

AGM & Council Highlights
May 16, 2011

Council held its Annual General Meeting and quarterly council meeting.

AGM May 16, 2011

Committee Reports

All the 2010 annual Committee Reports were received and approved by Council. The Fitness to Practice Committee did not meet in 2010, as there were no matters for consideration.

Audited Financial Reports

B. MacKenzie of Hillborn Ellis Grant, LLP (HEG) presented the audited Financial Statements as at December 31, 2010. In the opinion of HEG, the financial statements present fairly, in all material respects, the financial position of College of Massage Therapists of Ontario as at December 31, 2010 and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Council approved Hillborn Ellis Grant as the College's auditor for 2011.

Council Meeting May 16, 2011

1st Quarter Financial Report

Council reviewed and approved the first quarter Financial Report. Both revenues and expenses are in line with expectations for the first quarter.

Holistic Health Research Foundation

The College has provided funding to the Holistic Health Research Foundation since 2006. Due to extenuating circumstances, the HHRF has decided to wind up operations. The College is currently researching other charities which the monies in the Massage Therapy Research Fund could be turned over to in order to continue funding research.

Amendment to the Advertising Policy

The Advertising Policy adopted by Council in 1995 included a provision which prohibited members from including within their advertisements any reference to "discounts or free giveaways."

When the College attempted to enforce this policy through the complaints process legal counsel provided an opinion which suggested that the policy was unenforceable given that the policy went beyond the Advertising Regulations. There is a hierarchy for legislation wherein Regulations have

supremacy over Policy and a breach of a policy not grounded in Regulation leaves the policy with little enforcement power.

After the discovery of the inconsistency, efforts were undertaken to remedy the situation by including within proposed amendments to the Advertising Regulation which were originally drafted and submitted to the government for approval in 2006, a provision prohibiting advertising discounts and free giveaways.

After many revisions to the original draft, the government omitted the provision relating to discounts and free giveaways. The reason provided for the omission related to the government's view that there was 'no real' public protection issue that required such a prohibition. It was further noted that the ability for members to advertise discounts and offer reductions of their fees was a benefit to the public as it would likely increase access to massage therapy care. Council reviewed the draft Advertising Regulation at the last meeting (Version dated December 10, 2010) and that Regulation is currently being circulated to the profession for feedback until June of this year. This version of the Regulation does not include a provision prohibiting the advertising of discounts or free giveaways.

Given that discounts and free giveaways will not be prohibited in the Advertising Regulation, the College's current Advertising policy continues to be unenforceable. This has caused great confusion for the profession and the public. The College received, on a daily basis, concerns with the advertisements of members offering discounts. College staff have been communicating to the membership and the public on a case by case basis the difficulties with enforcing the policy. An amendment to the policy will help to address this confusion.

Council approved an amendment to the Advertising Policy to remove the reference to discounts. For the specific wording of the policy, please go to: <http://www.cmta.com/regulations/adback.htm>

New Council member for District 9

Council welcomed the newest member, Lesley Hargreaves, RMT from District 9.

Profession's Strategic Plan

As part of the strategic plan for the profession, the College of Massage Therapists of Ontario, the Heads of Massage Therapy Programs in Community Colleges, the Ontario Council of Private Massage Therapy Colleges, and the Registered Massage Therapists Association of Ontario initiated the RMT Management Team (RMTMT). Over the last year and a half, it has been acknowledged that each organization has different strengths, different mandates and different financial limitations. The RMTMT so far has helped create the vision for the future of the profession by putting the Profession's Strategic Plan together. However, the team has faced challenges in the execution of the plan as it is too ambitious for the current resources of the profession at this particular time. At a meeting of the RMTMT, it was agreed that the profession's strategic plan was a good project as it brought the different sectors of the profession together. It was acknowledged that each organization must take responsibility for projects and processes which fall within its own mandate. The RMTMT determined that for the time being each organization in the RMTMT will take ownership for projects/visions on the Strategic Plan that are within their mandates and move the project forward as resources permit. The team will meet twice a year or more, if required, to discuss, get feedback, support and guidance. The team will consider resuming its collaborative work in the future when the profession's strategic plan is ready to move forward.

Balanced Scorecard for the College – 1st Quarter

Council acknowledged that after working with some of the indicators, they are not the best measures that could be used for the strategic objectives. The indicators are currently being reviewed.

Registrar's 1st Quarter Report

As part of the performance evaluation process for the Registrar's position, the first quarter report on the College annual workplan and operational activities was presented to Council.

The next council meeting will be held on August 29, 2011.