



MYOTHERAPY
ASSOCIATION
AUSTRALIA™



Strategic Plan Summary 2019+



Myotherapy Association Australia (MA) is the peak representative association for Myotherapists. It has a strong membership base and capacity to support, develop and advocate for the myotherapy profession.

A continuing program of improved governance and self-regulation at the member and board levels, and the development of member support services have been key factors in establishing our leadership role and the value we add to the myotherapy sector.

The 2019+ Strategic Plan articulates an expansion of the Association's capabilities in the areas of member and stakeholder engagement, and building awareness and participation in high value industry development programs.

We are expanding our member outreach beyond Victoria and the central business district to improve access, support and training in regional and interstate areas for myotherapists, and those interested in advancing to the myotherapy qualification. Motivating and engaging therapists with remedial massage qualifications to undertake myotherapy professional development training is also a high priority.

We are continuing to build relationships with key stakeholders including government and industry regulators, policy makers, training providers, students and graduates.



Vision

Myotherapy is universally recognised for its ability to enhance the health and quality of life by reducing pain and stress caused by musculoskeletal injury, dysfunction and chronic disease.

Mission

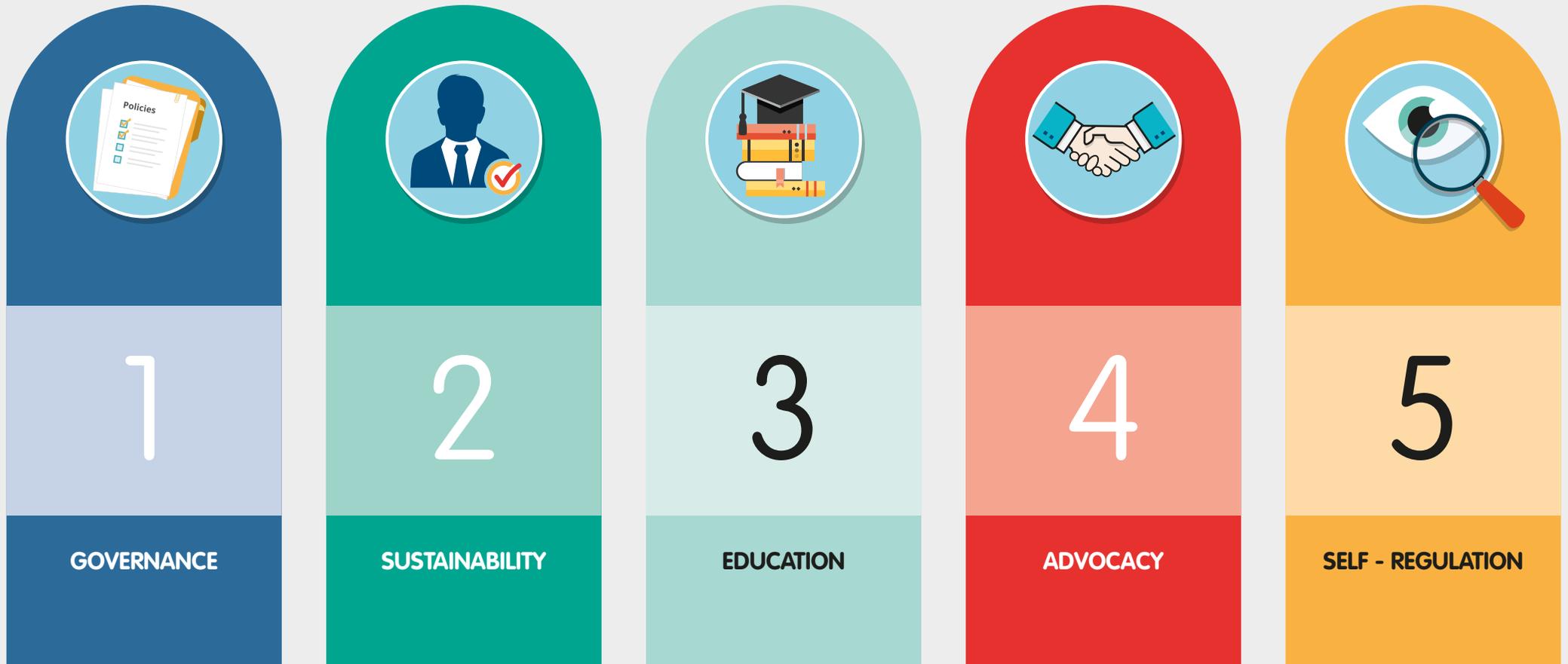
To develop and endorse the Myotherapy profession, maintain the highest standards of practice for its members, and ensure safe and effective myotherapy care of patients.

Objectives

To be the Association of choice and leading voice for myotherapists, known for our high standards and integrity, knowledge, graduate programs, support for sector growth, and leadership in governance and practice.

Strategic Priorities 2019+

To fulfil our mission and objectives, the following plan details the five strategies and success criteria for 2019 and beyond.





