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# Association of Massage Therapists

## 2011 Annual Report



*in good hands*

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# 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 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.

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 Tamsin Rossiter

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And so ... it's finally come to this. Like that old jar of yoghurt at the back of the fridge, this soon to be ex-president has finally hit her use-by date. And after three years as president I confess I am still oscillating between feelings of nostalgia and elation as I pen my final President's report. I would be lying if I didn't admit that I have been slowly but surely ascending a mighty steep learning curve during my tenure. Yet, after the climb (and I am still far short of the summit), I am wiser, significantly more informed, and even more devoted to AMT and the 'national cause' of the advancement of massage therapy. I feel relief and a degree of sadness, but no regrets.

I have Rebecca Barnett and Colin Rossie to acknowledge for placing me at the bottom of the incline back in 2008. In unison, the two 'sneaky panthers' masterminded my recruitment. However, once the seed was planted I embraced my role with sincerity, hard work and dedication. While holding this position was never part of my master plan, I was surprised at how fulfilling and challenging this role has been.

I have been a proud member of AMT since 1993. For nearly twenty years, I have been involved at many different levels in the development of the organisation and the profession itself, not to mention the education and training of massage therapists. AMT is unquestionably the leading massage therapy association in Australia. This is evident in the way we set and maintain standards of practice, our advocacy for the profession, and our commitment to the education and training of therapists. Our reputation means that we keep neither our mouths nor our minds shut. AMT is regarded as the association that achieves, strives and celebrates. This is no more clearly evident than in the undertaking of writing the national Code of Practice for Massage Therapy.

I feel immense pride and a strong sense of satisfaction as we near completion of our national Code of Practice. This document is extraordinary. It represents AMT's passion for upholding and maintaining rigorous standards. It clearly demonstrates our continued advocacy work and provides the legitimate framework for our profession. This is where you, the members, come in. You are the practitioners who uphold our standards and who avidly participate in professional development and provide the highest level massage therapy care in Australia. I acknowledge and celebrate your dedication.

I am acutely aware of the pitfalls that can form when 'policy writers' devise documents on behalf of the people who 'do the work'. This is positively not the case with AMT. All of our directors are massage therapists. Our comprehensive analysis and feedback process of the COP involved all members and the wider health community. These standards have been written by massage therapists for massage therapists and I salute you all for practising within these standards.



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I would never have allowed the sneaky panthers to weave their spell on me had I not had the support and backing of the Board. All directors of the AMT Board deserve great credit. There are no egomaniacs and there is absolutely no self promotion. Instead we have a team of extraordinary volunteers who act with generosity, professionalism and a strong ethical commitment to AMT and the profession at large at all times. I sincerely thank Derek Zorzit, Dave Moore, Jodee Shead, Kerry Hage, Annette Cassar and Desley Scott.

Rebecca Barnett gets a very special thanks. As I discussed when I presented Beck with her life-membership award at the 2010 AMT conference in Canberra, Beck is undoubtedly the greatest asset to the Australian massage therapy profession. Beck has selflessly given her support and guidance way beyond the call of duty. In her dual roles as company secretary and director she has not just been my rock, but my mountain. Her knowledge, intellect and wit have sustained and supported me for the past four years. Thank you, sneakiest of panthers.

My thanks also extend to all of our regional representatives, supporting our members far and wide throughout Australia. Thank you for your initiative and enterprise in the planning of your regional meetings, workshops and your commitment to promoting both AMT and the profession within your local communities. You do a brilliant job and I thank you on behalf of AMT and your local members.

Thank you to Katie Snell our sensational administrative officer. Katie has an impressive work ethic which is reflected in her achievements and her professional approach to her work. I would also like to farewell AMT's long-serving Executive Officer, Linda Hunter, and warmly welcome new Head Office staff member, Rebekah Short, to our happy and dedicated team. Many of you would have spoken to Bek when she was conducting interviews for our survey in 2010.

I look forward to being involved in AMT's continued growth and development. Massage Therapy is peaking in its organisation, growing body of research evidence and acceptance in the mainstream health sector and the general population. This is an exciting time to be a massage therapist and a member of AMT. I thank all of you for providing me with the opportunity of serving as president of AMT, and for your ongoing support and encouragement over the past three years.



Tamsin Rossiter



# Secretary / Treasurer's Report

by Rebecca Barnett

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AMT has continued to prosper and grow since our 2011 Annual General Meeting. The past year has been incredibly vibrant and productive, with the release of the draft version of AMT's Massage Therapy Code of Practice for comment and feedback. The wide circulation of the draft code has brought the work of AMT and the massage therapy profession at large to the attention of health policy makers, legislators, educators and allied health professionals.

