

**MINUTES OF ANNUAL GENERAL MEETING 2011
OF THE ASSOCIATION OF SYSTMATIC KINESIOLOGY IN IRELAND**



Date: Saturday 9th April 2011 at 9.30am

Location: Hilton Airport Hotel, Northern Cross, Dublin 17.

Attendees: Lena Axelsson, Kate Boyle, Mella Britton, Peter Costello, Bernie Doonan, Tania Dunne, Emma Hanlon, Pat Kelliher, Frankie Kelly, Gertrude Lawler, Clive Lucas, Lauren MacLennan, Sinead Mathews, Adrienne McAllister, Anne McKay, Brid Meenan, Elma Murphy, Des Richmond, Elizabeth Svensson: **Executive Council:** Niamh Ashmore, Siobhan Guthrie, Kieran Haughey, Deirdre Lucas, Ted Mannion, Caroline McGrath

Apologies: Terri Conroy, Jennifer Dunne, Annika Nye, Nuala O'Connor, John Whitehead, Brenda Darcy.

1 Chairperson's Address:

Ted Mannion opened the meeting and thanked Siobhan, Kieran, Deirdre, Niamh, Caroline, Clive, Liz and Des for all their hard over this last year. She went on to present her address as follows:

“Speaking on my own behalf, I’m particularly grateful to you all for coming today. Now, don’t get me wrong, I love meeting up with the guys I’ve just mentioned, but I talk to them all the time. But you know that feeling when you’re looking at the same old faces, or listening to the same voices over Skype, month after month, and discussing incredibly sexy topics such as the Code of Ethics and Practice or the Practitioners Guidelines, for perhaps the millionth time and then reality eventually hits and one of us ends up saying, “I think we need to see other people” It’s time for Member’s Day!

This has been a busy year with quite a few different projects being developed. We launched the Code of Ethics and Practice, completed the “protocol” or first stage of development of the Mastalgia Research Project, we’ve been working on Practitioner’s Guidelines, launched ASK Ireland’s Google group, our Facebook page and Twitter. Let’s not forget our major contribution to the future of the CAM sector in Ireland through our work within FICTA, where we make sure our voice is heard very clearly.

During the early years, the Association was a little like Del Boy, operating out of the back of a Robin Reliant, trying to make the best use of the resources we had available, and putting the most positive spin possible on the smallest of progress. “Some Day we’ll be a million members!” We’ve come of age now, we’re together as an association for over ten years and we’ve all done work that we can be proud of. Each and every one of us help individuals when they’re suffering, and that of course benefits their families and communities too. Isn’t that what it’s all about? Isn’t that a truly fabulous thing to have in common with each other? Because when we’ve finished drafting documents, having in-depth political discussions and technical reviews of our work, isn’t that what we’re really here for? Reaching out to people and helping them reach their full potential and to come to wholeness, whatever that is for each of us.

When we’re in training it’s easier to feel part of something larger. When our training is finished, we may stay in touch with some of our classmates but usually after a while we lose touch with many or even all of them and it’s possible then to feel quite isolated. Rather than being associated, we can feel dissociated and ASK feels less like “us” and more like “those people”.

Membership of ASK isn’t something you buy, it’s something you take part in. There’s strength in numbers, and support to be gained by unifying. We’re all just ordinary members, we just happen to be the ones up here this year, it might be you soon. The Association can only work if we get together, communicate, exchange ideas and behave as equals and colleagues. The Association is essentially a co-operative, and like any healthy and effective networking group, it can only work well if instead of asking “what can the Association do for me”, we ask, “what can we do for each other”. If that doesn’t happen, the Association, and by that I mean all us, will not get the most out of this

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thing we have together. Perhaps you have an idea for something you can contribute to help make sure you and all of us get the most out of this?

The Committee is not the Association, only a small part of it, and when we act or speak on behalf of the members we want to make sure it's what you really want. When people don't talk to us or respond when we ask for suggestions then we have to assume or guess, which as you know is rarely the best approach. Healthy and frequent communication and associating with each other needs to be core to the way the Association operates. .

