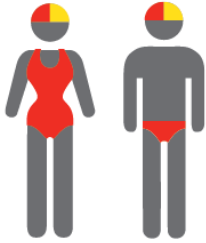


# RAINBOW BEACH

## MEMBERSHIP STATISTICS REPORT EOS 2023/24



**83**

ACTIVE  
MEMBERSHIP



**258**

TOTAL  
MEMBERSHIP



**71**

JUNIOR  
MEMBERSHIP

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



2% Decrease



Equal



6% Decrease

### Vs. 2022/23 EOS (MAY 2023)



5% Decrease



10% Increase



15% Increase

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

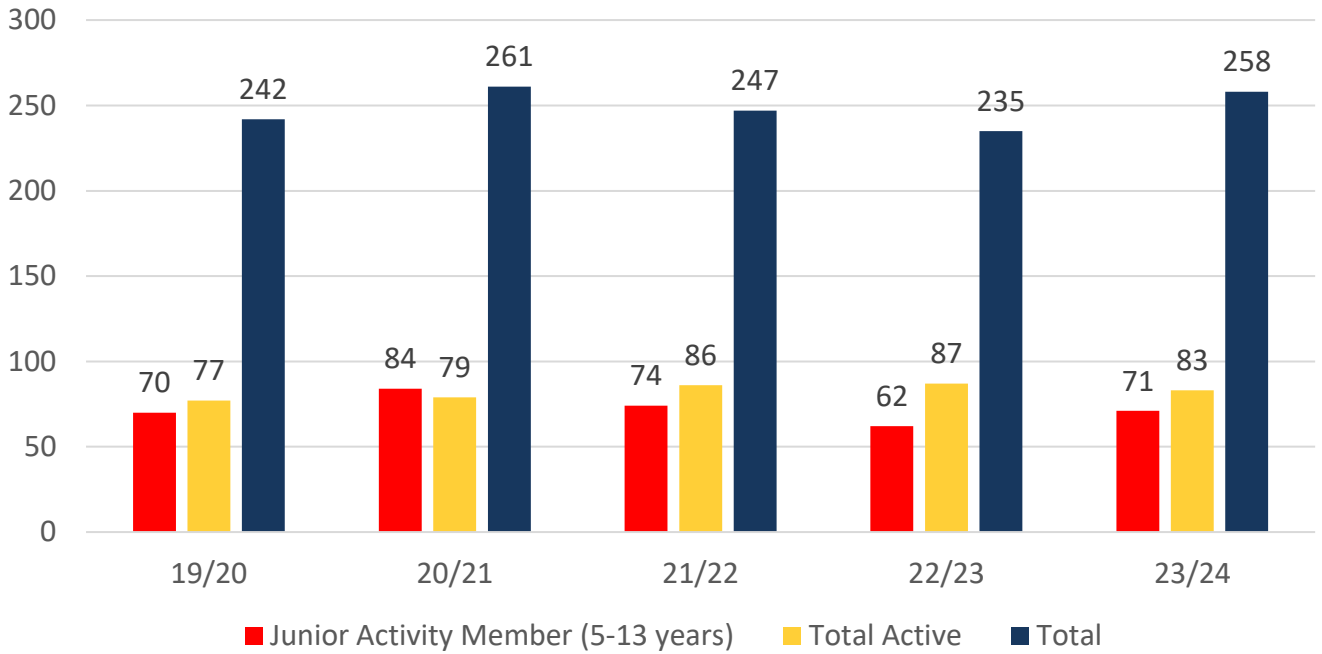
## MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	1	2	0	1	2
Junior Activity Member (5-13 years)	70	84	74	62	71
Cadet Member (13-15 years)	13	13	12	13	15
Active Junior (15-18 years)	12	15	13	17	21
Active Senior (18years and over)	46	48	60	55	44
Award Member	6	3	1	2	3
Reserve Active	0	0	0	0	0
Long Service	3	2	0	1	1
Past Active	0	0	0	1	10
Associate	79	82	73	70	78
Life Member	12	12	12	12	12
General	0	0	0	0	0
Honorary	0	0	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	0	2	1	1
Total Active	77	79	86	87	83
Total	242	261	247	235	258

