

MNZ
MAGAZINE


massage
new zealand
3RD QUARTER 2016



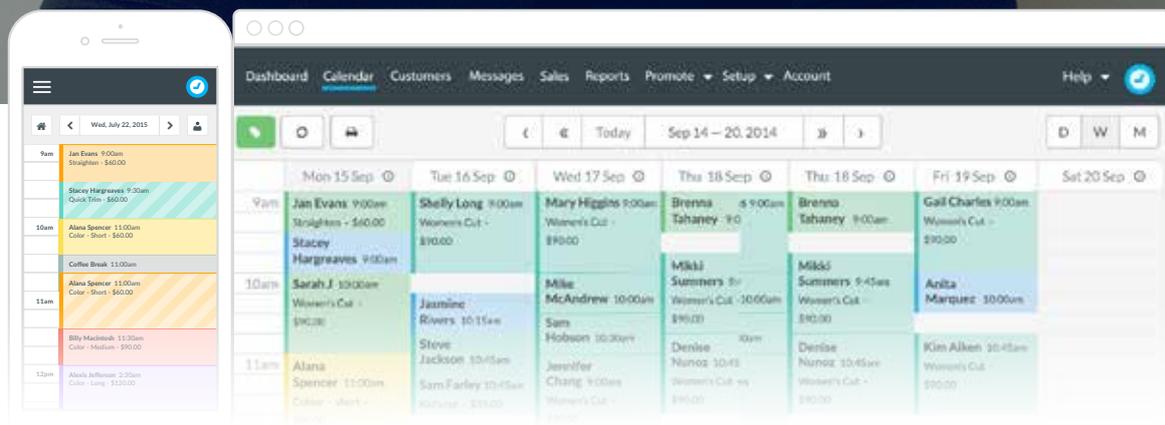
**MNZ CELEBRATES
10 YEARS**

LOOKING BACK, MOVING FORWARD
A CELEBRATORY ISSUE

COMPETITION PAGE 28

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APPOINTMENT BOOKING

GUEST EDITORIAL

So we mark the first 10 years of Massage New Zealand this year, and celebrate it in this magazine. I am honoured to be asked to contribute with a guest editorial.

I love history. Researching the history of the beginnings of Massage in New Zealand and how it developed to our current Association provides knowledge and helps us understand where we began. Massage Therapy has been in New Zealand since the very early 1900's when it was noted as a profession. However it wasn't until the 1980's that the concept was established of linking massage therapists and providing ongoing education and professional development.

We live in 'times' of rapid change and progress. We tend to prefer to define ourselves in terms of where we are going, not where we come from. Or perhaps we are so busy focussing on our business, and clients and family and running homes, that the knowledge of the past possibly holds little or no importance for us - it seems outdated, perhaps irrelevant. Even the relatively recent past, is, in the minds of some of us, vaguely perceived. This includes the knowledge that many of our fellow Massage Therapists since the 1980's worked many unpaid hours on our behalf, to communicate and provide collated information, research and education.

From June 1999-December 2001 - I held the position of Editor of the Massage Magazine - called 'Hands on' - in what was NZATMP (New Zealand Association of Therapeutic Massage Practitioners), then it morphed into TMA (Therapeutic Massage Association). The position of Editor was assimilated into the job description of the new, paid position of Executive Officer in late 2001.

In 2006, TMA combined with MINZI (Massage Institute of New Zealand Incorporated) - and formed MNZ (Massage New Zealand). Frances



Halligan shepherded us through as President of TMA, and handed over to Barry Vautier as the first President of Massage New Zealand. The position of Editor was taken over by Verena Funnell, the Editor of MINZI's magazine. In October 2008 I returned after being asked to edit the magazine, and held that position until 2011.

From the early days of early computers...dial-up...slow internet, limited technology and difficulty with 'copy and paste' (it took weeks to collate everything!) to broadband, skype, texting, multiple email addresses, lots of fonts and programmes...it was so much easier in my second time as Editor. It was a time of networking world-wide with 'big' names in the USA, UK, Canada and Australia, who were very happy to provide or share articles for our magazine. I don't forget the awesome Stew Wild, now working in the USA, who worked alongside me providing research and articles. In our home-grown magazine, we provided really good articles and information - something I have always felt a sense of pride.

Carol continues as Editor - and the standard continues to improve as she provides a thoroughly professional MNZ Magazine for New Zealand practitioners.

Jessica Cooper

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ADVERTISING RATES AND INFORMATION

ADVERTISING RATES

Valid from February 2016. All rates are GST inclusive.

MNZ Magazine:

CMT, RMT and Affiliate members receive a 15% discount on magazine advertising.

All adverts are in full colour, semi-gloss.

Casual advertising rates:

Full page	\$290
Half page	\$160
Quarter page	\$90

Package deals (in 4 publications over 12 months):

Full page	\$840
Half page	\$450
Quarter page	\$240
Magazine inserts (per insert)	\$0.75c

MNZ Website:

CMT, RMT and Affiliate members receive a 15% discount on magazine advertising.

All website advertising is placed for 2 months, unless otherwise stated when booking.

Advertising blocks (6 adverts)	\$280
Events/adverts page (one off)	\$50

MNZ Magazine and Website Annual Bulk Advertising Packages:

Packages provide magazine and website coverage. A discount is already included in these prices.

Package 1 includes:

Magazine full page advert (x4)	
Website advertising block (6 ads)	\$1120

Package 2 includes:

Half page advert (x4)	
Website advertising block (6 ads)	\$760

Email Advert to MNZ Members:

Provides a one-off mass email blast to membership.

Members (RMTs, CMTs)	\$25
Non-members + Affiliates	\$80

SUBMISSION DEADLINES

The MNZ Magazine will be published:

- Q4 2016 (deadline end Oct 2016)
- Q1 2017 (deadline end Jan 2017)
- Q2 2017 (deadline mid April 2017)
- Q3 2017 (deadline end July 2017)

Note: submission dates may be changed or delayed as deemed necessary by the Editor.

The MNZ Magazine link will be emailed out to all members and placed in the members' only area on the website, with hard copy posted to those members who request it.

Requirements of advertisements:

Advertisements must have good taste, accuracy and truthful information. It is an offence to publish untruthful, misleading or deceptive advertisements. Advertisements for therapeutic goods and devices must conform to New Zealand therapeutic goods law. Only a limited number of advertisements can be accepted. Advertising availability closes once the quota has been filled.

ADVERTISING BOOKING AND SPECIFICATIONS

Advertising for magazine, website and email blasts to members should be booked via our online booking form and can be paid online with credit card at www.massagenewzealand.org.nz/about/advertise/advertising-opportunities.aspx

Emailed advertising forms are no longer accepted.

Magazine Page Sizes

- Full page is 180mm wide x 250mm high
- Half page is 180mm wide x 124mm high
- Quarter page is 88mm wide x 120mm high

For any enquiries about advertising with MNZ, please contact advertise@massagenewzealand.org.nz

PAYMENT

FULL PAYMENT MUST ACCOMPANY EACH ADVERTISEMENT

Methods of Payment:

- Credit via our online payment gateway when booking the advertisement online
- Internet banking to ASB A/c 12-3178-0064216-00
Please include your business name in the 'reference' field when making an internet transfer.

ARTICLES, CONTRIBUTIONS, RESEARCH, COMMENTS AND IDEAS...

ARTICLE SUBMISSION GUIDELINES

- Word count - Max 1800 words include references
- Font - Arial size 12
- Pictures - Maximum 4 photos per article, send photo originals separate from article, each photo must be at least 1.0MB
- Please use one tab to set indents and avoid using double spacing after fullstops. The magazine team will take care of all formatting.

Editor - Carol Wilson

magazine@massagenewzealand.org.nz

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MNZ EXECUTIVE, STAFF AND SUB-COMMITTEES

EXECUTIVE COMMITTEE

President

Jo Smith

president@massagenewzealand.org.nz

Vice-President

Helen Smith

vicepresident@massagenewzealand.org.nz

Education Officer

Position vacant

Research Officer

Position vacant

Publicity Officer

Position vacant

Regional Liaison Coordinator

Position vacant

STAFF

Executive Administrator

Odette Wood: 027 778 2954

admin@massagenewzealand.org.nz

General Administrator

Melissa Orchard: 0800 367 669

membership@massagenewzealand.org.nz

Treasurer

Reina Reilly: (09) 432 1846

accounts@massagenewzealand.org.nz

NON EXECUTIVE POSTS

Magazine Editor

Carol Wilson: 027 281 3426

magazine@massagenewzealand.org.nz

Upper Nth Island Regional Coordinator

Annika Leadley

upperNlrep@massagenewzealand.org.nz

Lower Nth Island Regional Coordinator

Iselde de Boam: 021 044 8552

lowerNlrep@massagenewzealand.org.nz

South Island Regional Coordinator

Position vacant

Iwi Liaison

Stanley Williams

iwi@massagenewzealand.org.nz

NZQA Liaison

Position Vacant

Education Sub-Committee

David McQuillan, Bridie Munro, Pip Charlton

Publicity Sub-Committee

Sonya Healey

MNZ
PO Box 4131
Hamilton East
Hamilton 3247
Phone: 0800 367 669



PRESIDENT'S AND EXECUTIVE REPORTS



PRESIDENT

Kia ora koutou

As I write this report I am about 4 weeks away from completing my first year as President of MNZ and what a year it has been. The 2015/2016 Executive Committee has worked very hard and has volunteered many hours to MNZ over the past year. If you have not already seen their reports on the year's activities, then I recommend you have a look at the Annual Report on the MNZ website.

And talking about websites - isn't it great. I think the new look is amazing, professional, clear and will allow MNZ to grow its public profile in time, as well as smooth out some of our operational procedures. A big thanks must go to the team for their vision in making this happen in a very short time period and to Odette Wood (our Executive Administrator) who went over and above to bring this project in on time. The website was a key project for 2016 on which the 2017 publicity campaign will be built.

At the start of August we welcomed new staff member Melissa Orchard who has taken on the position of General Administrator, which replaces the Membership Secretary role. Melissa comes from an administrative and customer service background and retrained as a Massage Therapist a few years ago. No doubt many of you will be communicating with her at some stage as she takes on the responsibility of dealing with membership enquiries and applications, together with other administrative support tasks.

Like any voluntary, not for profit organisation, MNZ can't achieve good outcomes for members without people actively participating. We need people with skills, ideas, and available time to get involved at regional and national levels, be it going on a sub-committee, taking a role on Exec, attending the AGM, actively contributing to articles for MNZ Magazine. The organisation needs people to carry out the work in order to keep it going. So, I welcome on board the new Executive members who I hope will enjoy an opportunity to contribute to MNZ in a number of areas. I also welcome contributions from all members - if you can write a resource for members, write or edit an article for the magazine, provide input into local MNZ member groups, or find other ways to help us grow - please do contribute your energy and enthusiasm.

Lastly, this issue celebrates 10 years of MNZ. I would like to acknowledge and thank the work of many people who have contributed to MNZ over the last 10 years. I hope that we can continue to grow this organisation to meet the challenges of our current and future massage therapy industry landscape - standing still is going backwards. I hope you enjoy this issue of the MNZ Magazine and thank you for your membership. MNZ does not exist without members.

Nga mihi nui,

Jo Smith

VICE PRESIDENT

Hi everyone. August is my last month as part of the MNZ Executive Committee. At the AGM the Executive will receive some fresh faces and fresh enthusiasm which will help us in working on our long term plans. It has been great being involved, and now I am about to shift back into being a 'regular' MNZ member. My aim is to convert as many Massage Therapists to "MNZism", as I do really believe there is a huge amount of value in what we do at MNZ. I also see that we need more members to provide the



finance and the people power to achieve great things for our profession and industry.

Thank you, and take care,

Deborah Harris



GENERAL ADMINISTRATOR

Hello MNZ members. I am the new General Administrator for Massage New Zealand, having just joined the team in August 2016. I trained as a CMT at the New Zealand College of Massage and I graduated in 2012. My clinic at home keeps me busy but I also spend time in Corporate Chair Massage as well.



I have been a member of Massage NZ since 2012 and am very excited about my role as General Administrator as for me life is all about balance, so being mentally and physically active in my work is perfect. Bringing some new ideas, helping MNZ to run smoothly on a daily basis and helping you as members is what I am looking forward to in this position.

