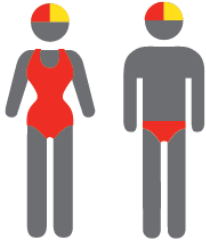


RAINBOW BAY

MEMBERSHIP STATISTICS REPORT EOS 2023/24



81

ACTIVE
MEMBERSHIP



291

TOTAL
MEMBERSHIP



79

JUNIOR
MEMBERSHIP

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



8% Increase



4% Increase



1% Decrease

Vs. 2022/23 EOS (MAY 2023)



15% Decrease



23% Decrease



38% 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

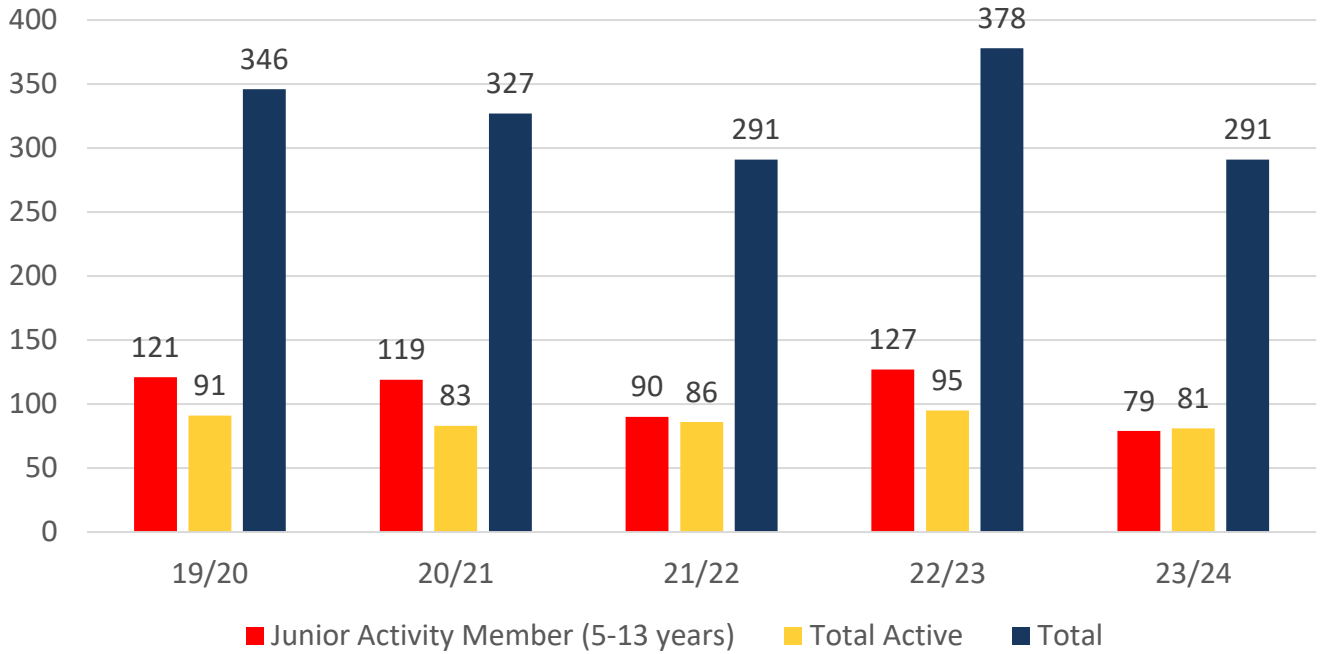
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	5	0	0	1
Junior Activity Member (5-13 years)	121	119	90	127	79
Cadet Member (13-15 years)	17	17	13	8	8
Active Junior (15-18 years)	10	10	13	21	11
Active Senior (18years and over)	51	47	58	57	52
Award Member	11	9	2	9	10
Reserve Active	2	0	0	0	0
Long Service	5	4	1	3	2
Past Active	0	1	8	6	5
Associate	118	109	94	131	109
Life Member	10	5	10	11	10
General	0	0	0	0	0
Honorary	1	1	1	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	1	5	4
Total Active	91	83	86	95	81
Total	346	327	291	378	291

