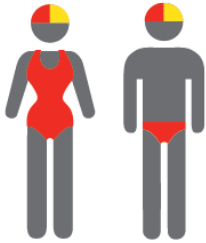


RAINBOW BEACH

SURF LIFE SAVING
QUEENSLAND



MEMBERSHIP STATISTICS REPORT EOS 2022/23



87

ACTIVE MEMBERSHIP



1% Increase



235

TOTAL MEMBERSHIP



5% Decrease



62

JUNIOR MEMBERSHIP



16% 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

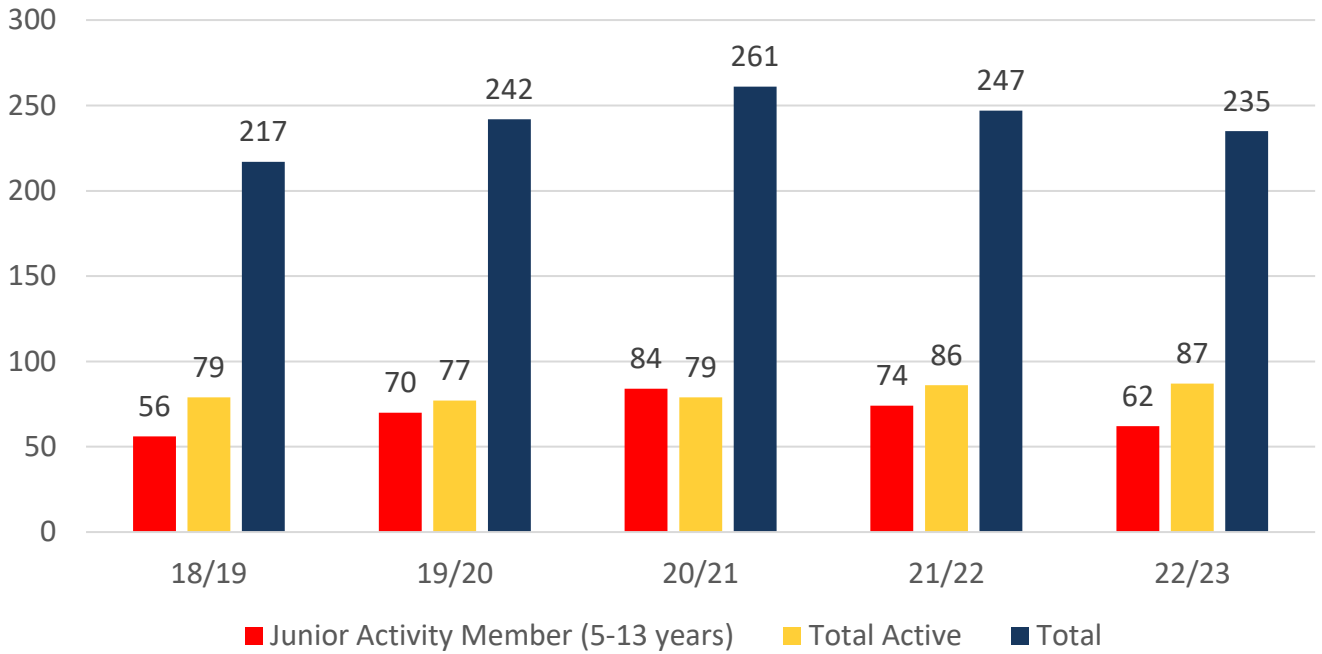
MEMBERSHIP 2018-2023

	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Probationary	1	1	2	0	1
Junior Activity Member (5-13 years)	56	70	84	74	62
Cadet Member (13-15 years)	8	13	13	12	13
Active Junior (15-18 years)	18	12	15	13	17
Active Senior (18years and over)	47	46	48	60	55
Award Member	6	6	3	1	2
Reserve Active	0	0	0	0	0
Long Service	2	3	2	0	1
Past Active	0	0	0	0	1
Associate	66	79	82	73	70
Life Member	12	12	12	12	12
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	1	0	0	0	0
Leave / Restricted	0	0	0	2	1
Total Active	79	77	79	86	87
Total	217	242	261	247	235