Being a member of Massage NZ has always helped me to feel part of a community of Massage Therapists, helping to keep us safe, informed and always continuing to learn. It also helps the public to make informed decisions when finding a Massage Therapist that will work for them. I am very passionate about massage and love helping my clients manage their stress, relax, ease tension, recover, revive and maintain their bodies in this busy world of ours. When I am not working, I love to spend time with my beautiful daughters, friends and family, walking, the beach, travelling, camping, yoga, gardening, DIY and a relaxing movie at the end of a busy day is also bliss.

Melissa Orchard



TREASURER

AGM is almost upon us when I write this report. The audit has been done and dusted with positive feedback from the auditor. The budget for FY2017 has been finalised and approved by the Executive Committee so that now we have some tracking and comparisons to do.

Now that we have a new General Administrator on board I can complete some

of the tasks that have been waiting to get attention. Welcome on board Melissa! I am looking forward working with you!

My next project is an old project needing revisiting and finalising, nl cost vs benefit analysis so that you know how your subscriptions benefit you in \$ terms. It is not an easy project as some of the benefits are intangible which means you can't physically touch them. Hopefully I will have this project finished when the Q4 magazine comes out.

I hope to have seen many of you at the AGM in August!

Kind regards,

Reina Reilly



EDUCATION OFFICER

KKia ora koutou,

I hope that you're all doing well out there.

I am sorry to report that I've decided to step down at the Education Officer of Massage New Zealand. It's been a hard decision, as I have only completed one of the two years that I signed up for, but after much deliberation I have decided that I can't do the role justice. I am overcommitted, and there is only so much that one can do. I'm vacating the role in the hope that someone who can commit more time will step into the gap. I have been a member of the Education Sub-committee for eight or nine years now, and I will remain a member of the committee to support the incoming Education Officer

and to continue to contribute what I can on education-related matters.

Although I'm not completely happy with the amount that I have achieved in my time as Education Officer, there has been some progress. Over the last three months, Pip Charlton, Bridie Munro and I have made some significant progress in developing working relationships with education providers, with an aim to working together on assessment of applicants with non-standard massage qualifications. We have encouraged a provider of substandard massage education to cease trading. I have written several articles (one in this magazine, and one which will be posted on the MNZ website as a health and safety resource) which I hope will be helpful to some of you, and we have continued to process membership applications.

Nga mihi,

David McDuffan



LIAISON COORDINATOR

I write this final report as Regional Liaison Coordinator with mixed feelings. Reflecting on my two year term on the National Executive Committee I have found that the direct people contact has been the most rewarding part.

I work with a great team of Regional Coordinators (RCs) who are your first point



of contact to bring your voice to the Exec. The RCs and the Executive Committee are dedicated, hard-working people who are all passionate about massage and the growth of it as a professional industry in NZ.

The RCs also care about you as members and welcome contact from you. Alongside organising the peer networking events in their own cities they also support 'out of town' members to set up their own groups. Our team's achievement highlights are establishment of the new member telephone tree, instigation of the CPD review and its resultant regular CPD column in the magazine 'Taking the Mystery out of...', the Regional Coordinator policy review that is underway, and most importantly talking with you.

We welcome your input, feedback and stories and in this celebratory issue have some of those stories in print. I have enjoyed speaking with members through the telephone tree and researching my article about the student and new grad voice of MNZ. I look forward to when they are ready 'give back' by contributing to the growth of MNZ.

I feel proud to belong to a group of such caring professionals. Our 'public' is lucky. I am stepping down because my commitments as a Music Therapist no longer enable me to give this role the time, energy and input it deserves. Thank you for your help and support. I have met and worked with inspiring people and feel the more enriched for it.

Maria Monet-Facory

PUBLICITY OFFICER

Hi everyone. This will be my last report for MNZ as Publicity Officer. It has been a very busy year, and so much has been achieved. Over the last quarter our focus has been on the website and preparing things for the next Publicity Officer to pick up from where I will be leaving off (including social media, TV ads, and promotional activities). With 2016 being the 10 year anniversary of MNZ, the AGM is a very exciting event and I hope it was one to be remembered.

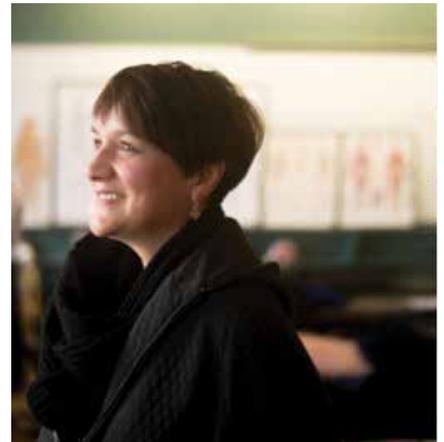


I will be continuing as a proud supporter and member of MNZ, as I run a clinic with four other therapists as well as caring for my mum and nana. MNZ has come such a long way in the last 10 years, and I believe it will grow even more over the next 10 years as well. I wish the new Executive Committee and MNZ members the very best for the future.

Sonya Healey

RESEARCH OFFICER

Happy 10th Anniversary everyone. I hope you enjoy the Q3 magazine and I also hope by the time you have read this, we celebrated this milestone at the AGM in some way. After a year of being Research Officer I can now say I have a better understanding of the challenges faced by MNZ. One thing that I have continued to note is that there is more work than there are willing hands. Both Executive and Sub-committees have achieved a great deal over the past year with some enormous tasks being undertaken. As this is a voluntary organization, it would be nice to see more members putting up their hands to contribute to their professional body or contribute to the body of knowledge through research. MNZ represents a very small number of massage therapists compared to the number graduating from massage schools each year. It would be great to see this



number increase over the next few years so that MNZ can remain viable and effective. So please encourage your fellow therapists to become members. While we all might ask, "what's the benefit"? MNZ will struggle to be sustainable or effective in the future. So please think about any positions that are available within MNZ or offering to help just because you would like to contribute.

Dr Donna Smith



EXECUTIVE ADMINISTRATOR

Warm greetings to all our members. I hope you have got through the winter months unscathed and are ready for all that spring brings. It is fitting that as we enter this period, we celebrate 10 years of Massage New Zealand. A celebratory occasion for the organisation but also a



good opportunity for MNZ to reflect on what we have achieved for our members, the challenges and barriers faced, and where we see the organisation going in the next 5-10 years. Over the past few months I have received feedback from a number of current members and non-members looking at joining, asking what is it that MNZ does for them and questioning whether it does enough for them to stay as members or join. This sort of feedback is valuable because we need to keep striving to retain and attract members - without them we simply cannot continue to exist.

MNZ needs membership fees to do things like bring you this magazine each quarter, rebuild and maintain our website, promote the organisation and massage therapy, hold conferences, produce resources for members, and carry out all the strategic and administrative work that is required to keep

the organisation functioning and advancing. It also needs members who are willing to volunteer their time, skills and knowledge required for Executive Committee, Regional Representative and Sub-Committee roles. As with any national membership organisation, these positions are very important because the work required of them helps to move the organisation forward.

By the time this magazine goes to print we will have held our 2016 AGM and elected a new Executive Committee, regional representatives and sub-committee members. The Executive Committee will be looking at the 2015-2020 Strategic Plan, assessing and reviewing the organisation's goals which revolve around membership growth, improving services to members, clarifying our professional identity and strengthening our public image, and fostering high quality massage therapy practice. As you should all

be aware, much work has been done in the past 12 months on putting these goals into action though providing free membership to 1st year students, making CPD requirements more achievable, upgrading our website to promote our profession and members, and encouraging reflective practice as a tool for ongoing learning. We still have more work to do, with your continued support and involvement.

So, at this 10 year point in our history, the invitation we put out to our members is to continue to give us feedback on how we are meeting the organisation's goals, to provide suggestions for solutions on how we can do better, and to get actively involved in helping to improve our organisation and advance our profession.

Dilette Wood

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REGIONAL ROUNDUP

UPPER NORTH ISLAND

At our last meeting in Auckland on Monday 4th July, Chris Tool took the members present through the concept of Engrams. In Neuroscience, Engrams are theorised to be means by which memories are stored as biophysical or biochemical changes in neural tissue in response to external stimuli. By association this concept can be extended to all tissues of the body (as transmitted by fascia) as the concept of the 'issues are in the tissues' which we all know very well as body therapists.

Chris started with a quote which we all could emulate. "It's not important to be good at what you do. It's important to know what you are doing and then be good at it". Based on the work of W. Edwards Deming 1900 - 1993, "It is not enough to do your best; you must know what to do, and then do your best." We were enlightened into the realm of what to look for in the metaphysical expression of dysfunction and trauma in the body. Chris will present a paper on this topic in the newsletter on future occasion.

Dates for 2016 to put in your Diary for Auckland meetings:

Venue: 380 Manukau Rd, Epsom, Auckland.

Tuesday 6th September

Monday 7th November

Monday 5th December - Christmas cheer

Look out for email reminders

This is my last report as Upper North Island representative as I have done two years in this role and find my roles in practice

and teaching too onerous to give due diligence to this role with MNZ. I've enjoyed connecting with the Regional Reps on a national basis and with local members in Auckland. The biggest challenge in the role is getting members to contribute to the meetings and find outside speakers. However the effort is worth it personally as it's a great way to network with other modalities in the community.

Please support the new Regional Representative. You don't have to be an expert to contribute - just come with your enthusiasm. New members are always welcome. Our meetings in Auckland go from 7.30pm-9pm. We meet on alternating Mondays and Tuesdays, so people can at least get to some of the meetings which qualify for CPD hours/points.

If you are outside of Auckland, meetings can be organised with a minimum of two other members to qualify for CPD hours/points. You might discuss client cases, share a technique you have learnt or discuss some research.

Kind regards

Barry Vautier BHS

RMT, MNZ

LOWER NORTH ISLAND

Well, call me biased but it seems to me that Massage Therapists in my region are getting on quite well! They are networking, supportive, share ideas and seem able to grow a business successfully wherever they are.

In June we had a great turn out to a hands-on kinesiotaping workshop lead by Marcus Tidwell from NZCM Wellington. In July five of us met for a breakfast networking session where we covered a lot of ground that everyone found some value in. Coming up in the second half of this year we are looking forward to a case study presentation and a christmas networking breakfast which always has a good turnout. A few people also went off to the MNZ AGM at the end of August.

I'm happy to say I've had interest from local Massage Therapists who want to help plan workshops for next year and I encourage anyone else who wants to be involved to get in touch. The more of us who are actively involved, the easier the work is for everyone. I also have a list of people that I will be reaching out to in order to get a better sense of what is going on in the rest of the region.

I look forward to seeing and hearing from more of you throughout the rest of 2016.

Iselle de Boam

MNZ Lower North Island Rep.
021 044 8552

SOUTH ISLAND

No report available..



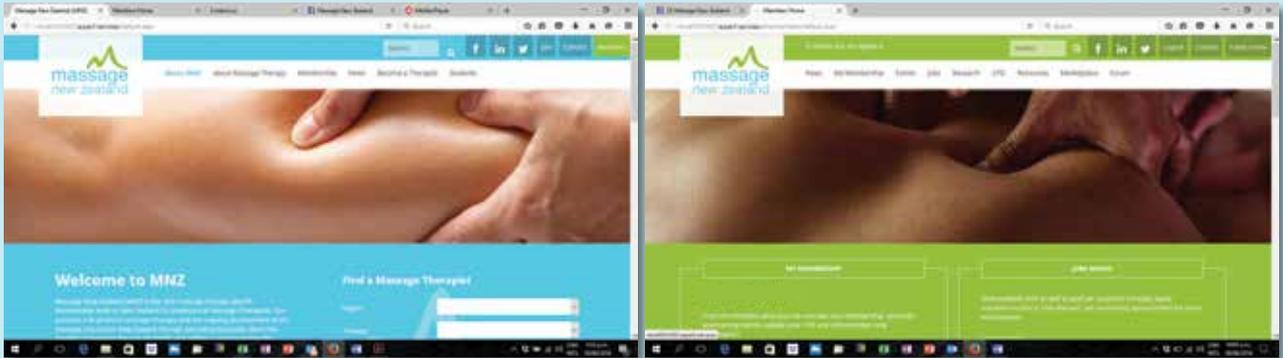
WHAT'S ON...

