
Association of Massage Therapists

2008 Annual Report



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Governance

AMT is governed by a Board of Directors, nominated and elected by the membership. Under the terms of the AMT constitution, elections are held annually and all positions are open for nomination.

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. All regional branches are accountable to the Board and required to regularly report on their activities via the Executive Officer.

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 Alan Ford

The past 12 months has seen a continuation of the work set out by the Board almost 3 years ago. The drive to recruit new members continues in earnest, formalisation of terms of reference for each of our subcommittees has been completed, changes to our operations in Head Office have been successful and the Association is on an even keel for the months and years to come.

You will be well aware that the tightening of the belt in relation to expenditure and the complete turnaround in our profitability has not come without effort. I say a sincere and heartfelt thank you to you, as members, for your patience and acceptance of the changes that have been a fundamental part of the process in keeping AMT the premier Massage Therapy association in Australia.

Continuing the trend of the past few years, our Executive has met formally by teleconference on 12 occasions, 4 of which were regional executive meetings with AMT representatives from Queensland, NSW, ACT and Victoria. The executive committee also had 2 face-to-face meetings, one of which was the new director induction day held at our Head Office in Sydney. The other was at the offices of OAMPS in Melbourne after the Annual Conference in October.

Personally, I have been pleased to see a continuation of regional participation in relation to education and networking. Healthy enthusiastic regions wishing to participate in the larger AMT team is what being a member of ANY association is all about. Special kudos goes to our hardworking regional representatives for helping to revitalise AMT's regional network over the past 3 years.

AMT has continued to provide direction and information in relation to the NSW Code of Conduct for Unregistered Health Professionals and, of course, in connection with the ever-changing requirements of the private Health Funds and the ongoing accreditation of AMT members as health fund registered providers. We have also continued to provide advice to the Department of Veterans' Affairs in relation to our submission for the acceptance of Remedial Massage as an ancillary health service for Gold Card holders.

The AMT Board has finalised all Terms of Reference for our working subcommittees and these committees have now begun to function and report on their activities.

We continue to promote AMT's Policy Development Wiki, Members' Forum and Facebook as member resources.

Massage Therapy Awareness Week activities centered around a press release on the theme of 'Choosing the Right Massage'. The release promoted the key concept of how to find an appropriately qualified professional, with a checklist of questions for the public and General Practitioners to ask before booking a treatment or referring a patient for specific musculoskeletal treatment.



In 2008, AMT has benefited from the continued support and sponsorship of individuals and companies. Contributions have ranged from advanced massage training courses and workshops to discount goods and services from our preferred suppliers.

This is my final report as President of AMT and I would like to take this opportunity to give thanks to certain individuals within the Association.

I would like to acknowledge the fantastic effort that our Head Office stalwarts, Linda and Katie, have put into re-establishing the professional standing of the association with our members and the general public. Their dedication and devotion to improving all areas of AMT office management, efficiency and responsiveness to member enquiries has been paramount in consolidating our membership and enhancing member satisfaction.

Thanks again to all members of the AMT executive, especially our regional coordinators. Without your input, guidance and support, many regional members can feel a sense of detachment and distance from AMT. Your bi-monthly meetings are invaluable in keeping both the association and individual members refreshed and enthused about the profession.

To those board members who have taken up a position in the past 12 months, I thank you wholeheartedly for your support, input and enthusiasm for the job at hand.

And to those who took up a position at the most desperate of times - Claudia, Keryn, Derek, Colin and, in particular, Rebecca, Bravo Zulu on accomplishing what initially seemed like a lost cause. In refusing to give up on your Association and mine, you all helped save our AMT. Thank You.



Alan Ford



Secretary / Treasurer's Report

by Rebecca Barnett

The past 12 months have been a time of consolidation for AMT. We have achieved membership growth of 4.5% and recently tipped 1300 for the first time since inception. This builds on the pleasing growth trend of the last 3 years.

Our financial position continues to be stable, with an operating profit for 2008 of \$8501.00. This positive result is especially gratifying given our larger wages bill.

Member reserves are currently \$81,895.00, a figure that is testament to sensible management of resources, sound fiscal policy and the continued loyalty of AMT members.

