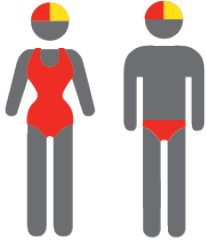


# RAINBOW BEACH

## MEMBERSHIP STATISTICS REPORT 2020/2021



79

ACTIVE MEMBERSHIP



3% Increase



261

TOTAL MEMBERSHIP



8% Increase



84

JUNIOR MEMBERSHIP



20% 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 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

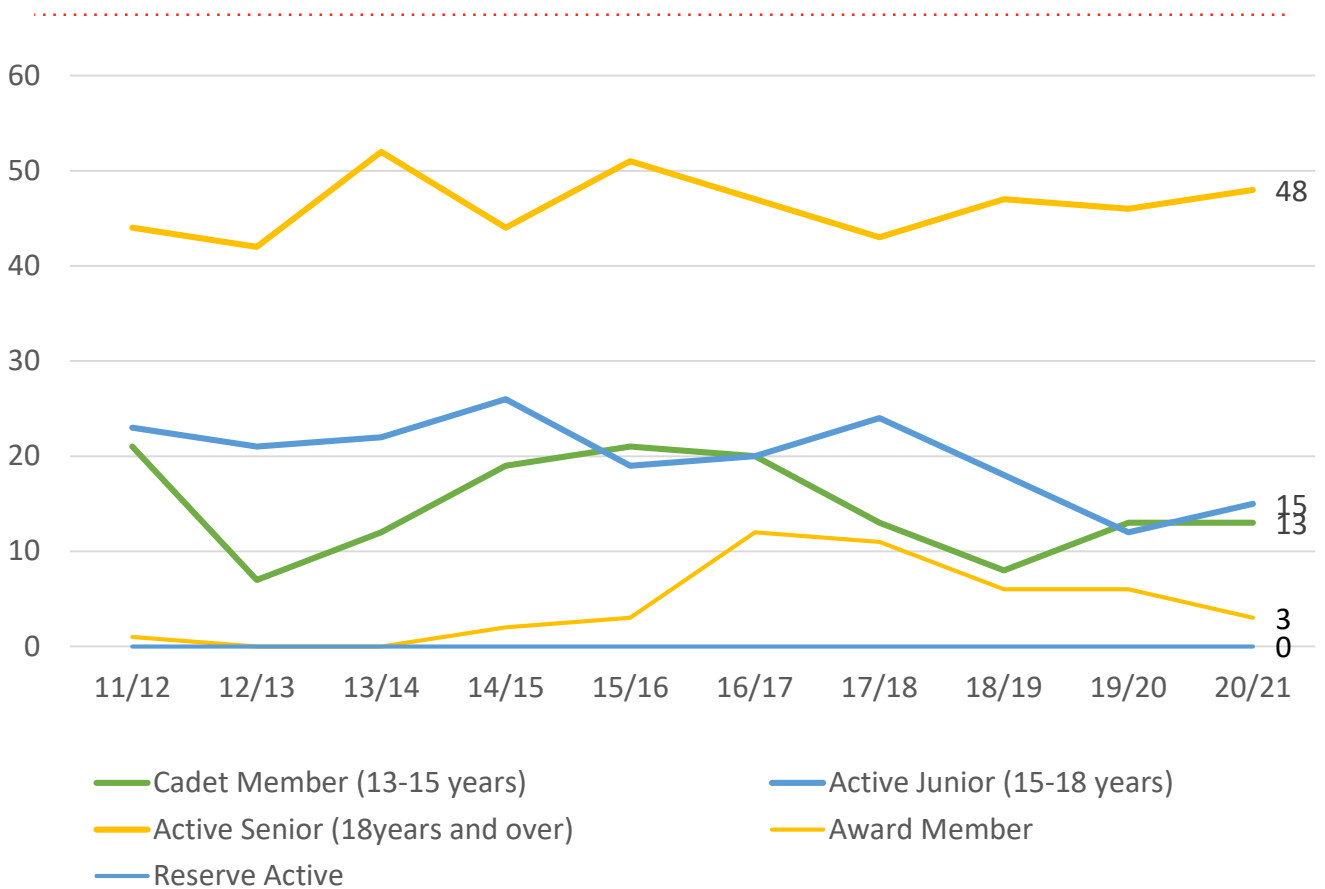
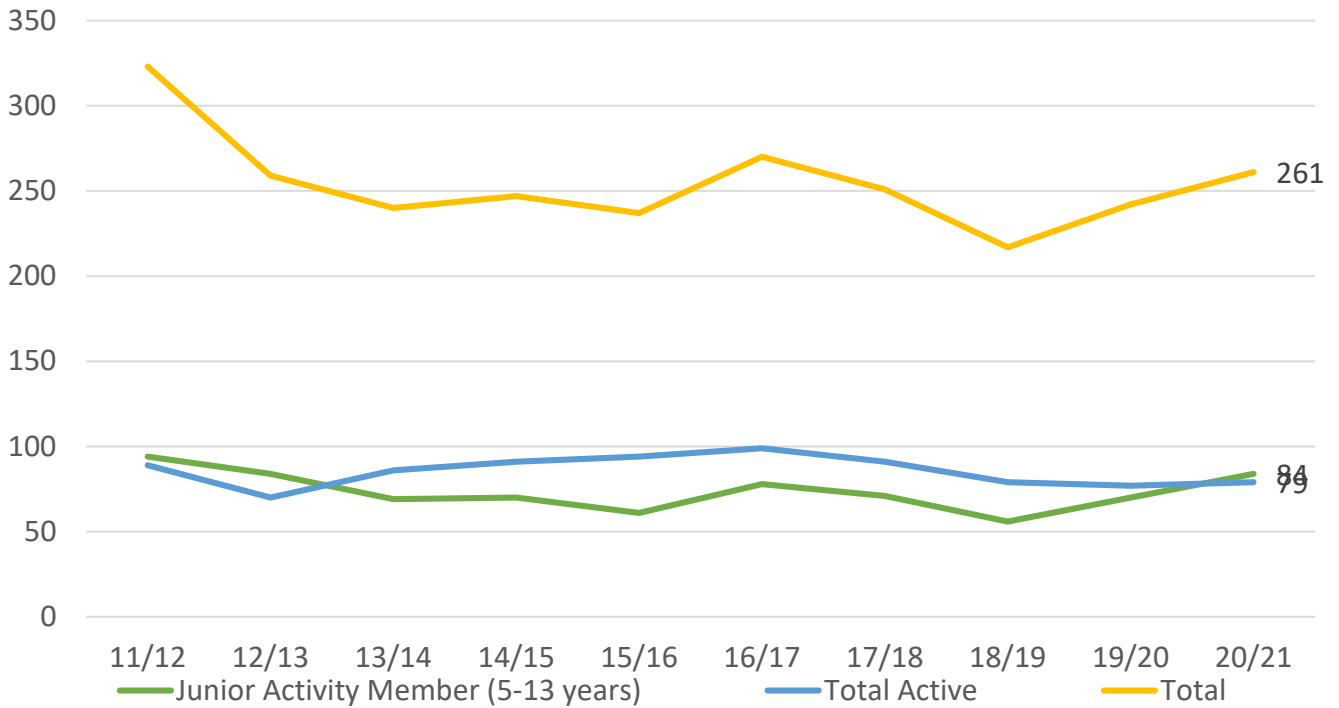
## MEMBERSHIP 2011-2021

