

[illegible]

Plan



INFORMED, EFFECTIVE AND RELIABLE HEALTHCARE

TABLE OF CONTENTS

Message from the Executive Director and CEO	4
.....	
Message from the Board Chair	6
.....	
RMTAO Staff and Board of Directors	7
.....	
RMTAO Membership	8 – 9
–Membership Numbers	
–Membership Programs	
–Membership Renewal Contest	
–Membership Survey Results	
–Fee Survey Results	
–Sexual Assault and Harassment Survey Results	
.....	
RMTAO Education	10
–Webinars	
–Education Survey Results	
–Virtual Conference	
.....	
RMTAO Communication	10 – 13
–Resources	
–Articles Published in 2025	
–Massage Therapy Today	
–The Friday File	
–Massage Therapy Awareness Week	
–Advocacy Communication Campaigns	
–Social Media	
.....	
Connection and Recognition	14 – 15
–Community-Based Networks	
–School Ambassadors	
–Member Recognition and Awards	
–Grant Recipients	
–Town Hall Meetings	
.....	
Advocacy	16 – 19
.....	

Registered Massage Therapists’
Association of Ontario



Michael Feraday, MBA
Executive Director
and CEO

As the Executive Director and CEO of the RMTAO, I have spent much of my time advocating for a variety of different issues in order to increase the recognition for the outstanding contributions that RMTs can make to health care. The greater the understanding of the benefits of massage therapy, the more awareness there is of the role of RMTs as regulated health

professionals. This will ultimately result in easier access to massage therapy by the people who can benefit from it, which gives RMTs more opportunities to have a more successful practice.

In 2025 we've had many opportunities to bring our advocacy initiatives in certain areas to the next level. The 2025 federal election gave us renewed opportunities to advocate for HST/GST exemption for RMTs in Canada. I was able to quickly develop relationships with the new Ministry of Finance, and build upon our advocacy efforts of previous years.

In addition to sending letters to all MPs immediately following the election as well as the newly appointed Minister of Finance, we encouraged RMTAO members to write to their newly elected MP following the election. This led to many members receiving responses from their MPPs, which included requests for meetings. We also met with key decision makers in the Ministry of Finance who were interested in further discussions to help move this issue forward. We also met with the Ministry of Health, as well as several MPs who were very interested in sponsoring a private member's bill for HST/GST exemption. We also met with Finance Critics in other parties to ensure widespread support for HST exemption exists among all elected officials.

MPs, including key Ministers, have been overall very supportive and understanding of our arguments for HST/GST exemption for RMTs to increase massage therapy access for patients. Now, it's a matter of

ensuring that this issue remains top of mind and regularly reminding politicians of the importance of this issue for healthcare in Canada.

Many of our advocacy initiatives in 2025 have focused on increasing access to massage therapy for more Ontarians. After a successful pilot project integrating massage therapy into a primary care team that led to improved outcomes for patients, we are advocating to expand this by integrating massage therapy into 8 primary care sites through a demonstration project. We have made significant progress this year increasing support for this initiative.

We met with representatives of the Primary Care Action Team, as well as representatives from Ontario Health, sharing the positive results of our pilot project and requesting support for our demonstration project. Ontario Health was particularly open to assisting the RMTAO with this, offering to feature the results of our pilot project in their materials and sharing opportunities for proposals to expand primary care teams.

I also focused my advocacy this year on several other issues that would help increase massage therapy access for particular groups. One issue is the requirement for RMTs to have a third-party health professional sign the OCF-18 form when treating people injured in an automobile accident. I met with key policy makers at the Ministry of Red-Tape Reduction who were interested in this issue, and requested more quantitative data about the impacts of this policy on RMTs, patients and other health professionals, which I have since provided.

The RMTAO also wrote to the Minister of National Defence requesting that he extend coverage for massage therapy care to active members of the Canadian Forces to ensure they can access the healthcare they need, and wrote to the CEOs of the seven largest insurance companies, requesting that they raise the coverage limits for massage therapy to at least \$1000 per insured individual. I eventually met with key decision makers at Greenshield and SunLife. Although they emphasized that the choice of extended health benefits plan is up to the employer, they also

shared that they do have some ability to influence which plans they may steer employers towards, and they were receptive to our points about the importance of massage therapy as a healthcare option.

