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# Association of Massage Therapists

## 2018 Annual Report



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# IN 2018, ON BEHALF OF OUR MEMBERS WE:



**Launched a Pilot Mentoring Program** for massage therapists

**Hosted 66 educational workshops, meetings and events** across Australia



**Engaged with 330 followers** on Twitter with 103,000 impressions and 4000+ followers on Facebook, reaching an average of 80,000 users a month (1 million impressions)

**Published weekly articles of interest** on the AMT blog, reaching an average of 5000 unique visitors per month both locally and internationally, and published the inaugural edition of the AMT yearbook



**Finalised AMT's national police check** requirement on July 1, with all practitioner members of AMT screened

**Partnered with Massage Training Australia** to offer free online training to members in drought stricken or geographically isolated areas



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

**Provided advice and support** on a range of practice related issues, including industrial and employment issues



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

**Released and published a series of how to instructional videos** on the AMT YouTube channel showing members how to manage aspects of their membership via their own personal membership portal



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

## 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.



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 Conference 2018

## Chairperson's Message by Michelle McKerron



Most of the time the Chairperson of a company delivers a 'what have we achieved in the last year' type statement in the annual report. And measuring the space between where we were this time last year, and where we find ourselves now is a good thing to do.

AMT does indeed measure: Head Office staff can attest to the fact that they hold regular weekly meetings to make sure that the administration of AMT is carried out as efficiently as possible, and those of us on the Board meet approximately every second month with the Secretary and the CEO to make appropriate decisions for the betterment of the membership, the public and the industry we are a part of. Minutes are kept, business arising deliberated and actions taken.

But is the 'what have we achieved' question explaining the full picture of what is happening in AMT? I am aware that, as massage therapists, we acknowledge the differences in our clients and communicate with them as their needs determine. Similarly, as we stand under the banner of AMT, we need to acknowledge and appreciate the many individual voices that we are representing. So I'd like to look at some various categories to describe what we have achieved in the last year: the who, the what and the how.

If you are an AMT member, you are a part of the *who* - the members we represent and advocate for. And let's remember it's not just the *number* of members we have but the breadth of skill sets and mindsets that AMT speaks for.

You, our members, have guaranteed access to the many perks of being part of this association, for example, the ability to gather information from other experienced therapists via networking and social media: perhaps you have enjoyed the cutting edge dialogue through the facebook group or networking with local therapists; perhaps you were one of the lucky few who were able to participate in our trial mentoring program or will be participating soon as we launch our next phase in July 2019; or perhaps you have found the AMT blog helpful and encouraging week to week.

You have assuredly benefited from the considered and forward thinking of the CEO and Board, as well as the efficiency of our staff and HO processes. If you have noted any personal advantage in this sphere of your AMT membership, it's exciting for us because that's a good measure of AMT's achievement in this past year.

I personally find it reassuring and motivating when I think of how many of us have skill sets from other occupations that can be brought to bear on topics we need help with in our industry. Will you or I always be an AMT member? Maybe not but while we are aligning ourselves with AMT it would be such a waste not to be giving as much as we can viably offer to those also trying to do their best in the massage industry, whether through mentoring, networking, or positive and helpful comment on social media. If you are a positive contributor, I really do thank you for bolstering those around you - you are invaluable.

And do you *receive* massage therapy? I hope so! As we increase our understanding of our clients needs, your massage therapist is doing that for you when you're the client. As a receiver of massage, you are also a part of the "who", in the sense that AMT's vision is that"

***"Australians have access to safe, ethical and evidence informed massage therapy treatment in the Australian health care system."***

So maybe we could just leave it there but the "who" is just one aspect of measuring how successful this past year has been. A couple of years ago, a proportion of the membership met together at Luna Park to celebrate the many amazing people who helped grow the Association for the 50 years up to that point. It's only 3 years on but even that means something, especially in a society that is intensely and increasingly competitive in all areas. So *what* are AMT on about? *What* was worth the fight to support massage therapy from all those years ago right through to today?