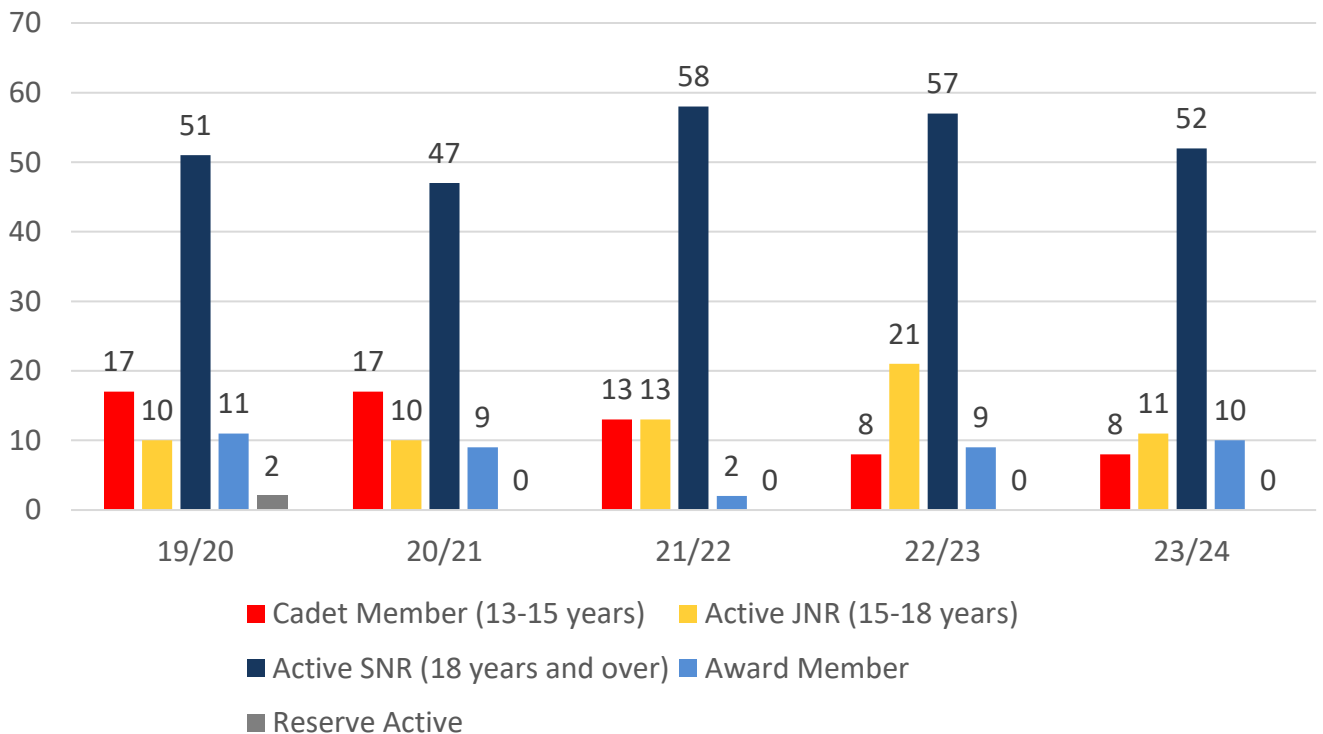
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	16	12	14	10	9
Under 7	14	12	10	17	13
Under 8	14	13	11	19	12
Under 9	14	12	12	11	15
Under 10	18	15	9	19	10
Under 11	17	12	9	15	12
Under 12	11	11	7	17	7
Under 13	14	15	10	9	9
Under 14	3	17	8	11	7
Junior Activities Total	121	119	90	128	94