1

GOVERNANCE

Myotherapy Association Australia – maintaining a well-governed association, meeting our moral and legal responsibilities to our members and the community



ACTIVITIES

Planning

We will achieve good governance by planning to act and succeed by:

1. Implementing a plan to achieve good governance
2. Maintaining an up-to-date Constitution
3. Defining clear policies and procedures
4. Clearly defining board roles and responsibilities.

Skills and Knowledge

We will ensure that the Board has access to the required skills and knowledge by:

1. Keeping an update board skills matrix
2. Implementing governance training for board members as required
3. Ensuring a diverse board membership beyond myotherapists.

Leadership

We will provide professional industry leadership on a range of issues that are important to the myotherapy profession by:

1. Ensuring regular and articulate communications about MA activities and priorities to members and stakeholders
2. Using multiple modern communication mediums and platforms.

Association growth

We will improve membership value, diversify revenue and respond to change and the needs of members by:

1. Establishing a members' subcommittee to optimise member needs and support
2. Ensuring member value through myotherapy reputation management, higher standards, higher skills, and health service value
3. Increasing student membership and improving support services and forums
4. Promoting a professional image through raising awareness of MA's activities and their value, nationally
5. Developing new services and products that also broaden the revenue base
6. Conducting outreach programs to a greater number of potential members.

Expanded capabilities

We will continue to expand the assets and capabilities of the Association, through the wise use of available resources and:

1. Prioritising investment based on evaluation of the business case
2. Using financial resources for external support services strategically and effectively
3. Ensuring the required knowledge resources are available
4. Enhancing online and offline communication capabilities.

SUCCESS CRITERIA

1. Planning and governance achieved
2. Responsibilities met and knowledge acquired
3. Myotherapy profession leadership provided



Governance

Myotherapy Growth – achieving a balance between available resources and needs, while ensuring continued growth



ACTIVITIES

Member value

We will provide greater member value and engage our members effectively by:

1. Providing support for the subcommittee that is charged with member engagement
2. Promoting the Association's improved value proposition to members
3. Promoting success stories through member profiles and case studies.

Graduate engagement

We will enhance our graduate engagement, support and recruitment of myotherapy graduates as members through:

1. A review and further developing student/college engagement, value, support resources, member mentoring, and placement
2. Implementing strategic face-to-face promotions
3. Ensuring an expanded non-face-to-face presence with graduates and students
4. Creating a graduate section of the website including Q&As
5. Creating annual student networking events with sector stakeholders.

Professional attrition

We will support career myotherapists and help myotherapists stay in the profession longer by:

1. Ensuring regular and articulate communications about MA activities and priorities to members and stakeholders
2. Using multiple modern communication mediums and platforms.

Association growth

We will provide professional industry leadership on a range of issues that are important to the myotherapy profession by:

1. Promoting professional development pathways
2. Encouraging involvement in research/higher education
3. Exploring opportunities for transferable qualification units to bachelor degree.

SUCCESS CRITERIA

1. Association growth continued
2. Assets and capabilities expanded
3. Membership value improved
4. Graduate engagement enhanced
5. Professional attrition reduced



3

EDUCATION

Myotherapy practice – creating and providing opportunities to improve the professional knowledge base of myotherapists will be central to developing the myotherapy profession



ACTIVITIES

Professional development

We will continue to improve and expand our education and training services by:

1. Engaging and supporting a professional development subcommittee
2. Embracing feedback from members regarding skills development needs
3. Maintaining a high value calendar of education and training events
4. Expanding high value programs that attract partners and sponsors
5. Strengthening MA's presence among the training providers
6. Making education more accessible outside of CBD areas and Victoria
7. Continuing to develop and promote evidence-based practice
8. Promoting sought-after learning and business development pathways
9. Conducting an annual conference.

Professional recognition

We will ensure wider professional recognition and support for myotherapy qualifications by:

1. Defining a specific myotherapy scope of practice
2. Supporting high value pathways to a myotherapy degree
3. Promoting the benefits of achieving the myotherapy degree.

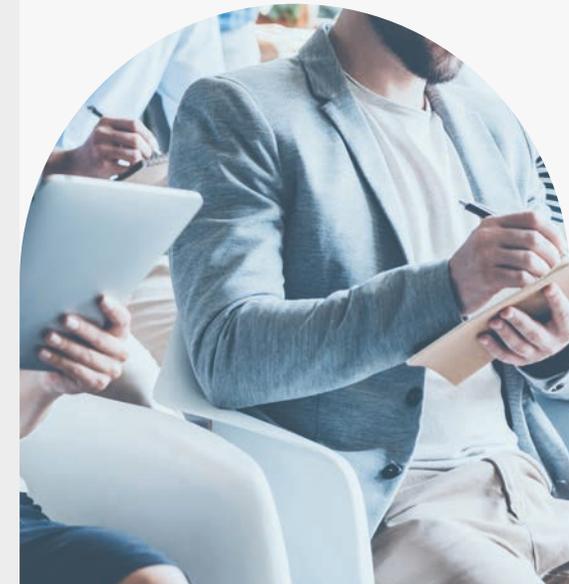
Future aspirations

We will investigate higher academic learning involving post-graduate study, and research by:

1. Determining the plausibility of a grandfathering process for all myotherapists to become degree-trained
2. Supporting research, masters by research and supervisors.
3. Encouraging therapists and students with high eligibility to progress to a degree.