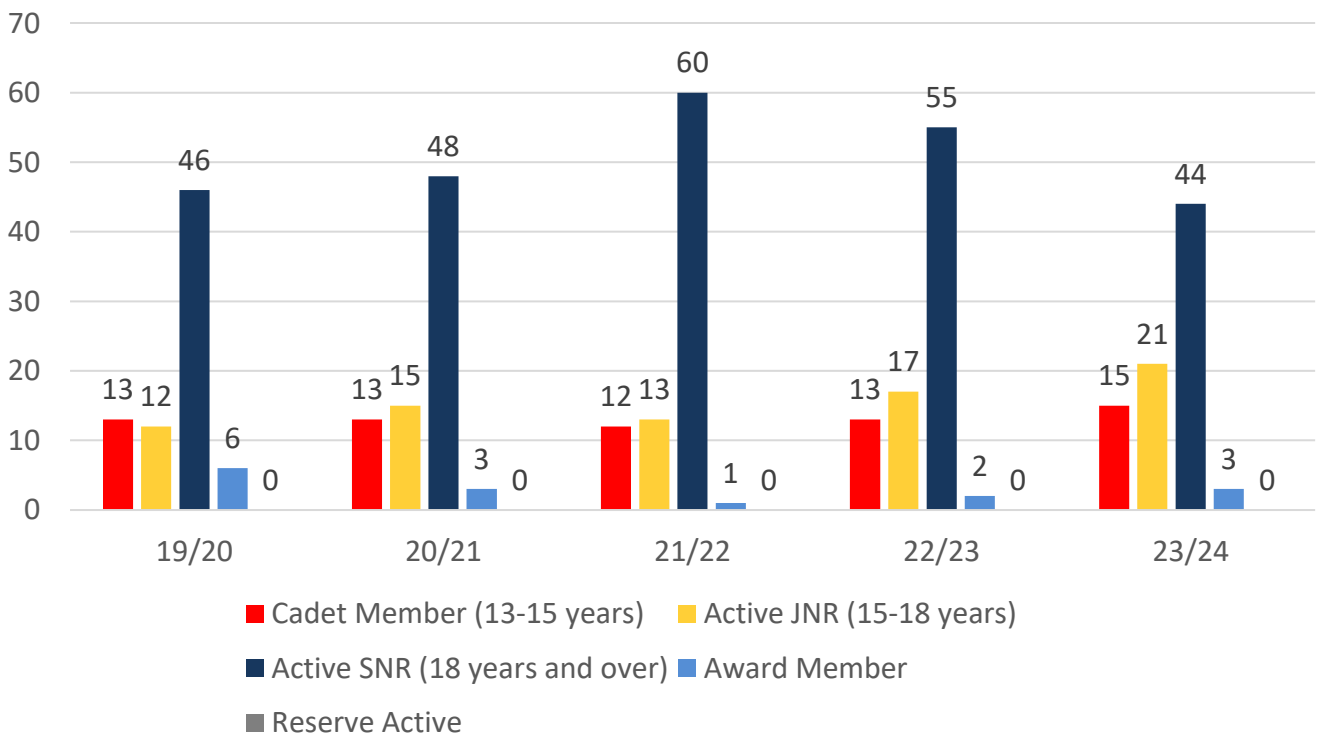
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	8	5	9	4	11
Under 7	4	11	10	8	6
Under 8	5	10	6	7	8
Under 9	14	8	6	8	9
Under 10	8	18	9	4	10
Under 11	9	9	10	9	8
Under 12	7	10	12	9	10
Under 13	6	9	9	12	7
Under 14	9	4	5	8	11
Junior Activities Total	70	84	76	69	80

