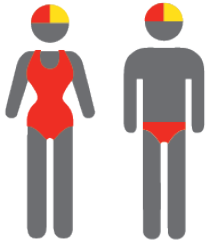


MEMBERSHIP STATISTICS REPORT 2020/2021



83

ACTIVE MEMBERSHIP



9% Decrease



327

TOTAL MEMBERSHIP



5% Decrease



119

JUNIOR MEMBERSHIP



2% 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.

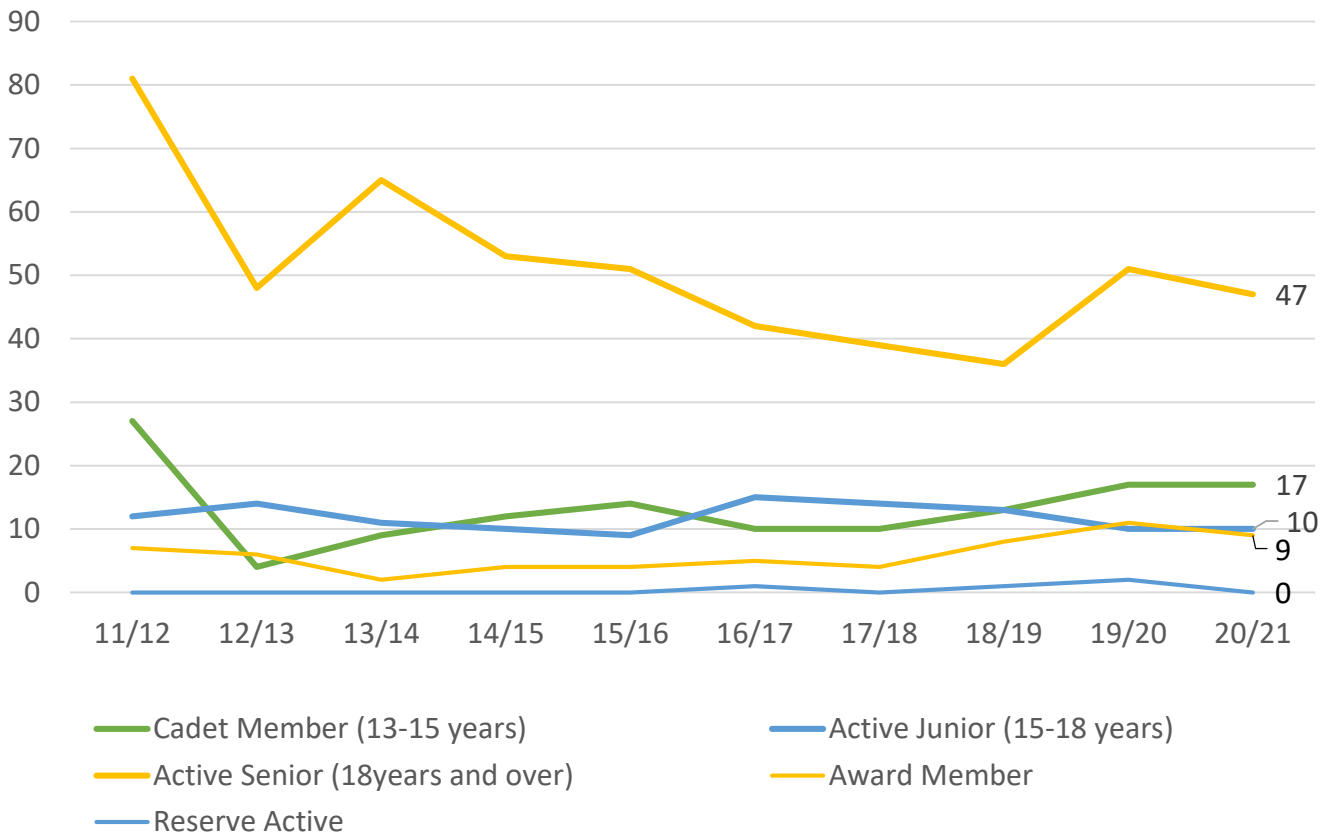
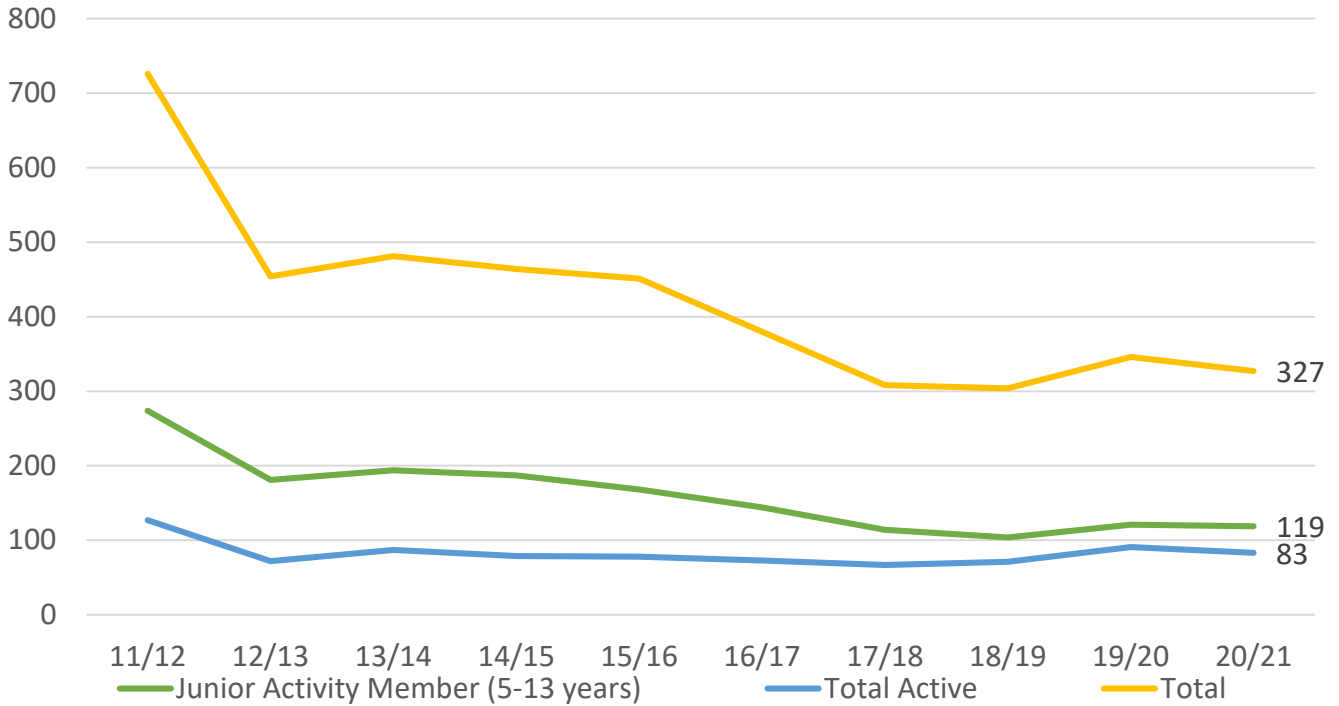
TOTAL MEMBERSHIP

