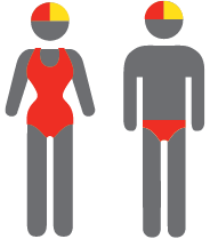


RAINBOW BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2021/22



86

ACTIVE MEMBERSHIP



9% Increase



247

TOTAL MEMBERSHIP



5% Decrease



74

JUNIOR MEMBERSHIP



12% 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

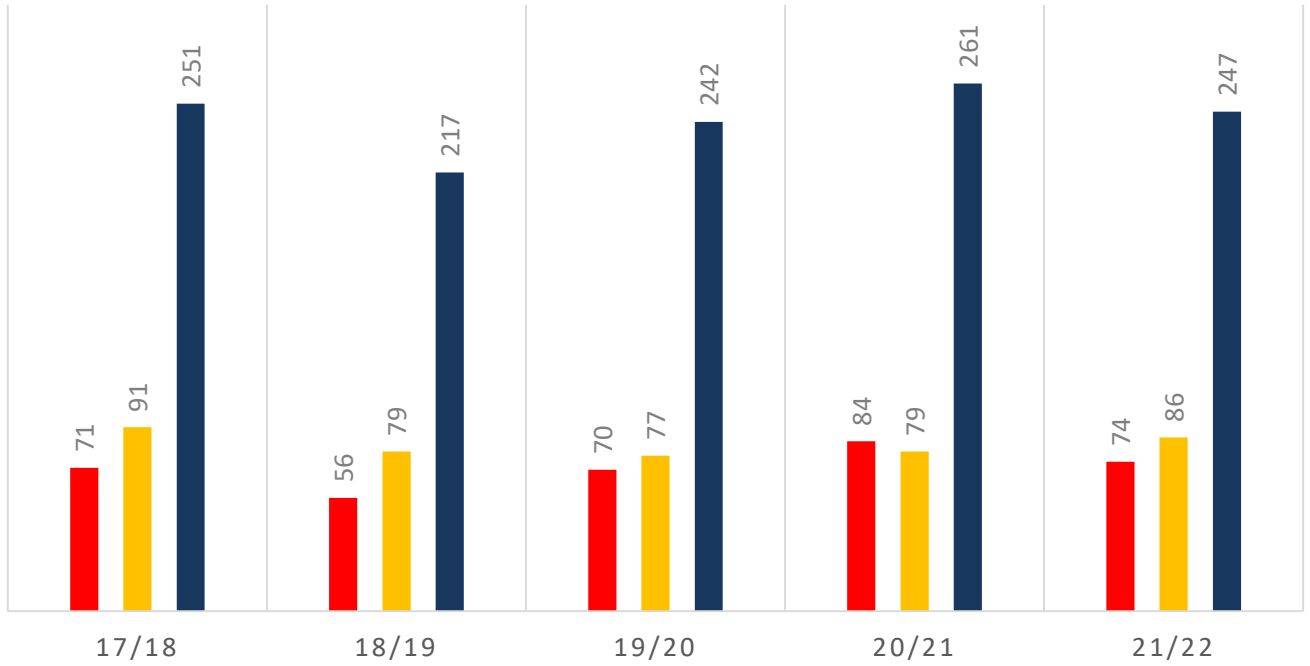
MEMBERSHIP 2017-2022

	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Probationary	0	1	1	2	0
Junior Activity Member (5-13 years)	71	56	70	84	74
Cadet Member (13-15 years)	13	8	13	13	12
Active Junior (15-18 years)	24	18	12	15	13
Active Senior (18years and over)	43	47	46	48	60
Award Member	11	6	6	3	1
Reserve Active	0	0	0	0	0
Long Service	3	2	3	2	0
Past Active	0	0	0	0	0
Associate	69	66	79	82	73
Life Member	13	12	12	12	12
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	3	1	0	0	0
Leave / Restricted	1	0	0	0	2
Total Active	91	79	77	79	86
Total	251	217	242	261	247

