



**Shiatsu Therapy Association of Australia Inc.**  
**ANNUAL REPORT 2014**



Shiatsu Therapy  
Association of Australia



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# NATIONAL COUNCIL 2014–2015

## Shiatsu Therapy Association of Australia Inc.

President	Linda Rago
Vice president	Karen Hickey
Treasurer	Genia Vorwerk
Secretary	Hillary Child
Membership secretary	Vivien Watmough
NSW representative	Barbara Richardson
NT representative	Sue Brownlee
Queensland representative	Viola Barnes
Tasmania representative	Brooke Allen
Victoria representative	Kate Moran
Ordinary member	Steve Dewar
Ordinary member	Anne McDermott
Ordinary member	Sue Kyle

*Many heart-felt thanks to our hard-working volunteers:*

Cathy Cirakovic	<i>Pointers</i> editorial and advertising
Steve Dewar	IT development, maintenance and advice
Liam McConachie	Facebook
Anne McDermott	Natural Medicine Register, Industry Reference Group and Subject Matter Expert Group representative
George Viet	<i>Pointers</i> editorial
Vivien Watmough	Natural Medicine Register representative

*Also a huge thank-you to the many brilliant contributors to Pointers magazine in 2014:*

Cliff Andrews	Susi Partridge
Leisa Bellmore	Linda Rago
Simon Blow	Matthew Sincock
Cary Brown	Monica Stepak
Geoff Bostick	Megan Taylor
Michael Ellis	Marc Webster
Grand Master Chen Chuan Gang	Warren Wilson
Christine Gruettke	
Michael Licenblat	
Annica Makoto	
Pasquale Nicolazzo	
Nella Nucifora	
Bill Palmer	

# PRESIDENT'S REPORT

**Linda Rago**



It is with unflagging optimism and sharpened resilience that your National Council presents this year's annual report. We are very fortunate that STAA is well placed as a small but strong and stable organisation in the midst of larger professional associations which represent complementary/alternative medicine in Australia. This is thanks to the work of many volunteers, those who have dedicated their time to building STAA and our Administration Officer Sandra Dexter.

It is clear STAA's vision that shiatsu becomes *a recognised element of an integrated healthcare system* is being questioned by the current federal government and its effort to reduce access to complementary medicine via health fund rebates.

As we reflect on the past 10 months, it is accurate to state there have been highs and lows — a major presentation of research to the government inquiry into health rebates for complementary medicine, a divided National Council complaints review process, an in-depth review of the duties and performance of our Administration Officer and a successful international conference on North Stradbroke Island.

The push from this government to stop subsidising many areas of preventative and alternative healthcare is based on a lack of funded scientific evidence that complies with systematic reviews (e.g. the Cochrane Report). It is also part of an effort to rein in federal government spending and to try and control a medical system that is under pressure from the community to change.

While STAA is one of the smallest associations affected, we presented a clear submission to the enquiry alongside acupuncture, homeopathy, yoga, massage etc. Shiatsu has not been mentioned specifically in any of the recent media reports as we have been loosely included in a group often referred to as 'other forms of massage'. This in itself highlights our need for publicity.

While we are awaiting a formal announcement, it is expected that the decision will ignite the tussle to control

healthcare and its application in communities around the country. The broader implication for society will take time to play out but certainly a negative decision will not be popular nor practical. While control of the Western medical model is being questioned, the best action we can take at present is to ask all interested clients, private health fund members and medicare card holders to write to their local political representative and their chosen health fund explaining the reasons they want access to shiatsu via their health fund.

STAA is part of the Natural Medicine Register (NMR) and we are well served by our two experienced representatives Viv Watmough and Anne McDermott. There is a push to fund 'acceptable' research in the larger associations despite the difficulties. As President, I have been phoning health funds to talk to representatives at the highest accessible level, to find out their position and I will report findings at the AGM on Friday 10 April 2015.

The next subject I wish to expand on is 'internal' and focuses on the workings of National Council (NC). A large 13-person Council took up their positions at the end of May 2014. It was difficult to gain consensus on a raft of issues — both administrative and project-based. Six months was spent dealing with retrospective administrative issues which included a delicate formal complaint. The complaint was resolved successfully and at an Extraordinary NC Meeting on 7 October 2014, a majority of NC members voted to close retrospective action and concentrate on applying policy guidelines correctly. The four members who resigned did not accept the majority vote. Two members had resigned much earlier in the year for life/work/family reasons.

