
Association of Massage Therapists

2016 Annual Report



Association of Massage Therapists Ltd
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AMT Conference 2016

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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, 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 2016

Chairperson's Report - Annette Cassar



This will be my final message as Chairperson of AMT. I don't mean to come over all ominously Pauline Hanson on you but, by the time you get to read this, I will have handed the reins over to Michelle McKerron at the Annual General Meeting in Perth!

I would like to share my report from the AGM as my parting message as Chairperson of AMT.

2016 year was a milestone for AMT- we celebrated our 50th anniversary and what a celebration it was, culminating in the Annual Conference in September.

Luna Park was such a spectacular setting for AMT's golden anniversary conference, which was one of the best received in AMT's history. Despite wanting to devote some time to looking back on AMT's rich history and achievements, this was also an event with some firsts: it was the first time AMT has webcast a conference. It was genuinely thrilling to be able to share the celebrations with AMT members right across the country, tuning in live via their Internet browsers. Judging by the feedback we received, those who joined the event via the webcast genuinely felt like they were a part of proceedings, forming a connection with the celebrations that was beyond all our expectations. It was exciting to see members interacting via social media and reporting back live on their experiences of the webcast.

Having the live capture of the event also allowed AMT to publish conference plenary sessions on our YouTube channel for the first time, thus preserving those historical moments for current and future generations of AMT members. If you haven't looked at the conference sessions on YouTube yet, I would encourage you to check them out.

Life memberships were presented to two valued members of AMT, Leonie Dale and Alan Ford. Both members were recognised for their exceptional contributions to the massage therapy profession and to AMT over the past 25 years.

The conference also gave us the opportunity to report back to members on AMT's ongoing research partnership with the Australia Research Centre in Complementary and Integrative Medicine (ARCCIM). Rebecca Barnett presented some preliminary data from the patient survey undertaken as part of the ongoing study. The message from the survey is clear and unequivocal - whether the government formally recognises massage therapy as a health service or not, massage therapists are at the front line of treating Australians with musculoskeletal conditions and chronic pain. For those who did not see Rebecca's presentation, there is a comprehensive report in the December 2016 journal. You can also view the full presentation on AMT's YouTube channel (<https://www.youtube.com/channel/UCRJENFpS1dZI66oTSH4UIRw>).

Along with the various activities associated with the 50th anniversary, AMT continued its customary advocacy work on behalf of members and the industry at large. We began rolling out a fairly extensive industrial relations campaign aimed at raising awareness of workplace entitlements, and the prevalence of sham contracting and misclassification of massage therapists. This is a significant workforce development challenge that AMT is committed to tackling. We ran an information session as part of the conference and several preliminary workshops on employment law.

To date, these awareness-raising activities and support have assisted four AMT members receive settlements of over \$60,000 for back pay and other entitlements. Work in this space is ongoing in 2017.

AMT also continued to represent massage therapists in negotiations with private health insurance companies. When BUPA proposed increasing professional liability insurance coverage to \$5,000,000 per incident, we immediately sought to negotiate the fund down based on data and comparisons with other related health professions. This resulted in the required limit being revised down to \$2,000,000 per incident.

We also negotiated with our main insurance underwriter, Fenton Green, to contain the increased costs for members as much as possible. Speaking of Fenton Green, after several years of dialogue with the insurer, the Board appointed them as AMT's official underwriter. Members can obviously still opt to use the underwriter of their choice but our relationship with Fenton Green allows AMT more negotiating power in terms of containing the costs of premiums over time.

2017 will see the gradual rollout of mandatory criminal checks for all practising members, an initiative that the AMT Board agreed to move forward with in late 2016. The introduction of mandatory criminal checks is part of AMT's broader commitment to public safety. The administrative infrastructure to collect and store criminal checks is under way and will be in place to begin receiving documentation by 1 July this year.

New applicants will be required to undergo a criminal check to be admitted to AMT from July 1 this year and existing members will be required to comply by 1 July 2018.