I know it's a cliché but our world is changing rapidly and profoundly. ASK Ireland does not have a dedicated premises where members can meet, or even the back of a Robin Reliant! The Committee meets on Skype believe it or not, all of us in our respective homes in different parts of the country, chatting together as a group as if we were there in person. It's a really effective tool. The times they are a changing and as leaders in our field we need to change with the times also. For now ASK doesn't have a dedicated premises for members to meet in. The only alternative then appears to be to create a virtual world to meet in. We've been creating a home for ourselves on the internet instead, a place where we can all meet without leaving our homes. We have a website with a member's area; a Facebook page; a Google group; Twitter; Skype and the good old fashioned telephone. It's what we have right now and if we make the most of it we can start to come together more fully again and support and educate each other in the way that friends and colleagues do. If you don't like the thought of this, say so, and suggest another way.

Personally I love a chat over a cup of tea, and to put the world to rights. For the moment the tea and the kitchen table are virtual, but the chat is very real and the progress is very real. It would be so exciting to discover that you were out there too. So, would you like a cup of virtual tea, and would you like to meet me in cyberspace and have a chat and let us know what you're thinking? The kettle's always on.

If someone was to ask me "What is your vision for ASK Ireland", I'd say that firstly it's to continue to fulfil the three stated aims of ASK, to (1) educate the public about the benefits of Systematic Kinesiology, (2) provide professionally trained people who each have the support of an organisation which promotes high standards of ethics, training and practice and (3) to maintain a national register of members. More than that though, my vision or hope would be that ASK members feel that they belong to an association where all the members are treated and behave as empowered equals and treat each other with mutual respect. A place where everyone feels empowered enough to make their vote count, to feel free to speak their mind constructively, to make specific suggestions and improvements. I want ASK to stand as a beacon for positive expectations, fantastic communication and support within a network of high quality, well respected professionals.

My final note is to say thank you very much for the honour of being chairperson this year."

2. Minutes of Annual General Meeting 2010 and Matters Arising:

Members attending the meeting had all read the Minutes in advance and there were no matters arising. The minutes were proposed by Ted Mannion and seconded by Clive Lucas as being a true and accurate record of the 2010 AGM.

3. Treasurer's Report:

Kieran Haughey reported on the finances of the Association for 2010.

"The accounts have been balanced and are a reflection of the financial activities of ASK Ireland from January to December 2010. The following is an abstract of accounts for the year 1st January to 31st December 2010.

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	2009	2010
Opening Balance at 1 January	€7,170.14	€9,748.61

The 2010 opening balance consists of €4,647.49 (Saving Account) and €5,101.12 (Current Account), presenting a total of €9,748.61.

The following is a reconciliation of the bank accounts; the Paypal account was opened in February 2010, and is treated separately.

In detail this is:				
	€		€	
Opening Balance	2009	7,170.14	2010	9,748.61
Expenditure				
Health Shows	2,733.75		1,270.42	
Postage / stat /Members Folders	1,947.98		1,168.44	
ASK Leaflets	600.00		150.00	
Advertising	645.00		100.00	
ASK Anniversary Pens	Nil		279.47	
Internet maintenance	382.73		76.23	
Golden / Yellow Pages	2,507.05		2,348.55	
FICTA	255.00		229.50	
Members Day	1,066.00		2,318.74	
Mastalgia report	Nil		1,123.00	
Misc.	274.61		50.00	
Bank Fees	67.21		44.39	
Total Expenditure	10,479.33		9,158.74	
Income				
Membership Day + Fees	11,459.73		9,785.05	
Health show	1,594.00		369.00	
Interest (Saving Account)	4.07		1.74	
Total Income	13,057.80		10,155.79	
Net Income		2,578.47		997.05
Closing Balance		9,748.61		10,745.66

The saving account closing balance is €4,649.23 and the current account balance is €6,096.43. The closing balance at 31st December 2010 is €10,745.66.

Please see the total closing balance below.

		Paypal Account
Total Income		€
(Membership fees and Members Day)		3,572.00
Less Outgoings	€	
Paypal Fees	131.95	
Services	123.96	
Net Income		<u>3,440.05</u>
Transferred to Bank Account		3,000.00
Balance in Paypal at 31 December 2010		<u>316.09</u>

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Total Closing Balance for the Association at 31st December 2010

Current Account	6,096.43
Saving Account	4,649.23
Paypal	316.09
Total	<u>11,061.75</u>
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Treasurers Report General Review of 2010

Income Summary

Membership fees continue to be the main source of income.

