



Creative Kinesiology Association

Financial Report September 2016-17

We have had a prosperous first full year of the CK Association and have been working towards underpinning that success for the future.

You might not all know that we're able to keep overheads to a minimum because members of the Management Team carry out the administrative aspects of the Association at home. Some of this work is remunerated, and the team also give much of their time voluntarily. This means that we're able to invest the remainder of our resources directly back into supporting the growth of the Association and our practitioner members. We will be presenting the figures to the AGM and there will be time then to answer any questions that you might have.

As planned, on a turnover of some £14,500 we broke even by re-investing our surplus back in to a number of key areas, so that we can continue to be a shining light in the world of complementary medicine:

- Building the new website, which will hopefully be ready by the end of the year.
- Enhancing course information and application forms, which has improved access to our training and helped put us on a more professional footing. This is beginning to bear fruits as more prospective students value the professional nature of what we offer and are more attracted to it.
- Updating and enhancing course manuals and developing new workshops to support practitioner development.
- Building our relationship & presence with the BCMA and finding ways to have a voice in this important forum.
- Supporting & developing the teaching team - and exploring ways to encourage the next wave of teachers to embark on their teaching journey.
- Developing the newsletter, which now goes out on a monthly basis.

This work is all possible through the funding generated by our two main income streams: commission from teachers (approx 2/3 of income) and CK Association membership fees (approx 1/3 of income).

CK Association Membership Fees

We maintained a membership of around 40 during the year 2016-17, which was a fantastic achievement for our first year as an Association. Well over half of our members are Registered Practitioners and are therefore also individual members of the BCMA, which helps our voice to be heard much more widely.

We have already passed this number for the new membership year and have a number of newly assessed practitioners joining shortly. Our hope is to be able to finish the 2017-18 year with a membership closer to 50, which would be amazing!

CK Teaching Team Contributions

We have a strong teaching team, offering our range of courses in different parts of the country. Members of the team meet regularly to update their skills and also explore how best to expand our offerings. This year, we have been focusing on developing an enhanced menu of CPD opportunities.

The teaching team contribute towards the on-going running and development of the Association through paying a % of fees generated through running all courses advertised on our website: LifeTracking, Way of the Tracker & Perceptual Body/Tracking/Bodywork, Core Subjects and CDP workshops.

This arrangement provides a wonderful 'virtuous circle' of benefit: as practitioners and students take part in the courses, a percentage of the fees they pay is ploughed straight back, to fund the next stages of development of the Association.

Financial Security For The Future

Over the coming year, we are planning to consolidate and expand these two main income sources. At the same time, we are always exploring ways to develop new funding streams, to help move towards greater financial security and robustness in the future.