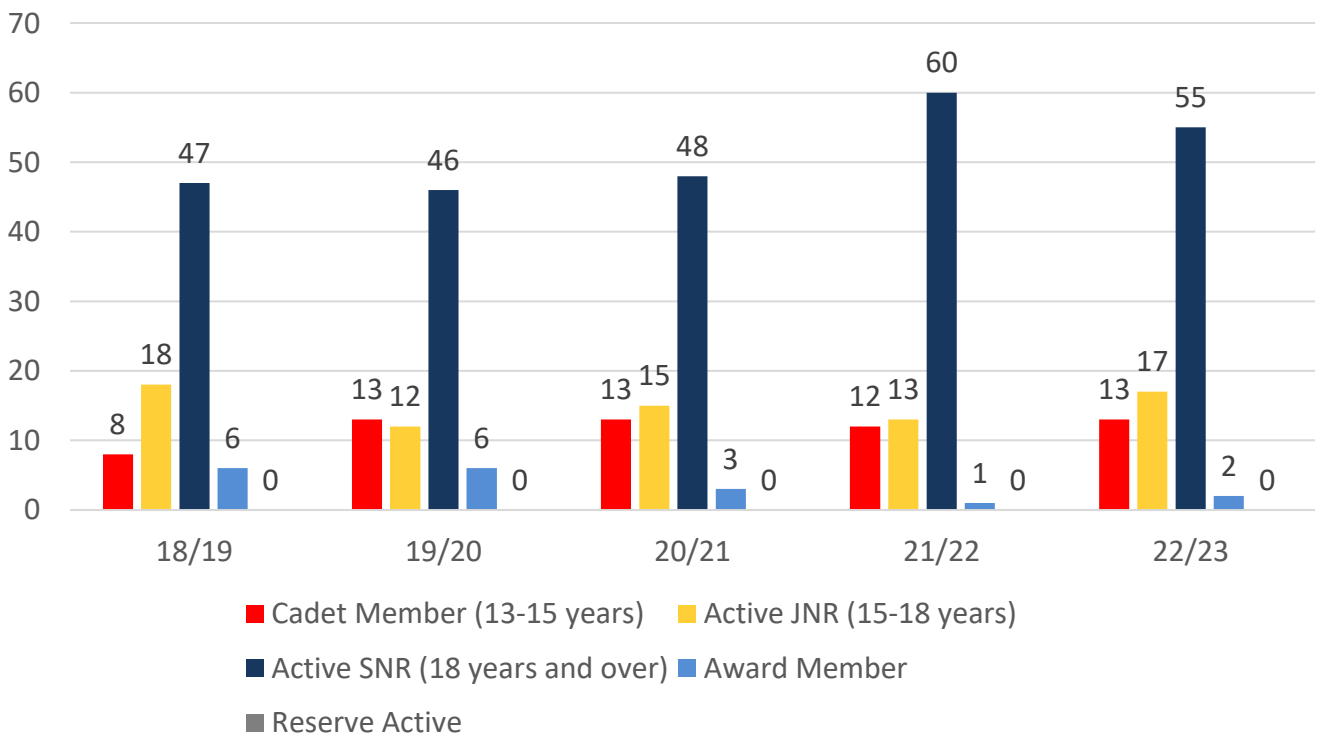
	18/19	19/20	20/21	21/22	22/23
	Total	Total	Total	Total	Total
Under 6	4	8	5	9	4
Under 7	7	4	11	10	8
Under 8	8	5	10	6	7
Under 9	7	14	8	6	8
Under 10	5	8	18	9	4
Under 11	6	9	9	10	9
Under 12	4	7	10	12	9
Under 13	6	6	9	9	12
Under 14	9	9	4	5	8
Junior Activities Total	56	70	84	76	69

