

# Shiatsu Therapy Association of Australia Inc.

ANNUAL REPORT 2020



## CONTENTS

President   Paul Spence	3
Vice President   Dorothy Douglas	6
Treasurer   Allison Brown	8
Secretary   Jude Murphy	11
Ordinary Member   Linda Rago	11
Ordinary Member, Education & Training   Kaiya Seaton	12
Ordinary Member   Ann Hocking	13
Ordinary Member   Phuong Tang	13
AGM 2020 Minutes	14
Strategic Plan 2017–20	17



PRESIDENT

**Paul Spence**

The purpose of this report is to recap the activities of STAA and the National Council during 2020, acknowledge our achievements, recognise key people, and touch upon where we are heading.

As we all know, 2020 was a very challenging year for everyone, firstly with the bushfires that devastated many areas and then the arrival of the COVID pandemic. With these challenges came opportunity – in particular, finding new ways for STAA to support its members and for the National Council to undertake a review of activities, work on improving the financial state of the organisation, and to develop new initiatives aimed at increasing the awareness of shiatsu.

The COVID pandemic had a severe impact on our Victorian members with extended periods of lockdown, and difficulty in obtaining clear definitions and guidelines from the Department of Health in Victoria as part of the decision-making process of whether STAA members could continue to run their practices. Although the pressure on the official health agencies was undoubtedly great, it took many emails and calls by both the National Council and individual members to gain clear guidance from which practice decisions could be made. All STAA members are to be commended for their patience, resilience, and willingness to follow guidelines; and to continue to act in a professional and considerate way throughout the pandemic and the various levels of restrictions that had to be endured.

## **National Council**

The 2020 AGM saw several changes in the National Council. Existing council members left to focus on their own practices, new members arrived and settled into the council, ready to begin work on new projects, support existing projects, and to work together as part of a new team.

Monthly meetings were held and well attended with renewed vigour and enthusiasm and a willingness to pitch in as required. We must remember that everyone on the National Council is a volunteer and they have all dedicated many hours to nurture and support STAA and the practice of shiatsu over the past 12 months.

With only one paid position within STAA (the administrator role), all other the work undertaken is completed by volunteers, both within the National Council, and more broadly across the membership of the association. I would like to thank all members who contacted the National Council to provide ideas, express interest in various projects,

and to offer help throughout the year. This is your association and the more help received, the more that can be done to improve membership offerings and progress of the association.

## Projects & Financials

Throughout the year the National Council continued to develop, discuss, and implement new ideas that focussed on several important areas:

1. Providing value adding services for members, e.g. online training and mentoring.
2. Expanding STAA's reach via the "STAA in Partnership" program.
3. Understand and improve STAA's financial position.

The COVID situation turned out to be both a help and a hindrance to these initiatives. The online training for STAA members has been very successful and profitable (both financially and educationally). Ann Hocking has done an invaluable job sourcing and organising speakers, marketing, and running each session. Starting out as a pilot program and as interest and attendance grew, we decided to put in additional resources to make this a regular offering to STAA members. This offering provides performs several functions:

- ★ It is a cost-effective continuing education program for members.
- ★ A convenient way for members to accumulate their CPE commitment as registered shiatsu practitioners.
- ★ As a showcase of the expertise and experience of STAA members who are willing to share their knowledge with members and with people outside of STAA who are interested in shiatsu.

We also established a "STAA in Partnership" program where STAA would seek to find business partners to assist with corporate wellness programs by providing access to shiatsu services. We developed an information pack that included information about STAA and shiatsu, and various models for corporate engagement. Phuong Tang and I had some very proactive discussions with one large firm in the last quarter of 2020.

Unfortunately, with continued lockdowns and major changes to office-based working practices, the discussions we were having have stalled for the moment. We will likely re-position the offering to include small to mid-size businesses and revisit larger organisations once they decide on how they will structure their workforces. We also have made available to STAA members the information pack

to be used by individual practitioners who are interested in expanding their practices to include corporate work. I must thank Phuong for all her hard and good work on helping develop the partnership materials and for working directly with and fostering the relationship with the external organisation we have been working with.

