



MYOTHERAPY
ASSOCIATION
AUSTRALIA™

ANNUAL REPORT

2020
2021





Mission Statement

To support, promote, develop, and endorse the Myotherapy profession and maintain the highest standards of practice for our members and their clientele.

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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



1. GOVERNANCE

Myotherapy Australia – Maintaining a well governed association

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



2. SUSTAINABILITY

Myotherapy growth - achieving a balance between available resource and industry needs

- Establishing a members' subcommittee, member needs survey & outreach program
- Broadening our revenue base
- Improving student membership, support services and regular outreach points



3. EDUCATION

Myotherapy practice - creating and providing opportunities to improve qualifications, skills and training

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



4. ADVOCACY

Myotherapy prosperity - affecting a more supportive operating environment, sector growth and development

- 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



5. SELF - REGULATION

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

- 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

[To view the full strategic plan document click here](#)

President's Report 2020/21

The past year has proven to be incredibly challenging and frustrating for many members, for our families and for our communities - as we continue to navigate life with COVID-19.

While I regret that this is not the year we all had envisioned, it is encouraging to see that lives will slowly move towards a new 'normal' as governments roll out their Roadmap to recovery.

I want to thank you all, our membership, for your resilience and fortitude in the last year. To the MA Board who continue to work very hard behind the scenes to deliver the message that equity across healthcare professions is paramount for ensuring access to care for the Australian public, and that what contribute as a healthcare profession is crucial for the well-being and health of our communities. We will remain strong in our messaging.

It can often prove difficult when observing from the sidelines to see the full extents of the operational team and how they work to keep the cogs turning to support your, your business and the Myotherapy profession.

On behalf of the Board, and I am confident to say on behalf of our members, I would like to thank all of our staff and our CEO Anna Yerondais for all the hard work they continue to apply year after year.

Their empathy and professionalism has been appreciated by the Board and I'm sure by all of our members who have reached out for their guidance during the course of the year. I would like to thank the heads of committees who volunteer their time and continue to do incredible work, despite the challenges that they have had to navigate.

The biggest thank you though is to you. Our members are the lifeblood of MA and we thank you all for your ongoing support and encouragement in the last year.

Finally I would like to thank our departing board director Phill Buttjens for all the work he has put in to the Board this year. I wish him the best in his future endeavours.

I myself will also be vacating my seat as Chair and Board member, and would like to sincerely thank all the talented and professional directors and staff for their support, assistance and kindness during my time with MA.

I leave knowing that the future Board will keep getting stronger and will help drive positive outcomes for our profession.

Things are changing for Myotherapy. And while change can be frustratingly slow, it is coming, and we are being heard and we will continue to strengthen those relationships for the betterment of our profession, current and emerging. But we cannot expect it to just happen around us, we must be a part of it.

Let us lead the change, have the conversations, challenge old ways and respond to the challenges that befall us with dignity, respect for all and resilience.