5 YEAR TREND ANALYSIS

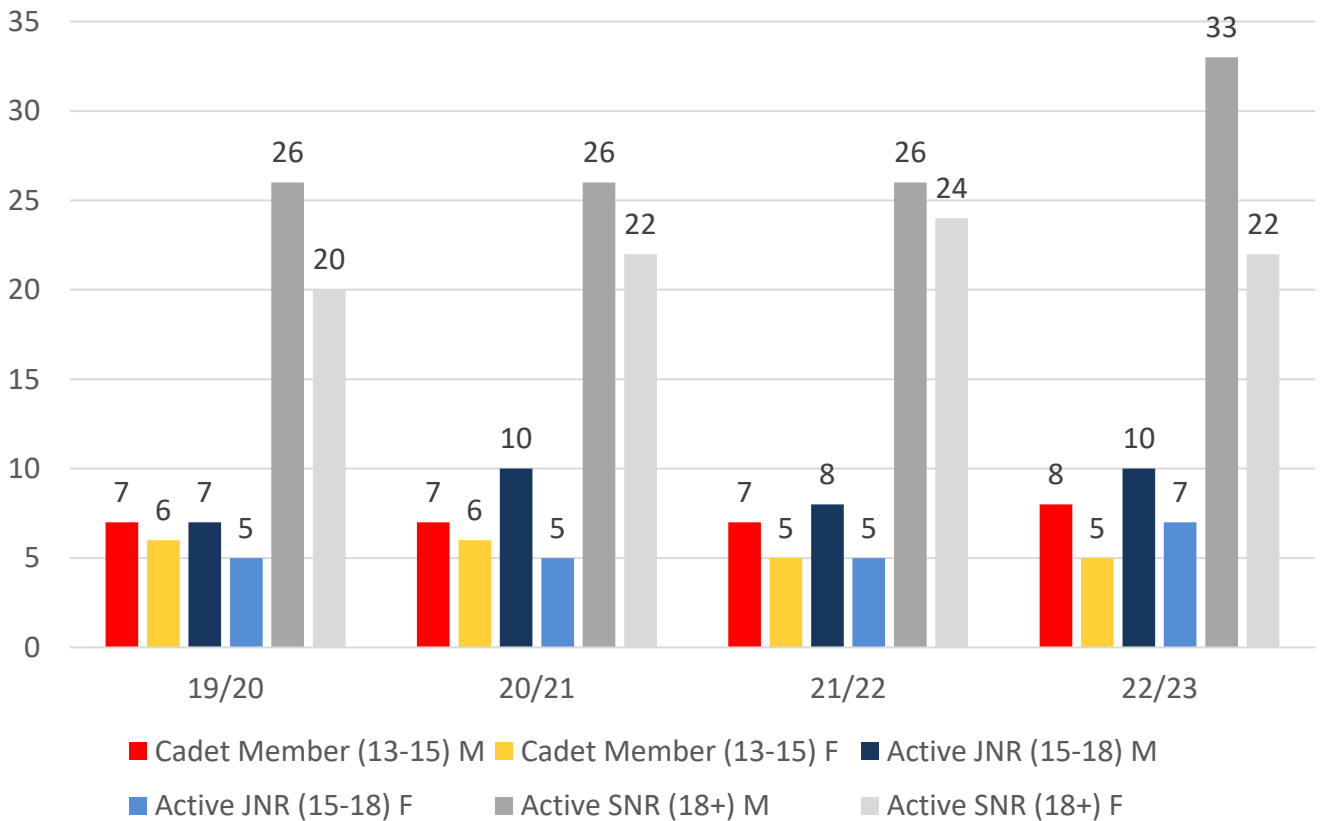
