



in good hands

media release

**Massage Therapy
Awareness Week,
7-14 September 2008**

**Questions you should ask
your Massage Therapist:**

What formal qualifications
do you have?

Do you have appropriate
insurances?

Do you have a senior first aid
certificate?

Can I claim this treatment
through my private health
insurance?

Will you ask for a medical
history?

Will I be draped with towels
throughout the treatment?

Getting the Right Massage

Mention the terms 'masseuse', 'masseur' and 'rub' to a professionally trained Massage Therapist and you're likely to see steam pouring out of their ears.

Nowadays, the educated client of a trained Massage Therapist is well versed in the critical differences between the hobbyist and the professional - you'll never catch them saying they're off to their masseuse for a nice rub!

So just exactly what are the differences?

Alan Ford, President of the Association of Massage Therapists (AMT) has a thriving practice in Canberra. He is booked out 3 weeks in advance.

"For me, professionalism is characterised by two basic things: education and attitude. A true professional will use these to frame all their treatments. Their education will allow them to appropriately assess and treat clients and their attitude will ensure that they take themselves seriously enough to become a critical link in the broader health care system, which means working as a health professional with other health professionals."

"A high percentage of my clientele comes from GP referral. I work closely with doctors to ensure the best possible outcome for patients, whether it's relief of chronic pain or treatment of an acute injury or stress management."

At 25, Keryn Rose has already notched up over 5 years in clinical practice. She went straight from high school into full-time study and graduated from her TAFE Massage Therapy Diploma 2 years later. Her practice, in a large regional city, has become so busy she now has to refer new clients to other local practitioners. She thinks that the general public should have higher expectations of what constitutes a professional massage.

"Most new clients are surprised by the information and assessment required to tailor a treatment to their needs. It's not just as simple as walking in and jumping on the table. I would never dream of treating a client without doing a proper medical screening."

And Keryn's advice to unsuspecting punters on the hunt for a professional therapist?

"There are some really basic things you should look out for but membership of a professional body is always an excellent place to start in terms of quality assurance"

During Massage Therapy Awareness Week, Australia's leading representative body - the Association of Massage Therapists Ltd - will be promoting the theme "**Getting the Right Massage**". For guidance on how to choose a professional therapist and a list of AMT-endorsed practitioners, visit the AMT website:

www.amt-ltd.org.au

Your local, AMT-accredited therapist is:



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ABN 32 001 859 285
Established 1966

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