*Excellent massage therapists* who are working in what could currently be described as quite a cutthroat industry.

The market is flooded with therapists at all levels of training, so AMT stands to represent them in the big wide world of the Australian health care system. Australians crave touch for their physical and mental health so AMT members: take this opportunity!

We are educated, further educated, reflective, engaged, employable therapists! And I hope you feel a part of a competent, resourced and significant body with a reputation for excellent professional conduct as a member of this Association. Because that's exactly what AMT is known for. Another great measure of our success is the fact that we have maintained this reputation for over half a century.

So *how* has AMT performed in the industry, particularly in this past year? With strength and integrity; with a polished head office team; with informed and reliable leadership from our CEO, secretary and Board members; and with the faith and support of our 3000+ strong membership. You can take great pride in being an AMT massage therapist, as we are impelled as a community of professionals to stay at the forefront of the industry. Here are some particular areas of focus for AMT in 2018 and beyond:

- finding work agreements or contracts that suit us at our particular stage of our work life,
- being encouraged to a higher level of accountability in offering a police check for our own and our client's security,
- revamping our professional development processes to a more modern, user friendly system,
- being encouraged to find professional development opportunities that suit us, whether that be online or face to face,

- staying current with relevant policy changes,
- being reminded and challenged to listen to our clients actively so as to deliver appropriate therapies.

These are meaningful visions to help guide our essential work of caring for others, whilst also taking care of ourselves.

So, to our original question 'what have we achieved in the last year?' It's going to feel different to each one of us. From a Board perspective the finances look good, disciplinary action has been taken where necessary, and we think that our social media presence, our mentoring program and other initiatives are working really well. From a member perspective any one of these might be touching your practice right now. However, we know our membership *has* been served in their individual capacities because we're nurtured and invigorated as therapists and advocated diligently for. The public seeking massage therapy are being respected and cared for, and Massage Therapy itself is being defended in the health care domain.

I personally thank you for your decision to be an AMT member, I encourage you to pursue that further education for your own sake and the benefit of your clients, and I urge you to continue to contribute to the membership positively throughout the year.

# Secretary's Report by Katie Snell



In 2018, a number of key projects and initiatives that AMT had been developing came to fruition.

It was gratifying and exciting to finally launch the pilot for our hotly-anticipated mentoring scheme. AMT was looking for 20 pairs of mentees and mentors to enrol in the pilot program, with applications opening late August. We were scheduled to close applications in late September but, due to an extraordinary response, we had to close applications for mentees early. By mid-September we had already received 44 mentee applications.

The pilot intake of 20 pairs finished in April 2019 and the program surveys show how resoundingly successful and well received the program was. Our first official program will commence on 1st July 2019.

1 July 2018 was the deadline for all practitioner members of AMT to submit a national police check. I'm pleased to report that the majority of the membership had already submitted a check before this date though there was quite a few stragglers. AMT Head Office staff worked hard to ensure all members complied, sending out various email and SMS reminders. In May we announced that AMT had partnered with National Crime Check to offer members discounted rates on the check and a dedicated portal to obtain a check online.

In addition to these two major initiatives, we were pleased to be able to support and foster AMT members throughout 2018:

- We hosted 66 educational workshops, meetings and events across Australia
- We engaged almost daily with members and industry through twitter, facebook and the AMT blog
- We published the inaugural AMT yearbook
- We partnered with Massage Training Australia to offer free online training to members in drought stricken or geographically isolated areas. Our sincere thanks to Liz Sharkey from MTA for her generosity in providing her expertise, knowledge and support.
- We webcast the AMT conference plenary sessions to all members and then published them on AMT's YouTube channel. Ian Harris' conference keynote address has been watched thousands of times
- We provided advice and support on a range of practice related issues, including industrial and employment issues
- We released a series of 'how to' instructional videos showing members how to manage aspects of their membership via their own personal membership portal

The strategic planning committee has just finalised a new strategic plan to guide our activities over the next five years. We are excited about delivering on those objectives in future years but here is our report card for 2018.