MEMBERSHIP 2011-2021

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Probationary	45	25	19	9	0	0	5	5	0	5
Junior Activity Member (5-13 years)	274	181	194	187	168	144	114	104	121	119
Cadet Member (13-15 years)	27	4	9	12	14	10	10	13	17	17
Active Junior (15-18 years)	12	14	11	10	9	15	14	13	10	10
Active Senior (18years and over)	81	48	65	53	51	42	39	36	51	47
Award Member	7	6	2	4	4	5	4	8	11	9
Reserve Active	0	0	0	0	0	1	0	1	2	0
Long Service	13	8	11	11	9	7	5	3	5	4
Past Active	9	6	3	4	0	0	0	0	0	1
Associate	247	153	156	163	181	143	105	110	118	109
Life Member	9	8	10	10	9	9	9	10	10	5
General	0	1	0	0	0	0	0	0	0	0
Honorary	2	0	0	0	1	1	1	0	1	1
Non Member Participants	0	0	0	1	1	1	1	1	0	0
Leave / Restricted	0	0	1	0	4	2	1	0	0	0
Total Active	127	72	87	79	78	73	67	71	91	83
Total	726	454	481	464	451	380	308	304	346	327

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Under 6	45	29	24	27	19	12	8	11	16	12
Under 7	39	20	24	29	26	13	12	12	14	12
Under 8	42	36	27	23	35	28	14	11	14	13
Under 9	39	36	29	28	14	23	20	17	14	12
Under 10	29	22	27	27	21	14	19	14	18	15
Under 11	25	24	21	16	14	16	11	12	17	12
Under 12	26	21	19	16	18	16	13	17	11	11
Under 13	24	6	12	16	13	14	12	9	14	15
Under 14	5	10	11	6	8	8	5	1	3	17
Junior Activities Total	274	204	194	188	168	144	114	104	121	119

