



Shiatsu Therapy Association of Australia



ANNUAL REPORT 2023

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PRESIDENT'S REPORT

Phuong Tang

Term Commenced May
2023 to Present



STAA has been running as the Shiatsu Peak Body in Australia since 1987 and I am deeply grateful for all the previous Presidents, National Council members and administrators who have contributed their time and expertise in service for the shiatsu community.

STAA has done very well to keep astride of the social, technological and political changes, to grow the community, and to keep supporting its membership. What has stood out for me is the generosity in spirit and heart of the shiatsu community. As a small member led and not for profit organisation, I see an opportunity to work more collectively and to focus on doing less but better; and I see the challenge in finding innovative ways to work with our limitations in finances and human resources.

In my first year of Presidency, we identified many opportunities to update our internal processes and systems so that we all spend less time on administration and reduce our overheads. IT systems and websites have exponentially improved over the years, and as a small volunteer based organisation, our systems have not adapted with modern, digitally connected world. While there is still a lot of work to be done in this area, we have made significant progress including: updating the administration manual, update of CPE process and guidelines to be member led and in line with industry standards, review of our financial set up, detailed review of the membership database system, website and communication platforms. I am grateful for the technical know-how and diligence of Mina, Val and Paul, who played a significant role in reviewing and implementing these changes.

After the May 2023 AGM, we also had significant changes in the National Council and administrative roles. Thank you to Liz Ellerbock who supported Mina who took on the administrator role from July. Thank you to Ann who supported Belinda in the secretary role and supported the new National Council ordinary members Dan and Bridie. Thank you to Paul, Linda and Dorothy for supporting me into the presidency role. Thank you to Belinda for her efforts as Secretary. I have appreciated her calm, compassionate, clear and discerning attitude and it has been very supportive in my presidency.

Phuong Tang

Programs

Practitioner circles were a hit in Melbourne, with a broad range of themes being explored including: Lauren Cosson on business, Jessica Strachan on trauma informed work, and Linda Rago on breathwork and your point of difference. The opportunity for in person and affordable events was well received by the community. Thank you to Melbourne Shiatsu for hosting, and Bridie, Dan and Ann for organising the events. Their dynamic teamwork and ability to seamlessly execute these events demonstrates the potential for more collaborations.

The current mentoring program continues this year with 10 mentors and 12 mentees. A big thank you to Dorothy and Alex for your passion and dedication in coordinating this program, and to our mentors for their generosity in supporting our community of practitioners.

On the international front, we are excited for an upcoming nine-day Shiatsu and Okido Yoga study trip to Emilia Romagna, Italy in 2025. Thank you, Linda, for initiating this exciting offering for our community and connecting us with our international colleagues.

Communication

Our Tsubo emails and Pointers journal are currently our two main channels for communication. The Spring Pointers edition had a focus on longevity and we received a diverse collection of articles and insights from local and international practitioners. Thank you, Val, for coordinating this, Sandra for your editing.

There is currently much scope for exploring more engaging and dynamic ways to communicate with our members and the public. I encourage those who have interests in social media, digital marketing and communications to reach out and help us shape our online presence and to reach a broader audience.

Phuong Tang

Membership and finances

This year we opened up free membership for students, which was well received and it has been great to see more engagement with the recent students who attended our open National council meeting in March.

Membership renewals for 2024 at the start of the year saw a decline in both Registered and Associate membership. At present, we are a self-regulated not for profit organisation with 106 members (2/3 registered and 1/3 associate members) across Australia.

Our 2023 calendar year financials showed a net loss, predominately from the increase cost associated with a change in administrator and reduced membership renewals. We hope with further streamlining of our internal processes and systems, the administrator role will be more cost effective. There is also great scope to explore how we engage more practitioners, broaden our community, and ensure a positive pipeline of students learning the art of shiatsu.

Finally...

