

2021 Mid-year meeting membership update

1. Membership numbers

Table 1 shows that membership remains strong, largely due to the high registrations at the CAUTHE 2021 conference online. It is further impacted by bringing all membership payments into an annual cycle 1-Oct to 30-Sep, largely to facilitate management of claims of the member discount for conference. Current members who expire(d) between 16-Feb-2021 to 30-Sep-2021 were extended until 30-Sep-2021.

There was a significant (21%) increase in the total Individual membership since the 2020 Mid-year meeting. This increase was largely due to 57% increase in Student membership from 56 to 98 members.

Chapter membership continues to stay strong with 33 members, with the loss of one member, Charles Sturt University, in 2020). Affiliate membership increased by one to six members, with Southern Cross Institute joining in 2020, with existing Affiliates, Crown College International, Nankai University, STR Global, THE-ICE and Tourism Research Australia.

Table 1: CAUTHE members (as of 16 July 2021)

Membership	Year											
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Individual												
Associate	151	141	177	148	136	94	137	157	111	153	159	162
Student	20	45	45	44	39	39	50	59	60	65	56	98
TOTAL	171	186	222	192	175	133	187	216	170	218	215	260
% change	57%	12%	3%	-14%	-9%	-24%	41%	16%	-21%	28%	-1%	21%
Chapter	22	26	26	26	26	30	30	34	33	34	34	33
Affiliate	4	4	3	5	5	4	5	3	5	5	5	6

2. International members

The percentage of international members also increased as shown in Table 2. The proportion of the total international membership outside Australia and New Zealand was 26%, with the majority of members from the China/Hong Kong and Japan. The impact of the time zones for the online conference is evident, with an increase in members from Malaysia and Japan, and a significant decrease in the number of members from the United Kingdom. There was also an increase in the number of unique countries.

Table 2: International members (as of 16 July 2021)

Country	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Australia	159	187	177	154	140	109	128	126	125	153	134	172
New Zealand	8	8	18	32	14	11	20	35	22	25	37	20
China/HK	6	2	3	3	2	2	4	13	3	7	6	16
Japan	1	1	1	1	2	2	4	6	5	5	5	13
Italy	0	0	0	0	0	0	0	0	0	3	1	6
Malaysia	0	0	1	0	0	0	0	0	0	1	1	6
United Kingdom	8	7	8	6	9	2	11	13	8	12	6	5
USA	2	1	1	0	0	1	0	2	0	0	0	3
Germany	2	1	1	0	0	1	3	0	0	2	4	2
Other (1 each)	6	9	12	5	5	3	10	12	5	9	15	17
TOTAL	23	21	27	17	21	13	39	55	24	40	38	68
% of total	12%	10%	12%	8%	12%	10%	21%	25%	14%	18%	18%	26%

3. Social media

CAUTHE's presence on various social media websites includes three Facebook pages, three LinkedIn groups, Twitter, Instagram and Flickr. CAUTHE promotes reasonable and responsible use of social media via the [CAUTHE social media policy](#) (updated in Nov-20) which outlines the key principles of the Code of conduct and guidelines for use.

The Social Media awards at the annual conference for engagement including participation in online discussions, numbers of posts and comments and the best conference photo, continue to attract attention and help increase the profile of the Association.

Table 3: Social media presence (as of 16 July 2021)

Media	Created	2013	2014	2015	2016	2017	2018	2019	2020	2021
Facebook										
▪ CAUTHE	Nov-12	98	158	308	392	548	639	777	882	984
▪ Critical Approaches	Feb-19	--	--	--	--	--	--	24	65	69
▪ Event Studies	May-12	27	26	29	32	35	38	38	37	42
LinkedIn										
▪ CAUTHE	Jun-12	33	42	61	161	204	225	233	249	350
▪ Risk, Crisis & Recovery Mgt	May-12	--	--	39	40	39	38	39	68	74
▪ Teaching & Learning	May-12	15	18	36	44	55	58	57	58	65
Twitter @cauthe1										
▪ Followers	Feb-13	3	32	38	53	129	213	328	428	595
Flickr										
▪ Views	Feb-11	16,466	33,365	43,678	52,029	66,085	75,773	85,551	88,032	89,664
▪ Photos		1,249	1,544	1,862	1,966	2,134	2,647	2,920	3,311	3,316
Instagram										
▪ Followers	Oct-16	--	--	--	--	1	4	16	19	35

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