Membership

Members fees in 2010 generated, €10,925.05 (€11,459.73 in 2009). *Please note:* the Membership category in the accounts also includes the purchase of leaflets (at cost) and Members Day event (approx €1,500).

Expenditure Summary

The overall expenditure has reduced considerably by over €1,300 and this is reflected in the total closing balance, which has actually increased even though income decreased.

10th anniversary and Members Day

This was a very special event and was celebrated at An Grainan and we very much enjoyed being back in An Grainan. There was an additional expense due to the higher room hire and other charges in An Grainan. As usual the Association covers the cost of guest speakers and associated expenses; this is seen as an educational factor for members. The above expenses are not a reflection of the Association's contributions as the members paid for the day and evening event.

The Council felt the 10th anniversary of ASK should be marked in some suitable way, and it was decided to present members with the inscribed ASK Parker pens, as we would be using them for our client records.

Website Update

The Treasurer is pleased to report that the website has been updated with minimal cost to members. This is of great benefit for visitors to the site and helps promote Kinesiology through this increasingly important medium. In addition the Association have greatly reduced the internet server bill by finding a less expensive hosting provider, down from €382.72 to €76.23.

Mastalgia Protocol

The fee for the protocol part of the research project is €5,000 plus VAT (at €1,050); TASK Ireland acquired an Innovation Voucher for €5,000 from Enterprise Ireland; ASK paid the VAT to DCU. The IV is greatly acknowledged and appreciated. This is separate from the actual research itself. Our thanks also to Dr. Anne Matthews for the great assistance she has provided, Pat O'Brien from Enterprise Ireland, who advised us generously and to Liz Svensson for all her work.

Health fairs

Shows continue to generate public interest and awareness of Kinesiology. In 2010 the Association decided to move away from the Mind Body Spirit shows, and instead took a stand at the Allergy and Gluten Free Show. The show was poorly attended and all stands were generally quiet. Some treatments were given and brought in a limited income. The net revenue was a deficit of €901.42 (-€1,139.75 for 2009). The intrinsic value of increasing public awareness of Systematic Kinesiology cannot be underestimated for the Association and members alike. Well done to the members who worked so hard at this show and other shows where they promote in their local area.

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Paypal

The Paypal facility proved very popular with many members being able to make transactions quickly and securely. The fees associated with processing payments are greater than bank charges per transaction, but was introduced to facilitate members in the North, and to help faster renewals.

Golden pages and Yellow Pages

The breakdown of expenditure is as follows:-

There were 2 payments for the Yellow pages in 2010, 1 for 2010 and 1 for 2011, as they were very quick to issue invoices and were generally tightening up on their payment schedule. The Golden pages are now on an annual basis, part of the GP amount was the balance from 2009.

Overall Expenditure

A brief comparison of the expenditure categories for 2009/2010 shows a reduction in expenditure in every category. This has resulted in an increase in net revenue at the end of the year.

Projections for 2011

Golden & Yellow Pages

As discussed last year the spend on this advertising medium has reduced greatly and is almost at the basic level to maintain a reasonable presence in the Golden & Yellow Pages, which I think still has some value. The new emphasis is on internet services and the Council will review the position for both media to get the message about Kinesiology and practitioners into a higher profile in the public domain.

Mastalgia Research

The Council continues its commitment to the Mastalgia research. The Council previously set aside €7,000 to cover additional expenses of which €1,050 has been paid this year to cover the VAT charged to DCU. As we enter the actual research stage, the Council are aware there may be additional expenses, such as insurance, training, monitoring, analysis of statistics and publication of the report etc. This figure will be reviewed as required.

Membership Rates

The Treasurer recommends that no increase in membership fee is required for the forthcoming year. Fees have remained unchanged since ASK was created.

Estimated Projected Expenditure 2011	€
Mastalgia Research	6,000
Golden & Yellow Pages	1,350
Members Day contribution	400
Internet/advertising	1,000
Misc/Other	1,000
Estimated Projected Total	9,750

Conclusion

To conclude, due to a major reduction in expenditure, the Association is in a good financial position with the balance in the various accounts at 31st December 2010 being €11,061.75 (€9,748.61 for 2009). This will ensure the Association is able to continue to fulfil its commitment to develop and complete the Mastalgia research in the forthcoming year and take on other projects as other Council members will brief you on.”