Nick Steward
President

CHAIR

PRESENT BOARD

MEMBERS PRESENT

ABSENT/APOLOGIES

OPENING AND QUORUM

NICHOLAS STEWARD

ANNA YERONDAIS, JESSICA SULLIVAN, JACQUIE HASLER, ELAINE ABERY, CAMERON MILES, ELISE PALMER

SEE APPENDIX A

NONE

A QUORUM WAS PRESENT AND THE MEETING OPENED VIA ZOOM AT 7:32PM

APPENDIX A

Louis Sacco	Feng Gao	Cory Dal Ponte	Dwan Rosairo	Caren Nelson	Cameron Miles	Tammy Hales
Norma Malouf	Alison Trewhella	Chris Lindus	Glenn Austen	Michael Zeibekkis	Michelle Dyt	Ian Martin
Danielle Whiteside	Sarah Hall	Maggie Emmins	Catherine Thomas	Marco Dasso	James Mahoney	Petra Reich
Bridget Gamble	Kore Ormsby	Emily Dishoian	Elizabeth Sager	Mathew Richardson	Monique LeBehen	Kari Love
Simone Basile	Chantal Adams	Maria Hogan	laurence westcott	Leanne Taylor-Leckie	Leigh Holliday	Jess Hose
Zoe Browning	Melinda Loannou	Raul Berral Rejano	Frank Pegan	Deanna Norris	Yusuf Ozenoglu	Andrea Skews
Matthew Fraser	Erin Baker	Jemma Lima	Robyn Trevaskis	Tammy Hales	Jess Hollamby	Janine Donohue
Petra Reich	Paola Arrigo	Karen Ferguson	Phillip Buultjens	Neil Minto	Bikram Dey	Lisa Squires
Milly Treacy	Hannah Coad	Ashlee Potter	Tessa Verrier	Kari Love	Teresa Healey	Meghan Barker
Sascha Manning	Katrina Varey	Leanne Taylor-Leckie	Iris Cass	Madelaide Akras	Anna Drum	Lynne Koski
Leah Orchard	Renee Mitchell	Yvette Copling	Genine Cattanch	Georgina Koumantzias	Alison Menogue	Nathan McKeown
Alysia Raffery	Lauren Gay	Bree Tolliday	Kathryn Cross	Karen Lucas	Jocelyn Hepburn	Nicole Housey
Felicity Poole	Lauren Crick	Robert Granter	Brianna Clark	Josie Colicchia	Claire Barnes	Thandi-Claire van den Heever
Kate Porter	Wolf Gellissen	Nicole Anderson	Narelle Davis	Ian Schmulian	anthony byrne	Kara Pratt
Rebecca Gardiner	Brent May	Shae Lillywhite	Kai Jensen	Carissa Banks	Caitlin Cameron	Simone De Moor
Lee Dixon	Sue Mickelburough	Kevin Poon	Nick Steward	Kylie Bloor	Samantha Foxall	Lisa Vanderzee
Andrew Gluyas	Yusuf Ozenoglu	Nikki Foord	Elise Palmer	Natalie Turner	Yasmin McGrath	Kelly Lanctot
Louise Franco	Angela Byrt	Nev Maxfield	Jacqui Hasler	Rachael Powers	Clare Bieleny	Prue King
Michelle Mammanna	Cobie Cowling	Kate Field	Elaine Abery	Alissa Milsud	Jack Day	Angela Smalley
Clint Anderson	Elizabeth Walker	Carol Gentile	Cameron Miles	Sarah Howren	Nieves Hannington	Chantal Adams
Shannyn Trevorah	Sally Stevens	Daniel Shaw	Jess Sullivan	Ros Lannoy	Cher Hetherington	

DECLARATION OF INTERESTS

Conflicts of Interest - Elaine Abery does Advocacy work for MA

MINUTES OF PREVIOUS MEETING AND MATTERS ARISING

Acknowledgement of the traditional custodians of the land

2019 AGM minutes accepted

First - Elise Palmer

Seconded - Jacque Hasler

REPORTS

Presidents Reflection | Nicholas Steward [taken as read]

- Covid 19, challenging year thanks to MA members for their resilience
- Thanks to Board members and staff
- Thank you to MA Board members that have vacated their seats
 - Cameron Miles
 - Jocelyn Hepburn
 - Steve Anastasopoulos
- Proud of the advocacy work that has been done, Anna Yerondais (CEO) and Elaine Abery. Proud that the MA voice has been heard by government and will continue to do so. Advocacy post Covid-19 will continue to be an integral part of the MA Strategy, in addition to the outstanding communication with our members and broader community.
- Proud of members, having done an incredible job, continue to work together to advance myotherapy. Working with colleagues, communicating, joining a committee or board, wish to make myotherapy stand out.

CEO's Reflection| Anna Yerondais [taken as read]

- Thanks to the Board, absolutely remarkable, many meetings this year to discuss uncertain environment, calling meetings at short notice, they have made themselves available, thank you.
- Thanks to office staff, change to remote work.

- Thanks to the members, have been outstanding, incredibly professional. myotherapy being heard, understanding who we are, what we do. Department officials contacting us to discuss myotherapy. myotherapy on the radar, to continue the momentum.
- Advocacy, private health insurers, worksafe, having conversations around the educational sector, positive outcomes.
- Thanks to Nicholas Steward as President, working in challenging times.

Audit and Finance Report| Jacqueline Hasler [Treasurer]

- Challenging year with Covid-19 impact, despite this increase in advocacy to influence government decisions.
- Financial performance 2020 financial year \$435,000 revenue for the year, \$381,000 - professional fees and \$54,000 through government subsidies. MA grew full member numbers by 3%, Decrease of student members due to less students in the pipeline and delayed graduation dates due to Covid-19. Highest number of full and paying members over the last 5 years. Association incurred operating expenses of \$417,000 providing an overall surplus of \$17,000 dollars. Cash reserves decreased to \$225,000 - needed to invest to best support members, MA deferred member renewals to October. Recognised ability of members to earn income has been severely hampered. Solid net assets of \$197,000, assets outweighed liabilities 3 to 1.
- How we invested member fees Employing only a small team to invest as much as possible in our members. Key areas of focus of investment included advocacy, investment in a new member platform, due to go live in December, and consulted Dr Kai Jensen of Policy Train to update Association rules and other policies compliant with governance.
- Outlook for current financial year The uncertainty of key revenue streams continues into 2021. Prospect of less face to face conferences and workshops, exploring opportunities to provide in=person PD and events interstate and online. These circumstances mean a lower cash flow position at the end of 2021. Cash to be closely monitored. Focus remains firmly in the growth of myotherapy and supporting members. Despite this, association ready to continue to support and advocate on behalf of members.

