



# NLMTA

NEWFOUNDLAND LABRADOR  
Massage Therapists' Association

## **Annual Report 2024-2025**

## WHO WE ARE

This non-profit organization is a board made up of practicing Registered Massage Therapists and a paid Administrator. The board (Executive) is made up of a mixture of experience and most importantly volunteers who give their time for the greater good of Massage Therapy in Newfoundland and Labrador.

## WHAT WE DO

There are two main functions for the NLMTA. Firstly the NLMTA facilitates professional liability insurance (<http://lmicanada.com/>) to its members which is legally necessary to practice. Secondly, the Association was put in place to support its members. Advertising, managing a website that connects RMT's with the public, answering questions, and providing guidance when needed.

### Board Members (Executive and Directors) as of September 30<sup>th</sup>, 2025

Name	Role
Pat Mennie	Treasurer/Administrator
Ashley Parsons RMT	President/Membership Communications Committee/Administrative Assistant
Lisa Day RMT	Vice President/Research Committee Chair
Hannah Watkins RMT	Secretary/RMT Perks Committee Chair
Lisa Pollard RMT	Director
Charlene Kennedy RMT	Director
Sara Lynn Lawlor RMT	Director/CMTA Representative/Policy Committee Chair/CEU Committee Chair
Angie Dalley RMT	Director/RMT Perks Committee Chair

To learn more about our board members visit: <https://nlmta.ca/board-members/>

NLMTA

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## **President's Report**

This year has seen some changes behind the scenes and refocusing based on maximizing the talent of the brave volunteers who have stepped up and brought what they could to the table. Every year we speak on the importance of having RMT's in NL consider giving their NLMTA some of their time, and this year will be no different. The effort shown, often behind the scenes and without glitter and glam is so much appreciated, and we are only as productive as the members sitting around the table. Pat and I could fill this report with words on what goes on day to day, and all that is sifted through and sorted out BUT I'd rather personally acknowledge an example of the glam of this past year - Angie Dalley and Hannah Watkins took it upon themselves to find our members some PERKS – most notably the bi-annual SportChek discount code, and more which can be read about in their sub-committee report.

In the background, where I am most comfortable – our NLMTA has undertaken the arduous task of moving into a central platform, Microsoft Teams, so we can centralize our inner board communications and our past/present and future documents to make accessing, referencing and hand overs smoother into the future. This is a big undertaking, steep learning curve, and a slow process. We look to the CMTNL Board for inspiration as they are ahead of us in this process and understand the importance of this step for the future. For us, I'd like to thank my fellow board members for joining me in the madness of this process.

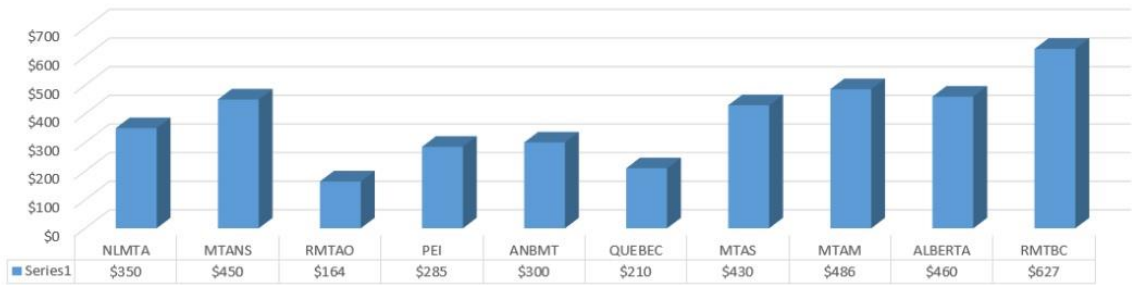
I hope everyone takes the time to read through what our sub-committees have been up to. We're stretched thin, many board members taking on multiple roles and so as with every year please ask yourself 'can I bring something to the table for my NLMTA?' and at least consider what fun you may have! We'll have a call for volunteers/election of board members so get ready! Or reach out of course to put your name forward: [info@nlmta.ca](mailto:info@nlmta.ca)

Looking forward to the coming year – and making sure we as the NLMTA Board are working to serve you, our valued membership.