We have achieved membership growth of 16.6% since March 2011 and now have 1800 members for the first time since inception. This result doubles our rate of membership growth compared to last year and extends a phenomenal unbroken run of membership growth for the past 6 years.

As a consequence of this steady membership growth and sound management, AMT's financial position remains robust with an impressive operating profit of \$63,121 for the 2011 reporting cycle, another record result for the Association. It is pleasing that AMT has continued to build on its operating reserves. Member equity now stands at \$187,027.

Having a stable base and good management in place has allowed the Association to be very proactive and outward looking over the past year. We commenced the year by sending a delegation to one of a series of nationwide consultations hosted by the Australian Health Ministers Advisory Council (AHMAC) on "Options for the regulation of unregistered health practitioners". Tamsin Rossiter, Colin Rossie and I represented AMT at the Sydney consultation forum, supporting our contributions on the day with a formal written submission that included a copy of the draft AMT Code of Practice.

In March, Colin Rossie and I represented AMT at the launch of the Community Services and Health Industry Skills Council 2011 Environmental Scan, held at Parliament House in Canberra, where we had the opportunity to put questions to Mark Butler, Minister for Mental Health and Aging, and key independent Rob Oakeshott.

Tamsin Rossiter and I also welcomed the opportunity to meet with the Victorian Commissioner and Deputy Commissioner of Health Services in August, to discuss the draft Code of Practice. The feedback from Beth Wilson and Grant Davies was invaluable and reinforced the value and importance of the work that has been invested in drafting the Code.

We finished the year strongly, negotiating and signing a Memorandum of Understanding with the Network of Researchers in the Public Health of Complementary and Alternative Medicine (NORPHCAM). This partnership will allow us to greatly enhance AMT's research capacity and create new opportunities for AMT members to be involved in research by accessing the resources of the NORPHCAM team. We are currently investigating the possibility of applying for an Australian Research Council grant in partnership with NORPHCAM.

In summary, AMT's key achievements in 2011 include the following:



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### Advocacy

- Reaccredited with all the private health funds
- Maintained open dialogue with the Community Services and Health Industry Skills Council (CSHISC) in relation to training standards, and provided advice and recommendations to CSHISC on specific issues.
- Formed a strategic alliance with the Australian Skills Quality Authority to allow open communication regarding training standards at Registered Training Authorities and non-accredited colleges.
- Monitored the activities of the Council of Australian Governments (COAG) and the Australian Health Ministers' Advisory Council (AHMAC) in relation to national regulation requirements for complementary health practitioners

### Submissions

- to NSW WorkCover on regulation of service providers in the NSW workers compensation systems (April 2011)
- to Australian Health Ministers Advisory Council (AHMAC) on options for regulation of unregistered health practitioners (April 2011)
- to National Quality Council regarding elective requirements for Health Training Package qualifications (August 2011)
- to NSW WorkCover regarding provider recognition criteria for remedial massage therapists (September 2011)
- to Community Services and Health Industry Skills Council (CSHISC) 2012 E-Scan (November 2011)
- the draft AMT Massage Therapy Code of Practice was circulated to over 70 stakeholders including government agencies, health legislators, allied health bodies, insurers and private health funds.

### Strategic Partnerships

- Formalised our partnership with the Network of Researchers in the Public Health of Complementary and Alternative Medicine (NORPHCAM) via a Memorandum of Understanding.

### Membership and operational

- Continued an unbroken run of membership growth with 16.6% increase over the past 12 months
- Retained valued staff and recruited a new staff member to help manage the increasing workload associated with membership growth.
- Reviewed and revamped office policies and procedures

### Finance and Audit

- Achieved an operating profit of \$63,121 for the period 1 January to 31 December 2011.
- Increased AMT reserves to \$187,027.



Rebecca Barnett



# Statement of Comprehensive Income

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for the Financial Year Ended 31 December 2011

	<b>12 Months Dec 2011 \$</b>	<b>12 Months Dec 2010 \$</b>
Revenue	393,901	331,254
Wages, contractors & superannuation	(138,756)	(126,120)
Depreciation and amortisation expenses	(3,665)	(2,699)
Other expenses from ordinary activities	(187,030)	(193,645)
	<hr/>	<hr/>
<b>Profit before income tax</b>	64,450	8,790
Income tax expense	(1,329)	(1,026)
	<hr/>	<hr/>
<b>Profit for the year</b>	63,121	7,764
<b>Other comprehensive income for the year, net of tax</b>	-	-
	<hr/>	<hr/>
<b>Total comprehensive income for the year</b>	63,121	7,764
	<hr/>	<hr/>
Total comprehensive income attributable to members of the entity	63,121	7,764
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# Statement of Financial Position

