

Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

Section	Description	Measures
Student Demand	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p>Click Below to Access Full Source Document: Fall Enrollment Trend</p>	<ul style="list-style-type: none"> ● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3% ● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9% ● Weak = Fleming enrolment growth is less than the system demand and is less than 1%
Labour Market	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> ● Strong = Between 5-6 positive labour market indicators ● Moderate = Between 3-5 positive labour market indicators ● Weak = Between 1-2 or no positive labour market indicators
Competitive Analysis	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Click Below to Access Full Source Document: Fall Conversion Report</p>	<ul style="list-style-type: none"> ● Strong = Fleming conversion ratio is greater than 2 below the system ● Moderate = Fleming conversion ratio is 1 above, below or equal to the system ● Weak = Fleming conversion ratio is greater than 2 above than the system
Financial Analysis	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p>Click Below to Access Full Source Document: Costing Analysis</p>	<ul style="list-style-type: none"> ● Strong = CTO is greater than 35% ● Moderate = CTO is between 30 - 34% ● Weak = CTO is between 20 – 30% <p>No Contribution = 19% or less</p>

Key Research Findings

Key Performance Indicators	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p>Click Below to Access Full Source Document: Key Performance Indicators</p>	<ul style="list-style-type: none"> ● Strong = Above system average in 6-7 indicators ● Moderate = Above system average in 3-5 indicators ● Weak = Above system average in 0-2 indicators.
Resource Analysis	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

Key Research Findings

Massage Therapy (61618)

Student Demand¹

- **WEAK**

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

Advanced Diploma

- Seven colleges offer this program, including one of Fleming's main competitors
- Fleming has a **-11%** mean growth rate, lower than the system's **(2%)**
- Georgian, the key competitor, has a **-2%** mean growth rate
- Overall, Humber has the highest mean growth rate **(31%)** and Boreal has the lowest rate **(-17%)**
- Fleming has the highest average registration with **69 students** and Boreal the lowest with **13 students**

Advanced Diploma

Program: 61618 - MASSAGE THERAPY														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
ALGONQUIN	54	55	2	55	59	7	59	66	12	66	70	6	7	61
CENTENNIAL	37	28	-24	28	33	18	33	32	-3	32	33	3	-2	33
COLLÈGE BORÉAL	20	16	-20	16	10	-38	10	9	-10	9	9	0	-17	13
FLEMING	87	83	-5	83	60	-28	60	60	0	60	53	-12	-11	69
GEORGIAN	78	57	-27	57	70	23	70	65	-7	65	66	2	-2	67
HUMBER					41		41	69	68	69	64	-7	31	58
LAMBTON	28	37	32	37	28	-24	28	34	21	34	30	-12	4	31
Total	304	276	-9	276	301	9	301	335	11	335	325	-3	2	308

¹ Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

Key Research Findings

Labour Market

• **STRONG**

Employment Ontario

Not Available

HRSDC²

Other Occupations in Therapy and Assessment (NOC – 3235)

- Job Openings (2011/2020): **62,300**
- Job Seekers(2011/2020): **56,447**
- Post-Secondary Education Graduates: **42,944**
- “Based on projections and considering that labour supply and demand in this occupation were balanced over the 2008-2010 period, it is expected that the number of job seekers will continue to be sufficient to fill the job openings over the 2011-2020 period. Job openings will arise due to employment growth and replacement demand in almost equal parts. As with most occupations in the health sector, the aging population will put pressure on the demand for technical health care workers. The retirement rate in this occupation will be on par with the average for all occupations. Almost all job seekers will come directly from the school system. In addition, an analysis of recent school leavers in this occupational category showed that a significant proportion of school leavers in these fields of study, such as health care technicians and nursing graduates, entered occupations outside the health sector. The main reason for this is likely the difficult working conditions (night shifts, overtime, etc.), which discourage some school leavers from entering or remaining in the occupation.”

