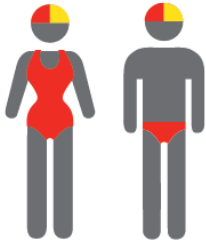




MEMBERSHIP STATISTICS MID SEASON REPORT 2024/25



94

ACTIVE MEMBERSHIP



11% Increase



316

TOTAL MEMBERSHIP



23% Increase



94

JUNIOR MEMBERSHIP



24% 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.

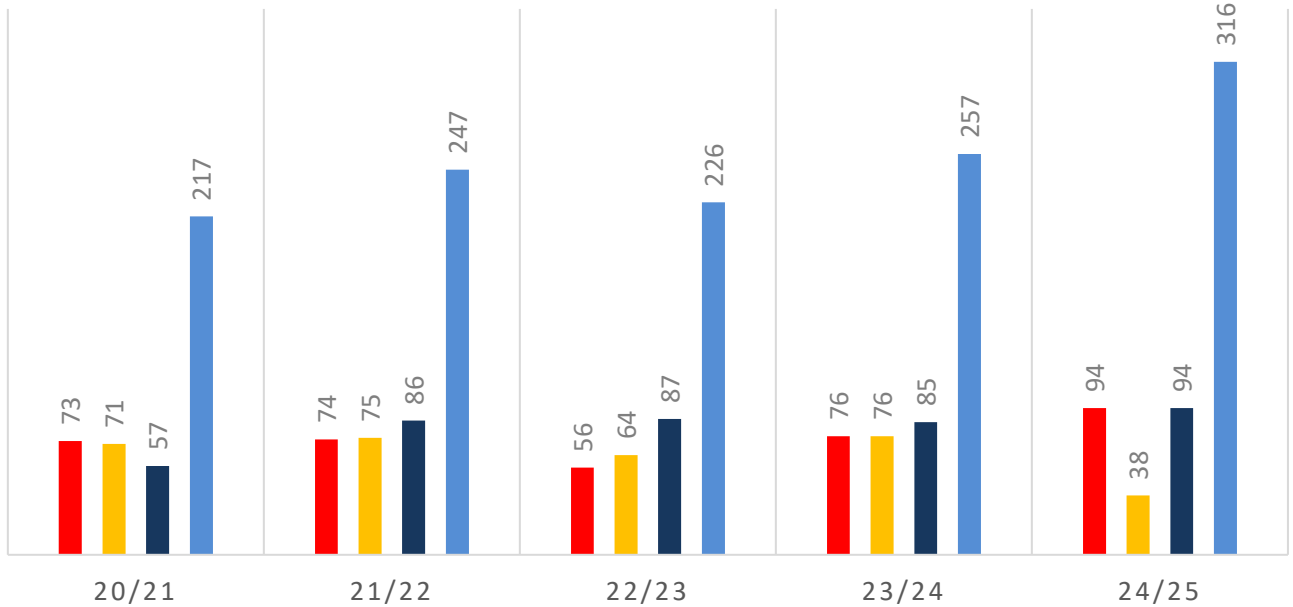
Note:

