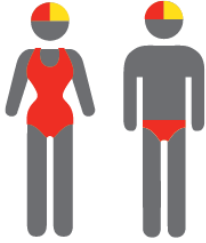


MEMBERSHIP STATISTICS REPORT EOS 2022/23



95

ACTIVE MEMBERSHIP



10% Increase



378

TOTAL MEMBERSHIP



30% Increase



127

JUNIOR MEMBERSHIP



41% 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 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

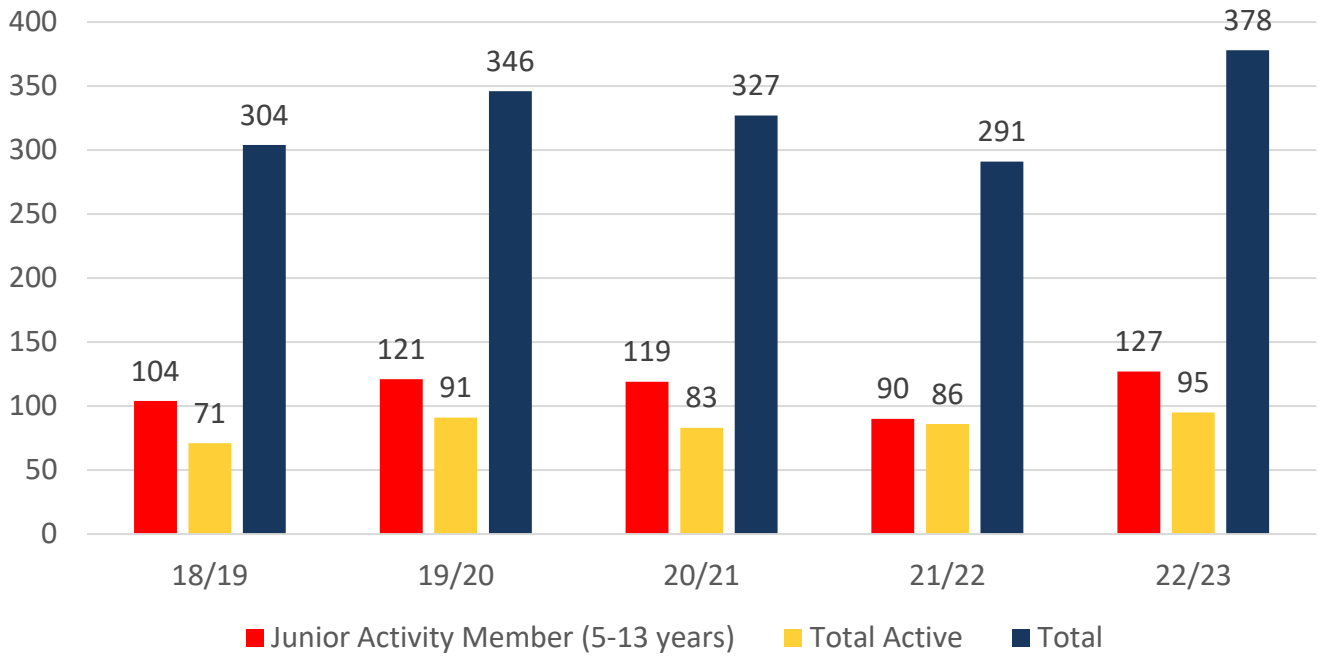
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	5	0	5	0	0
Junior Activity Member (5-13 years)	104	121	119	90	127
Cadet Member (13-15 years)	13	17	17	13	8
Active Junior (15-18 years)	13	10	10	13	21
Active Senior (18years and over)	36	51	47	58	57
Award Member	8	11	9	2	9
Reserve Active	1	2	0	0	0
Long Service	3	5	4	1	3
Past Active	0	0	1	8	6
Associate	110	118	109	94	131
Life Member	10	10	5	10	11
General	0	0	0	0	0
Honorary	0	1	1	1	0
Non Member Participants	1	0	0	0	0
Leave / Restricted	0	0	0	1	5
Total Active	71	91	83	86	95
Total	304	346	327	291	378