### **OBJECTIVE: Members are skilled and well educated**

- AMT maintained its commitment to updating its classified research database and also disseminated regular research highlights via the blog and facebook.
- AMT continued to provide critical infrastructure to its regional branches to support member education and networking at an accessible price.
- AMT worked with Massage Training Australia to provide access to a series of free webinars for AMT members adversely affected by the drought, are geographically isolated and/or not currently supported by a regional branch.
- 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/UCRJENFpS1dZlI66oTSH4UIRw>
- AMT's voice was represented on the Complementary Health Industry Reference Committee under Skills IQ. AMT was actively involved in drafting the 2019 industry forecast for complementary health.

### **OBJECTIVE: Members are supported in clinical practice**

- AMT reviewed and updated the Code of Practice.

- AMT launched a Pilot Mentoring Program for massage therapists who are in the first three years of work or who are nearing the end of their studies (as mentees) and therapists with at least five years' experience (to act as mentors).
- 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 blog, email updates, the AMT website, Facebook and Twitter.
- AMT made evidence-informed resources available to members via the AMT blog, email updates, the AMT website, Facebook and Twitter.
- AMT continued to publish weekly updates and articles on the AMT blog that are broadly disseminated both nationally and internationally
- AMT reaccredited with all 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.

### **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 ensured that its members complied with a new mandatory police check requirement.

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

- AMT made a submission to the Northern Territory Department of Health and the Health and Community Services Complaints Commission on a National Code of Conduct for Health Care Workers
- AMT released a position statement on provision of mobile massage therapy services.
- AMT ensured that its members complied with a new mandatory police check requirement.

### **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 Subhadra Gerard

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Ok, let's talk figures.

2018 was an excellent recovery year financially for AMT. Following a year where we ended up incurring an operating loss of \$46,439, the figures at the end of 2018 showed an operating profit of \$34,220. That's a turnaround of \$80,659. A very big thank you to the whole AMT team for making that happen, but especially AMT head office staff who worked above and beyond to keep expenses down.

Our overall revenue in 2018 was just over \$772,000, an increase of \$114,000 compared to the 2017 financial year.

On the expenses side there was an increase too, but only in the area of 'ordinary activities' which were up from just over \$231,000 in 2017 to just over \$269,000 in 2018. It's worth noting that wages and superannuation, another significant area of expenses, remained static. Wages and salaries alone (\$359,635) accounted for nearly 50% of total expenses.

The Association paid just over \$1000 in income tax, giving us a final operating profit of \$34,220.

At the close of 2017 AMT was worth \$283,605 (total equity). At the close of 2018 AMT, equity has grown to \$317,825. This result was principally driven by:

- membership fees revenue, which was up by \$71,339
- conference fees revenue, up by \$19,534
- workshop fees revenue, up by \$30,858

At the end of 2016, AMT was worth \$330,044. Putting this equity figure alongside the 2017 and 2018 figures helps to show the financial roller coaster ride that we've been on over the last three years. This ride is by no means over so your Board continues to keep a watchful eye on the budget in 2019 to ensure that AMT remains financially viable, now and well into the future.

# Statement of Comprehensive Income

for the year ended 31 December 2018

	Note	Dec 2018 \$	Dec 2017 \$
Revenue	2	772,184	657,882
Wages, contractors & superannuation	2	(446,757)	(447,669)
Depreciation and amortisation expenses	2	(20,965)	(23,859)
Other expenses from ordinary activities		(269,160)	(231,695)
<b>Profit before income tax</b>		35,302	(45,341)
Income tax expense	3	(1,082)	(1,098)
<b>Profit for the year</b>		34,220	(46,439)
<b>Other comprehensive income for the year, net of tax</b>		-	-
<b>Total comprehensive income for the year</b>		34,220	(46,439)
Total comprehensive income attributable to members of the entity		34,220	(46,439)