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as at 31 December 2011

	12 Months Dec 2011 \$	12 Months Dec 2010 \$
<b>ASSETS</b>		
CURRENT ASSETS		
Cash and cash equivalents	199,496	128,569
Trade and other receivables	1,012	1,597
Inventories	4,019	4,045
<b>TOTAL CURRENT ASSETS</b>	<b>204,527</b>	<b>134,211</b>
NON-CURRENT ASSETS		
Property, plant and equipment	5,937	6,030
<b>TOTAL NON-CURRENT ASSETS</b>	<b>5,937</b>	<b>6,030</b>
<b>TOTAL ASSETS</b>	<b>210,464</b>	<b>140,241</b>
<b>LIABILITIES</b>		
CURRENT LIABILITIES		
Trade and other payables	9,191	6,262
Provisions	14,246	10,073
<b>TOTAL CURRENT LIABILITIES</b>	<b>23,437</b>	<b>16,335</b>
<b>TOTAL LIABILITIES</b>	<b>23,437</b>	<b>16,335</b>
<b>NET ASSETS</b>	<b>187,027</b>	<b>123,906</b>
<b>EQUITY</b>		
Retained earnings	123,906	116,142
Current year earnings	63,121	7,764
<b>TOTAL EQUITY</b>	<b>187,027</b>	<b>123,906</b>

# Statement of Changes in Equity

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for the Financial Year Ended 31 December 2011

	<b>Retained Earnings</b> \$	<b>Total</b> \$
<b>Balance at 1 January 2010</b>	116,142	116,142
<b>Comprehensive income</b>		
Profit for the year	7,764	7,764
Other comprehensive income	-	-
<b>Total comprehensive income</b>	<u>7,764</u>	<u>7,764</u>
<b>Balance at 31 December 2010</b>	123,906	123,906
Profit for the year	63,121	63,121
Other comprehensive income	-	-
<b>Total comprehensive income</b>	<u>7,764</u>	<u>7,764</u>
<b>Balance at 31 December 2011</b>	<u><b>187,027</b></u>	<u><b>187,027</b></u>

# Operating Profit or Loss

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## for the Financial Year Ended 31 December 2010

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

	<b>2011</b>	<b>2010</b>
	<b>\$</b>	<b>\$</b>
<b>REVENUE</b>		
Membership fees	259,959	208,846
Conference fees	70,757	76,539
Advertising income	10,967	11,117
Workshops	30,512	16,296
Merchandise sales	8,707	10,087
Interest income	5,598	3,239
Other income	7,401	5,130
	<b>393,901</b>	<b>331,254</b>
<b>EXPENSES</b>		
Conference fees	60,393	62,388
Advertising expenses	-	3,333
Audit fees	4,532	4,532
Depreciation	3,665	2,699
Raw materials and consumables used	2,634	3,078
Wages & salaries	138,756	126,120
Annual leave	3,557	6,118
Rent	11,278	11,278
Insurance	4,562	3,052
Newsletter costs	24,164	24,798
All other expenses	75,910	75,069
	<b>329,451</b>	<b>322,465</b>