DATE	WHERE/HOW TO REGISTER
September 24/25 Neuromuscular Shoulder Workshop Wellington	Venue: Wellington School Massage Therapy Register: jane@radianthealth.co.nz 044738788
Auckland Massage Group: Monday 7th November Monday 5th December	Contact: uppernirep@massagenewzealand.org.nz
Wellington Massage Group: TBA: Case Study Oct Xmas Networking	Venue: NZ College of Massage, Wellington 6-7.30pm Contact: Iselde de Boam 021 044 8552 lowernirep@massagenewzealand.org.nz
13-16th October Visceral Manipulation: Abdomen 1 (VM1) 5-7th December Neural Manipulation 1 (NM1) 9-11th December Neural Manipulation 3 (NM3) – lower extremity	Venue: Auckland Instructor: Rosie Greene Venue: Christchurch Instructor: Roberto Bonanzinga Venue: Christchurch Instructor: Roberto Bonanzinga To book www.upledger.co.nz/courses

If you have organised or been involved in a MNZ event in your area we would love to hear from you! Please email your Regional Roundup or What's On dates to: magazine@massagenewzealand.org.nz



The new website is here...



What's staying the same?

- There are still two areas of the website - Public and Members Only
- All the relevant information for members and prospective members, but much revised and improved;
- The Find a Therapist directory - but much easier to use, with the ability to add a photo/image to your listing.

What's changed?

We now have an up to date public site featuring:

- Updated information about Massage New Zealand and massage therapy;
- NEW individual login access where you set your own password;
- A fantastic new Find A Therapist directory;
- Improved information on how to join MNZ;
- NEW information on how to become a therapist;
- NEW information specifically for massage therapy students;

A totally overhauled Member's Only area featuring:

- NEW Online membership renewal and payment and online CPD logging;
- The ability to update some of your own profile details online;
- An improved jobs and events listings;
- Lots of new and updated resources to help you

access research, improve your business and get support;

- NEW online system for purchasing MNZ resources such as brochures;
- A NEW free members only classifieds section for buying and selling equipment privately;
- A NEW discussion forum where members can discuss topics of interest, share ideas and network with members across the country.

Plus loads more!

Check out your NEW website at www.massagenewzealand.org.nz

Massage New Zealand would like to thank the team at Expert for a fantastic job on our website rebuild. Their ability to listen well to our needs, follow our brief and meet our budget and time requirements made the whole rebuild a smooth process.



www.expert.services



LOOKING BACK, MOVING FORWARD MNZ CELEBRATES 10 YEARS



THE FOLLOWING
ARTICLES GIVE
AN HISTORICAL
PERSPECTIVE TO
CONTEXTUALISE
MNZ'S
CONTINUED
MOVEMENT
FORWARD

HOW MNZ CAME TO BE, 2006

by Pip Charlton RMT

On 11 August 2006 the members of the Therapeutic Massage Association (TMA) and Massage Institute of New Zealand (MINZI) voted to merge and become Massage New Zealand (MNZ). Officially this took another 8 months for both organisations to wind down and MNZ came into being on 1 April 2007 with Barry Vautier the elected President.

The process which led to MNZ becoming our profession's sole representative organisation was the product of many, many months of debate, consultation and discussion. It was by no means an easy or straight forward process, but one that at the time had become inevitable. One of the key issues that prompted initial discussions between the two organisations was the approach that TMA had made to ACC about becoming an accepted modality. ACC's response was that as long as the

massage profession was represented by two different organisations (TMA and MINZI) with different competency levels required for membership, they would not consider Massage Therapists as service providers.

Hence the process began to establish one organisation (eventually called Massage New Zealand) that represented all Massage Therapists. Trying to merge memberships from two organisations that fundamentally had different levels of competency for membership was very challenging. "Grandfathering" became a critical part of the process to ensure existing members, who had years of experience but not necessarily the supporting academic background, were not marginalised.

It is hard to believe that we are now 10 years on and while there were many difficult and confronting discussions had, I think we will all agree that it was necessary and most importantly successful.

MUSINGS FROM MNZ'S FIRST PRESIDENT

by Barry Vautier RMT

As body therapists we realise that without touch we don't thrive. We know this in our bodies, in our fascia and in our souls. An inner urge for touch and an unconscious desire for self-healing drew this soul towards massage in 1980 at the University of Waikato massage club. Yes, a club would you believe with untrained students practising rubbing each other by applying vast quantities of overly scented aphrodisiac-like massage oil on naked and undraped bodies! How times have changed.

My inquisitive enquiry into healing led me initially to train in Touch for Health, Reflexology, Reiki, Shiatsu, Massage, Chronic healing and Cranio-sacral Therapy. By 1990 I had added a Naturopathy diploma with remedial body therapies. I was a course junkie looking for the next fix! Many years of professional development in a wide variety of body therapies has characterised my journey with a deepening and settling into everything fascial.

The first massage associations, MINZI and NZATMP got going in 1989. Jim Sanford of Hamilton drove the early development of NZATMP and the first member listed was Annette O'Conner from Papamoa, who joined on 21 April 1989 and paid a \$30 membership fee. The first diploma examinations for NZATMP were held in Hamilton in 1989 and interestingly I was 'not yet competent' in the A & P but passed the theory of massage. Ironically I currently teach A & P. Success came later and an early fond memory is the raucous celebrations as members received their "national" NZATMP diplomas at the AGM. For a time, NZATMP also had a professional membership certificate for those with 500 hours of clinical practice and a teacher membership for those qualified and vetted to teach.

The first year register of NZATMP had 116 members including current MNZ members Susan Penman, Frances Bell and myself. In 2000, NZATMP morphed into TMA which merged with MINZI in 2006. I laid my body and soul on the line to be the first President with much interpersonal contention with the merging of two cultures. The MNZ constitution came from these two organisations, with some consideration of the Canadian and Australian massage association constitutions.

I pay homage to the many individuals and stars who have contributed to the development of massage in New Zealand. Each member has their own story of commitment, struggle and celebration. Our collective emotion towards all those who have contributed whether as an office bearer, teacher or practitioner, is best expressed in gratitude.

Our professional organisation is built mostly on voluntary labour with the odd stipend thrown in here and there. Without an organisation there is no industry - just a collection of random individuals doing their own thing. Do we need public recognition in the form of public money (ACC) subsidising our clients? Some say it would be the coming of age of massage therapy and others would say it may stifle freedom and the creative healing aspect of our work. We are facilitators of healing, empowering clients into self-responsibility and self-healing. Healing is listening. This is the practice of mindfulness. The more present we can be in ourselves, the more present we are with our clients and the greater the outcome of health.

The therapeutic massage industry is in a good place due to those who ask, "what can I do for MNZ" rather than "what does MNZ do for me." There are now certificate, diploma and degree qualifications on the national framework with several education providers, thanks to the service and hard work of many fine therapists, teachers and administrators. However the commercial ethos now pervading the world, including some massage educators, has meant in some places a sliding of standards in massage. The avarice and greed that go with excess profit is counter to heart politics.

May heart centredness pervade our work and lives always, as we celebrate 10 years of Massage New Zealand.

MASSAGE EDUCATION IN AOTEOROA

by David McQuillan RMT

The story of massage education in New Zealand is a story of collaboration between people who are passionate about standards of practice and professionalism. This article describes the development of the standards endorsed by Massage New Zealand.

In the 1900s there were over 300 massage therapists working in New Zealand. The British Medical Association believed that New Zealand needed a higher level of training, so in 1913 they established an 18 month Certificate in Massage within the Otago University School of Massage (Smith, Smith, Baxter & Sproken-Smith, 2012; Tuchtan, Tuchtan & Stelfox, 2004). From 1913 massage therapy was taught through Otago University and Dunedin Hospital.

Over this time, some massage therapists in New Zealand began to think that they needed to move away from touch therapy. The UK Massage Scandals had led to an association between massage therapy and prostitution in the public eye. In 1947 the Massage School became the School of Physiotherapy, and started training Physiotherapists. Physiotherapy treatment at the time was focussed on the use of machinery and exercise (Nicolls & Cheek, 2006).

From 1947, it was technically illegal to practice massage therapy outside of a massage parlour unless you were a physiotherapist. Although illegal, massage practice was tolerated, as many physiotherapists recognized value in the practice, and few physiotherapists practiced massage.

From 1947, there was no significant professional body for massage therapists. This situation started to change in the 1980s due to the efforts of two forward thinking therapists. In 1985 Bill Wareham called all massage therapists in the Auckland area to a meeting, and the Massage Institute of New Zealand (MINZI) was formed. In 1989, Jim Sanford seeing the need for a



professional association for therapeutic massage practitioners in New Zealand along the same lines as the physiotherapy board, established the New Zealand Association of Therapeutic Massage Practitioners (NZATMP). Both organisations recognized the importance of educational standards in the development of the profession. NZATMP ran its own theoretical and practical examinations throughout the 1990s to ensure its members had an acceptable level of education (P. Charlton personal communication, August 3, 2016).

In 1992, The New Zealand College of Massage ran the first massage diploma designed to meet the standards of the Therapeutic Massage Association (TMA which was NZATMP renamed) (Smith, Smith, Baxter & Sproken-Smith, 2012).

In 1993 Susan Penman and Gail Wolfe, representing TMA began liaising with NZQA around the development of national standards (NZQA unit standards) for massage therapy. Over the following seven years they worked with Grant Jones (representing MINZI) and a range of other industry stakeholders to develop these national standards. The process involved broad consultation with the industry as a whole (G. Jones, personal communication, July 29, 2016). The outcome of this process, the National Certificate in Massage (Relaxation Massage Level 4), and the National Diploma in Massage (Therapeutic Massage Level 6) were listed on the National Qualifications Framework (NQF) in 1999 & 2000 (NZQA, 2008; NZQA, 2016).

In 2002, SIT established New Zealand's first massage degree programme. New Zealand College of Massage followed in 2006 (Smith, Smith, Baxter & Sproken-Smith, 2012).

The massage industry did not have an industry training organisation (an organisation that oversaw educational quality), so the NZQA unit standards were managed by NZQA directly. In 2004 NZQA indicated that they wanted the massage industry to find another home for the unit standards. Several options were investigated, but this investigation was unsuccessful, and the unit standards were deregistered from the NQF in 2009. Some who had been involved in the process of unit standard development found this disheartening, but others recognised that the

KEY DATES

- 1913 Otago University School of Massage established
- 1947 Otago University School of Physiotherapy established.
- Massage practice becomes illegal
- 1985 MINZI established
- 1989 NZATMP established, later becomes TMA.
- 1992 First massage diploma which meets TMA standards run by New Zealand College of Massage.
- 1999/ 2000 National qualifications & unit standards registered on the NQF.
- 2002 First massage degree established by SIT
- 2007 MINZI & TMA merge to form MNZ
- 2009 National qualifications deregistered, MEG standards adopted
- 2014 Post-TROQ National Qualifications registered on the NQF

process had at least established a coherent industry standard for qualifications (G. Jones, personal communication, July 29, 2016). Formal massage education in New Zealand has retained a fairly high level of coherence since this point.

By this stage, representatives of massage colleges were regularly meeting to discuss educational standards, and other matters of shared interest. Those involved in the Massage Educator's Group (MEG), decided that there was still a need to maintain industry standards. MEG produced a set of expected standards for certificate and diploma level qualifications, and Massage New Zealand (formed in 2006 by the merger of MINZI & TMA) agreed to base registration for CMT & RMT levels on these standards.

In 2011 massage industry leaders were informed that NZQA's Targeted Review of Qualifications process was beginning. TROQ aims to consolidate all certificate and diploma-level qualifications into

standardised national qualifications. Throughout 2012 - 2014 a group of massage education leaders engaged in a wide consultation process with industry stakeholders aimed at updating industry standards to meet the needs of the current and future massage industry. The outcome of this process were the specification of the New Zealand Diploma in Wellness and Relaxation Massage (Level 5), and the New Zealand Diploma of Remedial Massage (Level 6). The majority of massage colleges are rolling out these qualifications in 2017.

Over time as the massage therapy profession has matured, what is expected of the industry's members has increased. Massage therapy increasingly resembles health profession rather than a service industry. Looking forward, we can expect that industry standards will continue to increase, and a transition to degree-standard appears likely at some point. Ongoing educational development will continue to open doors for the profession as a whole, helping to develop our mana with mainstream health providers, and facilitating the emergence of massage therapy as a fully-fledged, integrated health profession.