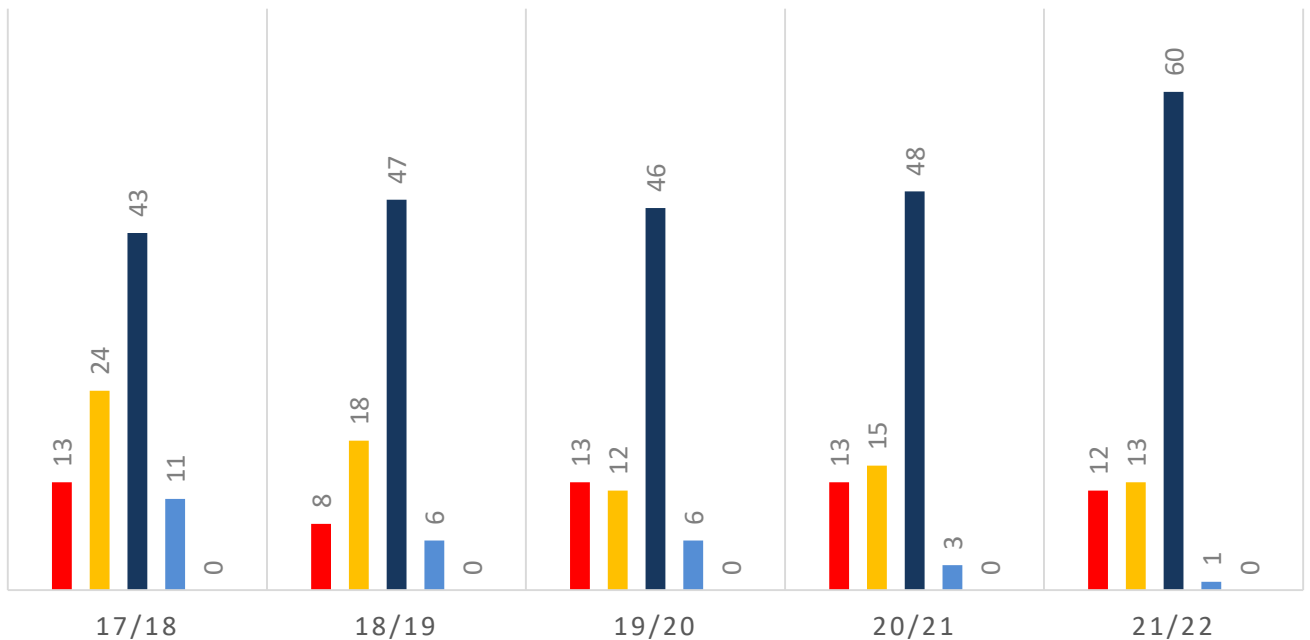
	17/18	18/19	19/20	20/21	21/22
	Total	Total	Total	Total	Total
Under 6	8	4	8	5	9
Under 7	7	7	4	11	10
Under 8	5	8	5	10	6
Under 9	15	7	14	8	6
Under 10	7	5	8	18	9
Under 11	9	6	9	9	10
Under 12	7	4	7	10	12
Under 13	9	6	6	9	9
Under 14	4	9	9	4	5
Junior Activities Total	71	56	70	84	76