The National Council has also spent a lot of time working through the financial position of STAA. Declining membership numbers has placed pressure on the finances. Our Treasurer, Allison Brown, has done a great job going through the fine details of STAA's accounts, gaining a deep understanding of our financial trajectory and to work on cost-saving strategies that have improved the financial position of STAA when compared to the prior 12 months. We also decided to fast-track the repayment of outstanding debts related to administration officer employment costs. As Allison mentioned in her report, once this has been completed it will allow a clearer picture of the financials to be developed on an ongoing basis. We are also ensuring that any proposals for new projects will be well documented and justified from a financial viewpoint before commencement – every project STAA runs should be self-financing once fully up and running. The National Council is working hard on improving the levels and standards of governance, ensuring our decision-making processes are transparent and remain aligned with STAA's values and mission.

I would also like to acknowledge two other workstreams – a new shiatsu video project managed and produced by Phuong Tang and Allison Brown, and the Case Study Supervision project spearheaded by Jude Murphy. The results of the video project have been included in the partnership information pack as an example of what to expect in a shiatsu treatment and the videos appear on the STAA website. The Case Study Supervision project is designed build community and support for practitioners as they come together to share and discuss and deepen their understanding of the production and use of case studies as part of their practice.

## Ongoing Development

Most recently the National Council has been working on STAA's Vision and Mission Statements and accompanying Values and Strategic Plan. This work occurs every three years and provides an opportunity to reassess and refocus the organisation to ensure we are doing the best we can for members and the practice of shiatsu in Australia. These statements and plans form the basis of the

reasons and ways decisions are made and provide a benchmark against which we can measure our progress.

The Strategic Plan, Values, and Goals that are set inform the ongoing development of services offered by STAA to its members. We must do our best to ensure projects are relevant, valuable, and aligned to member interests. Part of the decision-making process that goes into project development and sustainability is the availability of resources. As a small organisation that is run by the generosity of volunteers, we must be realistic and practical about what is possible.

Over the past 12 months, with the difficult environment we all have found ourselves in, the National Council has spent time pondering the question of what STAA's member-related functions should look like. The work done on this resulted in a proposal to focus our activities on the core values of STAA. Communication, advocacy, education, and good governance are the main areas of focus. These discussions have been timely as we are currently review and re-evaluate the current vision and mission statements, and the goals and strategic plan of the organisation.

## Administration Office

Having taken on the role of President 12 months ago I had a lot to learn and to get up to speed on the day-to-day running of the organisation. I turned to Sandra Dexter for help. Sandra and I established weekly calls to discuss how everything was running, what needed to be solved, and how best to approach issues as they arose. I owe Sandra a large debt of gratitude for her experience and expertise in handling the administration functions for STAA. Sandra has been patient and generous in her dealings with me and the other members on the National Council, and I would like to publicly thank her for all the hard and valuable work she has done for STAA over the past 12 months.

## Departing

The AGM provides a time for change and renewal to occur in the management of STAA. For the members of the National Council who have decided to step back into their own practices and to pursue other interests, it has been a privilege to work with you over the past 12 months and I would like to thank you for your enthusiasm, generosity, guidance, and willingness to be open and vulnerable in our various meetings and discussions. It has been a particularly difficult year, and everyone

has done their absolute best to ensure the ongoing success of the organisation.

## Thank you

No single person can run an organisation like STAA on their own. We live in a hectic and highly changeable society that presents large challenges and opportunities. As President of STAA over the past year I have been very fortunate to be part of a great team of like-minded and enthusiastic shiatsu practitioners on the National Council. I would like to thank each member of the National Council for their service to STAA and its members during 2020.

It has been a great privilege to be able to have Dorothy Douglas as Vice President providing support and guidance to me personally. I would like to sincerely thank Dorothy for the many thought-provoking and from-the-heart conversations we have had. Dorothy's experience and input into everything we have done this year has made my job as President achievable.

I would also like to thank Jude Murphy for all her hard work as Secretary of STAA. Jude has done a terrific job throughout the year and promoted a culture of respect in all her dealings with the other National Council members.

