



Member Benefits Brochure

VISION, MISSION AND VALUES

AMT is a national, not-for-profit association representing qualified Massage Therapists and Massage Therapy Students. Established in 1966, we are the oldest association in Australia to represent massage therapy in its own right. We advocate vigorously on behalf of our members to advance the profile and standing of massage therapists, and promote the health benefits of massage therapy.

VISION

Our vision is to establish massage therapy as an allied health profession in Australia.

MISSION

Our mission is to:

- Support our members
- Professionalise the industry
- Educate and inform the public and other health professionals

AMT VALUES

- **Best practice:** We support our members to deliver evidence based, skilled, ethical and professional treatment
- **Participation:** We encourage our members to connect with and contribute to their professional community
- **Innovation:** We continue to set the advocacy agenda for the massage therapy profession
- **Governance:** We operate to the highest standards of transparency and accountability
- **Client focus:** We place quality and safety at the centre of all we do



STRATEGIC PLAN

SUPPORT PRACTITIONERS		
Objectives	Strategies	Indicators
Members are skilled and well educated	Disseminate research to practitioners	Increase in: <ul style="list-style-type: none"> • # research articles disseminated to members • Research literacy (self-reported)
	Increase the number of practitioners maintaining and exceeding competency standards	Increase in: <ul style="list-style-type: none"> • # members engaging in continuing education • # members exceeding their annual continuing education requirement
	Increase opportunities for further education by establishing pathways between the Vocational Education Sector and the Higher Education Sector	Increase in: <ul style="list-style-type: none"> • # of undergraduate courses that offer advanced standing to graduates of HTP qualifications • # of partnerships with tertiary institutions
Members are supported in clinical practice	Provide practice management resources to members	Increase in: <ul style="list-style-type: none"> • % of practitioners working full time • Working life span of practitioners • Retention of members
	Provide client management resources to members	
	Provide promotional resources to members	
	Provide peer support and mentoring to members	
PROFESSIONALISE THE INDUSTRY		
Objectives	Strategies	Indicators
Massage Therapy is an evidence-based health intervention	Synthesise the clinical evidence base for Massage Therapy and establish a discrete body of knowledge	• Increase in research literacy (self-reported by members)
	Work with universities and other research bodies to increase the quantity and quality of Massage Therapy research	Increase in: <ul style="list-style-type: none"> • # partnerships formed • # studies completed
Massage Therapy is recognised as a distinct profession	Develop a Massage Therapy Scope of Practice	<ul style="list-style-type: none"> • Scope of Practice established • Scope of practice endorsed
The Australian government recognises Massage Therapy as a legitimate health service	Synthesise clinical evidence base	<ul style="list-style-type: none"> • Massage therapy treatments are GST exempt • Massage therapy treatments are included on the Enhanced Care Plan
	Form alliances with other associations and advocates	
	Lobby Treasury and Government	
The practice of Massage Therapy is supported by a sustainable model for governance and regulation	Develop a model for industry regulation	<ul style="list-style-type: none"> • A national peak body is established • A national Code of Conduct and Code of Practice are endorsed by Government • A national Practitioner Accreditation Scheme is endorsed by Government • A national Quality Assurance program is endorsed by government
	Lobby Government	
EDUCATE AND INFORM OTHERS		
Objectives	Strategies	Indicators
The Australian public recognises the health benefits of Massage Therapy	Disseminate educational and promotional material to the public	Increases in: <ul style="list-style-type: none"> • Private health fund claims for Massage Therapy treatments • Service demand (self reported by members)
Allied health professionals recognise the benefits of Massage Therapy	Disseminate information to allied health professionals, including: <ul style="list-style-type: none"> • Training requirements • Scope of Practice • Professional standards of competence • Research results / health benefits • Gains in professional standing (as a result of above) 	• Increase in referrals from allied health professionals (self reported by members)
The Australian public has the information, knowledge and resources to choose a professional therapist	Raise the profile of AMT	<ul style="list-style-type: none"> • Massage therapy treatments are GST exempt • Massage therapy treatments are included on the Enhanced Care Plan
	Form alliances with other associations and advocates	
The practice of Massage Therapy is supported by a sustainable model for governance and regulation	Develop a model for industry regulation	Increases in: <ul style="list-style-type: none"> • Hits to the AMT website • Telephone inquiries to AMT Head Office • Service demand (self reported by members)
	Promote members via <ul style="list-style-type: none"> • AMT website • Media • Sporting and community events • Exhibitions and expos 	

Your AMT membership gives you access to a range of benefits and services.