# 5 YEAR TREND ANALYSIS

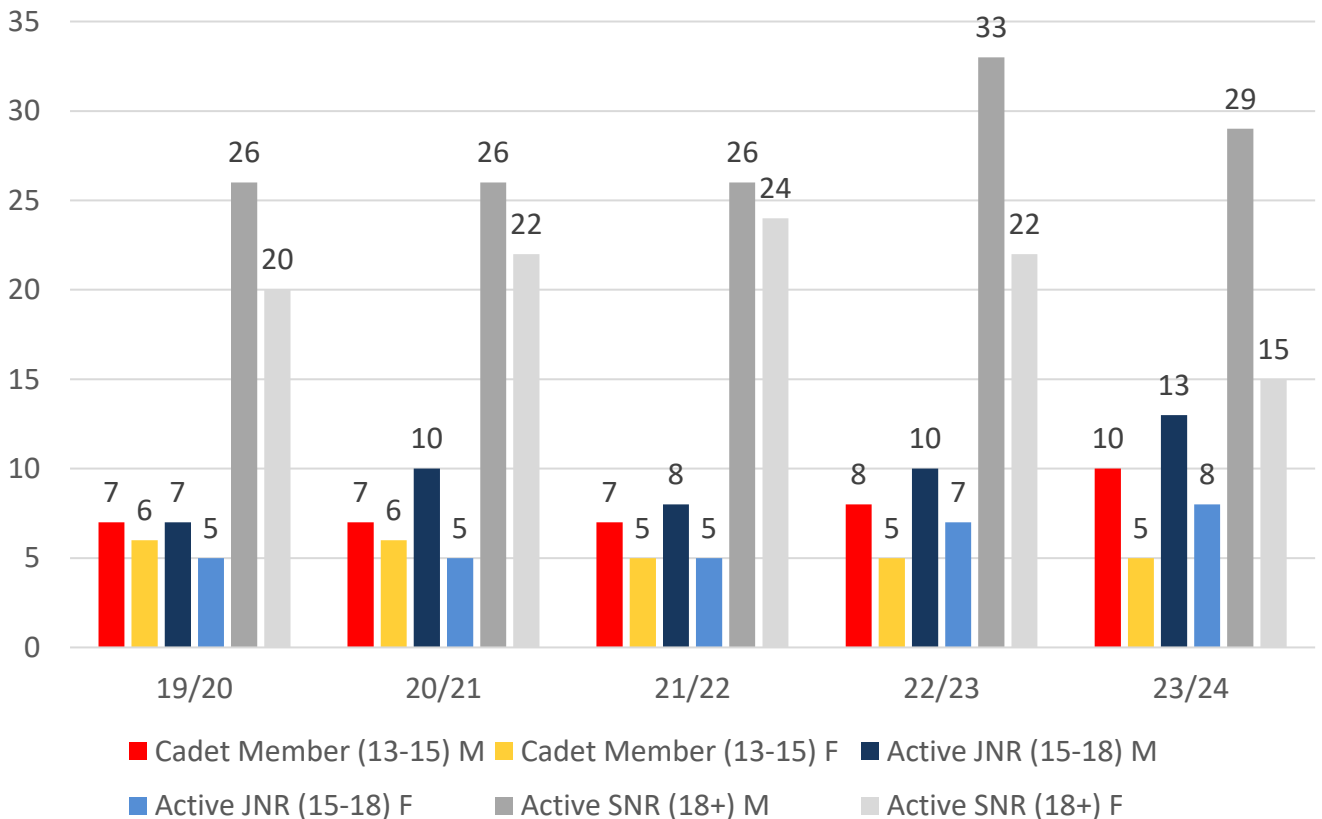