Our 2008 Board nominations and subsequent election saw the Association with a full complement of 12 Directors for half the year. This proved to be both exciting and challenging, and necessitated a reassessment of our existing governance structure. In fact, much of the Board's focus over the last 8 months has been governance-related, formalising committee structures and establishing specific Terms of Reference to guide the activities of each committee. Having a more formal structure for Board members to tap into should make it easier to assign specific roles and responsibilities, improve accountability and reporting, and obviate duplication of effort.

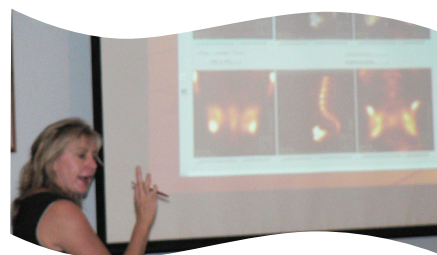
Governance reform is not a particularly sexy process and it can be difficult to sell the merits and significance of it to the membership. However, it is a crucial part of the Board's commitment to a transparent AMT and it is part of our broader advocacy project. Improved governance is also evidence of AMT's evolution into a professionally managed organisation, where volunteer effort remains valid and highly valued but not critical to the survival of AMT.

Ongoing governance reform is crucial to the longevity of AMT and to our capacity to advocate effectively on behalf of the membership. Without a sound, ethical and professional core to our Association, we cannot promote a sound, ethical and trustworthy profession to the general public, other health professionals and government. To this extent, governance is essentially an organisational expression of individual ethics.

At the Annual Conference in October, I had the privilege of addressing delegates on the subject of advocacy and leadership in the Massage Therapy industry. This was a welcome opportunity to speak directly to AMT members about the strategic directions being taken by the AMT Board and the reasoning behind them.

The four pillars of our strategic advocacy plan will continue to form the focus of our efforts. These are:

1. Our clinical evidence base
2. A National Code of Practice for Massage Therapists
3. A National Code of Conduct for Massage Therapists
4. Industry Profiling



I spoke of these things in detail in the December journal.

At our face-to-face Board meeting in Melbourne, the Directorship endorsed a strategic plan to propel our profession forward for the next decade. At the core of this strategic plan are the twin goals of formal government recognition and public awareness of the health benefits of Massage Therapy. We have captured this core in a simple vision and objectives statement that will underpin all the activities undertaken on behalf of members.

VISION:

Australians recognise Massage Therapy as an integral part of health and wellbeing.

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.

The AMT Board continues to believe that formal government recognition of Massage Therapy as a health service is crucial to the ongoing flourishing of AMT's membership and the profession in general. We believe it will be the antidote to various threats that have emerged in recent times, including the advent of the Enhanced Care Plan, which has seen some of our market base eroded by government-subsidised GP referrals to allied health professionals. If we want our share of GP referrals and subsidised treatments, we definitely need a formal mechanism that is endorsed by government to allow this to happen.

Our key achievements for the past 12 months include the following:

Advocacy

- Continued to work closely with the Department of Veterans' Affairs toward the goal of having Remedial Massage Therapy recognised in their ancillary health scheme.
- Attended a briefing of the Health Care Complaints Commission to ensure that AMT and its members comply with the NSW Code of Conduct for Unregistered Health Practitioners and understand the complaint resolution process.
- Monitored the activities of the Council of Australian Governments (COAG) in relation to national regulation requirements for complementary health practitioners.
- Worked closely with the private health funds to maintain our accreditation.
- Successfully reaccredited with Australian Regional Health Group and passed their formal audit with flying colours.



Marketing of members and member benefits

- Promoted AMT members via the Australian Association Press Medianet during Massage Therapy Awareness Week. MTAW focused on the theme of 'Choosing the Right Massage', with an emphasis on how to identify a professional.
- Continued to promote our Find a Therapist facility via a Google Sponsored link.
- Established a Facebook group to enhance communication and networking opportunities and capture the interest of Gen Y.
- Introduced a special Maternity Leave membership package
- Improved processing and turnaround time in Head Office

Operational

- Further consolidated our staffing arrangements, with retention at an unprecedented high.
- Reviewed and revamped HR policies and procedures
- Established employment contracts for our full-time staff members
- Introduced a formal review process for staff
- Invested in training for staff members

Governance

- Revised AMT's Formal Complaints policy and uploaded a copy to the Find a Therapist section of the AMT website
- Introduced an induction process for new Directors
- Established Terms of Reference for our 5 key subcommittees
- Formulated and endorsed a Code of Conduct for members of the Board
- Enhanced the conduct of Board meetings with formal papers circulated prior to each meeting.