My other priorities include regular meetings with the CMTO Registrar, Maureen Boon, and through those meetings we continue to maintain a positive relationship with the regulator. We were able to work together to host a series of joint town halls across Ontario which gave us both the opportunity to connect with RMTs all over the province. We also discuss CMTO updates to Standards and Policies, to share our input and the input of our members, as well as ensure our members understand the changes. The CMTO also regularly shares RMTAO initiatives including sharing the RMTAO Sexual Assault and Harassment survey with all registrants, and allowing the RMTAO to send emails to their registrants.

I also met with representatives from the Ministry of Long-Term Care to discuss ways massage therapy can be better integrated into long-term care, had preliminary meetings with Dr. Adelstein Brown, Dean, the Dalla Lana School of Public Health at the University of Toronto and other key stakeholders about the possibility of a massage therapy degree program, and I began visiting massage therapy schools to speak with them about the benefits of the RMTAO.

None of what we've been able to accomplish this year would have been possible without the support of our members. Our advocacy initiatives are determined primarily based on what the most RMTs identify as an area of priority for them, and the issues that present the greatest barriers to RMTs being successful. In advocacy meetings I regularly bring up how many members we represent across Ontario, and representing a large number of members is essential in gaining support from the government. Members are more eager than ever to get involved – to sign petitions, to share posts, and to share letters to their representatives when requested. This engagement is the key to any advocacy success.

As you read the Annual Report, I think you will agree that the staff of the RMTAO have done an excellent job this past year. The Virtual Conference and the introduction of a speaker series at the closing of the AGM are just a couple of the successes I am alluding to.

I would like to thank the Board of Directors, our volunteers and partners who have contributed to the success of the RMTAO. I would also like to thank the RMTAO staff, who work tirelessly behind the scenes to make sure the RMTAO can achieve all that it has this year.

Massage therapy is an important part of healthcare all across Canada. Government officials are more aware of the skills of RMTs and the important role they play. This awareness is the first step towards action that can remove the barriers to Ontarians accessing massage therapy care. Whether it is including RMTs in more healthcare teams, removing the tax or changing administrative barriers put in place by auto insurance, we want to make it easier for everyone to access the massage therapy care they need. This is both beneficial to the people needing care, and to RMTs across the province.

We've made amazing progress in 2025, and I will ensure that this progress continues and is built upon in 2026 and beyond. Advocacy is more of a marathon than a sprint, and achieving our goals takes some time. However, we continue to move forward and continue to increase recognition of the skills and abilities of RMTs. This will only continue to be possible with the support of dedicated RMTs. It is thanks to the support of RMTs that we will be able to ensure the success of individual RMTs as well as the success of the massage therapy profession as a whole.



Alex Kidd,
MRSc, BKin(Hon), RMT
Board Chair

Our success this year belongs to every member who showed up, sharing ideas, supporting peers, and helping our profession grow stronger together. From community-based network gatherings to national projects, your contributions have shaped our association. Every conversation, volunteer effort, and act of leadership helped build a community

that continues to evolve, learn, and lead with purpose.

I want to recognize my fellow Board members for their dedication, insight, and collaboration. It has been a privilege to work alongside such passionate leaders who bring purpose to our shared mission.

This year, we bid farewell to Ian Kamm, who completes his second three-year term on the Board and has chosen not to seek a third. Ian's exceptional contributions over the past six years have left a lasting legacy. I've had the honour of working with him since we both joined the Board in 2020 and serving alongside him on the Executive Committee during his tenure as Chair (2021-2024). Ian has been a trusted advisor and mentor, and his wisdom and leadership will be deeply missed. We look forward to celebrating his contributions at the Annual General Meeting.

This year marked the second year of our 2024-2027 Strategic Plan. The Board advanced its commitment to strong governance by refining structures and processes that support transparency, accountability, and strategic oversight. We strengthened our frameworks to ensure sustainable, risk-informed decision-making, reinforcing our mission to foster excellence and integrity across the Association.

Quarterly reviews of policies and procedures continued to ensure effective oversight and long-term sustainability of both the Board and the Association. Key strategic discussions included evolving professional demographics, higher education in massage therapy, accreditation of Ontario schools, and preliminary

exploration of refining our scope of practice.

Last year, we enhanced the Annual General Meeting by integrating our award ceremony and a Guest Speaker to enrich the experience. I am thrilled this continues year, with our Operations team bringing in another outstanding speaker to provide continuing education alongside the AGM's important business.