5 YEAR TREND ANALYSIS

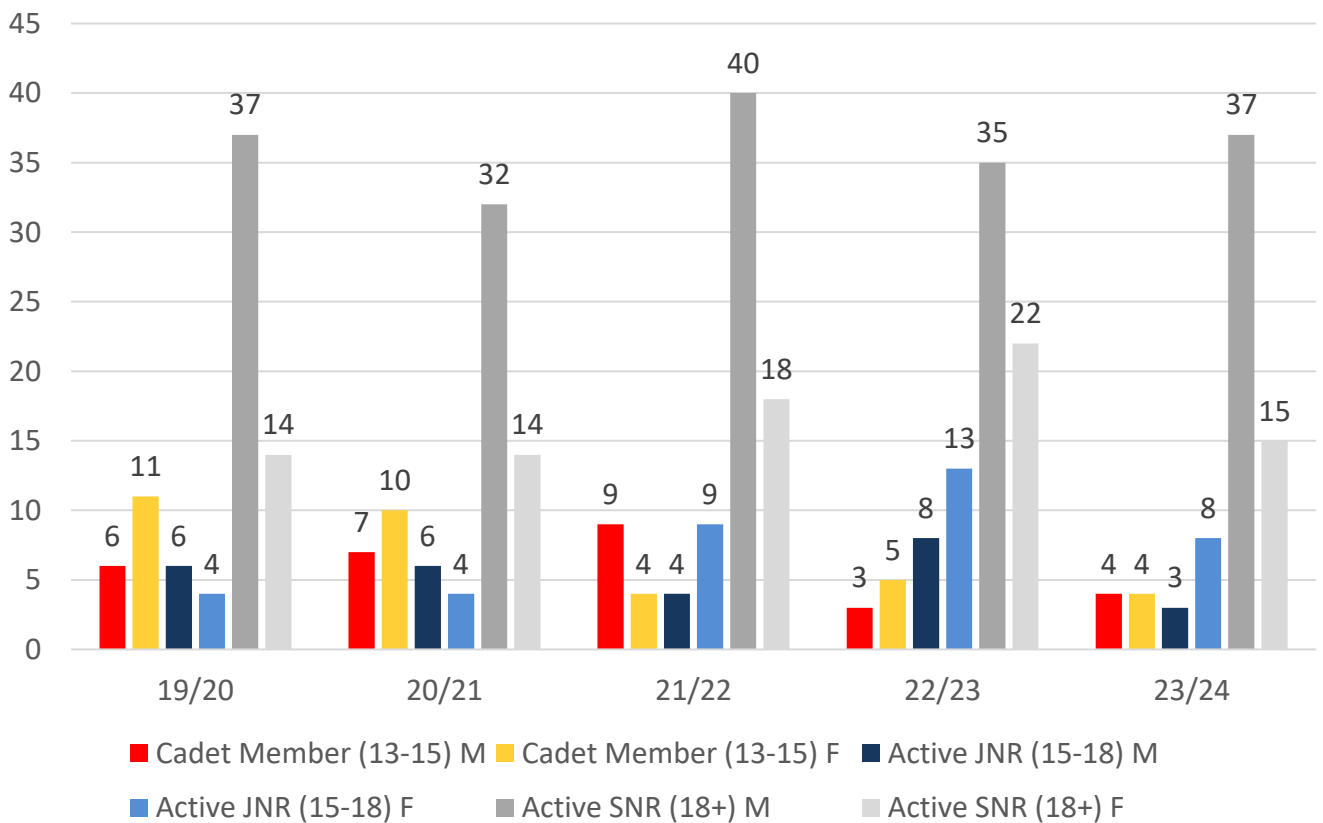
