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# Association of Massage Therapists

## 2010 Annual Report



*in good hands*

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## Governance

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AMT is governed by a Board of Directors, nominated and elected by the membership. Under the terms of the AMT constitution, there is no fixed period for directorships.

AMT Directors are bound by the AMT Constitution and the Board Code of Conduct. The position of Director is voluntary and unpaid with the exception of the Company Secretary who is remunerated on a part-time basis.

AMT currently employs two full-time staff.

As a not-for-profit company, AMT is subject to the legal requirements of the Corporations Act (2001). The Association undergoes an annual company audit and must report to the Australian Securities and Investments Commission.

There are currently 5 committees performing specialised functions within AMT's governance structure: Discipline, Finance, Education & Research, Ethics, and Strategic Planning & Marketing. The operation of these committees is governed by specific Terms of Reference, which are included at the end of this document.

AMT's regional branches are managed by their own local Executive consisting of a Chairperson, Secretary and Treasurer.

The AMT Constitution is reviewed and updated on an ongoing basis. Changes to the constitution must be passed by Special Resolution at a General Meeting of the membership. Such changes require a 75% majority vote.



# President's Report

by Tamsin Rossiter

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AMT's 2011 Annual General Meeting in Melbourne was a significant milestone in the evolution of the association. As our first standalone AGM outside NSW, the choice of location reflects AMT's continuing national growth and our commitment to supporting the work of our active regional branches.

Prior to the commencement of the AGM, we had another watershed moment with the first public "outing" of the consultation draft of the AMT Code of Practice. Those present had the opportunity to preview this significant document and provide early feedback. If the lively dialogue that ensued is any indication of the degree of member engagement we can anticipate, then the consultation process we have begun should help to focus, refine and improve the Code into a fitting document to set the tone and standard for the practice of massage therapy in Australia.

Our intention is for the standards to be adopted by Registered Training Organisations, disciplinary bodies and practitioners. The Code will be also be used in our consultations with Government regarding the development of appropriate regulatory models for unregistered health care practitioners including massage therapists. In fact, we have already made inroads in this direction with our submission to the Australian Health Ministers Advisory Council (AHMAC). The consultation draft of the Code of Practice was included in AMT's submission as a potential foundation for enhanced regulation of the massage therapy profession.

We are looking forward to continued dialogue with AHMAC in regard to both practitioner and public safety issues arising from the provision of health services by massage therapists.

The launch of the Community Services and Health Industry Skills Council (CSHISC) 2011 Environmental Scan provided another bright spot in the evolution of massage therapy as a mainstream health intervention. The CSHISC e-scan clearly recognises the increased acceptance and use of Remedial Massage. To quote the e-scan findings:

"Between 2003 and 2008, the number of complementary therapists in Australia grew by 61 percent to 23,400. Many complementary health services are covered by private health insurance, and 693,000 rebates were paid in 2008. This is about one-quarter to one-third the number of rebates paid for mainstream services such as physiotherapy and optical services. Relevant complementary health practitioners see training package qualifications as core to their professional identity, client safety and quality, and client and health fund confidence. Demand for remedial massage therapy is expanding and is often located within allied health practices. The aging of the population is one factor driving this expansion, as it is in other areas, and services are increasingly sought for preventative and rehabilitation purposes rather than for relaxation. The remedial massage therapy sector is exploring the development of a scope of practice to enhance quality and consistency of services."



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Colin Rossie and Rebecca Barnett attended the official launch of the e-scan at parliament house in Canberra. Also present was the Minister for Mental Health and Aging, Mark Butler, and three other federal politicians, along with key stakeholders and government departments involved in the community services and health arena. It is both exciting and satisfying to have remedial massage acknowledged amongst such high profile stakeholders in the health and aging sector.

I am looking forward to another twelve months of groundbreaking work with AMT. I would like to thank AMT for providing me with the opportunity to represent the association in the role of president. I have greatly valued holding the position for the past 2 years. It has been a time of transition for both the organisation and the industry, as the professionalisation of massage therapy continues apace.