On October 22nd, the RMTAO returned to Queen's Park to engage policymakers on key priorities including funding a demonstration project to integrate massage therapy into primary care, removing the third-party signature requirement for the OCF-18, and advocating for HST exemption for RMTs. We extend our sincere thanks to the dedicated volunteers and operations staff whose efforts made this important advocacy day a success.

The RMTAO remains a proud member of the Canadian Massage Therapist Association (CMTA), representing our profession nationally. In September, our Board approved a position statement reaffirming our commitment to CMTA membership and the value it brings, especially as the largest population of massage therapists in Canada.

Just prior to last year's Annual General Meeting, the CMTA adopted new by-laws to promote greater collaboration and structural effectiveness. As part of this change, I was elected interim President and later confirmed for a full term in April. One major change was monthly virtual Board meetings, fostering open communication among member associations. This collaboration supports provincial initiatives like regulation in Saskatchewan and Manitoba, and national efforts such as our partnership with FOMTRAC on a new competency document, Massage Therapy Awareness Week, and the ongoing push for HST/GST exemption. The RMTAO's work with the CMTA has been integral to progress on this front.

Finally, I want to thank our Executive Director, Michael Feraday, and the Operations team for all their dedication and hard work. Their efforts have been instrumental in this year's accomplishments, and our Association is fortunate to have such a committed team.

It has been a privilege to once again serve as Chair of the Board this year. I hope to continue this work and thank you for your continued support of the RMTAO.

THE RMTAO STAFF

Michael Feraday, MBA
CEO and Executive Director

Jill Haig, BSc (Hons), CAE
Director of Operations

Kat Orr, BA, MES
Interim Director of Operations

Laura Fixman, BAA (Hons)
Manager of Communications

Hariti Malhotra, BA (Hons)
Education and Events Planner

Desarae Davidson
Interim Education and Events Planner

Angela Paton
Member Services Manager

Eman Abubakar, BA (Hons)
Administrative Manager

THE RMTAO BOARD OF DIRECTORS

Alex Kidd, BKin, RMT
Chair

Susan Shipton, MCISc, RMT, CDT
Vice-Chair

Shannon Marshall, RMT
Secretary

Ian Kamm, BSc, RMT
Director

Terri Rowan, RMT
Director

Elizabeth Snook, RMT
Director

Catherine Roe, RMT
Director

Vicente Zabala, RMT
Director


Membership Numbers

RMTAO membership continues to grow as members continue to recognize the value of their professional association in helping them to be successful in their practice, and in ensuring the success of the massage therapy profession as a whole.

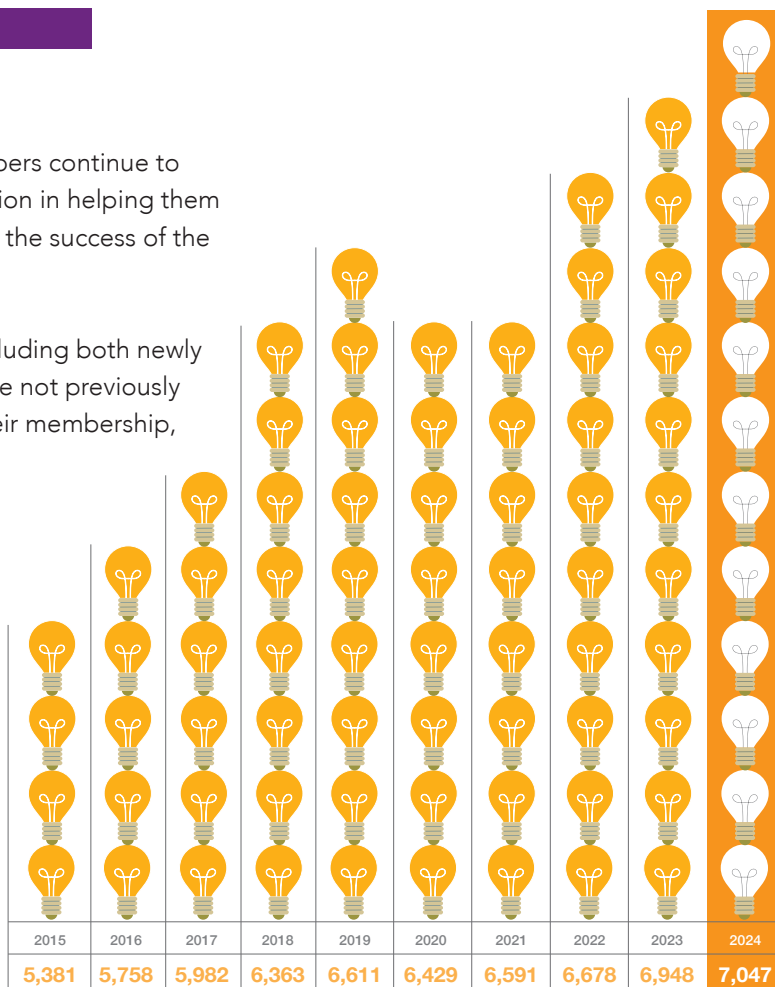
We continue to welcome first-time members, including both newly graduated RMTs and experienced RMTs who have not previously been members. More members are renewing their membership,