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THE VOICES OF OUR FUTURE – NEW GRADUATES AND STUDENTS

by **Maria Monet-Facoory RMT; NZRMTh**
MNZ Regional Liaison Coordinator

In this article we hear from three very new graduates (June 2016) and two current students who are members of MNZ. My thanks to those who responded to the call for their stories. I'm sure there will be heart-warming resonances for many from our own journeys through the pathways of becoming a Massage Therapist. Read and enjoy.

SELENA HUMPHREY: NEW GRADUATE, DIPLOMA OF MASSAGE, NZ COLLEGE OF MASSAGE (NZCM), CHRISTCHURCH

I started my working life in the food industry. This led to an enduring interest in nutrition and the influence of healthy food and eating habits on quality of life. Three years ago I did beauty therapy training and connected so strongly with massage as a treatment that I enrolled in the Certificate of Relaxation Massage at NZCM. However I wanted more, so then enrolled in the Diploma course. I am fascinated by anatomy and how it works functionally and I love the power that massage has to help people with their body issues and injuries.

My course was a fabulous experience. I received amazing knowledge and information and am excited about developing my new career. I graduated at the end of June this year, am contracted to Mobile Massage and already have one 'in-home' client and a regular corporate job. I use my chair and table in corporate work and find a combination of therapeutic and relaxation massage techniques best meets my clients' needs.

I am currently studying aromatherapy and am heading toward spa well-being treatment and oncology massage. In the future I plan to set up my own company and am particularly interested in working with mothers and babies - in their homes because

it is easier for them. I would eventually like to have my own clinic but in the meantime, I enjoy the advantages of sub-contracting in multi-disciplinary settings where there are excellent opportunities for collegial networking.

My end goal is to develop a holistic body/mind practice so I intend studying toward that end as part of my continuing professional development. This includes extending my knowledge of nutrition. I am motivated by helping people and enjoy using body therapies as my medium.

One of my tutors introduced me to MNZ. I like the networking possibilities and peer learning opportunities it offers as well as being able to keep up to date with research. I attend my local peer networking events and want to take advantage of the mentoring opportunities in MNZ. In the future I'd like to mentor new Massage Therapists to help them get started.

MARIA CANTRELL: NEW GRADUATE, CERTIFICATE OF RELAXATION MASSAGE, WELLPARK COLLEGE OF NATURAL THERAPIES, AUCKLAND

I am a new member of MNZ having joined a couple of months ago while still a student at Wellpark College. Now I have finished the course I am a Massage Therapist. I joined MNZ because it is important to me to maintain and build professionalism around massage therapy. Belonging to a professional organisation puts credibility and accountability behind my personal practice as well as maintaining overall accountability around massage therapy as a profession.

I have started a practice in Devonport, working out of a local Osteopath clinic and am really excited about building this up. In addition, my husband and I recently bought a small resort on a remote island in Tonga. We are building a massage hut to run a practice from while we live there for five months of the year. I am really excited about

doing massage on the beach at the water's edge. It is a gorgeous setting and I know that my clients and I will all benefit from the experience.

I started in massage a few years back when I couldn't decide what to do as my adult children started leaving home. At my husband's suggestion I did a weekend introductory massage course at Wellpark and found that I really loved it and wanted to do more. I signed up for the six month relaxation certificate course and loved all of that too. I feel I am going down the right path for myself now. I haven't felt that way in a really long time professionally.

I would love to be able to rely on MNZ for professional support, however I may need it. I look forward to seeing what is offered for continuing professional development and feel that MNZ will help me to continue my education in massage therapy.

HANA CAMPBELL: NEW GRADUATE, DIPLOMA OF THERAPEUTIC & SPORT MASSAGE, EASTERN INSTITUTE OF TECHNOLOGY (EIT), TARADALE, NAPIER

Thank you for this great opportunity to express my thoughts and experiences of massage and student membership in MNZ. I recently graduated from EIT, Taradale with a Diploma of Therapeutic & Sport Massage in June 2016. With encouragement from my tutors I joined MNZ in 2015 because I wanted to be part of an association that supports qualified Massage Therapists and ongoing learning.

My experience with MNZ has been very positive. I regularly receive emails about upcoming workshops around New Zealand, international guest appearances, AGMs and job vacancies. When the opportunity arrived by email to massage at the Taupo Ironman in March this year I jumped at the chance of gaining experience. It was extremely rewarding to massage alongside other therapists from



around New Zealand, network a little and meet many amazing athletes. Several days later I was contacted to massage an international Ironman athlete and also invited to massage at the annual Rotorua Marathon. I loved it and look forward to a repeat experience in 2017, with a long term goal of becoming a Team Leader.

I recently massaged at the Air New Zealand Marathon in Hawkes Bay. This led to a job offer from the massage organiser, Sue Wakeling of Serenity Massage. I now work there 3 - 4 days a week, having started the week after I completed my Diploma. I also massage two days a week for Ahuriri District Health, a service provided for Maori and Pacific Island peoples in the community.

I have worked with a variety of clients across the lifespan including amateur and elite athletes, some with serious injuries. I love the challenge of my work and am learning so much as I continue my journey in massage. I have been very blessed with the opportunities I have received this early in my career and plan to study Craniosacral Therapy in the near future, adding babies to my clientele.

My passion for physical, mental and spiritual health led me to massage. I have a sports and health background and am an Australian-qualified Personal Trainer. I worked in the industry from 2007, however discovered my passion for training myself, was stronger than that for training others. One night my love for health and wellness shone through in a dream about me becoming a Massage Therapist. The next day I contacted EIT and started the Certificate in Sport Massage the day after that.

While staying true to myself and my beliefs I hope one day to employ and mentor up and coming therapists. I also want to work with elite athletes in New Zealand and internationally, and would love to massage at future Olympics and Commonwealth Games. I would also like to see MNZ continue to recognise and protect the hard work of all qualified Massage Therapists, to continue to support members in keeping their skills refreshed and updated, plus upholding the highest level of safety and professionalism in the massage industry. I also hope that in the future, membership



of MNZ becomes a national requirement for practising massage in New Zealand so that formal training and qualifications are essential pre-requisites.

I have enjoyed every minute of my journey and feel as though I have grown as a person, learning a lot about myself in the process.

JOSH WARD: 2ND YEAR STUDENT, BACHELOR OF THERAPEUTIC & SPORTS MASSAGE (BTSM), SOUTHERN INSTITUTE OF TECHNOLOGY (SIT), INVERCARGILL

Enrolling in the Bachelor of Sports & Therapeutic Massage at SIT in Invercargill gave me the opportunity to get a degree level, tertiary qualification in massage. Relocation to Invercargill from Auckland also gave me a good start in living on my own away from my parents. In my gap year I studied Applied Science at Auckland Institute of Technology and that led me to massage. I had wanted to do it from my school years but lacked confidence, however I have since discovered that I can massage and I really like it.

We have great support from our tutors at SIT who encourage self-directed learning, continuing professional development (CPD) and reflective practice as cornerstones of professional practice. We do reflective practice on clinical placement as a means of

establishing good work habits for the future. Jo and Donna are amazing tutors and I'm enjoying the whole experience.

I really love sports massage and prefer working with athletes. Later on I would like to learn lymphatic drainage and extend my knowledge and skills in myofascial release. On the other hand I also want to learn hot stone massage - and well - everything! My dream is to massage at the Olympics and before that, to work as a Massage Therapist on cruise ships. That way I can also travel while building my skills and experience.

Membership in MNZ has been very handy. It offers me CPD opportunities as well as volunteering opportunities at sporting events such as marathons where I can network and meet other massage therapists. The magazine is usually an interesting read and I particularly enjoyed the recent CPD issue. I think I receive more benefits from MNZ membership than Certificate graduates do because of the wider work opportunities and information about further study.

I like the idea of a student branch of MNZ because of the national networking opportunities it would offer to get relevant information. A student rep on MNZ would also be a good idea but I think it would be too much to take on because our study workload is so high. However, when I graduate I want to give something back, so maybe then.



HAYLEY GIDDENS: 2ND YEAR STUDENT, BACHELOR OF THERAPEUTIC & SPORTS MASSAGE, SOUTHERN INSTITUTE OF TECHNOLOGY (SIT), INVERCARGILL

In my 20's I was a professional road cyclist for four years in the USA. While I loved cycling, I tired of the pressure surrounding doing it professionally so took the opportunity to explore the support side, particularly nutrition and massage. I found I especially liked doing massage so enrolled in the Bachelor degree course at SIT and am thoroughly enjoying it.

In the first year we did more theory than I expected and while not having clinical placements, we did massage clinics. I was very nervous working on my first three clients then grew in confidence and loved discovering I could massage. I'm learning a lot on the course and love the professionalism that our tutors instil in us.

Massage is a growth industry and our tutor Jo encouraged us to participate in its growth by becoming members of MNZ. I especially like the professionalism it promotes and the help and support it offers all members. As a student, it is encouraging to regularly see career and employment opportunities advertised. I like that it is a community-based organisation accessible to all members and not just run by the Executive. We're always being asked to contribute, ask questions, make suggestions and be heard.

My goal is to work overseas in support teams with elite athletes and ultimately work on the Tour de France. I already have contacts in Central and North America waiting for me to return to give them a massage. Meanwhile in my third year of study I have a massive research project to look forward to.

In Australia and the USA there are massage competitions with student and practitioner divisions. Each competitor submits a case study with a prize awarded to the winner of each division. For me the best part would be knowing I had won, however in the United States there is a cash prize of \$2,500 USD that accompanies the prestige of winning. Are we big enough in New Zealand to do the same or similar? It would be a great incentive for kiwi contributions to massage therapy research. I'd love to see that happen in the future alongside MNZ achieving regulation for the massage industry here. That would be great!

SUCCESS – THROUGH EFFORT

Sonya Healey RMT and Deborah Harris RMT

In 2006 the inspired idea of Massage New Zealand was born. The Massage Institute of New Zealand Incorporated (MINZI) and the Therapeutic Massage Association (TMA) linked arms in agreement that there needed to be just one professional association for Massage Therapists in New Zealand.

Since 2007 there has been an AGM held every year, and at least five conferences plus a shared conference with the Australian Association of Massage Therapists (AAMT) held in Melbourne. The first was the Connective Issues National Forum held in Wellington on 31 August 2007. This was of course MNZ's first conference and AGM. I was there and remember a very well organised event with plenty of trade kiosks, special deals, chair massage, great food, great speakers and a grand dinner and dance on the Saturday night of the conference.

In 2010 the conference and AGM were held in Christchurch. During this AGM an agreement was made to tweak the continued professional development (CPD) documents, allowing members to gain points for mentoring, supervision, and self-directed learning via DVD's and books. Auckland hosted the 2011 conference and AGM. In 2012 we held a shared conference with AAMT and MNZ members were provided a 50% discount to the World Massage conference held later in the year in November. At the 2013 AGM in Wellington we agreed to create a new Executive Committee position of Research Officer. Last year our conference was held in Mount Maunganui. Each of these conferences were organised and run by a group of extremely dedicated volunteers and have been hugely successful events, bringing us together to enjoy learning, networking and relaxing together.

In 2014 a TROQ process began with the Level 5 and Level 6 Diplomas in Massage. This process had a lot of input from the Executive Committee, Education Subcommittee and MNZ members. The goal for this process was to standardise massage diplomas and bring them into alignment with the NZQA framework. Graduates who complete the new courses will find it easier to transfer skills into other countries, allowing Diploma level Massage Therapists to be recognised in a vast array of countries. 2016 marks the beginning of these new qualifications being taught in approved massage schools throughout New Zealand.

In 2015 MNZ carried out a survey of all members, to dig a little bit deeper into what adds value to membership and what members want from the organisation. This was extremely useful feedback as it has allowed the committee to gain more insight into the direction members are wanting MNZ to head.

As the demand increased over the years, the MNZ Executive Committee has grown, bringing on roles such as Publicity Officer, Regional Coordinators and Executive Administrator. The Executive Committee meets regularly (usually once a month at least) to address any arising issues and identify ways in which MNZ can develop and grow.

