
Association of Massage Therapists

2017 Annual Report



Association of Massage Therapists Ltd
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IN 2017, ON BEHALF OF OUR MEMBERS WE:



Hosted **60 educational workshops**, meetings and events in **16 locations**

Webcast and published National Conference plenary sessions on the **AMT YouTube channel**



Reviewed and updated the AMT Code of Practice and the AMT classified research database

Engaged with **over 40 government health bodies**, including federal and state health ministers, complaint commissioners and the Chief Medical Officer



Engaged with **100 Registered Training Organisations** and represented the industry on the Complementary Health Industry Reference Committee under Skills IQ

Updated the AMT position statement on industry regulation to encompass the **National Police Check rollout**



Engaged with **300+ followers on Twitter** with 60,000+ impressions and **3000+ followers on Facebook** reaching an average of 27,000 users a month

Established the AMT blog and published weekly articles of interest, **reaching 5000+ unique visitors** per month, locally and internationally

BLOG



Made **ongoing improvements** to the AMT membership portal, **supporting members to maintain compliance**

Represented AMT members to **38 private health insurance companies**



Governance



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.



AMT currently employs six staff – two full time and four part time.



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



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.

AMT Regional Mini Conference 2017



AMT Regional Mini Conference 2017

Chairperson's Message by Michelle McKerron



The AMT membership is a unique group of individuals who have the pleasure of providing comfort, care, respite, help, ease, assistance, information, reprieve, diversion, rest and release to their clients, on the full range of bodies that grace this earth... for sport, for injury, for disease, for relaxation, for depression, for clarity and for simple pleasure. We do this from practices, multi-disciplinary clinics, in hospitals, in team change rooms, offices and gyms, and in client's lounge rooms. What a privilege! What a gift to others! What a game changer in our current medical climate!

I heard a story recently about a Massage Therapist describing one of his fellow colleagues as a 'rubber', in an entirely derogatory sense. When I heard this, the hairs on the back of my neck stood on end. It reminded me of when I first started out - when the term Massage Therapist was not as commonly used as terms like masseuse and masseur. Why, I thought, is it necessary to put down a fellow therapist just because they choose a different way of expressing their talent and resources? What makes one sort of treatment 'better than' another? What makes one massage therapist superior to another?

The person who was labelled a rubber puts her heart and soul into every treatment. She already has to deal with this kind of talk from the medical team she works with. Perhaps you relate to this in your clinical setting? Unsurprisingly, clients want to see the massage therapist more than any other health practitioner at the practice.

Come on AMT members! Let's make strides in this together and turn heads with how we approach every aspect of our occupation, starting with caring for and respecting one another as a group.

So, what should we aim, strive and hope for as members of AMT? Hopefully it's better practice, which comes from listening and learning, practising and referring. This may be different in each individual member's situation but I think it is worth acknowledging that there can be a process of cyclic transformation in a massage therapist's journey. We learn, we practice, we perfect, we challenge, we learn, we practice.... round and around. I cannot prove one treatment 'modality' over another, especially when I consider the intricacies of change in the human body day to day, and the enigma of human interaction between therapist and client. So, until the evidence is crystal clear, you'll find me doing what I can to enhance and refine my practices.

I believe that AMT members do strive towards exceptional practice - it is part of how we care for people, ourselves and our society.

I hope you agree that our desire for better practice is also why we have chosen to be a part of this Association. AMT motivates, encourages and advocates for us in a direction that, from its very heart, wants people cared for, both therapists and clients alike. I am blown away by the energy, dedication and focus that the AMT team puts into this ideal.

AMT has what some would call stringent standards, to push us in the direction that allows us to use the legitimate term of providers of health services. That is something that we all can be proud of.

Our membership remains strong in number and continues to grow, even as we coax members to shoulder higher self-regulatory standards. The National Police Check initiative that AMT rolled out in 2017 is a great example of AMT members' willingness to commit themselves to professionalism. It amply demonstrates our individual and collective commitment to public safety. I thank members sincerely for supporting this new standard.