4. Secretary’s Report:

Deirdre Lucas presented her report as follows:

“The ASK Executive Council is involved in the day to day running of the Association. During 2010 it was decided to take advantage of technology in light of the distance some council members have to travel to attend meetings. So after the last AGM we had our first meeting via Skype. This proved to

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be a very workable arrangement and 17 ASK Executive council meetings took place since the last AGM in May 2010.

Those meetings which took place on Skype were shorter in nature (usually around an hour) and it was also agreed to have approximately one live meeting per quarter. The dates of meetings took place on; 29th May, 9th June; 28th July; 7th August, 27th August; 3rd September, 22nd September; 13th October; 30th October; 26th November; 1st December and 7th December 2010. Since the start of the new year, we've met on 19th January; 9th February; 2nd March; 26th March and 1st April, 2011.

While that may appear to be a lot of meetings, the fact that skype meetings were shorter, they were also arranged as and when required. I guess it's a reflection of a busy year. Here is a summary of what we have covered during these meetings.

Here is a summary of what we have covered during these meetings:

At the AGM in May last year, the Code of Ethics and Practice was presented and agreed. The Council's next project was to really finalise the Mastalgia Study which proved to take longer than anticipated. A presentation on the Mastalgia Study will take place later this morning.

Also mentioned at the last AGM was to create a new category of membership to meet the needs of those members who would like to remain a member but who are not actually working as a practitioner. This was discussed at several meetings and the various issues it raises, such as insurance, returning to full membership and maintaining standards. It is hoped to have this finalised in 2011 when the new Council is formed at this AGM.

Members' Area of the website: The Association website – kinesiology.ie – underwent a face lift at the end of last year and now has a new Members Area where members are able to create a login ID and password. While this area is not the main focus of the website, it does mean that ASK members have access to resources and information.

Kinesiology Google Group: In the spirit of supporting members, it was decided to create a forum for ASK members. The simplest way to do this was to create a Google Group. A benefit of using this facility is that every time a new topic is posted, everyone who has registered will be emailed (either immediately, or as a daily digest). We would encourage members to post questions you have about a difficult client, success stories that may inspire, and resources that may help other members. It is envisaged as more and more members use this group that information will be useful for many years to come.

Balens: The block scheme insurance renewal took place in June 2010 and last year there was a small reduction in the premium from €130.00 in 2009 to €125.00 for 2010. The premium for 2011 hasn't been released yet but this is a general reminder that you should expect to receive renewal notices from Balens during May.

Graduation: There were no TASK graduates in 2010 as the TASK Diploma course wasn't run in 2009. The TASK Diploma course did commence in July 2010 and there are currently 7 students in the 2nd year some of whom are here today. In 2011, the TASK Diploma Course will be run in two locations – Dublin and Belfast.

PROMOTION:

The main public activity by the Association has always been via the National Mind Body Spirit festivals and 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.

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National Shows: With 2009 showing disappointing figures it was decided to no longer attend the Mind Body Sprit as a way to promote Kinesiology for the time being. Other shows were considered and in May 2010 (28th-30th May), the Allergy and Gluten Free fair took place. While this was considered to be a more targeted show, those who attended were in the main already aware of their allergy status. The stand was the only holistic therapy available and so attracted good numbers over the weekend days.

Advertising - Golden / Yellow Pages: At last year's AGM it was decided to reduce the spend and run adverts with the minimum listing in each of the books. While not conclusive it has been noted that fewer calls are coming through this medium.

Communications: Members were kept in touch with the Association through the regular ASK eNews Updates emails and also quarterly postal mailings which took place in June, October, December, and most recently in March 2011.

To conclude - this has been my first year as Secretary to the Association and I primarily organised the Council meetings – preparing agendas, minutes etc, it has been an enjoyable year. In the meantime, Siobhan has been able to take a bit of a step back, but has put in place some of the technology changes, such as the members' area, the Google Group to allow her take an even greater step back from the day to day running of the Association. If you have a skill, any suggestions and ideas, please put yourself forward. We have a couple of vacancies available on the Council.”