DEVELOP YOUR SKILLS

AMT offers ongoing professional development opportunities to members at a discounted rate including:

- the AMT National Conference, held every October
- local members' days, workshops and meetings
- workshops by visiting international presenters

STAY INFORMED

Your AMT membership keeps you up to date with developments in the massage therapy profession via:

- the quarterly journal, In Good Hands
- regular email updates and notifications
- the AMT Twitter feed #ramblingamt
- the AMT website www.amt.org.au
- the AMT quarterly e-newsletter
- the AMT facebook group www.facebook.com/groups/amtnetworking/
- the AMT public Facebook page www.facebook.com/amtaustralia

KEEP CONNECTED

AMT membership gives you ample opportunities to share information and network with your professional peers through:

- the online AMT forum www.amt.org.au/forum
- AMT's Facebook page
- AMT member events, workshops, meetings and the annual conference

BE TRULY REPRESENTED

As a single modality representative body, you can be confident that your AMT membership fees are solely dedicated to advocating for the massage therapy profession at both a state and national level.

SUPPORT YOUR PRACTICE

AMT members benefit from our practice management resources and services including:

- access to provider numbers with the private health funds
- telephone advice
- professional practice guidelines
- promotional materials
- fact sheets
- pro forma client management documents
- discounts on products and services via our Preferred Business scheme
- discounts to AMT-sponsored events and workshops

PROTECT YOUR PRACTICE

AMT members have access to discounts on professional indemnity and public liability insurance via our partnerships with several insurance brokers. AMT allows you to choose from a number of insurers rather than locking you in to a particular

OUR POINTS OF DIFFERENCE

underwriter.

ENHANCE YOUR REPUTATION

Being an AMT member brings you the professional recognition and credibility of a long-established and respected representative body.

- AMT is a single modality association. All our resources are dedicated to promoting the profession of massage therapy.
- AMT has been established for 50 years. We are the oldest association in Australia to represent massage therapy in its own right.
- AMT has a clear position on regulation of the profession and is actively taking steps to establish an appropriate regulatory

framework for the practice of massage therapy.

- AMT is dedicated to providing excellent customer service. Our office staff are friendly, approachable and knowledgeable.
- AMT is working tirelessly to have massage therapy established as a primary healthcare service.
- AMT is the first association in Australia to articulate a specific scope of practice for massage therapists.
- AMT is the first association in Australia to develop and release a comprehensive Massage Therapy Code of Practice.



How your local Massage Therapist fits into the primary care paradigm

The trend towards evidence-based models of healthcare has helped to highlight the benefits of preventive and wellness forms of complementary treatment such as Swedish Massage. Recent studies demonstrate that massage therapy can assist in the management of hypertension due to stress.

In one 2005 study, a team of researchers investigated the effect of relaxation massage on 16 healthy males.¹ Immediate post-treatment effects included a drop in systolic blood pressure. After six weeks of twice-weekly massage, the diastolic blood pressure was reduced by 11% with an immediate post-treatment net decrease of 22%.

In a U.S. study, 30 adults with at least a 6-month medical diagnosis of hypertension were randomly assigned into either a massage group or a progressive muscle relaxation group. The massage group received a standardised, Swedish massage twice weekly for 5 weeks. This group recorded a sitting diastolic and systolic blood pressure decrease after the first and last sessions. Reclining diastolic blood pressure declined from the first to the last day of the 5-week treatment period.² Both groups reported less anxiety and depression on two psychometric measures (STAI and CES-D) but salivary and urinary stress hormones decreased only for the massage therapy group.

A preliminary study from the University of South Florida tested the effects of a regularly applied back massage on the blood pressure of patients with clinically diagnosed hypertension. Subjects received a series of ten, 10-minute back massages three times a week while a control group relaxed in the same environment over ten sessions.

Analysis of variance determined that systolic and diastolic blood pressure changed significantly between groups over time.³ Effect size was 2.25 for systolic pressure and 1.56 for diastolic pressure, suggesting that regular massage may lower blood pressure in hypertensive persons.

In yet another study, 54 adults (60+) were randomly selected for two treatment groups. The objective was to assess the effects of massage therapy compared with guided relaxation on stress perception and wellbeing among older adults. Results showed significant improvements in the anxiety, depression, vitality, general health, perceived stress and positive well-being subscales of the General Wellbeing Schedule among the massage participants.⁴

This evidence underscores the key role that your local Massage Therapist can play as part of a multidisciplinary care team involved in the management of hypertension and stress.