We respect the work of all National Council members in 2014 who have and who continue to volunteer their time to support STAA and all members.

As an overview, we are not a 'corporate' entity. We are a not-for-profit organisation run by volunteers with a range of skills and experiences ably supported by a hard working two-day-a-week Administration Officer. What STAA achieves under this format is remarkable. We intend to strengthen our services to members, and follow our mission statement — *to sustain a professional network that promotes shiatsu within the Australian community.*

And here is how we are doing it!

We wish to 'tweak' the old logo. Feedback clearly indicates it was perceived as static, forgettable, contracted and impractical in certain situations. We wish to promote a dynamic, memorable, expansive and practical image. Samples are being prepared for your consideration. Once we agree on the logo, new merchandise and promotional material will be produced — let's go!

We are undertaking a review of our IT systems and as part of our set-up, the renewal process will be streamlined. We hope to introduce a visitors hosting program (accommodation with a shiatsu focus). This is through the efforts of Far North Queensland practitioner Viola Barnes.

International scholarships to Italy are being secured with the idea of supporting students as they come through our recognised training organisations. These colleges work so hard to comply with a raft of changing regulations and STAA needs to increase active support for them to support our future.

We also wish to recognise experienced senior practitioners who have invaluable clinical experience to share. STAA is trying to set up auspiced workshops focusing on themes that members want — our first is being offered in Queensland in October. Moneys raised will go to STAA after expenses and we are aiming to establish an ongoing series of workshops around the country.

Publicity can be increased via Youtube, Facebook and other forms of social media. We can access the public directly if impassioned practitioners share their skills. Through these basic actions, we hope to update, energise and strengthen our community. As the current political environment takes many twists and turns, STAA can survive and prosper by doing what we do best — supporting shiatsu practitioners in Australia.

## VICE PRESIDENT'S REPORT

### Karen Hickey

I started my role as Vice President on National Council at the conference in May in 2014. There were several other major changes taking place on National Council at the time. The result being a reduction in numbers of council members by the end of 2014. We had a break over the holiday season, and returned for our first meeting the end of January to an atmosphere of simple and pleasant efficiency.

My main direction is firstly, if I am re-elected, to connect with my fellow councillors, identify the issues which we need to address, that will best serve our members for 2015 initially and then beyond.

Except for a few of the founding members of STAA all those years ago, I am relatively unknown. The reality is though, I have been a practitioner of shiatsu since 1985, in rural Australia, inner Sydney, Fiji and India.

At this time in my career I hope I can offer service through STAA to support and promote the wonderful craft of shiatsu in Australia, and in fact, everywhere.



## SECRETARY'S REPORT

### Hillary Child



This has been an interesting and challenging year with much change in the National Council. I've learnt a lot about minutes, agendas and report writing, as well as politics and communication.

I have decided to spend more time with my children while they are small, before they get to teenagehood and no longer have time for me! I also feel I don't have the time/energy to commit as I would like to this position. Therefore, regretfully, I will not be nominating myself for the position of Secretary at the 2015 AGM.

I will be writing a document that will assist my replacement and I am very happy to help with orientation and handover. My main duties have been updating the document registry, writing and distributing agendas and minutes. Other duties included organising and responding to emails and reports, participating in discussions and voting on proposals.

I would like to thank all members of the National Council for their support during my tenure. I would also like to offer my sincere and heartfelt thanks and admiration to Sandra Dexter, our Administration Officer, for her continued encouragement and support.

## QUEENSLAND REPRESENTATIVE'S REPORT

### Viola Barnes



The experience of being a new member of the STAA National Council in 2014–15 was certainly very rich and flavoured. It was very interesting to learn about how the STAA is actually operating.

To be with these really strong, passionate and dedicated National Council members certainly gave me the chance to learn more about myself.

My main focus was and is towards the evolving shiatsu practitioner hosting system. I feel quite passionate about the idea to invite and visit shiatsu practitioners in Australia, and who knows probably all over the world. It has its practical aspects, but can give us as well lots of insights to how other practitioners are handling our 'work of art'.

Organising with Linda Rago her upcoming Queensland shiatsu workshop is a great way to bring the Queensland shiatsu community closer together — to learn, grow and having fun together.

As well I enjoyed writing the Queensland newsletters. I truly believe they can be a great medium for interaction of our far-stretched shiatsu community.