Finance and Audit

- Achieved an operating profit of \$8501.00 for the period 1 January to 31 December 2008.
- Increased AMT reserves to \$81,895.00



Rebecca Barnett



Operating Statement

for the Financial Year Ended 31 December 2008

	12 Months Dec 2008 \$	6 Months Dec 2007 \$
Revenue from ordinary activities	302,323	161,119
Wages, contractors & superannuation	(128,394)	(53,695)
Depreciation and amortisation expenses	(1,484)	(761)
Other expenses from ordinary activities	(163,266)	(90,490)
Profit / (loss) from ordinary activities before income tax	9,179	16,173
Income tax expense relating to ordinary activities	(678)	(342)
Net profit / (loss) attributable to members of the association	8,501	16,515
Retained Surpluses at the beginning of the financial year	73,394	56,879
Retained Surpluses at the end of the financial year	<u>81,895</u>	<u>73,394</u>

Balance Sheet

as at 31 December 2008

	12 Months Dec 2008 \$	6 Months Dec 2007 \$
CURRENT ASSETS		
Cash Assets	90,717	69,194
Receivables	34	11,745
Inventories	4,851	4,792
Other	388	1,283
TOTAL CURRENT ASSETS	<u>95,990</u>	<u>87,014</u>
NON-CURRENT ASSETS		
Plant and Equipment	3,233	4,273
TOTAL NON-CURRENT ASSETS	<u>3,233</u>	<u>4,273</u>
TOTAL ASSETS	<u>99,223</u>	<u>91,287</u>
CURRENT LIABILITIES		
Payables	3,946	8,322
PAYG + GST liabilities	9,707	6,664
Provisions	3,675	2,907
TOTAL CURRENT LIABILITIES	<u>17,328</u>	<u>17,893</u>
NON CURRENT LIABILITIES		
Provisions	-	-
TOTAL NON CURRENT LIABILITIES	-	-
TOTAL LIABILITIES	<u>17,328</u>	<u>17,893</u>
NET ASSETS	<u>81,895</u>	<u>73,394</u>
MEMBERS' FUNDS		
Retained surpluses	73,394	56,879
Annual Result	8,501	16,515
TOTAL MEMBERS' FUNDS	<u>81,895</u>	<u>73,394</u>

Statement of Changes in Equity

for the Financial Year Ended 31 December 2008

	Retained Surplus \$	Total \$
Balance at the beginning of the financial year	73,394	73,394
Operating surplus (loss)	8,501	8,501
Balance at the end of the financial year	<u>81,895</u>	<u>81,895</u>

Operating Profit or Loss

for the Financial Year Ended 31 December 2008

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

	2008	2007
REVENUE		
Membership Fees	188,831	91,871
Conference Fees	54,278	51,579
Advertising Income	16,817	4,714
Workshops	16,728	4,809
Merchandise Sales	19,007	5,041
Interest Income	2,661	917
Other Income	4,001	2,288
	<u>302,323</u>	<u>161,119</u>
EXPENSES		
Conference Fees	47,899	32,431
Advertising Expenses	8,331	5,749
Audit Fees	4,045	2,618
Depreciation	1,484	761
Raw Materials and Consumables used	2,690	5,681
Wages & Salaries	118,298	-
Rent	11,278	4,702
Insurance	4,170	5,707
Newsletter Costs	18,233	9,368
All other expenses	76,716	77,334
	<u>293,144</u>	<u>144,946</u>