	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	5	0	0	6	0	0	0	1	1	2
Junior Activity Member (5-13 years)	94	84	69	70	61	78	71	56	70	84
Cadet Member (13-15 years)	21	7	12	19	21	20	13	8	13	13
Active Junior (15-18 years)	23	21	22	26	19	20	24	18	12	15
Active Senior (18years and over)	44	42	52	44	51	47	43	47	46	48
Award Member	1	0	0	2	3	12	11	6	6	3
Reserve Active	0	0	0	0	0	0	0	0	0	0
Long Service	0	0	1	3	3	3	3	2	3	2
Past Active	6	7	4	0	0	0	0	0	0	0
Associate	118	83	67	65	65	76	69	66	79	82
Life Member	11	11	12	12	12	13	13	12	12	12
General	0	0	0	0	0	0	0	0	0	0
Honorary	0	0	0	0	1	0	0	0	0	0
Non Member Participants	0	4	1	0	0	0	3	1	0	0
Leave / Restricted	0	0	0	0	1	1	1	0	0	0
Total Active	89	70	86	91	94	99	91	79	77	79
Total	323	259	240	247	237	270	251	217	242	261

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	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	12	8	8	7	5	5	8	4	8	5
Under 7	20	13	8	6	6	6	7	7	4	11
Under 8	14	9	10	11	4	16	5	8	5	10
Under 9	14	14	11	10	10	6	15	7	14	8
Under 10	9	6	8	11	9	10	7	5	8	18
Under 11	9	9	7	6	13	7	9	6	9	9
Under 12	7	13	9	9	5	12	7	4	7	10
Under 13	7	9	8	7	6	7	9	6	6	9
Under 14	2	7	5	3	3	8	4	9	9	4
Junior Activities Total	94	88	74	70	61	77	71	56	70	84

