



Presidents Report 2024 – AGM 1st Dec. 2024

Administrative Challenges and Growth

This year presented a few initial challenges for our Admin team. We're grateful for Vikki's support in guiding and training Tracy after Tammy's mid-2023 resignation. As Vikki focused on her own business, we rebuilt our admin team with Meagan, Nellie, and Monica. Each brings unique strengths, supporting our members through administrative changes, particularly the introduction of Hubspot.

The transition to Hubspot has been transformative:

- Enhanced efficiency
- Shift from paper to digital records
- Improved data collection and storage

This significant change is an ongoing learning curve for all, which was initially setup and lead by the guidance of Emma's technical expertise. While new systems can be daunting, I'm confident our admin team will continue to excel, uncovering Hubspot's potential to enhance member experiences. With Sam's recent support with Hubspot and our new website, I'm sure we will continue to support our members efficiently.

Events and Audits

Vincent attended Tammy Guest's NatExpo Liftoff event, showcasing associations across modalities and engaging business experts. The was a worthwhile experience for all and we will be eagerly returning next year.

Health Fund Audits from late 2023 continued, which included AHRG and Medibank audits for nutrition members and those eligible for Nutrition Equivalency with MBP. This intense review process was a significant learning experience for our new admin team. We appreciate the time and effort from both admin and affected members during this challenging period.

Board Development and Research Initiatives

The Board underwent Governance and strategic planning training, an ongoing commitment to enhance our leadership skills.

Building a Research team to provide future input to government submissions and possibly WNF projects was a goal for the CMA Board. It supports our mission to further support the highest education level, whilst strengthening evidence-based practices of our members. We have proudly partnered with Southern Cross University to offer research grant opportunities to four members - winners will be announced soon.

Greg also proposed creating a webpage page and email blasts highlighting member research publications to share their successes and knowledge, which has now been implemented. It is wonderful to see members are eager to share their success and knowledge.

Member Engagement and Industry Advocacy

We hosted our first Members Night via Zoom, providing an opportunity for members to meet the Board, connect, and offer suggestions. This was well received, and we hope to offer more engagement opportunities in the future.

The CMA has been actively engaging with stakeholders to raise our professions' profile. This year we've had discussions with health ministers in NT and QLD and plan to continue and extend these conversations into 2025. Our key areas of focus have been around the return of Private Health Insurance rebates and registration.

Board members continue to represent CMA at various events and professional bodies, including WNF, ANC, and university curriculum review panels. Special thanks to our amazing Board - Nadia, Leshia, Greg, and Vincent for their dedication.

Personal Reflection and Future Outlook

As I conclude my 11-year tenure on the CMA Board, including 5 years as president, I reflect on the professional growth and connections I've gained. We've navigated numerous changes together, always striving to raise our professions' profile and education standards.

With the National Registration Accreditation Scheme submission nearing completion, we're eager to showcase our worth in supporting the health of all Australians. While the future may bring new registration models, our professional value remains constant.

Lastly, I extend my heartfelt gratitude to every board member and admin person I've had the honour to work with. As I resign from the Board today, I'll certainly miss the 'CMA family' and the incredible support we've shared over the years.

Thank you all,

A handwritten signature in black ink, appearing to read 'KH', with a long horizontal line extending to the right.

Kristy Hollis

CMA president

1/12/2024