Another initiative that the Board committed to in 2016 is the development of a comprehensive mentoring program. A mentoring partnership can be rewarding to both parties and will offer members an opportunity to develop communication skills, learn all aspects of a massage therapy business, expand viewpoints and consider new ways of approaching situations. The AMT board is very excited at the prospects of having this program in place for our members and will be working diligently during 2017 to get the program up and running. In the first instance, we plan to run a pilot mentoring scheme with currently enrolled massage therapy students.

I would like to finish this report by thanking all the staff at head office - Rebecca Barnett, Katie Snell, Valentine Guillemain, Rema Zogabe and Nicole Reed. I would also like to welcome our new recruit, Rita Pincelli, who started at AMT in March this year.

I would also like to thank the board for all of their support over the past four years: Michelle McKerron, Derek Zorzit, Dave Moore, Jenny Richardson and our newest member, Gabby Griffiths. These wonderful people have been very supportive and are great ambassadors for AMT.

On a very personal note I would like to thank Rebecca Barnett for her support encouragement and direction while I undertook this position as President/Chairperson. I had no experience chairing meetings or writing reports. Rebecca has made herself available at any time to help me with this role.

I have made friends for life and I'm truly grateful for everything the AMT has done for me.

My final duty as chairperson is to introduce Michelle McKerron who is AMT's new chairperson - please welcome Michelle as our newly appointed chairperson. Michelle has a thriving massage practice in Oyster Bay in the Sutherland Shire in Sydney. Her time is divided between a very supportive husband, four children and AMT, and somewhere between all this she has a social life. Michelle joined AMT as a student member over 20 years ago and took a position as member representative after serving as South Sydney branch secretary for several years. Michelle became a director four years ago. Michelle's kind, caring nature and her passion for the massage industry will be a great asset as chairperson for the association.

My time as Chairperson has been both challenging and rewarding. I thank all AMT members for the ongoing support of the work the Association does and look forward to continuing to serve you as an AMT director.

Secretary's Report - Rebecca Barnett



AMT's anniversary in 2016 provided a unique opportunity to reflect on the achievements of the association over its proud 50-year history and to outline some clear pathways for the future. Although the core of AMT's mission has remained remarkably unchanged over the years, new challenges and contexts provide opportunities for AMT to review and renew its focus. The AMT Board, management and staff are continuously examining ways to add value to members beyond the provision of health fund provider numbers.

AMT undertook a membership survey in mid-2016 to prepare for the release of a new strategic plan. Although AMT is yet to release our renewed strategic plan, we began working on the major themes and projects that were identified in the strategic planning process in the latter half of 2016. Workforce development was identified as one of the biggest challenges facing the industry, manifesting as casualisation of the labour force; issues with burnout and short working life span as a massage therapist; underemployment; and underpayment.

There are two pillars to AMT's approach to tackling these workforce development challenges: an industrial relations awareness campaign and the development of a structured mentoring/coaching scheme to support long-term, healthy careers in massage therapy.

AMT had already started on its industrial relations awareness campaign back in 2015, publishing information about workplace entitlements, awards and the superannuation guarantee via the AMT journal and closed AMT Facebook group.

However, the campaign really gained momentum in the second half of 2016 when AMT hosted a number of educational sessions and workshops around employment law, including a session at the 50th anniversary conference.

AMT continues to provide guidance and support to members about workplace issues on an ongoing basis. To date, four AMT members have been paid over \$60,000 in back pay and settlements. We have also provided support to employers who are working to ensure compliance with Fair Work and ATO provisions.

We hope to build on this momentum in the coming years with the aim of creating more stable, long-term employment opportunities for massage therapists.

AMT is also working in earnest to develop the other pillar of our workforce development plan – a structured, mentoring scheme. We aim to roll out a pilot scheme to student therapists towards the end of 2017.

AMT remains at the forefront of ongoing negotiations with the private health insurance companies.

In April, we entered into a negotiation with BUPA regarding its proposal to increase the minimum professional indemnity limit for massage therapists to \$5,000,000 with immediate effect. Our submissions resulted in BUPA revising this limit back down to \$2,000,000 and giving therapists over a year to comply. AMT then worked with our preferred insurance underwriter, Fenton Green, to control costs to members and smooth the transition to the new limit.