in part due to our efforts to highlight unique benefits of membership and our efforts to reach those whose membership has lapsed. Large numbers of students also continue to join the RMTAO, which

is reflective of our increased school visits, and many of them join as Active members once they graduate. Even outside of our renewal period, both new graduates and experienced RMTs regularly join the RMTAO throughout the year.



Active:	7,047
Associate:	11
Retired:	2
Life:	289
Student:	1,109



Membership Programs

RMTAO members enjoy a wide range of exclusive benefits designed to support their professional growth and daily practice. These include a complimentary RMTFind listing, a subscription to Massage Therapy Today magazine, access to continuing education opportunities, and a variety of valuable resources and programs in our Resource Library. Members also receive significant discounts on various products. This includes reduced rates on Professional Liability Insurance as well as other types of insurance, practice management software, Tax/Accounting support, discounted phone plans, fitness, workwear, massage therapy supplies and more!

Thank you to our program partners for their ongoing collaboration in providing our members with valuable, discounted benefits.



INTELLIGENT OFFICE
Your Business Simplified.



Membership Renewal Contest

We launched the DARE Refer-a-Friend contest for the 2025–2026 renewal season. Both new members and the RMTAO members who referred them were entered into a draw for exciting prizes generously donated by our program partners. The contest received a total of 74 entries.



Prizes included:

- ▶ Prize pack worth \$200 from OrthoCanada
- ▶ 2 - 3-month GoodLife memberships
- ▶ Apple AirPods from Noterro
- ▶ \$100 Canadian Tire gift card provided by Robertson Hall
- ▶ 2 - \$50 Tim Hortons gift cards provided by Alliance
- ▶ 6 months of ClinicSense
- ▶ 6 months free with Intelligent Office
- ▶ Goodie bag from Perkopolis
- ▶ One free RMTAO webinar
- ▶ Free RMTAO membership for one year

Membership Survey Results

We surveyed the membership to canvass their views and interests in the different activities of the RMTAO and determine their areas of priority. The survey was open from March 10, 2025, to March 28, 2025. The survey was sent to 7838 Active, Life and Student RMTAO members. A total of 782 members responded to the survey, compared to 719 in 2024.

Approximately 97% of respondents expressed that they are, at a minimum, somewhat satisfied with their RMTAO membership and over 90% would recommend RMTAO membership to other RMTs or massage therapy students. Our resources and programs were very highly rated. The most highly rated resources were the Friday File, Massage Therapy Today

and RMTFind.com and the most highly rated programs were Professional Liability Insurance, Mark's Work Warehouse and Noterro.

Results of this survey are available on the RMTAO website.

Fee Survey Results

The RMTAO conducted a fee survey to gain insight into the customary fees charged by RMTs across Ontario, as well as other issues related to fees and finances.

The fee survey was open from February 3, 2025, to February 14, 2025. This survey was sent to 6,701 RMTAO members and was completed by 1,104 respondents. The survey contains important fee information, such as how often and by how much respondents raise their rates, how many appointments they book per month, what their expenses are, and what their payment arrangement is.

This survey was used to update the Average Massage Therapy Fees and used to inform the Fee-Related Business Practices Guideline. We will be repeating this survey annually for continued up-to-date results.

Sexual Assault and Harassment Survey Results

We launched a survey to better understand the experiences of sexual assault and harassment faced by RMTs and massage therapy students in Ontario. The insights collected will help guide the development of support systems for our members.

The survey was launched on September 3, 2025 and closed on September 26, 2025. This survey was sent to Active and Life members by email, included in the Friday File, and shared on social media.

