

---

# Association of Massage Therapists

## 2009 Annual Report



# Contents

---

Governance	3
President's Report	4
Secretary / Treasurer's Report	6
Operating Statement	8
Balance Sheet	9
Statement of Changes in Equity	10
Operating Profit or Loss	11
The Board	12
Head Office Staff	12
Regional Representatives	13
AMT Ethics Committee Terms of Reference	14
AMT Strategic Planning and Marketing Committee Terms of Reference	15
AMT Education and Research Committee Terms of Reference	16
AMT Discipline Committee Terms of Reference	17
AMT Discipline Committee Terms of Reference	18

# 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 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

---

I have been blessed to take on the role of President at a time of significant growth and stability within the organisation. Due to the enormous hard work and commitment of past presidents and current directors, administrative staff, regional executives and the membership, I have felt extremely well supported as President and the transition from Alan Ford to me has been smooth.

AMT is in a position of sound financial standing and our membership continues to grow nationally.

The AMT Board is still focused on the significant undertaking of developing our standards and scope of practice. This process is vital in the establishment of national standards and the future government recognition of the massage therapy profession.

In the second half of 2009, AMT Board members participated in meetings of the newly convened inter-association regulation forum. The primary goal of these meetings is to nationally unite complementary therapists to work together on a regulatory model to present to government. This is a great concept in theory, but not so simple in real terms. There has been lengthy debate on the type of regulatory model favoured (i.e. self-regulation, co-regulation or statutory registration). A diverse range of associations has participated in the meetings to date, from Naturopathy, Herbalist and Homeopathy through to Bowen Therapy, Reflexology and Massage Therapy associations. Unfortunately, dialogue at the meetings has been conflicting and, at times, quite heated.

The AMT Board identified a desperate need for due process at the meetings and we tabled this as an agenda item for the third meeting of the group. It was subsequently moved that AMT come up with a document of due process to be endorsed and implemented by the forum. I am proud to declare that the way in which AMT does business rigorously follows the principles of due process, all of which is supported by formal policy. So the task of preparing a due process document for the operation of the inter-association forum is quite straightforward. Indeed, AMT is pleased to share such ideals with forum participants. AMT's involvement in forum meetings to date has highlighted the fact that our meeting, board, regional and office management is conducted in a highly professional, transparent and open manner.

One of the main conflicting issues we face in terms of our involvement in this forum is the desire of many of those present to unite all complementary therapies as one profession. We see this as a difficult process and one that may conflict with the interests of our membership. Due to our vastly different scope of practice from many other complementary therapies, it could prove difficult to unite as one profession. I am aware of much debate within the massage therapy profession as to whether we align ourselves more to the biomedical model of healthcare or the CAM paradigm.

The AMT Board welcomes feedback from all members on our ongoing participation in the inter-association forum. We will continue to give regular reports on forum activity via the AMT journal.



---

I am excited to announce we are currently in the process of establishing our first Melbourne sub-branch. Colin Rossie, Rebecca Barnett and I recently met with a group of members from Melbourne and surrounds to gauge interest in establishing a sub-branch. I valued the opportunity of meeting our southern members and hearing their aims and goals for AMT in Victoria. Our very own director, Kerry Hage, is keen to support our current Victorian members and see our Victorian membership grow.

Thank you to all of our regional office bearers. Our thriving regional branches provide members with an invaluable opportunity for professional networking, support and continuing education. AMT regions are the face of our profession within our local communities. Thank you to all who devote so much of your time to promote massage therapy locally, through volunteer events and your practice.

I would like to acknowledge our two office staff, Katie and Linda. Both have worked immensely hard over the past year. Their workload was significantly increased due to the demands of new health fund reporting requirements. Katie and Linda also do a remarkable job supporting and advising members on a range of professional and membership issues.

It is with sadness that we must farewell one of most well known directors, Jeff Murray. He has been a member of AMT for 18 years and a director for the past 2. Jeff is renowned for his role as a professional development presenter. He has been delivering workshops on Onsen technique throughout Australia, Asia and the South Pacific for many years. He is regarded as one of our most knowledgeable and accomplished presenters. He will be greatly missed by the Board, but we wish him well in all future endeavours.