I have been on National Council for four years now, firstly as an ordinary member for two years, as Vice President for one year and President for one year. Thank you to Dorothy for introducing me to STAA as a way to contribute to the shiatsu community.

I am honoured to be able to contribute to STAA and have met incredible shiatsu practitioners across the country. I am excited to see the innovation and enthusiasm coming from students and recently graduated practitioners; I am excited to see established practitioners supporting the community and leaning towards a mentoring/training role. Due to changes in family commitments, I will be stepping down from my role as President. I look forward to being part of the community and seeing how STAA evolves and expands in the future.

VICE PRESIDENT'S REPORT

Events Co-ordinator

Ann Hocking

Term Commenced
May 2023 to Present



My 2023 year with the NC was all about forming new and deepening existing relationships. I started the year as the Secretary and organiser of events and shifted roles at the AGM to that of Vice President supporting Phuong Tang in her role as President. I continued with the event's work.

2023 offered some fabulous online and in-person get-togethers. There were online catch ups from the previous years 5 week online intensives with Linda Rago (Respiratory Practices) and Geraldine Doyle (Distant Healing). There was an NC weekend get together. Finally, we all got to meet each other in person! Then there was an open invite STAA lunch at Phuong's place connecting with food and colleagues.

After the May AGM, there was another amazing online intensive offering with Jo Hafey (Emotions and the 5 elements). Bridie Hall and Dan Frankel joined the NC in May of 2023 and assisted STAA events with the added offering of Practitioner Circles in Melbourne. Bridie had been doing these on her own prior and Dan had a venue he could offer moving forward. The combination of myself, Bridie and Dan led to enthusiastic Practitioner Circle planning meetings, quickly followed by circle #1 with Lauren Cosson and #2 with Jessica Strachan. These have been wonderful catch ups for members, non-members, shiatsu and other modality practitioners alike.

I have thoroughly enjoyed my year on NC working with a dedicated group of passionate practitioners volunteering their time for STAA members. I would like to thank both Paul Spence and Phuong Tang for their time, their devotion and their hard work in keeping STAA together during a huge transitory period. Thank you also to Belinda McInosh for her amazing ease at taking over the Secretary role. Thanks to Linda Rago for her continuity, tenacity and loyalty, Dorothy Douglas and Alex Caldwell for their outstanding efforts with the Mentoring program, Val for his behind the scenes work with Pointers and IT assistance, Mina for her brilliance and last but not least, Bridie and Dan for their enthusiasm, teamwork and collaborative skill set. It has been a pleasure to work in big and small ways with you all. I would like to continue on NC as an Ordinary Member in 2024 to continue coordinating events for STAA.

TREASURER'S REPORT

Paul Spence

Term Commenced
May 2023 to Present



Cash balance on 31st December 2022 ⇨ \$14,854.69

Income received during the 2023 financial year ⇨ \$33,056.42

Total operating expenses incurred during the 2023 financial year ⇨ \$39,291.56

Net Profit/Loss during the 2023 financial year ⇨ -\$6,235.14

Cash balance on 31st December 2023 ⇨ \$8,619.55

Having taken on the role of STAA Treasurer in 2023 I knew that the financial position of STAA had improved over the last few years due to the hard and diligent work of the National Council and the support of our members. We were able to stabilise the financial performance of STAA via a review of costs, the development of a series of online workshops for members, and an ongoing policy of ensuring any projects we run are self-financing.

In 2023 we continued with these strategies and although the year ending account balance is lower than that seen at the end of 2022, STAA remains in a strong financial position with a cash balance of \$8,619.55 at the end of 2023. During the year we unfortunately experienced an outflow of funds to the tune of \$6,235.14, driven by: Lower membership numbers; Increased administration costs due to a change in our administration officer which necessitated additional spending during the handover period as we farewelled Liz Ellerbock and welcomed Mina Glisovic; Fewer online workshops in the second half of 2023.