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

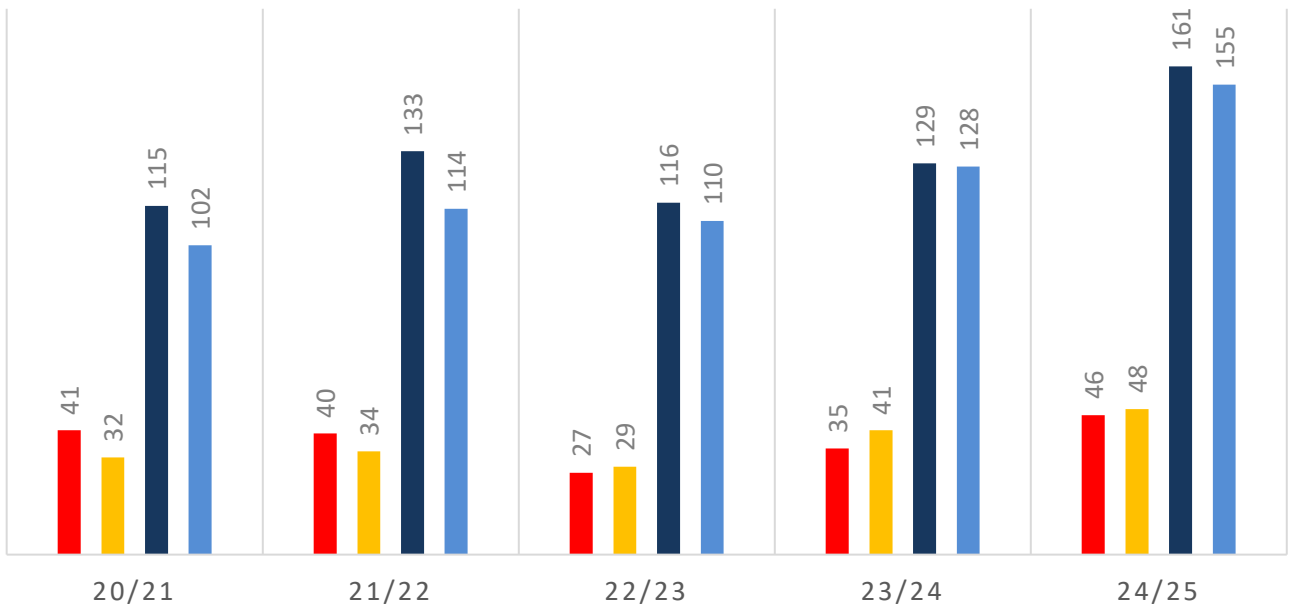
MEMBERSHIP TOTALS

■ Junior Activities ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

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



MEMBERSHIP RETENTION



103

BRAND NEW MEMBERS



82%

MEMBERSHIP RETENTION



45

MEMBERS LOST FROM THE ORGANISATION

Rainbow Beach 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	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Nipper Parent	0	0			0		0		34		0		67	
Junior Activities	76	60	79%	7	0	0%	16	21%	41	54%	0	0%	94	24%
Cadet Member (13-15 years)	14	13	93%		0	0%	1	7%	5	36%	0	0%	18	29%
Active (15-18 yrs)	20	16	80%	1	0	0%	4	20%	10	50%	0	0%	25	25%
Active (18yrs and over)	50	47	94%		0	0%	3	6%	1	2%	1	2%	49	-2%
Award Member	1	1	100%		0	0%	0	0%	0	0%	0	0%	2	100%
Reserve Active	0	0			0		0		0		0		0	
Long Service	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Past Active	4	4	100%		0	0%	0	0%	0	0%	0	0%	7	75%
Associate	76	57	75%	30	0	0%	19	25%	11	14%	0	0%	38	-50%
Life Member	12	12	100%		0	0%	0	0%	0	0%	0	0%	14	17%
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	1	50%	1	0	0%	1	50%	0	0%	0	0%	0	-100%
Total Active	85	77	91%		0	0%	8	9%	16	19%	1	1%	94	11%
Total	257	212	82%		0	0%	45	18%	103	40%	1	0%	316	23%

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

MEMBERSHIP RETENTION

Rainbow Beach 24/25 Mid-Season								
Active Members	2023/24	Retained		Left SLS		Recruited		2024/25
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	11	92%	1	8%	10	83%	22
16-18 Years	20	16	80%	4	20%	6	30%	23
19-25 Years	9	8	89%	1	11%	0	0%	10
26-35 Years	15	14	93%	1	7%	0	0%	14
36-50 Years	11	11	100%	0	0%	0	0%	9
51-70 Years	18	17	94%	1	6%	0	0%	16
70+ Years	0	0		0		0		0
Total	85	77	91%	8	9%	16	19%	94



Rainbow Beach 24/25 Mid-Season								
Age Group	2023/24	Retained		Left SLS		Recruited		2024/25
Under 6	11					7		7
Under 7	6	9	82%	2	18%	6	55%	15
Under 8	8	5	83%	1	17%	4	67%	9
Under 9	9	6	75%	2	25%	9	113%	15
Under 10	10	8	89%	1	11%	2	22%	10
Under 11	8	7	70%	3	30%	7	70%	14
Under 12	10	6	75%	2	25%	3	38%	9
Under 13	7	9	90%	1	10%	1	10%	10
Under 14	7	5	71%	2	29%	2	29%	5
Transitioned From JA		5	71%					