Also, you may not have realised but, due to the efforts of AMT staff, we have an extremely strong presence on social media so please get involved and see just how much you can gain professionally from simple conversations with fellow therapists. I would like to recognise the hours of effort that have gone into these initiatives by our fantastic team in Head Office, where an amazing group of people work very hard to provide you with the resources you need.

I'd also like to mention my fellow Board members who volunteer their precious time to govern, plan and lead with intent towards a strong, sustainable future for AMT. With this future in mind, and on behalf of the Board, I would like to formally announce that we are striving ahead with appropriate role updates in Head Office, as we name Rebecca Barnett in our newly formed CEO role, and Katie Snell as Operations Manager (Company Secretary).

I would also sincerely like to thank Annette Cassar for her years of extraordinary work on the Board of AMT, as she steps down at the end of a term that can only be described as conscientiously outstanding. Annette's clear head and focus will be missed!

The AMT membership is worth more than any normal currency can describe and the Association is passionately moving us forward. This can only mean great things!

I encourage you to jump on the bandwagon: listen, learn, grow, teach, persevere and keep caring about your clients and how you reflect our profession. Keep up to date with the information that AMT Head Office so effectively collates for us, including ongoing education options and the latest trends and topics that are out there in the big wide world. There is so much that can be accessed now that you will definitely find something that interests you and will help you to achieve what is genuinely a 'better' practice.

Let's not waste another breath on the negative. I yearn to see AMT move forward as a strong, connected body of therapists who benefit from the encouragement of like-minded, yet diverse colleagues, walking beside each other as a united force for the good of society.

Secretary's Report by Katie Snell



The introduction of mandatory criminal checks was the biggest news story for AMT in 2017. It is the most significant regulatory project AMT has taken on since the drafting and release of the AMT Code of Practice in 2012.

AMT's Head Office team worked diligently to ensure that we had systems in place to capture the data in our reporting, as well as providing members with information and resources to make the process as smooth and seamless as possible. From 1 August 2017 all new practitioner and student applicants were required to submit a police check as a routine part of the membership application process.

I am pleased to say that most members have welcomed the police check and see it as a reflection of their commitment to public safety. We are deeply grateful for the loyalty and professionalism of members in meeting the requirement.

AMT is working to make sure this becomes an industry-wide requirement, in the interests of enhancing public protection for those seeking massage therapy. We've written to government departments, health ministers, health care complaints commissioners and private health funds, informing them of the police check requirement. We have also invited other industry associations to cooperate with this initiative.

The CEU re-jig was also a major focus of activity in 2017 and is an ongoing process. We are committed to providing members with more accessible and affordable opportunities, especially now that AMT has become a truly national representative body with a broadly dispersed membership. We're working really hard to try to get the mix right. And we're listening and responding to the concerns raised by members who were struggling to meet their CEU requirement or sometimes struggling to find new and challenging content. Over the last 12 months, we have provided information about many online CEU options, including podcast reviews, webinars, massive open online courses and other lecture content which is at low or no cost.

Please remember to read the email notifications we send about CEU opportunities as they are chock full of interesting suggestions for professional development.

I also can't encourage AMT members enough to engage with AMT on social media. If you haven't subscribed to the AMT blog, do it now. If you haven't signed up for the private Facebook page, do it now. There is a wealth of useful and practical information shared across them.

Below, I have outlined AMT's activities in service of our key objectives.

Objective: Members are skilled and well educated

- AMT maintained its commitment to updating its classified research database and also disseminated regular research roundups via the e-newsletter, journal and social media.
- AMT continued to provide critical infrastructure to its regional branches to support member education and networking at an accessible price.
- AMT's annual conference and AGM featured presentations and workshops on a range of current topics. The webcast of plenary sessions at the annual conference made the experience and information accessible to AMT members across Australia. These sessions have now been published on AMT's YouTube channel <https://www.youtube.com/channel/UCRJENFpS1dZl66oTSH4UIRw>
- AMT's voice was represented on the Complementary Health Industry Reference Committee under Skills IQ. AMT was actively involved in drafting the 2018 industry forecast for complementary health.