Cost of living increases over 2023 has no doubt affected our financial position, causing members and clients to review their personal finances and what they spend their income on. The drop in membership numbers presents an ongoing and important issue for STAA. Membership numbers have been under pressure due to the retirement of long-term members and a substantial decrease in the number of new practitioners graduating from the reduced number of training organisations offering the shiatsu diploma. The National Council is working hard to find solutions to these issues

TREASURER'S REPORT

Continued...

Paul Spence

I would like to thank our President, Phuong Tang, for her guidance and support over the year. Phuong has worked hard on creating a cohesive and dynamic National Council. It has also been good to see a new group of younger practitioners join the Council, providing new ideas and enthusiasm for STAA and shiatsu in Australia.

Thanks also to our Vice-President, Ann Hocking, and Secretary, Belinda McIntosh for their contributions and continued support of the work National Council. I would also like to thank Mina, our Administration Officer, who has made a valuable contribution to STAA by continuing the process of improving our systems and documentation, and for her support of the National Council and members.

Due to changing personal circumstances I will be stepping down from the Treasurer role at the upcoming AGM. It has been a great privilege to have had the opportunity to contribute to our Association and the broader practitioner community over the past 4 years.

SECRETARY'S REPORT

**Belinda
McIntosh**

Term Commenced
May 2023 to Present



This is my 3rd year on the National Council and after an energy infusing meeting in 2023 at Phuong's picturesque and fertile property in the Don Valley, Victoria I decided it was time for me to step into a more active role on the council. Whilst my passion lies in active research to show the healthcare industry the efficacy of Shiatsu on many western diagnosed conditions my dear friend and capable president Phuong asked if I would support her presidency by taking on the Secretary position.

As I stepped into the secretary role and the large legacy left by Ann Hocking I found the structure and records of STAA exceptional. The support whilst taking over a position I was not familiar with or clear of my responsibilities, apart from taking minutes at meetings, was exemplary and a credit to the welcome supportive culture STAA has long fostered. I can now just say I am beginning to feel I'm "hitting my stride" after 12 months in the position. My new role saw me step back from assisting the events team and the social media management of our Facebook and Instagram accounts. The new members, Bridie Hall and Dan Frankel, have brought their fresh ideas and energy along with Ann's experience and "get it done nature" to provide numerous informative practitioner circles and other events. Ensuring STAA members to continue to develop their knowledge.

In 2024 I intend on remaining in the position of secretary to support the close knit shiatsu community of STAA and our diligent passionate National Council team. I encourage you to join our team. You will be amazed at how much is on offer, new friendships and networks at your fingertips and the warmth and support you will receive.

ORDINARY MEMBER REPORT

POINTERS EDITOR

Val Bandosz

Term Commenced
May 2023 to Present



As editor of the STAA Pointers bi-annual members magazine, I have gathered and coordinated articles for electronic publication from authors worldwide and in Australia. The work also entails reading and clarifying any points with the author that may not be clear to end readers.

All articles and images are centralised and prepared for the publication editor, who converts them into the Pointers format.

Other duties include participating in the monthly NC online meetings and assisting with my skillset in web-related and technology conversations.

ORDINARY MEMBER REPORT

Mentoring Co-coordinator

**Dorothy
Douglas**

Term Commenced
May 2023 to Present



Over the past year, as well as supporting the functions of the National Council, my focus has been on coordinating, evaluating, and developing the STAA Mentoring Program.

The program has been running since 2019 with three groups participating during that period. It functions through the combined input of mentees and mentors, coordinators, and the STAA Administration Officer, supported by the National Council. The current 2023-2024 includes twelve mentees and ten mentors.

I have greatly appreciated the opportunity to work with and learn from Alex Caldwell who has brought her rich professional experience to the program, a methodical and clear eye for the process, and a consistent focus on supporting individuals.