For me personally it has also been a humbling experience as I thank and acknowledge all the exceptional practitioners out there who advocate massage and work within a strict ethical framework. You make my job easier as you are the practitioners who set the benchmark for excellence in massage therapy.

I would also like to thank all the volunteers who assist AMT in maintaining its high standards.

- To all the regional representatives who work tirelessly to assist massage therapists within their regions - you do a sensational and invaluable job.
- To the Board of Directors who commit ridiculously large amounts of time and effort assisting with the ethical and transparent running of AMT.
- To Rebecca Barnett, our living legend. Beck is undoubtedly the most knowledgeable asset to the massage profession nationally. AMT would not be where it is today without her.
- To Linda and Katie, our brilliant office staff, for their continued dedication to AMT, the profession and all members who welcome their helpful advice and support on the other end of the telephone.
- To Alan Ford, our past president and Director who recently stepped down from the AMT Board. Alan has provided AMT with continued support for many years and is a highly respected massage therapist and presenter. We wish Alan all the best as he reclaims some of his recreational time and we look forward to welcoming him back on the Board any time soon!



Tamsin Rossiter



# Secretary / Treasurer's Report

by Rebecca Barnett

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I am pleased to report that AMT has continued to prosper and grow since our 2010 Annual General Meeting.

We have achieved membership growth of 8.6% and now have over 1500 members for the first time since inception. This result extends an unbroken run of membership growth for the past 5 years.

As a consequence of this steady membership growth and careful fiscal management, our financial position remains robust with a modest operating profit of \$7,764.00 for the 2010 reporting cycle. It is pleasing that AMT has continued to build on its operating reserves in the context of substantial and necessary outlays in plant and equipment, including a major upgrade of IT hardware in early 2010. Member equity now stands at \$123,906.

The Board's primary focus during 2010 was the formulation of Standards of Practice for the massage therapy profession. We were very pleased to be able to release the consultation draft of these Standards at the 2011 Annual General Meeting. The Board's aim in setting down these standards is to provide a formal framework for the safe and ethical practice of massage therapy in Australia. Ultimately, these Standards will form the foundation of our lobbying with government to have massage therapy formally recognised as both a discrete profession and a legitimate health service. They will also form the basis of a major public education campaign promoting safe and ethical treatment.

We anticipate that other substantial benefits will flow from the formal articulation of professional standards. In the long term, GST exemption and enhanced care may be achievable if we take a patient, evidence-based approach to mounting our case.

In connection with these higher aims, AMT also conducted two major surveys in 2010. The first of these was a qualitative survey designed to gather feedback on how we can better cater to AMT members and keep our suite of member services relevant. Results of this survey were published recently in the March 2011 edition of the AMT journal. The feedback garnered has enabled us to identify areas of need and also led to the establishment of two new regional branches in Melbourne and Perth, and a strong recommitment to provide local peer support and networking wherever practicable. A planned review of the CEU system will take place in the latter half of 2011.

The second survey was a quantitative survey designed to establish an industry base line, which will not only enable us to track our progress against key indicators in the years to come, but will also form part of our lobbying evidence base. Results from both surveys have informed the AMT Strategic Plan for 2011 – 2016, due for release at the beginning of May 2011.



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My heartfelt thanks yet again go to our Head Office staff, Linda Hunter and Katie Snell, for continuing to provide the rock on which the AMT edifice rests. Without them, all the best efforts of the AMT board would founder. Not surprisingly, Katie and Linda were singled out for the highest praise in the qualitative survey. Their competence and responsiveness to the needs of members is superlative, as your feedback amply demonstrated.