SUCCESS CRITERIA

1. Professional development pathways enhanced
2. Education and training services expanded
3. Recognition and support of skills improved



4

ADVOCACY

Myotherapy prosperity – advocating on behalf of myotherapists and affecting a more supportive operating environment, sector growth and development



ACTIVITIES

Regulatory reform

We will build a better understanding among policy advisors and regulators about the skills and health benefits offered by the myotherapy profession by:

1. Establishing an advocacy sub-committee and plan
2. Establishing positive relationships and networks with government
3. Contributing to relevant government consultations
4. Seeking greater integration in government-endorsed injury rehabilitation, pain management and chronic disease programs
5. Seeking inclusion in government policy advisory panels regarding musculoskeletal management.

Stakeholder engagement

We will improve the perceived value of myotherapy, informing key influencers about the benefits of the profession through:

1. Ongoing consistent stakeholder communications
2. Improving relationships with allied health professions and training providers
3. Engaging professional development providers and promoting this to the membership
4. Promoting the private health insurance value proposition, practice rights and consumer choice.

Member support

We will support and encourage members to improve the professional reputation of myotherapists by:

1. Implementing consistent communications with members
2. Informing members about appropriate presentation and marketing
3. Engaging and supporting practice owners with business development opportunities
4. Creating placements/valuable mentor opportunities for new practitioners.

Educator Engagement

We will seek to grow awareness of the myotherapy profession, and encourage an increase in educational opportunities by:

1. Building closer working relationships with educators
2. Supporting an increase of registered training organisation intakes for myotherapy courses
3. Promoting myotherapy education pathways
4. Utilising outreach social media for campaigns and goal setting.

SUCCESS CRITERIA

1. Professional development pathways enhanced
2. Education and training services expanded
3. Recognition and support of skills improved



5

SELF - REGULATION

Myotherapy reputation – maintaining high standards of practice, integrated and relevant to the needs of the health sector and patients



ACTIVITIES

Profession development

We will continue to promote high professional standards by:

1. Engaging and supporting the professional development subcommittee
2. Putting in place quality assurance standards, code of conduct, complaints and occupational health and safety processes
3. Keeping statements of practice, standards and code of ethics up-to-date.

Member governance

We will seek to improve membership compliance for documentation, processes and professional development by:

1. Developing online compliance e-learning packages
2. Improving audit processes, adherence and complaint resolution processes.

Communication

We will improve the transparency of our member governance by:

1. Developing and promoting position statements on government policy, education, training and self-regulation for the myotherapy sector
2. Ensuring greater transparency to stakeholders and the general public in regard to member auditing, complaints and compliance, and registration processes
3. Promoting standards to members as required.

SUCCESS CRITERIA

1. High professional standards maintained & promoted
2. Appropriate member governance achieved
3. Fruitful communication achieved



Strategic Plan Summary from 2019+

- Vision** Myotherapy is universally recognised for its ability to enhance the health and quality of life by reducing pain and stress caused by musculoskeletal injury, dysfunction and chronic disease.
- Mission** To develop and endorse the Myotherapy profession, maintain the highest standards of practice for its members, and ensure safe and effective myotherapy care of patients.
- Objectives** To be the Association of choice and leading voice for myotherapists, known for our high standards and integrity, knowledge, graduate programs, support for sector growth, and leadership in governance and practice.

Myotherapy Association Australia has identified five strategic priorities

 <p>1. GOVERNANCE Myotherapy Australia – Maintaining a well governed association</p>	 <p>2. SUSTAINABILITY Myotherapy growth - achieving a balance between available resource and industry needs</p>	 <p>3. EDUCATION Myotherapy practice - creating and providing opportunities to improve qualifications, skills and training</p>	 <p>4. ADVOCACY Myotherapy prosperity - affecting a more supportive operating environment, sector growth and development</p>	 <p>5. SELF - REGULATION Myotherapy reputation – maintaining high standards of practice, integrated and relevant to the needs of the health sector and patients</p>
---	---	--	--	--

We will implement the following strategies to achieve these strategic priorities

- Developing a 'good governance' plan
- Maintaining diverse board membership with clear roles and defined responsibilities

- Establishing a members' subcommittee to optimise member needs and support
- Broadening our revenue base
- Increasing student membership and improving support services and forums

- Evaluating member training and educational needs
- Implementing a calendar of continuing professional education
- Working closely with training providers and promoting career pathways

- Re-establishing positive relations with health sector and government stakeholders
- Promoting the Private Health Insurance value proposition and consumer choice value
- Ensuring consistent, regular communications with members, students and the health sector

- Maintaining high quality assurance standards, code of conduct, and occupational health and safety standards
- Ensuring member compliance for documentation, processes and professional development
- Maintaining transparent and credible audit processes, adherence and complaint resolution