

Vision

Australians have access to safe, ethical and evidence-informed massage therapy treatment within the Australian health care system.

Our mission is to:

- Support our members
- Professionalise practice
- Educate and inform the public and other healthcare professionals

AMT values

Best practice



We support our members to deliver evidence informed, skilled and ethical care

Participation



We encourage our members to connect and engage with colleagues

Leadership



We have set the agenda for industry advocacy since 1966

Openness



We strive for the highest standards of transparency and accountability

Client focus



We put quality and safety of care at the heart of our agenda

	Objectives	Strategies	Indicators	
Support members	Members are skilled, informed and engaged	Disseminate research to members	Increase in: • # research articles disseminated to members • Research literacy (self-reported)	
		Improve access to professional development opportunities	Increase in: • # members meeting professional development requirements	
		Promote pathways for further and higher education, and inter-professional education	Increase in: • # of undergraduate courses that offer advanced standing to graduates of HTP qualifications • # of partnerships with tertiary institutions	
	Members are supported in clinical practice	Provide practice management resources to members	Increase in: • % of practitioners working to capacity (self report) • % of practitioners in permanent employment • increase in job ads for permanent employment • working life span of practitioners • retention of members • job satisfaction (self report) Decrease in: • job ads for contractors	
		Provide client management resources to members		
Facilitate access to industrial advice and information				
Provide promotional resources to members				
	Provide peer support and mentoring to members			
Professionalise practice	Massage Therapy is an evidence-informed health intervention	Disseminate the clinical evidence base for Massage Therapy and establish a discrete body of knowledge	Increase in: • research literacy (self-reported by members) • # downloads of AMT research resources on website and social media platforms • # of followers and engagements with AMT social media platforms promoting evidence	
	Massage Therapy is recognised as a distinct healthcare intervention	Promote a massage therapy scope of practice	Scope of practice endorsed by stakeholders Increase in: • # of downloads of the AMT Code of Practice • # of engagements with government and healthcare agencies, patient advocacy groups and the public	
		Review and update AMT Code of Practice annually		
	Australians recognise massage therapy as a health service	Maintain AMT classified research database	Massage therapy treatments are GST exempt Massage therapy treatments are eligible for third party reimbursement Increase in: • # consultations with massage therapists • # referrals to massage therapists from other health practitioners • % of massage therapists working to capacity	
		Promote clinical evidence base		
Form alliances with other organisations and advocates				
	Lobby Government and Treasury			
The practice of massage therapy in Australia is supported by a sustainable and coherent model for regulation	Promote AMT's model for industry regulation	Lobby government	• The AMT Code of Conduct is endorsed by Government • A national peak body is established to oversee complaints • The title "Massage Therapist" is protected and a national register of qualified Massage Therapists is established • Massage therapists undergo a National Police Check	
Educate and inform others	Australians recognise the health benefits of Massage Therapy	Disseminate educational and promotional material to the public	Increase in: • service demand (self reported by members and through available data and research) • # hits to the AMT website and social media platforms • # of followers and engagements with AMT social media platforms	
		Develop fact sheets and infographics		
		Maintain AMT classified research database		
	Health practitioners recognise the benefits of Massage Therapy	Disseminate information to health practitioners, including: • training requirements • scope of practice • professional standards of competence • research and evidence	Foster and promote opportunities for massage therapists to interact and work with other health practitioners	Increase in: • # referrals from health practitioners (self reported by members) • # hits to the AMT website and social media platforms Increase in: • # of massage therapists attending inter-professional conferences, workshops and events • # of massage therapists interacting on inter-professional social media groups and promoting the massage therapy body of knowledge • # of referrals from other health practitioners
	Australians have the information, knowledge and resources to choose a qualified massage therapist	Raise the profile of AMT	Form alliances with other organisations and advocates	Increase in: • service demand (self reported by members and through available data and research) • # hits to the AMT website and social media platforms • paid work at community and sporting events
		Promote AMT members via • AMT website • Mainstream and social media • Sporting and community events		
The practice of massage therapy in Australia is supported by a sustainable and coherent model for regulation	Promote AMT's model for industry regulation	Lobby government	Increase in: • # downloads of the AMT Code of Practice • # hits to the AMT website and social media platforms • # of engagements with government and healthcare agencies, and patient advocacy groups • # of telephone inquiries to AMT Head Office regarding massage therapy practice • Service demand (self reported by members and through available data and research)	