



MYOTHERAPY
ASSOCIATION
AUSTRALIA™

2022

ANNUAL REPORT





Mission Statement

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

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Vision

For every Australian to have equal access to Myotherapy care for better health outcomes.

Mission

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

Objectives

To be the peak industry association of choice, a leading voice for myotherapists, recognised for our standards and integrity, value and care, knowledge, support and sector growth and leadership in governance and practice

[To view the full Strategic Priorities document click here](#)





Erin Baker

President's Report | 2021/22

So here we are in October 2022 and the world is starting to look a little more 'normal'. While the pandemic persists and there has been much hardship and uncertainty around it, I think we can now look with some optimism for the future.

This year has been positive in many ways as the association and our members had the opportunity to begin to rebuild after the last few years. This has been my first year as president of the association and while at times the learning curve has been steep, I can confidently say that the association continues to make positive steps in advancing the Myotherapy industry and highlighting the role that Myotherapy has to play in our healthcare system. The association is continually focused on the growth, development and advancement of the Myotherapy industry. This year we have seen the delivery of more PD workshops across Australia, an array of online webinars on a range of topics, another fabulous online conference and have also continued to foster relationships with key industry partners and government bodies to spread the word about Myotherapy. We are excited by the potential that exists for the industry and the opportunities that await. We are committed in our role to help realise this potential for our industry.

On behalf of the Board and of you our members, I would like to extend a thank you to all of the MA staff for your hard work and effort over the past year. At the end of 2021 we saw a significant change in our staffing and our new team members have settled into their roles with energy and enthusiasm. From the outside looking in, it can seem as though we have a large team of staff that work to keep the wheels turning on all of the day to day running of the association. However, we are quite a small team. But within that small team we have a very dedicated and passionate staff who work hard to ensure that much of the day-to-day life of being a practicing Myotherapist runs smoothly. From answering the phones, replying to emails, ensuring health fund reports and provider numbers are accurate and up-to-date our small but mighty MA team keep it all running.

To our CEO Anna Yerondais I extend a very big thank you for another wonderful year of hard work and effort. Your dedication, commitment and endless passion for the association is greatly appreciated. It is worth noting that as we emerge from the last few years of uncertainty there has been no slowing down, dropping off or reduction in Anna's enthusiasm, energy and drive. From every member who has reached out to you or your team over this past year for guidance, support or even just a chat – thank you.

I would also like to acknowledge and thank my fellow board members and committee members who work behind the scenes to ensure that the association is working towards our strategic goals and providing the best service to you our members. All of these positions are voluntary and are filled by both members and non-industry professionals who are passionate and believe in the value that Myotherapy offers. Again this year we have seen some wonderful work done by our committees and board to provide a strong message of Myotherapy and to be the association of choice for Myotherapists. To our departing board members Jacqueline, Jessica, Elaine, Raffi and Robyn thank you for your efforts during your time on the board. The board and the committees that you chaired are better for your input and leadership and while we are sad to see you go, we are excited for our new incoming board members and the skills they will bring to the association.

Finally thank you to you, our members, without you we would not be here. Thank you for joining us at the 2022 AGM.



Erin Baker

President

Chair	Nicholas Steward
Present Board	Anna Yerondais, Jessica Sullivan, Jacque Hasler, Elaine Abery, Erin Baker, Tessa Verrier, Phillip Buutjens, Robyn Trevaskis
Members Present	See Appendix A
Absent/Apologies	None
Opening and Quorum	A quorum was present, and the meeting opened via Zoom at 7:32pm

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

2020 AGM minutes accepted

First – Jacqueline Hasler

Seconded – Erin Baker



REPORTS

Presidents Reflection | Nicholas Steward [taken as read]

- 2021 continue to be overshadowed by the challenges faced because of the COVID-19 pandemic
- While not the year we had hoped for, as Chair I want to extend my most sincere thanks to all members for their ongoing support and the resilience they have demonstrated
- The Board continue to strengthen the message that Myotherapists are allied health professionals, regardless of what some governments may choose to default to
- Thanks to Board members and staff for their continued hard work and commitment
- Thanks to heads of committees
- Greatest thanks go out to our members, our voice and lifeblood of this wonderful healthcare profession
- Thank you to our departing Board member Phillip Buutjens for your commitment, you will be missed.

It can sometimes be difficult for members to understand what is happening behind the scenes but let me assure you that we have been and will continue to work hard to support, develop and grow our profession.

I too am announcing my resignation from my seat as Chair of the Board of Directors. I sincerely thank the professional directors and staff for their support and contribution to the organisation. I am confident that the future Board will continue to strengthen. There is change ahead for our profession, and while at times may feel slow and frustrating, I am confident the changes ahead are positive. However, change doesn't happen alone, it requires input, conversation, and collaboration. We must respond and be heard, actively promote our profession for sustainability in the future.

Thank you for the honor of serving you, our members. I am incredibly proud of you all.

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

- Echoing the sentiments of Nick Steward in thanking and acknowledging the Board, staff and most importantly members. Your resilience and professionalism are admirable.
- Thank you to staff who have successfully navigated their way around the WFH structure.
- Special thanks to our existing chair, Nick Steward. Your commitment and passion are evident across everything you do. Also acknowledging Phillip Buutjens' Board commitment and thank you for your work to strengthen our organization.
- Let's ensure we celebrate the wins. Through our strong advocacy, we managed to successfully see some government decisions overturned that permitted our members to continue to provide care. While Victorian members encountered the longest lockdowns and restrictions to trade, covid provided us the platform to raise the profile about myotherapy and ensure us a seat at the table to engage in those important conversation.
- MA were instrumental in uniting Industry Associations to advocate collectively, ensuring consistency in our messaging to the whole of the profession and conversations with various stakeholders.
- To our committee members that year on year volunteer their time, thank you.