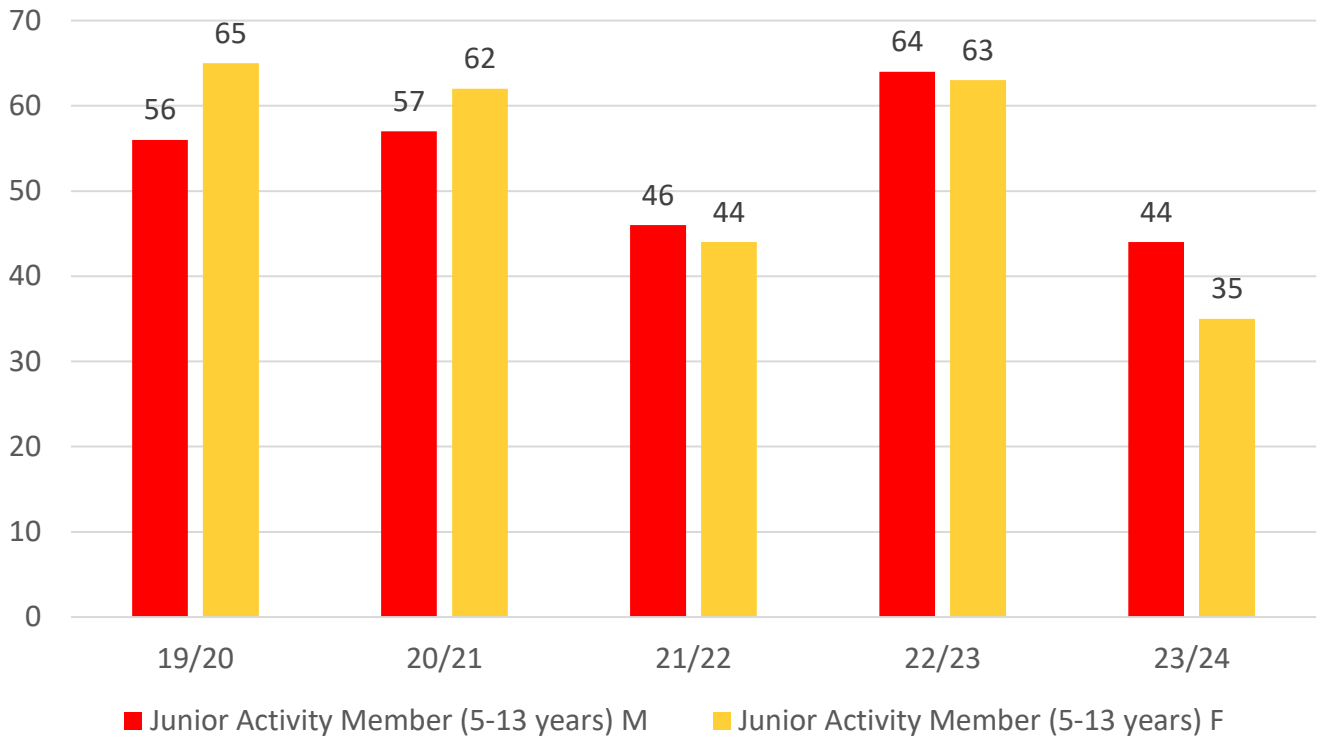
Total Membership