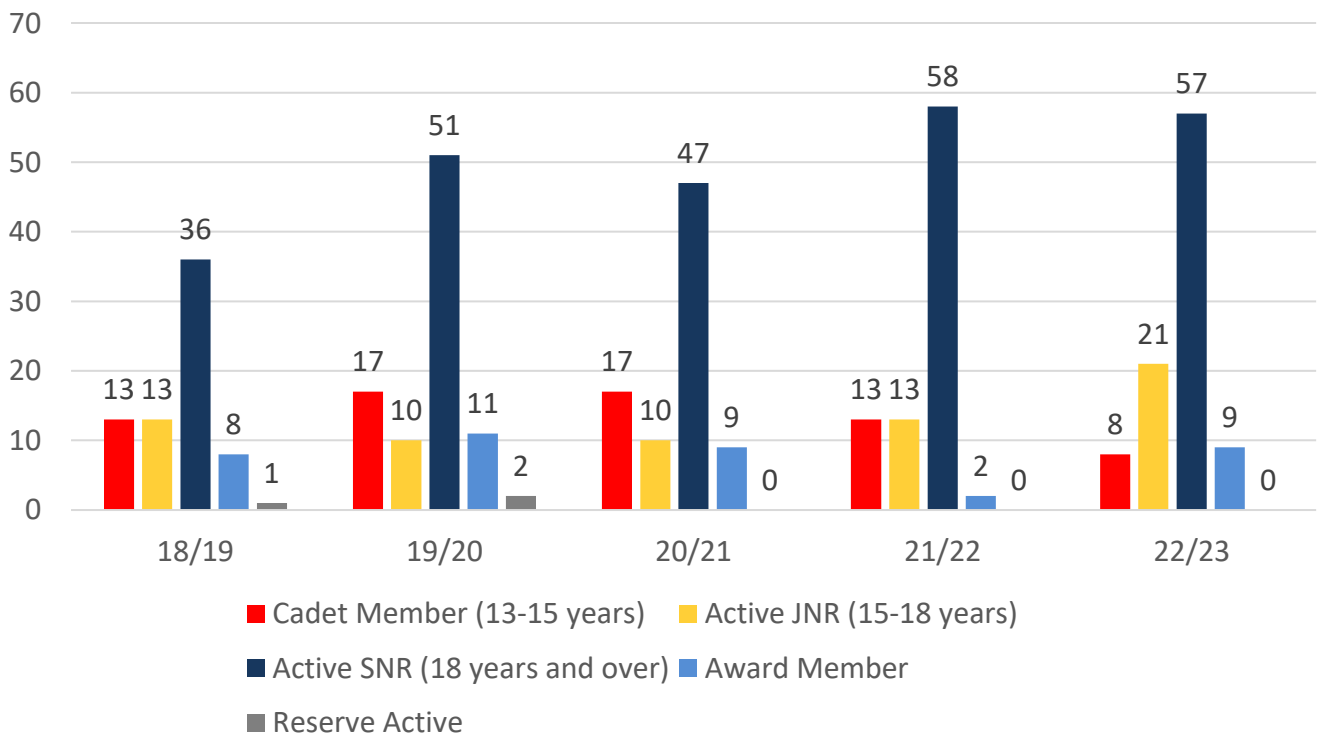
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	11	16	12	14	10
Under 7	12	14	12	10	17
Under 8	11	14	13	11	19
Under 9	17	14	12	12	11
Under 10	14	18	15	9	19
Under 11	12	17	12	9	15
Under 12	17	11	11	7	17
Under 13	9	14	15	10	9
Under 14	1	3	17	8	11
Junior Activities Total	104	121	119	90	128