US Bureau of Labour³

Massage Therapists (SOC – 31-9011)

- Employment Growth : **Increased 20%**
 - **153,700** (2010) to **184,600** (2020)
- “Employment of massage therapists is expected to grow by 20 percent from 2010 to 2020, faster than the average for all occupations. Continued growth in the demand for massage services will lead to new openings for massage therapists.”
- “The number of spas, which employ a large number of therapists, has increased in recent years. The number of massage clinic franchises has also been increasing, many of which offer more affordable massages than those at spas and resorts, making them available to a wider range of customers.”
- “In addition, as an increasing number of states adopt licensing requirements and standards for therapists, the practice of massage is likely to be respected and accepted by more people as a way to treat pain and to improve overall wellness.”

²“Other Technical Occupations In Health Care (Except Dental) (323).” *Human Resources and Skills Development Canada*.N.p., 22 May 2012. Web. 22 May 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=53>>.

³Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Massage Therapists, Web.<http://www.bls.gov/ooh/healthcare/massage-therapists.htm> May 22, 2012.

Key Research Findings

- “Massage also offers specific benefits to particular groups of people, whose continued demand for massage services will lead to overall growth for the occupation. For example, as workplaces try to distinguish themselves as employee-friendly, providing professional in-office, seated massages for employees is becoming a popular on-the-job benefit.”
- “Older people in nursing homes or assisted-living facilities also are finding benefits from massage, such as increased energy levels and reduced health problems. Demand for massage therapy should grow among older age groups because they increasingly are enjoying longer, more active lives.”
- “In states that regulate massage therapy, opportunities should be available to those who complete formal training programs and pass a professionally recognized exam. However, new massage therapists should expect to work only part time in spas, hotels, hospitals, physical therapy centers, and other businesses until they can build their own client base.”
- “Because referrals are a very important source of work for massage therapists, networking will increase the number of job opportunities. Joining a professional association also can help build strong contacts and further increase the likelihood of steady work.”

Sector Council Report⁴

- This occupation is regulated in Ontario by the College of Massage Therapists of Ontario (RMT/MT)

⁴College of Massage Therapists of Ontario. N.p., 2012. Web. 4 June 2012. <<http://www.cmta.com/>>.

Key Research Findings

Employment Profile⁵

In 2010-2011, **23.8%** of graduates were employed in a full time position which related to this program of study provincially

Health Technology

Total Graduates:	2,268	Total Graduates in Survey:	1,595	Response Rate:	70.3%
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594 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

Programs in Health Technology

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Bridging Program For Medical Laboratory Technology	3 Years	6	3	3	Mohawk
Cardiovascular Technology	2 Years	38	26	21	Mohawk
Clinical Methods In Orthotics/prosthetics	Post Diploma	8	4	3	George Brown
Dental Assisting (Levels I And II)	1 Year	510	374	279	Algonquin, Boréal, Cambrian, Canadore, Confederation, Durham, Fanshawe, George Brown, Georgian, La Cité, Niagara, St. Clair
Dental Hygiene	2 Years	433	295	275	Algonquin, Boréal, Cambrian, Canadore, Durham, Fanshawe, George Brown, Georgian, La Cité, Niagara, St. Clair
Dental Hygiene – Expanded Duties	Post Diploma	17	12	10	George Brown
Dental Technology	3 Years	24	18	17	George Brown
Denturism	3 Years	28	22	19	George Brown
Diagnostic Cardiac Sonography	Post Diploma	31	24	23	Mohawk
Hearing Instrument Specialist	2 Years	23	22	22	Conestoga
Hearing Instrument Specialist	3 Years	27	20	19	George Brown
Massage Therapy	3 Years	178	126	111	Algonquin, Boréal, Centennial, Georgian, Lambton, Sir Sandford Fleming
Medical Electroneurophysiology Technician	2 Years	9	4	4	La Cité
Medical Imaging Technology – Radiography	3 Years	108	70	59	Boréal, Cambrian, Confederation, Fanshawe
Medical Laboratory Assistant	1 Year	110	77	67	Centennial, Confederation, St. Clair, St. Lawrence
Medical Laboratory Technology	3 Years	78	47	45	Cambrian, St. Clair, St. Lawrence
Occupational Therapist Assistant	2 Years	1	1	1	Humber
Occupational Therapist Assistant/Physiotherapist Assistant (ota/pta)	2 Years	162	119	107	Boréal, Centennial, Conestoga, Humber, La Cité, Mohawk, Sault, Sir Sandford Fleming
Opticianry	2 Years	56	37	34	Georgian
Orthotic/Prosthetic Technician	2 Years	11	8	7	George Brown
Pharmacy Technician	2 Years	268	193	160	Boréal, Centennial, Fanshawe, Humber, La Cité, Lambton, Mohawk, Niagara, Sheridan, St. Clair
Respiratory Therapy	3 Years	142	93	89	Algonquin, Canadore, Conestoga, Fanshawe, La Cité