5. Membership Secretary's Report:

Niamh Ashmore presented her report as follows:

“In March 2010, 76 Registered Professional and 2 Certified members were invited to renew their membership. 62 members completed their renewal, 19 members did not renew. During the year, 8 student members joined the Association when they started the Diploma Course, giving a total of 70 members in 2010.

In March 2011, a total of 69 members were invited to renew their membership (one student member postponed training). To date 47 members have completed their renewal, leaving 21 members yet to renew. The receipt of fees was fairly constant this year and a good percentage renewed on time (60% this year as compared to 51% last year). A reminder letter was sent on 12th March and a further 12% of members completed the renewal process. A final reminder was emailed on 4th April and three members have indicated they will not be renewing this year and a few others indicating they will.

To date, the current total membership stands at 48 with a remaining 18 renewals still outstanding. The breakdown is as follows:

Category	Invited to renew	Renewed	Not renewing	Outstanding
Reg Professionals	61	42	3	15
Certified Professionals	8	5	0	3
Totals	69	48	3	18
		70%	3%	27%

Membership numbers are continuing to decline and while every year it's not unusual to have a few members leave, the last two years has been particularly difficult. Some members do let us know why they are not renewing and range from, taking a year or 2 out to start a family for example, or to go travelling, other family commitments, as well as simply needing a break from busy life. Many plan to return in a year or two.

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Later on there will be a discussion around how ASK can support members, ie each other, and where the Association should be directing its attention. We will value your input and suggestions. There is no doubt that the need to create another tier of membership to facilitate those who may wish to remain a member but are not currently practising and this will be one of the focus points for the coming year at the Executive Council.

The total membership so far this year stands at 48. However, it is expected that 10 new student members will start of the Diploma Course in July, and others who have not yet renewed have indicated they will do so.

CPD Points

It would appear that the current system is working very well with the majority of members able to reach and very much exceed the recommended 30 points per year.

Insurance

And again the yearly reminder - it is imperative that all members have current and up to date insurance – even if only working on friends and family. If anyone were to fall off your plinth, or trip over something in your house and end up off work, they could sue you! It doesn't matter whether you are on or off the practitioner list! This is especially relevant during these tough financial times.”

6. FICTA Report:

Clive Lucas presented his report as follows:

“FICTA – Federation of Irish Complementary Therapy Associations

- Allows members to exchange views/ideas/discuss and resolve issues/problems
- Assists members where possible (e.g. draft documentation)
- Puts members' views to Government /statutory bodies etc.
- ASK is a member – Ted Mannion/Clive Lucas represent ASK at bi-monthly meetings
- They ensure that ASK's views are heard and taken on board when decisions being made
- All decisions taken at bi-monthly meetings held in Ranelagh, Dublin
- Representative body for 21 members, generally 12/13 at meetings
- Steering Committee meets between meetings to progress matters agreed.
- Clive Lucas on Steering Committee
- Seeking to have more education providers become members

Main issues for FICTA during year:

- Met with FETAC (Further Education and Training Awards Council – a statutory education awarding body)
- Discussed how to progress a recognised award for CAM
- In March 2010, submission made to FETAC for generic CAM award appropriate to all therapies
- Award likely to be made up of several modules (e.g. A and P /Clinic Room Management)
- Negotiations are ongoing with FETAC
- Modules to be designed by them in conjunction with FICTA representatives
- Need for education providers to be involved
- FETAC award would supplement the TASK award when kinesiology training completed
- Discussions active in FICTA on the details/modules

FETAC stated the Department of Education to be consulted by them in relation to any award. In addition, they appear to be relying on a recommendation in the report of the National Working Group on the Regulation of Complementary Therapists to the Minister for Health and Children (2005) for associations of the same therapy to federate.

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Benefit - all CAM therapists would have the same basic training/knowledge
- all would have a recognised qualification increasing public perception of CAM

Voluntary Self Regulation of CAM sector – a FICTA aim

Ongoing discussions with HETAC (Higher Education and Training Awards Council) and the Department of Health and Children (DOHC) on this matter.