## The Board

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TAMSIN ROSSITER  
President

COLIN ROSSIE  
Vice President

REBECCA BARNETT  
Secretary/Treasurer

ANNETTE CASSAR  
Director

KERRY HAGE  
Director

DAVE MOORE  
Director

DESLEY SCOTT  
Director

JODIE SHEAD  
Director

DEREK ZORZIT  
Director

## Head Office Staff

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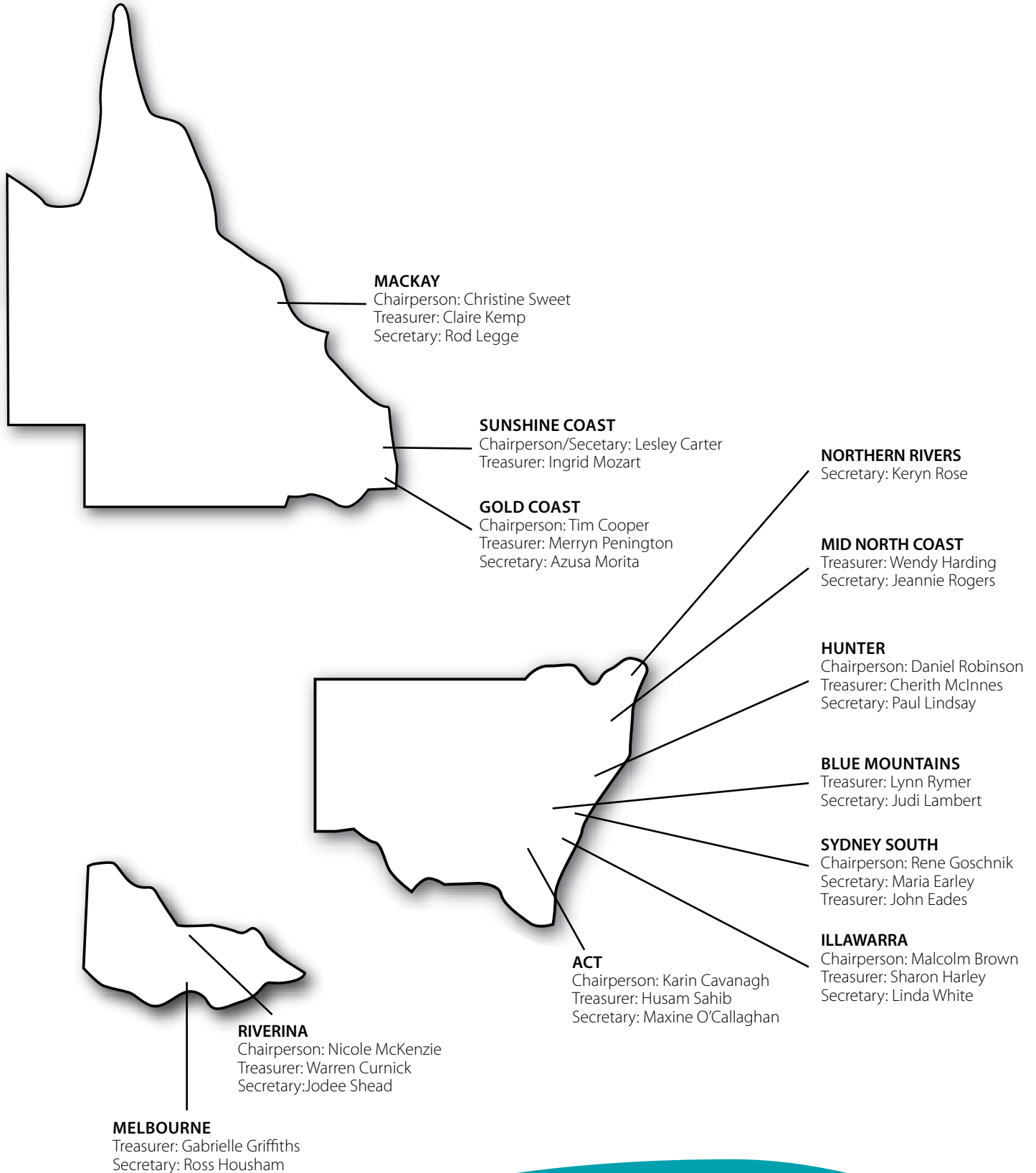
LINDA HUNTER  
Executive Officer

KATIE SNELL  
Administration Officer

REBEKAH SHORT  
Administration Officer

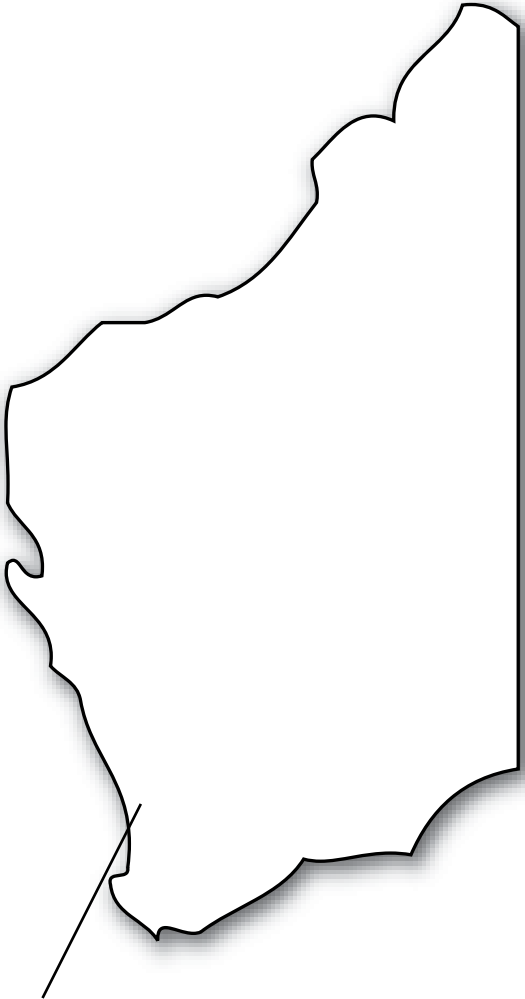
# Regional Representatives

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# Regional Representatives (cont..)

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**PERTH**  
Chairperson: Richard McNaught  
Secretary: Leigh-Ann Hunter  
Treasurer: Jan Walton

# AMT Ethics Committee

## Terms of Reference

*As approved by the Board on 15 December 2008*

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### **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*

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## **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*

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### **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*

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## **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.