

CMTCA Strategic Plan

2025-2027

Vision and Mission

Our Vision

Inspiring excellence in massage therapy.

Our Mission

The Canadian Massage Therapy Council for Accreditation (CMTCA) is the national, independent body that accredits massage therapy education programs and advances quality in the profession.

Strategic Pillars

- Deliver Effective Accreditation Nationally
- Promote National Dialogue
- Strengthen Sustainability

Deliver effective accreditation nationally

We will provide massage therapy education programs in Canada with the resources to continuously improve the quality of their services by:

- Providing a consistent, fair, and transparent accreditation process founded on principles of competency, safety, and ethical practice for students
- Improving the accessibility of the accreditation process
- Providing education programs, surveyors, and staff with quality learning resources and opportunities
- Reflecting and acting on feedback from accreditation participants



Promote national dialogue

We will encourage broad participation in a national dialogue to advance massage therapy as a respected health care profession by:

- Building relationships with diverse relevant and interested parties
- Exploring opportunities for a national entry-to-practice examination process

Strengthen sustainability

We will continue to pursue full sustainability for CMTCA by:

- Ensuring responsible financial stewardship, including long-term funding contracts within an equitable funding model
- Promoting the value of accreditation to attract and retain massage therapy education programs
- Exploring new revenue streams