Allison Brown came in as Treasurer post the last AGM – more than a Treasurer, Allison is a real gem! We have had some long discussions on how best to approach improving the financial position of STAA and Allison has shown great initiative and willingness to work hard on finding practical solutions to the challenges STAA has faced. Thankyou Allison!

**Finally, to all the members of STAA. Thank you for your ongoing support of your association. Throughout the year I received messages of encouragement and suggestions of what needed to be done to keep STAA going and to improve membership experience. Without your support there would be no association.**

**I believe STAA is in an improved position from where it was 12 months earlier. Although there is always more work to do, I believe we are on a good path of continued improvement and increased opportunity to share the valuable and wonderful practice and art of shiatsu with our communities and beyond.**



VICE-PRESIDENT  
**Dorothy Douglas**

I am grateful to have worked with this National Council, getting to know new members and discover their talents and strengths while navigating the complexities, changes and adaptations needed because of the COVID pandemic, instability of periodic restrictions on our practices, general uncertainty and the human and financial impacts.

One important development has been STAA online workshops. They began as a partial response to the cancellation of the 2020 conference, by drawing from some presenters, then developed into a wider exploration of how practitioners are using shiatsu and integrating other relevant modalities to express their unique presentation, knowledge and skills. I have found these online sessions inspiring and encouraging. I see STAA members I have not met before and I celebrate our diversity and unity, and feel our geographical spread convert from a sense of the vast distance to connection that transcends lockdowns and limitations. Ann Hocking has passionately and tirelessly organised these events.

After the lift of lockdown conditions in Victoria local face-to-face events, the mini-retreat at Yama Ki hosted by CoShiCo and the Shiatsu Swap and Share in Eltham, Victoria, gave Melbourne members much-needed outings to open back to a sense of physical freedom and connection. NC is ever mindful of similar needs in other states and territories and is welcoming help from STAA members to organise these events, put up a hand to present, or alert NC to who might be interested to present. What would you like to see happening in your area?

Other initiatives include the STAA in Partnerships format led by Paul Spence and Phuong Tang, and the Case Study Supervision Program led by Jude Murphy. Phuong and Allison Brown, with Mina Gilsovic, made a beautiful video expressing the flow of shiatsu, now on the STAA website and intended as a resource for STAA's communications to promote shiatsu. The STAA Mentoring Program is continuing and I am grateful for the input by Alex Caldwell to its development.

During the year I have attended NC meetings and spent time in between speaking with

different members about their projects and activities. I continue to enjoy this level of collaboration and contribution. I have grown more into the role of Vice President as an interesting combination of adaptability and responsiveness on an as-needed basis. I acknowledge Paul Spence for accepting the position of President and working to form a new and collaborative NC with sincerity and openness.

Kaiya Seaton, a new member of NC, has the role of representing shiatsu education and training on the Industry Reference Committee, Complementary Therapies and liaising with RTOs about review and upgrades of the Diploma of Shiatsu and Oriental Therapies. This representation underpins the purpose of STAA as a peak body upholding standards of training and practice. With the current round of training package review, NC is commencing discussions about changes to recommend.

Office bearers Jude Murphy as Secretary, and Allison Brown as Treasurer, have taken up their roles with intent and diligence. My experience of working with Sandra Dexter has deepened my appreciation for the wisdom, invaluable expertise and knowledge, reliability, professional editorial skills and unique dry sense of humour, from having seen everything over many years, that Sandra brings, providing perspective to my ideas and enthusiasms.

NC is now working on the three-yearly review of STAA's Vision, Mission and Values Statements and Strategic Plan. We are clarifying values and priorities with a view to planning sustainable and sequential activities and projects as well as maintain all of STAA's legal and professional obligations.

Even though STAA has received no further information from the Natural Therapies Review Expert Advisory Panel since the last teleconference in November 2020, we continue to monitor the issue of inclusion of shiatsu for private health fund rebates.

I look forward to continuing my support of the NC and all STAA members and further developing these relationships.



## TREASURER

### Allison Brown

#### Summary

Cash balance as at 31 December 2019: \$7,564  
Income received during the 2020 financial year: \$42,685

Total operating expenses incurred during the 2020 financial year: \$45,070

Net profit during the 2020 financial year: -\$2,375  
Cash balance as at 31 December 2020: \$10,104

\*Please see the 2020 Income & Expenditure and Assets & Liabilities statements on the following pages for full specifics.