Personally, I would like to thank all of AMT for providing me with the opportunity to represent the association in the role of President. It is a responsibility I honour and value, and I look forward to the prospect of continuing this role for a further twelve months.



Tamsin Rossiter



# Secretary / Treasurer's Report

by Rebecca Barnett

---

I am pleased to report that AMT has continued to prosper and grow since our last Annual General Meeting.

We have achieved membership growth of 8% and tipped 1400 for the first time since inception. This result extends an unbroken run of membership growth for the past 4 years.

As a consequence of this steady membership growth and careful fiscal management, our financial position remains robust with an operating profit this year of \$34,824.00. This is the strongest financial year that AMT has achieved since inception. Given global pressures and the shadow of the GFC, this result is especially gratifying.

I sincerely thank all AMT members for your continued loyalty during tough economic times. Your association would not prosper without this support.

Member reserves are now \$116,141.00, an amount that will be crucial in supporting AMT's stated objective of gaining formal government recognition of Massage Therapy as a legitimate health service.

The new Private Health Fund Accreditation Rules were an unanticipated focus of activity throughout 2009.

AMT has had agreements in place with many private health funds for more than a decade and have reported to them on a monthly basis throughout this entire period. Thus, it was somewhat surprising that the funds were so unprepared for the reporting requirements connected to the new Rule 10 legislation. AMT invested countless hours modifying the format of the data we send through to the funds each month, effectively bearing the brunt of the funds' administrative costs. Some funds continue to shift the goalposts on their format for data reporting but we sincerely hope that the systems will stabilise soon and we can get on with more progressive advocacy work.

Heartfelt thanks to our Head Office staff, Linda Hunter and Katie Snell, for graciously absorbing the extra workload created by the massive transition to Rule 10. It is testament to their skill and dedication that we did not need to call on extra staff to handle the work. We are aware of several other organisations employing 3 extra staff to manage the process.

The skills of the Disciplinary Committee and AMT Board were challenged by a serious complaint against a long-term member of AMT. The complainant also lodged her complaint with the Health Care Complaints Commission, which now has disciplinary jurisdiction over Massage Therapists practising in NSW via the instrument of the NSW Code of Conduct for Unregistered Health Practitioners. This was the first time that AMT has handled a disciplinary case with the indirect scrutiny of the HCCC. As such, it was a serious test of our disciplinary policy and procedures, and our Code of Ethics.



---

The only positive to arise out of this rather grim, draining and disappointing set of circumstances was the fact that AMT's disciplinary process proved to be comprehensive and rigorous. The HCCC subpoenaed AMT's disciplinary file as part of their independent investigations and our work proved to be crucial to their ruling. This augurs well for the future given that the profession will be subject to increasing government scrutiny and regulation over the next decade - with recognition and acceptance comes increasing responsibility.

This disciplinary case underscored the urgency of developing nationally endorsed Standards of Practice for the Massage Therapy profession. It also highlighted the need for us to revise and update the AMT Code of Ethics to reflect the existence of new codes and legislation, such as the NSW government's Code of Conduct.

AMT's key achievements for the past year include the following:

#### Advocacy

- Successfully accredited with all the private health funds as a compliant association.
- Worked closely with the private health funds on the roll out of Rule 10 to ensure that AMT members continued to be recognised as providers. This included making countless representations on behalf of members who had applied directly to the funds.
- Monitored the activities of the Council of Australian Governments (COAG) in relation to national regulation requirements for complementary health practitioners.
- Proved our commitment to public safety by co-operating with the Health Care Complaints Commission

#### Operational

- Retained valued staff, with stable employment arrangements for over 3 years.
- Reviewed and revamped office policies and procedures
- Conducted formal reviews with full time staff
- Further invested in training for staff members.

#### Finance and Audit

- Achieved an operating profit of \$34,824.00 for the period 1 January to 31 December 2009.
- Increased AMT reserves to \$116,141.00.