AMT's key achievements in 2010 include the following:

#### Advocacy

- Reaccredited with all the private health funds and extended our representation of members with myotherapy and shiatsu qualifications.
- Opened dialogue with the Department of Education, Employment and Workplace Relations (DEEWR) and the Community Services and Health Industry Skills Council (CSHISC) in relation to training standards.
- Contributed to the CSHISC's 2010 Environmental Scan
- Made submissions to the National Quality Council (NQC) in relation to proposed flexibility requirements in the Health Training Package.
- Monitored the activities of the Council of Australian Governments (COAG) and the Australian Health Ministers' Advisory Council (AHMAC) in relation to national regulation requirements for complementary health practitioners.
- Represented the interests of the massage therapy profession at meetings of the Inter-Association Regulatory Forum

#### Operational

- Retained valued staff, with stable employment arrangements for over 4 years.
- Reviewed and revamped office policies and procedures

#### Finance and Audit

- Achieved an operating profit of \$7,764.00 for the period 1 January to 31 December 2010.
- Increased AMT reserves to \$123,906.



Rebecca Barnett



# Statement of Comprehensive Income

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for the Financial Year Ended 31 December 2010

	<b>12 Months Dec 2010 \$</b>	<b>12 Months Dec 2009 \$</b>
Revenue	331,254	331,605
Wages, contractors & superannuation	(126,120)	(126,128)
Depreciation and amortisation expenses	(2,699)	(1,051)
Other expenses from ordinary activities	(193,645)	(169,602)
Profit before income tax	8,790	34,824
Income tax expense	(1,026)	(578)
Profit for the year	7,764	34,246
Other comprehensive income for the year, net of tax	-	-
Total comprehensive income for the year	7,764	34,246
Profit attributable to members of the entity	7,764	34,246
Total comprehensive income attributable to members of the entity	7,764	34,246

# Statement of Financial Position

as at 31 December 2010

	12 Months Dec 2010 \$	12 Months Dec 2009 \$
<b>ASSETS</b>		
CURRENT ASSETS		
Cash and cash equivalents	128,569	123,685
Trade and other receivables	1,597	4,358
Inventories	4,045	4,339
Other	-	789
<b>TOTAL CURRENT ASSETS</b>	<b>134,211</b>	<b>133,171</b>
NON-CURRENT ASSETS		
Property, plant and equipment	6,030	2,182
Intangible assets	-	-
<b>TOTAL NON-CURRENT ASSETS</b>	<b>6,030</b>	<b>2,182</b>
<b>TOTAL ASSETS</b>	<b>140,241</b>	<b>135,353</b>
<b>LIABILITIES</b>		
CURRENT LIABILITIES		
Trade and other payables	2,488	3,681
PAYG + GST liabilities	3,774	12,121
Provisions	10,073	3,409
<b>TOTAL CURRENT LIABILITIES</b>	<b>16,335</b>	<b>19,211</b>
<b>TOTAL LIABILITIES</b>	<b>16,335</b>	<b>19,211</b>
<b>NET ASSETS</b>	<b>123,906</b>	<b>116,142</b>
<b>EQUITY</b>		
Retained earnings	116,142	81,896
Current year earnings	7,764	34,246
<b>TOTAL EQUITY</b>	<b>123,906</b>	<b>116,142</b>

# Statement of Changes in Equity

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for the Financial Year Ended 31 December 2010

	<b>Retained Earnings</b> \$	<b>Total</b> \$
<b>Balance at 1 January 2009</b>	81,896	81,896
Profit attributable to the entity	<u>34,246</u>	<u>34,246</u>
<b>Balance at 31 December 2009</b>	116,142	116,142
Profit attributable to the entity	<u>7,764</u>	<u>7,764</u>
<b>Balance at 31 December 2010</b>	<u><b>123,906</b></u>	<u><b>123,906</b></u>

# Operating Profit or Loss

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## for the Financial Year Ended 31 December 2010