MNZ has developed a lot of resources over the years, including Massage Awareness Week, brochures, pamphlets, banners, a new website (which has just been launched), and a social media presence. This year there has been a media release in regards to massage being an unregulated industry, which has been perceived by the general public as very informative. More recently, the Executive Committee have been investigating the opportunity to promote MNZ registered therapists via television advertising.



The regional meetings that are held within the districts have been brilliant opportunities for MNZ members to meet other like-minded professionals, expand their knowledge, and to provide support within a community of other therapists. Since the idea was conceptualised, many additional sub-groups have eventuated, which is an indication of how much having a peer-support network is significantly beneficial for MNZ members.

The recognition of massage from health Insurance providers has been very beneficial. MNZ has worked closely with Southern Cross Health Insurance to enable customers to redeem up to \$500 worth of massages each year with a MNZ RMT as part of the Southern Cross Wellbeing module.

Together we are stronger. Many many people have volunteered their precious energy and time in pursuit of our shared goals as professional Massage Therapists, sole traders, business owners, educators, and students. Our biggest achievement is our membership base, which we need to continue to increase.

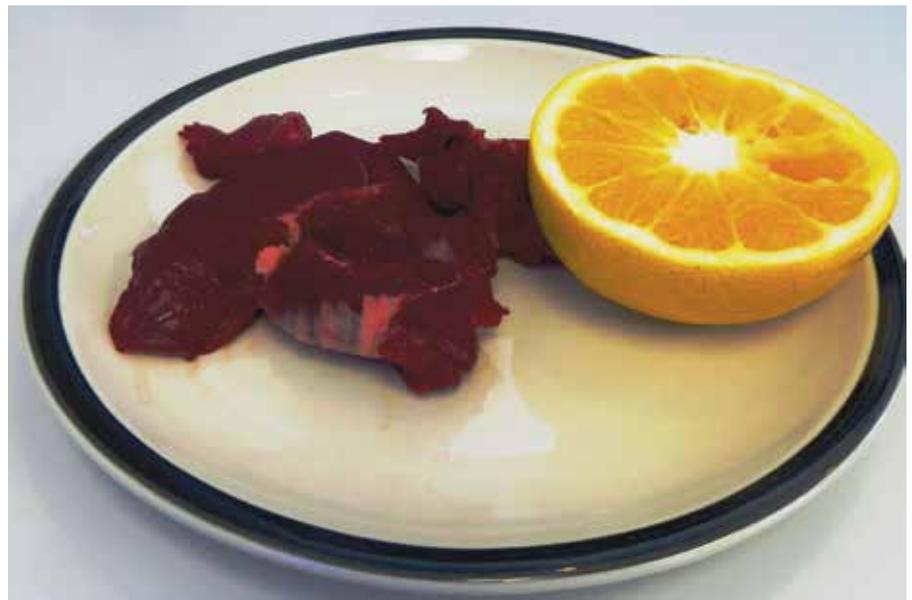
OUR UNDERSTANDING IS EVER CHANGING

Joanna Tennent RMT & Carol Wilson RMT

In September 2006 an invitation went out to various international speakers to come to MNZ's 1st National Massage forum "Connective Issues" in New Zealand (NZ) in August the following year. One of our aims was to make connections between NZ and the wider world. Robert Schleip, whom although his schedule prohibited him attending in person, was enthusiastic about participating in a realtime audio-visual linkup between late night Ulm, Germany and 8am Wellington, New Zealand.

At this time the 1st International Fascia Research Congress (FRC) hadn't been held but was scheduled for October 4-5, 2007 in Boston. It was the first international conference dedicated to fascia in all its forms and functions. The sold-out conference was attended by 650 persons from 28 countries, including 340 massage therapists and other bodyworkers, 100 physicians, 60 PhD scientists and graduate students, 50 physical therapists, 40 chiropractors, 35 acupuncturists, and 20 athletic and sports trainers. Of the 100 presentations at the conference 2/3 were by investigative teams which included BOTH physicians or scientists AND clinical practitioners. (Retrieved from <http://www.fasciacongress.org/2007/>)

Robert Schleip was integral in initiating the FRC meeting of minds, he himself is both



a clinician and an active researcher. The morning connection for the 1st National Massage Forum in August 2007, with more than 80 attendees and questions being answered in real time, was exciting.

The change in 'fascial' thinking was being clarified and promoted at this time, demonstrating further expansion of the 'connectivity' concept. Perception of manual therapy being played out in the muscular domain was challenged, fascia also as a purely mechanically-influenced tissue seemed old school. The 'neuro' component

or rather neuro-involvement, was revitalised, overturning again the beliefs held, about how we think we are affecting our clients in practice.

When we look back at the topics of workshops at the conference that weekend – they could all be replayed now and still invite key learnings. We remember the excitement of pulling it together - stimulating, exhausting but a point of change in terms of our thinking and links made with various allied practitioners.



We challenge therapists who have not had a chance to put together a conference of topics of interest, to get involved with a group of other therapists. Think about what is of interest to you and what may be of interest to others. Over the years we have participated in and been to many wonderful conferences in New Zealand and always enjoyed the camaraderie and new ideas. It takes time and effort but the offerings to yourself and others is far reaching.

Left: Fan deck from "Connective Issues" the 1st National Massage Forum, Wellington 2007.

BOOK REVIEW

POSTURAL CORRECTION – AN ILLUSTRATED GUIDE TO 30 PATHOLOGIES

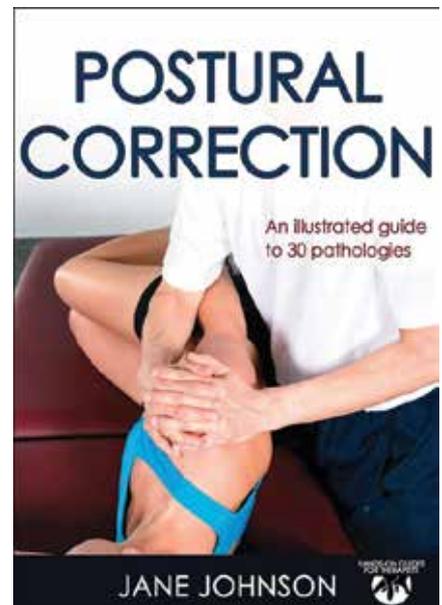
Jane Johnston, Human Kinetics, 2016
RRP: approx. \$49.00 NZD

Postural Correction, written by Jane Johnson and published by Human Kinetics, is an illustrated manual to help guide hands-on body workers in addressing a number of postural pathologies commonly seen. From forward head posture, winged scapula, flatback and scoliosis to laterally tilted pelvis, tibial torsion and genu valgum/varum, plus others. In terms of New Zealand Massage Therapists, it is aimed at the remedial level therapist. Johnson is a UK-based Physiotherapist and Sports Massage Therapist who works in occupational health and teaches CPD courses, so she comes from a hands-on background.

The guide provides a clear introduction into postural correction outlining causes and consequences associated with malalignment, also covering contraindications and cautions for postural

correction. The chapter on changing posture is excellent. It covers guidelines and suggested techniques to help improve the function of soft tissues and encourage improved alignment, including looking at habits that cause malalignment, stretching, massage, addressing trigger points, muscle strengthening, and the use of taping and myofascial release. It makes particular mention of circumstances in which to refer to another health practitioner and who to refer to.

The book is nicely broken down into 3 key areas – spine, pelvis and lower limb, shoulder and upper limb. For each pathology covered, it summarises the pathology, consequences in terms of how the posture plays out in the muscles, treatment approach you can provide and what the client can do, including ergonomics, adjustments in carrying out activities of daily life and exercises. I liked the suggested visualisation for the strain on the muscles from forward head posture with getting the client to imagine the posterior neck muscles working like reins on a horse,



to pull back the head over the torso. These sort of tips can be very valuable in getting messages across to clients.

The book is well written, easy to read and is packed with photos and illustrations to help explain. It is an excellent reference text to have in your clinic and one that would also be a valuable resource for the therapeutic and sports diploma level student.

Reviewed by Odetta Wood



MNZ MEMBER GLOSSARY OF CURRENT MASSAGE MODALITIES

ACUPRESSURE - An ancient healing art that uses the fingers to press key points on the surface of the skin to stimulate the body's natural self-curative abilities. When these points are pressed, they may release muscular tension and may promote the circulation of blood and the body's life force (sometimes known as qi or chi) to aid healing. More than five thousand years ago, the Chinese discovered that pressing certain points on the body relieved pain where it occurred and also benefited other parts of the body more remote from the pain and the pressure point. Gradually, they found other locations that not only alleviated pain, but also influenced the functioning of certain internal organs. (Acupressure Potent Points, by Michael Reed Gach).

ANIMAL MASSAGE - Pets and performance animals experience soft-tissue damage in their daily lives just as humans do. Massage may provide significant relief, stimulate healing, and promote stress reduction and relaxation. Animals also can receive pre- and post-event massage for competition. Equine massage is also a specific type of animal massage.

AROMATHERAPY - The use of essential oils (extracted from herbs, flowers, resin, woods, and roots) in body and skin care treatments is known as aromatherapy. Used as a healing technique for thousands of years by the Egyptians, Greeks, and Romans, essential oils may aid in relaxation, improve circulation, and help the healing of wounds. Specific essential oils are blended by the Aromatherapist and added to a carrier oil, such as almond oil, to be used during the massage. Each oil has its own unique characteristics and benefits.

BACH FLOWER REMEDIES - Developed by Edward Bach in the early 1900s, a system of thirty-eight flower essences used in conjunction with herbs, homeopathy, and medications that seeks to correct emotional imbalances by working on the subtle body instead of the physical body. The pattern in the subtle energy fields of the living



plant influences the subtle energy fields of the human being. In prescribing flower essences, the practitioner assesses the whole individual, focusing on the disposition or negative emotions of the person, such as fear, impatience, or over concern. An essence or combination of essences is then chosen to facilitate change and administered orally.

BOWEN THERAPY - Developed by Thomas Ambrose Bowen of Australia in the 1960s and 1970s, this hands-on, light-touch body therapy consists of gentle rolling movements over muscle bellies and tendons to stimulate the body's own healing mechanisms.

CRANIO SACRAL THERAPY - A gentle non-invasive method of evaluating and enhancing the function of a physiological body arrangement called the craniosacral system. The craniosacral system consists of the membranes and cerebrospinal fluid that surround and protect the brain and spinal cord. It extends from the bones of the skull, face, and mouth - which make up the cranium - down to the sacrum or tailbone. Since this system influences the development and function of the brain and spinal cord, any imbalance or dysfunction in the craniosacral system could cause sensory,

motor, or neurological disabilities. Therapists generally use only five grams of pressure to test for restrictions in various parts of the craniosacral system.

CUPPING THERAPY - An ancient form in which a local suction is created on the skin. Practitioners believe this mobilises blood flow in order to promote healing and reduce fascial restrictions.

DORN THERAPY - A set of non-manipulative special techniques which provide a gentle and safe way to correct common misalignments of the spinal column and other joints.

FASCIAL KINETICS - Developed by Russell Sturgess who researched the properties of fascia and recognised its key importance in managing and maintaining health in the whole body.

FELDENKRAIS - Developed by Russian-born Israeli educator Moshe Feldenkrais, this method establishes new connections between the brain and body through movement re-education. He proposed that nearly our entire spectrum of movement is learned during our first few years of life, but that these movements represent a mere 5 percent of all possibilities available to

us. By retraining the central nervous system through the skeletal system, old patterns are eliminated and replaced with new skills that improve the physical, mental, and emotional functioning of the body.

HAKOMI THERAPY - A body-centred psychotherapy started in the mid-1970s by American Ron Kurtz. Hakomi uses body tensions and sensations to access information about the limiting beliefs, patterns, and habits of the individual. Hakomi bodywork includes hands-on manipulation to access and change these beliefs. Treatments vary to meet individual needs.

HOT STONE MASSAGE - Where the therapist uses smooth, heated stones as an extension of their own hands, or by placing them on the body. The heat can be both deeply relaxing and help warm up tight muscles so the therapist can work more deeply, more quickly.

