% Decrease

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 May and October;
- 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.

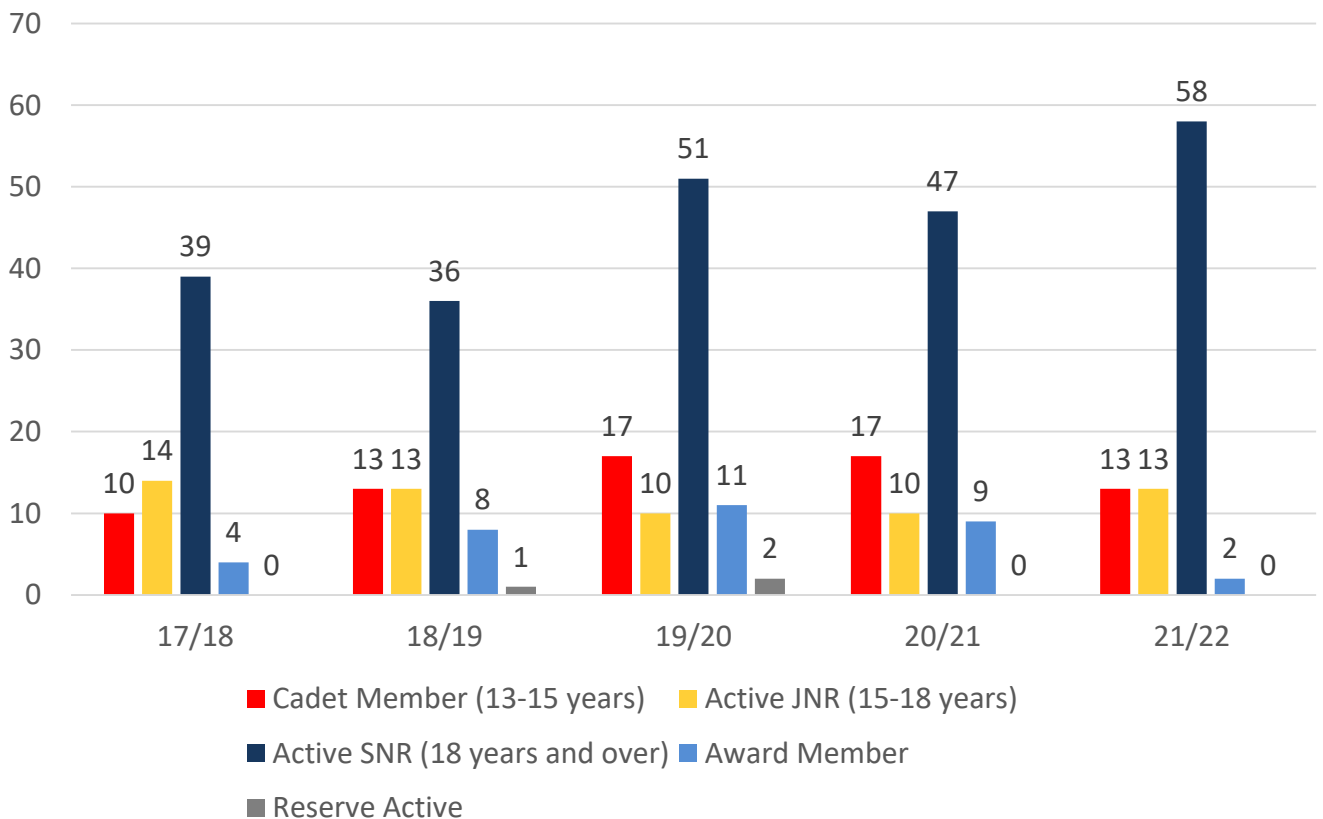
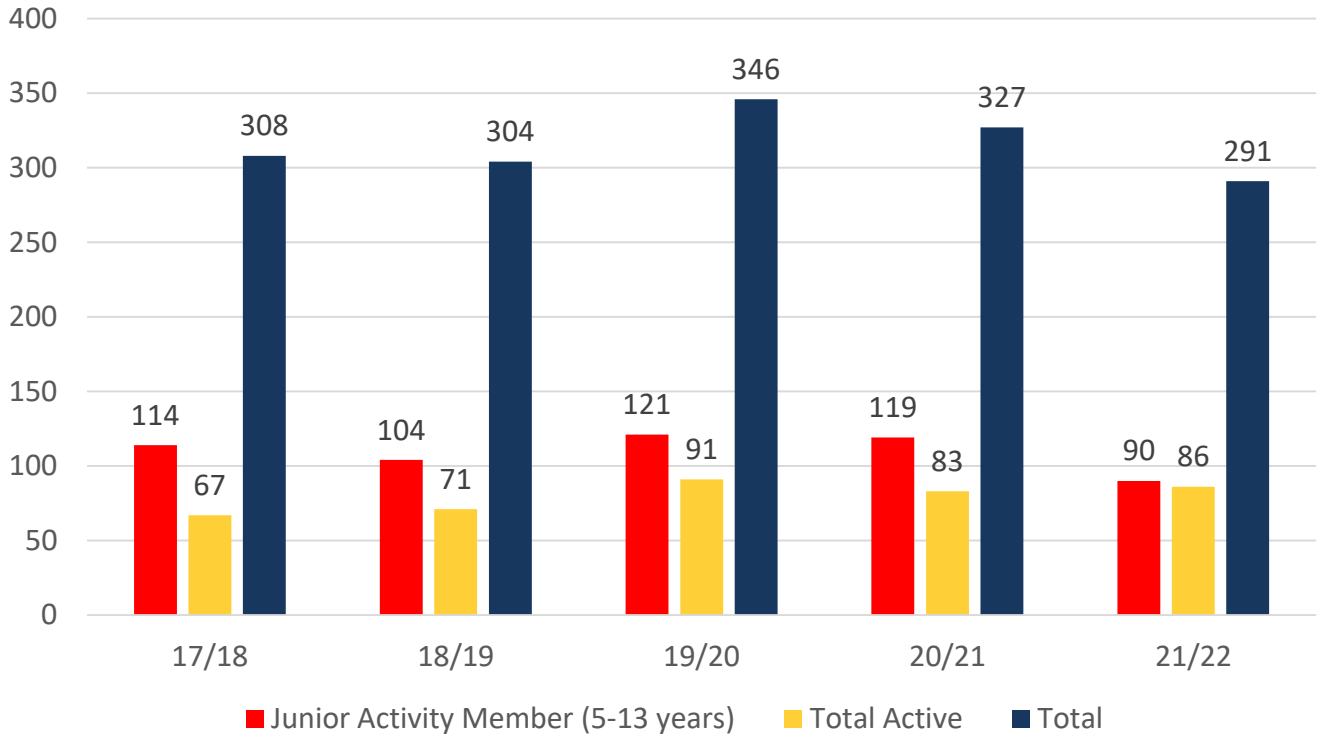
TOTAL MEMBERSHIP

