

Annual General Meeting 16 November 2018

President's Report

The Associations Forum

- In 2018 the PAA became a member of the Associations Forum (AF).
- This membership provides the PAA with mentorship in further developing our association, guidelines on strategic planning, assistance with HR and marketing, access to conferences, summits and survey participation, as well as one on one review by AF CEO Mr John Peacock.
- The Associations Forum Conference in July was attended providing 2 days of diverse information gathering on membership development and conversion, strategic planning, marketing, social media and collaborative works.

The PAA Strategic Plan 2016-2020

- We are currently moving into the 4th year of our 2016-2020 Strategic Plan
- These plans are flexible visionary documents.
- John Peacock (AF CEO) has worked with us to review our plan and refine the strategies for the coming two years. The document has been simplified with the approach that the committee focus on the 6 key pillars.

[Link to New strategic plan](#)

Road to Recognition

Through 2018, we have learned that the current Government has proposed a change to the health rebates for complimentary medicines beginning 1st April 2019. We have already seen a change in some of our larger Health Insurance Companies. We understand that this can be thought of as significant. It has emphasised the need for "Regulation" of our profession.

This matter, combined with work with John peacock of the AF, has led to meetings with government lobbyist, the Australian Physiotherapy Council and the Australian Physiotherapy Association to look at best path forwards on regulation.

- Consensus from all was to focus on recognition as a Profession rather than regulation
- Regulation priority is based on potential risk to the community. Pilates is considered a low risk profession.
- Recognition was confirmed by The AF review who define the PAA as a Professional Industry Association.

A challenge we are aware of is the lack of funding behind the PAA, based on our smaller membership base compared to longer standing Associations. A key focus is membership drive and communication with the wider community.

Communication Strategy

- The Social media sub committee is developing a Comms Strategy with a key priority focus for 2019
- The sub committee have initiated a detailed 12 + 12 month plan on coordinated communications across social, print and database media to our direct community and the general community
- The comms strategy is following the six pillars represented in the Strategy document

Education

- 5 years ago, Pilates education in Australia reached vocational level of education via regulation through ASQA. At that point in time the Diploma level of qualification granted a PAA member a service provider number through the Health funds.
- As the modern world progresses with technology, the method of education delivery is becoming more diverse with online and short courses in demand. In response to this and after a review of Professional Development Points, the PAA now accepts 50% face to face workshops and 50% online.
- The Education Forum was held on the 14th September 2018, attended by the executive of Educational Bodies. Topics discussed were professional recognition, education standards and directions, advocacy and the directions of the association.

Conference 2019

- September 13th – 15th 2019 at Sydney ICC on Darling Harbor
- We are using a new area which will allow the return of exhibition stands and greater flexibility in timetabling and rooms, allowing for a significant number of National Presenters.
- Applications to present have been overwhelming, showing an amazing cross section of knowledge, skill set and experience here in Australia.

The Future

Thank you to outgoing committee members Helen Stamatakas, Jeremy Hunt, Nicholas Psarros. The incoming committee is a vibrant fresh group of motivated Pilates professionals who bring a diverse skills matrix. On listening to the plans and ideas presented over the last two meetings the

goal of the incoming committee is to work as a collaborative group listening, sharing and voicing, with aligned philosophies for the PAA.

I have highlighted the need for a strong volunteer commitment for these roles prior to nominations. We all do understand that this is additional to their paid work, however, the importance of the roles are equal to our Pilates community.

The committee are required to be dedicated and giving individuals with a clear understanding of the role in which they are undertaking. The role of the executive is to ensure that developments are managed in the most efficient way, the association is maintained as a not for loss organisation, developments are for the better of our members, stakeholders and community and are financially viable according to the treasurer.

The role of the President is to act as the voice of the entire committee. I am excited to watch the developments into the new phase of the PAA and its committee.