INDIAN HEAD MASSAGE - The massage is invigorating, revitalizing and an uplifting treatment working on the upper back, shoulders, scalp and face. These areas are massaged with a firm and gentle rhythmic fashion involving Marma points (acupressure points). Traditionally Ayurvedic oils are massaged into the scalp for their many therapeutic properties. (retrieved from <http://www.indianheadmassage.co.nz/>)

INFANT MASSAGE INSTRUCTION - Qualified instructors teach parents how to massage their infants. This specialised form of touch is successful, not only in the critical weight gain of premature infants, but also in creating a strong bond between parent and infant and exposing a young child to the benefits and pleasures of safe touch. In New Zealand the training is through International Association of Infant Massage (IAIM)

KINESIOLOGY/APPLIED KINESIOLOGY - The study of the principles of mechanics and anatomy related to human body movement, specifically the action of individual muscles or groups of muscles that perform specific movements. Applied kinesiology involves muscle testing to assess a client's condition.

MANUAL LYMPH DRAINAGE - A gentle, rhythmical technique that enhances the activity of the lymphatic system and immune system, may reduce pain, and may assist

in lowering the activity of the sympathetic nervous system. Requires advanced training and precise movements.

MEDICAL MASSAGE - A solid firm background in pathology and utilising specific treatments appropriate to working with disease, pain, and recovery from injury. The therapist may work from a physician's prescription or as a complementary therapist within a hospital or health care setting.

MIRIMIRI - The traditional holistic healing tradition or massage technique of the Maori people. It is used for healing the physical and spiritual elements of a person's life.

MYOFASCIAL RELEASE - The three-dimensional application of sustained pressure and movement into the fascial system in order to eliminate fascial restrictions and facilitate the emergence of emotional patterns and belief systems that may no longer be relevant. Upon locating an area of fascial tension, gentle pressure is applied in the direction of or opposing the restriction.

NEUROMUSCULAR THERAPY - A comprehensive programme of soft-tissue manipulation thought to balance the body's central nervous system with the musculoskeletal system. Based on neurological laws that explain how the central nervous system initiates and maintains pain, the goal is to help relieve the pain and dysfunction by understanding and alleviating the underlying cause. It may be used to locate and release spasms and hypercontraction in the tissue, eliminate trigger points that cause referred pain, rebuild the strength of injured tissues, assist venous and lymphatic flow, and restore postural alignment, proper biomechanics, and flexibility to the tissues.

ONCOLOGY MASSAGE - Refers to massage tailored to the needs of individuals with cancer. This specialised practice requires therapists to be fully educated in and pay close attention to the physical, emotional, and psychological needs of clients in all stages of cancer: diagnosis, treatment, recovery, survivor, or terminal. Training in oncology massage covers appropriate bodywork modalities for cancer clients, includes precautions for radiation, chemotherapy, and surgery, and covers physiology and pathology.

ORTHOBIONOMY - Uses the body's preferred or most comfortable postures and mild exaggeration of any imbalances or distortions to initiate postural balance and integration. The work is safe, since the movements are made slowly and clients are not taken into any positions which could increase their pain. There are no rapid adjustments, painful contortions or deep muscle work.

PNF STRETCHING (PROPRIOCEPTIVE NEUROMUSCULAR FACILITATION) - In general an active PNF stretch involves a shortening contraction of the opposing muscle to place the target muscle on stretch. This is followed by an isometric contraction of the target muscle. PNF can be used to supplement daily stretching, make gains in range of motion and may also help promote compliance with the rehabilitation programme.

REFLEXOLOGY - Involves manipulation of specific reflex areas in the foot, hands, and ears that correspond to other parts of the body. Sometimes referred to as zone therapy, this bodywork involves application of pressure to these reflex zones with the aim to stimulate body organs and relieve areas of congestion. Reflexology is also convenient in cases where an area of the body is contraindicated to the extent that direct massage is not appropriate.

REIKI - Originated in Japan in the early 20th century by Mikao Usui. He developed a system of practices that enabled others to become effective healers. The practitioner's hands move progressively with a passive touch through twelve positions on the body, remaining in each position for three to five minutes. As a harmonic flow of energy is strengthened, within the client and practitioner, healing may occur through the return of physical, mental, and spiritual balance.

RELAXATION MASSAGE - Delivery of relaxation massage according to the treatment plan which has taken into account the therapists scope of practice. The main focus is to work with well bodies and to decrease the heightened activity of the sympathetic nervous system.

SHIATSU - Developed in Japan, shiatsu is a finger-pressure technique utilising traditional acupunctured points. Similar to acupressure,



shiatsu concentrates on restoring balance in the meridians and organs in order to promote self-healing.

SOFT TISSUE RELEASE - STR is an injury treatment technique developed in Europe. The client is placed in a particular position so that the muscle begins to stretch in a very specific direction or plane. When the exact location of the injury has been defined, a determined pressure is applied directly into the affected tissue or along a specific line of injury. At the same time, the client is given a set of instructions that now engage the antagonist of the muscles involved. The muscle is extended from a fixed position in a determined direction under a pinpoint of pressure. Decrease in pain and increase in range of motion are often immediate.

SPORTS MASSAGE - Designed to enhance athletic performance and recovery. There are several contexts in which sports massage can be useful to an athlete: pre-event, post-event, and injury treatment (rehabilitation, preventative and maintenance).

SWEDISH MASSAGE - One of the most commonly taught and well-known massage

techniques which utilises 5 basic strokes, all flowing toward the heart, and used to manipulate the soft tissues of the body. The disrobed client is covered by a sheet, with only the area being worked on exposed. Therapists use a combination of kneading, rolling, vibrational, percussive, and tapping movements, with the application of oil, to reduce friction on the skin.

THAI MASSAGE - Treatment often begins with the feet and gradually moves upwards towards the head. Elbows, feet, knees, and forearms are used by the therapist to perform certain strokes and manipulations, making the experience quite physical for both client and therapist.

THERAPEUTIC MASSAGE - Manual manipulation of soft body tissues (muscle, connective tissue, tendons and ligaments) to enhance a person's health and well-being. There are many modalities that may be used. This treatment approach involves gathering client history and information specific to the condition presented, conducting a physical assessment to help create a treatment plan, delivery of massage and re-evaluation following treatment.

Recommendations for homecare, such as stretching, postural and ergonomic changes may also be provided.

TRIGGER POINT THERAPY - Based on the discoveries of Drs. Janet Travell and David Simons in which they found the causal relationship between chronic pain and its possible source. Used to relieve muscular pain and dysfunction through applied pressure to trigger points of referred pain. These points are defined as localised areas in which the muscle and connective tissue are highly sensitive to pain when compressed.

TUINA - A Chinese form of massage that makes use of various hand techniques in combination with acupuncture and other manipulation techniques, chinese herbs or moxibustion. Tuina seeks to improve the flow of qi through the meridian channels.

This article includes excerpts from www.massagetherapy.com/glossary/

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VISCERAL MANIPULATION - ADVANCED STUDY

by Rosie Greene RMT

As we head into the spring months I challenge you to dust off the cobwebs of the familiar and look into something new and endlessly fascinating.

Let us look under the skin, past the muscular layers that we are so familiar with and delve into the world that is governed by the autonomic system, the organ system – the lungs, heart, stomach, liver, kidneys and the intestines. This is the world that is constantly monitoring every part of our being - adapting and compensating. It is a world of which we are completely unaware until it stops functioning in an optimal fashion. It is a world that can be the cause of many common symptoms that we treat on a daily basis - chronic lower back pain, neck and shoulder issues. Visceral Manipulation is a therapy that can access this world and make profound changes to the musculoskeletal system.

I graduated from the Canterbury College of Natural Medicine with a Diploma in Massage Therapy 15 years ago and have been running my own business ever since. For the past seven years I have been studying Visceral Manipulation – the work of renowned French Osteopath, Jean-Pierre Barral.

As is the case for many therapists, I was aware that there were certain patients for whom my treatments were not holding and that perhaps there was something missing from my skill set. I took several classes in Craniosacral Therapy which introduced me to the power of very gentle touch. Flicking through the manual I saw something called visceral manipulation on the curriculum flow chart and thought it would be really interesting to learn something more about the abdomen. Little did I know how far that curiosity would take me, the impact it would have on my treatment sessions and how many anatomy books I would end up owning.



Jean-Pierre Barral (with permission from the barralinstitute.com)

Our bodies are made up of many interrelated components such as bones, muscles, nerves, arteries and veins, fascia, as well as the internal organs (viscera). Our organs are in perpetual motion. When we breathe, walk and stretch – our organs move - they articulate with each other, with the muscles, ribs and the spine. Each organ has an optimum axis of motion and an organ in good health needs to be able to move. This movement is mainly guided by the presence of visceral ligaments that are rich in proprioceptors providing feedback to the brain. With respiration the kidneys could move 3-4 cm – we take 20,000 breaths per day this could equate to 600 metres of movement, just by the movement of the diaphragm (Barral & Mercier, 2007).

There are many reasons for an organ to lose its mobility, such as physical trauma, surgeries, infections, sedentary lifestyle, pregnancy, or a poor diet. When an organ is no longer freely mobile, but is

fixed to another structure, the body is forced to compensate. This disharmony creates fixed, abnormal points of tension and the chronic irritation gives way to functional and structural problems throughout the body. As therapists we may focus on the container without giving thought to the contents or how they can impact the structures of the container.

Imagine scar tissue around the lungs – either from trauma (witnessed every weekend on our sports fields) or infection (pneumonia). Because of the pull of the adhesion, with every breath the movement patterns of nearby structures are altered. Rib motion becomes restricted, creating a pull on the spine. The ligaments of the pleural dome attaching to the cervical spine and first rib come under tension. These restrictions could then present as mid-thoracic or neck pain as well as limited movement of the shoulder as the brachial plexus is compromised.

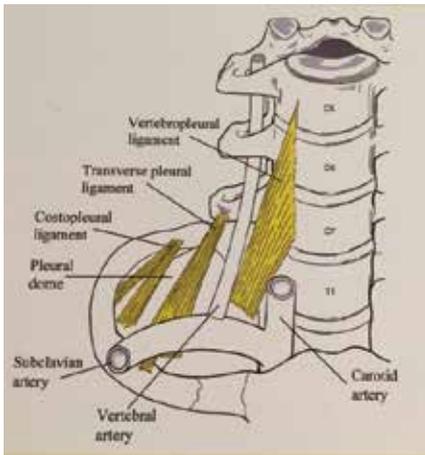


Image Ligaments of the pleural dome (Barral Institute, 2016)

Early in his career, Jean-Pierre Barral became interested in the movement of the body (biomechanics) while working at the Lung Disease Hospital in Grenoble, France with Dr. Arnaud, a recognised specialist in lung diseases and a master of cadaver dissection. (Barral & Mercier 2005).

When participating in post-mortems, Barral was able to follow patterns of stress in the tissues of his former patients as he studied their biomechanics whilst they were still living. This introduced him to the visceral system, its potential to promote lines of tension within the body. This led to his development of the form of manual therapy, which focuses on the internal organs, their fascial environment and the potential influence on structural and physiological dysfunctions. The term he coined for his therapy was "Visceral Manipulation".

As a scientist Barral consistently "made efforts to confirm and document objectively what my hands sensed...using the technologies of ultrasound, fluoroscopy, radiography, CT scan, and Doppler effect to compare with my manual diagnoses" (Barral 2005, p.40).

In our training as massage therapists the focus of our education is on the musculoskeletal system – often the structures posterior to the spine. Visceral manipulation offers a method for assessing and treating structures anterior to the spine that may have a profound effect on reducing muscular tension. Barral has found with his 40 years of clinical experience that a majority of musculoskeletal problems have a visceral component (Barral & Mercier 2007).

One class was all it took to hook me into this work as it made so much sense and I have since taken all the levels in the curriculum - visceral, neural and vascular manipulation, as well as classes looking specifically at the muscular system. Much of my training has been in Australia and the United States, as my skills improved I was approved to be a Teaching Assistant for instructors from the United States, Canada, France and Italy. The last two years has seen me undertake a grueling apprenticeship program to become the first Australasian Instructor and one of only three instructors in the southern hemisphere.

The thirst for more knowledge has driven me to places far and wide. I realised the extent of my "addiction" - attending my first ever dissection class, a priceless opportunity to witness and discover the three dimensional aspect of anatomy in a way that textbooks cannot deliver. The dissection was with a fresh not preserved cadaver so the quality of the tissue, organs, neural structures were far closer to that of a living being and the opportunity to palpate these structures had led me half way around the world. It did occur to me sitting alone in that hotel room that most people who travel to the US do so to visit the beaches or theme parks and here I was intending to spend three days in a working morgue. However the experience was truly incredible and infinitely invaluable.