#### Report

STAA had an operating loss of \$2,375 for 2020 which was reduced from \$9,200 in 2019 primarily due to a significant reduction in the costs associated with the move from paper to electronic copies of *Pointers* magazine (saving on printing and postage), as well as a reduction in administrative costs.

Overall, both profit and expenses went down (profit down by just under 20% and expenses down by 27%) compared to the previous year primarily due to the STAA Annual Conference being cancelled due to the COVID-19 pandemic. Whilst we did not benefit from the revenue and enthusiasm that is normally generated from that event, we also did

not incur the associated expenses either.

The positive response from the community in relation to our donation drive in May, 2020 also generated \$2505 in money that helped us channel our efforts into creating regular online workshops and CPE point options for our members. We continue to develop other member focused projects such as the mentoring and supervision programs, promoting Shiatsu research, corporate partnerships, and lobbying Government. The workshops have been warmly received and have generated a modest but positive new income stream for STAA equating to \$2,545 over 5 workshops since July 2020. NC plans to continue to offer and develop these workshops in 2021.

Considering the challenges both STAA, the respective Shiatsu training organisations, and our practitioner membership community has faced in recent years with cuts to healthcare rebates and the COVID-19 pandemic, membership income for 2020 was retained at 99% of the previous years figures which is a very positive sign for STAA and indicative of our membership and industry resilience. We will see more accurately the effects of the prolonged pandemic lockdowns in the figures for 2021.

As noted by Peter Caldwell in last year's report, we commenced paying an outstanding liability payment owed to the Administration Officer in monthly instalments as of April 2020, and as at 31 December, 2020, we had paid out \$3,330 of \$8,244. The remaining \$4,914 is scheduled to be paid out by June 30 2021. With this liability paid, we will see a major ongoing expense eliminated and perhaps more flexibility in our monthly budget.

As Treasurer, I reflect the sentiments of my recent predecessors Peter Caldwell and Andrew Scott in that despite the positive membership renewal rates this year, the overall cash position does continue to slowly decline and STAA continues to face significant financial difficulties. It is clear that significant cost reductions and immediate increases to revenue are necessary for STAA's continued viability. As such, National Council is in the process of undertaking an expenses audit as well as assessing the viability, profitability, and leveraging opportunities of our respective projects with the intention of reducing our costs, streamlining our efforts and processes, and engaging more volunteer effort from members—all of which the benefit can ultimately be passed on to members.

I would like to thank the National Council, the Administration Officer, and STAA members for their support and guidance as I undertook this role and for what has been a rewarding experience to date.



# INCOME & EXPENDITURE STATEMENT

## Shiatsu Therapy Association of Australia Inc.

1 January 2020 to 31 December 2020

	2020	2019
<b>Income</b>		
<b>Income</b>		
Advertising Income	850	1,410
Brochures Income	-	70
Conference Income	-	14,071
Donations Received	2,505	-
Membership Income	36,855	37,216
Membership refunds	(230)	-
Merchandise Income	160	513
Workshop Revenue	2,545	-
<b>Total Income</b>	<b>42,685</b>	<b>53,280</b>
<b>Total Income</b>	<b>42,685</b>	<b>53,280</b>
<b>Gross Surplus</b>	<b>42,685</b>	<b>53,280</b>
<b>Other Income</b>		
<b>Interest Income</b>		
Interest received	10	55
<b>Total Interest Income</b>	<b>10</b>	<b>55</b>
<b>Total Other Income</b>	<b>10</b>	<b>55</b>
<b>Expenditure</b>		
Accountancy	619	533
Administration fees	27,870	31,977
Annual Return	-	58
Bank Fees And Charges	911	818
Brochures expense	460	-
Conference/seminar costs	300	10,790
Electricity	-	143
Insurance	1,950	1,936
Internet	2,829	3,078
Journal editing & lay-out	1,219	1,065
Journal printing	791	2,543
Merchant fees	99	-
Office supplies	499	-
Postage	722	1,645
Printing & stationery	90	-
Rent - Office	-	1,271
Rent - Storage	4,700	3,786
Storage	500	-
Sundry expenses	-	517
Telephone	1,513	1,897
Travel, accom & conference	-	479
<b>Total Expenditure</b>	<b>45,070</b>	<b>62,535</b>
<b>Current Year Surplus/ (Deficit) Before Income Tax Adjustments</b>	<b>(2,375)</b>	<b>(9,200)</b>
<b>Current Year Surplus/ (Deficit) Before Income Tax</b>	<b>(2,375)</b>	<b>(9,200)</b>
<b>Net Current Year Surplus After Income Tax</b>	<b>(2,375)</b>	<b>(9,200)</b>