# TREND ANALYSIS



# MEMBERSHIP RETENTION



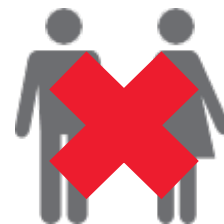
99

BRAND NEW MEMBERS



67%

MEMBERSHIP RETENTION



79

MEMBERS LOST FROM THE ORGANISATION

Rainbow Beach 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	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	100%
Junior Activities	70	43	61%	6	0	0%	27	39%	47	67%	0	0%	84	20%
Cadet Member (13-15 years)	13	9	69%		0	0%	4	31%	2	15%	0	0%	13	0%
Active (15-18 yrs)	12	9	75%		0	0%	3	25%	2	17%	0	0%	15	25%
Active (18yrs and over)	46	33	72%		0	0%	13	28%	12	26%	0	0%	48	4%
Award Member	6	4	67%	2	0	0%	2	33%	1	17%	0	0%	3	-50%
Reserve Active	0	0			0		0		0		0		0	
Long Service	3	2	67%		1	33%	0	0%	0	0%	0	0%	2	-33%
Past Active	0	0			0		0		0		0		0	
Associate	79	50	63%	2	0	0%	29	37%	34	43%	0	0%	82	4%
Life Member	12	11	92%		0	0%	1	8%	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	0	0			0		0		0		0		0	
Total Active	77	55	71%		0	0%	22	29%	17	22%	0		79	3%
Total	242	162	67%		1	0%	79	33%	99	41%	0		261	8%

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

# MEMBERSHIP RETENTION

## Rainbow Beach SLSC 2020/21

Active Members	2019/20	Retained		Left SLS		Recruited		2020/21
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	14	10	71%	4	29%	1	7%	11
16-18 Years	11	8	73%	3	27%	3	27%	16
19-25 Years	17	12	71%	5	29%	4	24%	17
26-35 Years	12	10	83%	2	17%	3	25%	13
36-50 Years	13	8	62%	5	38%	3	23%	9
51-70 Years	10	7	70%	3	30%	3	30%	13
70+ Years	0	0		0		0		0
<b>Total</b>	77	55	71%	22	29%	17	22%	79

## Rainbow Beach SLSC 2020/21

Age Group	2019/20	Retained		Left SLS		Recruited		2020/21
Under 6	8					5		5
Under 7	4	5	63%	3	38%	6	75%	11
Under 8	5	4	100%	0	0%	6	150%	10
Under 9	14	2	40%	3	60%	6	120%	8
Under 10	8	11	79%	3	21%	7	50%	18
Under 11	9	5	63%	3	38%	4	50%	9
Under 12	7	4	44%	5	56%	6	67%	10
Under 13	6	4	57%	3	43%	5	71%	9
Under 14	9	4	67%	2	33%	2	33%	4
Transitioned From JA		4	44%					

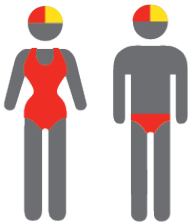
# MEMBERSHIP RETENTION

2018/19



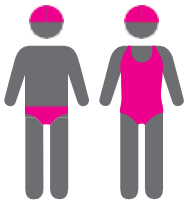
66%

TOTAL MEMBERSHIP  
RETENTION



84%

ACTIVE MEMBERSHIP  
RETENTION



51%

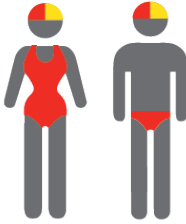
JUNIOR MEMBERSHIP  
RETENTION

2019/20



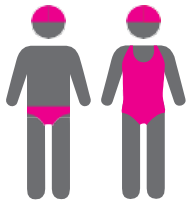
65%

TOTAL MEMBERSHIP  
RETENTION



73%

ACTIVE MEMBERSHIP  
RETENTION



59%

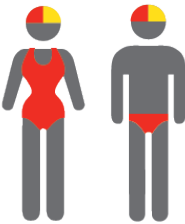
JUNIOR MEMBERSHIP  
RETENTION

2020/21



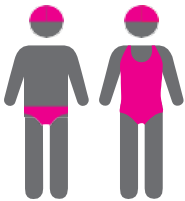
67%

TOTAL MEMBERSHIP  
RETENTION



71%

ACTIVE MEMBERSHIP  
RETENTION



61%

JUNIOR MEMBERSHIP  
RETENTION