



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

Australians have access to safe, ethical and evidence-informed massage therapy treatment within the Australian health care system.

Our mission is to:

- Support our members
- Professionalise practice
- Educate and inform the public and other healthcare professionals

AMT values

Best practice



We support our members to deliver evidence informed, skilled and ethical care

Participation



We encourage our members to connect and engage with colleagues

Leadership



We have set the agenda for industry advocacy since 1966

Openness



We strive for the highest standards of transparency and accountability

Client focus



We put quality and safety of care at the heart of our agenda

STRATEGIC PLAN

	Objectives	Strategies	Indicators
Support members	Members are skilled, informed and engaged	Disseminate research to members	Increase in: • # research articles disseminated to members • Research literacy (self-reported)
		Improve access to professional development opportunities	Increase in: • # members meeting professional development requirements
		Promote pathways for further and higher education, and inter-professional education	Increase in: • # 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: • % of practitioners working to capacity (self report)
		Provide client management resources to members	• % of practitioners in permanent employment
Facilitate access to industrial advice and information		• increase in job ads for permanent employment • working life span of practitioners • retention of members	
Provide promotional resources to members		• job satisfaction (self report)	
	Provide peer support and mentoring to members	Decrease in: • job ads for contractors	
Professionalise practice	Massage Therapy is an evidence-informed health intervention	Disseminate the clinical evidence base for Massage Therapy and establish a discrete body of knowledge	Increase in: • research literacy (self-reported by members) • # downloads of AMT research resources on website and social media platforms • # of followers and engagements with AMT social media platforms promoting evidence
	Massage Therapy is recognised as a distinct healthcare intervention	Promote a massage therapy scope of practice	Scope of practice endorsed by stakeholders
		Review and update AMT Code of Practice annually	Increase in: • # of downloads of the AMT Code of Practice • # of engagements with government and healthcare agencies, patient advocacy groups and the public
	Australians recognise massage therapy as a health service	Maintain AMT classified research database	Massage therapy treatments are GST exempt Massage therapy treatments are eligible for third party reimbursement
		Promote clinical evidence base	Increase in: • # consultations with massage therapists • # referrals to massage therapists from other health practitioners • % of massage therapists working to capacity
Form alliances with other organisations and advocates			
Lobby Government and Treasury			
The practice of massage therapy in Australia is supported by a sustainable and coherent model for regulation	Promote AMT's model for industry regulation	• The AMT Code of Conduct is endorsed by Government • A national peak body is established to oversee complaints • The title "Massage Therapist" is protected and a national register of qualified Massage Therapists is established • Massage therapists undergo a National Police Check	
	Lobby government		
Educate and inform others	Australians recognise the health benefits of Massage Therapy	Disseminate educational and promotional material to the public	Increase in: • service demand (self reported by members and through available data and research)
		Develop fact sheets and infographics	• # hits to the AMT website and social media platforms
		Maintain AMT classified research database	• # of followers and engagements with AMT social media platforms
	Health practitioners recognise the benefits of Massage Therapy	Disseminate information to health practitioners, including: • training requirements • scope of practice • professional standards of competence • research and evidence	Increase in: • # referrals from health practitioners (self reported by members) • # hits to the AMT website and social media platforms
		Foster and promote opportunities for massage therapists to interact and work with other health practitioners	Increase in: • # of massage therapists attending inter-professional conferences, workshops and events • # of massage therapists interacting on inter-professional social media groups and promoting the massage therapy body of knowledge • # of referrals from other health practitioners
Australians have the information, knowledge and resources to choose a qualified massage therapist	Raise the profile of AMT	Increase in: • service demand (self reported by members and through available data and research)	
	Form alliances with other organisations and advocates	• # hits to the AMT website and social media platforms	
	Promote AMT members via • AMT website • Mainstream and social media • Sporting and community events	• paid work at community and sporting events	
The practice of massage therapy in Australia is supported by a sustainable and coherent model for regulation	Promote AMT's model for industry regulation	Increase in: • # downloads of the AMT Code of Practice • # hits to the AMT website and social media platforms • # of engagements with government and healthcare agencies, and patient advocacy groups • # of telephone inquiries to AMT Head Office regarding massage therapy practice • Service demand (self reported by members and through available data and research)	
	Lobby government		

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
- webinars and other online educational events

STAY INFORMED

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

- the AMT blog blog.amt.org.au
- AMT's closed Facebook group www.facebook.com/groups/amtnetworking
- regular email updates and notifications
- the AMT Twitter feed [#ramblingamt](https://twitter.com/ramblingamt)
- AMT's public Facebook page www.facebook.com/amtaustralia
- AMT Instagram account <https://www.instagram.com/ramblingamt/>

KEEP CONNECTED

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

- AMT's Facebook group www.facebook.com/groups/amtnetworking
- 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.

BE SUPPORTED

AMT members benefit profoundly from our in-house mentoring scheme, which is designed to support you whether you are relatively new to practice or you have years of experience.

<https://www.amt.org.au/members/mentoring.html>

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

- telephone advice
- professional practice guidelines
- promotional materials
- fact sheets
- pro forma client management documents
- discounts to AMT events and workshops
- access to provider numbers with the private health funds

PROTECT YOUR PRACTICE

AMT members have access to discounts on professional indemnity and public liability insurance via our partnership with Fenton Green. However AMT allows you to choose your insurer rather than locking you in to a particular underwriter.

OUR POINTS OF DIFFERENCE

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 over 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 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.
- AMT is the only massage therapy association to have a formal mentoring scheme for members.





Association of
Massage Therapists Ltd

Street address:
Suite 3.02
22-36 Mountain Street
Ultimo NSW 2007

Postal address:
PO Box 826
Broadway NSW 2007

Ph: 02 9211 2441
Fax: 02 9211 2281

Email:
info@amt.org.au

Web:
www.amt.org.au

Office hours:
9.00am - 4.30pm
Monday - Friday

ABN 32 001 859 285
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