Moving forward; while our financial position wasn't desirable and finished with a deficit, this was forecast with intent from our finance committee and board as the strategic decision was to invest in areas of advocacy, enhancing the use of digital comms, including a significant investment in a new CRM interface and due to all in-person events being cancelled this revenue was not seen for the 2020-21 FY.

We will continue to raise the profile of myotherapy. Essentially this is an educational piece to ensure consumers understand myotherapy as a healthcare provider and the benefits of accessing myotherapists. Encouraging greater student enrolments across training programs. Educating and connecting with our allied health and medical colleagues.

Thank you.

6. Committee Reports:

Professional Development Committee| Tessa Verrier

- First and foremost, wanting to thank my committee members for their voluntary time, Kathryn Cross, and Cher Hetherington. They have always been committed and have supported my role, ensuring members are able to access relevant and exciting PDP resources
- While COVID-19 prevented us running the events we had planned, we turned our focus on refining how we endorse and deliver events and PDP resources, and how members engage with their CPD activity using our new online portal
- The committee introduced the MyotherapyConneX a free online seminar with topics that you, our members and the broader allied health community want to learn more about
- MyoMatters Podcast audience continue to grow as we record more wonderful conversation pieces that help to inform, advance, and promote myotherapy
- Growing PD offerings in States and Territories nationally
- Developing another member survey for the 2022 year to understand what our members like, dislike and would like more of
- Setting the PD calendar min 6-months in advance so that members can plan their CPD activity ahead
- Our conference is ahead of us, again being delivered online due to the restrictions. Registrations are strong and we look forward to a great event.



Membership Committee| Jessica Sullivan

- As we have heard from our other committee chairs, it is important that I thank my committee members, Leigh Ting, and Bikram Dey
- Thank you to the training providers that have been supportive of our student presentations having to pivot to be delivered online
- Thanks to all those members that participated in our members satisfaction survey. This will be an annual tool, crucial for the organization to better understand what is valuable to you as a member and how we can strive to serve you better
- Maintaining a strong value proposition for members is important and we always encourage our members to get in touch, engage and be heard. We are here for you.

Research Committee | Phillip Buutjens

- Thanks to my fellow Board members and to our CEO, Anna Yerondais
- As mentioned, a relatively new committee that was established only mid this year, with the goal to support and advise MA and the Board on research policy and the development of strategies to promote research and scholarship within myotherapy
- We welcomed several applicants to the committee, and thank you Gabrielle Ryan and Heidi Hunt that joined the committee
- Goals for the committee – search for myotherapy research, investigate research grants (for members and for the organisation)
- Committee welcomes all members to consider applying to participating on this committee

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 regarding restrictions
- Myotherapy now known by Government and communicating with the Association

Audit and Finance Report | Jacqueline Hasler [Treasurer]

- Presentation of key charts and a review of the 2020-21 financials
- Despite the challenges we continue to invest in our members
- Financial performance 2021 financial year \$413K revenue for the year, \$352,000 – professional fees and \$61,000 through government subsidies, such as job keeper and small business grants to supplement the impact of covid restrictions. Revenue for the year decreased by 5% as a direct result of the reduction of our face-to-face events. There was also an impact due to the membership price freeze for the consecutive year, whereby the Board elected not to forward on any membership fee increase to support our members and their businesses.

Association incurred operating expenses of \$473,000, up by 30% YOY providing an overall deficit of \$64,000 dollars.

Cash reserves finished strong at \$446,000 dollars, almost double to the \$225,000 at the beginning of the financial year. Reserves are driven by membership renewals and a strong membership retention rate.

Assets remain higher than the organisations liabilities

- Financial result was a conscious step to invest heavily in member support and advocacy for our profession as we faced to be, yet another challenging year of restrictions, lockdowns, and business downturn for our members. We also invested in heavily in the upgrade of our member database system, providing greater accessibility and ease for members to engage with their membership.
- Acquisition of a skilled team and consultants across areas of advocacy, marketing, branding, and member engagement formed part of these investments
- Total membership numbers grew by 5% YOY, indicative of our strong advocacy and presence of MA
- *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 association is focused on fiscal management to ensure costs remain low – and while our team is small with only five employees, their impact is significant to our members and the industry. The uncertainty continues into the key revenue streams of the financial year ahead, with the prospect of less face-to-face PD events, making forward planning challenging. As a means of mitigating these risks, the Association work towards broadening our national footprint and will host events in other states and territories to engage members both within, but also outside of Victoria. Green shoots with continued growth in membership, however the Board and our committees anticipate another challenging financial year with the potential of another year displaying a deficit.

Note – financial statements are unaudited for the 2020-2021 FY and an audit will be conducted every two years. [finances passed]

5. Board of Directors seats vacated | Chair passes meeting to our CEO

Nick Steward
Phillips Buultjens
Jacqueline Hasler
Elaine Abery

Members reappointed by the Board (appointed members)2021-22

Jacqueline Hasler
Elaine Abery

Newly appointed Director/s by the Board (appointed members)2021 -23

Jennie Morrison
Raffi Dishoian

Election of Board Members (appointed members)2021-2023

Caroline Avila
Tom McLeod

Motion has been approved for new Board Members (elected and appointed)
Close of formalities of AGM 2021 at 7:49pm

TONI MOYNIHAN AWARD WINNER ANNOUNCED

The purpose of this award is to recognise a member of the Myotherapy profession for extraordinary service to the profession and the health and wellbeing of the greater community.

Congratulations to those nominated:

Rob Granter
Kaleisha King
Kellie Dunbabin
Lauren Van Oss
Mathew Richardson

We congratulate this year's winner – Mathew Richardson (read more at <https://www.myotherapy.org.au/Membership/TMA/tonimoynihanaaward>)



7. Other Business and Q & A:

Questions:

Working With Children's – why do the Association require this is some members never work with minors?