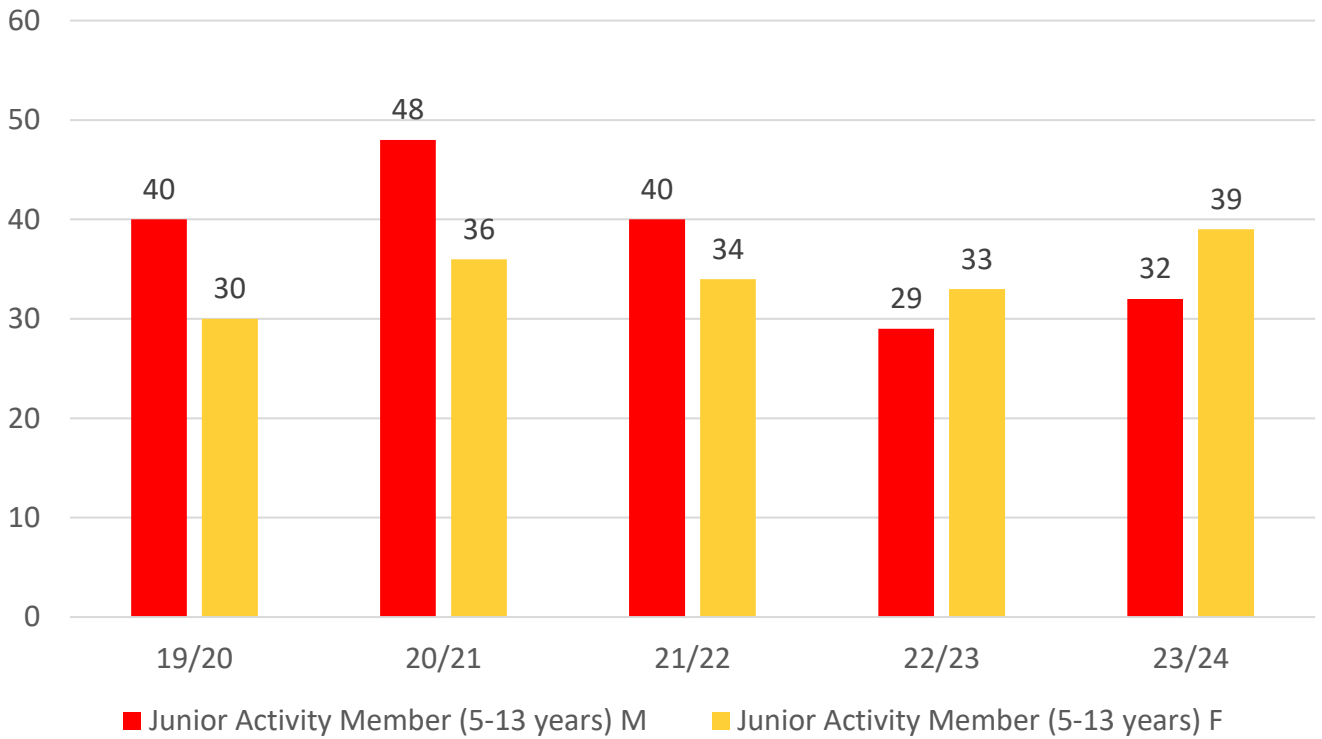
## Total Membership