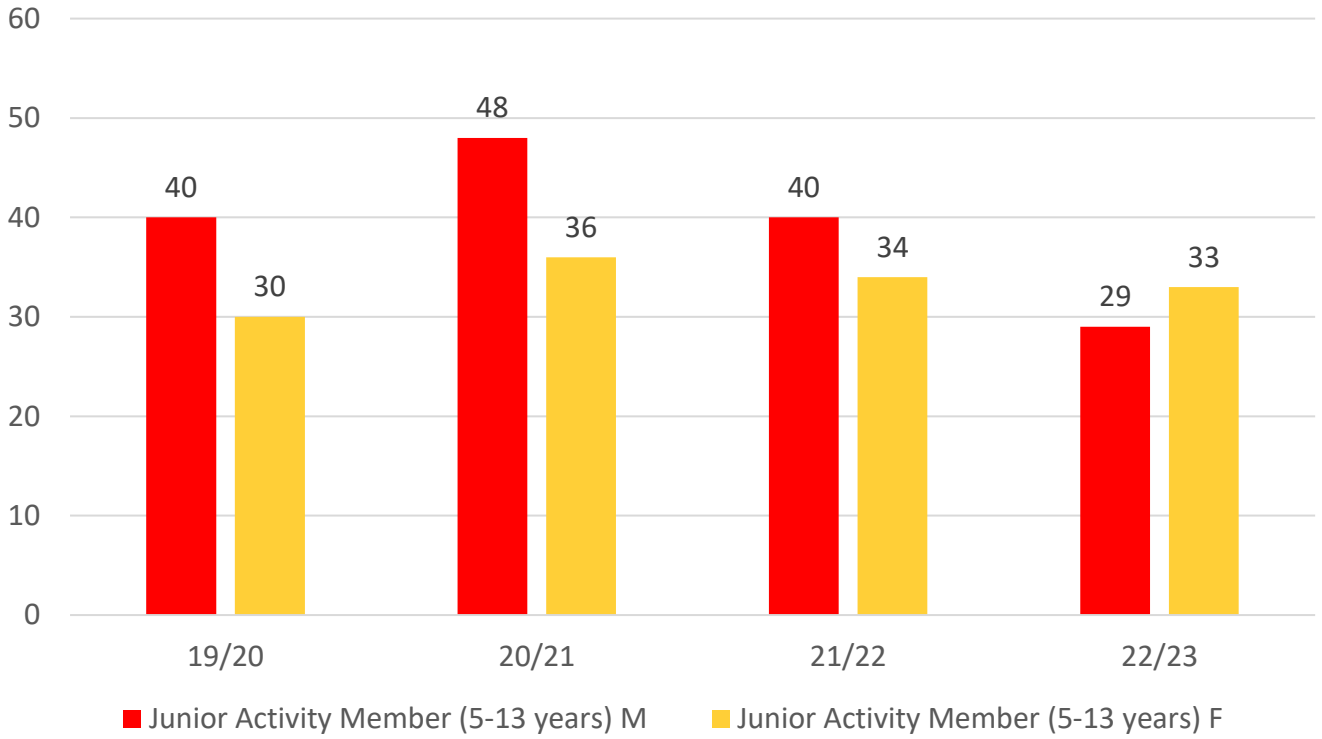
Total Membership