I continue to greatly value the wonderful people I have the privilege of working, sharing shiatsu and playing with. I appreciate even more what shiatsu brings. Individual conversations and working with others continue to teach me and help me deepen my practice.

STAA is an exceptional organisation. It is not perfect, but definitely resilient.

Thanks to our President, Phuong who has brought her skills and insight to help transform and update our functions.

ORDINARY MEMBER REPORT

Dan Frankel

Term Commenced
May 2023 to Present



Since joining National Council (NC) as an ordinary member I have had the opportunity to work collaboratively with other members of the NC to host practitioner circles and work towards empowering, educating and growing the community both for Shiatsu practitioners but also inclusive of other modalities.

I have also participated in great brainstorming sessions when NC gathers with the intention of continuing the great work STAA has always done and also keep STAA current and adaptive to the modern day requirements. It has been a huge privilege to be even just a small part of the amazing work STAA has done and to be in community with fellow Shiatsu minded folk.

ORDINARY MEMBER REPORT

Bridie Hall

Term Commenced
May 2023 to Present



I am an ordinary member of the National Council for STAA. I joined STAA after completing my training as a Shiatsu therapist to continue my association with a range of experienced practitioners so I could grow myself as a therapist and develop relationships within my profession.

I brought the idea of our practitioner circle to STAA and in collaboration with other NC members have developed it as a means of connection and professional growth for shiatsu practitioners and other complementary therapists.

It has been a pleasure working alongside other committed practitioners and within the care of the NC as it works for STAA and our community.

ORDINARY MEMBER REPORT

Linda Rago

Term Commenced
May 2023 to Present



Another year on the National Council of STAA has meant continuity of connection. It is a professional commitment I value and benefit from. I have an abiding belief and confidence in shiatsu, Australian shiatsu practitioners and the volunteers who step up to serve our modality.

When asked by the National Council or the Events Team to offer courses or context, facilitate a practitioner circle or comment on an issue, I am pleased if I can help generate energy, income for STAA or create an opportunity for feedback. I salute each person who volunteers their time and skills to keep shiatsu a well governed legitimate healing modality in this country and those who create and foster community.

Creating a five-week Breathing Course (Respiratory Practices in a Clinical Setting) and an ongoing seasonal revision forum; attending NC face-to-face meetings in Victoria and monthly online NC meetings was a minimal contribution to STAA as we transitioned out of COVID times.

ANNUAL GENERAL MEETING 2023

MINUTES

Sunday 28 May 2023 at 2pm [AEST]

Online via Zoom

A copy of the AGM is available on the STAA website

Ann Hocking opened the meeting to inform all present that the meeting was being recorded, then handed over to Paul Spence who declared the 2023 AGM open.

Welcome from the President - Paul Spence

Thank you to a number of people during my presidency which has been a unique experience due to the pandemic and lots of changes on the council with people coming and going. Sandra leaves us and transitions to Liz Ellerbock in the admin role. I couldn't have done it without a lot of help. During that time and over the 3 years I've been here improving STAA and finding ourselves in a much better financial situation during this period. Thank you to Allison Brown who has worked very hard to improve the financials too.

I've learnt a lot about myself and connection and community. In being of service and in contact with a lot of the members. In particular Kaiya Seaton who has been instrumental during the pandemic and navigating the government requirements. I've really appreciated your friendship and support. Thanks to Phuong who has been a great support and Linda Rago for your sage advice. I by no means have all the answers and Linda has been a great support. To Ann Hocking, who is a jack of all trades, and became a great friend. I mean that sincerely. You make great friends and are introduced to different people when you come on council and I have got to know you very well now.

To Dorothy for your support and knowledge and advice as we faced some really difficult times. The lineage of shiatsu that you hold and bring to the council.

