



College of  
Massage  
Therapists of  
Ontario

# Strategic Plan 2023-2025

## Vision



Regulatory excellence,  
promoting public trust, and  
safe, quality Massage Therapy

## Mission



CMTO is dedicated to excellence in protecting the public  
interest, guiding registrants and promoting the highest  
possible quality of the practice of Massage Therapy.

CMTO's Strategic Goals will be a focus for the next three years. Each goal is supported by priorities that will help get us there.



### 1 Sexual Abuse Prevention

- Collaborate with partners on prevention initiatives
- Educate and engage students, educators, RMTs and the public on sexual abuse and boundaries
- Embed sexual abuse prevention in CMTO programs
- Optimize existing regulatory tools and Advocate for additional regulatory tools to prevent and respond to sexual abuse

### 2 Engagement and Partnerships

- Engage with the public, RMTs, educators, students, employers and health system partners, including an annual engagement survey to ensure CMTO understands diverse perspectives
- Promote transparency through open consultations, performance metrics and new communications tools
- Demonstrate accountability and the value of regulation through organizational reporting of results, public awareness, and open dialogue with the profession and stakeholders

### 3 Regulatory Excellence

- Modernize governance through CMTO-initiated reform and working with government
- Support a healthy organizational culture that is equitable, diverse, and inclusive
- Improve efficiency and effectiveness of processes and committee decision-making by prioritizing the reduction of harm

### 4 Equity, Diversity and Inclusion (EDI)

- Embed EDI into organizational programs and processes
- Report publicly on EDI progress