Rebecca Barnett



# Operating Statement

---

for the Financial Year Ended 31 December 2009

	<b>12 Months Dec 2009</b>	<b>12 Months Dec 2008</b>
	<b>\$</b>	<b>\$</b>
Revenue from ordinary activities	331,605	302,323
Wages, contractors & superannuation	(126,128)	(128,394)
Depreciation and amortisation expenses	(1,051)	(1,484)
Other expenses from ordinary activities	(169,602)	(163,266)
Profit / (loss) from ordinary activities before income tax	34,824	9,179
Income tax expense relating to ordinary activities	(578)	(678)
Net profit / (loss) attributable to members of the association	34,246	8,501
Retained Surpluses at the beginning of the financial year	81,895	73,394
Retained Surpluses at the end of the financial year	<u>116,141</u>	<u>81,895</u>

# Balance Sheet

as at 31 December 2009

	12 Months Dec 2009 \$	12 Months Dec 2008 \$
<b>CURRENT ASSETS</b>		
Cash Assets	123,685	90,717
Receivables	4,358	34
Inventories	4,339	4,851
Other	789	388
<b>TOTAL CURRENT ASSETS</b>	<b><u>133,171</u></b>	<b><u>95,990</u></b>
<b>NON-CURRENT ASSETS</b>		
Plant and Equipment	2,182	3,233
<b>TOTAL NON-CURRENT ASSETS</b>	<b><u>2,182</u></b>	<b><u>3,233</u></b>
<b>TOTAL ASSETS</b>	<b><u>135,353</u></b>	<b><u>99,223</u></b>
<b>CURRENT LIABILITIES</b>		
Payables	3,681	3,946
PAYG + GST liabilities	12,121	9,707
Provisions	3,409	3,675
<b>TOTAL CURRENT LIABILITIES</b>	<b><u>19,211</u></b>	<b><u>17,328</u></b>
<b>NON CURRENT LIABILITIES</b>		
Provisions	-	-
<b>TOTAL NON CURRENT LIABILITIES</b>	<b><u>-</u></b>	<b><u>-</u></b>
<b>TOTAL LIABILITIES</b>	<b><u>19,211</u></b>	<b><u>17,328</u></b>
<b>NET ASSETS</b>	<b><u>116,142</u></b>	<b><u>81,895</u></b>
<b>MEMBERS' FUNDS</b>		
Retained surpluses	96,020	73,394
Annual Result	20,122	8,501
<b>TOTAL MEMBERS' FUNDS</b>	<b><u>116,142</u></b>	<b><u>81,895</u></b>

# Statement of Changes in Equity

---

for the Financial Year Ended 31 December 2009

	<b>Retained Surplus</b> \$	<b>Total</b> \$
Balance at the beginning of the financial year	81,895	81,895
Operating surplus (loss)	34,246	34,246
Balance at the end of the financial year	<b><u>116,141</u></b>	<b><u>116,141</u></b>

# Operating Profit or Loss

---

## for the Financial Year Ended 31 December 2009

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

	<b>2009</b>	<b>2008</b>
<b>REVENUE</b>		
Membership Fees	214,474	188,831
Conference Fees	71,730	54,278
Advertising Income	14,535	16,817
Workshops	15,500	16,728
Merchandise Sales	9,231	19,007
Interest Income	2,004	2,661
Other Income	4,131	4,001
	<u><b>331,605</b></u>	<u><b>302,323</b></u>
<b>EXPENSES</b>		
Conference Fees	62,843	47,899
Advertising Expenses	5,635	8,331
Audit Fees	4,045	4,045
Depreciation	1,051	1,484
Raw Materials and Consumables used	3,894	2,690
Wages & Salaries	126,128	118,298
Rent	11,278	11,278
Insurance	4,309	4,170
Newsletter Costs	23,249	18,233
All other expenses	54,349	76,716
	<u><b>296,781</b></u>	<u><b>293,144</b></u>