Wishing us all to be able to leave the mirk of the ghosts in the past, instead moving on shining our lights as the fireflies we truly are.

# MEMBERSHIP SECRETARY'S REPORT

## Vivien Watmough



Over the past three years STAA membership has averaged a 5% increase in full members and the total membership stood at 337 as at December 2014. We have benefited from the shiatsu diploma offered at the Blue Mountains TAFE, and the Australian Shiatsu College in Melbourne continues to provide STAA with new graduate members on an annual basis.

This optimism may be tempered over this year by the withdrawal of shiatsu courses at both Nature Care College in Sydney and at the Blue Mountains TAFE.

Currently renewals are in progress and I have made a commitment to personally review as many CPE&D offerings as possible. Continuing professional education and development (CPE&D) is an annual requirement to be a member of STAA, as it is with all professional associations of any standing including Australian Association of Massage, Australian Traditional Medicine Society, and the associations that make up the Natural Medicine Register (NMR) of which STAA is a founding member.

I believe that the standard of CPE&D is generally high and I would certainly encourage those who do self study, case studies and group study where there is original work, to write up their work so that it can be published in *Pointers* or online. This benefits other members and builds a body of case work outlining the benefits of shiatsu and — you get additional CPE&D points for this activity.

Documentation in a small number of cases is not up to standard. STAA requires evidence that the work has been completed or a workshop attended. (This is no different from proof of insurance or first aid.) Health funds audit STAA on a regular basis, as they do all associations. Practitioners are chosen on a random basis so it is important that CPE&D documentation is up to scratch. Undertaking CPE&D is a requirement of STAA, being a member of NMR and your commitment to your practice and your professional development as a shiatsu practitioner.

I recall an interview in the 2007 Spring edition of *Pointers* with Hiroko Urakawa who studied with Tokujiro Namikoshi in the 1970s and came to Melbourne in 1974 to practice shiatsu. Those of us who are lucky enough to have had a treatment from her or attended a workshop that she has run will understand how deep is her knowledge of shiatsu. She still studies and said it took her 20 years to have a rough idea of what shiatsu is all about.

“Before 30 years I thought I knew something about shiatsu but now it's still not enough. Until we die we never finish our study. ...I practice harder to do shiatsu and I practice harder not to lose myself.”

I encourage you all to use CPE&D to deepen your knowledge of shiatsu and thereby deepen the effects that your treatments have on your clients.

STAA is currently reviewing our CPE&D requirements and documentation procedures. Any changes need to be aligned to requirements made by NMR.

# TREASURER'S REPORT

## Genia Vorwerk



2014 has not only been my first year as Treasurer but I was also new to the STAA council. With the solid contribution and business governance of my predecessor Sue Brownlee, it was easy to fulfil the responsibilities of the treasurer. She not only took the time to train me, but also answered many questions patiently and with a wealth of knowledge. On this note I would also like to thank Sandra Dexter for her ongoing support throughout the year. She is the one who arranges the day-to-day income and expenses with great integrity. Sandra approaches her work with consistency and vigilance.

With much pleasure I am presenting the financial statement and report of the STAA for the year ending 31 December 2014. The Income and Expenditure of the Shiatsu Therapy Association of Australia are detailed in Table 1 on the following page.

For January to December 2014, as can be seen in Table 1, our total income for the year was \$60,573.72 with total expenses of \$58,911.92, leaving a surplus of \$1,661.80.

At the end of December 2014, STAA held \$27,445.83 in our accounts. It is recommended that STAA always hold \$10,000 in reserve to meet contingencies.

Membership fees made up the bulk of income at \$54,589. Other income comprised of Advertising \$4,930.01, Brochures \$810 and Interest earned of \$974.71.

Expenditure was as follows: Administration Officer Salary of \$33,186.07; *Pointers* publishing and printing \$8,090.88 and Annual report \$942.50. The STAA office running cost such as rent, storage, electricity, telephone etc. account for \$12,156.23.

Expenditure associated with STAA representation at Natural Medicine Register (NMR) meetings and forums totalled \$972.59 plus NMR fees of \$2,000 which will be paid in 2015. We had very strong representation at NMR by our council members Anne McDermott and Vivien Watmough. Both contributed many volunteer hours to have the shiatsu voice heard at NMR.