FICTA aware that HETAC and the DOHC discussing their interpretation of Voluntary Self Regulation and also federation.

A series of letters have been sent to HETAC on this matter most recently in March 2011.

FICTA has strongly indicated that Voluntary Self Regulation should be a matter for the sector. Has also strongly indicated that federation should be voluntary.

Has requested meeting with HETAC as a matter of urgency to discuss these matters.

Documentation prepared for a submission to the DOHC with request to meet new Minister for Health. Documentation outlines background to FICTA/work carried out on self regulation/ request to discuss new Government's aims for the CAM sector and its integration into the health service.

With Voluntary Self Regulation in mind, FICTA has agreed a number of documents (and updates) during the year – constitution, code of ethics/practice, complaints procedure, membership procedure/conditions and insurance requirements which have been made available to all members. Copies of these documents (previously sent to all members) will be sent to be DOHC as part of FICTA's submission.

Need to ensure no statutory regulation or CAM provision being limited to other medical practitioners as occurs in some Continental countries. Submissions made to CAMbrella – the European body for CAM to that effect.

Government decision to merge FETAC/HETAC/NQAI (National Qualifications Authority of Ireland) – likely to slow discussions.

The Irish Medicines Board (IMB) issued a consultation paper on herbal medicines in August 2010. Consultation related to the Medicinal Products (Control of Placing on the Market) Regulations 2007 (in response to an EU Directive) whereby no new herbal medicinal products could be placed in the market without the approval of the IMB.

FICTA made a limited submission as little feedback was received from members.

Manufacturers and suppliers of herbal products will have to be registered with the IMB for the manufacture/sale of those products.

The outcome of this matter is still very unclear and FICTA will continue to seek clarification and provide this to interested members.

FICTA will hold its AGM on 7th May in the Milltown Park Institute, Sandford Road, Ranelagh, Dublin 6 and members of ASK welcome to attend. Many of the subjects outlined above will be discussed at that meeting.”

7. Mastalgia Research Project Up-date:

Liz, Kieran and Ted gave an up-date on the Research Project and answered questions from the floor in relation to same.

Members were advised that an Information Day will be held in due course at which members attending will be given all relevant information regarding what participation in the project will entail to enable them to make a decision as to whether or not they want to participate in the project.



8. Q&A and Future Vision of ASK Ireland:

This topic produced a very useful debate with lots of ideas and suggestions being put forward by members. Issues discussed included, inter alia, how to promote your business [examples were advertising in Health Food stores; working from Health Food stores; present yourself as having a speciality such as food intolerance testing; free treatments; local shows; articles in local magazines; follow up e-mail to client with useful information etc.]; whether to give discounts to clients who cannot afford the full fee; increasing one's self confidence; the need for more post graduate courses etc.

9. Proposal:

A proposal was put forward for consideration in advance of the AGM as follows:

“FICTA Reps put proposal to Government officials about making complementary therapies available on Medical Cards.”

Clive Lucas, FICTA Rep, advised that, until such time as we have some form of Voluntary Regulation in place for complimentary therapies, such a proposal would not be considered by Government.

10. Election of Officers:

All officers must resign at each AGM and, therefore, all officers did so. With the exception of Caroline McGrath, all officers were available for re-election and had been nominated by the membership. The following Member-Officers were duly elected to the positions as follows:

Bridget Mannion [Trustee]	Chairperson
Kieran Haughey [Trustee]	Treasurer
Deirdre Lucas	Secretary
Niamh Ashmore	Membership Secretary
Lauren MacLennon	Officer
Des Richmond	Officer
Adrienne McAllister	Officer

The Executive Council was duly elected by the membership. Other positions were elected as follows:

Clive Lucas	FICTA Rep
Bridget Mannion	FICTA Rep

11. AOB:

Siobhan Guthrie reminded members about the Google Group and encouraged those who had not yet registered to do so. The Google Group is a very useful way of building up a body of information which can be accessed by all members.

Siobhan also advised that new ASK Brochures are now available. The Association will be ordering a supply but members will have the option of ordering Brochures with their own label [i.e. name; address etc.] on them at a cost of €100 per thousand.

There being no other business, members were thanked for their contribution to the meeting and the 2011 Annual General Meeting finished at 11.30am.