⁵"Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.
<<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>>.

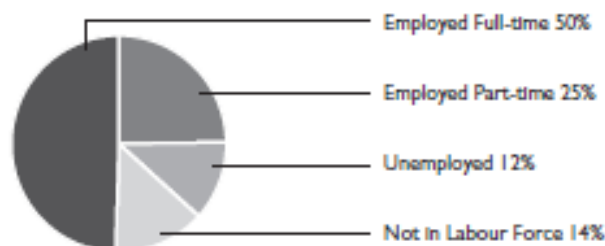
Health Technology

Summary of Survey Data

	Program Cluster	All Programs
Survey Population	1,595	50,622
Labour Force Participation	86%	74%
Employment Rate^a	87%	83%
Employed Part-time ^a	29%	18%
Employed Full-time ^a	58%	65%
Average Annual Earnings – Total	\$36,801	\$33,199
Average Annual Earnings – Female	\$36,574	\$31,897
Average Annual Earnings – Male	\$38,580	\$34,607
Graduate Satisfaction	87%	79%
Employer Satisfaction	95%	93%

a. As a percentage of graduates in the labour force.

Graduate Outcomes for Program Cluster (as a percentage of all respondents)



Top Five Industries of Employment

	#	%
Ambulatory Health Care Services	489	42.2%
Hospitals	222	19.2%
Health and Personal Care Stores	132	11.4%
Food Services and Drinking Places	53	4.6%
Nursing and Residential Care Facilities	27	2.3%

Top Five Occupational Categories

	#	%
Dental Assistants	176	15.2%
Other Assisting Occupations in Support of Health Services	152	13.1%
Dental Hygienists and Dental Therapists	130	11.2%
Other Technical Occupations in Therapy and Assessment	113	9.7%
Respiratory Therapists, Clinical Perfusionists and Cardio-Pulmonary Technologists	75	6.5%

Health Technology

Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Cardiovascular Technology	6	23.1	2	7.7	7	26.9	2	7.7	4	15.4	5	19.2
Dental Assisting (Levels I And II)	148	39.6	39	10.4	26	7.0	35	9.4	31	8.3	95	25.4
Dental Hygiene	58	19.7	45	15.3	73	24.7	40	13.6	59	20.0	20	6.8
Dental Hygiene – Expanded Duties	6	50.0	–	–	3	25.0	1	8.3	–	–	2	16.7
Dental Technology	8	44.4	2	11.1	3	16.7	2	11.1	2	11.1	1	5.6
Denturism	14	63.6	–	–	3	13.6	–	–	2	9.1	3	13.6
Diagnostic Cardiac Sonography	18	75.0	–	–	3	12.5	–	–	2	8.3	1	4.2
Hearing Instrument Specialist – 2 Year	19	86.4	1	4.5	–	–	–	–	2	9.1	–	–
Hearing Instrument Specialist – 3 year	11	55.0	1	5.0	–	–	2	10.0	5	25.0	1	5.0
Massage Therapy	30	23.8	13	10.3	44	34.9	10	7.9	14	11.1	15	11.9
Medical Imaging Technology – Radiography	32	45.7	4	5.7	13	18.6	1	1.4	9	12.9	11	15.7
Medical Laboratory Assistant	14	18.2	15	19.5	15	19.5	8	10.4	15	19.5	10	13.0
Medical Laboratory Technology	33	70.2	4	8.5	6	12.8	–	–	2	4.3	2	4.3
Occupational Therapist Assistant/Physiotherapist Assistant (ota/pta)	61	51.3	9	7.6	21	17.6	8	6.7	8	6.7	12	10.1
Opticianry	29	78.4	–	–	1	2.7	1	2.7	3	8.1	3	8.1
Orthotic/Prosthetic Technician	5	62.5	–	–	–	–	–	–	2	25.0	1	12.5
Pharmacy Technician	87	45.1	13	6.7	32	16.6	11	5.7	17	8.8	33	17.1
Respiratory Therapy	61	65.6	2	2.2	18	19.4	4	4.3	4	4.3	4	4.3
All Programs in Cluster*	640	40.4	150	9.5	268	16.9	125	7.9	181	11.4	219	13.8