In addition you will also find an income and expenditure in Table 2 for the 2014 International Shiatsu Conference held on North Stradbroke Island, which received very positive feedback by all who attended. The income for the 2014 conference was \$47,041.71 (incl. \$14,211.00 in 2013) and the expenditure was \$46,807.93, resulting in a surplus of \$233.78. Much was gained by attendees but also for all members, with future scholarships in Italy, new connections in Japan and broadening the shiatsu community in general.

As Treasurer, my work throughout the year has included the co-signing of approved online payments, the review and approval of claims for reimbursement for expenses incurred, development of the annual budget, monitoring of expenditure and income against the budget, and the tabling of reports on the financial status of the organisation at each National Council meeting. I also spent time assisting the President with the annual performance review of our Administration Officer.

It is with much regret that I will not be able to continue my volunteer work on council due to changes in personal circumstances and commitments. I will not be re-nominating for the position as the treasurer at the 2015 AGM. I thoroughly enjoyed my time albeit short on council and can recommend the experience to everyone.

The finances of any organisation are important and I believe the STAA has a strong foundation to sustain support to all the members, for the ongoing growth of the shiatsu community and for the wellbeing of all. Thank you for being a part of STAA.



# Income and Expenditure with Budget

## Table 1: January – December 2014

INCOME	Budget	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Total 2014
Advertising	2,580.00	60.00		1,080.00	980.01	190.00		180.00	60.00	1,400.00	290.00	250.00	440.00	4,930.01
Advertising refunds					-630.00									-630.00
Brochures	350.00	70.00	140.00	180.00	140.00		70.00	140.00		70.00				810.00
Interest	950.00	61.33	90.85	132.08	129.26	125.61	89.82	74.74	68.35	59.15	53.00	45.76	44.76	974.71
Membership	50,000.00	14,565.00	18,224.00	6,071.50	5,363.00	2,059.50	198.00	1,620.00	697.00	1,003.00	479.00	91.00	4,218.00	54,589.00
Merchandise	300.00									5.00				5.00
Miscellaneous	10.00								120.00	-120.00				0.00
Membership refunds	-1,000.00		-15.00			-90.00								-105.00
<b>TOTAL INCOME</b>	<b>53,190.00</b>	<b>14,756.33</b>	<b>18,439.85</b>	<b>7,463.58</b>	<b>5,982.27</b>	<b>2,285.11</b>	<b>357.82</b>	<b>2,014.74</b>	<b>945.35</b>	<b>2,417.15</b>	<b>822.00</b>	<b>386.76</b>	<b>4,702.76</b>	<b>60,573.72</b>
<b>EXPENDITURE</b>														
A/C fees	500.00										500.00			500.00
AGM/Annual Report	1,000.00					942.50								942.50
Annual Return	55.00						51.40							51.40
Bank Charges	15.00	0.75	1.25	21.75	1.50	0.75	2.50	5.00	1.00	0.50	1.25	1.00	0.50	37.75
Brochures	-						451.00							451.00
Electricity	572.00	40.00	50.00	40.00	40.00	55.00	44.00	44.00	55.00	44.00	44.00	55.00	44.00	555.00
Gifts	100.00							51.95					98.93	150.88
Insurance	1,100.00									827.66				827.66
Internet	450.00	29.99	29.99	29.99	29.99	98.99	49.89	29.99	29.99	29.99	29.99	29.99	288.99	707.78
Journal Editing & Layout	3,000.00		1,796.02							1,690.26				3,486.28
Journal Printing	4,000.00			2,098.80					407.00	2,098.80				4,604.60
Legal	-						440.00							440.00
M'ship Certs	-													0.00
Merchandise	-													0.00
Merchant Fees	550.00	33.00	62.40	132.59	43.37	33.00	58.74	33.00	33.00	33.00	33.00	33.00	33.00	561.10
NMR Fees	2,000.00													0.00
NMR Meetings	300.00	140.00									80.00	0.00		220.00
NMR Travel	1,000.00			434.69									317.90	752.59
Office Equip	-	390.50												390.50
Petty Cash	700.00				196.30									196.30
Postage	1,500.00	130.20	514.80	113.45		129.90			365.56	101.00			223.70	1,578.61
Rent - Storage	1,144.00	80.00	100.00	80.00	80.00	110.00	88.00	88.00	110.00	88.00	88.00	110.00	88.00	1,110.00
Rent - Office	3,120.00	200.00	250.00	200.00	200.00	275.00	220.00	220.00	275.00	330.00	330.00	412.50	330.00	3,242.50
Resources	-													
Salary	33,000.00	2,383.90	2,868.37	2,706.88	3,091.38	3,333.49	3,275.94	2,737.64	2,622.29	2,383.90	2,745.33	2,514.63	2,522.32	33,186.07
Software	100.00													0.00
SMEG costs	300.00							910.40						910.40
Staff Training	-													
Stationery	1,800.00	84.56		530.06	45.12	44.05	132.85	304.57			47.16		242.70	1,431.07
Telephone	1,900.00	134.56	126.35	205.58	208.13	222.28	215.05	158.90	160.19	184.40	170.75	180.33	195.71	2,162.23
Travel - Other	-												415.70	415.70
<b>TOTAL EXPENDITURE</b>	<b>58,206.00</b>	<b>3,647.46</b>	<b>5,799.18</b>	<b>6,593.79</b>	<b>3,935.79</b>	<b>5,244.96</b>	<b>5,029.37</b>	<b>4,583.45</b>	<b>4,059.03</b>	<b>7,811.51</b>	<b>4,069.48</b>	<b>3,336.45</b>	<b>4,801.45</b>	<b>58,911.92</b>
Profit/Loss		11,108.87	12,640.67	869.79	2,046.48	-2,959.85	-4,671.55	-2,568.71	-3,113.68	-5,394.36	-3,247.48	-2,949.69	-98.69	1,661.80
2013 A/C Balance		28,217.86	40,858.53	41,728.32	57,798.91	46,800.18	44,298.99	41,358.70	37,473.27	34,313.20	38,092.16	38,092.16	37,080.96	
Current A/C Balance*		57,645.02	72,496.85	76,190.94	78,304.82	75,541.08	45,098.44	42,249.73	39,136.05	33,741.69	30,494.21	27,544.52	27,445.83	