**Administrators/Treasurer’s Report**

Note: Included below are graphics that Sara Lynn Lawlor put together – to show how the membership fee amount for the NLMTA compares to the other provincial associations. The first graph shows fees provincially, and the second one outlines whether provinces include liability insurance in their fees.

ASSOCIATION FEES ACROSS THE NATION



AVERAGE ACROSS 10 PROVINCES - \$376

# Association Fees by Province

ASSOCIATION	BC	AB	MB	SASK	ON	QU	NB	NS	PEI	NL
RENEWAL FEE	\$627.50	\$460	\$486	\$430	\$164	\$210	\$300	\$450	\$285	\$350
INCLUDES INSURANCE?	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES

The 2025-2026 Renewal Season Numbers (As of November 11th, 2025):

Paid Active Members – 503 (5 pending)

Paid Inactive Members – 16

Retired or Not Renewing - 12

Lapsed – 7

Suspended – 1

Moved out of Newfoundland and Labrador -3

During this Renewal Season we had:

New Member Applications

NL – 28

BC – 45

And a few more to come. (These are included in Paid Active members)

**A note on the Financial Report -- We have experienced a problem with Pay Pal – when it comes to reconciling the payments in the backend. Because of this, for the first time I do not have the financial report finalized. We figured out the problem and started to straighten it out in July, which is the beginning of our renewal period. The renewals took priority to ensure the members' renewing had their insurance, endorsements and yearly certificates sent in a timely fashion.**

**We will have the financials ready and posted ASAP – and myself and the NLMTA Board have agreed that Pay Pal isn't worth the headache in the backend. Next year we will only accept e-transfers, certified cheques, or money orders as payment. We tried!**

- [www.nlmta.ca](http://www.nlmta.ca) to access and submit the fillable renewal form.

If you forget your password - click on “Lost your password”, you will receive instructions on how to reset your password. **I do not have access to your password.**

**PLEASE NOTE: If someone other than you, or a Company is paying your fees, please write in the e/transfer note the member's full name/Registration number to which the payment is for! Very important!**

Looking ahead to next year - Please remember the security answer for the 2026 – 2027 renewals will be  
2027NLMTA

Thank you everyone!

Pat

## Committee Reports

### Research Committee

Chair – Lisa Day

Greetings membership, I hope you have all had a successful 2025 so far.

I'll start first with an update on Dr. Cullen and the project with WorkPlaceNL.

As some of you may remember, last year we had a very hard time reaching her.

Multiple attempts have been made and to date we have not received a response from her.

In the interim I have reached out to another member of Safety Net from Memorial University (MUN), Diana De Carvalho who has agreed to help us with progressing with the progress we have made with WorkPlaceNL. Diana is quite knowledgeable in this area, and we look forward to having more success and actually being able to move forward.

A follow up with the Minister of Health, after requesting contact names for their Research Departments, reached out to these departments and were told that unfortunately they do have programs such as the ones we were looking for.

Due to the wildfires, highway delays, precautions and emergency evacuations in order throughout the province, we did not make it in to present any schools this summer.

With things now back in order, this coming spring would be a good time to focus on presenting to schools again as the students enjoyed the presentations in the past immensely.

As previously stated, some of these are long-term goals, especially work with WorkPlaceNL and MUN. The process is complicated, long, and requires many steps and procedures to complete. They will require time and patience and perseverance, but we are passionate about working towards them and we continue to do so.

As always. I must extend a sincere thank you to the committee members for their help, efforts, and dedication. I would not be able to achieve any of this alone. We would like to extend an invitation to interested members if you feel called. You can do so by contacting me at

[VP@nlmta.ca](mailto:VP@nlmta.ca)

Take good care everyone and wishing you a great day at the AGM

Lisa Day - Vice President, NLMTA, Research Chair

## NLMTA Membership Perks Committee

Chair – Hannah Watkins and Angie Dalley

The newly formed **Membership Perks Committee** has had a successful year building valuable partnerships for our members.

**Angie Dalley** secured a Friends and Family code for up to **70% off** during **Sport Chek's annual Friends and Family Week**, which is a VIP event held twice per year. Angie is also responsible for the **free Avaria Health and Beauty samples** you're enjoying today if you find yourself in person with us!