Objective: Members are supported in clinical practice

- AMT reviewed and updated the Code of Practice.
- AMT continued to upload practice templates, fact sheets, promotional resources and other clinic resources to the AMT website.

- AMT provided regular updates and breaking news on issues impacting practice via the AMT journal, newsletter, email updates, the AMT website, Facebook and Twitter.
- AMT made evidence based resources available to members via the AMT journal, newsletter, email updates, the AMT website, Facebook and Twitter.
- AMT established a blog and now publishes weekly updates and articles that are broadly disseminated by nationally and internationally
- AMT reaccredited with all of the private health funds.

Objective: Massage Therapy is an evidence-based intervention

- AMT updated its classified research database, and included more hyperlinks to full free access studies on the efficacy of massage therapy.
- AMT provided funding to a study analysing pregnant women's perceptions and experiences of the safety of massage therapy.

Objective: Massage Therapy is recognised as a distinct profession

- AMT articulated a distinct Scope of Practice for massage therapy via the AMT Code of Practice.
- AMT rolled out a mandatory police check requirement and promoted this to health ministers, health complaint agencies, health consumer advocacy groups and to media.

Objective: The practice of Massage Therapy is supported by a sustainable model for governance and regulation

- AMT updated its position statement on regulation of the massage therapy industry and called on the government to protect the title "Massage Therapist" and recognise the AMT Code of Practice in statute.
- AMT rolled out a mandatory police check requirement and promoted this to health ministers, health complaint agencies, health consumer advocacy groups and to media.

Objective: The Australian public recognises the health benefits of Massage Therapy

- AMT continued to make its classified research database publicly available via the AMT website.
- AMT made evidence based resources and information available to the public via Facebook and Twitter. We reached between 5,000 – 30,000 people a week via our public Facebook page.

Objective: The Australian public has the information, knowledge and resources to choose a professional therapist

- AMT promoted members through radio and print media interviews.
- AMT promoted members via its public Facebook page
- AMT promoted members via its 'Find a Therapist' search facility on the AMT website

Treasurer's Report by Dave Moore



We closed out the 2017 financial year with member equity at \$283,605.

AMT's financial position remains strong, even though we did incur a significant but expected operating deficit of \$46,439 during 2017.

This deficit was principally due to investments in improving the AMT database, including the infrastructure to support the police check initiative. The Association sees the police check standard as a great confidence booster for all of our clients. We will be promoting it heavily over the next 12 months with public advocacy and lobbying.

Other ongoing improvements to the database should support economies of scale and allow AMT to maintain its current staffing levels, even as the membership continues to grow.

AMT office staff have worked tirelessly at maintaining and improving the database, allowing members better access to manage their own records.

Membership and related income is continuing to grow satisfactorily and we ended the year around 8% ahead of 2016 in new member income. Increased membership has also resulted in a 10% growth in renewal income compared to 2016.

We recorded \$4085 interest on our bank account this year.

Not surprisingly, our biggest single item of expense continues to be wages. Wage expenses grew significantly in 2017 due to one key staff member graduating from a traineeship to full employment, and to the appointment of a full time staff member to replace another staff member who was employed part time. We are confident that current staffing levels and wage expenses will remain stable in 2018. Our profit and loss statements for the current financial year reflect this confidence.

We also followed through on some other key commitments in 2017, like taking the AMT Annual General Meeting to Perth. Although we ran the Perth AGM at a loss, investing in taking these events around the country is an important and exciting acknowledgement of the truly national nature of AMT's membership and our growing membership in the west. For the same reason, we were thrilled to hold the AGM in Adelaide in 2018.

The Board is keep a watchful eye on the budget in 2018 to ensure that AMT remains financially viable while providing appropriate levels of support and representation to our growing membership.