To the members I thank you for the feedback and criticism you brought and Sangha. If you think about why you are a member of STAA, it is the like-mindedness of people that have come together and created a community that now see us in a better position than we were 3 years ago. So Thank you

Attendance

Present - Paul Spence, Dorothy Douglas, Phuong Tang, Ann Hocking, Linda Rago, Kaiya Seaton, Liz Ellerbock, Mina Glisovic, Dan Frankel, Bridie Hall, Maree Crutch, Majorie Jane Scott, Waldemar, Olivia Cheng (Late) Shan, Christine, Wendy Matthews, Howard and Jenny, Emma Strapps and Hillary

Apologies -Belinda McIntosh, Allison Brown, Yong Kim.

Proxies N/A

ANNUAL GENERAL MEETING 2023

MINUTES

Confirmation of the minutes of the Annual General Meeting held 30 May 2022 and any business arising Paul asked whether there were questions/comments about the previous year's minutes and when none arose, he proposed that the Minutes of the 2023 STAA AGM be accepted as a true and accurate record.

Linda Rago accepted last year's minutes and Dan Frankel seconds.

Annual Report 2022 - tabled and to be accepted

Paul moves for a member to accept the Annual Report emailed to members last month for review- Kaiya Seaton accepts the Annual Report and Dorothy Douglas seconds the motion and carried.

Dorothy Douglas speaks on Paul's term as President of STAA 2020-2023. Dorothy would like to acknowledge with Gratitude the confusion and difficulty of navigating STAA through a global pandemic right on the back of the disruption of finding a new admin officer. He has led in a calm, consistent joyful manner. Your active diligence, inner moral compass and respect for others has benefited all of us. Our vision and keep the focus on our strategic direction. Thank you for your organisational and financial management skills. A staunch support of STAA events program, mentor and buddy programs. Thank you for your presence your openness and responsiveness and respect to all. You have held STAA's legacy with steady hands. Through many conversations we have enjoyed I too acknowledge the whole membership and STAA admin off, all bringing their sheer hardwork so we can benefit collectively. May your further work be deeply enriched by what you have given to STAA.

Paul thanks Dorothy for her words. Ann would like to second what Dorothy's words and thank Paul for his attitude towards us all.

Paul moves to dissolve the current National Council and election of the new council. Hands over to Mina Glisovic for this task. Mina dissolves the 2022-2023 council.

Election of National Council members for 2023 - 2024

Nominations

Phuong Tang is nominated as president by Linda Rago seconded by Paul Spence

Ann Hocking nominated for Vice President by Phuong Tang seconded by Linda

Paul Spence nominated as treasurer Linda and seconded by Phuong Tang

Belinda McIntosh nominated as Secretary Phuong Tang and seconded by Ann Hocking

Linda Rago nominated as Ordinary Member by Paul Spence and seconded by Dorothy Douglas

Dorothy Douglas nominated as Ordinary Member by Linda Rago and seconded by Ann Hocking

Bridie Hall nominated as Ordinary Member by Ann Hocking and seconded by Linda Rago.

All nominations were accepted by the nominees, members representing all states but held in QLD, NSW, and VIC and Mina emphasised that there were further positions available on National Council, should Community members be interested to join as Ordinary Member, Student Representative or State Representative. Please contact the Office or Phuong Tang for further details.

ANNUAL GENERAL MEETING 2023

MINUTES

Phuong addresses the Members present in her new position as President of STAA.

I graduated from the Australian Shiatsu College at start of 2018, and I have been on the national council now for 3 years. Volunteering my time on national council has given me:

- Incredible personal support and long-lasting friendship; and
- An appreciation of the depth and breadth of shiatsu. I am always amazed at how much richness and knowledge we embody, not just technically, but also by the way we hold ourselves, speak and interact with the world.

I am honoured to be nominated as the president of STAA.

To be honest, I feel a little shy because of all the amazing past presidents and a bit hesitant, because my priority at the moment is to care for my family and the land that we live on.

I feel willing and excited to step into this role because:

- I know I have the generous support of my current National Council
- I truly believe in the efficacy and power of shiatsu as a practice for health and wellbeing; and
- I feel that there is more power in the collective, rather than the individual.