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

	2010	2009
<b>REVENUE</b>		
Membership Fees	208,846	214,474
Conference Fees	76,539	71,730
Advertising Income	11,117	14,535
Workshops	16,296	15,500
Merchandise Sales	10,087	9,231
Interest Income	3,239	2,004
Other Income	5,130	4,131
	<b>331,254</b>	<b>331,605</b>
<b>EXPENSES</b>		
Conference Fees	62,388	62,843
Advertising Expenses	3,333	5,635
Audit Fees	4,532	4,045
Depreciation	2,699	1,051
Raw Materials and Consumables used	3,078	3,894
Wages & Salaries	126,120	126,128
Annual Leave	6,118	-
Rent	11,278	11,278
Insurance	3,052	4,309
Newsletter Costs	24,798	23,249
All other expenses	75,069	54,349
	<b>322,465</b>	<b>296,781</b>

## The Board

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TAMSIN ROSSITER  
President

COLIN ROSSIE  
Vice President

REBECCA BARNETT  
Secretary/Treasurer

ALAN FORD  
Director

KERRY HAGE  
Director

DAVE MOORE  
Director

DESLEY SCOTT  
Director

DEREK ZORZIT  
Director

## Head Office Staff

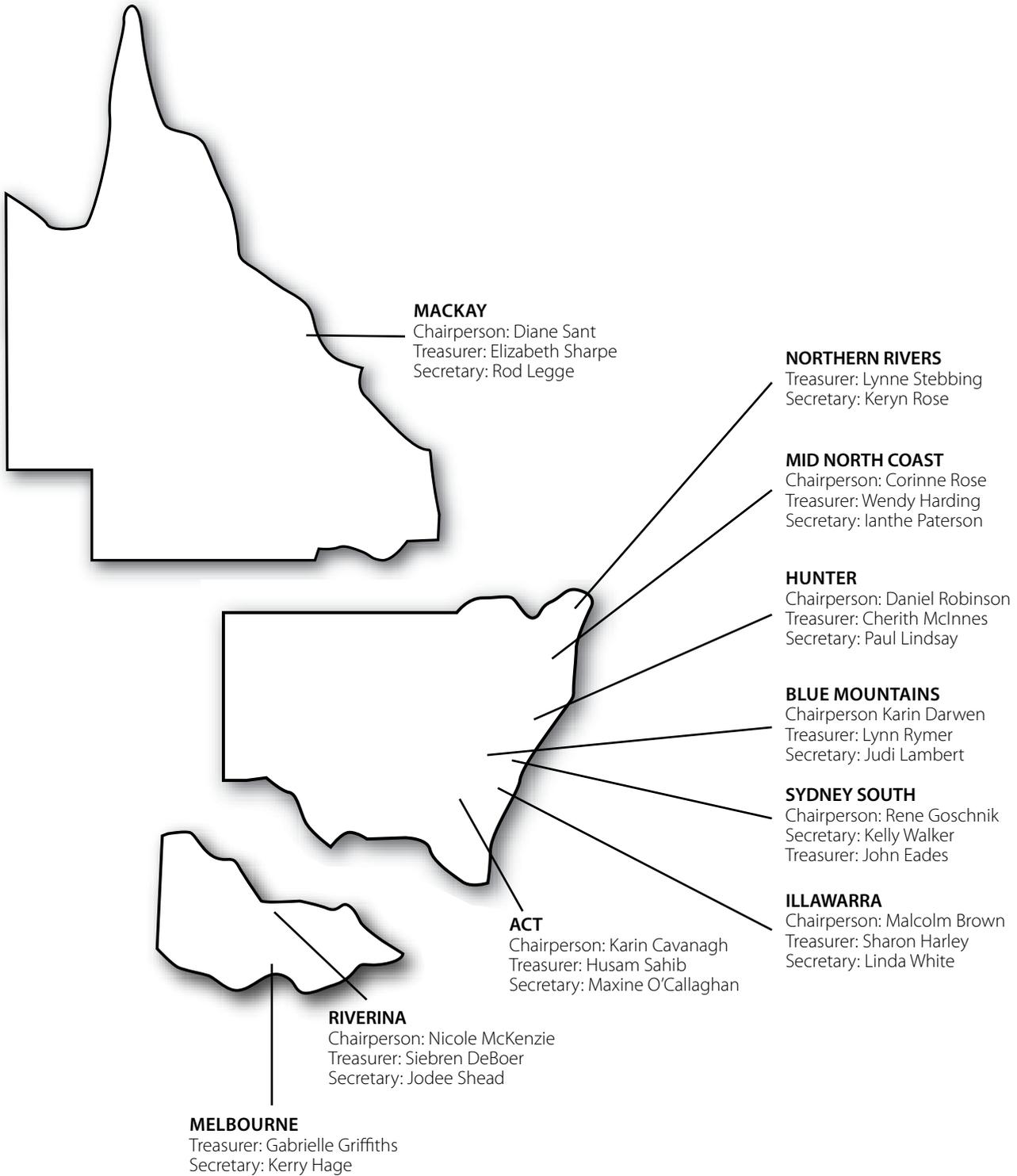
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LINDA HUNTER  
Executive Officer