Building on the CMTA's 2022 Sexual Harassment & Assault Survey, which highlighted the prevalence of inappropriate behaviour in massage therapy settings across Canada, this survey focused specifically on Ontario RMTs. With over 2,400 responses, it provided valuable perspectives that will help inform program development and resources to promote safer practices in the province.

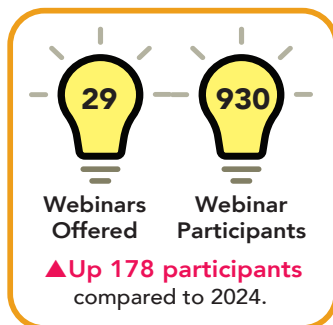


Webinars

The RMTAO continued to offer webinars on a wide variety of topics throughout 2025. Many of these topics included practical components that RMTs could apply to practice right away. Some popular topics in 2025 included shoulder assessments, oncology massage, visceral massage and the language of pain, and marketing strategies for RMTs.

We received excellent feedback from webinar attendees about the high quality of our webinars and our presenters.

Although some attendees enjoy in-person courses, many expressed that they appreciated webinars for their convenience, ability to fit into their schedule from any location and the 3 months of access to recordings afterward.



Virtual Conference

The RMTAO held a virtual conference on April 6, 2025. This conference was extremely well received, with



the majority of registrants attending all sessions live. Attendees could also review recordings of sessions for up to 3 months after the conference date.

We offered a variety of evidence-informed sessions presented by highly skilled RMTs, on diverse topics including TMJ pain, headaches and palpation skills. A total of 151 registrants attended the conference, and 97% indicated they were at least satisfied with the overall quality.

Education Survey Results

The RMTAO released an Education Survey that was open from July 2, 2025 – July 31, 2025, and was shared in the Friday File, in member emails and on social media. 293 members completed this survey.

Most attendees choose to attend webinars because they are interested in the topic (87%) and they appreciate the affordable price (66%). The majority

of respondents (65%) found the ability to review the webinar recording for three months after the webinar date to be extremely valuable.

Attendees also suggested a variety of topics they would like to see for webinars in the coming year. Some suggested topics included pain science, pregnancy massage, sports massage, remedial exercise and social media marketing.

RMTAO COMMUNICATION

Resources

The RMTAO added 4 new resources to our Resource Library in 2025 based on what members identified as gaps, interests and areas of priority. These member exclusive resources provide members with tools they need to be successful in practice.



Tips for Retirement – A resource outlining things RMTs should consider when retiring including obligations from the regulator, information to consider when selling a practice, and advice on determining the value of your practice.

Sample Health History Form – A new template form that you can use in practice that complies with the CMTO's new standard for Collecting Personal Health Information.

Home-Based Practice Resource – Shares factors you should consider when starting a home-based practice including home insurance, safety considerations, financial considerations, privacy considerations and city requirements.

Practical Privacy Resource – This resource covers common scenarios that may leave you unsure about



your privacy obligations, along with recommended approaches, a checklist to ensure that you protect your clinic against any privacy breaches, a sample

privacy policy you can use in practice, and other important privacy considerations to ensure you're meeting your obligations.

Articles in Other Publications

The RMTAO had a variety of articles published in external publications in 2025 to spread the word about the diverse benefits of massage therapy among different professions and populations.

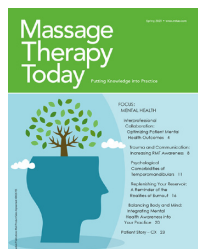
Articles Published in 2025 Include:

Today's Kids – Focused on the benefits of massage therapy for children with various types of disabilities.

Canadian Breast Cancer Network Blog – Focused on the benefits of massage therapy for people with breast cancer.

Ontario Dental Hygienists Association – Article to be published in their magazine in January 2025 focusing on how RMTs and dental hygienists can work together to help people with jaw concerns.

Ontario Long-Term Care Association – Case Study from an RMT who works regularly in long-term care homes, highlighting the potential benefits of massage therapy for people in long-term care.



Massage Therapy Today

The RMTAO moved to three issues of *Massage Therapy Today* in 2025 to ensure each issue got more attention from RMTAO members. The Winter, Spring and Summer issues were all virtual, and sent to members multiple times via email, as well as made available on the RMTAO website. The themes of the issues were local anatomy, mental health and interprofessional collaboration.

The Friday File

The Friday File e-newsletter continues to be sent weekly to our members and partners for updates on Association activities, highlights of practical resources and news that affects the massage therapy profession, and remains a trusted source of information for RMTAO members.