We've also established **membership discounts** with both **GoodLife Fitness** and the **YMCA**:

- **YMCA** – The initial **\$50 new membership fee** will be **waived** when signing up for their monthly membership (some branches do not have this fee).
- **GoodLife Fitness** – Enjoy **\$0 enrollment** and **15% off** your membership.

For practice management tools, **Jane App** is offering **the first month free** for new accounts, and **ClinicSense** is providing **50% off for the first six months**. [Resources for Therapists – Newfoundland Labrador Massage Therapists' Association](#)

Saje Natural Wellness is offering a 15% professional discount to us as well. Show proof of professional membership is required. Check your emails for more details on that.

Also worth noting – We are in danger of losing the **GoodLife Fitness** perk due to only 4 people enrolling vs the 12 that expressed initial interest.

If anyone has any ideas, suggestions or requests for future perks, please email us at [angie-director@nlmta.ca](mailto:angie-director@nlmta.ca) or [secretary@nlmta.ca](mailto:secretary@nlmta.ca).



## Policy Committee

Chair – Sara Lynn Lawlor

As the NLMTA continues to grow and evolve as a professional community, we remain committed to honoring the dedication and leadership of our members. In that spirit, we are pleased to introduce two new recognition policies: Lifetime Membership and Board Member Exit Appreciation. Both are designed to acknowledge and support the individuals who shape our Association through long-standing service and meaningful contributions.

Beginning with the 2026 renewal period, we are proud to launch the Lifetime Member designation. This honor is reserved for practicing RMTs who have completed 30 or more years of service and remain in good standing with both the NLMTA and the CMTNL.

Lifetime Members will retain all the rights and responsibilities of Active Members—with one meaningful change: they will no longer be required to pay annual Association dues.

This is our way of saying thank you—for decades of care, professionalism, and leadership. It's a small gesture for a lifetime of impact.

We also wish to formally recognize the exceptional service of our board members. Under the new Board Member Exit Appreciation policy, any board member who completes their term—or steps down after at least one year of service—will receive a personalized gift.

These gifts will be selected with care and gratitude, reflecting the individual's unique interests and contributions.

Because leadership deserves to be remembered—not just for what was done, but for how it was done.

### ***Motion:***

***At this time, we respectfully present a motion that the NLMTA membership accepts the Lifetime Membership and Board Member Exit Appreciation policies as outlined below.***

## POLICY 13? – LIFETIME MEMBERSHIP **DRAFT**

The Newfoundland and Labrador Massage Therapists' Association (NLMTA) has two main memberships:

- **Active:** Practicing registered massage therapist (RMT) in good standing with both the NLMTA and CMTNL.
- **Inactive:** Any RMT no longer in active practice.

Effective Renewal 2026,

**Lifetime Member:** A practicing RMT with 30 or more years of service, in good standing with the NLMTA and CMTNL. Lifetime members have all the responsibilities, rights and privileges of an Active member but are not required to pay yearly Association dues.

**Important Note:** *All practicing RMTs in Newfoundland and Labrador are required to hold valid liability insurance to maintain their license and practice legally.*

*Lifetime Members, while exempt from annual Association dues, must still maintain and purchase insurance coverage offered by the NLMTA.*

### **Checklist**

- ✓ 30 or more years as a practicing RMT in NL
- ✓ In good standing with the NLMTA and CMTNL
- ✓ Apply online
- ✓ Applications considered by the Board of Directors of the NLMTA
- ✓ Final approval and award of Lifetime Membership at Annual General Meeting

Please follow link below for NLMTA By-Laws;

<https://www.nlmta.ca/resources-for-therapists/>

## POLICY 14 – BOARD MEMBER EXIT APPRECIATION **DRAFT**

**Eligibility:** Any NLMTA board member who has completed their term or is stepping down after a minimum of one year of service is eligible for recognition.

**Gift Type:** Gifts should be meaningful, personalized, and aligned with the individual's interests or contributions.

**Gift Value:** The value should be modest and within budgetary limits.

**Approval Process:**

- The Executive Director or Board Chair will propose the gift.
- Final approval by the Board or Executive Committee.