* Does not include 4 programs with fewer than 5 graduates in the labour force.

Key Research Findings

Working in Canada⁶

Other Occupations in Therapy and Assessment (NOC – 3235)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	13.00	21.63	35.00
Hamilton--Niagara Peninsula Region	13.00	21.63	35.00
Kingston - Pembroke Region	N/A	N/A	N/A
Kitchener--Waterloo--Barrie Region	13.00	21.63	35.00
London Region	13.00	21.63	35.00
Muskoka-Kawartha Region	N/A	N/A	N/A
Northeast Region	15.00	21.09	31.62
Northwest Region	13.00	21.63	35.00
Ottawa Region	13.00	21.63	35.00
Stratford--Bruce Peninsula Region	N/A	N/A	N/A
Toronto Region	13.00	21.63	35.00
Windsor-Sarnia Region	14.00	19.35	31.00

Competitive Analysis⁷

- **STRONG**

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

Certificate

- Both Georgian and Lambton offer 2 year fast track options
- Fleming has had the highest conversion rates throughout the system in the past 5 years; in 2011 the conversion ratio for Fleming was **4:1**
- Very competitive program with all the colleges attracting strong application numbers

⁶ "Other Technical Occupations in Therapy and Assessment (NOC 3235) ." *Working in Canada*. N.p., 23 May 2012. Web. 17 June 2012. <http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=3235&action=final@ionKeyword=Peterborough%2C+Ontario&s=1&source=3&titleKeyword=massage+therapist+%28MT%29#report_tabs_container>.

⁷ Application data obtained from OCAS College Count Cube October 19, 2011 Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

Key Research Findings

Advanced Diploma

Program: 61618 - MASSAGE THERAPY															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
ALGONQUIN	393	54	7:1	393	55	7:1	323	59	5:1	358	66	5:1	457	70	7:1
CENTENNIAL	421	37	11:1	386	28	14:1	354	33	11:1	384	32	12:1	336	33	10:1
COLLÈGE BORÉAL	68	20	3:1	74	16	5:1	55	10	6:1	44	9	5:1	52	9	6:1
FLEMING	363	87	4:1	369	83	4:1	294	60	5:1	281	60	5:1	231	53	4:1
GEORGIAN	433	78	6:1	365	57	6:1	346	70	5:1	392	65	6:1	337	66	5:1
HUMBER	0			0			364	41	9:1	504	69	7:1	494	64	8:1
LAMBTON	216	28	8:1	227	37	6:1	186	28	7:1	188	34	6:1	163	30	5:1
Total	1894	304	6:1	1814	276	7:1	1922	301	6:1	2151	335	6:1	2070	325	6:1

Financial Analysis

• **WEAK**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 25.0%
- Program Weight: 1.30
- Funding Unit: 3.20

Key Performance Indicators

• **STRONG**

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	-10% below system
KPI2-Working	+6% above system
KPI3-Working Related	+9% above system
KPI4-Grad. Satisfaction	+2% above system
KPI8-Student Satisfaction-Learning	+3% above system
KPI9-Student Satisfaction- Teachers	+4% above system
KPI11-Grad. Satisfaction-Program	+5% above system