5 YEAR TREND ANALYSIS

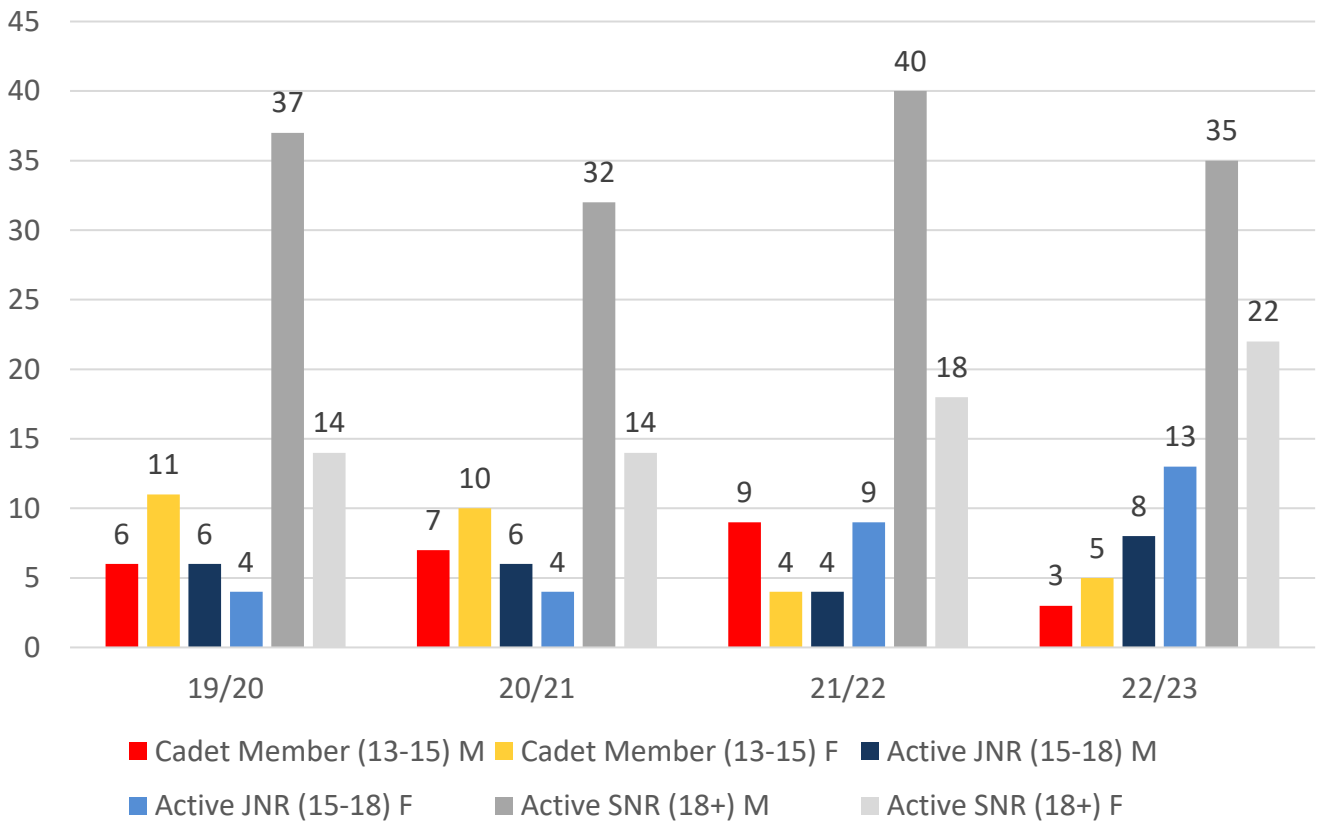
