



Creative Kinesiology Association

Minutes of Creative Kinesiology Association (CKA) AGM October 19, 2018

Sally Alexander, Company Secretary of CKA, opened the AGM and gave everyone a warm welcome.

Signing off last year's minutes

Sally reminded the group that this time last year we were celebrating joining the BCMA and how great it is that we're all part of this wider Association. She added that she really appreciated everyone being here for this Gathering and AGM. Last year's minutes were circulated and ratified by the group.

Chair's report

Carrie Jost, Chair of CKA, gave out copies of her report to the CKA AGM and explained her role as Chair, and that she and Sally are directors. She acknowledged how fantastic it was to have 30 people coming together for this occasion and that there are more than 50 members of CKA, grown from 40 last year. She thanked everybody for being part of this enterprise. Her first announcement concerned the website which is almost ready to go live, although the precise date is yet to be confirmed. It will make a huge difference as it's professional, beautiful and much easier to navigate. She clarified that newly qualified practitioners won't have their log in details yet but these will be available in due course. She added that Judith, Jo and Vic would be running a session later – Tech Biz Club, to provide assistance for anyone who needed it.

She then announced that Ali will be stepping back from some of the tasks she's been taking care of and that other people will be stepping forward to take on those roles. This will be a staged process with Ali supporting that change over the next year.

We now have a stronger presence on social media and Sarah-Jayne has been masterminding this and doing a wonderful job with increasing numbers of likes and views.

Carrie attended the most recent BCMA meeting and was sorry to learn that they're struggling financially. We are supporting an increase in contribution to their membership fees. They have a voice in Government and also the European Parliament and they provide us with the support we need. They have lost one of their associations, resulting in a loss of income, which has put them in a difficult situation. Ali explained that we pay £50

membership per annum as an association plus £30 contribution per member. The BCMA are asking schools if they'll support an increase in fees. For example asking registered practitioners to pay an extra £10 each. Terry highlighted that he had had difficulties filling in the BCMA form.

Carrie then went on to explain that we need to increase our overall income, which we do through courses. There has been a lovely increase in teaching in recent times but at the moment there's a dip. She invited those present to be ambassadors for this work, supporting our efforts to bring more people to workshops, training, CPD. Cathy said that she has been promoting but wanted to check the boundaries, what is for public consumption? It was agreed that it was fine to share photos from the website, however this is something for us to think about.

Sarah-Jayne encouraged everyone to share the social media posts. When the website goes live people will be able to cut and paste from the website because all of the content is public domain and is crystal clear, it will be a great resource.

Carrie asked if everyone receives the newsletter and Julie Price said she does not. Sarah-Jayne explained that due to GDPR rules we need permission to send it so asked everyone who is not currently on the mailing list to fill in the email contact sheet provided.

Judith asked everyone to get their web profiles on as soon as possible so the website can go live. New practitioners will get their logins in the next few days, which will help. Because it is now possible to update your own profile you can keep everything evolving and moving. It's a group effort, if you keep your details up to date it will help CKA to be flowing and relevant.

Financial Report

Ali presented the financial report. One of our key aims last year was to increase the membership from 40 to 50, which we have done and it feels exciting so she thanked everybody for their part in this. In terms of income, about a third comes from fees and two thirds is paid in commission on courses, CPD and workshops. It's important for all of us that the courses keep going. There has been a bit of a dip, so any suggestions for new CPD or professional courses across the country would be welcomed and to let CKA have your ideas.

CKA spent over £2k on the website development last year, which is a big investment. Judith said if we want it to go to phase two, which is more interactive with video content, we'll need to invest again.

Also we've invested in social media, with a budget each month to spend on time to input, respond and manage. The Body Oriented Inter Personal Skills course has been launched successfully this year and future phases are planned. We've broken even on the year and streams are steady but could continue to grow. Sally said in this next budget we have gaps in the income stream to fill and it would be great if we could do that.

Bryony expressed her thanks for all the effort which has gone in over the year.

The AGM was drawn to a close.