- A. Some health funds have introduced this as a requirement that associations collect WWC (or equivalent for their State or Territory).

Often members are asked by their 'adult' patient to have a quick review of their child who may have injured themselves. Regardless of whether this is done as a fee for service or not, once that minor is in your care within any capacity you need to have a WWC.

Questions:

Is it still necessary to apply a mandatory requirement for the 4 formal (fact to face) PDP?

- A. Yes. Enables us to ensure that members continue to undertake within their annual CPD requirement a minimum of in-person activity, as our professional continue to work in a predominately hands-on profession. In saying this, covid has changed the way we can access PDP, and the Board and committee will consider this moving forward.

Questions:

Do MA have a policy about the updates posted to the MA Members only Facebook page vs direct email to members?

- A. Yes. We will always email our members about important updates and announcements prior to posting this to the Members Only group.

Questions:

What is the Associations position about the mandatory vaccinations and will they be enforcing vaccinations?

- A. The association are not responsible for the enforcement of vaccinations across industry, these are legislations enforced by each State and Territory. It is the responsibility of the Association that we provide members with timely and accurate information.

The Association has run information sessions with our partners at BMS and Gadens Law Firm to assist members in understanding the legal requirements of businesses and staff about vaccinations.

Additional questions relating to the reopening of myotherapy businesses in Victoria – we are awaiting information from DHHS

Further queries about why myotherapy is not a registered health profession (AHPRA) – Members directed to Members Only section where there is a recording with an AHPRA representative that answers these questions and more.

Close of MA AGM 2020 at 8:12pm

Followed by Presentation from Mel Novak [Small Business Engagement Manager] of Beyond Blue – New Access Small Business Program.

2022/23 Key Objectives

- Ensure the sustainability of our association through meeting the needs and expectations of our members
- Raise awareness to the profile and brand of myotherapy nationally
- Support training providers to promote myotherapy to secondary school leavers and other key target group to stimulate stronger enrolments nationally
- Engage training providers nationally to encourage those not delivering the myotherapy program to consider the value in bringing this on scope
- Continue the trajectory of our strong advocacy position – myotherapy: a trusted allied health profession
- Work with other like-minded member associations to develop and execute workforce survey to enhance available data that will support our advocacy for better funding across myotherapy



MYOTHERAPY ASSOCIATION AUSTRALIA BOARD OF DIRECTORS



Erin Baker
Chair



Caroline Avila
Vice-Chair/Research
Committee Chair



Jacqueline Hasler
Treasurer



Jessica Sullivan
Director/Membership
Committee Chair



Tessa Verrier
Director/PD
Committee Chair



Robyn Trevaskis
Director



Jennie Morrison
Director



Tom McLeod
Director



Raffi Dishoian
Director



Elaine Abery
Director



ANNA YERONDAÏS

CEO'S REFLECTION

As I write this, I am in my final weeks as CEO for the Myotherapy Association Australia. Whilst I can appreciate that a 'reflective statement' may look to consider that 'what has', I am more inclined to want to look towards the exciting future for the organisation.

We continue to maintain a strong focus on our position as the leading member association whose sole interest is to represent and lead the myotherapy profession. I could write at lengths of the challenges faced due to the COVID-19 pandemic as an organisation and for our members, however my preference is to reflect on the resoundingly strong advocacy position and positive voice we held and continue to hold as we represent our myotherapy healthcare professionals.

This purpose has guided us over the past 12 months and our team went above and beyond to ensure we could provide our members the support, encouragement and guidance they required to maintain a positive focus on rebuilding from the Covid-19 pandemic. I want to acknowledge the team for their efforts over the past few years both during and coming out of the pandemic.

Myotherapy Association Australia's strategy is all about positive change as we strive to connect with our members, healthcare consumers, training providers and policy makers to shape the myotherapy profession for a stronger future.

2022 has seen a new national government and with that a new set of ministers. This election was a call for change, and it is that call for change that I am encouraged will bring about better policy, equity for all healthcare providers, accessible and better funding of myotherapy for consumers, greater support and accessibility for students, stronger community and government leadership and diverse and inclusive consultation to influence change that supports all Australians. COVID-19 highlighted the importance for better consultation, and the positive impact member associations, such as Myotherapy Association Australia can have when government and industry work together.

LOOKING AHEAD TO A STRONGER MYOTHERAPY PROFESSION

Our Board and staff came together in the February of this year to map out the strategic priorities for our organisation, and identify opportunity that will support growth, development, improved standing, and continued recognition for myotherapy as a trusted healthcare 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. MA have demonstrated by far to be the most significant and influential voice in the past two and half years and it has paved the way for myotherapy to be recognised as a valuable contributor to the healthcare sector across all States and Territories.

We have proven to be a trusted, creditable, and experienced voice for our members and the myotherapy profession.

We continue to expand our member outreach beyond Victoria and the central business district to improve access, support, and training in regional and interstate locations for myotherapists, and those interested in advancing their learning to achieve the Myotherapy qualification. Our positive and trusted relationships with key stakeholders including government and industry regulators, policy makers, training providers, students and graduates support the growth and continued development of our myotherapy profession.

I am exceedingly grateful to our members, to my staff and Board members, both current and those I have had the opportunity to share this journey with over the past four and a half years. My time in the role as CEO, and prior to this serving as the Board of Directors Chair, and as an ordinary board member, provided me the foundation to confidently represent Myotherapy Association Australia, our members and the profession. To have also had the pleasure of beginning my MA membership journey as far back as 1997 as a student of myotherapy, watching the growth and development of this organisation has been wonderful.

