



# AMT Strategic Plan 2011 - 2016

AMT is a national, not-for-profit association representing qualified Massage Therapists and Massage Therapy Students. Established in 1966, we are the oldest association in Australia to represent massage therapy in its own right. We advocate vigorously on behalf of our members to advance the profile and standing of massage therapists, and promote the health benefits of massage therapy.

## Vision

Our vision is to establish massage therapy as an allied health profession in Australia.

## Our Mission is to:

- Support our members
- Professionalise the industry
- Educate and inform the public and other health professionals

## AMT values:

- **Best practice:** We support our members to deliver evidence based, skilled, ethical and professional treatment
- **Participation:** We encourage our members to connect with and contribute to their professional community
- **Innovation:** We have set the agenda for industry advocacy since 1966
- **Governance:** We operate to the highest standards of transparency and accountability
- **Client focus:** We place quality and safety at the centre of all we do

SUPPORT PRACTITIONERS		
Objectives	Strategies	Indicators
<b>Members are skilled and well educated</b>	Disseminate research to practitioners	Increase in: <ul style="list-style-type: none"> <li>• # research articles disseminated to members</li> <li>• Research literacy (self-reported)</li> </ul>
	Increase the number of practitioners maintaining and exceeding competency standards	Increase in: <ul style="list-style-type: none"> <li>• # members engaging in continuing education</li> <li>• # members exceeding their annual continuing education requirement</li> </ul>
	Increase opportunities for further education by establishing pathways between the Vocational Education Sector and the Higher Education Sector	Increase in: <ul style="list-style-type: none"> <li>• # of undergraduate courses that offer advanced standing to graduates of HTP qualifications</li> <li>• # of partnerships with tertiary institutions</li> </ul>
<b>Members are supported in clinical practice</b>	Provide practice management resources to members	Increase in: <ul style="list-style-type: none"> <li>• % of practitioners working full time</li> <li>• Working life span of practitioners</li> <li>• Retention of members</li> </ul>
	Provide client management resources to members	
	Provide promotional resources to members	
	Provide peer support and mentoring to members	

PROFESSIONALISE THE INDUSTRY		
Objectives	Strategies	Indicators
<b>Massage Therapy is an evidence-based health intervention</b>	Synthesise the clinical evidence base for Massage Therapy and establish a discrete body of knowledge	• Increase in research literacy (self-reported by members)
	Work with universities and other research bodies to increase the quantity and quality of Massage Therapy research	Increase in: <ul style="list-style-type: none"> <li>• # partnerships formed</li> <li>• # studies completed</li> </ul>
<b>Massage Therapy is recognised as a distinct profession</b>	Develop a Massage Therapy Scope of Practice	<ul style="list-style-type: none"> <li>• Scope of Practice established</li> <li>• Scope of practice endorsed</li> </ul>
<b>The Australian government recognises Massage Therapy as a legitimate health service</b>	Synthesise clinical evidence base	<ul style="list-style-type: none"> <li>• Massage therapy treatments are GST exempt</li> <li>• Massage therapy treatments are included on the Enhanced Care Plan</li> </ul>
	Form alliances with other associations and advocates	
	Lobby Treasury and Government	
<b>The practice of Massage Therapy is supported by a sustainable model for governance and regulation</b>	Develop a model for industry regulation	<ul style="list-style-type: none"> <li>• A national peak body is established</li> <li>• A national Code of Conduct and Code of Practice are endorsed by Government</li> <li>• A national Practitioner Accreditation Scheme is endorsed by Government</li> <li>• A national Quality Assurance program is endorsed by government</li> </ul>
	Lobby Government	

EDUCATE AND INFORM OTHERS		
Objectives	Strategies	Indicators
<b>The Australian public recognises the health benefits of Massage Therapy</b>	Disseminate educational and promotional material to the public	Increases in: <ul style="list-style-type: none"> <li>• Private health fund claims for Massage Therapy treatments</li> <li>• Service demand (self reported by members)</li> </ul>
<b>Allied health professionals recognise the benefits of Massage Therapy</b>	Disseminate information to allied health professionals, including: <ul style="list-style-type: none"> <li>• Training requirements</li> <li>• Scope of Practice</li> <li>• Professional standards of competence</li> <li>• Research results / health benefits</li> <li>• Gains in professional standing (as a result of above)</li> </ul>	• Increase in referrals from allied health professionals (self reported by members)
<b>The Australian public has the information, knowledge and resources to choose a professional therapist</b>	Raise the profile of AMT	<ul style="list-style-type: none"> <li>• Massage therapy treatments are GST exempt</li> <li>• Massage therapy treatments are included on the Enhanced Care Plan</li> </ul>
	Form alliances with other associations and advocates	
<b>The practice of Massage Therapy is supported by a sustainable model for governance and regulation</b>	Develop a model for industry regulation	Increases in: <ul style="list-style-type: none"> <li>• Hits to the AMT website</li> <li>• Telephone inquiries to AMT Head Office</li> <li>• Service demand (self reported by members)</li> </ul>
	Promote members via <ul style="list-style-type: none"> <li>• AMT website</li> <li>• Media</li> <li>• Sporting and community events</li> <li>• Exhibitions and expos</li> </ul>	