**Presentation:** Gifts may be presented at a board meeting, annual event, or through a personalized thank-you letter.

**💬 Optional Add-ons**

- A written thank-you message highlighting specific achievements
- A farewell lunch or coffee with fellow board members

## **Membership Communications**

Chair – Ashley Parsons

This committee was established due to the critical connection needed between the NLMTA board and its members. When I came onto the board and wanted to look at the technology we were working with at the time (10+ years ago), it was clear there were two areas that could use attention. The emails (Pat used to list everyone's email and send things straight from her inbox), and the website. The website came first, an initial revamp which included an RMT directory, login section to put specific information for our membership and a cleaner, simpler, mobile friendly look. This past year the website has seen a few more tweaks in style and is ever evolving to ensure it's working for us, for the membership and the public who want to learn more about the profession.

**ANNUAL SIDE NOTE ON THE WEBSITE: Please take a minute to login and update your information if you haven't - the directory is only as good as the RMT's who fill in their information – and it's free advertising**

**[Log In < Newfoundland Labrador Massage Therapists' Association — WordPress](#)**

We all know tech changes fast, and the cat and mouse game of trying to get the information out to the membership how they want, to please everyone, and to ensure its sustainability within our volunteer board has continued. A few points to note:

- We've explored in the past having a NLMTA text number, which saw 50+ members sign up, but few interactions, so became unsustainable financially and was cancelled.
- Our board member Lisa Pollard established a virtual 'coffee break' to create a space where members could join, chat and express themselves. This ran once a month from January to May 2025 as a trial and saw very low participation – not to diminish the few who did join!
- Social media is the obvious avenue, so we created the official NLMTA Facebook page in 2011 but without a vested interest from a board member/NLMTA member to maintain/interact regularly it floats along without a motor (*spoiler alert – until now – Thank you Lisa Pollard for your freshly sparked interested – looking forward to the future of the official NLMTA Facebook page*).

MailChimp has been steady, and our champion in getting the membership the information you need – job opportunities, reminders, CEU opportunities and more. There are always improvements to be made – timing of emails sent, ensuring the right title so you're clicking on the emails you want to click on, and of course feel free to provide any feedback –

[info@nlmta.ca](mailto:info@nlmta.ca)

We are also exploring how to do things differently – leaning into the website for all the job ads/upcoming courses so there's not as many emails, and more engagement from our membership at [www.nlmta.ca](http://www.nlmta.ca) . An NLMTA app is also on the table to be explored - this would house everything NLMTA/RMT in Newfoundland and Labrador related and probably suit the changing tech landscape nicely. Stay tuned!

To a bright and techy future in our hands-on profession!

Want to get involved in the membership communications committee? [Info@nlmta.ca](mailto:Info@nlmta.ca)

## **Continuing Education Committee**

Chair – Sara Lynn Lawlor

Over the past year, the Continuing Education Committee has faced challenges in advancing CEU initiatives due to scheduling conflicts, workload demands, and limited volunteer capacity. Despite these constraints, the committee remained committed to its mandate and made meaningful strides in foundational areas.

### **Key Actions**

- Reviewed and refined CEU offerings:  
Conducted a thorough audit of the approved CEU list to validate relevance and streamline options for members.
- Engaged in strategic planning:  
Held brainstorming sessions to identify priority areas and explore new formats for CEU delivery.
- Promoted available education:  
Designed and shared infographics to highlight accessible CEU opportunities and encourage member participation.



**The Continuing Education Committee is seeking enthusiastic volunteers to support its important work. Whether you have experience in course planning or simply a desire to contribute, your voice and energy are welcome!**



What You'll Help With:

- Identifying relevant CEU topics and speakers
- Supporting communication and engagement with members
- Helping ensure our CEU offerings meet evolving professional needs

Time Commitment: Flexible and collaborative—your availability and strengths will guide your role. Approximate: 1 hour per month.

Why Join?

- Make a tangible impact on our profession
- Collaborate with dedicated peers
- Earn CEU's
- Strengthen your leadership and advocacy skills

If you're ready to lend a hand—or just curious to learn more—please reach out to Sara Lynn at [Saralynn-director@nlmta.ca](mailto:Saralynn-director@nlmta.ca) by November 30, 2025.