\*includes conference income and expenses

## Table 2: 2014 International Conference

INCOME	Budget	2013	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Total
2014 Conf Registrations	24,000.00	7305.00	9,940.00	8,215.00	1,810.00	125.00	5,374.00	1,675.00		34,444.00
2014 Conf sponsorship	5,000.00	7386.00			1,265.90					8,651.90
Accommodation						422.40	3,054.06	477.35		3,953.81
T-shirt sales								820.00		820.00
Donations								1,142.00		1,142.00
Conference Refunds	- 4,800.00	-480.00				- 480.00	- 1,010.00			- 1,970.00
<b>TOTAL</b>	<b>24,200.00</b>	<b>14,211.00</b>	<b>9,940.00</b>	<b>8,215.00</b>	<b>3,075.90</b>	<b>67.40</b>	<b>7,418.06</b>	<b>4,114.35</b>		<b>47,041.71</b>
<b>EXPENDITURE</b>										
	20,000.00									
Accommodation				416.50	251.60		4,009.45			4,677.55
Promotion		1,556.00	75.00					292.00		367.00
T-shirts							1,562.50	- 30.00		1,532.50
Travel			300.00	5,587.34				310.00	180.00	6,377.34
Venue Hire							1,650.00	- 400.00		1,250.00
Food Supplies								15,656.44		15,656.44
Presenter Fees								4,700.00	100.00	4,800.00
Postage								144.60		144.60
Gifts - volunteers/presenters								696.00		696.00
Stationery								111.70		111.70
Organiser/Admin Fees								6,900.00		6,900.00
<b>TOTAL</b>	<b>20,000.00</b>	<b>1,556.00</b>	<b>375.00</b>	<b>6,003.84</b>	<b>251.60</b>	<b>0.00</b>	<b>7,221.95</b>	<b>31,119.54</b>	<b>280.00</b>	<b>46,807.93</b>



# NATURAL MEDICINE REGISTER

**Anne McDermott & Vivien Watmough**



**O**n 20 February 2015 in Melbourne the board of the Natural Medicine Register (NMR) held its biannual meeting with the participating associations. The Board outlined its progress and its position on several important industry changes. This included the government review into the health funds rebate and the changing climate in the vocational educator training sector, the rising costs of education and training and the implications of these on the registered training organisations that supply education and training for natural medicine throughout Australia.

## Strategic plan

Work is being done to identify what are the major areas of focus for NMR in serving the needs of the member associations. There is much to do and the Board needs to be expanded to its full complement of 11 members so subcommittees can be formed to work in specific areas.