Statement of Comprehensive Income

for the year ended 31 December 2017

	Note	Dec 2017 \$	Dec 2016 \$
Revenue	2	657,882	644,518
Wages, contractors & superannuation	2	(447,669)	(343,571)
Depreciation and amortisation expenses	2	(23,859)	(20,657)
Other expenses from ordinary activities		(231,695)	(296,144)
Profit before income tax		(45,341)	(15,854)
Income tax expense	3	(1,098)	(1,688)
Profit for the year		(46,439)	(17,542)
Other comprehensive income for the year, net of tax		-	-
Total comprehensive income for the year		(46,439)	(17,542)
Total comprehensive income attributable to members of the entity		(46,439)	(17,542)

Statement of Financial Position

for the Financial Year ended 31 December 2017

	Note	Dec 2017	Dec 2016
		\$	\$
ASSETS			
CURRENT ASSETS			
CASH AND CASH EQUIVALENTS	4	276,756	325,292
Trade and other receivables	5	8,380	11,228
INVENTORIES	6	8,233	6,830
Other assets	7	18,019	13,672
TOTAL CURRENT ASSETS		311,388	357,022
NON-CURRENT ASSETS			
Other assets	7	11,000	11,000
Property, plant and equipment	8	43,795	32,749
TOTAL NON-CURRENT ASSETS		54,795	43,749
TOTAL ASSETS		366,183	400,771

Statement of Financial Position (cont.)

for the Financial Year ended 31 December 2017

	Note	Dec 2017	Dec 2016
		\$	\$
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	9	19,406	29,720
Provisions	10	61,018	41,007
TOTAL CURRENT LIABILITIES		80,424	70,727
NON-CURRENT LIABILITIES			
Provisions	10	2,154	-
TOTAL NON-CURRENT LIABILITIES		2,154	-
TOTAL LIABILITIES		82,578	70,727
NET ASSETS		283,605	330,044
EQUITY			
Retained earnings		330,044	347,586
Current year earnings		(46,439)	(17,542)
TOTAL EQUITY		283,605	330,044

Statement of Changes in Equity

for the Financial Year ended 31 December 2017

	Retained Earnings	Total
	\$	\$
Balance at 1 January 2016	347,586	347,586
Comprehensive income		
Profit / (loss) for the year	(17,542)	(17,542)
Other comprehensive income	-	-
Total comprehensive income	(17,542)	(17,542)
Balance at 31 December 2016	330,044	330,044
Comprehensive income		
Profit / (loss) for the year	(46,439)	(46,439)
Other comprehensive income	-	-
Total comprehensive income	(46,439)	(46,439)
Balance at 31 December 2017	283,605	283,605

Statement of Cash Flows

for the Financial Year ended 31 December 2017

	Note	Dec 2017 \$	Dec 2016 \$
Cash flows from operating activities			
Receipts from operations		650,896	627,808
Payments to suppliers and employees		(668,612)	(631,452)
Interest received		4,085	6,071
Income tax paid		-	(2,022)
Net cash generated from operating activities	11	(13,631)	2,427
Cash flows from investing activities			
Payment for plant and equipment		(34,905)	(13,163)
Net cash (used in) investing activities		(34,905)	(13,163)
Net increase in cash held		(48,536)	(10,736)
Cash at the beginning of the financial year		325,292	336,029
Cash at the end of the financial year		276,756	325,292

Notes to the financial statements

for the Financial Year ended 31 December 2017

Operating Profit or Loss

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

	2017	2016
	\$	\$
Revenue		
Membership fees	545,625	502,399
Conference fees	62,202	81,929
Advertising income	11,106	12,653
Workshops	13,482	11,097
Merchandise sales	8,251	7,534
Region meeting fees	10,895	10,488
Interest income	4,085	6,071
Other income	2,236	12,347
	657,882	644,518

Notes to the financial statements (cont.)

	2017	2016
	\$	\$
Expenses		
Conference fees	51,572	65,406
Audit fees	5,160	4,750
Depreciation	23,859	20,657
Raw materials and consumables used	3,204	2,227
Wages & salaries	357,638	294,012
Superannuation	36,363	29,387
Annual leave	34,067	20,173
Long service leave	19,601	-
Rent	35,792	32,548
Insurance	5,132	3,536
Newsletter costs	11,540	15,590
All other expenses	119,295	172,086
	703,223	660,372

Notes to the financial statements (cont.)