In spite of the virulent rumour mill, the Federal Department of Health has thus far shown no sign of moving to withdraw the government rebate on private health insurance cover for massage therapy. AMT's dialogue with health funds throughout 2016 also suggests that most private funds would continue to provide rebates for massage therapy, even if the government withdraws its rebate.

AMT had cause to support and represent a number of members who were undergoing health fund audits, including one member who received a substantial demand for a refund of services from nib (over \$2000). This should serve as a salutary reminder to members that providing rebatable services is a serious professional responsibility and should not be treated frivolously or lightly: keep comprehensive client records, don't over-service and don't provide remedial massage receipts for treatments that are not remedial massage.

One of the major themes to emerge from the strategic planning survey undertaken in 2016 was the accessibility of continuing professional development. With a growing membership nationally, access and equity to continuing education are becoming pressing issues for AMT to address.

AMT has commenced a major review of the CEU system, with a focus on supporting members who may struggle to afford the costs associated with travelling to workshops from far-flung parts of the country.

We were incredibly excited to express our commitment to this by webcasting the 2016 conference proceedings.

We were extremely gratified by the sense of community and belonging that this engendered.

Throughout 2017, we will be on the lookout for quality CEU opportunities that are accessible for free or low cost online and notifying members of alternative ways of achieving CE targets.

AMT also remains committed to using the online community we have established via our private facebook group to build a sense of connection and belonging. It is pleasing to watch friendships and networks develop via that medium. (<https://m.facebook.com/groups/amtnetworking>)

2016 was another year of explosive membership growth for AMT, with our ranks swelling by 21%. We closed out the year with nearly 3000 members, a pleasing reflection of the energy and effort that has been invested in keeping AMT at the forefront of professional advocacy for massage therapists.

Below, I have outlined AMT's activities in service of the objectives articulated in the AMT Strategic Plan.

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 featured presentations and workshops on a range of current topics. The webcast of plenary sessions made the experience and information accessible to AMT members across Australia.
- AMT actively monitored the endorsement and roll out of the new Health Training Package and was represented at the inaugural consultation of the newly established Australian Industry and Skills Committee forum.
- AMT's voice was represented at the newly established Industry Reference Committee under Skills IQ. AMT was actively involved in drafting a four-year plan for monitoring and review of the training package.

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 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 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.
- The patient arm of AMT's research project with ARCCIM was completed in 2016, with preliminary data reported at the Annual Conference. The workforce arm of the study was completed in 2014 and will be written up in 2017.

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 released a 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.
- The AMT Board announced the introduction of mandatory criminal history checks for practising AMT members and invited other Associations to support this initiative industry wide.

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

- AMT released a 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.
- The AMT Board announced the introduction of mandatory criminal history checks for practising AMT members and invited other Associations to support this initiative industry wide.

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.

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



celebrating

50

years

1966-2016

Association of Massage Therapists
27th National Conference
September 23-24, 2016

Thanks to our platinum sponsor

 Fenton Green

2017 AGM

Treasurer's report - Dave Moore



The 2016 financial year saw AMT record a small operating deficit of \$17,542. I don't want to say that "this was the operating deficit that AMT had to have" but, reassuringly, this figure is within the \$20,000 operating deficit the Board had predicted in its annual budget for 2016.

AMT's 50th anniversary celebrations were a key focus for the Association last year, providing a platform for the Board to follow through on a number of commitments to members. With AMT's membership growing significantly, and across the nation; equitable access to continuing education is an ongoing concern. AMT's free member webcast of the 50th anniversary conference was a budget item we were thrilled about delivering, as it allowed members across Australia to experience the event remotely. Making the conference sessions available for free on AMT's YouTube channel was an intrinsic part of that commitment to access and equity. We are optimistic about building on this in the years ahead, as AMT's membership continues to grow.

AMT's main expense continues to be wages. This is unsurprising given the Association's growth trajectory over the past five years. This growth peaked in 2016 with a whopping 21% increase, our most significant leap in the Association's history. At the close of the year, AMT had 2926 members, a net increase of 504 compared to 2015. AMT is well placed to continue absorbing wage expenses, assuming modest membership growth in the coming years.

