



2024

Annual Report

Table of Contents

02	—	Introduction
03	—	Message
04	—	The Board
05	—	Vision and Mission
06	—	Strategic Directions
07	—	Activity Snapshot
08	—	Communications and Engagement
09	—	Audited Financial Statements
10	—	Looking Ahead to 2025
11	—	Thank You

Inspiring Excellence

Thank you for joining us as we look back on a year filled with success, growth, and a shared commitment to excellence in our Annual Report.



Message From the Board Chair and Executive Director

2024 was a year of meaningful progress and renewal for CMTCA. Under the continued leadership of Executive Director Christian Vulpe, the organization advanced its mission to support excellence in massage therapy education across Canada.

In April, the Revised CMTCA Accreditation Standards were released. Guided by the Standards Review Committee, the revision process aimed to improve the accreditation process and the quality of massage therapy education by clarifying criteria that were challenging to interpret or apply, and by adding or amending others to reflect best practices in the massage therapy profession and in education. A comprehensive support plan was launched to help education programs and surveyors to transition smoothly to the new standards.

At the Annual General Meeting, the CMTCA Board warmly welcomed Andrew Lewarne, RMT to the role of Chair of the Board of Directors, with sincere thanks to Gabriel Flamminio for two years of excellent leadership as Chair. The Board also said a fond farewell to Valerie Browne who had completed her final term on the Board. CMTCA welcomed new Board member Bryn Sumpton who now brings the massage therapy regulatory perspective and considerable leadership experience in the massage therapy profession. In May, the Board of Directors met in Newfoundland for a retreat focused on strategic planning.

In September, CMTCA launched a new website page dedicated to students, providing accessible information to support their understanding of accreditation and its role in their education. Throughout the year, CMTCA remained active in accreditation review activities, including multiple Preliminary Accreditation submissions and numerous site visits. The Board held regular meetings to review accreditation decisions and continued its commitment to governance excellence.

Financially, CMTCA maintained a stable and sustainable position, with expenses aligned to revenues from education program clients and continued funding agreements with regulators in British Columbia, Ontario, New Brunswick, and Newfoundland and Labrador.

As always, CMTCA remains committed to supporting massage therapy education programs in delivering high-quality, inclusive, and safe healthcare education- playing a role in preparing graduates to meet the needs of Canadians.

Sincerely,



Christian Vulpe
Executive Director



Andrew Lewarne
Board Chair

Top: Robynne Ouchi (RMT), Darcy Chiasson (RMT)
Middle: Gabriel Flamminio (RMT), Alice Kennedy,
Bryn Sumpton
Bottom: Paula Jasper (RMT), Janis Leonard,
Andrew Lewarne (RMT)

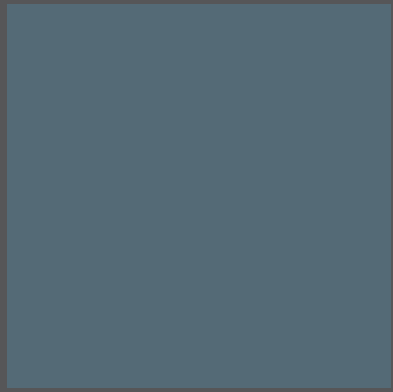


The Board

At our 2024 Annual General Meeting, CMTCA bid farewell to Valerie Browne, a valued Board member since 2016. Valerie brought over a decade of leadership experience in professional regulation and played a key role in shaping CMTCA's growth and direction. We thank her sincerely for her many contributions.

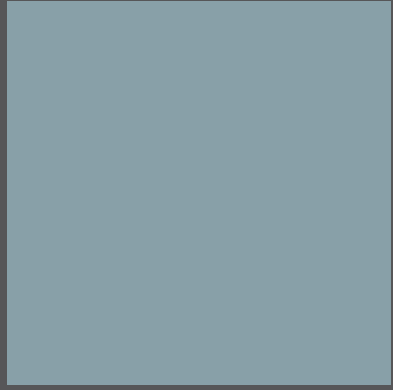
We were pleased to welcome Bryn Sumpton, to the Board. Bryn brings extensive experience in massage therapy education, regulation, and leadership, and currently serves as Director of Professional Practice at the College of Massage Therapists of Ontario. His insight into professional standards and educator engagement will be a strong addition to the Board.

In 2024, Andrew Lewarne was appointed Chair of the Board. A long-time advocate for the profession and a member of the CMTCA Board since 2020, Andrew brings over two decades of experience as an RMT, educator, regulator, and association leader. His deep commitment to advancing the credibility and development of massage therapy in Canada positions him well to lead CMTCA into its next chapter. We also extend our sincere thanks to Gabriel Flamminio, who served as Chair with dedication and vision. As he transitions into the role of Vice-Chair, we are grateful for his continued leadership and steady guidance.



Our Vision

Inspiring Excellence in
Massage Therapy



Our Mission

The Canadian Massage Therapy Council
for Accreditation is the independent
body that accredits massage therapy
programs in Canada.



Strategic Directions

2024 marked the final year of CMTCA's 2021-2024 Strategic Plan, a period defined by our commitment to two core pillars: effective accreditation and sustainability. Over the past four years, we have worked diligently to build a strong, responsive, and resilient accreditation system for massage therapy education in Canada.

Effective Accreditation

In 2024, we achieved a major milestone with the launch of the revised CMTCA accreditation standards, completing a multi-year effort to ensure our standards reflect current best practices and the evolving needs of the profession. To support education programs through this transition, we developed comprehensive guidance materials and hosted webinars, reinforcing our commitment to a positive and streamlined accreditation experience.