The Board



ALAN FORD
President



REBECCA BARNETT
Secretary/Treasurer



TAMSIN ROSSITER
Vice-President



KERRY HAGE
Director



CLAUDIA IACOVELLA
Director



DAVE MOORE
Director



JEFF MURRAY
Director



COLIN ROSSIE
Director



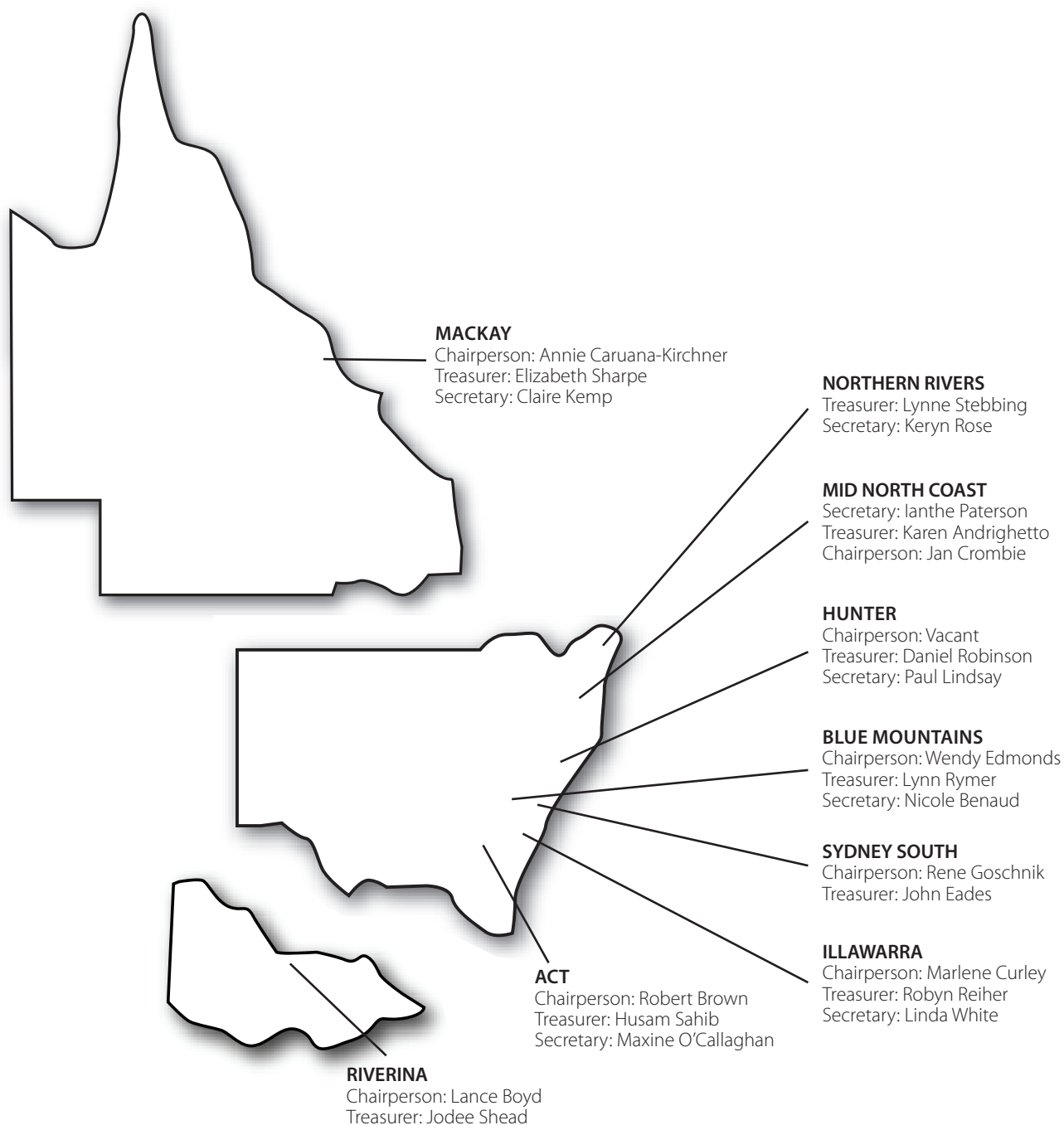
DEREK ZORZIT
Director

Head Office Staff

LINDA HUNTER
Executive Officer

KATIE SNELL
Administration Officer

Regional Representatives



AMT Ethics Committee

Terms of Reference

As approved by the Board on 15 December 2008

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

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

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

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.