[finances passed]

6. Committee Reports

Membership Committee| Jessica Sullivan

- Many challenges this year, with the cancellation of face to face presentations and in person presentations at training colleges, impacted development of new programs scheduled
- Allowed opportunity to focus on supporting existing members, eg. Extensions granted on renewals and professional development.
- Understanding financial and emotional stress placed on members, uncertainty for students currently enrolled
- Developed a covid-19 virtual presentations to engage students
- Showcased recently MA at a virtual industry event, given opportunity to re-evaluate way we engage with partners

Professional Development Committee| Elise Palmer

- Covid-19 changed the way professional development was presented
- First digital conference in May, extremely successful with positive feedback
- Have managed to pivot our professional development, organising online PD
- Expanded to include interstate members
- Tried to engage members, using Facebook (MA Members only) to communicate directly with members, networking opportunities
- Creating and launching a MyoMatters MA podcast, looking to engage with professionals in regard to relevant issues affecting members

Anna Yerondais advised re the new database being live in December, allowing interaction with member profile. Training underway and will go live within weeks/months.

Advocacy Committee |Elaine Abery (consultant to Board)

- 12 months ago, Government knew little of Myotherapy
- In roads into discussion re separating Remedial Massage from Myotherapy

- Myotherapy was permitted during every state and territory for Stage 3 during Covid due to MA's advocacy – outstanding result for small profession with a tight budget.
- Stage 4, more difficult to speak to Victorian Government in regard to restrictions
- Myotherapy now known by Government and communicating with the Association

Committee Members

Nicholas Steward, thanks to all committee members and also a personal thank you to Anna Yerondais for an incredible job this year.

5. Board of Directors seats vacated

Cameron Miles

Election of Board Members

Erin Baker

Tessa Verrier

Phillips Buultjens

Nicholas Steward

Motion has been approved for new Board Members

7. Other Business and Q & A:

Proposed changes to the Rules of the Association

Dr. Kai Jensen joined AGM and was available to answer questions

Four different types of changes to the rules to be approved:

1. Changes to reflect current practice of association where rules were generic, to make them more specific to way things are done at MA.
2. Changes to make it easier to read the rules, clarify meaning, changing the order of provisions, more intuitive, remove inconsistencies.
3. Changes to improve the way the Board operates to improve current governance practice.

4. Changes to improve reading of rules to make more sense.

Things done by the Board, now done by the CEO or by staff have been updated.

Professional Development now to be undertaken by Remedial Massage Members. Anna Yerondais advised used to be, had to be enrolled in Myotherapy program at the time, however now have a 12 month period, where they may be working or waiting to enrol in Myotherapy program,

Convening a disciplinary committee now can be heard by Ethics Committee.

MA refers to two most senior officers now noted as President and Vice President.

Removed need for internal mediator as practice is for external. Parties will bear cost of mediation.

Each committee of the Board must be chaired by a member of the Board.

Committees allowed to appoint members who are not a member of the Board, can be an external person.

Stated that the Board can continue to function if only 3 of the 4 offices are filled.

Remuneration or reimbursement – clarification to approve costs of professional development.

Processes on disciplinary proceedings etc. are at the end of the document.

Number of external members of the Board is 6.

Board can appoint officers at first meeting after AGM, can appoint a chair who is an external.

Board must have at least two elected members to function (Myotherapists).

Auditor appointed every 2 nd year.

Changed the quorum from 3 to more than half the current Board members.

Conflict of interest – when declared if low level, may be able to vote.

Take out detailed list that must be in application for membership

New member no wait time on ability to have voting rights.

Provision for the Board to refuse membership if they feel it poses a risk to the health safety of the association (e.g. if previously refused membership with another association)

Questions:

No questions

Launch of Poll to approve: unanimously passed by the members of the AGM 2020

Close of formalities of AGM 2020 at 7:57pm

Questions:

Kathleen Hanley pointed out edit required (incorrect cross reference)

Q. Do we have a plan for separate item number for myotherapy and remedial massage through HiCaps?

A. The issue is they can't change insurance policy, before can introduce any sort of change, reason is it may be detrimental to a particular member. Talking to private health insurers under their new policies. Aust. Unity already does. May take time to develop new policies.

Q. Does MA have any say if Myotherapists are treating through Covid-19 in Victoria?

A. Myotherapists can only treat for patients under endorsed care plans. Always consider associations codes and rules, risking fines and void insurance. Risk a review of membership. MA continuing discussions, understand members frustration.

