



**STAFF REPORT
ACTION REQUIRED**

Review of Applications to be Included in the City’s List of Approved Professional Holistic Associations

Date:	May 5, 2010
To:	Licensing and Standards Committee
From:	Jim Hart, Executive Director, Municipal Licensing and Standards
Wards:	All
Reference Number:	P:\2010\Cluster B\MLS\Ls10017

SUMMARY

To recommend to the Licensing and Standards Committee the addition of three Professional Holistic Associations (PHAs) to Appendix L to Chapter 545, Licensing, List of Professional Holistic Associations for the purposes of licensing holistic practitioners and owners.

Staff received three applications to be added to Appendix L from the Traditional Thai Massage Association of Ontario, the International Health Qi Gong Federation, and the Canadian Natural Medicine Corporation of Ontario. These associations were evaluated on three main criteria: (a) Governance; (b) Membership and Membership Services; and (c) Ethics and Discipline.

Based on the applications submitted, all three associations meet or exceed the minimum requirements to be included in the City’s list of approved PHAs.

RECOMMENDATIONS

The Executive Director, Municipal Licensing and Standards Division, recommends that City Council:

1. Approve the addition to Appendix L of Toronto Municipal Code Chapter 545, Licensing, of the following Professional Holistic Associations:
 - (a) Traditional Thai Massage Association of Ontario;

- (b) International Health Qi Gong Federation; and
 - (c) Canadian Natural Medicine Corporation of Ontario.
2. Direct the City Solicitor to prepare the necessary bill to give effect to the recommendations in this report, effective immediately; and
 3. Authorise and direct all other appropriate City officials to take the necessary actions to give effect thereto.

Public notice has been given in a manner prescribed in the Toronto Municipal Code Chapter 162, Notice, Public.

Implementation Points

The list of PHAs found in Appendix L of City of Toronto Municipal Code Chapter 545, Licensing, is to be amended by the addition of the Traditional Thai Massage Association of Ontario, the International Health Qi Gong Federation, and the Canadian Natural Medicine Corporation of Ontario as approved PHAs.

Financial Impact

The recommendations will have no financial impact beyond what has already been approved in the current year's budget.

DECISION HISTORY

On December 7, 2005, City Council adopted the Planning and Transportation Committee Report 10, Clause 9, entitled "Qualified Professional Holistic Associations Whose Members may be Licensed as City of Toronto Holistic Practitioners and Owners." As a result, applicants for a holistic practitioner's licence must be a member in good standing of at least one of the PHAs recognised by the City of Toronto. Existing holistic practitioners whose licences expired after March 7, 2006, are required to be a member of a PHA recognised by the City of Toronto.

Since this time, both existing and new associations have applied to be added to the City's list of approved Professional Holistic Associations. The last report before the Licensing and Standards Committee to add associations was seven months ago at its meeting of September 21, 2009.

ISSUE BACKGROUND

As at April 26, 2010, three applications for approval as a City of Toronto recognised PHA were received from the Traditional Thai Massage Association of Ontario, the International Health Qi Gong Federation, and the Canadian Natural Medicine Corporation of Ontario. The applications have been reviewed by staff and are being recommended for approval and inclusion as PHAs in Appendix L to the City of Toronto Municipal Code, Chapter 545, Licensing.

COMMENTS

The applications received were evaluated using an assessment template, which evaluates a PHA's submission in the following areas:

1. Governance;
2. Membership and Membership Service; and
3. Ethics and Discipline.

To qualify for inclusion in Appendix L of Toronto Municipal Code Chapter 545, Licensing, an applicant must obtain a minimum score of 70 per cent in each category and obtain an overall weighted-average score of 80 per cent. The criteria and template used in this instance is the same one used to evaluate all previous applicants.

Section A: Governance

A PHA is defined as an association that is not-for-profit, with a board of directors elected by the organization's membership. Further, the association must also have governing by-laws and an explicit and documented disciplinary process.

These requirements are designed to ensure that associations are legitimate not-for-profit organizations, which exclusively aim to represent the interest of their members and the profession, and are not under the control of a few individuals who have profit as an objective.

The board members of a PHA are leaders in the industry. They are required to have education in and experience with the modalities represented by their respective associations. It is imperative that all board members, as well as the members of the associations, lead and practise their modalities in a safe, appropriate and healthy manner, without any adverse consequences to the general public.

Section B: Membership and Membership Services

The applicant must provide information on the number of members in good standing belonging to the association and its representation locally, provincially, federally and internationally. The association must also provide information on the origin, objective(s), diagnostic methodology and treatment methodology of each modality represented by the association. Additionally, the manner in which membership is managed, as well as the media utilized to communicate with its members, is assessed.

PHAs are required to have a comprehensive membership application review process prior to issuing a membership. This requirement is intended to ensure that only legitimate holistic practitioners who meet the association's criteria become members (e.g., minimum number of hours of study for an identified modality and exercised the practicum requirements). A member that meets the membership standards of a PHA is

able to apply for a holistic practitioner's licence with the City. This criterion focuses on consumer protection.

Section C: Ethics and Discipline

Each organisation's code of ethics and disciplinary process is evaluated, including the way in which the code of ethics is enforced, the approach in handling complaints, whether they have their members agree in writing to abide by the code of ethics and the manner in which the process is communicated to the public.

Holistic licensees are accountable for their holistic service practices and professional behaviour. PHAs have the right to implement disciplinary action in the event that a practitioner's conduct breaches their code of ethics.

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SIGNATURE

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