But even AMT's wage expenses have a silver lining. Another small, contributing factor on the liability side of the AMT ledger stems from something positive – in 2016, Katie Snell accrued a long service leave entitlement, thanks to her ten years of continuous loyal service to AMT. We're incredibly proud that AMT is an organisation that such an intelligent, capable and hardworking person would choose to stick with over the long haul. The corporate knowledge in Katie's head is invaluable to AMT. Thank you Katie for your continuing contribution to AMT's success!

AMT also continues to invest in development of the database, which will help to streamline operations and allow the membership to access and manage their information for themselves. In the coming 12 months, we will investigate areas where savings and improvements may be available, such as a greater use of social media as a communications tool, superseding older methods which our research shows us are no longer efficient or effective.

Despite the additional costs associated with the ongoing innovations and improvements directed at supporting members, AMT continues to be in a strong financial position. Monies held in reserve in our ING direct account at the close of 2016 - \$296,498.

In closing I would like to thank my fellow board members, Beck, Katie and the head office team for their ongoing support and contributions to our Association's continuing progress.

Statement of Comprehensive Income

for the year ended 31 December 2016

	Note	Dec 2016 \$	Dec 2015 \$
Revenue	2	644,518	615,398
Wages, contractors & superannuation	2	(343,571)	(303,885)
Depreciation and amortisation expenses	2	(20,657)	(25,679)
Other expenses from ordinary activities		(296,144)	(260,881)
Profit before income tax		(15,854)	24,953
Income tax expense	3	(1,688)	(2,022)
Profit for the year		(17,542)	22,931
Other comprehensive income for the year, net of tax		-	-
Total comprehensive income for the year		(17,542)	22,931
Total comprehensive income attributable to members of the entity		(17,542)	22,931

Statement of Financial Position

for the Financial Year ended 31 December 2016

	Note	Dec 2016 \$	Dec 2015 \$
ASSETS			
CURRENT ASSETS			
CASH AND CASH EQUIVALENTS	4	325,292	336,029
Trade and other receivables	5	11,228	6,386
INVENTORIES	6	6,830	2,906
Other assets	7	13,672	11,800
TOTAL CURRENT ASSETS		357,022	357,121
NON-CURRENT ASSETS			
Other assets	7	11,000	11,000
Property, plant and equipment	8	32,749	40,243
TOTAL NON-CURRENT ASSETS		43,749	51,243
TOTAL ASSETS		400,771	408,364
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	9	29,720	21,050
Provisions	10	41,007	39,728

Statement of Financial Position (cont.)

	Note	Dec 2016	Dec 2015
		\$	\$
TOTAL CURRENT LIABILITIES		70,727	60,778
TOTAL LIABILITIES		70,727	60,778
NET ASSETS		330,044	347,586
EQUITY			
Retained earnings		347,586	324,655
Current year earnings		(17,542)	22,931
TOTAL EQUITY		330,044	347,586

Statement of Changes in Equity

for the Financial Year ended 31 December 2016

	Retained Earnings	Total
	\$	\$
Balance at 1 January 2015	324,655	324,655
Comprehensive income		
Profit / (loss) for the year	22,931	22,931
Other comprehensive income	-	-
Total comprehensive income	22,931	22,931
Balance at 31 December 2015	347,586	347,586
Comprehensive income		
Profit for the year	(17,542)	(15,945)
Other comprehensive income	-	-
Total comprehensive income	(17,542)	(15,945)
Balance at 31 December 2015	330,044	331,641

Statement of Cash Flows

for the Financial Year ended 31 December 2016

	Note	Dec 2016 \$	Dec 2015 \$
Cash flows from operating activities			
Receipts from operations		627,808	599,385
Payments to suppliers and employees		(631,452)	(556,247)
Interest received		6,071	7,406
Income tax paid		-	(2,022)
Net cash generated from operating activities	11	2,427	48,522
Cash flows from investing activities			
Payment for plant and equipment		(13,163)	(25,043)
Net cash (used in) investing activities		(13,163)	(25,043)
Net increase in cash held		(10,736)	23,479
Cash at the beginning of the financial year		336,029	312,550
Cash at the end of the financial year		325,292	336,029