## Financial stability

The new funding model for associations based on turnover plus a levy per member was agreed at the last meeting in October 2014 and will come into effect on 1 July 2015. This more equitable system will reflect differing sizes of the member associations insuring that that smaller associations will pay less than larger associations. Up to now all member associations have paid a flat fee regardless of size.

The Board is also investigating sponsorship options from a variety of companies to assist NMR to achieve financial long-term stability which will support them to lobby effectively on behalf of our industry.

## Website listing

Listing on the NMR website of all practising registrants from the member associations will occur in the second half of 2015. This is important on many levels as it demonstrates that a broad cross-section of associations are willing to unite and work together for the development of the greater natural medicine industry and it will also assist in recruiting more associations to become members of the NMR.

## Education and training standards

NMR membership will require industry agreed minimum standards for education and training, and for the first time the public will have choice and transparency into the training qualifications of their practitioner of choice.

Only practitioners with these minimum standards will be listed on the NMR website. All current full members of STAA will be listed on the NMR website.

## Complaints procedure and complaints handling mechanism

A Complaints Procedure and Complaints Handling mechanism has been developed by the NMR Board and is now operational. This means that complaints received by STAA or any other of the member associations can now be dealt with by NMR. In the case of misconduct by a member, which may result in suspension of the member, the suspension will automatically be recognised across all NMR associations.

Each member association will be required nominate an appropriately experienced practitioner to participate on the complaints panel on a rotational basis.

## STAA activities required by NMR

A defined Scope of Practice is required by NMR from each member association. STAA needs to nominate a NMR board member for election at the next NMR AGM to be held on 30 October 2015.

STAA also will need to review policy procedures and/or constitution to facilitate the listing of STAA practitioners on the NMR website, and to direct complaints to the NMR that STAA does not choose to resolve internally.

# 2014 INTERNATIONAL CONFERENCE REPORT

## Linda Rago & Sandra Dexter

**M**ore than 100 people attended the wonderful Opening Ceremony, including the amazing volunteers and invited guests from the local community. VIPs included Aunty Margaret Iselin who gave the Welcome to Country on behalf of the Minjerriba Moorgumpin Elders-in-Council, Councillor Craig Ogilvie from Redland City Council, Dr Gulab Kothari who launched the English version of Master Yuji Yahiro's book *Meiso Shiatsu: Therapy and Education for Health and Human Development*, and representatives from sponsors Sibelco and Stradbroke Ferries.

The Opening Ceremony set the conference up as a local/cultural event respecting and valuing the incredible input of the Island community. It became clear it was to be an inclusive/shared experience.

There were 67 delegates, with people from all states except South Australia and ACT, and three from Italy, two from Japan and one from New Zealand. Fifteen delegates (22%) were not STAA members.

Feedback from delegates is that the conference was an outstanding success. Feedback forms were handed out on the final day and we received 40 completed forms (about 60% of attendees).

Delegates were asked to rate from 1-5, 1 being poor and 5 excellent. In summary:

- Overall experience – 97.5% excellent
- Value for money – 95% excellent
- Conference venue – 95% excellent
- Accommodation at Allure – 90% excellent
- Meals – 87.5% excellent
- Time allocation of the schedule – 70% excellent, 25% very good
- Social/networking events – 80% excellent, 17.5% very good

The presenters were rated for relevance, information content, practical content and presentation.

Overall the results were:

- Master Yuji Yahiro – 55.6% excellent, 19.3% very good, 10.6% good, 1.25% average, 4.8% poor
- Master Maurizio Fabbri – 60.6% excellent, 27.5% very good, 5% good, 1.8% average

- Nella Nucifora – 63% excellent, 23.7% very good, 5% good, 0.6% average.
- The Venerable Robina Courtin – 83.75% excellent, 10.6% very good, 1.8% good, 0.6% poor
- Linda Rago – 86.8% excellent, 8.1% very good

## Highlights

- North Stradbroke Island was an absolute winner. No complaints about the location — many requests to return.
- A key highlight for many was the opportunity to connect with the shiatsu community.
- The Venerable Robina Courtin's sessions were also declared by many delegates to be a highlight. We had one complaint which was promptly dealt with by Linda Rago and Robina.
- Meiso Shiatsu and the Italian presenters were well received. There were a couple of issues with the translation and ability to hear.
- Food and accommodation were excellent with only a couple of minor complaints.
- Beach Yoga was a great start to each day and Linda Rago rated the highest of all the presenters.

