



**MYOTHERAPY  
ASSOCIATION**  
AUSTRALIA™

# STRATEGIC PLAN

## 2023+

Prepared July 2023



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**2023 + STRATEGIC PLAN**

# WELCOME

The Myotherapy Association Australia (MA) is the peak industry association for Myotherapists. It is with great enthusiasm and optimism that we the board of directors extend a warm welcome to you as we embark on an exciting journey towards the future.

Over the past several months, our dedicated team has worked to craft a strategic plan that reflects our core values and mission, while also setting ambitious goals for our future.

This strategic plan serves as a blueprint that will guide our efforts to strengthen the professional excellence, foster collaboration and support the wellbeing and interests of our members and the Myotherapy industry from 2023 and beyond. This plan articulates an ongoing program of member support, advocacy, and expansion of the governance and self-regulation of the industry.

This plan builds upon the goals set out in the previous 2019+ plan and seeks to further grow and expand the association and the Myotherapy industry. It embodies our commitment to innovation, adaptability and sustainability in an every-evolving business landscape.

With this clear vision and united approach, we strive to shape the future of Myotherapy in Australia, empowering our members to thrive and see our industry grow. We look forward to working alongside each of you to bring our strategic plan to life and achieve the remarkable results that await us.

MA Board of Directors

# Strategic Plan 2023+ Snap Shot

## STRATEGIC PILLARS

### Governance

Maintaining a well governed association

### Sustainability

Achieving a balance between available resource and industry needs

### Education

Creating and providing opportunities to improve qualifications skills and training

### Advocacy

Advocating for myotherapists & affecting a supportive operating environment, sector growth and development

### Regulation

Maintaining high standards of practice, integrated & relevant to the needs of the health sector and patients

## CORE VALUES



### QUALITY

Quality in all aspects of our work



### SERVICE

Service to our members



### INNOVATION

Embracing innovation at the organisation and industry levels



### ENVIRONMENT

Environmentally conscious organisation



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## PURPOSE

Advance and grow the  
Myotherapy industry  
& support our members.

## VISION

Myotherapy as allied  
health care for all  
Australians

## MISSION

To advocate, educate  
and innovate

Myotherapy Association Australia embodies strong purpose and values across our business and brand. The 2023+ plan brings a new purpose, vision and mission alongside a set of 'core values'. These new guiding statements and values are testament to our unwavering dedication to fostering growth, embracing change and delivering value.

## PURPOSE, VISION & MISSION

### PURPOSE

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# Strategic Pillars 2023+

Our strategic plan is build upon five key strategic pillars, these serve as the cornerstones of our vision, guiding us toward a future of excellence, impact and growth. Each pillar plays a vital role in shaping our organisation's trajectory and ensuring we remain a leader in our field.



## GOVERNANCE

Maintaining a well-governed association, meeting our moral and legal responsibilities to our members and the community



## SUSTAINABILITY

Achieving a balance between available resources and needs, while ensuring continued growth of the association and industry



## EDUCATION

Creating and providing opportunities to improve the professional knowledge base of myotherapists will to further the myotherapy profession



## ADVOCACY

Advocating on behalf of myotherapists and affecting a more supportive operating environment, sector growth and development



## REGULATION

Maintaining high standards of practice, integrated and relevant to the needs of the health sector and patients

## Governance

We will achieve and maintain good governance through:

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

## Skills & Knowledge

We will ensure that the Board and our staff have access to the required skills and knowledge by:

1. Establishing an advisory governance committee
2. Keeping an update board skills matrix
3. Implementing governance training for board members yearly
4. Ensuring a diverse board membership beyond myotherapists
5. Implementing a staff professional development and training program.

## 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. Establishing and maintaining industry standards and scope of practice statements on key issues affecting myotherapists.
3. Promoting evidence-informed practice within the industry

## Association Growth

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

1. Developing subcommittees to support staff and address member needs
2. Seeking external advice on financial planning and risk assessment and management for future growth
3. Invest in the financial sustainability of the association through re-investment of profits into member benefits and association growth.

## Member Value

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

1. Establishing partnerships with key stakeholders offering value to members
2. Promoting and raising awareness of MA's activities nationally
3. Engaging members across multiple platforms and communication channels
4. Reviewing and developing our membership offering to meet the changing needs of members over their career

## Graduate Engagement

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

1. Continue developing student/college engagement, support resources
2. Ensuring an expanded online and in-person presence with graduates
3. Creating a graduate section of the website including Q&As
4. Create opportunities for graduates and therapists to engage with industry employers
5. Implementing graduate mentor program.

## Career Development

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

1. Ensuring regular communications about MA activities and priorities to members and stakeholders
2. Providing guidance on industry requirements through member resources
3. Encouraging member involvement in higher education

## 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. Exploring opportunities for accreditation programs for Myotherapy
3. Growing our membership base nationally.



## 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 and development needs
3. Maintaining a high value calendar of education and training events, seminars and annual conference
4. Partnering with key stakeholders providing high quality education and professional development programs
5. Making professional development opportunities more accessible to members via online learning platform

## 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 by:

1. Determining the plausibility of a grandfathering process for all myotherapists to become degree-trained
2. Promote and encourage the expansion of the delivery of the Myotherapy degree across colleges/training organisations nationally
3. Encouraging therapists and students with high eligibility to progress to a degree
4. Creation of an industry accreditation program for Myotherapy.

### Industry Awareness

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

1. Establishing an advocacy plan
2. Establishing positive relationships and networks with government and key industry stakeholders
3. Contributing to relevant government consultations
4. Seeking greater integration in government-endorsed injury rehabilitation, pain management, chronic disease programs and musculoskeletal management
5. Promoting the role of myotherapy in allied healthcare in Australia

### 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 brand messaging around Myotherapy to members
2. Informing members about appropriate messaging regarding myotherapy practice and marketing
3. Engaging and supporting practice owners with business development opportunities, marketing strategies and myotherapy brand development
4. Creating 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 and career development through further study

## Professional Development

We will continue to promote high professional standards by:

1. Engaging and supporting the professional development subcommittee
2. Putting in place professional standards, code of practice, industry position statement, scope of practice document, complaints process and occupational health and safety processes
3. Keeping statements of practice, standards and code of practice 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 and member practice quiz
2. Provide resources and training for members on documentation requirements, professional development requirements, and legal requirements
3. 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 scope of practice within 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.



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