I hope to bring fun and laughter.

I hope to be a catalyst for more collaboration, both within the shiatsu community and broader; and I hope to help the organisation adapt and thrive in these modern times.

In the coming years, we can look forward to a STAA Conference, to connect all our practitioners across the country.

We can look forward to an International Study Tour, possibly in Italy and Japan.

We can look forward to more time on the futon, sharing delicious meals, dancing, singing, meditating, all the diverse things that make our practice and community rich and vibrant.

Thank you again to Paul, who has held the group with his wisdom, calm and generosity over the last three years. Thank you for those who have stepped up and to willingly be of service to our current National Council (Ann, Dorothy, Linda, Belinda, Paul and Bridie).

Thank you to everyone here, who has shown up and are actively engaged in our community (Maree, Mina, Val, Dan, Shan, Liz, Christine, Wendy, Kaiya, Marjorie, Olivia, Howard and Jenny, Emma, Hillary).

I would now like to open it up to hear from you all, with any comments or questions.

Any other business

Dorothy Douglas welcomes Phuong Tang as new president.

Linda Rago deeply pleased by the way communication goes in STAA and pathos of this organisation and people drawn forth to serve. I saw the energy of Phuong and as we swapped I saw your energy is very clear and strong which is why I nominated you. Good Luck

Ann thanks Phuong for nominating her.

Phuong feels her role is to bring the members to the forefront.

Majorie Jane Scott thanks all on NC

Bridie thanks all for having her a part of the council.

ANNUAL GENERAL MEETING 2023

MINUTES

Paul acknowledges it's the right time to pivot STAA and time to blossom STAA and Phuong is the right person with the new energy to come forward and to take STAA further.

Liz Ellerbock is looking forward to working with this National Council.

Val I've been in the periphery and looking to be more involved and want to say thanks all for being there during covid and for keeping us all sane.

Kaiya Seaton echo's Paul's words there are exciting times ahead and part of the opportunity and expansion would like to thank this new NC

Majorie raises a question. The coming together of members at Phuong's applied for CPE points and were knocked back. Why?

Ann comments it was a lunch and a social gathering so not a CPE event. Dorothy suggests we put that on the agenda for the next NC to discuss.

Phuong suggests we may need to clarify in future what is a social gathering and what is CPE as we roll out the procedure for members to record their own CPE activities.

Liz Ellerbock outlines how to get Wild Apricot App for Majorie and makes it easier to use for members to update their activities and profile.

Phuong acknowledges Paul's work at updating our systems and this needs to continue to reduce admin.

Val raises concern of noting his DOB present in the app and in light of data hacking etc. Can we lock that down? Liz confirms that only the practitioner and admin can see that information at present.

Shan asks when can his clients start claiming Shiatsu on Private Health Rebates again. Dorothy responds it is a work in process. A review of a review which has gone way overtime than the committee expected.

Maree Crutch raises her concern that Aged Care Packages for 2023 are no longer acknowledging Shiatsu. Can there be some statement from us to voice our disappointment? Linda responds that we can put this on our next agenda to create a statement to all politicians etc that we are a valuable adjunct to the healthcare system for maintaining good health principles in everyday life. Kaiya suggests we add evidence to back up what we are saying.

Phuong mentions there are lots of little projects in the background and encourages all members to be involved as they are on the ground involved in these situations. We need to also be practical as we are all volunteers and need to draw upon our community who have the right skill base to assist with this.

Dan raised there was an industry standard for the recommended amount. He sees differing amounts advertised and wonders what the current industry standard is. Kaiya raised ATMS did a study or overview of this and it is available on STAA resources which is a good starting point.

Paul points out we did a survey last year but didn't get a good response rate, 20-25 members, and we asked about treatment times and pricing which may be helpful. The new buddy system we assist new members and answer their questions which includes this.