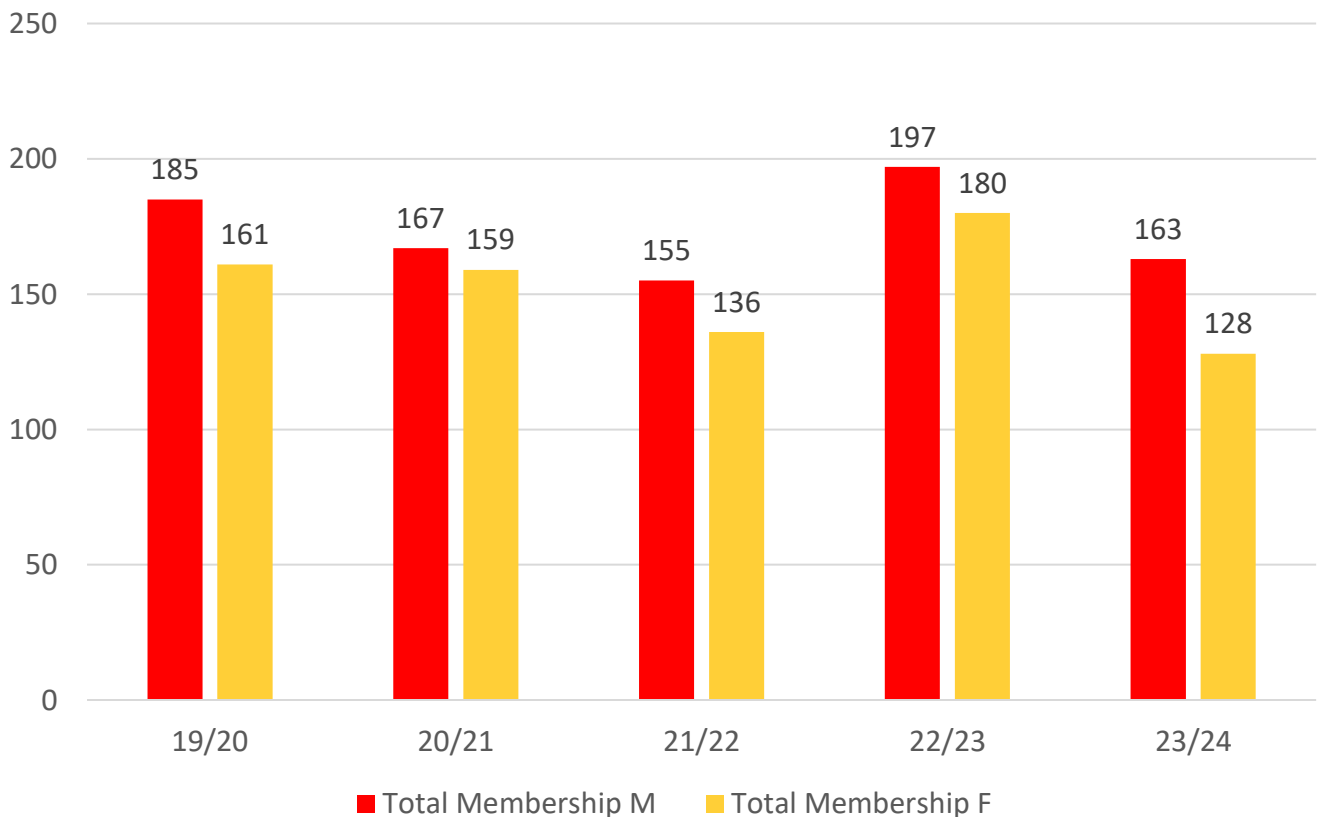
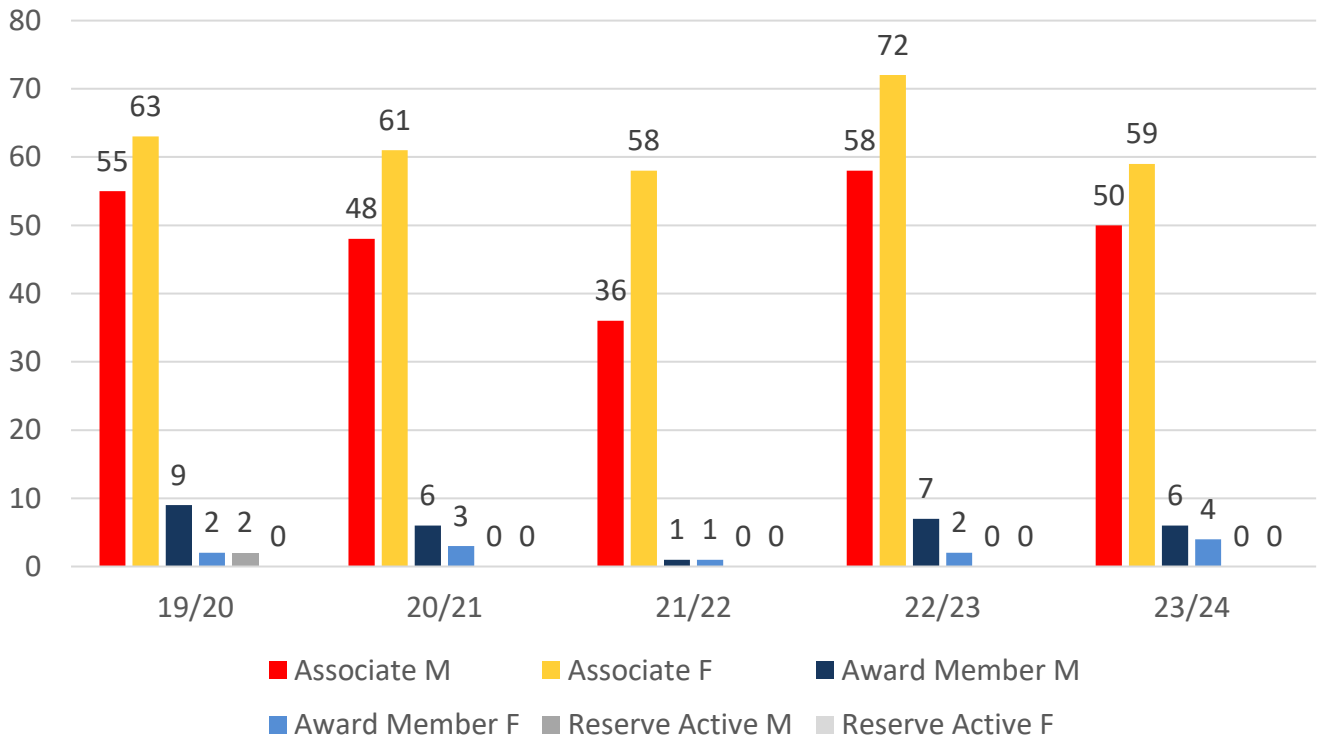
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