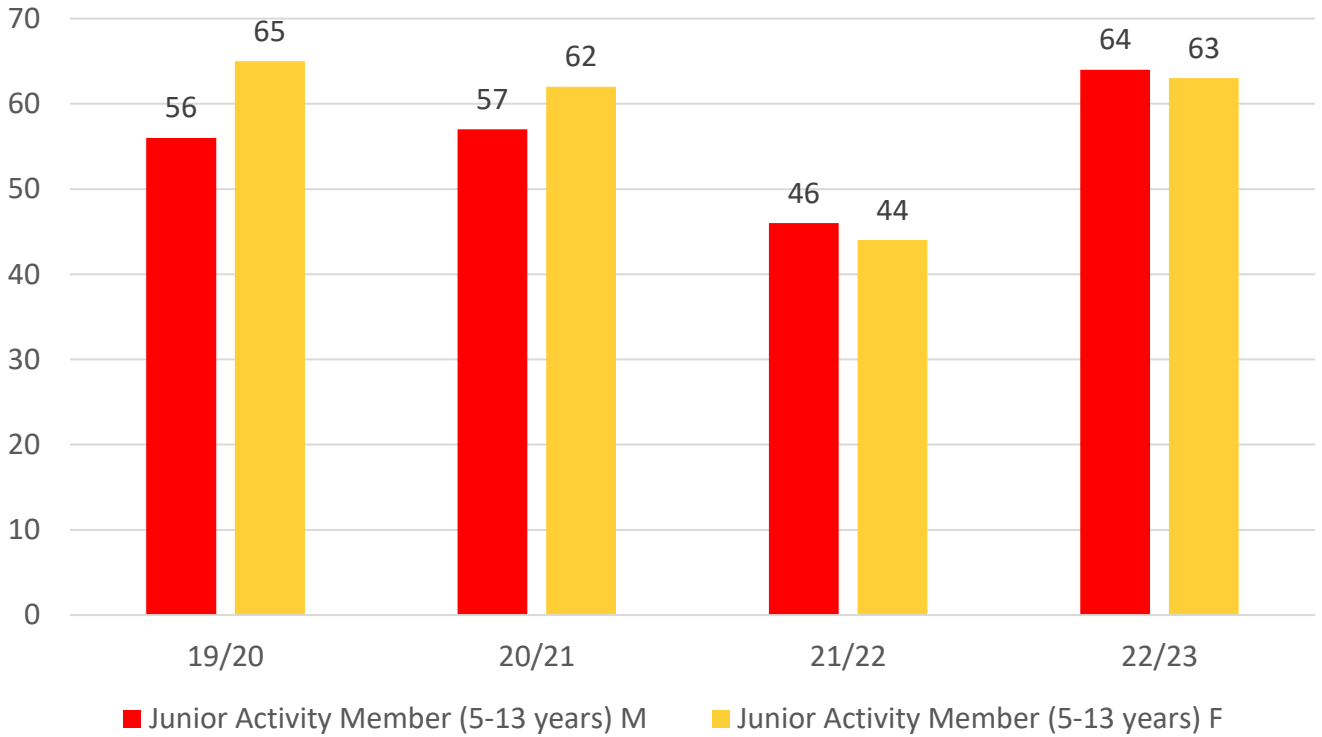
Total Membership