The regular advocacy updates from our Executive Director and CEO Michael Feraday so that members can keep up-to-date with the advocacy efforts of the Association, remain popular. New resources that relate to CMTO changes and information about events like our Town Halls also remains popular.

Massage Therapy Awareness Week

This year during Massage Therapy Awareness Week, we focused on the different ways members could celebrate the diverse benefits of massage therapy in their community, and encourage more members of their community to seek massage therapy care.

We provided a resource to help RMTs develop a mutually beneficial partnership with other businesses in their area. We also provided a resource to help RMTs host an open house in their clinic which can both promote their clinic and support the benefits of massage therapy. We also provided a fill-in-the-blank poster that RMTs could print and fill out, sharing a picture of themselves with the poster to share what massage therapy means to them.

We posted a combination of reels and static posts on Facebook, Instagram and LinkedIn highlighting the skills and qualifications of RMTs, and showcasing all the different benefits massage therapy can have. These posts were also very popular, and widely shared.

We would like to thank all of our members who shared this content with their networks throughout the week to help spread the word about the ways that massage therapy can benefit people as



well as the members who participated in an open house, downloaded our poster or built a partnership. We were able to raise awareness of the benefits of massage therapy, one community at a time!



Advocacy Communication Campaigns

The RMTAO introduced two social media campaigns in 2025 that helped members to participate in our advocacy efforts and have their voices heard. The first was shared in the lead up to the federal election in April 2025.

These were a series of posts that members could share to advocate to their local MPs and candidates that they should support HST exemption for RMTs.

The second was shared in October 2025, and were

sample posts that members can share directed at advocating for the expansion of massage therapy in primary care through a demonstration project.

Both these sets of sample posts were widely posted, liked and shared by a wide range of members. This was an extremely popular, well received way for members to get involved in our advocacy efforts.



Social Media



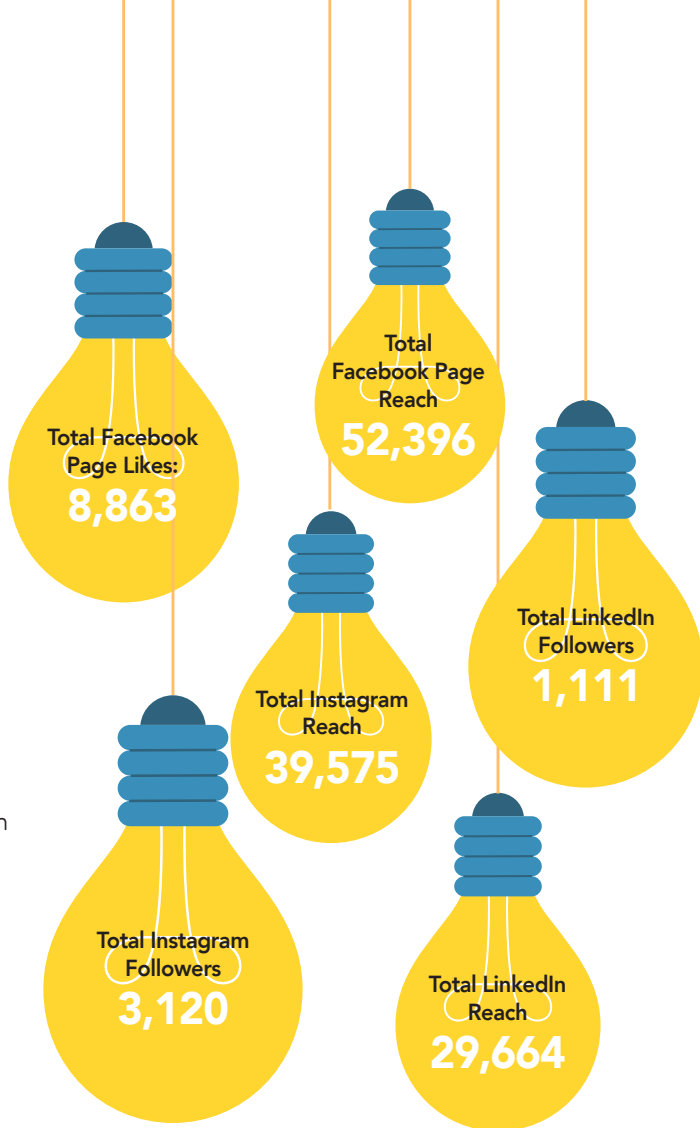
The RMTAO has an active presence on Facebook, Instagram and LinkedIn, with posting on LinkedIn beginning in late November 2024. LinkedIn has been a particularly valuable opportunity to raise more awareness of the RMTAO's advocacy initiatives and other activities.