KATIE SNELL  
Administration Officer

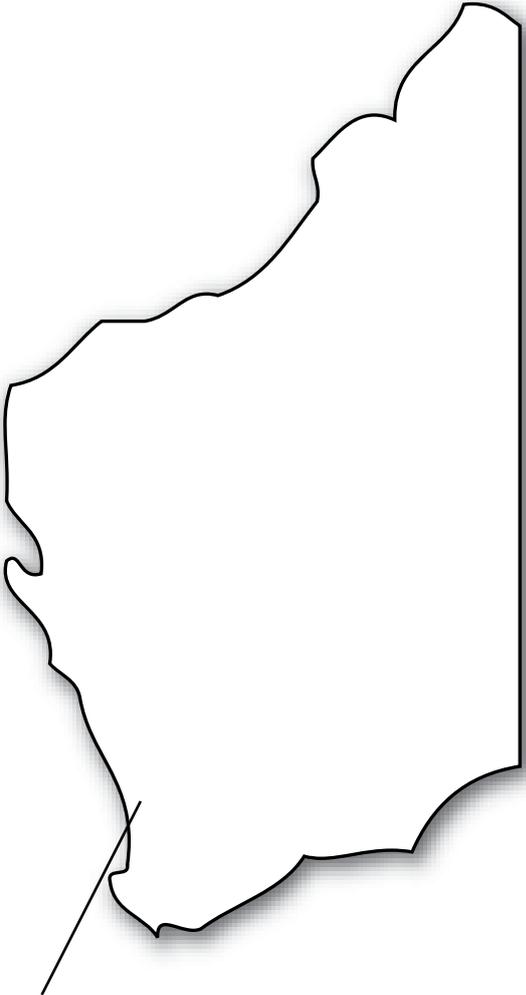
# Regional Representatives

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# Regional Representatives (cont..)

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**PERTH**  
Chairperson: Richard McNaught  
Secretary: Keith Dempsey  
Treasurer: Jan Walton

# AMT Ethics Committee

## Terms of Reference

*As approved by the Board on 15 December 2008*

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### **Purpose**

The purpose of the Ethics Committee is to develop and review ethical guidelines for the Association and to promote high ethical standards in the practice of Massage Therapy.

### **Composition**

The AMT Ethics Committee shall consist of:

- A Chairperson (from the Board) to be elected by the Committee
- Up to 4 additional AMT Board members
- Up to 5 additional members who could be either from the membership or specialist, external consultants.

A quorum will consist of at least fifty percent plus one of members of the Ethics Committee. Business may be conducted electronically, or via teleconference, or at face-to-face meetings.

### **Frequency of Meetings**

The Ethics Committee shall meet at least 3 times a year either via teleconference or face to face.

The Committee shall also meet at the call of the AMT Board or as needed to advise the Discipline Committee in the event of a formal complaint against an AMT member.