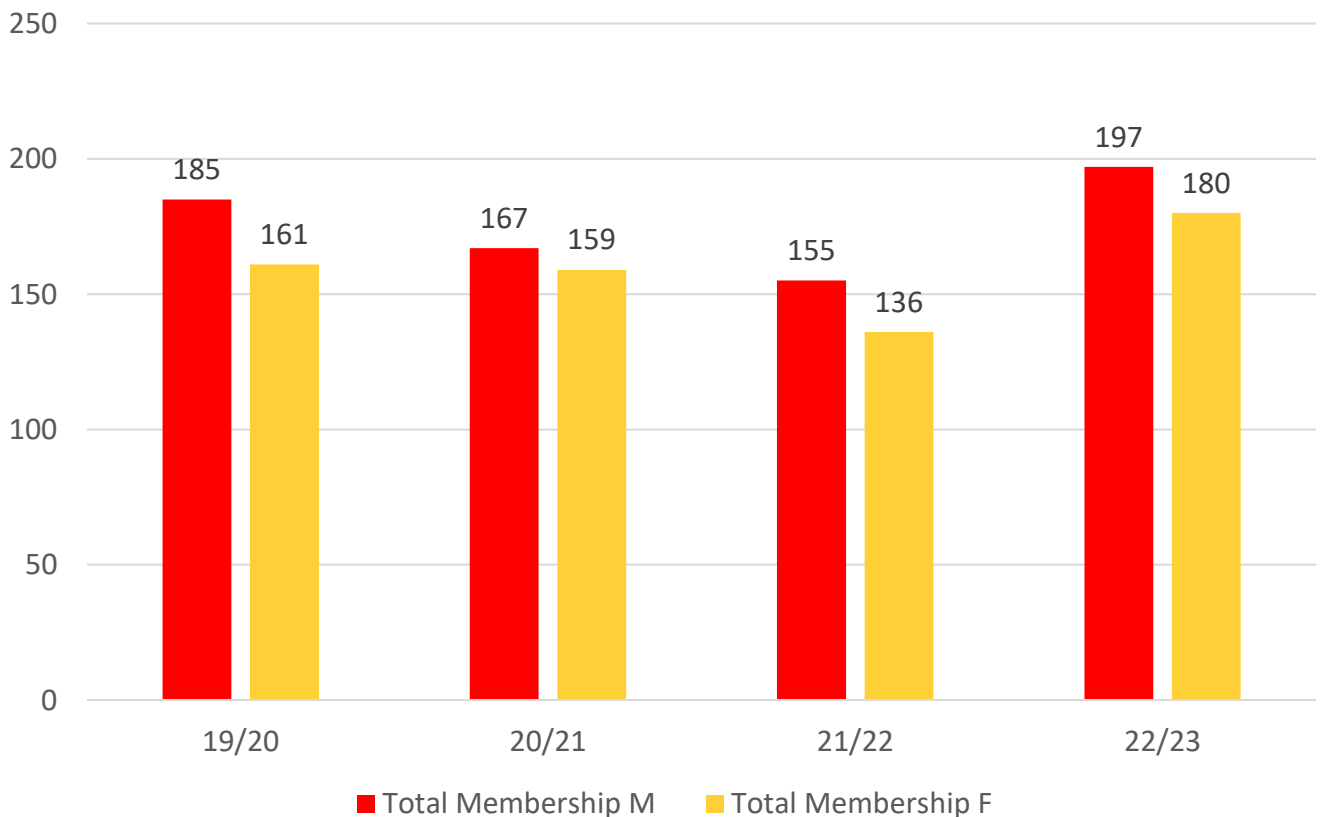
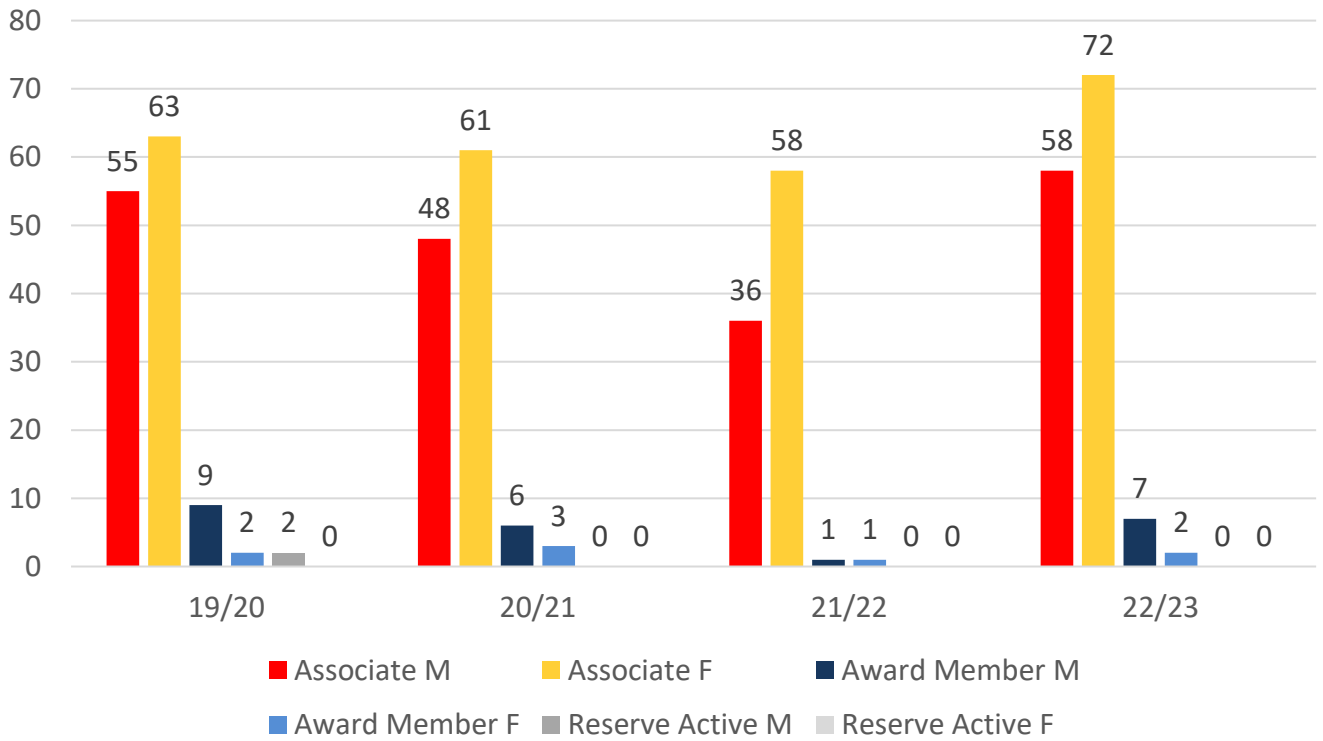
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