I thank the organisation and our members for believing in me and my leadership and will actively cheer from the sidelines as I enjoy watching the growth of this amazing healthcare profession. Thank you.



Anna Yerondais
CEO



JACQUELINE HASLER

TREASURER'S REPORT FY22

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. As COVID restrictions started to ease, the Association continued to invest in areas such as advocacy on behalf of members to influence government decisions and raise the profile of Myotherapy.

FY2022 Financial performance (unaudited)

Total Revenue and other income for the 2022 financial year was a total \$525,655 of which \$515,655 was earned through professional fees and \$10,000 from small business grants to supplement the impact of COVID restrictions. Revenue from professional fees for the year increased by 45% due to strong recovery post COVID closures in membership fees and professional development workshops. The Association held total member numbers flat, however were encouraged by our strong member retention rate of 91% when we consider the immense challenges imposed on members as a result of the COVID-19 pandemic.

The Association incurred operating expenses (inclusive of cost of sales) of \$574,620, up 20% year-on-year resulting in an overall loss for the 2022 financial year of \$48,965. 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 and investing in key talent to boost awareness for Myotherapy and our members. Costs associated with the implementation of the new member portal reduced by 63% as the project was completed mid-financial year. More cost savings are expected to be realised in the following year whereby only licencing service costs will be incurred.

The team consists of highly effective 5 key talent in the effort to invest as much as possible into members and contain cost growth to be less than revenue growth.

The team moved to remote working at the beginning of the year, assisting in reducing overheads and occupancy costs even further year-on-year as the Association directed funds into value-add activities such as advocacy, key talent, legal and costs associated with offering PD courses.

Cash reserves finished strong at \$457,139, up 2% from the start of the financial year. The cash reserves have been driven by strong revenue growth in membership renewals and PD revenue. Membership renewals paid annually upfront provide the Association with a solid cash position to continue to build on strategic investment and growth.

Looking ahead, 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.

The financials are currently Unaudited and are subject to change pending an upcoming audit.

Thank you to our members for your ongoing support. Thank you to the Board and the MA team - it's been great working with you and I will be cheering from the sidelines.

I wish everyone all the best for the year ahead.

Best regards,



Jacqueline C Hasler
Treasurer



MEMBERSHIP

JESSICA SULLIVAN (CHAIR)
LEIGH TING
BIKRAM DEY

PD AND EVENTS

TESSA VERRIER (CHAIR)
KATHRYN CROSS
CHER HETHERINGTON
TOM McLEOD

RESEARCH

CAROLINE AVILA (CHAIR)
HEIDI HUNT
LESLEY O'BRIEN

FINANCE AND AUDIT

JACQUI HASLER (TREASURER)
JENNIE MORRISON (APPOINTED DIRECTOR)
RAFFI DISHOIAN (APPOINTED DIRECTOR)
ANNA YERONDAIS (CEO)



JESSICA SULLIVAN

MEMBERSHIP COMMITTEE REPORT

I welcome the opportunity to report to our members the activity for the membership committee throughout the 2021-22 membership cycle. It goes without saying that the past 2-years have challenged our members on a number of levels; with pandemic related lockdowns and restrictions changing the way we practice and how we engage with our Association membership. We are proud of the work we have achieved in ensuring member communication was timely, accurate, relevant and that every effort was made to keep members informed about the ever-changing landscape.

My Membership

The members' dashboard is making it easier than ever to access all your membership information, including membership and insurance certificates, practice and health insurer details, PD guidelines and up to date PDP tracker, news, events, and communications, all in the one place.

Our Members Only area provides MA members access to a range of member only benefits, designed to meet and support your business and practice needs. Based on your feedback, the Association has developed a space that provides:

- Resources and Tools to support you, your business, and your staff
- Free access to employment legal advice with our partners at Gadens Law Firm
- Digital assets created specifically for our profession for the purpose of educating, sharing, and spreading information
- Health fund provider information
- Myotherapy ConneX free online seminar series: topics that you have told us you want to learn more about
- Member benefits and discounts with industry partners
- A safe and confidential space to ask our CEO. No question or feedback is off the table.

Looking ahead

A strong focus for our committee looking ahead is to ensure that our members (current and emerging) feel that their membership spend provides value. To achieve this, the committee have committed to working towards developing the following resources, in addition to the extensive resources currently available:

- Clinical resources including patient intake forms, clinic policies and guidelines, informed consent guidelines, patient referral letter templates (incoming and outgoing)
- Additional business resources: rotation of digital assets that can be used across your business that remain current and exciting the consumer eye, myotherapy blogs for your website and for distribution to local businesses and media outlets

For students

It is important that students (current and those considering a pathway to myotherapy) feel that they have the support of their chosen association. The membership committee provide students with resources that are relevant throughout their study and provide support, guidance, and opportunity in their graduate stage. MA work closely with all training providers to ensure that we provide quality resources for their students to support their myotherapy journey and bright prospects.

As always, the more you engage with the association, the more you will get out of your membership. Connect with us through the website, socials, email or even the old-fashioned phone. We love to hear from you, to see you and to help you.

I thank my committee members, Leigh Ting and Bikram Dey for their ongoing commitment and the voluntary hours they provide to make sure your member experience is the best it can be.



Jessica Sullivan
Membership Committee



CAROLINE AVILA

RESEARCH COMMITTEE REPORT

- Stepping back and understanding the various ways the research committee can support the Myotherapy Association's overall strategic priorities and business plan 2022-2024, was the focus during the first part of the year.
- Understanding the process of academic research and how research can be achieved by the committee and its members.
- Aligning and working with the Membership and Professional Development Committee with regular engagement to ensure a unified message to members and strategic direction.
- Developed the 2022 Member Survey to better understand what members utilise or want more of or no longer require from the Member Benefits Program and Professional Development Course Content.
- Creating and launching a Myotherapy Association blog for members and translating relevant research into digestible and evidence-based articles.