Together, we can keep our profession learning, growing, and thriving.



# **CMTA Representatives Report**

Sara Lynn Lawlor

## **✅ Attendance at CMTA Face to Face in PEI – October 3-4, 2025**

- All 9 member delegates were present.

## **🌀 Governance & Policy**

After countless hours of dedicated work by the Policy Committee over the summer, in close collaboration with Civilly Speaking, CMTA was able to present a full set of draft governance policies for review. This achievement reflects a deep commitment to strengthening organizational leadership and accountability.

The final adoption of these policies is scheduled for November 2025, marking a significant step forward in CMTA's governance renewal.

## **📊 FOMTRAC Update**

- Carl Damour and Maureen Boon shared progress on the Interjurisdictional Competency Profile (IJCP) Update Project.
- ABC Consulting leading the 12–18-month project.
- Step 1 underway; SME recruitment and public consultation to follow.
- Massage therapists invited to contribute via online application.

## **💼 Perlinger Group Benefits Update**

338 members enrolled; 48 with Critical Illness coverage. 59% of the claims are for prescriptions. Renewal terms are expected in November. Perlinger is now part of People Corp; no service changes are expected.

## **💰 Treasurer's Report**

\$10,000 forwarded to FOMTRAC to support IJCP - contributions from six Associations.

\$10,000 allocated for Massage Therapy Foundation in 2026 budget.



## **💼 Committees**



The Canadian Massage Therapy Association (CMTA) is seeking passionate, collaborative, and forward-thinking individuals to join our national committees. This is a unique opportunity to contribute your expertise, represent your province, and help advance our profession across Canada.

- **Advocacy & Public Relations** - Promote the profession, build public awareness, and support national campaigns (HST Exemption).
- **Education & Research** - Advance standards, support innovation, and foster evidence-informed practice.
- **Finance & Risk Management** - Guide budgeting, funding strategies, and organizational sustainability.
- **Governance** - Strengthen board operations, policy development, and ethical leadership.
- **Executive:** Kidd, Miller, Lawlor

 How to Express Interest

Please send a brief email to [Saralynn-director@nlmta.ca](mailto:Saralynn-director@nlmta.ca) by **November 22, 2025** with your name and your preferred committee(s).

#### **CMTA Membership Fees**

Approved increase: \$10/member in 2026, \$15/member in 2027. This increase supports staffing and advocacy projects (e.g., GST exemption).

#### **Massage Therapy Awareness Week – October 19<sup>th</sup> – 25<sup>th</sup> 2025**

Campaign materials developed in English and French and are available at <https://crmta.ca/marketing-resources/>

Ontario and Manitoba offered CMTA rates for webinars they presented in October.

There is a Free Webinar presented by MTAM Research Committee on Wednesday, November 19th - Knead to Know: "Does Massage Therapy Work?"

Looking ahead - MTAW 2026 theme: HST Exemption.

#### **CMTCA Collaboration**

CMTA is sending a formal letter in support of CMTCA's concerns raised on repeated 1-year school accreditations; a future meeting with CMTCA planned.

#### **Knowledge Exchange**

During the Network & Knowledge Exchange session, members explored five key themes: Member Engagement, Communications, Governance, Finance, and the Massage Therapy Profession.

Across these areas, a consistent pattern emerged: Similar challenges are being experienced nationally across jurisdictions.

Common Threads Included:

- Difficulty sustaining member engagement and volunteer participation
- Gaps in consistent, clear communication
- Governance fatigue
- Financial constraints limiting strategic growth and staffing
- Shared concerns about professional recognition, regulation, and public understanding

This alignment highlights an opportunity for collaborative solutions, shared resources, and national advocacy strategies.

**Financial Report**  
**Year 2023-2024**

**This is where you would normally find the financial report – As Pat Mennie outlined in her report – we were delayed with an issue reconciling the Pay Pal accounts. So now we're waiting for the accountant. The official financial report will be on it's way very soon, shared with the membership and added to this Annual Report!**

**Sorry for any inconvenience!**