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ISSUE 3 2019


MNZ
MAGAZINE



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EDITORIAL ISSUE 3 2019



Greetings members and welcome to the third and final issue of MNZ Magazine for 2019. How fast this year has gone! This issue provides you with a chance to focus on your own business over the holiday season. Whether you are taking your first steps, reconsidering the structure of your company, growing your business or needing to change things up, we are hoping this issue has something in it for you.

We are proud to support local Wellington software business Noted – and their online note taking software. Scott Pearson from Noted shares his thoughts on why treatment notes matter. Electronic notes software provides therapists with advanced note taking capability than the old paper-based system that many of us were taught. It is something to give good consideration to, especially as our profession develops and our clinical practice becomes more refined.

Odette was able to make links at the Pain Summit and Nick Ng from Massage & Fitness Magazine once again contributes, this time shedding light on the importance of choosing the right typeface for your website. Who knew that something like typeface could have such an effect on the perception of trustworthiness by visitors to your website! We hope to hear more from Nick Ng. Following on, Lucy Carney looks at Squarespace and Wordpress and provides some useful comparisons that might be of interest if you are building your website or looking to change it.

Annie La Croix of Brainy Boss provides some guidance on assessing the health of your business, while MNZ insurance partner Bizcover reminds us why insurance is beneficial for massage therapists. We also revisit a 2015 article on legislation relevant to massage therapists in Getting Your Act Together.

We have a wonderful article from Rare Disorders NZ, focused on supporting clients with Ehlers Danlos Syndrome

(EDS). This includes an excellent “lived experience” piece from Kelly McQuinlan. We hope to be able to include more articles on working with people with a range of chronic conditions and pathophysiology, thanks to the feedback given in this year’s MNZ Magazine Survey.

We provide a summary of the main themes that came out of the survey. Please do take the time to read this and see how MNZ plans to respond to the feedback given. If you didn’t make it to the MNZ Conference and AGM in Hamilton in September, then catch up on the outcomes in the workshop and AGM summaries from attendees. You won’t want to be out of the loop on the planned 2020 national Massage Hui requested by the Chief Allied Health Professions Officer of the Ministry of Health – yes you read right! The opportunity for us to have our professional voice heard within government has opened up. MNZ Allied Health Aotearoa New Zealand (AHANZ) representatives Iselde de Boam and Sarah Rule gives us a good overview on what is going on and ask members to get involved.

The regular columns – executive and staff reports, regional round up what’s on, websites worth knowing about, book recommendations, student and HPSNZ therapist profiles and research update are always worth checking out. We are ever grateful to Ruth Werner and her support for MNZ Magazine, Ruth always finds brilliant papers and this time has found research that looks at massage in the workplace and its link to job satisfaction, workplace stress and physiological outcomes. Do take a read, in fact go back over all her articles, it would be good for us all to get more familiar with these and be able to talk to the results. Letters to the Editor is a new regular column we would like to utilise as we often get information and feedback from members, and would like to find a way of acknowledging and responding to some of this.

We wish you all well for the holiday season and hope you get the chance to relax and recharge, ready for whatever 2020 has in store!

Ngā mihi nui

Carol and Odette

MNZ MAGAZINE ISSUE 3 2019

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ARTICLE SUBMISSION AND ADVERTISING SPECIFICATIONS

SUBMISSION DEADLINES

The MNZ Magazine will be published:

Issue 1 2020 - 1st April (deadline 1st Feb)

Issue 2 2020 - 1st August (deadline 1st June)

Issue 3 2020 - 1st December (deadline 1st October)

Note: Dates may be changed or delayed as deemed necessary by editors.

The MNZ Magazine link will be emailed to all members and placed in the members only area on the website.

ADVERTISING RATES AND PAYMENT

MNZ Magazine now ONLINE only.

For current advertising opportunities and pricing please see:

<https://www.massagenewzealand.org.nz/Site/about/advertise/advertising-opportunities.aspx>

Advertisements must be booked via the online booking form and paid online.

<https://www.massagenewzealand.org.nz/tools/email.aspx?SECT=advertise>

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- Full page is 210mm wide x 297mm high
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- Quarter page is 88mm wide x 120mm high

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ARTICLE SUBMISSION GUIDELINES

The following outlines requirements for submitting articles, original research and case reports. We also consider opinion pieces, reviews and other types of articles, providing that they do not contradict MNZ policies and processes.