We continued to monitor and improve our processes through client satisfaction surveys and internal performance metrics. Our focus on timely decision-making and quality surveying practices remained strong, with nearly all accreditation decisions delivered within established timelines. We also trained our fourth cohort of surveyors, expanding our capacity to meet growing demand and ensuring consistent, high-quality reviews.

Sustainability

Our sustainability efforts in 2024 focused on strengthening partnerships, securing funding, and expanding access. We renewed key agreements and explored new funding opportunities to support long-term organizational health. We also welcomed several new program applicants, reflecting growing recognition of the value of accreditation.

CMTCA continued to promote access to accreditation for massage therapy programs across all provinces and territories, and we deepened our engagement with collaborators and contributors to ensure our work remains relevant and inclusive. This work supports our goal of sustaining a consistent and trusted standard for massage therapy education and practice across Canada.



**Effective
Accreditation**



Sustainability

Activity Snapshot



SURVEYORS

We trained an additional 15 surveyors this Spring, bringing our total to 46 surveyors across Canada.



PROGRAM APPLICATIONS

In 2024 we received 22 program applications. Of these, 15 were submitted by existing programs, while 7 came from programs in development.



PRELIMINARY ACCREDITATIONS

Our team reviewed 7 preliminary accreditation submissions in 2024.



SITE VISITS

In 2024 we conducted 15 accreditation site visits, 100% of which were in-person.



APPEALS

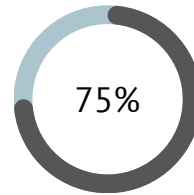
1 appeal was completed in 2024.

COMMUNICATIONS AND ENGAGEMENT



SOCIAL MEDIA- POSTING

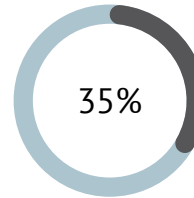
In 2024, We posted 41 times on LinkedIn, 37 times on Facebook, and 35 times on Twitter. Our top engagement post was the release of the 2024 Accreditation Standards.



Average email open rate

EMAIL CAMPAIGNS

We sent out 7 email campaigns in 2024 to a total of 664 subscribers.



Percentage of users who navigated directly to /students

WEBSITE NAVIGATION

In 2024, the most viewed page on cmtca.ca was /students.



SOCIAL MEDIA- IMPRESSIONS

Across all our social media platforms, we reached over 16, 600 people this year! That is a 250% increase from 2023.



WEBSITE TRAFFIC

In 2024, we had an incredible 24,000 visitors to our website. That is over a 200% increase from last year and 98% of which were new visitors.



ONLINE WEBINARS

In 2024, we hosted four program webinars and four surveyor webinars on a variety of topics, reaching a total audience of 203 participants.

5 minutes

Average time users spend on cmtca.ca

24,000

Website visitors to cmtca.ca in 2024

90%

Clients who were satisfied with the support received from CMTCA staff in 2024

Audited Financial Statements

2024

CMTCA Audited Financial Statements



Looking Ahead

As we look ahead to 2025, CMTCA remains focused on growth, collaboration, and continuous improvement. Building on the momentum of the revised accreditation standards, we will continue to support education programs through targeted webinars, updated resources, and responsive guidance.

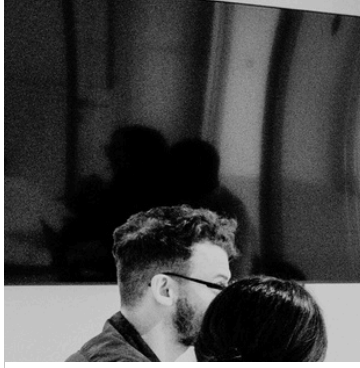
We are excited to welcome more programs from Ontario as they align with new regulatory requirements from CMTO, further embedding accreditation into the province's educational landscape.

To meet the increasing demand for accreditation services, we will train another cohort of surveyors in Spring of 2025, expanding our skilled team to ensure timely reviews. We also plan to establish an Accreditation Decision Committee, to streamline our review process and promote consistency across all accreditation outcomes.

In 2025, we will work to expand our partnerships across Canada, strengthening our national presence and ensuring that massage therapy education programs in every region benefit from accessible, high-quality accreditation services. In particular, we look forward to strengthening our relationship with FOMTRAC by working to bring CMTPEI on board, reinforcing our shared commitment to national collaboration and excellence.

CMTCA remains dedicated to our vision of inspiring excellence in massage therapy, and we are excited about the opportunities the year ahead will bring.





Thank You



A sincere thank you to our incredible Surveyors, Board Members, and Accreditation Team for their hard work and dedication throughout 2024. With so many accreditation activities this year, your commitment and teamwork have been instrumental in our success, we truly couldn't have done it without you.

We also extend our heartfelt appreciation to our supportive members of FOMTRAC- CMTO, CCHPBC, CMTNB, and CMTNL- for their ongoing dedication to the advancement of the Massage Therapy profession across Canada.

Finally, we want to thank the schools who actively engaged in the accreditation process this year and in every year previous. Your willingness to reflect, improve, and grow not only strengthens your institutions but also elevates the profession as a whole.

Together, we are shaping a stronger future for Massage Therapy in Canada.



 www.cmtca.ca

 416-466-3427

 info@cmtca.ca

 401-240 Bank St. Ottawa, ON K2P 1X4