Key Research Findings

Additional Observations and Opportunities

- In Touch Education is a Continuing Education workshop for massage therapists in Ontario, and they list many possible career paths that a massage therapist can specialize in which include:⁸
 - Anatomy and Palpation Review
 - Assessment and Treatment of the Pelvic and Lumbar Spine
 - Autoimmune Disorders and Massage Therapy
 - Blood Pressure and the Heart
 - Cardiovascular Update: Heart Attacks, Angina
 - Central Nervous System Review, Parkinson's Disease and MS
 - Cervical Assessment and Treatment
 - Chronic Pelvic Pain
 - Craniosacral Workshop
 - Diabetes and Massage Therapy
 - Exploring the Thyroid
 - Fibromyalgia and Massage
 - Maintaining or Regaining Good Posture
 - Massage Therapy and Anxiety
 - Massage Therapy and Cancer
 - Massage Therapy and Depression
 - Massage Therapy and the Autonomic Nervous System
 - Migraines Are a Pain in the Neck
 - Muscle Energy Technique
 - Myofascial Release
 - Osteoarthritis
 - Pain: Current Theories and Understanding
 - Pregnancy Massage Update
 - Shoulder Assessment and Treatment
 - Shoulder in Motion
 - Strain Counterstrain
 - Therapeutic Effects of Massage on Sleep, Depression and Anxiety
 - Treating the Pelvis
 - TMJ

Resource Analysis

Equipment

Staffing

Space

⁸"Continuing Education for Massage Therapists in Ontario." *In Touch Education*. N.p., 2010. Web. 4 June 2012. <<http://www.intoucheducation.com/index.html>>.

Key Research Findings

Appendix

The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.

Overview of the Profession:

NOC: 3235 – Other Technical Occupations in Therapy and Assessment

<http://www30.hrsdc.gc.ca/NOC/English/NOC/2006/SearchNocCodeResult.aspx?val17=3235&val18=1&val19=0>

&

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=3235&area=8792&titleKeyword=message+therapist+%28MT%29®ionKeyword=Peterborough,+Ontario&source=0&action=final>

Program leaders and instructors in recreation, sport and fitness perform some or all of the following duties:

- Audio prosthetists examine clients to determine appropriate type of hearing aid; may test patient's hearing; take ear impressions for use in the manufacture of the devices; fit and adjust hearing aids; and perform follow-up examinations and readjustments.
- Audiometric assistants administer, under the supervision of audiologists, tests such as speech reception and speech discrimination to determine the hearing thresholds of patients; and record these test results.
- Communication assistants carry out remedial programs, under the supervision of speech-language pathologists, to rehabilitate patients with communicative disorders.
- Massage therapists assess clients by conducting range of motion and muscle testing and propose treatment plans; treat soft tissues and joints of the body through soft tissue manipulation, hydrotherapy, remedial exercise programs and client self-help programs; provide courses of treatment for medical conditions and injuries or wellness maintenance; maintain records of treatments given; and may work with other health care professionals when appropriate.
- Ophthalmic medical assistants operate ophthalmic testing and measuring instruments to aid ophthalmologists to assess patients' vision; record test results; assist ophthalmologists in office surgery; and administer eye drops, ointments and medications as directed by ophthalmologists.
- Physical rehabilitation technicians carry out, under physiotherapists' direction, treatment programs such as massage, thermotherapy, traction and hydrotherapy to rehabilitate injured or disabled individuals.