Q. What is the process and eligibility criteria for Myotherapy to become GST free?

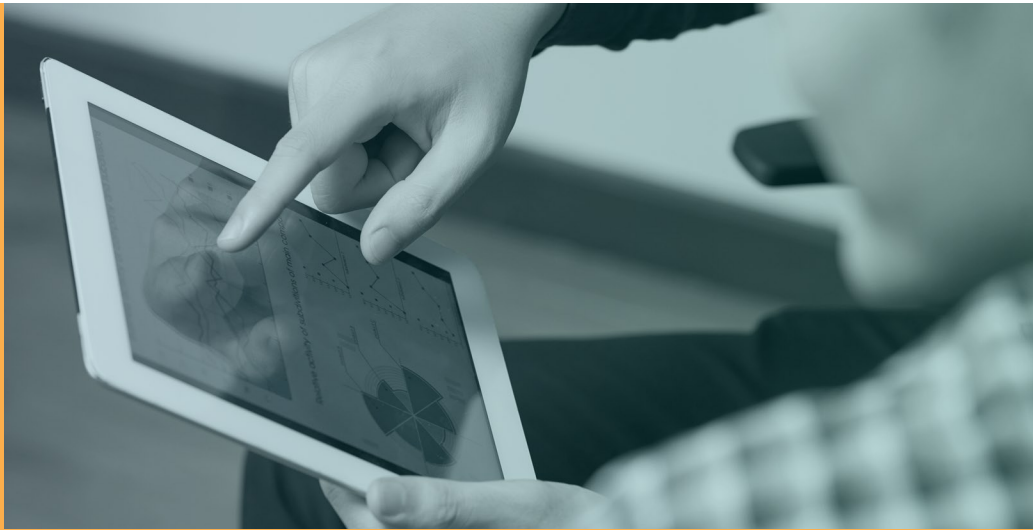
A. Agreement there wouldn't be any changes to the GST, every single state and territory has to agree to it, not easy to do especially when it involves money. The other issue is that most other allied health professionals are not gst free. Created in 1998 was assigned to the big and well know allied health professionals, one of the reasons Myotherapy not originally approved.

Q. Are we able to do anything from our end to differentiate Myotherapy from Remedial Massage?

Conversations we are having with Private Health Insurers, how do we recognize Myotherapy within it's own rights. Conversations with Worksafe Victoria, everyone asks for data and evidence. Lacking, from the perspective of not a lot of research, draw upon evidence other allied health professionals have done. Advocating for Myotherapy. Working with training providers.

Close of MA AGM 2020 at 8:09pm

Followed by discussion regarding AHPRA registration and self-regulation



2021/22 Key Objectives

- Raise awareness to the profile and brand of myotherapy nationally
- Plan and manage an integrated PD and events program (online and hybrid)
- Maintain and continue to develop a well-governed and engaged Association.
- Ensure the sustainability of our association through meeting the needs and expectations of our members
- Maintain, build and further develop the positive relationship with myotherapy training providers and promote exciting career pathways.
- Continue strong engagement and grow social media engagement to ensure consistency in profiling of the Myotherapy profession across a broader platform.
- Continue the trajectory of our strong advocacy position.
- Increase industry partnerships and member benefits.
- Advocate to government and private organisations for Myotherapy item codes separate to remedial massage
- Advocate for Myotherapy services to be recognised by workcover authorities across all jurisdictions

MYOTHERAPY ASSOCIATION AUSTRALIA BOARD OF DIRECTORS



Nicholas Steward
Chair



Phillip Buultjens
Vice Chair



Jacqueline Hasler
Treasurer



Tessa Verrier
Director



Erin Baker
Director



Jessica Sullivan
Director



Elaine Abery
Director



Robyn Trevaskis
Director

2021 CEO Reflection

Like most organisations around Australia, the past 12 months has continued to bring its challenges and ongoing uncertainties as we have tackled the economic and social impacts of the COVID-19 pandemic. The Association has taken, and will continue to take, necessary measures to ensure the long-term impact and sustainability of our profession and our organisation.

It goes without saying that you, our membership, continue to demonstrate remarkable resilience during these times of great uncertainty, and for this we are grateful and thank you for your ongoing support.

The Myotherapy Association Australia (MA) continued to perform strongly providing support to our members and the broader myotherapy community and stakeholders throughout these challenging times. We worked to provide plain English updates of the ever-changing situation for each jurisdiction and we continue to demonstrate strength in our capacity to effectively advocate for our profession.

Advocacy

As we work together as a united profession, it is important that we build and strengthen our relationships with various stakeholders, government and private, to successfully work towards positioning myotherapy appropriately and equitably on the Australian health map.

The beginning of the pandemic opened many doors for these conversations, positioning MA as leaders in representing the myotherapy profession and the voice for myotherapists. We have participated, and will continue to participate, in discussions that help inform governments' policy, process and decisions that influence how people access health care services in our country.

We continue to meet these challenges face on, and together with our members, celebrated many wins.

It is important that I call out Elaine Abery of Unravelling Red Tape, for her unwavering support she has provided me personally, the Board and our members working closely on many of our advocacy projects. Elaine has become an integral part of the conversations with various government groups and stakeholders as we advocate for change, equity and common-sense.

We celebrate the following positive outcomes of these efforts and conversations:

- Myotherapy now continues to be permitted to operate during lockdowns in QLD, NSW and ACT (compared to the beginning of the pandemic, when myotherapists were not allowed to practice)
- Myotherapy included as an industry eligible to access Victorian government support grants when we were initially excluded due to our ANSZIC code being allied health, which could 'operate' to some capacity
- Uniting voices across various sectors of industry to participate in our first ever industry working group, with the purpose to discuss positive steps we can take to ensure that any review of current qualifications will benefit our profession and our members
- Myotherapy explicitly mentioned on various government websites, including Department of Health

During these trying time it may often feel like an uphill battle. However, I am encouraged by the overwhelming support from our members, your community and industry that value the work of myotherapists and the contribution we make to the overall wellbeing of the Australian public.