## Suggestions for improvement

- The most common suggestion was for more free or rest time in the schedule.
- There were a couple of requests for a formal shiatsu swap opportunity.
- One delegate thought some people were uncomfortable with the mats in the Hall, but we only received two mentions of this. Accessing enough mat coverage for the Hall was a difficult problem on an island with a small population.
- Some people wanted more variety/more presenters, while others appreciated the opportunity to delve into one area of shiatsu and experience a new style.
- One delegate wanted a longer conference (!)

## Spreading our wings

A greater outward marketing push was made to attract non-members and international delegates. Although the final number of non-member delegates was not high and in hindsight more could have been done and earlier, we did learn a lot and there were the following positive consequences:

- Made contact with 17 Australian associations to promote the conference.
- Made contact with 22 international associations. The American Organization for Bodywork Therapies of Asia gave us a high level coverage under New and Noteworthy in their March newsletter and on their website. The Belgium Shiatsu Federation sent it to all members of the European Shiatsu Federation, included it in their newsletter and magazine and wished us success.
- 17 delegates/members in 5 states have offered our President accommodation when she goes on a road trip later this year
- Contacted by a Canadian practitioner and researcher who has forwarded her CV and a summary of research which is included in this edition of *Pointers*.
- Contacted by a Swiss practitioner seeking information about education and qualifications in Australia.
- Linda Rago invited to Japan in August to study an advanced shiatsu practitioners course on Mt Takao/ Tokyo. Opportunity to set up further exchange.
- Annual Italian student scholarships with hosting and full support are in the process of being established.



# SHIATSU THERAPY ASSOCIATION OF AUSTRALIA INC.

## STRATEGIC PLAN 2013–2016



**Our vision** Shiatsu is a recognised element of an integrated healthcare system.

**Our mission** To sustain a professional network that promotes shiatsu within the Australian community.

**Our values** Nurture, Respect, Collaboration and Integrity.

Goal	Strategy
<b>Develop and sustain our membership</b>	<ul style="list-style-type: none"> <li>Seek member feedback regularly and proactively</li> <li>Lobby private health funds to provide rebates for shiatsu</li> <li>Deliver an outstanding annual conference</li> <li>Establish and facilitate a mentoring program</li> <li>Create peer supervision opportunities</li> </ul>
<b>Communicate proactively and effectively with members, registered training organisations and the public</b>	<ul style="list-style-type: none"> <li>Maintain an effective and interactive website</li> <li>Develop and maintain a bank of media resources</li> <li>Publish a biannual journal – <i>Pointers</i></li> <li>Circulate a regular e-newsletter – <i>Tsubo</i></li> <li>Develop relevant annual forums for members and registered training organisations</li> </ul>
<b>Consolidate the discipline of shiatsu through education, research and development</b>	<ul style="list-style-type: none"> <li>Establish a postgraduate research qualification</li> <li>Identify and drive research projects</li> <li>Review and continue to develop a Continuing Professional Education and Development (CPE&amp;D) program</li> <li>Establish and maintain a Register of Teachers and Mentors/Supervisors</li> <li>Contribute to policy development where relevant</li> </ul>
<b>Partner with people, organisations and community</b>	<ul style="list-style-type: none"> <li>Seek opportunities to collaborate locally, nationally and internationally</li> <li>Initiate and contribute to partnerships to meet organisational and community needs</li> </ul>
<b>Resource an effective, sustainable and supportive organisation</b>	<ul style="list-style-type: none"> <li>Retain accountable, supported and satisfied staff</li> <li>Seek alternative sources of income</li> <li>Continue to develop and maintain quality IT systems</li> </ul>

# SHIATSU THERAPY ASSOCIATION OF AUSTRALIA INC.



## VISION STATEMENT

Shiatsu is a recognised element of an integrated healthcare system.

## MISSION STATEMENT

To sustain a professional network that promotes shiatsu within the Australian community.

## VALUES

### *Nurture*

We are passionate about shiatsu.

We recognise our strengths.

We support and nourish each other.

We celebrate our successes and achievements.

### *Respect*

We value, trust and draw upon each other's skills and experience.

We value the time that members put into the organisation.

### *Collaboration*

We preserve a safe environment for all to speak openly and honestly.

We embrace the diverse opinions of the shiatsu community.

We value working with other complementary health bodies.

### *Integrity*

We value the independence of STAA.

We embody our values.

We respond to the needs of our members and the wider community.



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