# Statement of Financial Position

for the Financial Year ended 31 December 2018

	Note	Dec 2018	Dec 2017
		\$	\$
<b>ASSETS</b>			
CURRENT ASSETS			
CASH AND CASH EQUIVALENTS	4	319,580	276,756
Trade and other receivables	5	5,480	8,380
INVENTORIES	6	885	8,233
Other assets	7	28,358	18,019
TOTAL CURRENT ASSETS		354,303	311,388
NON-CURRENT ASSETS			
Other assets	7	11,000	11,000
Property, plant and equipment	8	59,964	43,795
TOTAL NON-CURRENT ASSETS		70,964	54,795
TOTAL ASSETS		425,267	366,183

## Statement of Financial Position (cont.)

for the Financial Year ended 31 December 2018

	Note	Dec 2018	Dec 2017
		\$	\$
<b>LIABILITIES</b>			
CURRENT LIABILITIES			
Trade and other payables	9	25,575	19,406
Provisions	10	64,740	61,018
TOTAL CURRENT LIABILITIES		90,315	80,424
NON-CURRENT LIABILITIES			
Provisions	10	17,127	2,154
TOTAL NON-CURRENT LIABILITIES		17,127	2,154
TOTAL LIABILITIES		107,442	82,578
NET ASSETS		317,825	283,605
<b>EQUITY</b>			
Retained earnings		283,605	330,044
Current year earnings		34,220	(46,439)
TOTAL EQUITY		317,825	283,605

# Statement of Changes in Equity

for the Financial Year ended 31 December 2018

	Retained Earnings	Total
	\$	\$
<b>Balance at 1 January 2017</b>	330,044	330,044
<b>Comprehensive income</b>		
Profit / (loss) for the year	(46,439)	(46,439)
Other comprehensive income	-	-
<b>Total comprehensive income</b>	(46,439)	(46,439)
<b>Balance at 31 December 2017</b>	283,605	283,605
<b>Comprehensive income</b>		
Profit / (loss) for the year	34,220	34,220
Other comprehensive income	-	-
<b>Total comprehensive income</b>	317,825	317,825
<b>Balance at 31 December 2018</b>	317,825	317,825

# Statement of Cash Flows

for the Financial Year ended 31 December 2018

	Note	Dec 2018 \$	Dec 2017 \$
<b>Cash flows from operating activities</b>			
Receipts from operations		768,208	650,896
Payments to suppliers and employees		(662,134)	(668,612)
Interest received		3,890	4,085
Income tax paid		-	-
Net cash generated from operating activities	11	79,959	(13,631)
<b>Cash flows from investing activities</b>			
Payment for plant and equipment		(37,135)	(34,905)
Net cash (used in) investing activities		(37,135)	(34,905)
Net increase in cash held		42,824	(48,536)
Cash at the beginning of the financial year		276,756	325,292
Cash at the end of the financial year		319,580	276,756

# Notes to the Financial Statements

for the Financial Year ended 31 December 2018

## Operating Profit or Loss

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

	2018	2017
	\$	\$
<b>Revenue</b>		
Membership fees	616,964	545,625
Conference fees	81,736	62,202
Advertising income	4,167	11,106
Workshops	44,340	13,482
Merchandise sales	3,252	8,251
Region meeting fees	12,590	10,895
Mentoring fees	4,545	-
Interest income	3,890	4,085
Other income	700	2,236
	772,184	657,882



## Notes to the Financial Statements (cont.)

	<b>2018</b>	<b>2017</b>
	<b>\$</b>	<b>\$</b>
<b>Expenses</b>		
Conference fees	68,404	51,572
Audit fees	5,340	5,160
Depreciation	20,965	23,859
Raw materials and consumables used	2,985	3,204
Wages & salaries	359,635	357,638
Superannuation	37,676	36,363
Annual leave	34,474	34,067
Long service leave	14,973	19,601
Mentoring expenses	11,681	-
Rent	38,236	35,792
Insurance	4,350	5,132
Newsletter costs	-	11,540
All other expenses	138,163	119,295
	<b>736,882</b>	<b>703,223</b>

