

## **Review of Application to be Included in the City's List of Approved Professional Holistic Associations**

<b>Date:</b>	April 7, 2011
<b>To:</b>	Licensing and Standards Committee
<b>From:</b>	Executive Director, Municipal Licensing and Standards
<b>Wards:</b>	All
<b>Reference Number:</b>	P:\2011\Cluster B\MLS\LS11005

### **SUMMARY**

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

Staff received an application to be added to Appendix L from the Five Element Shiatsu and Holistic Medicine Association. This association was evaluated on three main criteria: (a) Governance; (b) Membership and Membership Services; and (c) Ethics and Discipline.

Based on the application submitted, the association meets or exceeds the minimum requirements to be included in the City's list of approved PHAs.

### **RECOMMENDATIONS**

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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 Association:
  - (a) Five Element Shiatsu and Holistic Medicine Association.

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 Five Element Shiatsu and Holistic Medicine Association as an approved PHA.

### **Financial Impact**

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

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

### **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 to the list was over eleven months ago, at its meeting of May 27, 2010.

### **ISSUE BACKGROUND**

As at April 5, 2011, one application for approval as a City of Toronto recognised PHA were received from the Five Element Shiatsu and Holistic Medicine Association. The application has been reviewed by staff and is being recommended for approval and inclusion as a PHA in Appendix L to the City of Toronto Municipal Code, Chapter 545, Licensing.

## **COMMENTS**

The application received was 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.

This section is worth 40% of the total score.

### **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.

This section is worth 25% of the total score.

### **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.

This section is worth 35% of the total score.

### **CONTACT**

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### **SIGNATURE**

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