

ABIC ANNUAL MEMBERS MEETING - 2025

**Accompanying document to the Presentation
Post-Meeting Summary for Members
Year in Review, Key Insights, and What Lies Ahead**

Opening Reflection and Acknowledgement

The Annual Members Meeting opened with a moment of reflection and solidarity, acknowledging the tragic events affecting the Jewish community in Sydney and beyond.

ABIC reaffirmed its unwavering commitment to empathy, unity, and respect across all communities. As an industry built on care, professionalism, and human connection, we recognise that when any community is targeted, it affects us all.

Community remains the heartbeat of ABIC. The strength, compassion, and collective support shown by our members continues to define who we are as an organisation and as an industry.

Gratitude and Recognition

Council and Volunteers

ABIC formally acknowledged its Council members, who volunteer their time generously across committees, meetings, planning sessions, and advocacy work. Their experience, leadership, and calm guidance underpin ABIC's progress and credibility.

ABIC Team

Special recognition was given to the ABIC operational team for their tireless work behind the scenes, with members consistently placed at the centre of every decision and initiative.

Foundation and Supplier Members

ABIC acknowledged and thanked:

- Foundation Members contributing \$10,000+ annually
- Supplier Members contributing \$5,000 annually

These contributions are critical. Membership fees alone do not sustain ABIC's work. Foundation and Supplier support directly subsidises:

- HR and IR support services
- Advocacy and regulatory engagement
- Education and standards development
- Industry resources and compliance support

ABIC could not operate at its current level without this commitment.

ABIC at a Glance

Four Years of Growth and Influence

In just four years, ABIC has become the **largest collective voice** for the beauty, dermal, and medical aesthetics industry in Australia.

Key milestones include:

- Recognition by government as a peak industry body
- Daily engagement with regulators and policymakers
- Participation in state and federal roundtables
- Consultation roles with national bodies

ABIC is now routinely contacted by:

- State and Federal Government departments
- Regulatory Bodies such as the TGA
- Skills and education authorities

This shift reflects credibility, persistence, and the collective strength of our 26,000+ community.

Membership Snapshot

ABIC's growing ecosystem now includes:

Community Reach

- 26,000–30,000 professionals across clinics, salons, spas, and education
- Australia-wide representation including strong regional participation

Active Memberships

- 358 Professional Members
- 283 Clinic HR Memberships
- 59 Clinic Management Memberships
- 221 Student Members
- 37 Foundation, Supplier, and Education Members

Notable Growth

- Endota has joined as the first national franchise partner
- All Endota locations will be SafeSkin™ Certified

Why ABIC Represents the Entire Industry

ABIC represents beauty, dermal, and medical aesthetics together because government views the sector as one interconnected industry.

Clinics increasingly operate in multidisciplinary environments, where doctors, nurses, dermal therapists, and beauty therapists work side by side.

Regulation affecting one sector often impacts all. ABIC's umbrella advocacy ensures:

- Unified representation
- Cohesive policy input
- Industry-wide protection
- Stronger negotiating power

State of the Industry Survey

Why It Matters

The State of the Industry Survey was launched to address a critical gap: **industry data**.

Historically, beauty and aesthetics have been grouped under broad classifications that fail to reflect:

- Scope of practice differences
- Qualification levels
- Risk profiles
- Economic contribution

The survey captures both **data and sentiment**, giving ABIC evidence to advocate effectively.

Preliminary Survey Findings

Employers and Business Owners

Current responses include:

- 217 business owners and operators
- 113 employees and contractors

Key insights so far:

Business Profile

- High proportion of sole traders
- Strong representation of long-standing businesses (12+ years)
- Significant number of newer businesses (3–5 years)

Primary Sectors

- Dermal therapy highest responses
- Followed by beauty therapy
- Medical aesthetics follow closely

Geographic Spread

- NSW, VIC, QLD strongest
- Growing regional participation
- Regional clinics report feeling disconnected and underserved

Key Concerns

- Increased regulation seen as necessary and overdue
- Strong concern about unqualified practitioners
- Trust and professionalism issues, particularly online
- Confusion around compliant advertising and marketing
- Strong desire for community connection and in-person engagement