## Notes to the Financial Statements (cont.)

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### Income Tax

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

	2018	2017
	\$	\$
Prima facie income tax payable on ordinary activities before income tax at 30% (2015: 30%)	10,266	-
Less:		
Tax effect of:		
– Non-taxable member income arising from the principle of mutuality	9,184	1,098
– Over/(under) provision prior year	-	-
Income tax attributable to entity	1,082	1,098

## Notes to the Financial Statements (cont.)

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### Cash and Cash Equivalents

	<b>2018</b>	<b>2017</b>
	<b>\$</b>	<b>\$</b>
Cash at Bank	273,708	239,818
Electronic Trading Account	45,313	36,319
Cash on Hand	559	619
	<b>319,580</b>	<b>276,756</b>

## Notes to the Financial Statements (cont.)

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### Trade and Other Receivables

	2018	2017
	\$	\$
Trade Debtors	5,480	8,380
	5,480	8,380

## Notes to the Financial Statements (cont.)

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### Inventories

	2018	2017
	\$	\$
Inventories	885	8,233
	885	8,233

## Notes to the Financial Statements (cont.)

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### Other Assets

	2018	2017
	\$	\$
<b>Current</b>		
Regional Meeting Accounts	20,678	18,019
Prepaid License Fees	7,680	-
	28,358	18,019
<b>Non-current</b>		
Lease Deposit (non-current)	11,000	11,000
	11,000	11,000

## Notes to the Financial Statements (cont.)

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### Plant and Equipment

	2018	2017
	\$	\$
At cost	216,812	179,677
Less accumulated depreciation	(156,848)	(135,882)
	59,964	43,795

## Notes to the Financial Statements (cont.)

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### Trade and Other Payables

	<b>2018</b>	<b>2017</b>
	<b>\$</b>	<b>\$</b>
Superannuation payable	9,339	9,443
GST payable	8,177	2,666
PAYG Instalment	290	438
PAYG withholding	7,769	6,859
	<b>25,575</b>	<b>19,406</b>



## Notes to the Financial Statements (cont.)

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### Provisions

	2018	2017
	\$	\$
<b>Current</b>		
Provisions for income tax	(392)	(1,078)
Provisions for annual leave	48,773	42,032
Provision for long service leave	13,323	13,323
	64,740	61,018
<b>Non-Current</b>		
Provision for long service leave	17,127	2,154
	17,127	2,154

## Notes to the Financial Statements (cont.)

### Cash Flow Information

	2018	2017
	\$	\$
Reconciliation of cash flow from operations with profit after tax		
Profit after income tax	34,220	(46,439)
Non-cash flows in profit:		
– Depreciation	20,965	23,859
Changes in assets and liabilities		
– (Increase)/decrease in trade and receivables	2,900	2,849
– (Increase)/decrease in inventories	7,348	(1,402)
– (Increase)/decrease in other assets	(10,339)	(4,347)
– (Decrease)/increase in trade and payables	(105)	(7,021)
– (Decrease)/increase in provisions	18,696	22,165
– (Decrease)/increase in tax liabilities	6,274	(3,295)
	79,959	(13,631)

# Notes to the Financial Statements (cont.)

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## **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.)

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## 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.

	2018	2017
	\$	\$
Key management personnel compensation:		
– short-term benefits	197,074	197,835
– post-employment benefits	18,526	18,521
	215,600	216,356

## The Board

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### **CHAIRPERSON**

Michelle McKerron

### **VICE-CHAIRPERSON**

Derek Zorzit

### **TREASURER**

Subhadra Gerard

### **DIRECTORS**

Kristy Baird  
Gabrielle Griffiths  
Dave Moore  
Jenny Richardson

## Head Office Staff

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### **REBECCA BARNETT**

Chief Executive Officer

### **KATIE SNELL**

Operations Manager

### **VALENTINE GUILLEMIN**

Administration Officer

### **REMA ZOGABE**

Administration Officer

### **NICOLE REED**

Administration Officer

### **RITA PINCELLI**

Administration Officer

### **BELINDA BARRETT**

Administration Officer



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