Finding our feet

First and foremost a big thanks goes out to the Research Committee members Lesley O'Brien and Heidi Cayzer who have been incredibly patient with me as I learnt the ropes. Through all the challenges life has to offer from covid to moving interstate they have shown up and contributed their academic experience, passion and writing skills to academic blogs/articles that members will see in our newsletters and on our website in a dedicated location, with the focus of translating relevant research for our members.

Planning with the future in mind

MA is the national peak body for Myotherapists, and the Research Committee felt the need to dream big and work back from there. We investigated other allied health peak bodies, and spoke to researchers in myotherapy, osteopathy and pain science as well as Tim Trevail, the Program Director of the Bachelor of Health Science Clinical Myotherapy at Torrens University on best practice for research moving forward. We felt the Research Committee could contribute to future advocacy and sustainability of the Myotherapy Industry, with goals and steps that aligned with the Association's Strategic Plan in the long term and the current Business Plan in the short term. Below is a graphic that demonstrates the various ways the Research Committee will assist the Myotherapy Association to reach its strategic priorities.

Understanding our members

The Association and its Committees are always striving to provide members with what they need and what they have asked for. In line with this, the Research Committee will use this year's Member Survey to analyse the Member Benefits that have been beneficial, along with a deep dive into the barriers that affect members accessing PD.

Looking to the future, the Research Committee is looking to expand with expressions of interest warmly welcomed.



Research Committee

Caroline, Heidi and Lesley.

Translating relevant research.



Myotherapy Association Australia has identified five broad strategic priorities



Research Committee can assist in achieving MA's strategic priorities by:

- Update Terms of Reference
 - Define committee roles
 - Short and long term plan that supports MA's strategic plan
- Source and translate myotherapy relevant research
 - Collaborate with PD and Membership Committees
 - Provide scientific research or articles for social media and MA's profile
- Align with a tertiary RTO and ethics committee
 - Establish and nurture connection with researchers
 - Source research assistant roles for members
- Utilise our members to define our professional identity. What are we doing in practice? Why are we doing it? How we are doing it?
 - Collaborate with other associations to broaden data capture
 - Analyse data
- Set benchmarks for academic quality and outcomes
 - Source an established research framework to review scientific research and articles
 - Revise and review frameworks annually



Tessa Verrier

Professional Development Committee Report 2022

While the 2021-22 year continued to be challenged by lockdowns and restriction resulting from the COVID-19 pandemic, the committee were focused on ensuring that our members and the broader allied health community continued to have access to relevant, innovative, and meaningful PD resources and events.

2021-2022 remained to be a year of mixed delivery of events and the beginning of returning to face-to-face events and the new landscape of post covid practice for Myotherapists.

During this member cycle we were presented with more exemption requests from members than we have ever received, mostly because of covid illness, restrictions and the vulnerability felt by members about moving back into an in-person environment. Thus, the committee and MA management responded to a need to review and update our PD Guidelines. This review resulted in changes that will bring about greater flexibility to how members can access PD and how they can be reported for the purpose of the formal and informal point requirements.

To provide a more digestible report, this will be presented as:

- Process and Development
- Professional Development Events (reported 2021-22 activities)
- Looking ahead for our PD Plans

Tessa Verrier
PD Committee

PROCESS AND DEVELOPMENT

Development	Reason	Status
New PD Guidelines & Policy APPROVED SEPTEMBER 2022 FOR IMMEDIATE IMPLEMENTATION	<p>Due to the complexity of our PD Guidelines, members were often confused and frustrated about understanding how to meet their PD requirements. The committee have also responded to the changes brought about by Covid about how members engage with PD activities, and the following changes to the guidelines have been applied:</p> <ol style="list-style-type: none"> 1. Guided (live) online granted as Formal Activity 2. Ability to roll over 5 pdp points into next cycle 3. Inclusion to exemption requests are for carers, parental leave (to include maternity and maternity) and compassionate and bereavement leave. 	Completed
Ease of Access to PD online	<p>Continue to refine the Professional Development page for ease of selecting events and registration.</p> <p>Events can now be filtered by state and time periods to help members in planning their PD.</p>	Ongoing
Full Committee Chair Meetings	Development of combined 6 weekly PD Committee Chair meetings to ensure consistency with strategic plan implementation.	Completed
Member Quiz	Develop online member quiz to evaluate understanding and competency relating to Association Rules and Codes. This will replace the 2 (two) informal points applied for practitionership.	In progress
Dry Needling Requirements	Update from requirement of ongoing training every 2 (two) years to every 3 (three) years and tracked through member portal.	Completed
Endorsement Application	<p>To encourage and source more high-quality PD opportunity for members the committee and MA staff have made the endorsement process more streamlined and efficient.</p> <p>New online application portal has been monitored and adjusted to condense the work for MA Staff and applicants.</p> <p>The committee has also continued to develop internal criteria for approved PD endorsements to ensure the delivery of high quality and evidence-based PD opportunities.</p>	Completed

PROFESSIONAL DEVELOPMENT EVENTS

Event Type Formal/Informal	Number of events hosted 2021-22	Number of events cancelled due to COVID-19	P/L 2021-22 Professional
Formal	31	10	Workshop, seminars, endorsements
Informal (live online)	8	N/A	Conference
			Total
			\$60,111.26
			\$23,094.14
			\$83,205.40

MyoMatters Podcast

TOP EPISODES (All Time)

Episode 1

Ebonie Rio - Tendon Pain, research pathways and VR for pain management - Myo Matters (381)

Episode 11

DermoNeuroModulating (DNM) - the what, why and how (262)

Episode 9

Let's explore chronic pain with Bronnie Lennox Thompson and learn how we can live well (219)

Episode 18

Is he the King of TMJ (jaw pain) treatment? (216)

Episode 16

Going for Gold (205)

Myotherapy ConneX free online seminar series – With almost 800 healthcare professionals and businesses across all sectors of allied health registering for one or more of our MyoConneX webinars, we are excited to continue bringing this content to our audiences. Our most popular webinars being those Covid related and are highlighted in the list below.

