

# Association of Systematic Kinesiology in Ireland

---

## **Secretary's Report on the activities of ASK Ireland January to December 2013 By Deirdre Lucas, Secretary**



The ASK Executive Council is involved in the day to day running of the Association.

Again in 2013, in light of the fact that council members are spread throughout the country, we conducted a number of our Executive Council meetings over Skype.

Overall 14 ASK Executive council meetings took place since the last AGM in April 2013.

The 2013 meetings of this term of office took place on 17<sup>th</sup> May; 9<sup>th</sup> June; 24<sup>th</sup> July; 21<sup>st</sup> August; 26<sup>th</sup> September; 30<sup>th</sup> October and 29<sup>th</sup> November.

And so far this year, 2014, meetings took place on 8<sup>th</sup> January; 4<sup>th</sup> February; 18<sup>th</sup> February; 11<sup>th</sup> March; 8<sup>th</sup> April; 22<sup>nd</sup> April and 7<sup>th</sup> May.

During the year we worked on a number of issues and information in relation to these will be provided in the reports to follow. In particular, considerable time was spent on drafting the new ASK Complaints Procedures. These will be finalised during the coming year and will be important in the context of ASK being seen as a professional association with the appropriate internal governance documents in place. In addition, we have been putting together formal job descriptions for our council members and these also will be finalised in the coming months.

As the Chairperson already mentioned, it was decided to have a specific plan in place to raise the profile of Systematic Kinesiology in Ireland. We are delighted to be able to launch that here today at the Members' Day when Jill O'Herlihy, TASK diploma graduate and PR expert, will be telling you all about it.

### **Other updates from the Association.**

#### *Education Providers:*

In September 2013 Kieran Haughey of the College of Systematic Kinesiology applied to the Association to be recognised by ASK Ireland as an approved school. The College offers foundation and diploma courses in Northern Ireland, and its students can apply to become members of the Association. The process was completed in 2014 and we look forward to welcoming his students and graduates as members of ASK Ireland.

#### *Kinesiology Google Group:*

Members continue to use the Google Group on a regular basis and it has been great to see the continued support offered by other members when a question is raised. You can also see the Google Group forum from within the ASK Members Area in the Kinesiology.ie website. If you aren't in the Google Group then please email Siobhan Guthrie who can issue you an invite.

#### *CPD Scheme*

At the 2013 AGM, the list of CDP activities was updated, and this is available for download in the members' area on the website.

#### *Balens:*

In 2013 the block scheme insurance renewal took place on 1<sup>st</sup> June 2013 and the premium remained the same at €125.00 and £60 for those in the North. For 2014, you should have just received your invitation to renew your insurance and the premium has remained the same for yet another year.

### *Graduation:*

The TASK Diploma Course 2012-2013 had 7 students who all graduated in September 2013. The course that started in July 2013 currently has 6 students in 2<sup>nd</sup> year, and we wish them every success in their upcoming exams. The College of Systematic Kinesiology [CSK] Diploma course is running in Belfast and currently has 6 students expected to graduate in 2014. The CSK will be offering the full Diploma Course starting in September 2014.

### **2013 PROMOTION**

An article and advert appeared in the Woman's Way magazine as they were doing a feature on food sensitivities. And an advert appeared in Positive Life magazine during September.

For 2014 a new flyer on Systematic Kinesiology has been produced by the Association. To get these in circulation and to support members, current members of the Association will each be given 100 flyers as a bonus of membership. Further bundles of 100 will be available at cost price plus postage.

### **Website**

The website continues to get good traffic from search engine Google searches and through links from other sites. There were 30,016 visits and 20,246 unique visitors in 2013 (compared to 26,386 visits and 17,258 unique visitors in 2012).

### **Communications**

Members were kept in touch with the Association through the regular ASK eNews Update emails and also postal mailings which took place in September & December 2013 and more recently in February and April 2014. The April 2014 mailing included the Membership Certificates and the Positive Life magazine. A big thank you goes to our Newsletter team of Siobhan Guthrie and Gemma McGowan for the additional work they do to put this together. If you have something to share with other members, then please send in recipes, case studies, articles etc.

And, finally, those of you who have a Facebook profile please do connect there with the Association at **facebook.com/kinesiologyle**. And we invite you to share updates with your friends to increase the awareness of what we all do.

---

I present this report to the AGM as an overview of the activities of the Association during 2013.

*Deirdre Lucas*

Secretary to ASK Ireland 2013-2014