MEMBERSHIP 2017-2022

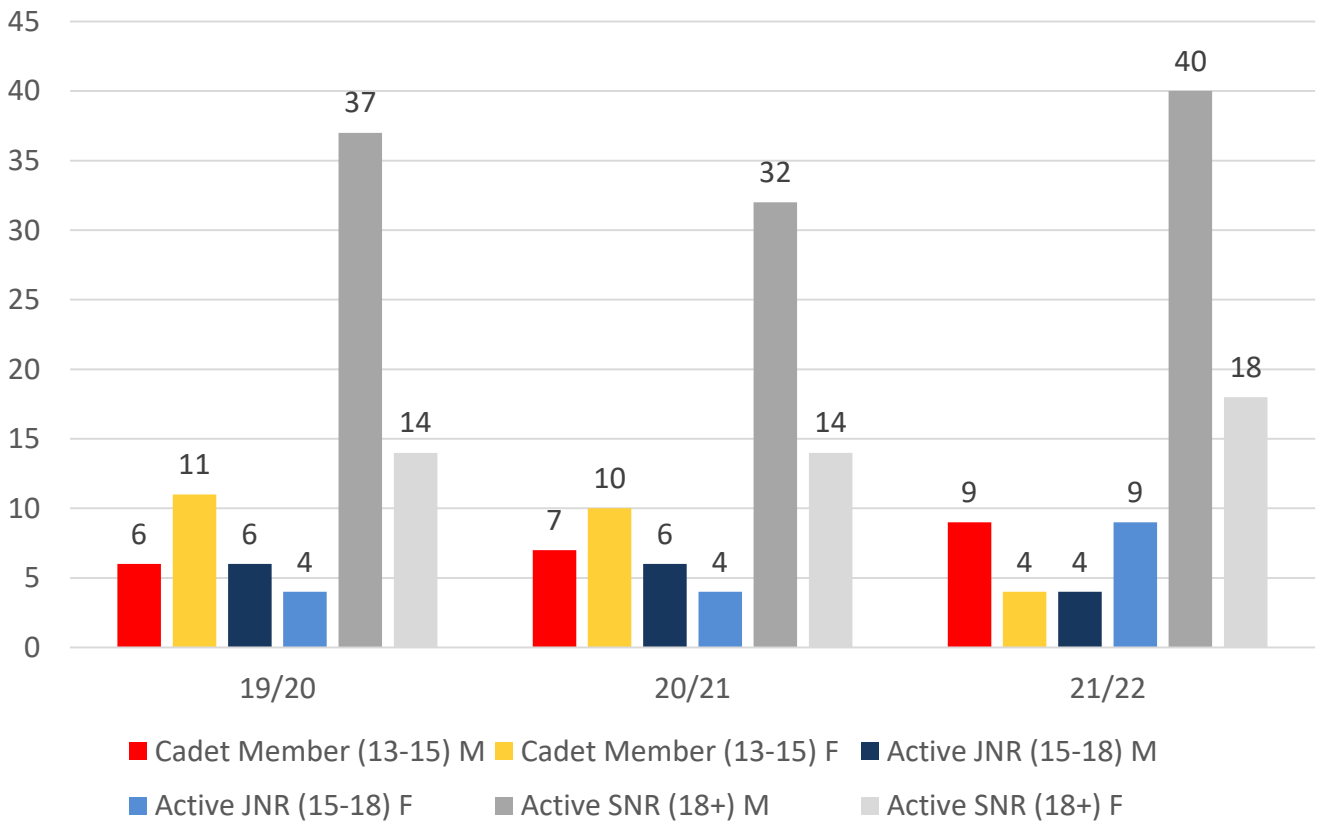
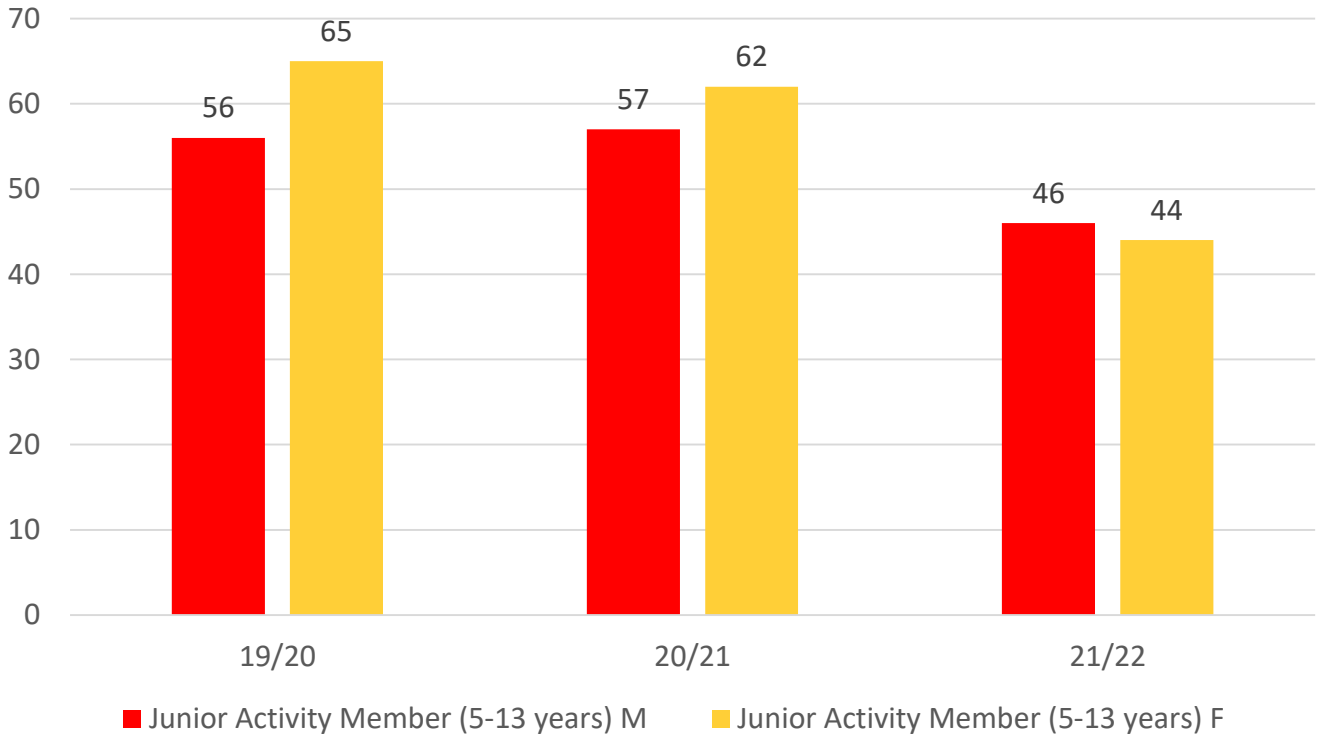
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	5	5	0	5	0
Junior Activity Member (5-13 years)	114	104	121	119	90
Cadet Member (13-15 years)	10	13	17	17	13
Active Junior (15-18 years)	14	13	10	10	13
Active Senior (18years and over)	39	36	51	47	58
Award Member	4	8	11	9	2
Reserve Active	0	1	2	0	0
Long Service	5	3	5	4	1
Past Active	0	0	0	1	8
Associate	105	110	118	109	94
Life Member	9	10	10	5	10
General	0	0	0	0	0
Honorary	1	0	1	1	1
Non Member Participants	1	1	0	0	0
Leave / Restricted	1	0	0	0	1
Total Active	67	71	91	83	86
Total	308	304	346	327	291