Webinar topics included:

2022

How to maximise productivity working remotely

Don't let advocacy be a dirty word

Don't be shy about being social

Business Basics with Fair Work Assistant Director
Chris Smith

Disputes Resolution with Victorian Small Business
Commissioner Lynda McAlary-Smith

2021

Risk Mitigation - navigation the Covid19
vaccination minefield

Navigating the Vaccination Minefield - what
employers need to know. Q&A_Oct2021

Vaccinations: what it means for you and your
business

MA chat with Medibank Private about all things
health fund, provider numbers, item codes and
more

Allied Health - the definition behind the title. Is it
time for change?

GST Legislation with Donald Lobo

AHPRA - registration and what it all means for our
profession

MA Member Satisfaction Survey 2021

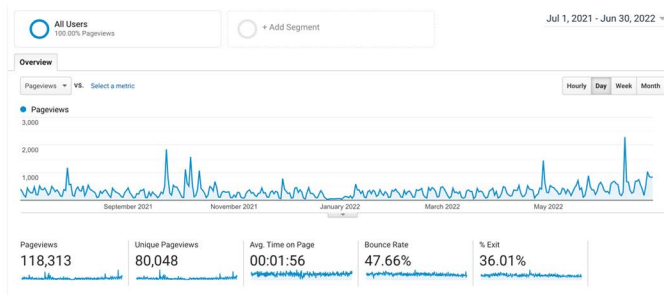
Working with PHIs to inform their members about
myotherapy

Myotherapy Association Australia website received unprecedented traffic across the height of the pandemic, a positive reflection of the outstanding advocacy work undertaken by MA and our management team. Members of our association and those of others were turning to MA for accurate and timely responses, assisting them to better understand how changes to public health orders would impact them and their businesses. As covid restrictions eased across the Nation, and businesses (and lives) began to return to a new normal, an expected downwards trend was observed YOY in comparison.

As the reporting period saw a platform change (2021 to 2022 – WordPress to MemberConnex) some of the results will be skewed* (new vs. returning guests etc).

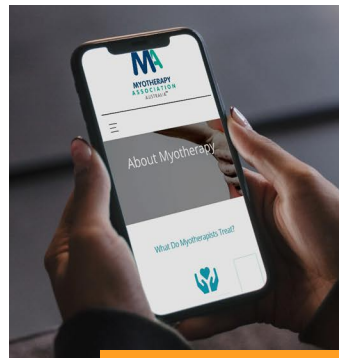
Sessions (visits to the website) decreased by 22% down to 42,605 BUT we have higher number of page view – up by 4.8% overall.

Numbers of sessions per user increase by 14% to 1.9 (number of visits per person)
Average session per user up by 59% to 03:26min.
Bounce rate decreased by 25% to 47%.

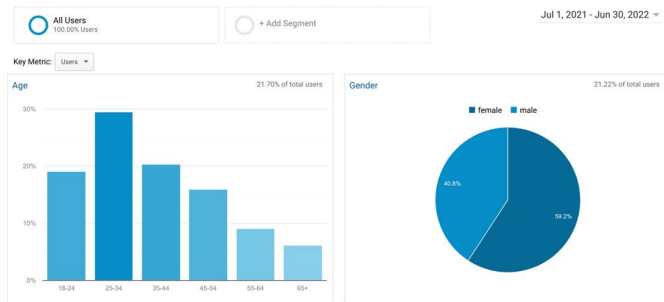


Importantly our key membership pages have seen a dramatic increase in year on year traffic.

- Dashboard. Increase of 313% with 25,640 views (making this the 2nd most viewed page of the website).
- Professional development workshop listings has seen a 100% increase* but remains the third most viewed page on the website with 10,200 views or 8.6% of all traffic.



Gender and Age breakdown has unremarkable change YOY.



Device Breakdown



Social Media

There has been remarkable changes across all social media platforms in the reporting period. Major algorithm changes, including the way in which audiences are shown content and which types of media are prioritised on the platform – with Video being the preferred medium across Instagram and Facebook specifically.

A range of social strategies have been recommended and will be implemented in FY 2022/23

Fans and Followers

Facebook Followers increase by 6.8% to 2,000
 Instagram Fan Increased by 6.9% to 1,800
 Twitter Followers increased by 71% to 79
 LinkedIn Increased by 43% to 337
 Facebook Members only Group Increased by 34 to 465

Engagement

Facebook down 34% to 7.5k
 Twitter up to 240 (from 0)
 Instagram down 32% to 3.3k (post engagement rate 3.19% down from 4.19%)
 LinkedIn up 55% to 414

Important to note our video views on Facebook are up by 29.5% and Instagram by 120%

MYOTHERAPY ASSOCIATION AUSTRALIA INCORPORATED
ABN: 69036734493

FINANCIAL REPORT
FOR THE YEAR ENDED
30 JUNE 2022

MYOTHERAPY ASSOCIATION
AUSTRALIA INCORPORATED
ABN: 69036734493

Content

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Balance Sheet	2
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Statement of Cash Flow	10

	2022 \$	2021 \$
Income		
Other income	528,702	412,709
Expenditure		
Other expenses	(578,901)	(480,024)
	(50,199)	(67,315)
Loss for the year	(50,199)	(67,315)
Loss	(50,199)	(67,315)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