¹ M. Aourella, M. Skooga, J. Carleson, "Effects of Swedish massage on blood pressure", **Complementary Therapies in Clinical Practice** (2005) 11, 242-246

² M. Hernandez-Reif, T. Field, J. Krasnegor, H. Theakston, Z. Hossain, I. Burman, "High blood pressure and associated symptoms were reduced by massage therapy", **Journal of Bodywork and Movement Therapies** (2000) 4(1), 31-38

³ C. Olney, "The effect of therapeutic back massage in hypertensive persons: a preliminary study", **Biological Research for Nursing**, 2005 Oct;7(2), 98-105

⁴ P. Sharpe, H. Williams, M. Granner, J. Hussey, "A randomised study of the effects of massage therapy compared to guided relaxation on well-being and stress perception among older adults", **Complementary Therapies in Medicine** (2007), doi:10.1016/j.ctim.2007.01.004

How your local Massage Therapist fits into the primary care paradigm

Until relatively recently, common wisdom held that Massage Therapy was contraindicated for patients with cancer due to its circulatory-enhancing effects. However, current studies have demonstrated substantial symptom relief and immune system benefits from massage.

The Memorial Sloan-Kettering Cancer Center in New York undertook a large and significant study. Over a 3-year period, 1290 cancer patients were treated with either Swedish Massage or foot massage. Symptom scores were reduced by approximately 50%, even for patients reporting high baseline scores. Outpatients of the Center improved about 10% more than inpatients.¹ Outcomes from Swedish Massage were superior to those from foot massage. The researchers concluded that massage therapy achieves major reductions in cancer patients' pain, fatigue, nausea, anxiety and depression, and that Massage Therapy appears to be a non-invasive and inexpensive means of symptom control for patients with serious chronic illness.

In another study investigating immune and neuroendocrine function, 34 Stage 1 and 2 breast cancer patients were randomly assigned to either a massage group or a control group. The immediate massage therapy effects included reduced anxiety, depressed mood and anger. The longer-term massage effects included reduced depression and hostility, and increased urinary dopamine, serotonin values, NK cell number, and lymphocytes.²

The efficacy of Manual Lymphatic Drainage (MLD) in the treatment of lymphoedema is well documented. In one recent case study, researchers measured the effect of MLD on 3 lymphoedema patients and demonstrated a significant clinical effect on the total fluid levels in the massaged and affected lymphoedematous limbs. They also recorded a softening of the tissues of all of the major lymphatic territories.³

A recent meta-analysis encompassing 27 clinical trials of massage and meditation also suggests that there is substantial benefit in incorporating massage into the palliative care model. Results from 26 of the 27 trials showed significant improvements in symptoms such as anxiety, emotional distress, comfort, nausea and pain.⁴ Although variations in methodology raised some questions about the clinical significance of this review, the principal finding was that the trials of massage exhibited substantial benefit for the end-of-life patient.

Your local Massage Therapist can work in close co-operation with the primary care team to reduce the symptoms and distress associated with cancer. The emerging evidence suggests a pivotal role for the Massage Therapist in the management of both the physical and psychological effects of serious, life-threatening illnesses.

¹ B. Cassileth and A. Vickers, "Massage Therapy for Symptom Control: Outcome Study at a Major Cancer Center", **Journal of Pain and Symptom Management**, Vol. 28 No. 3 September 2004

² M. Hernandez-Reif, G. Ironson, T. Field, J. Hurley, G. Katz, M. Diego, S. Weiss, M. Fletcher, S. Schanberg, C. Kuhn, I. Burman, "Breast cancer patients have improved immune and neuroendocrine functions following massage therapy", **Journal of Psychosomatic Research** 57 (2004) 45-52

³ R. Harris, N. Piller, "Three case studies indicating the effectiveness of manual lymph drainage on patients with primary and secondary lymphoedema using objective measuring tools", **Journal of Bodywork and Movement Therapies** (2003) 7(4), 213-221

⁴ W. Lafferty, L. Downey, R. McCarty, L. Standish, D. Patrick, "Evaluating CAM treatment at the end of life: A review of clinical trials for massage and meditation", **Complementary Therapies in Medicine** (2006) 14, 100-112



in good hands

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