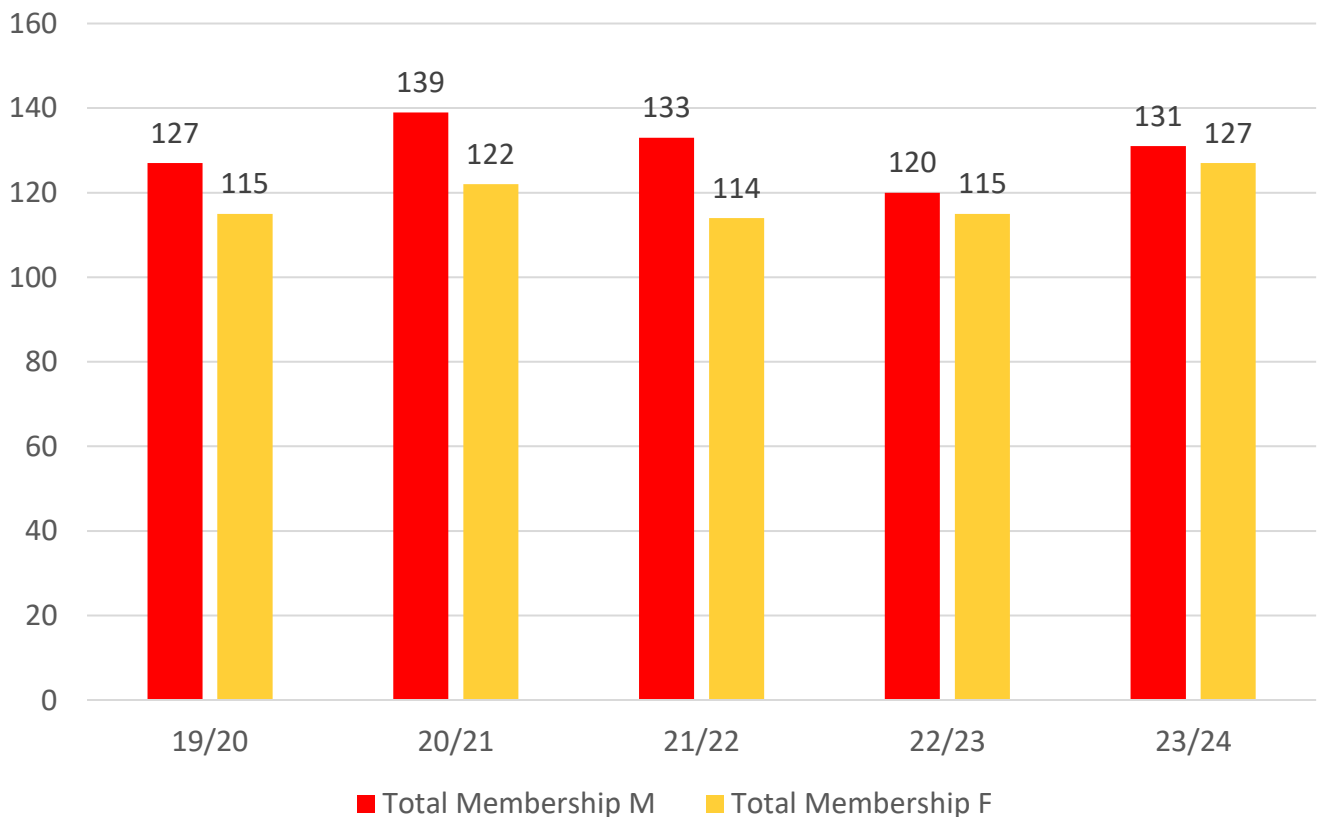
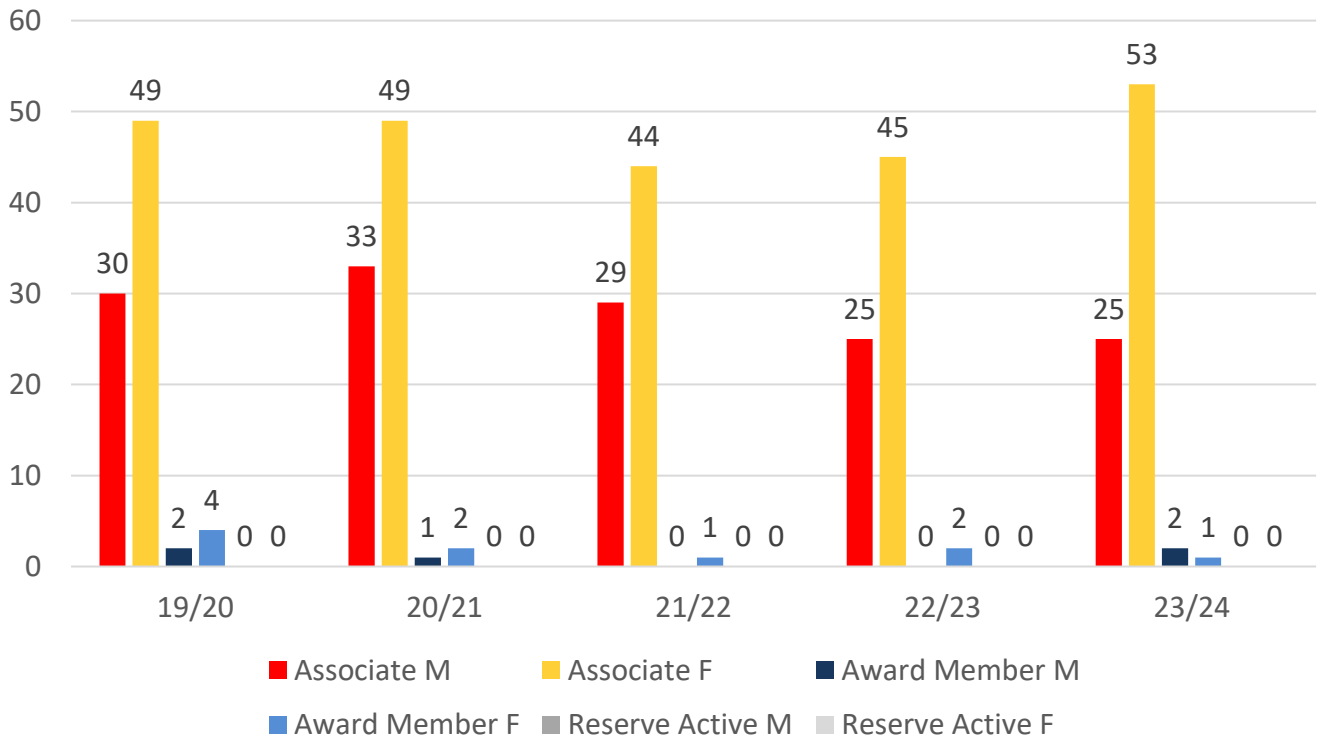
## Active Membership