### **Specific responsibilities**

1. To develop and regularly review a National Code of Conduct for Massage Therapists.
2. To develop and regularly review a National Code of Practice for Massage Therapists.
3. To regularly review the AMT members' Code of Ethics and amend it as necessary.
4. To advise the Discipline Committee where necessary in the handling of any formal complaints against an AMT member.
5. To consider and make recommendations to the Board on ethical issues that may arise within the Association or the industry at large.
6. To monitor and review the Code of Conduct for AMT Directors.
7. To ensure that any AMT sponsored research or research grants have passed the ethical criteria of an external Ethics Review panel.

# AMT Strategic Planning and Marketing Committee Terms of Reference

*As approved by the Board on 15 December 2008*

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## **Purpose**

The purpose of the Strategic Planning and Marketing Committee is to guide the culture, values, priorities and goals of AMT and determine future directions that align with the Association's objects.

## **Composition**

The AMT Strategic Planning and Marketing Committee shall consist of:

- A Chairperson from the Board, to be elected from the Committee.
- The Secretary of the association, who is not to be the elected Chair of the Committee.
- Up to 4 other members, at least one of whom is also a Board member.

A quorum will consist of 3 members, at least one of whom will be either the Strategic Planning Committee and Marketing Chair or the association Secretary. Business may be conducted via teleconference, at face-to-face meetings or electronically.

## **Frequency of Meetings**

The Strategic Planning and Marketing Committee will meet either via teleconference or face to face at least 3 times per annum or as directed by the Board.

## **Duties/Responsibilities**

1. To develop a 10-year strategic plan that fulfils AMT's 5 key objectives:
  - The Australian public recognises the benefits of Massage Therapy and has the information, knowledge and resources to choose a professional therapist
  - The Australian government recognises Massage Therapy as a legitimate health service
  - Practitioners of Massage Therapy are adequately skilled and well-educated
  - Practitioners of Massage Therapy are supported in clinical practice
  - The practice of Massage Therapy in Australia is supported by a sustainable model for governance and regulation
2. To advise on the implementation and resourcing of the strategic plan by developing work plans and consulting with the Finance Committee on issues of budget.
3. To oversee the implementation of the strategic plan.
4. To monitor and respond to membership trends, including recruitment and retention.
5. To identify and recommend marketing priorities for the association.
6. To maintain and enhance the AMT brand & identity.
7. To monitor industry trends and advise the board appropriately.
8. To ensure the relevance and long-term viability of AMT.

# AMT Education and Research Committee

## Terms of Reference

*As approved by the Board on 8 December 2008*

### Purpose

The purpose of the Education and Research Committee is to:

- Establish and monitor ongoing learning programmes/pathways that support the development and promotion of the professional vocation of the Massage Therapist.
- Promote the conduct, distribution, assimilation and clinical application of quality research in all areas of Massage Therapy.

### Composition

The AMT Education Committee shall consist of:

- A Chairperson (from the Board) to be elected by the Committee
- Up to 3 additional AMT Board members
- Up to 3 additional AMT members could be co-opted if there is sufficient interest from the membership.

At least fifty percent plus one of members of the Education and Research Committee shall constitute a quorum. Business may be conducted electronically or via teleconference or at face-to-face meetings.

### Eligibility Criteria

To be appointed to the Education and Research Committee, members must fulfil at least one of the following criteria:

- Hold a current Cert IV in Training and Assessment Systems or a Diploma in Training and Assessment Systems.
- Have completed the minimum of a Diploma of Remedial Massage, Associate Diploma / Diploma in Health Science (Massage Therapy) or equivalent.
- Have sustained an exemplary CEU record for the past 7 years
- Have a tertiary degree
- Have experience in research or completed substantive study in research methodology.

### Frequency of Meetings

The Education Committee shall meet at least 3 times a year via teleconference or face to face. The Committee shall also meet at the call of the AMT Board and as needed to review submissions for workshop accreditation.