5 YEAR TREND ANALYSIS

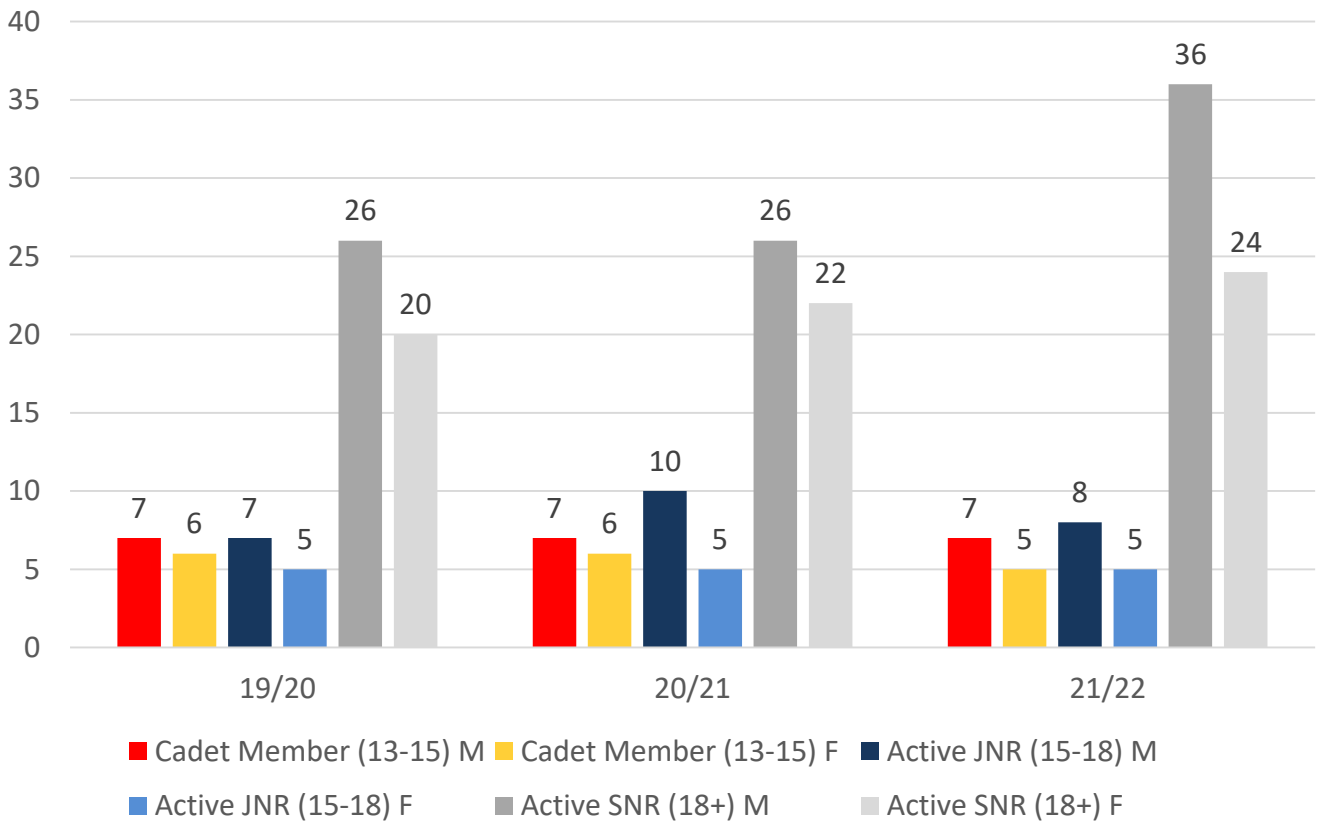
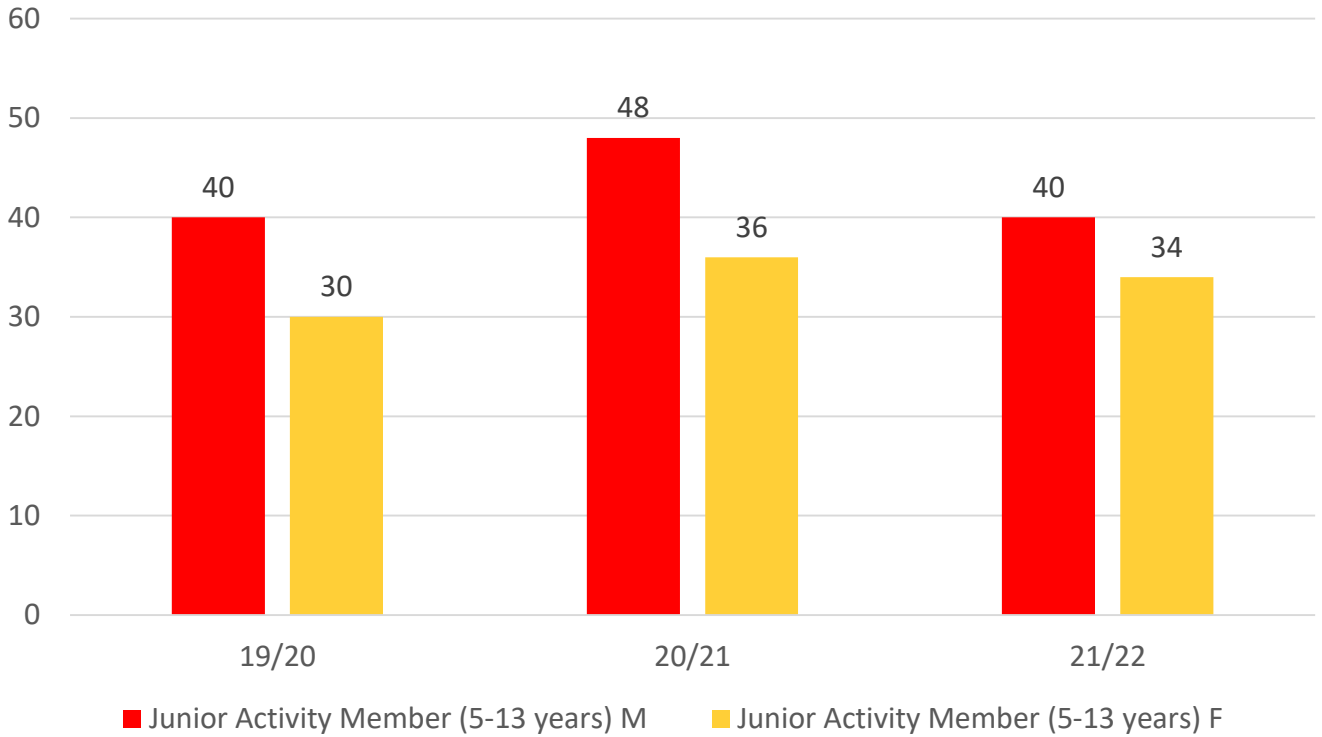
■ Junior Activity Member (5-13 years) ■ Total Active ■ Total