Please contact the co-editors to discuss your submission prior to sending in.

- **Word count** - Max 1800 words include references
- **Font** - Arial size 12
- **Pictures** - Maximum 4 photos per article, send photo originals separate from article (do not provide images embedded in Word document), each photo must be at least 500k
- Please use one tab to set indents and avoid using double spacing after fullstops. The magazine team will take care of all formatting
- We prefer APA referencing (see <http://owl.massey.ac.nz/referencing/apa-interactive.php>)

Co-editors - Carol Wilson, Odette Wood

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PRESIDENT, EXECUTIVE AND STAFF REPORTS



PRESIDENT

Hi Team,

A massive thank you to ALL involved in making the 2019 MNZ conference happen, organisers, presenters, attendees. The Annual General Meeting (AGM) has seen more volunteers fronting up to help all of us in MNZ go about the tasks that will promote massage as a profession and support us all. As usual, it's always great to have people helping and learning what happens in MNZ, as the more we know, the better we work together as a profession.

One moment of significance for myself at conference was the AGM, first time on the front end of the room and many learnings to be had. Thank you to all who made the AGM and contributed, regardless of in favour or challenging our thoughts processes. It's so easy to get caught up in the moment, forgetting the past and future pathway. That's when all your experience and opinion is massively helpful in guiding our profession, as we on the executive can only steer in a good direction if we have a rounded understanding from the many in our organisation. Additionally, it was great to meet new people, chat about massage and ideas related to where we are and where we are potentially going, as a profession.

By the time you read this we will hopefully have a strategic meeting day locked in, for the executive team to nut out where we think we are headed in the next 10 years and what the important tasks are to focus on. Please do

contact me via email if you have any burning requests for tasks/topics that you may think should be considered for the greater planning of our massage profession. The more input we have the better we can encapsulate where we are headed. Beyond the strategic planning, one of the first areas to be worked on, that will hopefully be low time consumption but high reward for members, is to align with more of the health insurance providers that cover massage therapy. If any of you have contacts within health insurance provider companies that maybe useful in this rollout, please do contact me directly via email on:

president@massagenewzealand.org.nz, or flick me a text on 021 678 269. Thank you to those before us that helped set up the Southern Cross agreement, we hope to further this concept.

REMEMBER, our next MNZ conference is in New Plymouth and is well into the planning, start saving, block out your diaries, come discuss and share your ideas, so MNZ can thrive and members are recognised for the high standards of education, collaboration and professionalism that we hold. Massive THANK YOU to Roger Gooch for taking on this task and the ongoing support you provide to us as MNZ members!

Watch emails and social media for ongoing updates regarding the 2020 MNZ conference!

Enjoy another great magazine read.

Clint Knox

VICE PRESIDENT

It's a great feeling to be writing this report as Vice President. It is quite an honour to be a part of this Executive team and I feel really excited going forward.

On the subject of feeling positive, the Conference in Hamilton this year was fantastic! Aside from some amazing speakers and workshops, the overall vibe from members was great. It was really encouraging at the AGM to see members



raising thought provoking ideas and opinions, as well as stepping forward into roles within MNZ. I had such a sense of us all working together towards a common goal, which is really what we are all about. Connecting with therapists is also a highlight for me - catching up with old friends and of course making new ones!

Hayley Ward (Bronze Winner of the Case Report Contest) kicked the conference off by presenting her case report - what a great way to start! It enabled us all to share in the success of an up and coming therapist and hear her clinical approach to the ever-common issue of an office worker with lower back pain.

The Conference Committee did an amazing job (as they do every year) in pulling it all together and its exciting to see bids from locations around New Zealand for future conferences. So definitely start preparing for New Plymouth next year as I am sure it will be a blast!

Stay tuned for further developments on where we are steering our profession for the future. Having a plan is something the Exec are focussed on and we welcome any input from members. In the meantime keep doing a great job out there, as the end of the day providing a professional service is crucial in our drive for more regulation. Great results for clients in the work that we do speaks for itself, so let's continue to keep our standards high.

All the best,

Teresa Karam



TREASURER

Kia Ora Koutou,

I write this magazine article with my new Executive hat on – as the Treasurer. I am thoroughly looking forward to stepping into this role. I feel very proud to be part of such a dedicated team on this MNZ Executive Committee. Until you are 'behind the scenes' you do not realise just how diligently each team member works.

