

2023 Mid-year meeting membership update

1. Membership numbers

Table 1 shows that individual membership dropped by 29% to 194 members since the 2022 Mid-year meeting. Student membership makes up 27% (down from 36% in 2022) of the total individual membership. An error in the set-up of the CAUTHE 2023 conference registration system which allowed non-current members to renew at the member rate contributed to the loss of membership.

Chapter membership has increased back to 34 members, with two new members Southern Cross Institute and the University of Canterbury. Affiliate membership remained constant with two new members, The Hotel School Australia and Lead Institute of Higher Education joining Nankai University, Southern Cross Institute, THE-ICE and Tourism Research Australia. No longer members are Crown College International and STR Global.

Table 1: CAUTHE members (as of 21 July 2023)

Membership	Year											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Individual												
TOTAL	222	192	175	133	187	216	170	218	215	260	273	193
Associate	177	148	136	94	137	157	111	153	159	162	174	141
Student	45	44	39	39	50	59	60	65	56	98	99	52
% change	3%	-14%	-9%	-24%	41%	16%	-21%	28%	-1%	21%	5%	-29%
Chapter	26	26	26	30	30	34	33	34	34	33	32	34
Affiliate	3	5	5	4	5	3	5	5	5	6	6	6

2. International members

The percentage of international members decreased as shown in Table 2. The proportion of the total international membership outside Australia and New Zealand was 16% (down from 19% in 2022), with the majority of international members from the United Kingdom Japan and China/Hong Kong.

Table 2: International members (as of 21 July 2023)

Country	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Australia	154	140	109	128	126	125	153	134	172	194	145
New Zealand	32	14	11	20	35	22	25	37	20	26	17
United Kingdom	6	9	2	11	13	8	12	6	5	8	7
Japan	1	2	2	4	6	5	5	5	13	12	5
China/HK	3	2	2	4	13	3	7	6	16	10	4
Germany	0	0	1	3	0	0	2	4	2	2	2
South Korea	0	0	0	0	1	0	0	0	0	0	2
The Netherlands	0	1	0	0	2	1	1	2	1	2	2
Other (1 each)	5	5	3	10	12	5	9	15	17	7	9
TOTAL	17	21	13	39	55	24	40	38	68	53	31
% of total	8%	12%	10%	21%	25%	14%	18%	18%	26%	19%	16%

3. Social media

CAUTHE's presence on various social media websites continues to grow, with four Facebook pages, four LinkedIn groups, Twitter, Flickr, Instagram and a YouTube channel. A new Workforce & Employment SIG LinkedIn page was established in June 2023 and already attracted 31 members.

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

Table 3: Social media presence (as of 21 July 2023)

Media	Created	2015	2016	2017	2018	2019	2020	2021	2022	2023
Facebook										
CAUTHE	Nov-12	308	392	548	639	777	882	984	1,148	1,317
Critical Approaches	Feb-19	--	--	--	--	24	65	69	72	87
Event Studies	May-12	29	32	35	38	38	37	42	50	53
Student members	May-22	--	--	--	--	--	--	--	67	83
LinkedIn										
CAUTHE	Jun-12	61	161	204	225	233	249	350	379	521
Risk, Recovery & Resilience	May-12	39	40	39	38	39	68	74	82	83
Teaching & Learning	May-12	36	44	55	58	57	58	65	66	65
Workforce & Employment	Jun-23	--	--	--	--	--	--	--	--	31
Flickr										
▪ Views	Feb-11	43,678	52,029	66,085	75,773	85,551	88,032	89,664	95,344	99,031
▪ Photos		1,862	1,966	2,134	2,647	2,920	3,311	3,316	3,409	3,593
Instagram	Oct-16	--	--	1	4	16	19	35	77	85
Twitter	Feb-13	38	53	129	213	328	428	595	738	810
YouTube	Nov-20	--	--	--	--	--	--	4	32	58

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21 July 2023