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	8	11	16	12	14
Under 7	12	12	14	12	10
Under 8	14	11	14	13	11
Under 9	20	17	14	12	12
Under 10	19	14	18	15	9
Under 11	11	12	17	12	9
Under 12	13	17	11	11	7
Under 13	12	9	14	15	10
Under 14	5	1	3	17	8
Junior Activities Total	114	104	121	119	90

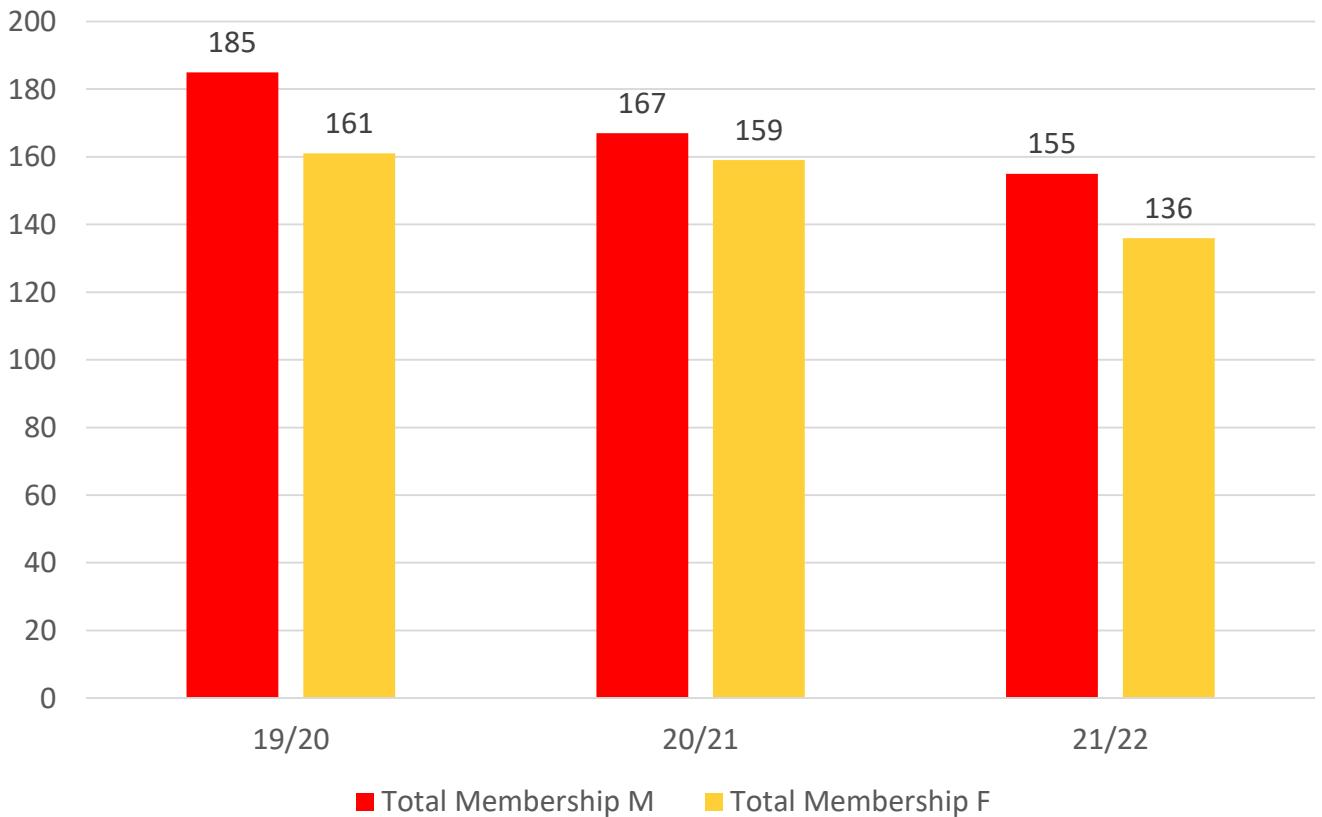
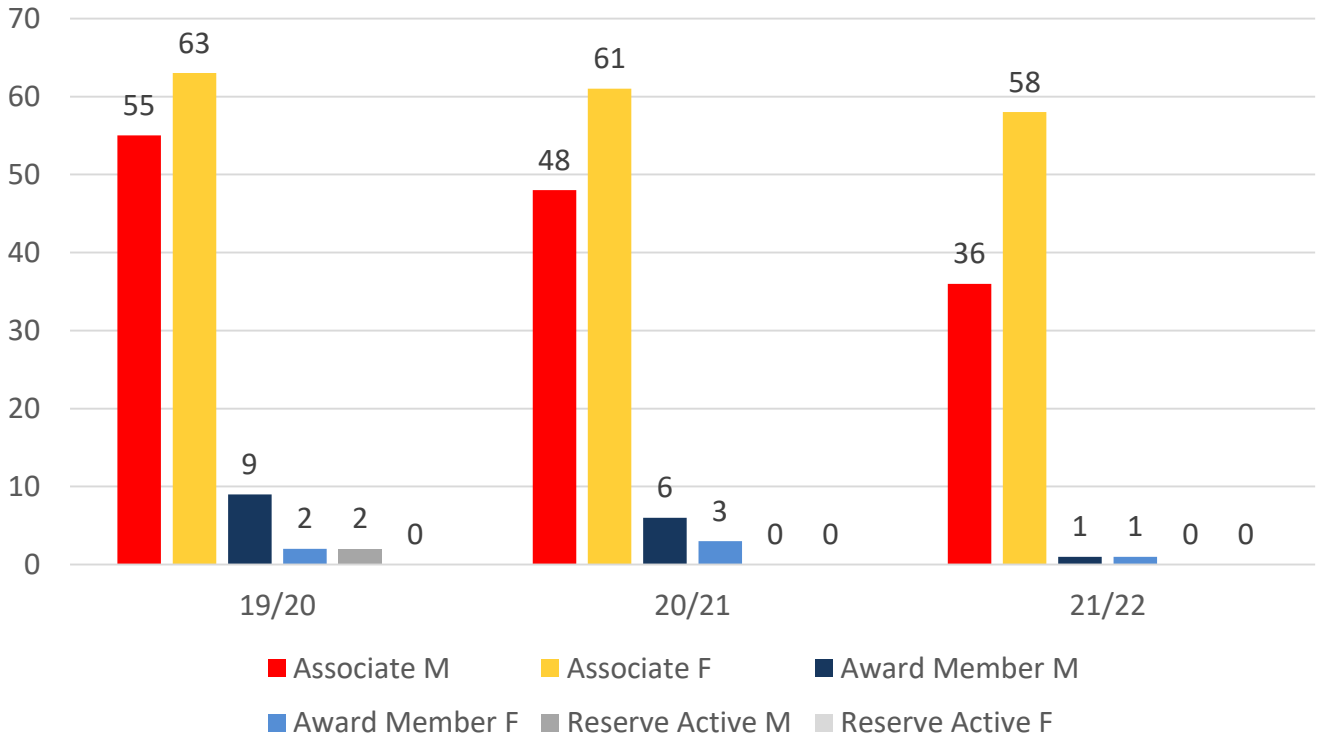
5 YEAR TREND ANALYSIS