89

BRAND NEW MEMBERS



53%

MEMBERSHIP RETENTION



167

MEMBERS LOST FROM THE ORGANISATION

RAINBOW 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	0	0			0		0		1		0		1	
Junior Activities	127	58	46%	13	4	3%	65	51%	33	26%	1	1%	79	-38%
Cadet Member (13-15 years)	8	4	50%		0	0%	4	50%	2	25%	0	0%	8	0%
Active (15-18 yrs)	21	13	62%	3	0	0%	8	38%	1	5%	0	0%	11	-48%
Active (18yrs and over)	57	44	77%	1	2	4%	11	19%	9	16%	0	0%	52	-9%
Award Member	9	6	67%		0	0%	3	33%	0	0%	0	0%	10	11%
Reserve Active	0	0			0		0		0		0		0	
Long Service	3	3	100%	1	0	0%	0	0%	0	0%	0	0%	2	-33%
Past Active	6	5	83%		0	0%	1	17%	0	0%	0	0%	5	-17%
Associate	131	55	42%		5	4%	71	54%	43	33%	1	1%	109	-17%
Life Member	11	10	91%		0	0%	1	9%	0	0%	0	0%	10	-9%
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	5	2	40%		0	0%	3	60%	0	0%	0	0%	4	-20%
Total Active	95	67	71%		2	2%	26	27%	12	13%	0		81	-15%
Total	378	200	53%		11	3%	167	44%	89	24%	2		291	-23%

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

MEMBERSHIP RETENTION

RAINBOW BAY 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	8	67%	4	33%	2	17%	9
16-18 Years	18	10	56%	8	44%	1	6%	10
19-25 Years	15	11	73%	4	27%	3	20%	17
26-35 Years	9	6	67%	2	22%	3	33%	9
36-50 Years	22	16	73%	5	23%	3	14%	21
51-70 Years	18	15	83%	3	17%	0	0%	14
70+ Years	1	1	100%	0	0%	0	0%	1
Total	95	67	71%	26	27%	12	13%	81

RAINBOW BAY 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	10					8		8
Under 7	17	5	50%	3	30%	7	70%	12
Under 8	19	7	41%	9	53%	4	24%	12
Under 9	11	9	47%	10	53%	6	32%	15
Under 10	19	5	45%	6	55%	4	36%	8
Under 11	15	10	53%	8	42%	2	11%	12
Under 12	17	6	40%	9	60%	1	7%	4
Under 13	9	7	41%	10	59%	1	6%	7
Under 14	10	6	67%	3	33%	0	0%	1
Transitioned From JA		3	30%					

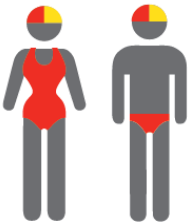
MEMBERSHIP RETENTION

2021/22



61%

TOTAL MEMBERSHIP
RETENTION



80%

ACTIVE MEMBERSHIP
RETENTION



52%

JUNIOR MEMBERSHIP
RETENTION

2022/23



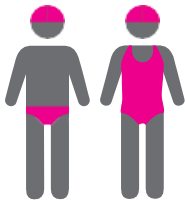
72%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



73%

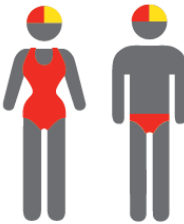
JUNIOR MEMBERSHIP
RETENTION

2023/24



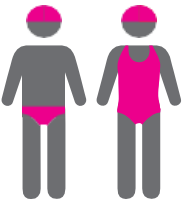
53%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



46%

JUNIOR MEMBERSHIP
RETENTION