	Note	2022 \$	2021 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	3	457,352	446,199
Trade and other receivables	4	53,172	2,694
TOTAL CURRENT ASSETS		510,524	448,893
NON-CURRENT ASSETS			
Property, plant and equipment	5	4,106	15,892
TOTAL NON-CURRENT ASSETS		4,106	15,892
TOTAL ASSETS		514,630	464,785
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	6	426,761	334,737
Financial liabilities	7	8,020	
TOTAL CURRENT LIABILITIES		434,781	334,737
TOTAL LIABILITIES		434,781	334,737
NET ASSETS		79,849	130,048
PROPRIETOR'S FUNDS			
Members Funds		79,849	130,048
TOTAL PROPRIETOR'S FUNDS		79,849	130,048

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

The financial statements cover the Business of Myotherapy Association Australia Incorporated and have been prepared to meet the needs of stakeholders and to assist in the preparation of the tax return.

Comparatives are consistent with prior years, unless otherwise stated.

1 Basis of Preparation

The business is non reporting since there are unlikely to be any users who would rely on the general purpose financial statements.

The special purpose financial statements have been prepared in accordance with the significant accounting policies described below and do not comply with any Australian Accounting Standards unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Significant accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

2 Summary of Significant Accounting Policies

Property, Plant and Equipment

Plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment, and is depreciated over its useful life of between 3 and 10 years.

Employee Benefits

Provision is made for the business's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Cashflows are discounted using market yields on high quality corporate bond rates incorporating bonds rated AAA or AA by credit agencies, with terms to maturity that match the expected timing of cash flows. Changes in the measurement of the liability are recognised in profit or loss.

These notes should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

Cash and Cash Equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value. Bank overdrafts also form part of cash equivalents and are presented within current liabilities on the balance sheet.

Revenue and Other Income

Revenue is recognised when the Business is entitled to it.

Revenue is measured at the fair value of the consideration received or receivable and is presented net of returns, discounts and rebates.

Rendering of services

Revenue in relation to rendering of services is recognised depends on whether the outcome of the services can be measured reliably. If this is the case then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period. If the outcome cannot be reliably measured then revenue is recognised to the extent of expenses recognised that are recoverable.

Other income

Other income is recognised on an accruals basis when the Business is entitled to it.

Goods and Services Tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of GST.

These notes should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

	2022	2021
	\$	\$
3 Cash and Cash Equivalents		
Cash on Hand	86	86
Cash at Bank	457,266	446,113
	457,352	446,199
4 Trade and Other Receivables		
Current		
Trade Debtors	44,267	2,694
Other Debtors - prepayments	8,905	-
	53,172	2,694
5 Property, Plant and Equipment		
Software Development Pool	4,106	15,892
Total Plant and Equipment	4,106	15,892
Total Property, Plant and Equipment	4,106	15,892
6 Trade and Other Payables		
Current		
Trade Creditors	38,129	6,305
Membership Fees Received in Advance	312,481	260,573
GST Adjustments	12,302	-
Amounts Withheld	15,664	20,447
Tax clearing account	31,584	29,470
Provision for Holiday Pay	16,601	17,942
	426,761	334,737
7 Borrowings		
Current		
Course Fees Received in Advance	8,020	
Total borrowings	4 8,020	4

These notes should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

In the opinion of the Directors of the Myotherapy Association Australia Incorporated:

- a) The attached financial statements and notes of the Myotherapy Association of Australia are in accordance with:
 - i.) Giving a true and fair view of its financial position as at 30 June 2022 and of its performance for the financial year ended on that date; and
 - ii.) Complying with the requirements of the Associations Incorporation Reform Act 2012; and
- b) There are reasonable grounds to believe the Myotherapy Association Australia Incorporated will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the Board.

On behalf of the Board



Chair: Erin Baker

Date: 28 September 2022



Treasurer: Jacqueline Hasler

Date: 28 September 2022

**Larkin Partners Pty Ltd**

ACN 103 172 845 ABN 36 103 172 845

Liability limited by a scheme approved
under Professional Standards**Director**Roger Larkin CA
Level 2, 154 Upper Heidelberg
Road Ivanhoe Victoria 3079
PO Box 504
Ivanhoe Victoria 3079
Telephone (03) 9853 4754
Email: info@larkinpartners.com.au

I have compiled the accompanying special purpose financial statements of Myotherapy Association Australia Incorporated which comprise the balance sheet as at 30 June 2022, profit and loss statement for the year then ended, a summary of significant accounting policies and other explanatory notes.

The specific purpose for which the special purpose financial statements have been prepared is set out in Note 1.

The responsibility of the proprietor of the entity

The proprietor of Myotherapy Association Australia Incorporated is solely responsible for the information contained in the special purpose financial statements, the reliability, accuracy and completeness of the information and for the determination that the basis of accounting used is appropriate to meet their needs and for the purpose that the financial statements were prepared.

My responsibility

On the basis of the information provided by the proprietor, I have compiled the accompanying special purpose financial statements in accordance with the basis of accounting as described in the notes to the financial statements and APES 315: Compilation of Financial Information.

I have applied professional expertise in accounting and financial reporting to compile these financial statements in accordance with the basis of accounting described in the notes to the financial statements. I have complied with the relevant ethical requirements of APES 110 Code of Ethics for Professional Accountants.

Assurance Disclaimer

Since a compilation engagement is not an assurance engagement, we are not required to verify the reliability, accuracy or completeness of the information provided to us by management to compile these financial statements. Accordingly, we do not express an audit opinion or a review conclusion on these financial statements.

The special purpose financial statements were prepared exclusively for the benefit of the proprietor who is responsible for the reliability, accuracy and completeness of the information used to compile them. I do not accept responsibility for the contents of the special purpose financial statements.