On Facebook, we focus both on public-facing posts and RMT-facing posts about RMTAO benefits and activities, on Instagram we focus only on public-facing posts, and on LinkedIn we focus only on RMT-facing posts about RMTAO benefits and activities.

The most popular posts remain image-based posts that are easily shareable and focused on the benefits of massage therapy. Advocacy updates on LinkedIn accompanied by an image are also extremely popular. We have also begun to use more reels this year on both Facebook and Instagram to highlight special events, which have had a high reach.

Our social media reach and engagement continues to grow, and we will learn from our successes and potential areas for improvement in order to continue to grow on social media and use social media to achieve the RMTAO's goals.



Community-Based Networks

Through Community-Based Networks (CBNs), RMTs and massage therapy students have the chance to meet peers, share experiences, and grow their professional networks close to home. CBN Coordinators across the province help RMTs connect, learn, and thrive.



Across Ontario in 2025 we've had:

23



Active CBNs

56



Meetings throughout the year, some virtually and some in person.

Some of the meeting topics included burnout and boundaries, bookkeeping, STRIVE review, oncology massage, collecting personal health information, Massage Therapy Awareness Week and the mechanics of breathing.

Some CBN activities in 2025 also included:

- ▶ Launching a new group for massage therapy educators.
- ▶ Held a CBN Coordinator only meeting for coordinators to share advice with each other.
- ▶ Encouraged schools to invite CBN Coordinators for school visits.
- ▶ CBN guest speaker evening featuring Rebecca Brennenman, who led an engaging session on Navigating Your Career: Essential Insights for New RMTs.

Thank you to all CBN Coordinators for your hard work in making CBNs such a success!

School Ambassadors

RMTAO School Ambassadors are volunteer members who engage with massage therapy students across Ontario. Ambassadors visit schools to highlight the benefits of complimentary RMTAO student membership and help students connect with the RMT community early in their careers.

In 2025, School Ambassadors conducted 34 visits across Ontario, including 24 in-person presentations

Member Recognition and Awards

In 2025, we presented awards at our Annual General Meeting. This gave award winners the opportunity to accept their awards in person in front of a larger group of their peers. The Executive Director and RMTAO Board Chair were able to share information about our award winners, and attendees were able to offer their congratulations. We also took the opportunity to recognize other dedicated members throughout the event.

Town Hall Meetings

From April 29-May 22, the RMTAO held a series of six joint town hall meetings with the CMTO. Meetings were held in Sudbury, Toronto, London, Windsor, Hamilton and Ottawa. There were a total of 268 people who attended all Town Hall meetings combined.



RMTAO Executive Director Michael Feraday spoke about the RMTAO's current and upcoming

advocacy efforts, specifically focused around HST exemption and the inclusion of massage therapy in primary care teams.

The sessions included lively discussions, and topics that came up included the value of a massage therapy degree program, harassment of RMTs by patients, the RMTAO's Queen's Park Day, and educational networking opportunities available to RMTs.

These meetings were very successful, and we will continue to work closely with the CMTO to facilitate meetings in the future.



Sasha Goudriaan



Jim Smyth



Marvin Mohring



Amanda Winter

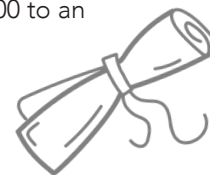
Congratulations to our Award Winners!

- ▶ **Sasha Goudriaan**
RMT of the Year in Remembrance of Ken Resznyak
- ▶ **Jim Smyth**
Professional Service Award
- ▶ **Marvin Mohring**
Educator of the Year
- ▶ **Amanda Winter**
Research Award

Grants and Scholarships

In 2025, the RMTAO offered two \$1000 grants to RMTs who were looking to pursue a Master's degree or PhD. This grant contributes to the profession of massage therapy by advancing knowledge through the candidates' research and helping financially support developing scholars in the field.

We also offered a scholarship of \$1000 to an individual from an underrepresented group entering the massage therapy profession. This scholarship intends to empower these individuals to be successful as future RMTs as well as increase the diversity of the massage therapy profession.



