



Executive Summary 2024
Report From [Nicole Ainsworth](#)- President
Reporting Period April 2023- May 2024

As another year has come to pass it is time to look back and reflect on the past year. There have been lots of ups and downs, but I think that on the whole it was a positive year.

Since the last AGM the board has been busy working on trying to bring all its projects to fruition. There were some changes to the board, with Terra Sergeant joining as Treasurer mid-way through the year.

Over the past year, the AATA has made significant strides in various areas of operation. Here is a summary of key activities:

1. Meeting with Alberta Blue Cross:

We engaged in a productive meeting with Alberta Blue Cross to discuss the benefits of Athletic Therapy and to educate them on our scope of practice. This meeting laid the groundwork for future meetings to promote Athletic Therapy to the insurance industry.

2. Successful Networking Event:

We hosted a highly successful networking event that brought together stakeholders from across the profession. The event provided valuable networking opportunities and facilitated knowledge exchange among participants. We had high attendance from the Athletic Therapy students at MRU who were able to gain great insight into the profession and the potential job opportunities available to them post-graduation.

3. Members Survey:

We conducted a comprehensive survey among our members to gather feedback on their needs, preferences, and areas for improvement. The insights gathered from the survey have been instrumental in shaping our strategic initiatives and service offerings.

4. Creation of a New 5-Year Plan:

Building on the feedback received from members, we developed a new five-year plan outlining our strategic goals and objectives. This plan encompasses initiatives aimed at promotion of the profession, engagement of our members, and driving the regulatory process. The plan is now posted on the AATA website so all the members have the opportunity to view it.

5. Review of Regulation Documents:

We conducted a thorough review of our regulation documents to ascertain what had been completed previously and what steps still needed to be undertaken. This process helped identify what projects the Ad Hoc committee needs to undertake.

6. Financial Review:

We had a CPA conduct a comprehensive review of our financial documents. This review provided valuable insights into our current systems. We were provided with some guidance and recommendations moving forward to improve on our current operations.

7. Striking the Ad Hoc Committee:

In response to emerging challenges and opportunities, we established an Ad Hoc committee tasked with spearheading the regulatory process.

8. Investigation of Trademarking the Term "Athletic Therapist":

Recognizing the importance of protecting our intellectual property, we initiated an investigation into trademarking the term "Athletic Therapist." This initiative aims to safeguard our professional identity and prevent unauthorized use of our designation.

9. Hosting a Town Hall:

We organized a town hall meeting to engage with our members on key organizational matters. The town hall provided a platform for open dialogue, idea sharing, and community building, fostering greater collaboration and alignment within the organization.

The past year has been marked by significant achievements and strategic advancements across various facets of our organization. Moving forward, we remain committed to driving promotion of the profession, fostering collaboration, and delivering value to our members.

On behalf of myself and the board of directors we appreciate your support over the last year and look forward to continuing to earn your support over the coming year.

Sincerely

[Nicole Ainsworth](#)
AATA President