Ongoing Industry Challenges

Workforce Shortages

- Difficulty recruiting qualified staff
- Skills gaps linked to outdated training packages
- Businesses retaining underperforming staff due to fear of shortages

Financial Pressure

- Rising costs
- Mixed outcomes between adapting and non-adapting businesses
- Niche and innovation correlated with stronger performance

Competition

- Significant pressure from unqualified operators
- Strong call for protection of qualified professionals

Licensing and Recognition

- Repeated calls for treatment-specific licensing
- Desire for formal recognition of compliant clinics

Employee Survey Insights

Employees showed a notably different outlook:

Experience Level

- High percentage of respondents with 12+ years industry experience

Professional Breakdown

- Dermal therapists highest participation
- Followed by beauty therapists
- Cosmetic nurses close third

Sentiment

- Strong optimism about the future
- Financial pressures acknowledged
- Workplace culture emerged as the biggest dissatisfaction driver

Key Motivators

- Career progression valued more than pay increases
- Desire for education, recognition, and advancement
- Pride in working for high-standard, certified clinics

Regulation and Standards

- Strong support for increased regulation
- Frustration with state-by-state inconsistency
- High interest in SafeSkin™ Certification

Five Core Industry Priorities Identified

1. Consistent national regulation and state alignment
2. Workforce shortages and skills development
3. Financial pressure on businesses
4. Professional standards and recognition
5. Stronger industry support, education, and advocacy

Education Reform

A Once-in-a-Generation Opportunity

ABIC is working closely with Skills and Creative Australia on a potential national education reform process.

Key points:

- Current qualifications are not fit for purpose
- Pathways are fragmented and duplicated
- Scope of practice is poorly aligned with training
- Industry needs seamless progression from beauty to dermal and beyond

If funded, reform will involve:

- Technical committees reviewing qualifications
- Direct industry participation
- Redesign of pathways and credit transfer

Member participation is essential. Without strong industry input, changes may lock in unsuitable structures for years.

ABIC will combine its Regulation and Education Committees in 2026 to reflect the overlap between training, compliance, and scope of practice.

New and Growing ABIC Committees

Menopause Aesthetics Committee

A new national initiative addressing:

- Ethical communication and advertising
- Protection of vulnerable consumers

- Clear scope of practice
- Collaboration with qualified medical experts
- Education and best-practice benchmarks

ABIC is seeking clinicians, nurses, dermal therapists, beauty therapists, educators, and advocates to participate.

Electrology Division

A rapidly growing division responding to:

- Severe shortage of trained electrologists
- Lack of advanced education pathways
- Rising demand and long waitlists

Highlights:

- First national electrology symposium held
- International keynote expertise secured
- Best-practice standards and code of conduct underway

Advocacy and Regulatory Engagement

ABIC remains the only industry body actively engaged in **small business advocacy** alongside professional standards.

Key achievements include:

- Participation in COSBOA consultations
- Engagement with ACCC, TGA, AHPRA
- Successful advocacy on EFTPOS surcharge transparency
- Ongoing submissions on device regulation
- Involvement in skin penetration and hygiene reviews
- Active role in Queensland regulatory reform discussions

ABIC continues to advocate for reduced red tape without compromising safety.

Occupational Classification Update

Progress with ABS includes:

- Current alignment to separate Beauty Services and Beauty Therapy
- Protection of diploma-level qualifications
- Recognition of Dermal Therapy as a distinct occupation
- Acceptance of Dermal Clinician under health services, with ongoing work required to secure distinct code

- Cosmetic nursing acknowledged under nursing, with ongoing work required to secure distinct code

Further reviews are scheduled, with continued advocacy planned.

SafeSkin™ Certification

SafeSkin™ is emerging as the industry benchmark for:

- Safety
- Compliance
- Professional credibility

All Endota locations are currently completing certification, with a major public campaign launching in 2026.

SafeSkin™ pathways include:

- Clinics, salons, and spas
- Professionals
- Suppliers

Members are strongly encouraged to explore certification as regulation increases.

Closing Message

ABIC closed the meeting by thanking members for their trust, engagement, and continued support.

This year has been one of unprecedented progress, influence, and responsibility. The work ahead remains significant, but ABIC is stronger, more connected, and more respected than ever before.

Members are encouraged to reach out, participate, and continue shaping the future of our industry together.