# 5 YEAR GENDER COMPARISON



# 5 YEAR GENDER COMPARISON



# MEMBERSHIP RETENTION



78

BRAND NEW MEMBERS



75%

MEMBERSHIP RETENTION



58

MEMBERS LOST FROM THE ORGANISATION

RAINBOW BEACH 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	1	0	0%		0	0%	1	100%	2	200%	0	0%	2	100%
Junior Activities	62	49	79%	8	0	0%	13	21%	30	48%	0	0%	71	15%
Cadet Member (13-15 years)	13	8	62%		0	0%	5	38%	2	15%	1	8%	15	15%
Active (15-18 yrs)	17	15	88%		0	0%	2	12%	4	24%	0	0%	21	24%
Active (18yrs and over)	55	47	85%	9	0	0%	8	15%	4	7%	2	4%	44	-20%
Award Member	2	2	100%	1	0	0%	0	0%	2	100%	0	0%	3	50%
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	1	1	100%		0	0%	0	0%	0	0%	0	0%	10	900%
Associate	70	41	59%		0	0%	29	41%	34	49%	0	0%	78	11%
Life Member	12	12	100%		0	0%	0	0%	0	0%	0	0%	12	0%
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	1	1	100%		0	0%	0	0%	0	0%	0	0%	1	0%
Total Active	87	72	83%		0	0%	15	17%	12	14%	3		83	-5%
Total	235	177	75%		0	0%	58	25%	78	33%	3		258	10%

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

# MEMBERSHIP RETENTION

RAINBOW BEACH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	17	11	65%	6	35%	2	12%	14
16-18 Years	13	12	92%	1	8%	5	38%	20
19-25 Years	14	9	64%	5	36%	2	14%	9
26-35 Years	14	14	100%	0	0%	2	14%	14
36-50 Years	12	10	83%	2	17%	0	0%	11
51-70 Years	16	15	94%	1	6%	1	6%	15
70+ Years	1	1	100%	0	0%	0	0%	0
<b>Total</b>	87	72	83%	15	17%	12	14%	83

RAINBOW BEACH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	4					11		11
Under 7	8	3	75%	1	25%	3	75%	6
Under 8	7	6	75%	2	25%	2	25%	8
Under 9	8	5	71%	2	29%	4	57%	9
Under 10	4	7	88%	1	13%	3	38%	10
Under 11	9	4	100%	0	0%	4	100%	8
Under 12	9	8	89%	1	11%	2	22%	10
Under 13	12	6	67%	3	33%	1	11%	6
Under 14	1	10	83%	2	17%	0	0%	3
Transitioned From JA		0	0%					

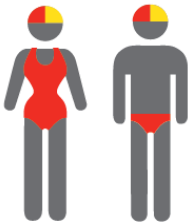
# MEMBERSHIP RETENTION

2021/22



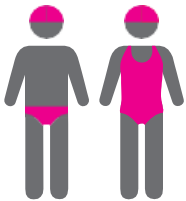
65%

TOTAL MEMBERSHIP  
RETENTION



81%

ACTIVE MEMBERSHIP  
RETENTION



58%

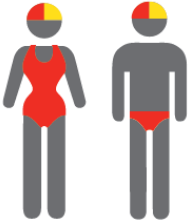
JUNIOR MEMBERSHIP  
RETENTION

2022/23



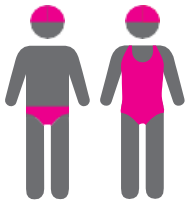
72%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



66%

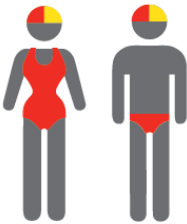
JUNIOR MEMBERSHIP  
RETENTION

2023/24



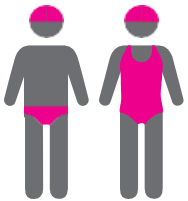
75%

TOTAL MEMBERSHIP  
RETENTION



83%

ACTIVE MEMBERSHIP  
RETENTION



79%

JUNIOR MEMBERSHIP  
RETENTION