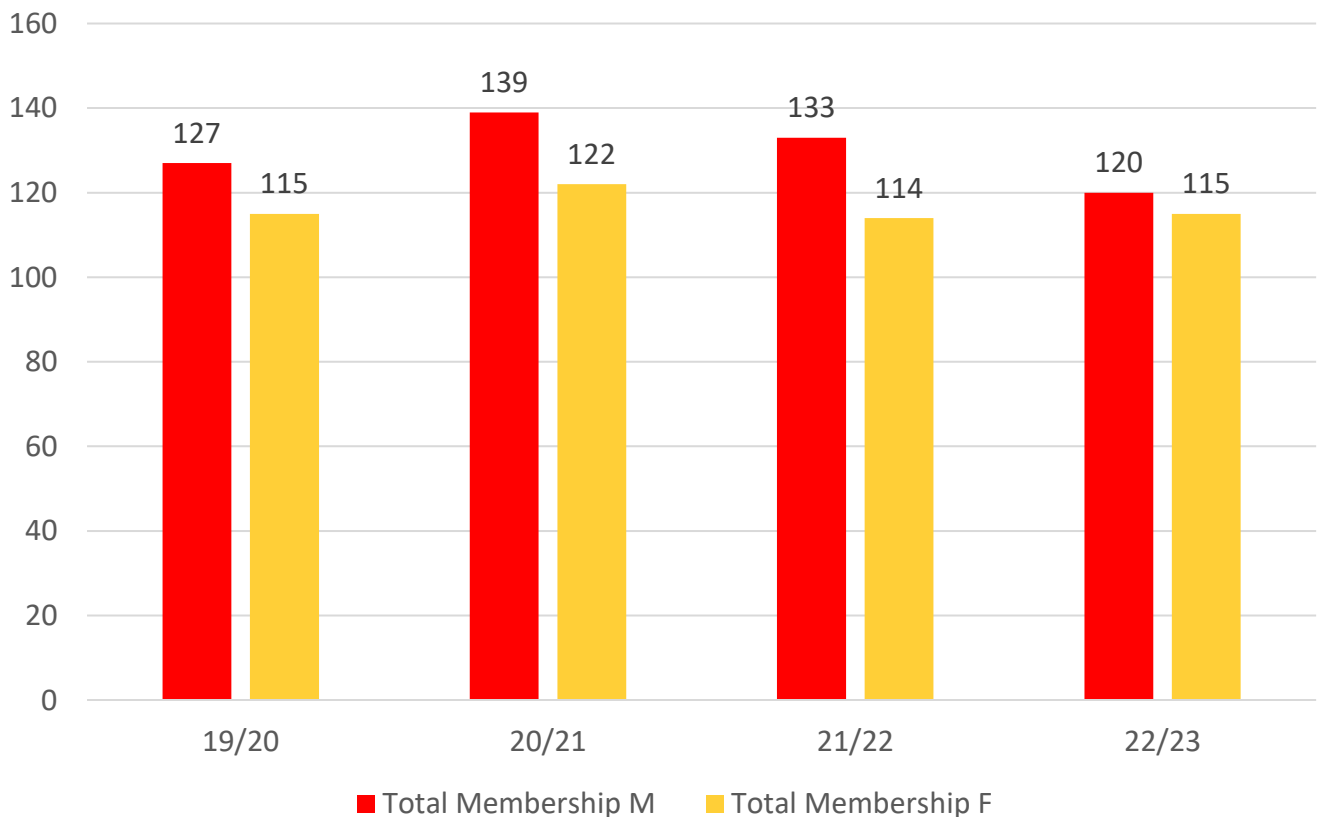
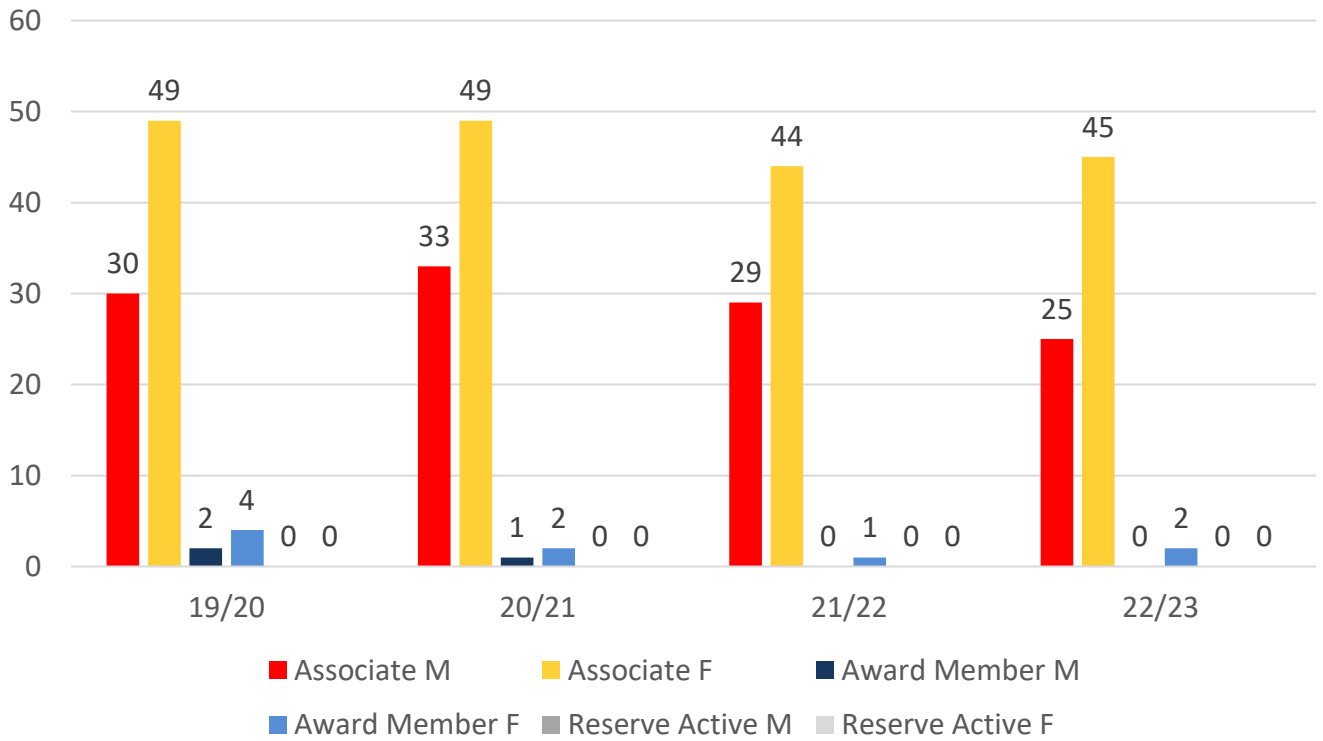
Active Membership