TREND ANALYSIS



MEMBERSHIP RETENTION



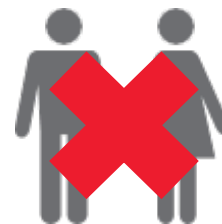
124

BRAND NEW MEMBERS



59%

MEMBERSHIP RETENTION



128

MEMBERS LOST FROM THE ORGANISATION

Rainbow Bay SLSC 2020/21														
	2019/20 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		2020/21 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0			0		0		5		0		5	
Junior Activities	121	64	53%		8	7%	49	40%	55	45%	0	0%	119	-2%
Cadet Member (13-15 years)	17	13	76%		0	0%	4	24%	4	24%	0	0%	17	0%
Active (15-18 yrs)	10	10	100%		0	0%	0	0%	0	0%	0	0%	10	0%
Active (18yrs and over)	51	44	86%	1	2	4%	5	10%	4	8%	0	0%	47	-8%
Award Member	11	8	73%	1	0	0%	3	27%	2	18%	0	0%	9	-18%
Reserve Active	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Long Service	5	4	80%		0	0%	1	20%	0	0%	0	0%	4	-20%
Past Active	0	0			0		0		0		0		1	
Associate	118	53	45%		4	3%	61	52%	53	45%	0	0%	109	-8%
Life Member	10	5	50%		0	0%	5	50%	0	0%	0	0%	5	-50%
General	0	0			0		0		0		0		0	
Honorary	1	0	0%		1	100%	0	0%	1	100%	0	0%	1	0%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	0	0			0		0		0		0		0	
Total Active	91	77	85%		2	2%	12	13%	10	11%	0		83	-9%
Total	346	203	59%		15	4%	128	37%	124	36%	0		327	-5%

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

MEMBERSHIP RETENTION

Rainbow Bay SLSC 2020/21								
Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	16	13	81%	3	19%	3	19%	11
16-18 Years	13	11	85%	2	15%	1	8%	15
19-25 Years	8	8	100%	0	0%	2	25%	12
26-35 Years	7	6	86%	1	14%	0	0%	5
36-50 Years	33	26	79%	5	15%	4	12%	27
51-70 Years	13	12	92%	1	8%	0	0%	12
70+ Years	1	1	100%	0	0%	0	0%	1
Total	91	77	85%	12	13%	10	11%	83

Rainbow Bay SLSC 2020/21								
Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	16					12		12
Under 7	14	7	44%	7	44%	4	25%	12
Under 8	14	6	43%	6	43%	8	57%	13
Under 9	14	10	71%	3	21%	2	14%	12
Under 10	18	8	57%	6	43%	7	50%	15
Under 11	17	7	39%	9	50%	5	28%	12
Under 12	11	7	41%	10	59%	4	24%	11
Under 13	14	9	82%	2	18%	6	55%	15
Under 14	3	10	71%	3	21%	7	50%	17
Transitioned From JA		0	0%					

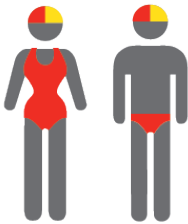
MEMBERSHIP RETENTION

2018/19



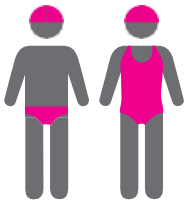
57%

TOTAL MEMBERSHIP
RETENTION



72%

ACTIVE MEMBERSHIP
RETENTION



53%

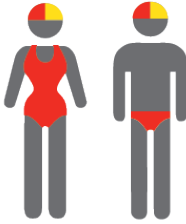
JUNIOR MEMBERSHIP
RETENTION

2019/20



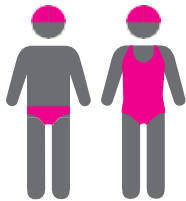
59%

TOTAL MEMBERSHIP
RETENTION



89%

ACTIVE MEMBERSHIP
RETENTION



46%

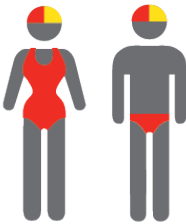
JUNIOR MEMBERSHIP
RETENTION

2020/21



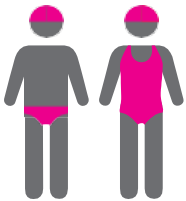
59%

TOTAL MEMBERSHIP
RETENTION



85%

ACTIVE MEMBERSHIP
RETENTION



53%

JUNIOR MEMBERSHIP
RETENTION