# ASSETS & LIABILITIES STATEMENT

## Shiatsu Therapy Association of Australia Inc.

### As at 31 December 2020

	31 DEC 2020	31 DEC 2019
<b>Assets</b>		
<b>Current Assets</b>		
<b>Cash &amp; Cash Equivalents</b>		
Community Solutions Cheque Acc	5,237	3,923
Mastercard Account	571	312
Westpac Business Cash Reserve	3,664	2,659
AUD PayPal	631	671
<b>Total Cash &amp; Cash Equivalents</b>	<b>10,104</b>	<b>7,565</b>
<b>Total Current Assets</b>	<b>10,104</b>	<b>7,565</b>
<b>Total Assets</b>	<b>10,104</b>	<b>7,565</b>
<b>Liabilities</b>		
<b>Other Current Liabilities</b>		
Current Liabilities	4,914	-
<b>Total Other Current Liabilities</b>	<b>4,914</b>	<b>-</b>
<b>Total Liabilities</b>	<b>4,914</b>	<b>-</b>
<b>Net Assets</b>	<b>5,190</b>	<b>7,565</b>
<b>Member's Funds</b>		
<b>Capital Reserve</b>		
Current Year Earnings	(2,375)	(9,200)
Retained profits	7,565	16,765
<b>Total Capital Reserve</b>	<b>5,190</b>	<b>7,565</b>
<b>Total Member's Funds</b>	<b>5,190</b>	<b>7,565</b>



## SECRETARY

### Jude Murphy

I became secretary on the STAA National Council in the COVID year of 2020, perhaps the strangest and most challenging year globally for many, many people. As I live in Melbourne, I was unable to practice shiatsu for most of the year and spent months in strict lockdown, aware also that many shiatsu practitioners across Australia were also struggling to maintain their businesses and a sense of connection with their community.

STAA's response to COVID has been to pivot into using Zoom to contact members with each other, to enable learning and a sense of community to be maintained online. I have been involved in a number of projects initiated by STAA this year and have appreciated, always, connecting with people, through touch, when possible, through conversation at other times. There is a continuous sense on the Council of the importance of staying connected with the membership base, combined with the challenges of this.

As Secretary, my role has been largely administrative, sending invitations to meetings, writing and publishing agendas and following the rather strict guidelines of minute taking required of not-for-profit organisations.

What stands out most for me in the past year is the vital importance of kindness, that was often commented on during lockdown, and of maintaining our connections with each other, to strengthen our diverse community, as well as our own skills and practice. I have decided to step down from National Council after only one year, to continue to build my shiatsu practice and strengthen my connections within our community.

My particular thanks to Paul Spence for his kindness and leadership over the last 12 months.



## ORDINARY MEMBER

### Linda Rago

Continuity of governance is an important part of STAA's existence as a functional organisation which represents its hardworking members. This is the reason I offered to stay on National Council for another year attending as many meetings as possible whilst building an off-grid home in Queensland. As an ordinary member of STAA's National Council, I have not been at the forefront of STAA's decision-making processes, but have been playing a small role discussing background business matters and supporting the office bearers.

However, I've been active as part of the STAA workshop program trialling the first online zoom workshop technically supported by Administration Officer Sandra Dexter. Ann Hocking has taken on responsibility for the sessions and I've been fortunate to offer another class with her support.

I would like to play homage to administration officer Sandra Dexter who has stayed the COVID distance despite minimal funds and lessened work hours.