I am passionate about my work and see people of all ages, from newborns with reflux, to my loyal octogenarians, teenage boys with their love of all things physical, women dealing with a myriad of pelvic issues, people who have suffered from whiplash or concussion, to people with chronic digestive issues or post surgical complications and everything in between. Every body has tissues that deserve to be 'listened' to and gently encouraged back to homeostasis.

The initial training I had at the Canterbury College of Natural Medicine gave me the tools, both academic and palpation, to be able to embark on my journey with Visceral Manipulation. I cannot imagine my practice without this treatment method. I hope that some of you are inspired to study this work as it does have some amazing results. The people who benefit are our patients and they are our biggest teachers. The profound changes I see in my patients are the driving force behind my ongoing quest for knowledge and understanding of the complexities of the human body.

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Rosie Greene has been in private practice as a Remedial Massage Therapist in Kaiapoi, New Zealand since 2002. She has continued her clinical education through courses in gentle hands on approaches, offered through the Barral and Upledger Institutes in New Zealand, Australia and the USA. Her extensive training includes studies in visceral, vascular and neural manipulation and craniosacral therapy.

She is a Visceral Manipulation Instructor for the Barral Institute, and now teaches both in New Zealand and internationally. She has recently become a member of MNZ.

Her website is www.rosiegreene.co.nz and can be contacted at rosie@rosiegreene.co.nz



NON-REGULATED HEALTH PROFESSIONS IN NEW ZEALAND – A REMINDER

Not all health professions are regulated under the Health Practitioners Competence Assurance Act (2003). Not being regulated under the Act does not imply that a profession lacks professional standards.

There are a range of reasons why a profession may not be regulated under the Act. These reasons include:

- a low level of risk of harm
- practitioners work with, or under the supervision of a regulated, profession
- employment arrangements provide an appropriate form of regulation outside the Act to minimise risk of harm to the public
- self-regulation by the profession can provide an appropriate form of regulation

Statutory regulation under the Act is only used if these other forms of regulation are not sufficient to protect the public where there is a risk of harm from the practice of the profession.

Members of the public have the right to ask any health practitioner what qualifications they have. Members of the public also have the right to contact professional associations to ask what is required of their members, particularly in terms of qualifications, continuing professional development and code of practice. Members of the public can also contact a professional association to ask if a particular practitioner is a member of that association.

All massage practitioners providing health or disability services, whether from regulated or non-regulated professions, are subject to the Code of Health and Disability Services Consumers' Rights. The Code has ten rights covering being treated with respect and dignity, being given information in a way that is clear, being given quality care and having the right to make a complaint if you believe one or more of these rights have been breached.

Retrieved from: <http://www.health.govt.nz/our-work/regulation-health-and-disability-system/health-practitioners-competence-assurance-act/non-regulated-health-professions>

EDITOR'S NOTE:

Government Regulated health professions in New Zealand.

There are 16 regulatory bodies who operate under the Health Practitioners Competence Assurance Act (2003).

- Chiropractic Board
- Dental Council
- Dietitians Board
- Medical Council of New Zealand
- Medical Sciences Council of New Zealand
- Medical Radiation Technologists Board
- Midwifery Council
- Nursing Council of New Zealand
- Occupational Therapy Board
- Optometrists and Dispensing Opticians Board
- Osteopathic Council
- Pharmacy Council
- Physiotherapists Board
- Podiatrists Board
- Psychologists Board
- Psychotherapy Board

Once becoming a regulatory body, a registration board or council for the health profession is set up that must be very rigorous and possibly registration fees increase dramatically. Take for example the Osteopathic Council, who have an Annual Practising Certificate Full year Fee of \$736.00 + a disciplinary levy of \$350.00. (See: <http://www.osteopathiccouncil.org.nz/how-to-register>)

NON- HPCA REGULATED HEALTH PROFESSIONS IN NZ

There are a number of non-statutory regulatory bodies who work to address competence and credibility for other health professions. For example, the New Zealand

Association of Counsellors is a "national professional association that acts for and with counsellors to monitor and improve the service they provide." The Nutrition Society of New Zealand "have established a trusted structure for the registration of Nutritionists to ensure credibility of the profession in New Zealand".

Counsellors

NZ Association of Counsellors
Annual fee \$410

Music Therapists

Music Therapy New Zealand
APC renewal fee \$110

Registered Nutritionist

Nutrition Society of New Zealand
Annual fee \$75

Clinical Nutritionist

Clinical Nutrition Association
Annual fee \$125

Massage Therapist

Massage New Zealand
Annual renewal fee \$245

As stated above, not being regulated under the HPCA Act does not imply that a profession lacks professional standards.

However, as we know there is no government protection of the title "Massage Therapist" and like nutritionists, there are no criteria as to who can call themselves a Massage Therapist. As a consequence, again like nutritionists, "many practitioners have rightfully earned their title through years of tertiary education and clinical practice, some have not".

Massage New Zealand aims to help the public to differentiate between the different skill sets of practising massage therapists and aims to foster sound practice in massage therapy for public good.

Retrieved from:

<http://nutritionists.org.nz/AboutUs.aspx>
<http://www.nzac.org.nz/>
<http://www.nutritionistsociety.ac.nz/about>



5 MYTHS AND TRUTHS ABOUT MASSAGE THERAPY – LETTING GO WITHOUT LOSING HEART

Tracy Walton, MS, LMT and Massage Therapy Foundation

Some of the claims we make about massage - have been around and repeated for so many decades.

Here we will focus on just five claims commonly found in massage therapy classrooms, on websites, and in conversation:

- Massage elevates endorphins
- Massage boosts immunity
- Massage lowers cortisol
- Massage increases blood circulation
- Massage detoxifies the body/tissues

1: MASSAGE AND ENDORPHINS

The claim we've been making:

"Massage therapy elevates endorphins."

What we might have meant by it:

"Massage increases feelings of well-being and reduces pain." The highest level of evidence that addresses this claim:

Randomized, controlled trial (RCT)

What the evidence says: It's inconclusive,



based on only two research papers. Day et al (1987) tested endorphin levels in 21 healthy volunteers after 30 minutes of back massage, compared to a control group who rested. They found no significant differences in beta-endorphins or beta-lipotropin levels between the two groups. Kaada and Torsteinbo (1989) tested plasma beta-endorphins before and at three time points after connective tissue massage (CTM) in twelve volunteers. They found a moderate elevation of beta-endorphins in the plasma at 5 minutes after and lasting a while longer after a massage. However, this study had no control group. Moreover, just twelve volunteers make it a tiny study. (For comparison, pharmaceutical studies typically enrol hundreds or even thousands of subjects.)

Our claim about massage and endorphins reflects wishful thinking, not reality. A foundational claim in massage therapy—one we have made with utter certainty—has only two inconclusive studies behind it. In further research, we may discover more useful stuff about massage and endorphins, but for now, it is time to put aside this claim.

A more accurate statement about

massage and endorphins: We do not know whether massage therapy has an effect on endorphins. Despite what many sources say, there is little research on this question. The available research does not settle the question.

2: MASSAGE BOOSTS IMMUNITY

The claim we've been making: "Massage boosts the immune system." "Massage enhances immune function." What we might have meant by it: "Massage promotes relaxation and relieves stress. Therefore it must enhance immunity."

Why it's complicated: The question of massage and its effect on immunity is much more than a single question. The immune system is extremely complex, made up of many cell types, substances, and functions. Research on immunity is hard work. With so many functions, the immune system could be affected by massage in a range of ways.

In a 2010 meta-analysis of studies of massage and HIV infection, Hillier et al. reported that massage may aid immune function. The word "may" is important here, because they also reported that the studies they looked at were small, "...and at moderate risk of bias."

In another paper in 2014, Spanish researchers reviewed the literature for studies on effects on immunity of post-exercise massage. Some of those reported a positive effect of massage on immune recovery, but they also concluded that more research is needed in the area to determine if this is true.

A more accurate statement on massage

and immunity: Right now, we don't have enough research to know whether massage affects immunity, but scientists feel it is worth pursuing. More studies are needed. The immune system has many different functions, so we're careful not to oversimplify any effects of massage therapy. Our clients do report reduced stress and increased well-being. It's possible this could influence immunity over time.

3: MASSAGE REDUCES CORTISOL LEVELS

The claim we've been making: "Massage reduces cortisol, a stress hormone." What we might have meant by it: "Massage reduces stress and high cortisol is involved in stress, so massage must reduce cortisol."



Why it's complicated: Excess stress has many factors. Cortisol is one factor in long-term stress, but there are many more. A 2010 meta-analysis by Christopher Moyer et al. concluded that massage does not lower cortisol. They did not see massage affecting the levels of this particular molecule for most populations. Is this review on cortisol the final word? An earlier 2004 meta-analysis from Moyer is very clear on the benefits of massage in anxiety and depression. In fact, in their 2010 cortisol paper, the authors propose that because massage does not appear to affect cortisol levels in adults, there is a need for future research on other mechanisms to explain the clearly established effects of massage on anxiety and depression.

A more accurate statement on massage and cortisol: Massage therapy does not appear to reduce cortisol levels. However, clients often report reduced stress and increased well-being. We have good research showing massage reduces depression and anxiety, but we're not sure of the mechanisms behind these changes.

4: MASSAGE INCREASES BLOOD CIRCULATION

The claim we've been making: "Massage increases blood flow," or "Massage improves circulation," "induces venous return," or simply, "moves blood." What we might have meant by it: "Massage promotes tissue health because it brings blood to the area."

Why it's complicated: The statement is vague. "Increased blood flow" is a broad topic. It raises more questions. If massage increases blood flow, then...Where? At the site of the massage? Local effects? Or systemically, throughout the body, including non-massaged areas? How deep? Which system? Is it an immediate effect that subsides quickly? Or does it last for a while?

Some of the research suffers from common limitations in massage research; small sample sizes and poor methods. In addition, early research on this question took place before sophisticated instrumentation such as ultrasound was available to test this question. Two investigators have explored new instruments to measure blood flow in massaged and non-massaged clients.

In a study of 17 volunteers, Sefton et al. found skin temperature changes in both massaged and non-massaged areas of the body after a 20-minute neck and shoulder massage. They used dynamic infrared thermography to measure peripheral blood flow changes. A couple of studies suggested massage did not increase limb blood flow as previously believed. And one small 2010 study suggests that massage might even impair blood flow when it is used after exercise, which is the opposite of what we've been taught.

A more accurate statement on massage and circulation: There are a handful of studies on massage and circulation, but they are inconclusive. It's too early to say whether or not massage increases circulation at the site of massage, overall throughout the body, or whether it's clinically important if it does. Since we don't know the answer to this question, in my practice, I focus on helping my clients in other ways.

5: MASSAGE RELEASES "TOXINS"

The claim we've been making: "Massage releases toxins from the body," or "Massage detoxifies the body," or "Massage moves toxins out of the tissues and into the bloodstream." We've used this belief for everything from urging our clients to drink water after a massage, to promoting its "detoxifying" effects.

What we might have meant by it: Do we mean metabolic wastes, such as CO₂ or lactic acid? Do we mean poisonous substances from the environment, such as PCBs or parabens? How about by-products of strong medications such as chemotherapy? It's never been quite clear. Even without knowing the meaning, we have passed on the toxin belief in decades of massage classrooms, websites, and conversations with clients.

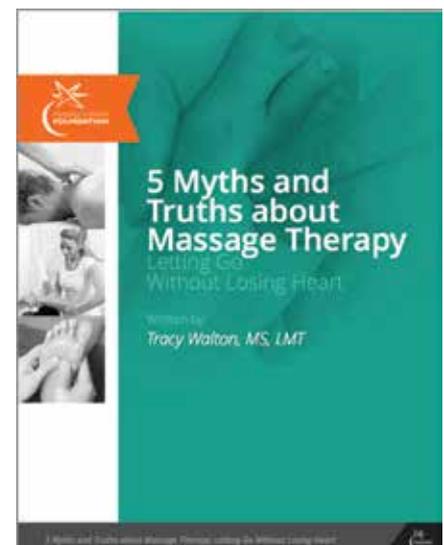
I know of no published research in the English language that answers the toxin question. As long as we cannot agree on a definition of "toxin," we can't even begin research to answer this question. Assuming we could agree on a specific substance, we would have to look at blood or urine levels, before and after massage therapy, at certain time points to know whether massage had an effect.