### Responsibilities

Specific responsibilities of the Education and Research Committee include:

1. Providing advice on matters relating to training and research to the AMT Board and other groups.
2. Monitoring industry trends and validating training against government, industry and individual requirements.
3. Supplying delegate(s) to serve on review panels and steering committees for training package qualifications.

4. Reviewing and restructuring AMT's continuing education (CEU) scheme to ensure that it meets the needs of the profession, 3rd party payers and other stakeholders such as the general public and relevant government bodies.
5. Developing distinct post-graduate learning pathways that reflect the areas of specialisation within the Massage Therapy industry.
6. Monitoring research projects and trends both locally and overseas.
7. Facilitating access to relevant research and fostering research literacy to members.
8. Developing partnerships with appropriate organisations and institutions who are involved in research that advances the application and acceptance of Massage Therapy.
9. Tasks as allocated by the Association Board.

### Others

1. Monitoring changes/developments to the national training package qualifications.
2. Maintaining an open dialogue with industry stakeholders.
3. Assessing applications for accreditation of continuing education workshops.

# AMT Discipline Committee

## Terms of Reference

*As approved by the Board on July 28 2008*

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### **Purpose**

The purpose of the Discipline Committee is to ensure the Compliance of AMT members with AMT rules, Codes of Conduct and Code of Practice (when developed) by investigating all reports and complaints and taking appropriate action as determined.

### **Composition**

The AMT Discipline Committee shall consist of:

- A Chairperson, to be elected by the Committee
- Up to 4 additional AMT Board members

At least fifty percent plus one of members of the Discipline Committee shall constitute a quorum. Business may be conducted electronically or via teleconference or at face-to-face meetings.

### **Frequency of Meetings**

The Discipline Committee shall meet face-to-face, electronically or via teleconference to arbitrate on any formal complaints/matters brought before it. The Committee shall also meet at the call of the AMT Board and as needed to provide effective recommendations and oversight of relevant matters.

### **Responsibilities**

Specific responsibilities of the Discipline Committee include:

1. Developing, monitoring and regularly reviewing AMT's complaints policy.
2. Monitoring and reporting on any changes in legislation referring to the conduct and practice of Massage Therapy.
3. Responding to and investigating complaints in a timely fashion.
4. Maintaining comprehensive and accurate records of all matters/complaints.
5. Escalating matters of concern to the full Board, the Health Care Complaints Commission or the police as required.
6. Providing advice to the Board regarding changes to the Code of Conduct and Code of Practice (when developed)
7. Participating with other Committees/parties in the development of a Code of Practice.

# AMT Finance Committee Terms of Reference

*As approved by the Board on July 28 2008*

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## **Purpose**

The purpose of the Finance Committee is to ensure the fiscal stability and long-term financial viability of AMT.

## **Composition**

The AMT Finance Committee shall consist of:

- A Chairperson, to be elected by the Committee
- The AMT Treasurer
- Up to 2 additional AMT Board members
- Up to 3 additional AMT members could be co-opted if there is sufficient interest from the membership.

At least fifty percent plus one of members of the Finance Committee shall constitute a quorum. Business may be conducted electronically or via teleconference or at face-to-face meetings.

## **Frequency of Meetings**

The Finance Committee shall meet electronically at least one week prior to each Board meeting to review the current Profit and Loss statements and Balance Sheet and compile a summary of AMT's financial position to present to the Board. The Committee shall also meet at the call of the AMT Board and as needed to provide effective recommendations and oversight of AMT's finances.

## **Responsibilities**

Specific responsibilities of the Finance Committee include:

1. Monitoring financial operations, trends and results.
2. Overseeing the preparation and accuracy of annual and long-range operating budgets.
3. Ensuring that timely, accurate and useful financial information is presented to the Board.
4. Recommending budgets and financial decisions to the Board for approval or other required action.
5. Developing and recommending appropriate policies to guide the financial affairs of AMT. In this area, the Committee will need to consult closely with the Strategic Planning/ Marketing Committee.