Transitions to new National Council steerage is always a difficult process, but incoming President Paul Spence has been well supported by the immediate past President Dorothy Douglas.

As I scale back my input and activity, it is pleasing to witness the expertise and ideas available through new volunteers and know every STAA member is grateful.



## ORDINARY MEMBER

### Education & Training

#### Kaiya Seaton

2020 has been a challenging and rewarding year for me, and part of the rewarding experiences has been joining the National Council as an ordinary member for education and training.

As part of this role, I have replaced Anne McDermott on the Industry Reference Committee for Complementary Health, representing the shiatsu industry. This occurred in July 2020. The Complementary Health Industry Reference Committee (IRC) provides a platform for industry representation concerning the development of government accredited training packages (including the shiatsu diploma).

The committee comprises industry representatives with expertise from various complementary therapies, and its primary purpose is to provide advice to the Australian Industry and Skills Committee (AISC) regarding the skill needs of the sector.

- ★ In 2020, the IRC responded to challenges faced by the sector by endorsing the unit HLTINFOOV001, which focused on streamlining infection control procedures in healthcare to meet the additional protocols needed for the Covid pandemic. This unit has been added as an elective to all Complementary health qualifications.
- ★ 2020 also saw a move towards digital literacy in training packages, to meet the needs of changing workplace environments. I attended

an IRC meeting of Complementary Therapists to complete the Digital Transformation survey send out by SkillsIQ, where the impact of digital technology on practitioners, RTOs and clients was discussed.

A summary of the results of this survey is listed below:

1. All modalities stated that the use of digital technology was now widespread in complementary therapies - online consultations / bookings / finances / courses / marketing/ client records / storage of files / cyber security / research.
2. Each industry needs to contextualise their use of digital technology to suit their framework.
3. It was generally agreed that mentoring and internships were important for practitioner support and that knowledge and skills in digital technology was an important part of this.
4. It was agreed that a bank of common units which included skills in digital technology was necessary to access for future training packages.
5. Evolving roles and new business models were seen as essential for reaching clients across different generations.
6. Traditional healing methods can co-exist in a digital world while retaining their integrity and ethical practice.
7. It was agreed that associations play a key role in upskilling their members in digital technology while maintaining the standard of safe and effective delivery of practical skills.

I look forward to continuing my work in training and education for STAA. Part of this work will be taking part in Quality Skills Reform workshops where trends and challenges in Complementary Health for current and future training organisations, trainers and assessors, and learners are discussed. This is to ensure that products and services meet the needs of our industry.

2021 is also scheduled to be the time to review the current shiatsu training package. The training package upgrade for the massage industry has been drafted and is currently under review. Part of the changes to the new training package for massage included a unit on pain management and an emphasis on research skills.

I look forward to working with the National Council members, colleges and feedback from members to identify changing needs in our industry, and to incorporate these into the shiatsu training package upgrade.



## ORDINARY MEMBER

### Ann Hocking

During the first 6 months of 2020, I continued my duties as the Secretary of the STAA National Council. This involved minute taking and agenda making for the monthly National Council meetings. In June at the AGM I resigned from my 3-year term as Secretary.

Alongside my secretarial duties, I assisted Alex Caldwell in the first half of the year with the organisation of the 2020 STAA conference. Then, COVID-19 hit the world and put a stop to many a thing—including our 2020 conference.

As an alternative to the “live” conference, I began coordinating and hosting online workshops. These have been held on a Sunday morning since July 2020, and have covered many topics showcasing the expertise and variety of our amazing Australian shiatsu practitioners.

In person mini-retreats are planned for 2021 as our lives return to a semi-normal post-COVID.

In addition, I worked with Dorothy Douglas on the Policy & Guidelines Handbook to bring it up to date.

I will continue on the NC as an Ordinary Member during 2021, as well as overseeing the event coordination work for both online and in person workshops for STAA.



## ORDINARY MEMBER

### Phuong Tang

With an open heart and passion to support the shiatsu community, I joined the National Council in August 2020. Given the year of change, uncertainty and challenges of not being able to connect in person, it was an incredibly enriching experience to work with a small group of passionate people on the National Council.