Congratulations to Our Grant Recipients:

- ▶ **Arlene Fleming**
- ▶ **Kristofer Lam**

Congratulations to Our Scholarship Recipient:

- ▶ **Ismail Demir**

Demonstration Project

After a successful pilot program where we integrated massage therapy into the primary care team at Communicare, formerly West Toronto Community Health Centre, with outstanding outcomes for both patients and practitioners, we have been advocating to expand this into integrating massage therapy into multiple primary care teams through a demonstration project. Some advocacy efforts in support of a demonstration project have included:



- ▶ Submitting an official Demonstration Project proposal to the Ministry of Health
- ▶ Creating template letters that members could share with their MPP requesting support for the demonstration project.
- ▶ Letter to Jane Philpott the Chair of the Primary Care Action Team, to gain support for our demonstration project.
- ▶ Video highlighting the positive results of the pilot project to be regularly used in advocacy for the demonstration project.
- ▶ Meeting with Ontario Health to request their support.
- ▶ Creating sample social media posts that members could use to encourage their MPP to support the demonstration project.

HST/GST

Advocating for HST/GST exemption for massage therapists has been a priority for the RMTAO for many years, especially since massage therapy became regulated in a fifth province in 2019. Some of our advocacy efforts towards HST exemption in 2025 have included:

- ▶ Letter writing and social media campaign to increase support for HST/GST exemption among RMTs.
- ▶ Reached out to several MPs including Jasraj Singh Hallan, Shadow Minister for Finance of the Conservative Party who advised that we have the support of the Conservative party on this issue.
- ▶ Letter to the newly reappointed Minister of Finance, requesting his support for HST exemption.
- ▶ Letters to all MPs in Ontario, which led to responses from and meetings with many MPs who indicated that they were supportive of our request for HST exemption.
- ▶ Met with the policy advisor for the Minister of Finance, who indicated an openness to further discussing our request for HST exemption.



Other Government Advocacy

There are also a variety of other important advocacy initiatives the RMTAO undertook in 2025.

- ▶ Letter to the Minister of Red Tape Reduction Andrea Khanjin, advocating that RMTs should be able to independently sign the OCF-18 Treatment and Assessment Plan form, streamlining access to care for Ontarians injured in motor vehicle accidents.
- ▶ Letter to the Minister of National Defense, David McGuinty, requesting that he extend coverage for massage therapy care to active members of the Canadian Forces so that they can access the healthcare they need, when they need it.
- ▶ Meeting with the Minister of Long-Term Care, to review the pilot project results and discuss the ways that the role of RMTs in primary care could be expanded.
- ▶ With our partners in the Coalition, we successfully advocated for the change in the 2025 provincial budget that indicated that auto insurance would become the primary payer for medical and rehabilitation benefits following a motor vehicle accident.



Insurance Industry

Many RMTs are paid by extended health benefits, which makes it important to advocate regularly with the insurance industry to remove as many barriers to massage therapy care as possible. Our efforts with the insurance industry in 2025 have included:

- ▶ Writing letters to the CEOs of the largest insurance companies in Canada, requesting that they raise the coverage limits for massage therapy to at least \$1000 per insured individual.
- ▶ Meetings with high level decision makers at Greenshield and Sunlife who were supportive of our requests for higher coverage limits despite encouraging more discussion to determine how this should be handled logistically.
- ▶ As part of our advocacy efforts with the Coalition of Health Professional Associations in Automobile Insurance Services (the Coalition), we advocated to ensure that RMTs get paid for their travel expenses under HCAI.



The RMTAO held a Queen's Park Day on October 22, 2025. Volunteer RMTs met with MPPs throughout the day discussing important issues including further integration of massage therapy into primary care, HST exemption, and the removal of the requirement for RMTs to third-party signatures for an OCF-18 form.

Meetings throughout the day included key decision makers such as the Ministry of Health, Ministry of Seniors and Accessibility and Ministry of Finance. We also met with opposition leaders and other interested MPPs from across Ontario.

We also heard from Hon. Sylvia Jones Deputy Premier and Minister of Health, France G  linas NDP Health Critic, and Dr. Adil Shamji, Liberal Health Critic, who spoke at our evening reception. They all gave their parties' support for the RMTAO, and were overall very supportive of the profession's efforts to join provincial healthcare teams.

Throughout our evening reception our volunteers met with various key MPPs and Queen's Park staffers who shared similar messages of support. We will regularly follow up with all MPPs that we met with about any items that we discussed.







www.rmtao.com

Registered Massage Therapists'
Association of Ontario