4 YEAR GENDER COMPARISON



4 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



55

BRAND NEW MEMBERS



72%

MEMBERSHIP RETENTION



67

MEMBERS LOST FROM THE ORGANISATION

RAINBOW BEACH 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		1		0		1	
Junior Activities	74	49	66%	7	2	3%	23	31%	20	27%	0	0%	62	-16%
Cadet Member (13-15 years)	12	9	75%	0	0	0%	3	25%	4	33%	0	0%	13	8%
Active (15-18 yrs)	13	10	77%	-6	0	0%	3	23%	0	0%	1	8%	17	31%
Active (18yrs and over)	60	51	85%	0	1	2%	8	13%	2	3%	2	3%	55	-8%
Award Member	1	1	100%	-1	0	0%	0	0%	0	0%	0	0%	2	100%
Reserve Active	0	0		0	0		0		0		0		0	
Long Service	0	0		-1	0		0		0		0		1	
Past Active	0	0		-1	0		0		0		0		1	
Associate	73	43	59%	1	0	0%	30	41%	28	38%	0	0%	70	-4%
Life Member	12	12	100%	0	0	0%	0	0%	0	0%	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	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Total Active	86	71	83%		1	1%	14	16%	6	7%	3		87	1%
Total	247	177	72%		3	1%	67	27%	55	22%	3		235	-5%

MEMBERSHIP RETENTION

RAINBOW BEACH 2022/23								
Active Members	2021/22	Retained		Left SLS		Recruited		2022/23
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	12	9	75%	3	25%	4	33%	17
16-18 Years	15	12	80%	3	20%	0	0%	13
19-25 Years	15	11	73%	4	27%	2	13%	14
26-35 Years	17	14	82%	2	12%	0	0%	14
36-50 Years	11	10	91%	1	9%	0	0%	12
51-70 Years	15	14	93%	1	7%	0	0%	16
70+ Years	1	1	100%	0	0%	0	0%	1
Total	86	71	83%	14	16%	6	7%	87

RAINBOW BEACH 2022/23								
Age Group	2021/22	Retained		Left SLS		Recruited		2022/23
Under 6	9					4		4
Under 7	10	6	67%	3	33%	2	22%	8
Under 8	6	6	60%	3	30%	1	10%	7
Under 9	6	4	67%	2	33%	4	67%	8
Under 10	9	3	50%	3	50%	1	17%	4
Under 11	10	6	67%	2	22%	3	33%	9
Under 12	12	7	70%	3	30%	2	20%	9
Under 13	9	9	75%	3	25%	3	25%	12
Under 14	3	6	67%	3	33%	0	0%	1
Transitioned From JA		2	67%					

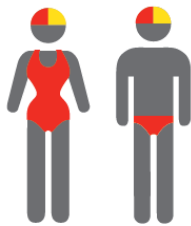
MEMBERSHIP RETENTION

2020/21



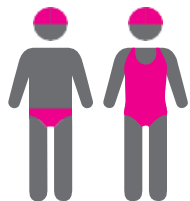
67%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



61%

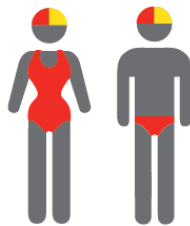
JUNIOR MEMBERSHIP
RETENTION

2021/22



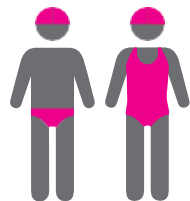
65%

TOTAL MEMBERSHIP
RETENTION



81%

ACTIVE MEMBERSHIP
RETENTION



58%

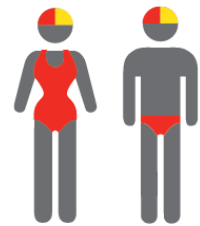
JUNIOR MEMBERSHIP
RETENTION

2022/23



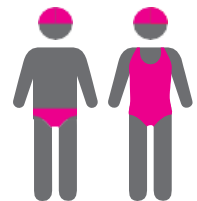
72%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



66%

JUNIOR MEMBERSHIP
RETENTION