

# Association of Systematic Kinesiology in Ireland

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## Secretary's Report on the activities of ASK Ireland January to December 2011



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

During 2011 we continued the practice started in 2010 of conducting a number of our Executive Council meetings over Skype. Overall 12 ASK Executive council meetings took place since the last AGM in April 2011.

The meetings which took place on Skype were shorter in nature (usually around an hour) but the live meetings usually took place on a week-end day and lasted for anything up to 6 hours.

The 2011 meetings took place on 19<sup>th</sup> January; 9<sup>th</sup> February; 2<sup>nd</sup> March; 26<sup>th</sup> March; 1<sup>st</sup> April; 2<sup>nd</sup> June; 12<sup>th</sup> June [Planning Day]; 7<sup>th</sup> July; 11<sup>th</sup> August; 1<sup>st</sup> September; 6<sup>th</sup> October; 5<sup>th</sup> November and 8<sup>th</sup> December. The 2012 meetings took place on: 19<sup>th</sup> January; 28<sup>th</sup> January; 25<sup>th</sup> March and 10<sup>th</sup> April.

In addition, a Working Group set up to revise the Rules of ASK Ireland met on several occasions.

### **Here is a summary of what we covered during these meetings.**

- **PLANNING DAY**

On 12<sup>th</sup> June, the new Executive Council met for a full day to plan the year's activities. We considered all the tasks required for the coming year and how these could be allocated among the different Council members; scheduled the workload for the coming year etc. We also did considerable brainstorming vis a vis how the profile of kinesiology could be raised; how to best promote the Association etc.

- **RULES OF THE ASSOCIATION**

A big task undertaken by the Executive Council during the past 12 months was the revision of the Rules of the Association of Systematic Kinesiology in Ireland. The reason it was being revised is that the Association has been in existence for over 12 years, and the original rules needed updating to reflect new membership categories. Once the process started, it became a much more onerous task and we hope that now the work is complete, they will not need to be changed again for some time to come!

A draft of the revised rules was made available to members via the Members' Area of the Kinesiology website earlier this month and you will be asked to vote on these revised rules later to-day.

- **OTHER ISSUES:**

During the year we also worked on, inter alia, the Mastalgia Research Project; new categories of membership; FICTA matters; Members' Day preparation etc. Further information of a number of these issues will be provided in the reports to follow.

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

#### ***Kinesiology Google Group:***

A Google Group is the online private area for ASK members and contains multiple topics and discussions related to Kinesiology. Members continue to use the Google Group and it has been great to see the support offered by other members when a question is raised. For those of you haven't joined yet, or visited recently it is a very good resource for your client questions. Please email Siobhan Guthrie for an invite.

#### ***Balens:***

The block scheme insurance renewal took place in June 2011 and the premium remained at €125.00 and £60 for those in the North, which was the same as 2010. The premium for 2012 hasn't been released yet but this is a general reminder that you should expect to receive renewal notices from Balens during May.

For those members who don't use Balens, you should note that the the ASK policy is on a "claims occurring" (CO) basis and not a "claims made" (CM) basis. The difference is that with a CM policy a practitioner MUST advise a company of cessation of work – for what ever reason – and request a "run off" for the policy. Balens have advised us that as many people did not read the policy and therefore failed to notify them of a "run off", Balens amended their policy to be Claims Occurring and a practitioner is no longer required to advise Balens of a cessation or request a run off. Please note:- Other companies may still require such notification. This is an important element in their policy, as many insurers' use the failure to notify as a way to get out of the contract.

### **Graduation:**

The TASK Diploma course 2010-2011 had 7 students and all graduated in September 2011. In July 2011, the TASK Diploma Course was started in two locations – Dublin and Belfast – and there are currently 15 students in 2<sup>nd</sup> year. We look forward to seeing everyone graduate successfully in September 2012.

## **2011 PROMOTION**

The main public activity by the Association was at national and various local shows around the country. For the local shows the banner has again criss/crossed the country many a time, and that was co-ordinated by Des Richmond. So thank you Des for your work in that area.

### **National Shows**

While we've given the Mind Body Spirit events a miss for the last few years, during 2011 one of our new Officers on the Council, Lauren MacLennan, was keen to test out the Rude Health Show in September 2011. Having visited the show in 2010, she felt it was a better event for the Association to be represented at. The show was a great success and costs were almost covered. There was an encouraging level of interest in kinesiology from members of the public and the team on the ASK Stand gave 36 mini treatments. In addition, there were 270 entries to the draw for a free treatment which were subsequently distributed out to ASK Ireland practitioners. A huge thank you goes to Lauren and to all the members who supported her in running the event, namely Lena Axelsson; Peter Costelloe; Tania Dunne; Adrienne McAllister; Sinead Matthews; Elma Murphy; Liz Svensson and Des Richmond.

### **Advertising - Golden / Yellow Pages**

With fewer calls coming though to the office during 2010-2011 as a direct result of the Golden Page book, and as the Book becomes less needed in general, the Golden Pages are moving their services online. Golden Pages have just become a Google Adwords Agent and the Association is presently in discussions to consider running an Adwords campaign for Kinesiology to drive traffic to the website.

### **Website**

The website continues to get good traffic from search engine Google searches and through links on other sites. Approximately 1000 visits a month, many of those visitors are visiting the practitioner listing. Approximately 3-400 visit the practitioner page each month.

### **Communications**

Members were kept in touch with the Association through the regular ASK eNews Update emails and also quarterly postal mailings which took place in June, October, December. Most recently there was a mailing in April 2012 with Membership Certificates and the Positive Life magazine.

A newsletter team was set up and new sections were introduced to the Newsletter. Ted Mannion was the roving reporter and kept us updated on such topics as FICTA and research. Adrienne McAllister sought out interesting case studies to share and Lauren MacLennan reported on events around the country. I'd like to take this opportunity to thank the newsletter team for their contribution during the past year.

And, finally, those of you who have a Facebook profile, please do connect there with the Association at [facebook.com/kinesiologyIE](https://www.facebook.com/kinesiologyIE). And we invite you to share updates with your friends to increase the awareness of what we all do.

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I present this report to the AGM as an overview of the activities of the Association during 2011.

***Wishing the Association and its members much success for the remainder of 2012.***

*Deirdre Lucas*

Secretary to ASK Ireland 2011-2012