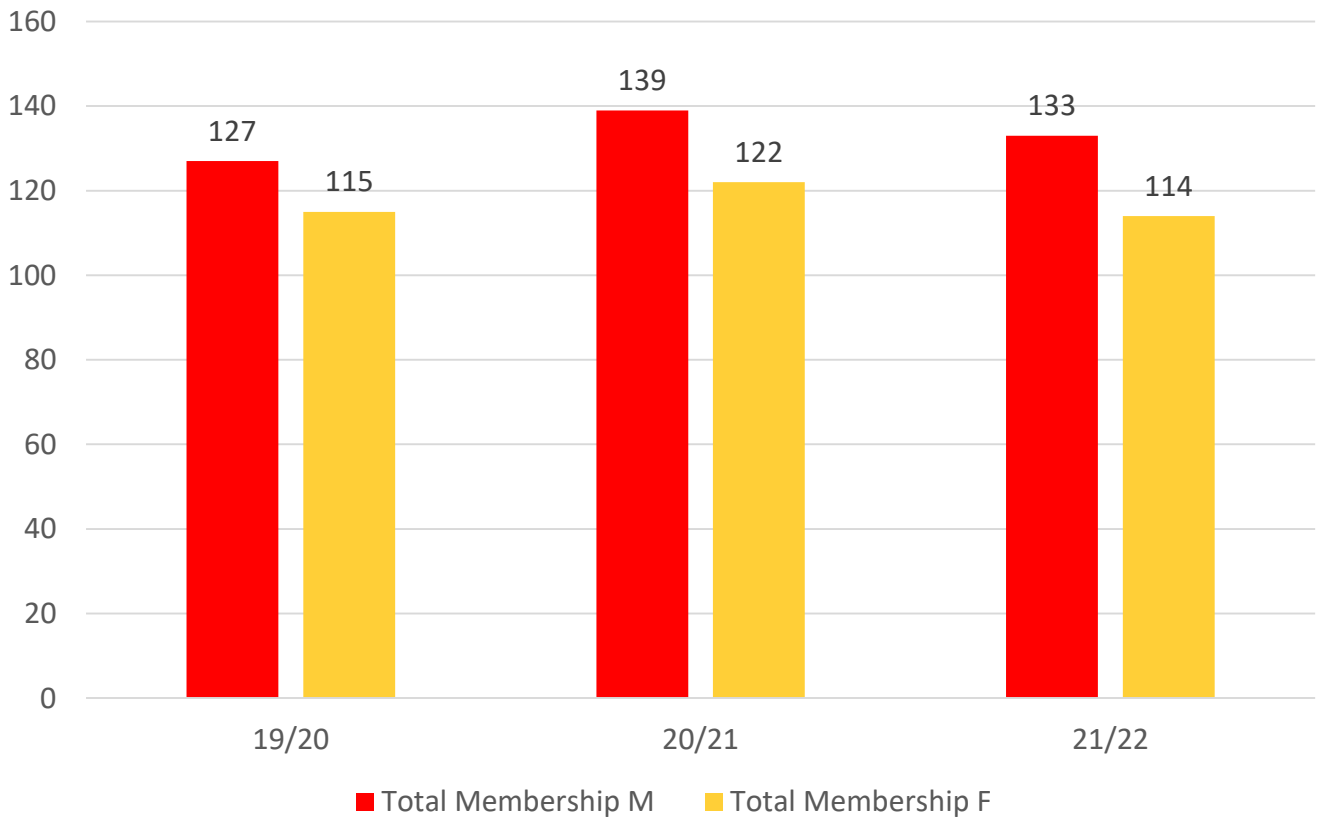
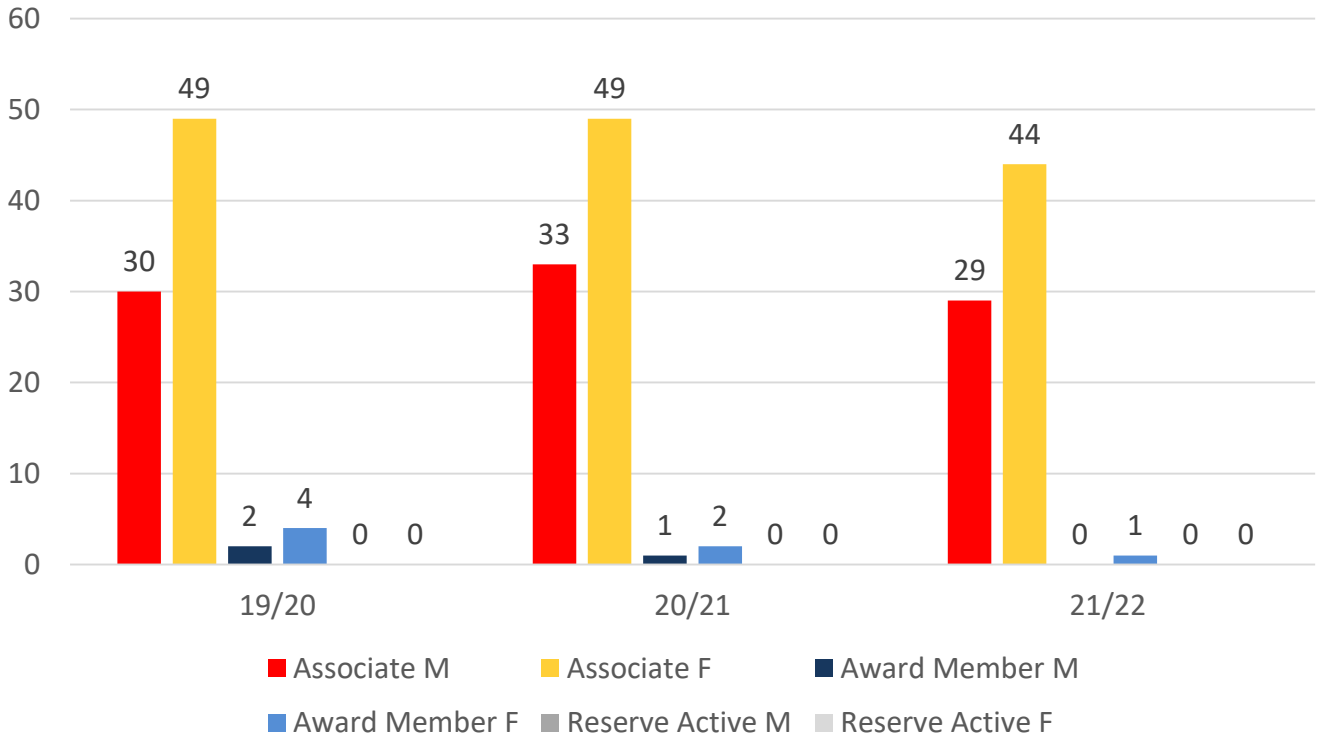
■ Cadet Member (13-15 years) ■ Active JNR (15-18 years)
■ Active SNR (18 years and over) ■ Award Member
■ Reserve Active