149

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



77

MEMBERS LOST FROM THE ORGANISATION

RAINBOW BAY 2022/23														
	2021/22 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		2022/23 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0		0	0		0		0		0		0	
Junior Activities	90	66	73%	7	0	0%	24	27%	62	69%	6	7%	127	41%
Cadet Member (13-15 years)	13	7	54%	1	1	8%	5	38%	1	8%	1	8%	8	-38%
Active (15-18 yrs)	13	12	92%	-5	0	0%	1	8%	1	8%	3	23%	21	62%
Active (18yrs and over)	58	51	88%	4	1	2%	6	10%	7	12%	3	5%	57	-2%
Award Member	2	2	100%	-6	0	0%	0	0%	1	50%	0	0%	9	350%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	1	1	100%	-2	0	0%	0	0%	0	0%	0	0%	3	200%
Past Active	8	5	63%	0	1	13%	2	25%	1	13%	0	0%	6	-25%
Associate	94	54	57%	1	1	1%	39	41%	73	78%	5	5%	131	39%
Life Member	10	10	100%	-1	0	0%	0	0%	0	0%	0	0%	11	10%
General	0	0		0	0		0		0		0		0	
Honorary	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	1	1	100%	0	0	0%	0	0%	3	300%	1	100%	5	400%
Total Active	86	72	84%		2	2%	12	14%	10	12%	7		95	10%
Total	291	210	72%		4	1%	77	26%	149	51%	19		378	30%

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

MEMBERSHIP RETENTION

RAINBOW BAY 2022/23

Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	15	9	60%	5	33%	1	7%	12
16-18 Years	12	11	92%	1	8%	1	8%	18
19-25 Years	15	12	80%	3	20%	2	13%	15
26-35 Years	6	6	100%	0	0%	2	33%	9
36-50 Years	22	21	95%	1	5%	2	9%	22
51-70 Years	15	12	80%	2	13%	2	13%	18
70+ Years	1	1	100%	0	0%	0	0%	1
Total	86	72	84%	12	14%	10	12%	95

RAINBOW BAY 2022/23

Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	14					10		10
Under 7	10	8	57%	6	43%	9	64%	17
Under 8	11	7	70%	3	30%	11	110%	19
Under 9	12	7	64%	4	36%	4	36%	11
Under 10	9	9	75%	3	25%	10	83%	19
Under 11	9	6	67%	3	33%	7	78%	15
Under 12	7	9	100%	0	0%	6	67%	17
Under 13	10	6	86%	1	14%	3	43%	9
Under 14	8	8	80%	2	20%	2	20%	10
Transitioned From JA		6	75%					

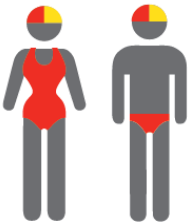
MEMBERSHIP RETENTION

2020/21



59%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION

2021/22



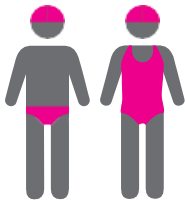
61%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



52%

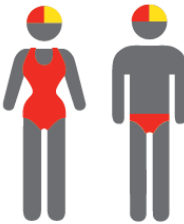
JUNIOR MEMBERSHIP
RETENTION

2022/23



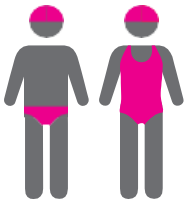
72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



73%

JUNIOR MEMBERSHIP
RETENTION