A more accurate statement on massage and toxins: We're not even sure what was meant by the word "toxin." That makes it hard to do research on the question. In massage therapy, we're more focused on whether or not massage helps people feel better. Clients and growing research suggests that it does.

These are easy to understand excerpts from a wonderful resource written by Tracy Walton and published by the Massage Therapy Foundation--a free eBook-- which has been developed and is available to everyone.

This is a link to the ebook

<http://massagetherapyfoundation.org/resources/>



We are very grateful to the Massage Therapy Foundation for making this available to our NZ members.





JO SMITH - KEYNOTE SPEAKER AT IMTRC SEATTLE 2016

Reviewed by Ruth Werner June 2016

"If a small school in a small town in a small country at the bottom of the world can do this, so can anyone." - Dr. Jo Smith, on the massage therapy degree program she has created in Invercargill, NZ.

So much of what we heard at the International Massage Therapy Research Conference (IMTRC) was inspirational and motivating. However, for me this keynote address on the last day - a time traditionally reserved for reflections on "what comes next?" - was a high point.

Dr. Smith related her experiences - both obstacles and opportunities - in creating a degree program for massage therapists at the South end of the South Island of New Zealand. Other panelists involved in massage therapy education followed with input from their perspectives: Bodhi Haraldsson on the commitment of the Registered Massage Therapist Association of British Columbia (RMTBC) to raising the educational bar by sponsoring 2 large scholarships to put massage therapists through Master's programs each year; Dr. Martha Menard on the importance of research about education, and the need to determine if setting educational standards makes a difference in the careers and success of massage therapy students; and Dr. Niki Munk on her research program at the University of Indiana, and the opportunities for massage therapy researchers she can create there. The panel discussion was then enriched by input from Sandy Fritz, reminding us that the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) has created the option of getting a Bachelor of Applied Science degree in Massage Therapy for massage therapists who are Board Certified.

Is the United States ready for a dedicated massage therapy degree program? Is it a worthwhile pursuit? What benefits would



it bring to the profession? Would such a program draw students, and would they be equipped to make some kind of return on their investment? The answers to these questions are beyond my ability to answer, but I have some thoughts:

A degree program for massage therapists would open many doors. Right now we ask to be included at the table with many other allied health care providers, but we have a much lower and generally inconsistent national educational standard than our colleagues. Having representation through massage therapists with degrees in their chosen field brings credibility to conversations with other providers, as well as with policy-setters and legislators.

A degree program for massage therapists is not right for everyone. Not every massage therapist wants a Bachelor's degree or higher. It would be a terrible cost to the field to lose the many thousands of talented, compassionate massage therapists who are not drawn to academia.

That said, I believe it would benefit all of us to have an avenue open for those massage therapists who do want to pursue a degree in their chosen field, as opposed to doing

this by way of public health, nursing, gerontology, psychology, or any of the myriad other degrees that many massage therapists now bring with them.

Every solution brings new problems. That should not deter us from pursuing solutions. However, we should have our eyes open about what challenges they may precipitate. For instance, the investment in achieving a Bachelor's or Master's degree in Massage Therapy is unlikely to increase the earning capacity of a motivated, talented massage therapist who graduates from a conventional massage school.

The United States is neither New Zealand nor Canada. We have obstacles (and opportunities) that are different from those faced by Dr. Smith. As the American massage therapy field matures, I believe we will ultimately benefit from her work and the work of those like her, who are creating pathways that we may follow.

Retrieved with permission from:

info.massagetherapyfoundation.org/blog/imtrc-2016-recap-is-the-united-states-ready-for-a-massage-therapy-degree-program



Get your Creative Juices going... 10th Anniversary Competition

We are fizzing with excitement – you have a chance to create and photograph food or drink that celebrates MNZ to you

THE REQUIREMENTS

Your entry is to include a recipe and photo, to be sent by 31 October 2016 to:

admin@massagenewzealand.org.nz

The prize is:

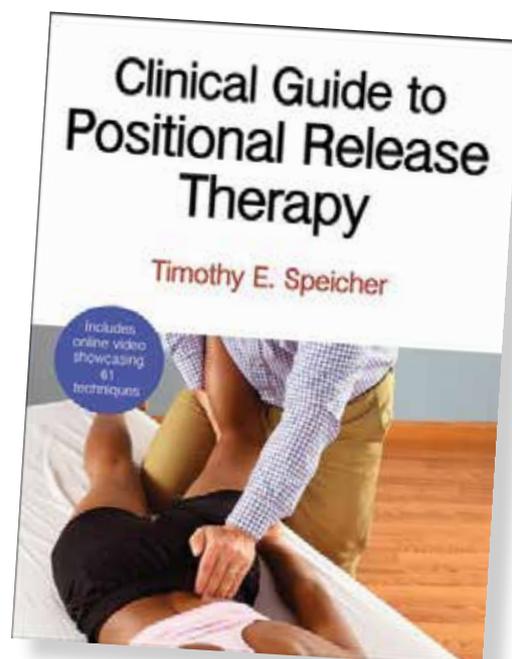
‘Clinical Guide to Positional Release Therapy’

– a book which provides professionals in the sports medicine and therapy fields with an easy-to-read reference on the clinical application of positional release therapy (PRT).

The book is an invaluable resource for those who desire to learn, practice, and perfect the art of PRT to gently treat patients of all ages who have acute and chronic somatic dysfunction, including tightness and pain. (\$113 AUD). (More suitable to RMTs but inspiring to all).

Judging will take place early Nov 2016 by Joanna Tennent, our resident foodie (who opened one of NZs first alternative cafes in Lorne St, Auckland.)

Her judging will be final



Prize kindly donated by Human Kinetics

Open to MNZ members only

Winner will be notified in the Q416 Magazine with recipe and photo also published.





MNZ – CELEBRATING 10 YEARS OF SUPPORTING THE MASSAGE INDUSTRY IN NZ

A wonderful welcome to the 40 attendees at the MNZ Workshop and AGM in Auckland. We were sung to by the Executive Committee and others who were coerced to join in by Maria Monet-Facoory. It really did make you feel proud to be a member of a versatile organisation. To celebrate 10 years of MNZ Maria had created an artistic birthday display of cakes that tasted as good as they looked.



Left, Brian Broom. Right, Mark Fewtrell singing

After the heart felt welcome Brian Broom a Clinical Immunologist at Auckland Hospital and a Professor at AUT subtly launched into training clinicians in “whole person – centred healthcare”. His work over the last decades has been focused on exploring the relationship between physical disease and a person’s story, the connection between body and mind. It seems his general feeling is that there are a lot of healthy people out there but they are being kept unhealthy by keeping their physical symptoms and their story separate. He would love therapists to be able to be able to ask what he refers to as ‘the smorgasbord question’ - “what was the most memorable, difficult, interesting.... thing that happened at about the time this (pain, condition, injury etc) occurred? He encouraged us to then get more information, do more listening. Broom says “ the knowing therapist is a danger”. He would like to move to a non-dualistic model of approach in which responses are linked to the physical disease emerging from the personal stories. In order to help organise the story he suggested using the 3 P’s:



Frances Bell, Donna Smith, Chris Toal and Deborah Harris – welcome us all

predisposing, precipitating and perpetuating factors. Broom had many case studies to share, in which he demonstrated how the physical symptoms of urticaria (hives) that had been bothering his patients for many weeks, often abated once the story was asked, the patient told and Broom listened to the linked trauma, loss or other problems. Making simple educative connections for the client, they often left willing to make use of the connections that may have unfolded. This was demonstrated many times and Broom was also able to discuss case studies of the therapists in the room using his interesting whole person-centred model. Of those I spoke to, it was felt we could be better therapists for what we had just witnessed.

After a lunch locally, Odette Wood and the Executive team launched the new MNZ website. It is so user friendly giving members the ability to update their own details, log CPD, pay membership online, advertise



on the job forum or look for vacancies, link with providers who give discounts and many other benefits. The public can easily use the function "Find a Massage Therapist" from which they can read the therapist's specialities, clinic address and email the therapist directly. The public pages also give information about massage therapy, evidence for practice and benefits of choosing an MNZ therapist.



To access the members area for the first time, go to www.massagenewzealand.org.nz

1. Click on the green Members button in the top right hand corner of the screen
2. Scroll down the page to the members login section
3. Type in your email address (the one you have provided MNZ with) and tick the forgot password checkbox
4. Click Send

You will be emailed a temporary password which you can then use to log in to members only area.

You will then be prompted to change your password to something that you can remember.

The AGM was fairly smooth running with the key remit being accepted to remove both CMT and RMT membership levels and replace with Registered Massage Therapist followed by NZQA level of qualification. The main reason for this change is that NZQA will only recognise level 5 diplomas as the baseline qualification from 2017/18.



Maria Monet-Facoory - outgoing Regional Liaison Coordinator (left) – celebrates 10 Years of MNZ – along with Sonya Healey - outgoing Publicity Officer

Probably the most disappointing aspect of the AGM was the high number of vacant positions for Executive and non-Executive positions. It's up to every one of us now to talk to others in our locations and try and find members who are willing to learn a new skill and be mentored along the way by others who have done the job before. We encourage you to get involved in YOUR organisation – things can only be achieved if we work together.

PRESIDENT -

Jo Smith

VICE-PRESIDENT -

Helen Smith

EDUCATION OFFICER -

Position vacant

RESEARCH OFFICER -

Position vacant

PUBLICITY OFFICER -

Position vacant

REGIONAL LIAISON COORDINATOR -

Position vacant

UPPER NORTH ISLAND REGIONAL COORDINATOR -

Annika Leadley

LOWER NORTH ISLAND REGIONAL COORDINATOR -

Iselde de Boam



SOUTH ISLAND REGIONAL COORDINATOR -

Position vacant

IWI LIAISON -

Stanley Williams

NZQA LIAISON -

Position vacant

EDUCATION SUB-COMMITTEE -

David McQuillan, Bridie Munro, Pip Charlton

PUBLICITY SUB-COMMITTEE -

Sonya Healey

TREASURER -

Reina Reilly

The finale was the presenting of the Bill Wareham award to Jo Smith - this is for her outstanding service to the massage industry, especially in regard to research, teaching and setting up a degree programme at SIT (the first in NZ), and working hard to improve the professional standards of our industry.

Thanks so much to Odette Wood for putting the day together. It was a great time to meet with fellow therapists as it always is.

We look forward to a team taking on the challenge of putting on a full weekend conference next year - do let Odette know if you are keen.



Reina Reilly presents the Bill Wareham award to Jo Smith



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Visceral Manipulation 1: Abdomen 1 (VM1)

October 13-16th 2016, Auckland

In this four-day course, participants will learn an integrative approach to evaluation and treatment of the structural relationships between the viscera, and their fascial or ligamentous attachments to the musculoskeletal system.

Upcoming Christchurch Courses

Neural Manipulation 1: Neuromeningeal Manipulation; An Integrative Approach to Trauma (NM1)

December 5-7th 2016, Christchurch

This three-day course focuses on the impact of whiplash and how it can create restriction patterns throughout the body. Learn tests to determine restriction patterns and techniques to release them. The course includes lecture, demonstration and practice for each technique presented.

Neural Manipulation 3: Neural Manipulation for the lower extremity (NM3)

December 9-11th 2016, Christchurch

This three-day course explores evaluation and treatment techniques for peripheral nerves of the lower body.

Visceral Manipulation 1: Abdomen 1 (VM1)

March 16-19th 2017, Christchurch

In this four-day course, participants will learn an integrative approach to evaluation and treatment of the structural relationships between the viscera, and their fascial or ligamentous attachments to the musculoskeletal system.

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Roberto Bonanzinga D.O., BI-D

Roberto Bonanzinga is an Osteopath from Parma, Italy. He has been teaching Visceral Manipulation and Neural Manipulation seminars with the Barral Institute since 2003.

In July, 2008 he earned the Barral Institute Diplomate Certification. This is the highest level of Certification given by Jean Pierre Barral, Alain Croibier and the Barral Institute.

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