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



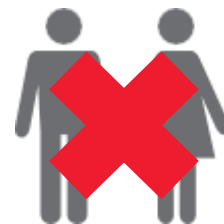
84

BRAND NEW MEMBERS



61%

MEMBERSHIP RETENTION



110

MEMBERS LOST FROM THE ORGANISATION

RAINBOW BAY 2021/22														
	2020/21 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		2021/22 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	5	4	80%	4	0	0%	1	20%	0	0%	0	0%	0	-
Junior Activities	119	62	52%	10	9	8%	48	40%	38	32%	0	0%	90	-24%
Cadet Member (13-15 years)	17	14	82%	3	0	0%	3	18%	2	12%	0	0%	13	-24%
Active (15-18 yrs)	10	8	80%	-4	0	0%	2	20%	1	10%	0	0%	13	30%
Active (18yrs and over)	47	38	81%	-11	0	0%	9	19%	4	9%	5	11%	58	23%
Award Member	9	6	67%	4	1	11%	2	22%	0	0%	0	0%	2	-78%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	4	3	75%	2	0	0%	1	25%	0	0%	0	0%	1	-75%
Past Active	1	1	100%	-7	0	0%	0	0%	0	0%	0	0%	8	700%
Associate	109	60	55%	1	6	6%	43	39%	34	31%	1	1%	94	-14%
Life Member	5	5	100%	0	0	0%	0	0%	5	100%	0	0%	10	100%
General	0	0		0	0		0		0		0		0	
Honorary	1	0	0%	-1	0	0%	1	100%	0	0%	0	0%	1	0%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-1	0		0		0		0		1	
Total Active	83	66	80%		1	1%	16	19%	7	8%	5		86	4%
Total	327	201	61%		16	5%	110	34%	84	26%	6		291	-11%

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

MEMBERSHIP RETENTION

RAINBOW BAY 2021/22

Active Members	2020/21	Retained		Left SLS		Recruited		2021/22
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	11	9	82%	2	18%	3	27%	15
16-18 Years	15	12	80%	3	20%	0	0%	12
19-25 Years	12	10	83%	2	17%	2	17%	15
26-35 Years	5	3	60%	2	40%	1	20%	6
36-50 Years	27	22	81%	4	15%	1	4%	22
51-70 Years	12	9	75%	3	25%	0	0%	15
70+ Years	1	1	100%	0	0%	0	0%	1
Total	83	66	80%	16	19%	7	8%	86

RAINBOW BAY 2021/22

Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	13					13		14
Under 7	12	5	38%	7	54%	4	31%	10
Under 8	13	9	75%	3	25%	3	25%	11
Under 9	12	5	38%	7	54%	7	54%	12
Under 10	15	6	50%	5	42%	3	25%	9
Under 11	12	7	47%	6	40%	2	13%	9
Under 12	11	5	42%	5	42%	2	17%	7
Under 13	15	7	64%	3	27%	3	27%	10
Under 14	17	7	47%	8	53%	1	7%	8
Transitioned From JA		11	65%					

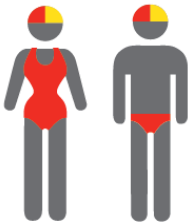
MEMBERSHIP RETENTION

2019/20



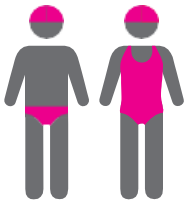
59%

TOTAL MEMBERSHIP
RETENTION



89%

ACTIVE MEMBERSHIP
RETENTION



46%

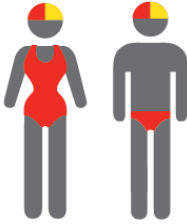
JUNIOR MEMBERSHIP
RETENTION

2020/21



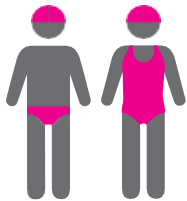
59%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



53%

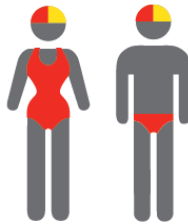
JUNIOR MEMBERSHIP
RETENTION

2021/22



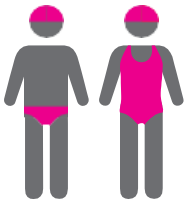
61%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



52%

JUNIOR MEMBERSHIP
RETENTION