## The Board

---



TAMSIN ROSSITER  
President



REBECCA BARNETT  
Secretary/Treasurer



COLIN ROSSIE  
Vice-President



ALAN FORD  
Director



KERRY HAGE  
Director



DAVE MOORE  
Director



JEFF MURRAY  
Director



DEREK ZORZIT  
Director

## Head Office Staff

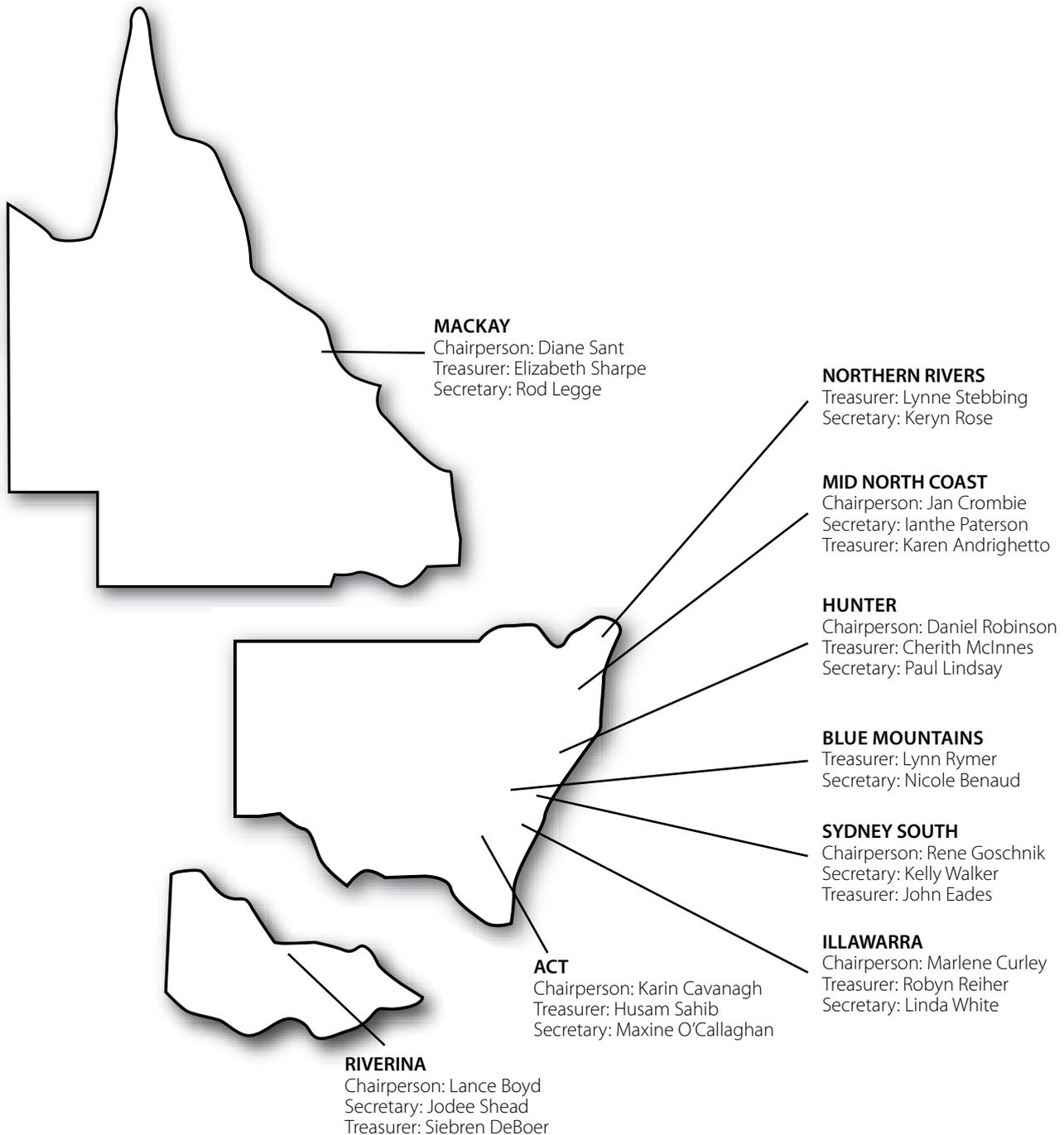
---

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.