Common Job Titles

- | | |
|--------------------------|--------------------------------------|
| • audio prosthetist | • massage therapist (MT) |
| • audiology technician | • masso-kinesitherapist |
| • audiometric assistant | • massotherapist |
| • audiometric technician | • MT (massage therapist) |
| • hearing aid consultant | • physical rehabilitation technician |

Key Research Findings

- physiotherapy technician
- speech technician
- speech therapist aide
- speech therapy aide

Typical Employers

- Hospitals
- Clinics
- extended care facilities
- rehabilitation centers
- educational institutions and in the private practices of the professionals they assist
- Massage therapists may also be self-employed

Key Research Findings

Labour Market

Working in Canada

1. Employment potential for the Muskoka-Kawartha-Peterborough Area (and all areas within Ontario) is "N/A" (Working in Canada)

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=3235&action=final&ln=p®ionKeyword=Peterborough%2C+Ontario&s=2&source=3&titleKeyword=message+therapist+%28MT%29#outlook>

HRSDC

2. National Outlook – 10-Year Projection (2011-2020)
<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=69>

This occupation is part of a larger occupational group called **Other Technical Occupations In Health Care (Except Dental) (323)**

Occupations in this group	Opticians (3231) Midwives and Practitioners of Natural Healing (3232) Registered Nursing Assistants (3233) Ambulance Attendants and Other Paramedical Occupations (3234) Other Technical Occupations in Therapy and Assessment (3235)
Employment (non-student) in 2010	124,682
Median Age of workers in 2010	40.4
Average Retirement Age in 2010	60

1. Estimated that there will be more job openings in this field than job seekers for the 2011-2020 periods (job openings are expected to total **61,310**. It is expected that **56,447** job seekers will be available to fill these job openings).
2. The majority of job seekers will come from the school system (76%) and 7% from immigration. It is projected that 17% of employees will leave other occupations for this occupation.
3. The two sources of job openings will be expansion and replacement demand. As with most occupations in the health sector, the aging population will put pressure on the demand for health care workers.
4. The rate of retirement in this occupation will be high; workers in this occupation tend to retire at an earlier age than the average for other occupations
5. Although the number of school leavers will increase significantly, the number of job seekers will be insufficient to fill all the job openings. In addition, an analysis of recent school leavers in this occupational category showed that a significant proportion of school leavers in these fields of study entered occupations outside the health sector. The main reason for this is likely the difficult working conditions (night shifts, overtime, etc.), which discourage some school leavers from entering or remaining in the occupation. Since this situation will likely remain the same in the future, it is expected that a large number of qualified workers will continue to leave or fail to enter this occupation over the coming years.

Key Research Findings

6. Local wage for Peterborough/Kawartha Region 2010:

- Low: N/A Average: N/A High: N/A

Wage Estimates				
Location	Wage (\$/hr)			Reference Period
	Low	Average	High	
Hamilton-Niagara Peninsula-Brantford Area	11.67	18.15	25.78	2010
Kingston-Quinte-Pembroke Area	N/A	N/A	N/A	N/A
Kitchener-Waterloo-Barrie-Guelph Area	N/A	N/A	N/A	N/A
London-Woodstock Area	N/A	N/A	N/A	N/A
Muskoka-Kawartha-Peterborough Area	N/A	N/A	N/A	N/A
Northeastern Ontario	17.00	21.93	28.88	2010
Northwestern Ontario	N/A	N/A	N/A	N/A
Ottawa Region	N/A	N/A	N/A	N/A
Stratford-Bruce Peninsula Area	N/A	N/A	N/A	N/A
Toronto Region	12.00	18.81	26.97	2010
Windsor-Sarnia Area	N/A	N/A	N/A	N/A
N/A = This information is not available				
[Source: Labour Market Information - HRSDC]				

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=3235&action=final&ln=p®ionKeyword=Peterborough%2C+Ontario&s=1&source=3&titleKeyword=message+therapist+%28MT%29#wages>

US Bureau of Labour

<http://www.bls.gov/ooh/healthcare/massage-therapists.htm#tab-6>

Job Outlook

Employment of massage therapists is expected to grow by 20 percent from 2010 to 2020, faster than the average for all occupations. Continued growth in the demand for massage services will lead to new openings for massage therapists.

The number of spas, which employ a large number of therapists, has increased in recent years. The number of massage clinic franchises has also been increasing, many of which offer more affordable massages than those at spas and resorts, making them available to a wider range of customers.