Supported by the National Council, my contribution included:

- ★ analysing the results from the August member survey. This highlighted the need for online webinars and community support
- ★ engaging with a large corporate organisation to explore shiatsu as part of their corporate wellness program. This ongoing engagement became an educational process for the corporation, showed the significant gap in mainstream awareness of shiatsu, and opportunity for shiatsu to reach a broader audience.
- ★ organising summer mini-retreat and shiatsu swaps for the new year. This showed the incredible generosity and diverse experience within the community.

I look forward to another year on National Council to further connect with the shiatsu community and to advocate for shiatsu in a way that is as adaptable, effective and heart centered as our practice.

# AGM 2020 Minutes

Sunday 14 June 2020, 2pm AEST

Zoom Online

Note: A recording of the AGM is available on the [STAA website](#).

## 1. Welcome from the President

Dorothy Douglas started the meeting by welcoming everyone and acknowledging her end of term as President. She summarised the work done by the STAA National Council (NC) during 2019.

Dorothy thanked and expressed gratitude and deep acknowledgement for those departing the National Council. These members are: Anne McDermott, Alex Caldwell, Emma Strapps, Russell Makoto and Peter Caldwell.

Dorothy declared the 2020 AGM open.

## 2. Attendance

### Present

Alex Caldwell, Peter Caldwell, Maree Crutch, Dorothy Douglas, Geraldine Doyle, Daniel Frankel, Andrea Gault, Ann Hocking, Yong Kuo, Nicola Lester, Shan Lin, Russell Makoto, Anne McDermott, Jude Murphy, Glenn Polley, Linda Rago, Barbara Richardson, Nick Russell, Lilian Rytte, Marjorie Scott, Kaiya Seaton, Armelle Sebbag, Melinda Shine, Adrienne, Smillie, Larissa Spence, Paul Spence, Emma Strapps, Phong Tang, Vivien Watmough, Denis Welby, Alida Zuluaga

### Apologies

Michelle Bisetto, Olivia Cheng, Caroline Farah, Joanne Hafey, Jenny Dorrington (Alex Caldwell read a message from Jenny thanking the existing NC and welcoming the new NC).

### Proxies

No Proxies

## 3. Previous Minutes and Business Arising

Moved that the Minutes of the 2019 STAA AGM be accepted as a true and accurate record.

Moved by Vivien Watmough, seconded by Anne McDermott.

Carried.

### Business arising from 2019 minutes

No business arose from the Minutes of the 2019 AGM.

## 4. 2019 Annual Report

2019 Annual Report tabled and summarised. Moved that the 2019 Annual Report be accepted

Moved by Anne McDermott.

Seconded by Linda Rago

Carried.

## 5. Election of National Council members for 2020–21

Dorothy Douglas handed over to Alex Caldwell as the Returning Officer. Alex announced that the 2019/2020 National Council was now dissolved. The following nominations have been made for 2020 National Council:

<b>Member</b>	<b>Position</b>	<b>Nominated by</b>	<b>Seconded by</b>
Paul Spence	President	Anne McDermott	Dorothy Douglas
Dorothy Douglas	Vice President	Maree Crutch	Marion Jarvis
Jude Murphy	Secretary	Ann Hocking	Alex Caldwell
Vivien Watmough	Ordinary member	Russell Makoto	Dorothy Douglas
Jack Marshall	Ordinary member	Vivien Watmough	Alex Caldwell
Linda Rago	Ordinary member	Ann Hocking	Vivien Watmough
Nicola Lester	Ordinary member	Alex Caldwell	Jude Murphy
Kaiya Seaton	Ordinary member (Education & Training)	Jude Murphy	Jack Marshall
Ann Hocking	Ordinary member	Vivien Watmough	Alex Caldwell

All nominations were accepted and carried.

Alex noted that the position of Treasurer on the National Council was still vacant.

**Note:** *The Treasurer position was filled in August 2020 by Allison Brown, and Phuong Tang also joined as an Ordinary member in August 2020.*

Alex handed over to the new President Paul Spence.

