

Strategic Direction – 2019 and Beyond

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 available 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 Method and its member professionals and promote the discipline to the public and other health professionals.

6 Pillars and Activities

Strategic Direction – 2018 and Beyond outlines these key initiatives to realise the PAA mission

1. Set and regulate professional standards
 - Set, promote and enforce codes of conduct and practice
 - Recognise and promote training and education providers and courses
 - Establish, promote and regulate benchmarks for education providers to create relevant and innovative opportunities in accordance with transparent and equitable processes to best position graduates for successful careers through
 - primary education courses
 - seminars
 - workshops
 - other sources of ongoing professional development
2. Communication – external relations & promotion of the Pilates Method and its professional members
 - Promote the Pilates Method within the broader health system as an effective discipline with a sound body of knowledge and qualified, accredited practitioners
 - Promote the Pilates Method within the general community and to specific constituencies to drive uptake in participation of the Method
 - Develop strategic partnerships with other organisations in the health system
 - Encourage knowledge intersection between the Pilates Method and other health and fitness disciplines
 - Create relevant press and media collateral for the membership to enable professional networking, the efficacy of the Method and professional referrals
3. Support learning and research
 - Hold an Annual Conference by 2020
 - Promote industry exemplars and mentors from Australia and elsewhere
 - Support the development of best practice guidelines based on current knowledge and new research
 - Support research that extends the core knowledge of the Pilates Method
 - Promote the flow of relevant and credible information on the practice of the Pilates Method to members, the health system and the public

4. Encourage and maintain membership through service
 - Work proactively to support members' needs in the community
 - Maintain registries of members and studios available to other health practitioners and the public
 - Extend affiliation with private health insurance funds
 - Improve frequency, content and reach of existing communication devices including eNewsletter and social media channels to support the strategic objectives
 - Facilitate commercial opportunities for businesses including
 - equipment sales
 - goods and services related to the practice of Pilates
 - negotiate common purchase opportunities
 - develop affiliations with like-minded organisations to assist members and studios in broader commercial endeavours of the organisation
5. Maintain and increase membership of the PAA
 - Grow streams of membership through
 - encouraging studio membership tier by devising a benefits and promotion programme
 - devise new membership opportunities with 'non-comprehensive' course providers
 - regular promotion to all students of Pilates courses
 - supporting the development of bridging solutions for experienced practitioners without approved qualifications
 - Explore an increased presence in New Zealand and neighbouring Pilates communities within ten hour flight to Australia
6. Best practice governance and management
 - Provide an equitable, diverse and inclusive environment for all agents and members of the PAA free from discrimination and harassment
 - Maintain best practice governance to support stakeholders across the industry, most notably members of the organisation
 - Improve the position of the organisation as a stakeholder within the national Pilates community
 - Increase sponsorship opportunities