In addition, as an increasing number of states adopt licensing requirements and standards for therapists, the practice of massage is likely to be respected and accepted by more people as a way to treat pain and to improve overall wellness.

Massage also offers specific benefits to particular groups of people, whose continued demand for massage services will lead to overall growth for the occupation. For example, as workplaces try to distinguish themselves as employee-friendly, providing professional in-office, seated massages for employees is becoming a popular on-the-job benefit.

Older people in nursing homes or assisted-living facilities also are finding benefits from massage, such as increased energy levels and reduced health problems. Demand for massage therapy should grow among older age groups because they increasingly are enjoying longer, more active lives.

Job Prospects

In states that regulate massage therapy, opportunities should be available to those who complete formal training programs and pass a professionally recognized exam. However, new massage therapists should expect to work only part time in spas, hotels, hospitals, physical therapy centers, and other businesses until they can build their own client base.

Key Research Findings

Because referrals are a very important source of work for massage therapists, networking will increase the number of job opportunities. Joining a professional association also can help build strong contacts and further increase the likelihood of steady work.

Industry Standards:

The occupation is **regulated** in Ontario and the majority of provinces in Canada except New Brunswick, North West Territories, Nunavut, P.E.I. and Yukon.

The [College of Massage Therapists of Ontario](#) is the regulatory body for Ontario.

- To practise Massage Therapy in Ontario, you must first obtain a Certificate of Registration from the College of Massage Therapists of Ontario. Only those registered with the College may use the protected titles “Registered Massage Therapist” (RMT) or “Massage Therapist” (MT). Note – Both titles are equivalent and mean that the holder of the title is a Registrant of the College.

Professional Associations:

[National Health Practitioners of Canada](#)

[College of Massage Therapists of Ontario](#)

[Registered Ontario Massage Therapists Association \(OMTA\)](#)

[Canadian Sports Massage Therapists Association](#)

Employment Requirements

Employment requirements are prerequisites generally needed to enter an occupation.

- Massage therapists usually require completion of an 18- to 24-month or 18- to 36 month program in massage therapy from an accredited school and supervised practical training.
- Registration with a regulatory body is required for massage therapists in Newfoundland and Labrador, Ontario and British Columbia.

Educational Programs Leading to this Occupation

N/A

Educational Competitors

Individual Community College/Institute Information

(Click on Program Title to view college program page)

11 Ontario Colleges currently offer this Diploma Program

Algonquin

[Massage Therapy](#) Advanced Diploma

Boreal

[Massotherapie](#) Advanced Diploma

Centennial

[Massage Therapy](#) Advanced Diploma

Fanshawe

[Massage Therapy](#) Advanced Diploma

- New September 2012

Key Research Findings

Georgian

[Massage Therapy](#) Advanced Diploma

- Fast track (2 year) option available (no summer breaks)

Humber

[Massage Therapy](#) Advanced Diploma

Lambton

[Massage Therapy](#) Advanced Diploma

- Accelerated 2 year (10 month/year)

APS#	MTCU Code	APS Title	Program Weight	Funding Unit	Degree Factor	Institution
1318	61618	Massage Therapy	1.30	3.20	3.00	ALGONQUIN
1079	61618	Massage Therapy	1.30	3.20	3.00	BOREAL
1149	61618	Massage Therapy	1.30	3.20	3.00	CENTENNIAL
1149	61618	Massage Therapy	1.30	3.20	3.00	FANSHAW
1174	61618	Massage Therapy	1.30	3.20	3.00	GEORIAN
1318	61618	Massage Therapy	1.30	3.20	3.00	HUMBER
1082	61618	Massage Therapy	1.30	3.20	3.00	LAMBTON

Employment Postings:

On May 14, 2012, there were 3 jobs listed locally in the Job Bank, and 29 job opportunities in the province and 163 in Canada.