A new database CRM

In March 2021, MA launched our new member interface, streamlining our processes with an all-in-one modern system that provides deeper insights for the Association with a 360° view of our member's engagement.

Personalised member experience enable members to interact with your membership to help it work best for you.

Professional Development – finding solutions that work for you

It is important that I acknowledge and thank our Professional Development Committee, chaired by Board Member Tessa Verrier, comprising Cher Heatherington and Kathryn Cross. Their innovative approach to ensuring that MA was able to continue to provide members with opportunities to access relevant, new and exciting PD has been remarkable. Faced with another year of events being postponed or cancelled, the committee successfully liaised with facilitators to ensure events, could run, when restrictions permitted and expanded these offerings across QLD and NSW.

The PD Committee was also the driving force behind initiatives such as the ever-growing Myotherapy ConneX free webinars and MyoMatters Podcast, content and subject matter based on the feedback provided by you from our member engagement surveys.

This year's National Online Conference is shaping up to be yet another fine example of the commitment from these committee members. I am excited about our Conference's well-considered line up of speakers delivering presentations pertinent to our current climate of challenging conditions – mentally, physically and emotionally.

Sustainability and strengthening our financial pillars

The Association were certainly challenged to achieve our relatively conservative benchmarks for the FY2021 as we were faced with the uncertainty of if, when and how we could provide in-person professional development for our members. In addition to this, the ever-competitive market for online learning resources required meant we were often out-priced with the flood of 'inexpensive' or free online products on offer to members.

Edging towards the end of our membership cycle (June 30) often provides MA our greatest financial surge for PD revenue, however events the ability to host events at the capacity necessary to bridge the financial gap was interrupted as a result of Covid restrictions.

The Board and Senior Management carefully considered where to invest members money to respond effectively to the rapidly changing covid situation. A conscious choice was made to invest heavily in areas such as advocacy on behalf of members to influence government decisions and to recruit key talent to support our members and the ongoing day-to-day operations of the association and investment in the implementation of a new member platform.

While the overall result in a loss for the 2021 financial year of \$60,075 may not seem favourable, we stand by our decisions for where money was invested and are confident in our strategic direction to bridge the gap of these losses. A continually strong growth in membership numbers, relaunching of our 2022 PD calendar, identifying new and innovative revenue streams, and building a compelling brand story to raise awareness and the profile of myotherapy nationally.

Looking Ahead – committed to paving a positive path for our profession

I am exceedingly proud of the continued outstanding work of our team, staff, voluntary Board and Committees. It is this culture of dedication, excellence and innovation through challenges that assures me that we are well positioned to continue paving a path of success for the myotherapy profession. I take this opportunity to thank all of the Board members, our remarkable staff as well as a special thanks to outgoing President Nicholas Steward for their significant contribution.

I want to thank our members, stakeholders and the communities within which we all operate for your ongoing support. We hear often that "we are all in this together". And it's only as a result of our continued banding together and lifting your fellow colleagues up that we can continue to succeed going forward during trying and challenging times.




Anna Yerondais
CEO and Company Secretary

Treasurer's report

The Association consistently works to strengthen our financial position ensuring sustainability enabling us to support our members and profession through strong advocacy and development opportunities during a year of uncertainty and headwinds. Despite these conditions, the Association doubled down to invest heavily in areas such as advocacy on behalf of members to influence government decisions.

FY2021 Financial performance

Revenue for the 2021 financial year was a total \$413,099 of which \$352,459 was earned through professional fees and \$60,640 from government subsidies such as job keeper and small business grants to supplement the impact of COVID restrictions. Revenue for the year decreased 5% due to the reduction in face-to-face conferences and professional development workshops.

There was also an impact of not applying an increase to member fees for the second year running and deferring member fees at July 2020. The Association incurred operating expenses of \$473,174, up 13% year-on-year resulting in an overall loss for the 2021 financial year of \$60,075.

The financial result was a conscious decision to continue to invest heavily in member benefiting exercises such as being a driving force of advocacy in the industry, complete the implementation of the member platform for ease of membership management and investing in key talent to boost awareness for Myotherapy and our members.

The great team only consists of 5 talented employees yet has a significant impact. All this in the effort to invest as much as possible into members and ensure costs remain low - this was demonstrated through strong advocacy building on the investment made in 2020 resulting in the Association being invited to government and Private Insurer round table discussions.

The team moved to remote working and this assisted in reducing overheads and occupancy costs further as the Association directed funds into value-add activities.

The Association grew total member numbers by 5% to 902 and continued to grow the number paying numbers to 771 (students are excluded). The increase is indicative of the strong presence and advocacy of MA with members moving from other associations along with growing our reach in QLD and NSW.

