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# Association of Massage Therapists

## Annual Report 06/07



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# President's Report

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In a year that has seen the worst Australian drought in living memory, our politicians sit on their hands and pay lip service to the idea of finding solutions to the issue of climate change. On a much smaller scale, the AMT Board has been faced with some searching questions of their own:

- What has been going on in our Association since the last AGM?
- What actions have we taken to benefit our members?
- Have we done enough to ensure the longevity and viability of AMT?

Well, I can assure you that the Board of Directors and Head Office staff have not been sitting on their hands and hoping for the best! We've been tackling the problems that had started to settle into the fabric of our organisation.

By the time you read this, the Board would have held more than 15 meetings throughout the year, either via teleconference or face to face. Issues ranged from improving local membership structure and participation; local area training and workshops, recruitment of new members; continued lobbying of Health Funds and Insurance Companies; to the Annual Conference and Massage Therapy Awareness Week (MTAW).

We are justly proud of the promotional material that was produced for MTAW this year. Our evidence-based campaign aimed at raising awareness within the GP community of the efficacy of Massage Therapy for the treatment of specific conditions. We believe that building strong links with the primary care system is the next big goal for our industry, as our professional industry profile continues to grow. Public awareness of the benefits of massage therapy is at an all-time high.

The makeup of the Board of Directors has changed slightly since the last AGM. We are leaner and meaner, with the resignation of four directors due to other commitments and the addition of one new director. We welcome Derek Zorzit to the team. We also have two terrific staff members in Head Office who have made the operational side of AMT their own - thank you to our Administration Officer, Katie Snell, and our new Executive Officer, Linda Hunter, for providing such a strong platform for the Board.

A new sub-branch has been formed in Sydney South, while the Illawarra and Blue Mountains branches have re-formed and are now providing healthy support for local AMT members.



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AMT's membership has increased by an average of 15% throughout the year, with our current membership standing at 1,222. Recruitment presentations to massage therapy colleges, free student membership and an open, informative and innovative website have all helped to promote our Association as the preferred option for serious, professional therapists.

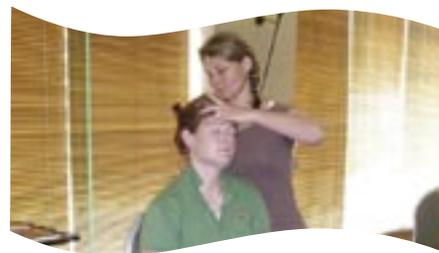
On the more challenging side, we have been called upon to give expert witness statements in two cases of sexual harassment, one of which is still pending and the other (sadly, involving an AMT member) resulting in a conviction. The member in question has been expelled. We've also dealt with one complaint of professional negligence, one of misconduct and one of insurance fraud.

The AMT Board is currently in the process of formulating a 3-year strategic plan to enhance the professional standing of Massage Therapists. This will involve the establishment of a National Code of Conduct and Code of Practice, as well as a quality assurance and accreditation process to deliver to the Council of Australian Governments (CoAG). Obviously, this is a substantial project that will involve a great deal of research and policy development but will result in an enhanced regulatory environment for Australian therapists to operate within.

The Board looks forward to taking our membership along for the ride.



Alan Ford



# Secretary / Treasurer's Report

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The past year was somewhat of a make or break time for AMT. The most pressing issue that the new Board had to deal with was obviously the organisation's rather precarious financial position. The new directorship inherited a whopping operating deficit of \$52,000 from the 05/06 financial year. Without a dramatic reversal of this trend, our rapidly dwindling reserves would have resulted in AMT facing the grim reality of shutting down operations around March.

However, with a combination of sensible management and consolidation of Head Office staff, the Board succeeded in reversing the trend and coaxing AMT back into operating profit for the first time in 4 years. Our financial fortunes reversed with a \$65,000 turnaround in our performance relative to last year.

At the same time, the Board also committed to making the Association more service-oriented. A second phone line into Head Office allowed for greater responsiveness to member enquiries and there was a sharp decrease in the turnaround time for paperwork.

Strategically, the Board has worked very hard to re-establish AMT as an industry leader. Our key achievements for the past year include the following:

## ADVOCACY

- Successfully re-negotiated our provider agreement with Medibank Private to include recognition of Senior Level One members of AMT.
- Successfully lobbied NIB to recognise graduates of the HLT50301 Diploma of Traditional Chinese Medicine Remedial Massage for rebates.
- Successfully re-negotiated our provider agreement with MBF. We are one of the few associations that can still directly endorse eligible members for provider status with this fund. Most other organisations require their members to apply directly to MBF.
- Successfully applied to HBF, a large West Australian health fund, to recognise our members for provider status.
- Made representations to MBF on behalf of graduates of Advanced Diploma of Remedial Massage courses. This negotiation is ongoing.
- Made a formal submission to the Department of Veterans' Affairs to recognise Remedial Massage therapy as part of their suite of ancillary health benefits. This negotiation is ongoing but we anticipate a positive result.



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## PROFESSIONALISM

- Hosted a research conference in October 2006 that attracted substantial international interest and forged a relationship with the Massage Therapy Foundation in the US.
- Held meetings with our sister organisations (ATMS, AAMT, ARM) to assess ways of working more co-operatively to improve our industry and the standing of the profession and to discuss the establishment of a peak body.
- Ran local members days to improve access to quality continuing education opportunities for our members.

