

Pilates Alliance

— Australasia —

Strategic Direction
2016 – 2020

Vision and mission



The PAA

The Pilates Alliance of Australasia (PAA) was established in 2000 as an independent, not for profit association with membership from the Pilates industry.

Membership

Membership of the PAA is restricted to individuals and studios working in the Pilates industry. There are several membership levels based on the accredited qualifications held by the member and ongoing professional development requirements.

It is PAA policy to encourage all members to work towards full membership of the association and to be fully qualified in both matwork and apparatus instruction in the Pilates Method.

Vision

The vision of the PAA is that the Pilates Method is a recognised, professional, and valued health care and fitness discipline.

Mission

The mission of the PAA is to advance the interests of the Pilates industry and its practitioners, and promote the discipline to the public and other health professionals.

Values



Industry authenticity

The PAA is committed to maintaining industry authenticity through certification programs that trace directly back to Joseph Pilates' instruction, while incorporating modern scientific understanding of body movement.

Knowledge, evidence and best practice

The PAA is committed to expanding the body of knowledge about the Pilates Method, and, consistent with the wider health care system, promoting evidence based research, practitioner training and client instruction.

Defined standards

The PAA is committed to promoting the safe and inspiring implementation of the Pilates Method by practitioners with accredited qualifications and subject to ongoing professional development.

Ethical practice

The PAA is committed to a strict Code of Ethics and Code of Practice to guide appropriate behaviour by practitioners.

The PAA recognises that most practitioners operate or work in a business. It is committed to honest commercial practice and healthy competition.

Personal welfare

The PAA is committed to standards of behaviour to colleagues, employees and clients that are professional, respectful and supportive.

Strategic directions



Set and maintain professional standards

The strategic direction of the PAA is to set and regulate professional standards for practitioners and for the instruction of clients in the Pilates Method



Set and maintain professional standards

To further this direction, the PAA will pursue the following objectives.

Set, promote and enforce codes of conduct and practice.

Recognise and promote training and education providers and courses.

Set the level of accredited qualifications required for membership.

Approve courses, seminars, workshops and other sources of ongoing professional development.

Set the level of ongoing professional development required for membership.

Promote the flow of relevant and credible information on the practice of the Pilates Method to members, the health system and the public.

Promote the Pilates Method and its practitioners

The strategic direction of the PAA is to promote the practice of Pilates for professional purposes and to support the commercial objectives of members and studios



Promote the Pilates Method and its practitioners

To further this direction, the PAA will pursue the following objectives.

Promote the Pilates Method within the wider health system as an effective discipline with a sound body of knowledge and qualified, accredited practitioners.

Develop strategic partnerships with other organisations in the health system.

Engage with health and fitness practitioners.

Promote the Pilates Method within the general community and to specific constituencies.

Engage with the media across all channels.

Create media resources suitable for members and studios to use locally.

Support learning and research

The strategic direction of the PAA is to promote learning and research in the Pilates Method



Support learning and research

To further this direction, the PAA will pursue the following objectives.

Engage with training and education providers to extend opportunities for instruction and research in the Pilates Method.

Promote industry exemplars and mentors from Australia and elsewhere.

Support research that extends the core knowledge of the Pilates Method.

Support the development of best practice guidelines based on current knowledge and new research.

Encourage knowledge intersection between the Pilates Method and other health and fitness disciplines.

Support the development of bridging solutions for experienced practitioners without approved qualifications.

Provide services to members

The strategic direction of the PAA is to provide services that support the professional and commercial interests of its members



Provide services to members

To further this direction, the PAA will pursue the following objectives.

Extend affiliation with private health insurance funds.

Maintain registries of members and studios available to other health practitioners and the public.

Support conferences and other professional forums.

Provide opportunities for businesses selling equipment, goods and services related to the practice of Pilates to communicate with and provide discounts to members.

Negotiate common purchase opportunities.

Provide accessible and rich information resources.

Develop affiliations with other organisations that can assist with the commercial activities of members and studios.

Promote the interests of the PAA

The strategic direction of the PAA is to operate as a growing, efficient, agile and responsive organisation



Promote the interests of the PAA

To further this direction, the PAA will pursue the following objectives.

Grow membership, including promoting studio membership.

Maintain best practice governance.

Continuously develop processes for efficiently managing the organisation and its finances, and for communicating with and serving members.

Maintain a supportive and respectful workplace for PAA volunteers, paid staff and contractors.

Governance

Best practice governance is central to the good operation and effectiveness of the PAA



Constitution

The PAA is a registered association with a constitution. This is the founding document of the PAA that sets out the fundamental structure and rules. It can only be changed in accordance with its provisions.

Annual General Meetings

Annual general meetings provide the opportunity for members to vote on proposals that have been presented in accordance with the constitution. It is also the forum where members decide on the membership of the Management Committee and who will be appointed to specific offices for the coming year.

Management committee

The Management Committee provides ongoing governance and administration of the PAA between Annual General Meetings. An Executive Committee of certain office holders manages day to day issues.

The Management Committee is supported by the PAA's paid staff, consultants and volunteers.

Sub-committees

To facilitate its work, from time to time the Management Committee establishes ongoing or ad-hoc sub-committees to focus on specific areas. These sub-committees report to the Management Committee.

Audit

The PAA engages independent auditors to examine and report on its financial records.