Cash reserves finished strong at \$446,113, up from \$224,551 at the start of the financial year. The cash reserves have been driven by membership renewals. Members were offered an early bird special for renewals with the Association introducing its first membership fee increase in two years. The solid cash position places us in a strong position ahead of another challenging year.

The Association grew total member numbers by 5% to 902 and continued to grow the number paying numbers to 771 (students are excluded). The increase is indicative of the strong presence and advocacy of MA with members moving from other associations along with growing our reach in QLD and NSW.

Our financial outlook

The uncertainty of key revenue streams continues into the 2022 financial year with less face-to-face conferences and workshops already impacting revenue generation. It makes forward planning challenging. To mitigate this, the Association continues to broaden national awareness via exploring opportunities to host more events in other states and provide engaging virtual seminars and sponsorships. There are some green shoots with continued member growth responding to our strong advocacy efforts and presence in the market.

These economic conditions are likely to result in a lower cash position in 12 months' time and another potential financial loss. The Association remains committed to its strategy of investing in the growth of the myotherapy industry whilst supporting our members and ensuring financial sustainability to manage any future challenges that may arise.

Unaudited financial statements are included in the Annual Report. Larkin partners will continue as our auditors and will audit the financials every 2 years.

Thank you to our members for your ongoing support. Thank you to the Board and the MA team - it's great working with you. I wish everyone a healthy and successful year ahead.

Best,




Jacqueline C Hasler
Treasurer

MA Sub Committees

MEMBERSHIP

JESSICA SULLIVAN (CHAIR)
LEIGH TING
BIKRAM DEY

PD AND EVENTS

TESSA VERRIER (CHAIR)
CHER HEATHERINGTON
KATHRYN CROSS
TESSA VERRIER

RESEARCH

PHILLIP BUULTJENS (CHAIR - EXITING MEMBER)
HEIDI HUNT
GABRIELLE RYAN



Membership Committee Report | JESSICA SULLIVAN

It is important that we acknowledge and thank our members for their ongoing support of the Association through what has marked another year faced with challenges and uncertainties. We also thank our training providers, that have continued to provide us a platform to engage with their students and bring to them the many benefits associated with participating as a student member with their peak industry association.

Many of our members will have seen and participated in our Member Satisfaction Survey circulated earlier this year. We had a great response and received a lot of valuable feedback helping the association and committees understand what's important to you and how we best engage with our membership base.

Some standouts of this report include:

How you operate as a myotherapist



How you operate as a myotherapist



Average gross annual income



Industry partnerships to provide you greater discounts on products and services



Additional member benefits that add value to you and your business



These surveys will become a crucial annual tool that we use to gauge how our members want to engage with their association membership, what they value and support the association to work towards improving and developing your experience.

Earlier this year we launched our Myotherapy ConneX free webinars, subject matter based on your responses from our membership and professional development surveys. These free webinars have been well received and our audience grows with each event, having in excess of 550 registrations to our most recent event regarding vaccinations and what it means to you and your business.

The newly launched membership database and members interface provides access to our members only section, where we can bring you events, offers and resources pertaining to what you need to support you and your business. Our team continue to work with industry partners in an effort to provide MA only member access to discounts on products and resources.

Adding value to your Association Membership

MA are excited to announce the launch of a three-month trial of a complementary legal advice offered by Gadens law firm beginning February 2022. Gadens is able to offer Myotherapy Association Australia members (members) access to 30 minutes of complimentary employment related legal advice. The Gadens team is able to assist with the raft of general employment queries including in relation to employment and independent contractor engagements and agreements, workplace policies, misconduct and performance issues terminations, amendments to agreements (including commission schemes), award and enterprise agreement interpretations (including rates of pay analysis) and other employment advisory matters including in relation to workers compensation and safety issues.

Student and training organisation engagement

Our engagement with training organisations delivering myotherapy programs remains high and we continue to develop new ways to connect with colleges nationally, including the creation of infographic videos for students. While Covid restrictions prevented any in-person presentations to students of these programs, we welcomed the opportunity to interact virtually and provide students insights and benefits of joining and participating with the national peak Myotherapy association.

Finally I want to thank our committee volunteers, Leigh Ting and Bikrem Dey for their ongoing support and dedication.

Research Committee | Phillip Buultjens

The MA Research Committee is very much within its infancy, having only been established mid this year.

The committee was formed with the goal to support and advise MA on research policy and on the development of strategies to promote research and scholarship in Myotherapy.

Where it all began

The call-out for expressions of interest was circulated to members and across our social and digital platforms in May, 2021 we welcomed a number of applicants. Following from this, we are excited to have MA members Heidi Hunt and Gabrielle Ryan as voluntary committee members.

Opening the conversation

Current discussion points include:

- The search for Myotherapy related research to provide to members to use
- The possibility of research grants being on offer to support further research in Myotherapy and Myotherapy related disciplines
- Applying for external research grants
- Consulting external partners to strengthen research capability

The committee welcomes all members who have a keen interest and wish to contribute to the further development and growth of our committee. We are excited to continue to work towards the promotion of research and scholarship activities in Myotherapy.