Source: jobbank.gc.ca

Job Number: 6404461

Title: Registered massage therapist (RMT) ([NOC: 3235](#))

Terms of Employment: Permanent, Full Time, Day

Salary: \$20.00 to \$25.00 Hourly for 40 hours per week, Other Benefits, Medical Benefits, Dental Benefits, Life Insurance Benefits, Group Insurance Benefits, RRSP Benefits, Vision Care Benefits

Anticipated Start Date: As soon as possible

Location: Grafton, Ontario (2 vacancies)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training

Key Research Findings

Credentials (certificates, licences, memberships, courses, etc.): Certification by a provincial or territorial association for massage therapists

Experience: 1 year to less than 2 years

Languages: Speak English, Read English, Write English

Specific Skills: Perform various technical therapy and assessment functions to assist professionals

Work Conditions and Physical Capabilities: Repetitive tasks, Manual dexterity

Transportation/Travel Information: Own transportation

Essential Skills: Reading text, Numeracy, Oral communication, Problem solving, Critical thinking, Significant use of memory

Other Information: Base wage plus premium. Other benefits.

Employer: Ste. Anne's Spa

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: cindy.smith@steannes.com

Web Site: <http://www.steannes.com>

Advertised until: 2012/05/25

Job Number: 6435217

Title: Registered massage therapist (RMT) ([NOC: 3235](#))

Terms of Employment: Permanent, Part Time

Salary: Based on commission, mileage or piece work

Anticipated Start Date: As soon as possible

Location: Whitby, Ontario, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Certification by a provincial or territorial association for massage therapists

Experience: Experience an asset

Languages: Speak English, Speak French, Read English, Read French, Write English, Write French

Work Setting: Rehabilitation centre

Specific Skills: Perform various technical therapy and assessment functions to assist professionals

Key Research Findings

Work Conditions and Physical Capabilities: Fast-paced environment, Physically demanding, Manual dexterity, Attention to detail, Combination of sitting, standing, walking

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Significant use of memory, Computer use

Other Information: Working schedule is flexible and includes 2-3 days per week. MUST QUOTE JOB #487C IN SUBJECT LINE WHEN APPLYING.

Employer: pt Healthcare Solutions

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: vbutler@pthealth.ca

Web Site: <http://www.pthealth.ca>

Advertised until: 2012/06/01

Job Number: 6425271

Title: Massage therapist (MT) (Lead Dual Massage Therapist/Esthetician) ([NOC: 3235](#))

Terms of Employment: Permanent, Full Time, Shift, Overtime, Weekend, Day, Evening

Salary: \$45,000.00 to \$50,000.00 Yearly for 40 hours per week, Gratuities, Commission, Other Benefits, Medical Benefits, Dental Benefits, Disability Benefits, Life Insurance Benefits, Group Insurance Benefits, Pension Plan Benefits, RRSP Benefits, Vision Care Benefits

Anticipated Start Date: 2012/07/09

Location: Toronto , Ontario (3 vacancies)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: 3 years to less than 5 years

Languages: Speak English, Read English, Write English

Specific Skills: Perform various technical therapy and assessment functions to assist professionals

Security and Safety: Criminal record check

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Tight deadlines, Repetitive tasks, Physically demanding, Manual dexterity, Attention to detail, Ability to distinguish between colours, Sitting, Combination of sitting, standing, walking, Standing for extended periods, Bending, crouching, kneeling

Transportation/Travel Information: Own transportation

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Key Research Findings

Employer: Four Seasons Hotel Toronto

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: spa.toronto@fourseasons.com

Web Site: <http://www.fourseasons.com>

Advertised until: 2012/05/22

Job Number: 6409285

Title: Registered massage therapist (RMT) ([NOC: 3235](#))

Terms of Employment: Permanent, Part Time, Shift, Weekend

Salary: Based on commission, mileage or piece work

Anticipated Start Date: As soon as possible

Location: Toronto Centre, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Certification by a provincial or territorial association for massage therapists

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Work Setting: Private practice

Other Information: 50% commission on massages. Looking for sSundays and maybe other day

Employer: Novo Spa

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: humanresources@novospa.ca

Web Site: <http://www.novospa.ca>

Advertised until: 2012/05/21