3 YEAR GENDER COMPARISON



3 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



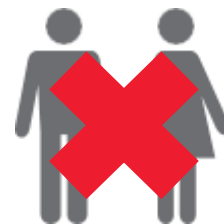
73

BRAND NEW MEMBERS



65%

MEMBERSHIP RETENTION



90

MEMBERS LOST FROM THE ORGANISATION

RAINBOW BEACH 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	2	0	0%	0	0	0%	2	100%	1	50%	0	0%	1	-50%
Junior Activities	84	49	58%	6	0	0%	35	42%	28	33%	3	4%	74	-12%
Cadet Member (13-15 years)	13	10	77%	0	0	0%	3	23%	2	15%	0	0%	12	-8%
Active (15-18 yrs)	15	13	87%	0	0	0%	2	13%	0	0%	0	0%	13	-13%
Active (18yrs and over)	48	38	79%	-11	1	2%	9	19%	9	19%	2	4%	60	25%
Award Member	3	3	100%	2	0	0%	0	0%	0	0%	0	0%	1	-67%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	2	0	0%	0	0	0%	2	100%	0	0%	0	0%	0	-
Past Active	0	0		0	0		0		0		0		0	100%
Associate	82	46	56%	5	0	0%	36	44%	32	39%	0	0%	73	-11%
Life Member	12	11	92%	0	0	0%	1	8%	1	8%	0	0%	12	0%
General	0	0		0	0		0		0		0		0	
Honorary	0	0		0	0		0		0		0		0	
Non Member Participant	0	0		0	0		0		0		0		0	
Leave / Restricted	0	0		-2	0		0		0		0		2	
Total Active	79	64	81%		1	1%	14	18%	11	14%	2		86	9%
Total	261	170	65%		1	0%	90	34%	73	28%	5		248	-5%

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

MEMBERSHIP RETENTION

RAINBOW BEACH 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%	2	18%	12
16-18 Years	16	13	81%	3	19%	0	0%	15
19-25 Years	17	10	59%	6	35%	2	12%	15
26-35 Years	13	11	85%	2	15%	4	31%	17
36-50 Years	9	8	89%	1	11%	2	22%	11
51-70 Years	13	13	100%	0	0%	1	8%	15
70+ Years	0	0		0		0		1
Total	79	64	81%	14	18%	11	14%	86

RAINBOW BEACH 2021/22								
Age Group	2020/21	Retained		Left SLS		Recruited		2021/22
Under 6	5					9		9
Under 7	11	4	80%	1	20%	4	80%	10
Under 8	10	4	36%	7	64%	2	18%	6
Under 9	8	4	40%	6	60%	2	20%	6
Under 10	18	4	50%	4	50%	4	50%	9
Under 11	9	10	56%	8	44%	0	0%	10
Under 12	10	7	78%	2	22%	5	56%	12
Under 13	9	7	70%	3	30%	2	20%	9
Under 14	4	5	56%	4	44%	0	0%	3
Transitioned From JA		4	100%					

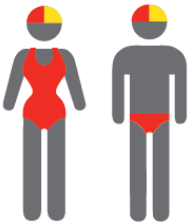
MEMBERSHIP RETENTION

2019/20



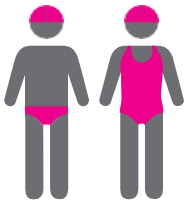
65%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



59%

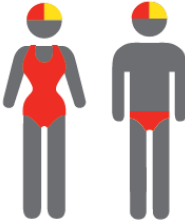
JUNIOR MEMBERSHIP
RETENTION

2020/21



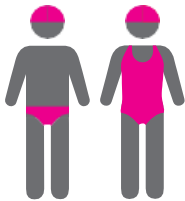
67%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



61%

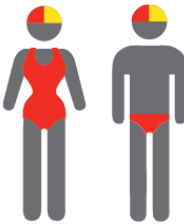
JUNIOR MEMBERSHIP
RETENTION

2021/22



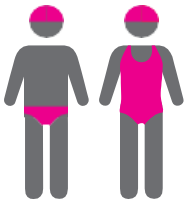
65%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



58%

JUNIOR MEMBERSHIP
RETENTION