Name of Firm: Larkin Partners Pty Ltd
Chartered Accountants

Name of Director:  Roger W Larkin

Address: Level 2 154 Upper Heidelberg
Road Ivanhoe 3079

Dated this 12 day of September 2022

	2022 \$	2021 \$
Income		
Professional Fees	518,702	352,069
OTHER INCOME		
Government Subsidies	10,000	60,640
	528,702	412,709

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

	2022 \$	2021 \$
EXPENSES		
Accountancy Fees	8,904	5,205
Advertising	19,822	16,482
Amortisation	11,786	11,786
Advocacy	18,000	15,000
Bank Charges	3,818	5,818
Consultancy Fees	2,059	7,121
Computer Expenses	30,026	38,297
Conferences	45,824	22,817
Filing Fees	110	-
Holiday Pay	(1,340)	6,306
Gifts	1,487	-
Insurance	46,773	55,714
Interest Paid	185	-
Legal Costs	7,000	-
Meeting expenses	834	-
Postage	226	239
Printing & Stationery	1,001	821
Rent	1,424	13,121
Staff Training & Welfare	11,865	4,137
Sponsorship Expenses	3,000	-
Subscriptions	13,572	10,295
Superannuation Contributions	28,595	22,558
Telephone	1,609	2,037
Parking Fees & Tolls	16	-
Travelling Expenses	1,712	214
Office Expenses	145	-
Wages	317,618	241,164
Workcover	2,830	892
	578,901	480,024
Loss	(50,199)	(67,315)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

	2022 \$	2021 \$
Cash flows from operating activities		
Receipts from Members, Sales, Activities and Subsidies (Note 2)	499,352	430,360
Payments to employees and suppliers	(539,105)	(479,583)
Interest received	-	-
Net cash flows from operating activities (a)	(39,753)	(49,223)
Cash flows from investing activities		
Holiday Pay		-
Software Development Pool		-
Net cash flows from investing activities	-	-
Cash flows from financing activities		
(Increase)/ Decrease in receivables	(41,573)	8,096
(Increase)/ Decrease in prepayment	(8,905)	26,420
Increase/ (Decrease) in Fee Rec'd in Advance	59,929	197,459
Increase/ (Decrease) in payg withholding Tax	1,330	5,860
Increase/ (Decrease) in payables	31,824	6,305
Increase / (Decrease) in other payables	8,303	26,629
Net cash flows from financing activities	50,907	270,769
Cash and cash equivalents held at the beginning of the year	446,199	224,652
Net (decrease)/increase in cash and cash equivalents held	11,154	221,547
Cash and cash equivalents held at the end of the year	457,352	446,199
Reconciliation of net cash flow from operating activities to operating profit after income tax		
Net Profit/(Loss) after income tax	(50,199)	(67,315)
Depreciation & Amortisation	11,786	11,786
Holiday pay provision	(1,340)	6,306
Cash flow from operating activities	(39,753)	(49,223)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report of Larkin Partners Pty Ltd.

Prospect Accountants

Principal: Tim. P. Meehan
Chartered Accountant Registered Company Auditor



To the Members of the Myotherapy Association Australia Inc.

We have audited the financial report of the Myotherapy Association Australia Inc., which comprises the Balance Sheet at 30 June 2022, the Income Statement for the year then ended, and notes to the financial statements, including the Basis of Preparation and a Summary of Significant Accounting Policies, and the Board Members' Declaration.

In our opinion, except for the qualification, the financial report of the Myotherapy Association Australia Inc. has been prepared in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012, including:

- a) Giving a true and fair view of the Myotherapy Association Inc.'s financial position at the 30 June 2022 and of its financial performance for the year then ended; and
- b) Complying with Australian Accounting Standards to the extent described in Note 1, and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

Basis for Qualified Opinion

As the prior year financial report was unaudited, we are unable to express an opinion on the opening balances of the accounts of the Association.

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of this report. We are independent of the Myotherapy Association Australia Inc. in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of the Committee for the Financial Report

The Committee of the Myotherapy Association Australia Inc. is responsible for the preparation of the financial report in accordance with Australian Accounting Standards and the ACNC Act, and for such internal control as the Committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Committee is responsible for assessing the Myotherapy Association Australia Inc.'s ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the Committee either intends to liquidate the Association or to cease its operation, or have no realistic alternative but to do so.

The Committee is responsible for overseeing the Myotherapy Association Australia Inc.'s financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report, as a whole, is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of committees taken on the basis of this financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal controls relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the fund's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Committee.
- Conclude on the appropriateness of committees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the fund's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in the auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of the auditor's report. However, future events or conditions may cause the fund to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during the audit.

Emphasis of Matter – COVID-19

The global COVID-19 pandemic and subsequent restrictions imposed by Australian governments have caused disruption to business and economic activity. The Association has been impacted by COVID-19 resulting in no professional development events held and by the Association providing support to members during this period.



Tim P Meehan CA

Principal

PROSPECT ACCOUNTANTS

Level 2, 154 Upper Heidelberg Road,

Ivanhoe, Victoria 3079

Dated: 28 September 2022

Prospect Accountants

Principal: Tim. P. Meehan

Chartered Accountant Registered Company Auditor



To the Committee of the Myotherapy Association Australia Inc.

I declare that, to the best of my knowledge and belief, for the year ended 30 June 2022, there has been no contraventions of:

- a) The auditor independence requirements of the Australian Charities and Not-for-profits Commission Act 2012 in relation to the audit
- b) Any applicable code of professional conduct in relation to the audit.



Tim P. Meehan CA

Prospect Accountants

Dated: 28 September 2022

Ivanhoe, Victoria



**MYOTHERAPY
ASSOCIATION**
AUSTRALIA™

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