ANNUAL GENERAL MEETING 2023

MINUTES

Phuong acknowledges this is a good time to look at this with new practitioners and hubs gathering it would be useful to share this information with everyone.

Ann asks if anyone has anything else otherwise Phuong to close the meeting.

Olivia Cheng asks final question. In terms of CPE specific training the cupping courses by Bruce Bentley specifically I noticed he'd come ill and was wondering if anyone had knowledge if he was ok and would be rebooking these courses. Maree suggests she contact ASC who might have more info.

Majorie asks status of ASC does it still exist. Paul answers yes It still exists and Jason Chong is still director who has coordinated move of premisses. NSW Tom Bayer runs shiatsu courses there too. Covid has damaged RTO business COTI in NSW had to close down. STAA isn't an RTO but helps to maintain education and training standards but we don't get involved in the running of colleges but we do support them.

AGM closes by Phuong Tang at 3:04pm.

STAA STRATEGIC PLAN 2021-2024

Our Vision

To foster personal, community and environmental wellbeing through the practice of shiatsu.

Our Mission

To support, represent and advocate for a thriving, adaptable, connected and trusted professional community of shiatsu practitioners across Australia.

Our Values

Professional
Collaborative
Respectful
Relational
Adaptive

STAA STRATEGIC PLAN 2021-2024

GOAL

Governance & administration

STRATEGY AND ACTION

- » Maintain clearly articulated, accessible and implemented policies and procedures for the running of STAA (internal), and the roles and responsibilities of Council members; as well as member conduct and compliance expectations, according to the annually reviewed Policies and Guidelines Handbook
- » Review and refine role of Administration Officer
- » Monitor and report on financial viability of STAA
- » Proactive maintenance, monitoring and implementation of risk management policies; such as member information, intellectual property, data security and storage, reputation preservation
- » Promptly convey current health department guidelines to members

STAA STRATEGIC PLAN 2021-2024

GOAL

Support and promote research and development

STRATEGY AND ACTION

- » Conduct Australian-based research
- » Create standardised examples, forms and templates for practitioners to use for case studies with treatment outcome measures
- » Publish documented summary of evidence-based benefits on STAA website, adding to shiatsu research knowledge base
- » Conduct workforce surveys
- » Maintain database about members' clinical practices and survey results
- » Develop a research strategy committee to embed an attitude of research into supervision, mentoring programs, private practice, training, events and swaps, and foster connections with other organisations who have strong research components as well as publications
- » Develop training competencies to be aligned with research trends and expectations

STAA STRATEGIC PLAN 2021-2024

GOAL

Collaboration
& partnerships

Promotion of
Shiatsu and
STAA

STRATEGY AND ACTION

» Collaborate with registered training organisations (RTOs), aligned community groups, associations and the health department

» Promote the role of STAA to RTOs

» Engage the expertise of our practitioner community

» Increase utilisation of social media as part of the communication strategy

» Promote and develop STAA events

» Communicate the professionalism and employment opportunities, and the relevance, and benefits of shiatsu

» Communicate using a shared, standardised language across all activities

» Target RTOs and student engagement campaign – present specialised focused events

» Populate STAA publications with shiatsu specific knowledge, resources and research

» Reignite lobbying campaigns and reinstate contact with government representatives

STAA STRATEGIC PLAN 2021-2024

GOAL

Sustainability

STRATEGY AND ACTION

Financial viability

- » Activities and projects to be self funding
- » Decrease and streamline running costs, leverage investments and increase revenue streams
- » Systems and processes audit

Grow and retain membership

- » Leverage the membership framework
- » Establish project team to develop and implement membership drive
- » Continue to develop our membership services through targeted and shiatsu-specific activities
- » Identify gaps in skills and create opportunities for members to upgrade skills for industry currency and effectiveness

Resource sustainability – people power and other resources

- » Skills audit – engage volunteers for defined roles and skills