Notes to the financial statements

for the Financial Year ended 31 December 2016

Operating Profit or Loss

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

	2016	2015
	\$	\$
Revenue		
Membership fees	502,399	473,609
Conference fees	81,929	49,160
Advertising income	12,653	11,039
Workshops	11,097	45,519
Merchandise sales	7,534	5,444
Region meeting fees	10,488	10,688
Interest income	6,071	7,406
Other income	12,347	12,533
	644,518	615,398
Expenses		
Conference fees	65,406	47,037
Audit fees	4,750	4,594
Depreciation	20,657	25,679
Raw materials and consumables used	2,227	3,288
Wages & salaries	294,012	274,003
Superannuation	29,387	29,882
Annual leave	20,173	31,408
Rent	32,548	30,875

Notes to the financial statements (cont.)

	2016	2015
	\$	\$
Insurance	3,536	4,355
Newsletter costs	15,590	17,050
All other expenses	172,086	122,274
	660,372	590,445

Notes to the financial statements (cont.)

Income Tax

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

	2016	2015
	\$	\$
Prima facie income tax payable on ordinary activities before income tax at 30% (2015: 30%)	-	5,264
Less:		
Tax effect of:		
– Non-taxable member income arising from the principle of mutuality	1,688	3,120
– Over/(under) provision prior year	-	122
Income tax attributable to entity	1,688	2,022

Notes to the financial statements (cont.)

Cash and Cash Equivalents

	2016	2015
	\$	\$
Cash at bank	295,733	309,661
Electronic trading account	27,849	25,930
Undeposited funds	1,245	-
Cash on hand	391	438
Merchant Clearing Account	75	-
	325,292	336,029

Notes to the financial statements (cont.)

Trade and Other Receivables

	2016	2015
	\$	\$
Trade debtors	11,228	6,386
	11,228	6,386

Notes to the financial statements (cont.)

Inventories

	2016	2015
	\$	\$
Inventories	6,830	2,906
	6,830	2,906

Notes to the financial statements (cont.)

Other Assets

	2016	2015
	\$	\$
Regional meeting accounts	13,672	11,800
Lease deposit (Non-current)	11,000	11,000
	24,672	22,800

Notes to the financial statements (cont.)

Plant and Equipment

	2016	2015
	\$	\$
At cost	144,772	131,609
Less accumulated depreciation	(112,023)	(91,366)
	32,749	40,243

Notes to the financial statements (cont.)

Trade and Other Payables

	2016	2015
	\$	\$
Trade creditors	787	271
Superannuation payable	15,677	8,023
GST payable	6,148	6,444
PAYG Instalment	519	-
PAYG withholding	6,590	6,312
	29,720	21,050

Notes to the financial statements (cont.)

Provisions

	2016	2015
	\$	\$
Current		
Provision for income tax	(1,025)	(233)
Provision for annual leave	42,032	39,961
	41,007	39,728

Notes to the financial statements (cont.)

Cash Flow Information

	2016	2015
	\$	\$
Reconciliation of cash flow from operations with profit after tax		
Profit after income tax	(17,542)	22,931
Non-cash flows in profit:		
– Depreciation	20,657	25,679
Changes in assets and liabilities		
– (Increase)/decrease in trade and receivables	(4,842)	(4,763)
– (Increase)/decrease in inventories	(3,924)	(157)
– (Increase)/decrease in other assets	(1,873)	(3,686)
– (Decrease)/increase in trade and payables	8,170	(1,384)
– (Decrease)/increase in provisions	1,279	9,595
– (Decrease)/increase in tax liabilities	501	307
	2,427	48,522

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.

	2016	2015
	\$	\$
Key management personnel compensation:		
– short-term benefits	98,123	91,368
– post-employment benefits	9,251	8,645
	107,374	100,013

The Board

CHAIRPERSON

Annette Cassar

TREASURER

Dave Moore

DIRECTORS

Gabrielle Griffiths

Michelle McKerron

Jenny Richardson

Derek Zorzit

Head Office Staff

REBECCA BARNETT

Company Secretary

KATIE SNELL

Office Manager

VALENTINE GUILLEMIN

Administration Officer

REMA ZOGABE

Administration Officer

NICOLE REED

Administration Officer

REBEKAH SHORT

Administration Officer

celebrating

50

1966-2016

year.

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Established 1966

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