Paul Spence thanked everyone and handed over to Linda Rago to thank Dorothy Douglas for her three-year term as President. After accepting her gifts, Dorothy handed the Presidency over to Paul Spence who led the rest of the AGM.

Paul thanked Dorothy and the new and old National Council. Paul went on to introduce himself, share his background and how he had come to be nominated and to accept the nomination to become the STAA President.

He summarised the main aims of STAA to provide the necessary resources and support for shiatsu practitioners and to lead the promotion of shiatsu in our wider community.

Paul spoke about keeping STAA's goals both reasonable and achievable. He noted some approaches we could take to assist the association moving forward.

Paul then opened the meeting for any questions and/or for any other business arising.

## 6. Any Other Business

Maree Crutch noted that she had had some success in the aged care sector for funding for shiatsu treatments and that she supported STAA persuing the NDIS for recognition of shiatsu in their system.

Vivien Watmough suggested the NC needs to address the issue of declining membership numbers.

Barbara Richardson pointed out the decline in membership numbers since 2014. She summarised discussions she had instigated with her colleagues in Sydney. Also suggested that STAA change their tactics and their Mission statement. STAA advocates for shiatsu practitoners which is why Barbara is still a member. ATMS as an organisation was discussed.

Nick Russell added to the cultural discussion of shiatsu by noting that shiatsu practitioners have traditionally been more yin and alternative. He noted that his focus has been on the market place, enabling him to have successful shiatsu clinics himself. He went on to discuss how STAA needs to adapt and step into the times of now.

Dorothy Douglas noted that STAA would be looking at the strategic plan and the mission and vision statements and would need to be both clear and focused in its direction going forward.

Adrienne Smillie commented on the connection she now felt as a reult of the Mentoring Program. She discussed how she utilised shiatsu in her clinic in Cairns. Adrienne also discussed how difficult it was for her to travel to Melbourne for shiatsu treining and workshops.

Paul Spence mentioned that STAA were working on online training sessions that would meet CPE requirements and be offered to members.

Armelle Sebbag noted that the number of full-time shiatsu practitioners from her year of graduating were not able to sustain an income by shiatsu practice alone. Those who may have been STAA members initially are now not, because they are just not practising anymore.

Alida Zuluaga pointed out that the year so far had been tough with COVID restrictions. Thanked the Council of STAA for their efforts during this time. She mentioned the need to be proactive as therapists, to get clients in our own clinic doors for treatment.

Nick Russell added that sideline modalities could assist in the marketing of clinics' shiatsu brand; adapting to change, adding to your repertoire to meet the market.

Yong Kuo had difficulty communicating via his link.

Paul closed the meeting at 3.25pm after no further business or questions were raised.



# STRATEGIC PLAN 2017–2020

## Our Vision

Shiatsu is a recognised element of an integrated healthcare system.

## Our Mission

To sustain a professional network that promotes shiatsu within the Australian community.

## Our Values

To nurture, respect, collaborate and act with integrity.

GOAL	STRATEGY
1. Develop and sustain our membership	Seek member feedback regularly and proactively Lobby private health funds to provide rebates for shiatsu Deliver outstanding workshops and an annual conference Establish and facilitate a mentoring program Create peer supervision opportunities
2. Communicate proactively and effectively with members, registered training organisations and the public	Maintain an effective and interactive website Maintain a bank of media resources Publish a biannual journal – Pointers Circulate a regular e-newsletter – Tsubo Maintain a commitment to relevant annual forums for members and registered training organisations
3. Consolidate the discipline of shiatsu through education, research and development	Sustain a commitment to postgraduate research Manage continuous improvement through Continuing Professional Education (CPE) program Establish and maintain a Register of Teachers and of Mentors/ Supervisors Contribute to policy development within the healthcare system
4. Partner with people, organisations and community	Seek opportunities to collaborate locally, nationally and internationally Source funding for research
5. Sustain an effective, sustainable and supportive organisation	Retain accountable, supported and satisfied staff Continually develop and maintain quality IT systems Respond to membership needs



**Shiatsu Therapy Association of Australia Inc.**

**PO Box 727, Bendigo Vic 3550**

**1300 138 250**

**[www.staa.org.au](http://www.staa.org.au)**