

Report from the Chair



AABTh members met to hold the AGM in May 2009. The Association weathered a number of significant changes during the 2008 year including the ongoing effects of the global financial crisis. Whilst we expect the next 12 months to be challenging we hope to have put in place the means to gain and retain more members, salons and schools and to continue to advise and counsel members, and authoritative bodies with our knowledge and experience of the beauty industry.

THE AUSTRALIAN BEAUTY THERAPIST MAGAZINE

A difficult decision of the National Committee during 2008 was to bring the editing of The Australian Beauty Therapist in house. Over the 2008 financial year, magazine production costs dropped significantly due to the decision to reduce the number of issues from 6 to 4.

Positive news on the magazine front is that The Australian Beauty Therapist is looking better than it ever has before. Belinda Mayor, Editor, has taken over the reigns and is managing the writing, sales and design teams as well as strategising with key advertisers to run successful placements in each issue. We have had fantastic feedback on the previous issue and look forward to increasing our circulation through new members and subscribers during the year.

OFFICE RELOCATION

The AABTh National Head Office moved location in 2008. The new office is located in Chatswood and provides much more professional facilities for the Association. A meeting space is available in the new building and we hope to run workshops and hold the Annual Education here, with a view to both providing services for members and reducing costs to the Association.

PUBLICITY AND PUBLIC RELATIONS

The AABTh took a serious approach to promotion of the Association in a bid to try and increase membership, with the appointment of a new design team, Out of White for both the magazine and advertisements and advertorial for the AABTh. This work has been published in various magazines and journals throughout the year including issues of Professional Beauty and Bella.

The AABTh is also very fortunate to have a wide variety of committee members with experience in a range of fields including: marketing and public relations; operating businesses in the industry; education and training; accounting and governance.

INTERNATIONAL BEAUTY EXPO 2008

The AABTh's presence at the 2008 International Beauty Expo was partly sponsored by Thalgo, sponsoring show bags and a gift. While the numbers in attendance at the AABTh Expo drinks were higher than ever before the AABTh has decided not to hold the annual cocktail hour at the Expo in 2009. We are very excited that our show sponsor for 2009 is Dermalogica.

CIDESCO WORLD CONGRESS

The AABTh's Executive Officer, Coleen Shaw, attended the 2008 CIDESCO World Congress in Baden Baden, Germany and gave a presentation on how the AABTh are promoting CIDESCO in Australia. We are very fortunate in our relationship with Spencer Travel, who have been invaluable in arranging travel for overseas congresses at a minimum expense.

NEW MEMBERS

Head Office is very aggressively targeting industry member and subscriber lists to try and recruit

members for the association. So far over 1000 new applications have been forwarded for membership to the Association. As always any new members are assessed on their skills and qualifications to ensure members joining the Association are of the highest standard.

WRAPS AND SERVICE SKILLS

Shirley Dungate and Coleen Shaw have continued to represent the AABTh during 2008 on the NSW WRAPS and Service Skills Council. Their continued efforts ensure that the AABTh continues to make valuable contributions to the beauty industry and training of therapists in the future. Shirley continues to represent us as a member of the Beauty Training Package reference group undertaking its current review.

THE BEAUTY INDUSTRY AWARD

The AABTh are very fortunate to have the knowledge and expertise of Shirley Dungate in relation to the National Hair and Beauty Industry Award 2010 (MA00005) (Beauty Industry Award). Shirley canvassed employer members about inclusions to the Hair & Beauty Industry Award whilst participating in its development. During 2008 Shirley contributed many hours working on the submission of the Federal Hair & Beauty Industry Award. Revisions have since been made and Shirley has forwarded the proposed amendments to the Australian Industrial Relations Commission.

SCHOOLS

The AABTh continues to seek out new AABTh Schools this year. The application and approval process to become an AABTh School is rigorous, AABTh schools are training and educating students not only with the National Training Package but with the inclusion of AABTh assessments, which means

student's can become members on graduating, fast tracking membership and access to member benefits.

The role of AABTh Assessor has been taken up by Director, Robyn Brissett. Robyn brings many years experience to the role having been a Principal at an AABTh Approved School in recent years.

MOVING FORWARD 2009

Signing and retaining members is the main goal of the AABTh in 2009 as well as improving efficiencies and reducing our operating costs wherever we can. We believe it is crucial that students and therapists in the industry know who we are and why it's important to be a member of a professional association. The AABTh hopes to welcome several new schools in 2009 with a cross promotion of the AABTh and CIDESCO which will finish in September 2009. We are also planning a wonderful incentive for AABTh School Students with a new Student of the Year Award in 2009 sponsored by Dermalogica involving a mentor program at Dermalogica and possible placement with a leading salon. There will be opportunities for the Student of the Year to represent the AABTh at industry events and report on their term through the Australian Beauty Therapist Magazine.

I would like to offer my thanks to my colleagues on the National Committee and the AABTh's Directors for their ongoing support. These terrific members give their time freely to try and better our industry, our Association would not be what it is today without their hard work. On behalf of the National Committee and Board I would also like to thank Coleen Shaw and Belinda Mayor for all their efforts in the management and operations of the AABTh.

– Clare Gillis, Chair, AABTh