## PROMOTION OF MEMBERS

- Massage Therapy Awareness Week focused on building links with primary health care professionals. Our promotional kit featured a series of evidence-based articles targeted at raising awareness of the benefits of Massage Therapy to General Practitioners.
- Advertised in various local editions of the Yellow Pages
- Trialed a sponsored link in Google to promote the Find a Therapist section of the AMT website.

## OPERATIONAL

- Consolidated staffing of Head Office. AMT now employs two permanent, full-time staff. The many part-time roles have been absorbed.
- Stabilised the staffing situation. Staff turnover has been dramatically curbed by creating a more supportive environment for staff to operate in and by attracting better quality staff via more realistic market wages.

## FINANCIAL

- Achieved a \$65000 turnaround in our financial position
- Achieved an operating profit of \$12 725.
- Moved AMT into operating profit for the first time in 4 years.
- Stabilised our financial position



Rebecca Barnett



# Operating Statement

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for the Financial Year Ended 30 June 2007

	<b>2007</b>	<b>2006</b>
	<b>\$</b>	<b>\$</b>
Revenue from ordinary activities	296,954	220,636
Wages, contractors & superannuation	(98,229)	(85,391)
Depreciation and amortisation expenses	(3,846)	(2,799)
Other expenses from ordinary activities	(182,154)	(183,096)
Profit (loss) from ordinary activities before income tax	12,725	(50,650)
Income tax expense relating to ordinary activities	-	(1,714)
Net profit (loss) attributable to members of the Association	12,725	(52,364)
Retained Surpluses at the beginning of the financial year	44,154	96,518
Retained Surpluses at the end of the financial year	<b><u>56,879</u></b>	<b><u>44,154</u></b>

# Balance Sheet

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as at 30 June 2007

	2007	2006
	\$	\$
<b>CURRENT ASSETS</b>		
<b>Cash Assets</b>	<b>77,039</b>	<b>68,344</b>
Receivables	13,030	1,992
Inventories	3,595	4,647
Other	0	445
<b>TOTAL CURRENT ASSETS</b>	<b><u>93,664</u></b>	<b><u>75,428</u></b>
<b>NON-CURRENT ASSETS</b>		
Plant and Equipment	3,784	7,270
<b>TOTAL NON-CURRENT ASSETS</b>	<b><u>3,784</u></b>	<b><u>7,270</u></b>
<b>TOTAL ASSETS</b>	<b><u>97,448</u></b>	<b><u>82,698</u></b>
<b>CURRENT LIABILITIES</b>		
Payables	711	1,559
PAYG + GST liabilities	8,576	6,185
Provisions	26,112	30,343
<b>TOTAL CURRENT LIABILITIES</b>	<b><u>35,399</u></b>	<b><u>38,087</u></b>
<b>NON CURRENT LIABILITIES</b>		
Provisions	5,170	457
<b>TOTAL NON CURRENT LIABILITIES</b>	<b><u>5,170</u></b>	<b><u>457</u></b>
<b>TOTAL LIABILITIES</b>	<b><u>40,569</u></b>	<b><u>38,544</u></b>
<b>NET ASSETS</b>	<b><u>56,879</u></b>	<b><u>44,154</u></b>
<b>MEMBERS' FUNDS</b>		
Retained surpluses b/f	44,154	96,518
Annual Result c/f	12,725	(52,364)
<b>TOTAL MEMBERS' FUNDS</b>	<b><u>56,879</u></b>	<b><u>44,154</u></b>

# Statement of Changes in Equity

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for the Financial Year Ended 30 June 2007

	<b>Retained Surplus</b> \$	<b>Total</b> \$
Balance at the beginning of the financial year	<b><u>44,154</u></b>	<b><u>44,154</u></b>
Operating surplus (loss)	12,725	12,725
Balance at the end of the financial year	<b><u>56,879</u></b>	<b><u>56,879</u></b>

## Operating Profit or Loss

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The operating profit or loss before income tax includes the following items of revenue and expense:

	<b>2007</b>	<b>2006</b>
<b>REVENUE</b>		
Membership Fees	176,580	130,374
Conference Fees	73,599	59,565
Advertising Income	18,639	8,370
Workshops	10,245	2,452
Merchandise Sales	6,796	7,888
Interest Income	1,247	2,562
Other Income	<u>9,848</u>	<u>9,425</u>
	<b><u>296,954</u></b>	<b><u>220,636</u></b>
<b>EXPENSES</b>		
Conference Fees	68,266	60,009
Advertising Expenses	10,936	16,161
Audit Fees	2,763	-
Depreciation	3,486	2,799
Raw Materials and Consumables used	6,952	7,039
Rent	11,262	11,263
Insurance	5,506	5,269
Newsletter Costs	14,314	19,082
Bad Debts	120	-
All other expenses	<u>160,345</u>	<u>149,663</u>
	<b><u>283,950</u></b>	<b><u>271,285</u></b>

## The Board

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ALAN FORD  
President



REBECCA BARNETT  
Secretary/Treasurer



STEVE VADLA  
Vice-President



CLAUDIA IACOVELLA  
Director



KERYN ROSE  
Director



COLIN ROSSIE  
Director

# Regional Representatives

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