2022 will be an exciting year with the addition of this committee.



Professional Development Committee | Tessa Verrier

Before I provide you the details to the PD report activities, achievement, and forward planning of events, it is important that I acknowledge the hard-work, dedication and commitment of my fellow voluntary members. Thank you, Kathryn Cross and Cher Heatherington, for their ongoing support and tireless efforts to ensure that the Professional Development committee consider what is important, relevant and valuable to our members. I am proud to have chaired this committee over the past 10months and look forward to presenting our members with an exciting 2022 calendar of events in the coming weeks.

The professional development committee worked through the 2020-2021 year to rebuild and redevelop the professional development structure at Myotherapy Australia. A change of leadership meant a slight delay whilst we worked to restructure and bring into alignment effective processes.

COVID 19 created obstacles, as lockdowns across various jurisdictions resulted in the postponement or cancellation of a number of our events, requiring innovation and some lateral thinking to work within budget restraints whilst ensuring we were still able to provide exciting PD opportunities for our members.

This following report has been separated into, Process Development, Professional Development Events and Future working points.

Development	Reason	Status
Develop criteria for endorsement applications for PD Committee members to tick and flick against	To reduce the turnaround time of applications. Consistent process for all applications to remove personal bias.	Completed
Tidy up endorsement application to ensure all paperwork can be provided to the committee. Move to online process	To reduce the turnaround time of applications. Remove unnecessary excessive communication with potential endorsements. Attach a fee to assess application to eliminate non-serious candidates.	Completed
Profit & Loss for Events	Professional tracking of events. Ability to plan future events based off profitability. Accountability for committee. Ability to set KPI goals for committee and strategies to implement these.	In progress
Myo Matters Podcast	Omnipresence with members and non-members. Way to communicate Myotherapy Matters	Completed

PROFESSIONAL DEVELOPMENT EVENTS DATA ANALYSIS

This data is a reflection of dates from July 2020-June 2021. Figures are an approximate as we work through collecting more accurate data for the coming year.

- 19 courses run
- 68% (on average) capacity of events (904 Capacity, 619 Sold)
- \$55,129.14 Revenue- \$24,658.00 Expenses - \$30,471.14 Profit
- Average ticket cost of \$259.38
- 90% of tickets sold are early bird
- 95% of tickets sold are members of MA
- 4 months unable to run events in VIC due to lockdowns
- 3 months with no events scheduled

This data reflects the actual numbers from July 2021-September 2021 and projections from September 2021 – June 2022 from planned events.

- 30 proposed events
- Projected revenue \$173,840 – expenses \$91,700 – Profit \$117,620

MyoMatters Podcast

- Top podcast was our first with Ebonie Rio - Tendon Pain, research pathways and VR for pain management
- Podcasts related to treatment types and personal stories perform better than business podcasts.
- 1952 downloads
- 16 Podcasts published
- 53% of listeners are VIC, 6% NSW, 6% QLD, 6% WA
- We have been downloaded in 11 different countries and 62 cities

LOOKING FORWARD

Moving forward there are areas of development which would be beneficial to increasing revenue from the professional development stream of Myotherapy Australia. Some points which should be considered moving forward are;

1. Expanding to be a truly national association by providing events in each state. One per state per year would be support our working project to enhance brand awareness. Whilst we forecast a loss in some States and Territories, the benefit profiling MA and our offerings across some of the smaller jurisdictions will prove beneficial in the long-term.
2. COVID-19 Density quotients at events needs to be addressed to meet government legislation whilst remaining financially viable.
3. Due to the lack of collected data we have been unable to report on events loss/cancelled due to COVID. Increasing data collection on a whole regarding professional development will assist in future planning for profitability.
4. Increasing engagement and partnering with reputable training providers and online learning resource companies for endorsed programs.
5. Majority of tickets are early bird tickets which are not always financially viable pricing. Consider this statistic with future pricing structures.
6. 95% of tickets sales for MA events are purchased by our members. The PD Committee could partner with the membership committee to assist in engaging Non-MA Members to our events.
7. Consider only engaging venues with a no fee cancellation policy due to COVID climate.
8. Increase the online resources on the MA website to include, online learning, podcasts, research portal.
9. Planning events in advance (up to 6 months) to allow members the time to financially plan their PD activity and investment. This is always subject to Covid-19 restrictions, however we are optimistic that as States and Territories begin to role out their 'living with covid' roadmaps, these risks will be minimised.
10. Events manager part time at MA is vital to ensuring a smooth and profitable growth to the professional development sector of MA.
11. Events allow a very easy space to create an income stream to association which is outside of membership. The revenue can then be used for additional marketing and brand awareness to continue growing the association. Therefore, continuing investment into the processes and staffing of the event portion of MA is vital to the growth of the association.
12. Increasing MA Podcast to one a fortnight and engaging members.