Income Tax

The prima facie tax payable on profit before income tax is as follows:

	2017	2016
	\$	\$
Prima facie income tax payable on ordinary activities before income tax at 30% (2015: 30%)	-	-
Less:		
Tax effect of:		
– Non-taxable member income arising from the principle of mutuality	1,098	1,688
– Over/(under) provision prior year	-	-
Income tax attributable to entity	1,098	1,688

Notes to the financial statements (cont.)

Cash and Cash Equivalents

	2017	2016
	\$	\$
Cash at Bank	239,818	295,733
Electronic Trading Account	36,319	27,849
Undeposited Funds	-	1,245
Cash on Hand	619	391
Merchant Clearing Account	-	75
	276,756	325,292

Notes to the financial statements (cont.)

Trade and Other Receivables

	2017	2016
	\$	\$
Trade Debtors	8,380	11,228
	8,380	11,228

Notes to the financial statements (cont.)

Inventories

	2017	2016
	\$	\$
Inventories	8,233	6,830
	8,233	6,830

Notes to the financial statements (cont.)

Other Assets

	2017	2016
	\$	\$
Regional Meeting Accounts	18,019	13,672
Lease Deposit (non-current)	11,000	11,000
	29,019	24,672

Notes to the financial statements (cont.)

Plant and Equipment

	2017	2016
	\$	\$
At cost	179,677	144,772
Less accumulated depreciation	(135,882)	(112,023)
	43,795	32,749

Notes to the financial statements (cont.)

Trade and Other Payables

	2017	2016
	\$	\$
Trade creditors	-	787
Superannuation payable	9,443	15,677
GST payable	2,666	6,148
PAYG Instalment	438	519
PAYG withholding	6,859	6,590
	19,406	29,720

Notes to the financial statements (cont.)

Provisions

	2017	2016
	\$	\$
Current		
Provisions for income tax	(1,078)	(1,025)
Provisions for annual leave	48,773	42,032
	13,323	41,007
Non-Current		
Provision for long service leave	2,154	-
	2,154	-

Notes to the financial statements (cont.)

Cash Flow Information

	2017	2016
	\$	\$
Reconciliation of cash flow from operations with profit after tax		
Profit after income tax	(46,439)	(17,542)
Non-cash flows in profit:		
– Depreciation	23,859	20,657
Changes in assets and liabilities		
– (Increase)/decrease in trade and receivables	2,849	(4,842)
– (Increase)/decrease in inventories	(1,402)	(3,924)
– (Increase)/decrease in other assets	(4,347)	(1,873)
– (Decrease)/increase in trade and payables	(7,021)	8,170
– (Decrease)/increase in provisions	22,165	1,279
– (Decrease)/increase in tax liabilities	(3,295)	501
	(13,631)	2,427

Notes to the financial statements (cont.)

Entity Details

The registered office and principal place of the company is:
Association of Massage Therapists Ltd
Suite 3.02, 22 – 36 Mountain Street, Ultimo, NSW, 2007

Notes to the financial statements (cont.)

Related Party Transactions

Key Management Personnel

Any person(s) having authority and responsibility for planning, directing and controlling the activities of the association, directly or indirectly, including its committee members, is considered key management personnel.

	2017	2016
	\$	\$
Key management personnel compensation:		
– short-term benefits	197,835	98,123
– post-employment benefits	18,521	9,251
	216,356	107,374

The Board

CHAIRPERSON

Michelle McKerron

TREASURER

Dave Moore

DIRECTORS

Kristy Baird

Gabrielle Griffiths

Subhadra Gerard

Jenny Richardson

Head Office Staff

REBECCA BARNETT

Company Secretary

KATIE SNELL

Office Manager/
Company Secretary

VALENTINE GUILLEMIN

Administration Officer

REMA ZOGABE

Administration Officer

NICOLE REED

Administration Officer

RITA PINCELLI

Administration Officer



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