Website Analytics Report

Angela Duthie - Digital Manager

Users, and sessions on www.myotherapy.org.au have increased by .4% in 2020 – 21.

Session times have increased 10.8% and session duration by 17.4% which demonstrates more traffic has been driven to the website, and that the traffic is staying longer. This is a positive result since incorporating the new website build in 2021 from the general 'Wordpress' website to the Memberconnex membership-based platform.

The Mobile phone has taken over the humble desktop computer as the top device used to access the website which makes the work on optimising the website to a mobile device a successful user-friendly update.

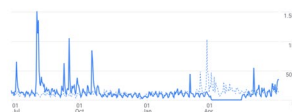
Top performing pages:

1. Home page,
2. New member dashboard, and
3. About - What is myotherapy? page

User Demographics

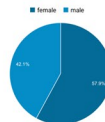
The largest demographic of users/audience is Female, between the ages of 25 -34 with 62% of users being based in Melbourne.

Users	Sessions	Bounce Rate	Session Duration
33K	55K	63.84%	2m 09s
10.4%	↑10.8%	4.3.3%	↑17.4%



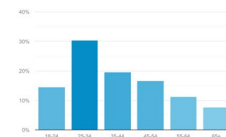
Gender

29.14% of total users



Age

29.81% of total users



Digital Media Report

There has been large organic increase in followers, 'likes', engagement and reach across all social media platforms for Myotherapy Association this year. A lot of time has been devoted to keeping members in the loop with the advocacy work the Association has been working on throughout COVID19. There has been a dialogue created for the members to communicate their questions and frustrations, and from this a Facebook members private page has been created for a constant stream of communications to our members outside the usual EDMs and Newsletters.

Consistent engaging and informative content has driven more people to engage on all platforms which demonstrates a successful social media presence throughout 2020 – 21.



1853 17% ↑
followers increase



46 50% ↑
followers increase



237 65% ↑
increase



1644 17% ↑
followers increase



443 Facebook Members only page, created in September 2020



Engagement

11K
engagements

Engagement

29
engagements

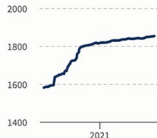
Engagement

4.7K
engagements

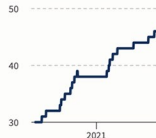
Engagement

260
engagements

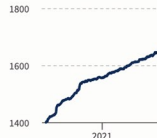
Fans



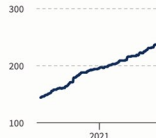
Followers



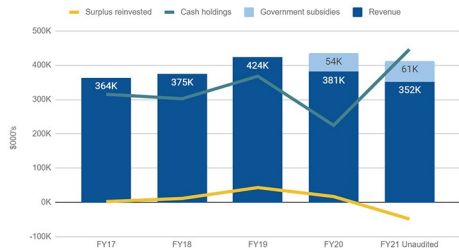
Followers



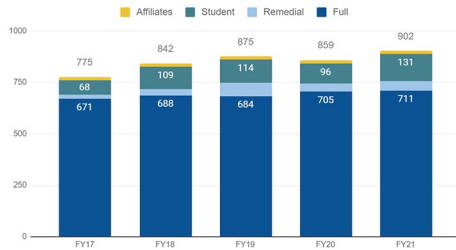
Followers



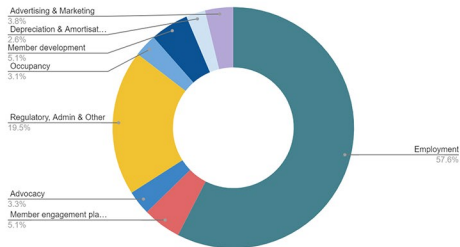
Financial performance



Member numbers: Paying members of 771



How we invest our fees



INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2021

	FY2021	FY2020
	Unaudited	Audited
	\$	\$
INCOME		
Professional Fees	352,459	380,551
OTHER INCOME		
Government Subsidies	60,640	54,420
Total Professional fees and Other Income	413,099	34,971
EXPENSES		
Operational Expenditure	(473,174)	(417,849)
Total Expenses	(473,174)	(417,849)
 (Loss)/Profit for the year	 (60,075)	 17,122

	FY2021	FY2020
	Unaudited	Audited
	\$	\$
ASSETS		
Current Assets		
Cash and cash equivalents	446,113	224,652
Trade and other receivables	29,200	37,210
TOTAL CURRENT ASSETS	475,313	261,862
NON-CURRENT ASSETS		
Property, plant and equipment	15,892	27,678
TOTAL NON-CURRENT ASSETS	15,892	27,678
TOTAL ASSETS	491,205	89,540
LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	327,946	92,177
TOTAL CURRENT LIABILITIES	327,946	92,177
TOTAL LIABILITIES	327,946	92,177
NET ASSETS	163,259	197,363
PROPRIETOR'S FUNDS		
Members Funds	163,259	197,363
TOTAL PROPRIETOR'S FUNDS	163,259	197,363



**MYOTHERAPY
ASSOCIATION**
AUSTRALIA™

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