I will also take this moment to welcome Annika into the Regional Liaison role. She was the perfect choice to step up into this position and we are already incredibly excited to have her onboard.

Conference and AGM 2019 was another brilliant event. No doubt many of us are still on that post-conference high. The biggest highlight that I took away from this year's conference was the many positive conversations that I had. Conversations that showed the passion for this profession, the comments about feeling and seeing a change within MNZ and stories about how MNZ MAW 2018 opened new avenues and health sector relationships.

There is a whakatauki that springs to mind each time I write my reports, as I reflect, I realise that they always seem to have a similar theme. Therefore, as we finish the 2019 year and look forward to 2020, I will leave you with it;

He aha te mea nui o te Ao? Māku e kī atu,
he tangata, he tangata, he tangata.

If I was asked, what was the most important thing in the world; I would reply it is the people, it is the people, it is the people.

Tania Kahika-Foote



EDUCATION OFFICER

I am honoured to be your Education Officer again this year – and we have a fantastic team going forward. Pip Charlton, Sheryl-Lee Judd, Dawn Burke and Roger Gooch have agreed to stay on the Education sub-committee and we also have a couple of new members – Doug Maynard and Jenny Allan. This is an amazing team and I am looking forward to what we will achieve in the coming year.

Communication with the Providers has continued to be a focus and MNZ has a good working relationship with all providers. We have also been in touch with NZQA over several different matters this year and again have found them to be extremely approachable. MNZ was part of the recent Consistency Review day held in Auckland with representatives from both NZQA and the various Providers present. We also had a follow up meeting pre-conference and another is planned for the new year.

Student membership is still a focus. We have not reached the goal of having all students as MNZ members, but this is still something to strive for.

With the evolution of massage training into a more professional era we are being asked by our members to turn our attention to continuing education workshops. Advertising these courses through our email blasts and facebook posts, by default, seems to indicate endorsement by MNZ. We are working towards setting in place a process that is not overly onerous

to administer but ensures that we have done due diligence on anything that is advertised through MNZ.

Rosie Greene



REGIONAL LIAISON CO-ORDINATOR

My name is Annika and I have been a member of MNZ for about 9 years. Most recently I have been the Upper North Island Regional Co-ordinator. It has been in this role that I have come to know a lot of members in the Upper North Region and have tried to help where I can to facilitate communication, networking and learning in the region.

Stepping up to the Regional Liaison Co-ordinator role will mean I can try and help all three regions – Upper North Island, Lower North Island and South Island. It was exciting that at the AGM we had three people volunteer to look after these individual regions. It's so inspiring to see so many people volunteering to keep our membership connected and to continue to help us grow and strive for our initiatives. In addition to helping the regions, in my new role I will be able to help the Executive Team and the MNZ Membership to clarify our vision and work towards it.

On a final note – how great was the conference? So much fun, facts, food and friendships. Don't miss next year's conference in Taranaki.

Annika Leadley



RESEARCH OFFICER

The Research Officer role came alive for me at the 2019 MNZ conference. To support Hayley Ward was a highlight. She is winner of the MNZ Case Report Contest Tui Balms Bronze Award for 2018. Hayley, despite a few performance nerves, presented a thought-provoking case study entitled "The effects of massage therapy and movement therapy on an office worker with low back pain". This was during the opening address and, from immediate feedback, it seemed a most fitting way of starting the conference.

We work closely in collaboration on the Executive Team, and it was great fun to hang out in the physical with other members. Our contact is usually through Zoom or Skype! Reminded me of how thoughtful we are about where our shared commitment leads. Both the Massage Educators Group (MEG) and the MNZ AGM meetings felt like acknowledgment - of the enormous amount of work that has already gone into MNZ over the years. Another proud moment was, a long-term colleague, Shelley Moana Hiha receiving the Bill Wareham Award.

Other milestones, which I think draw on education and research to foster the quality and delivery of massage training in New Zealand include:

- Standing in for Rosie Greene at the NZQA Consistency Review meeting, held in Auckland on 1 August, 2019;
- Working with the Executive Team and MEG through the revised Scope of Practice that incorporates legislation, which in turn provide rules of conduct and standards of practice, supervision

and mentoring guidelines, all to be regulated by members of the profession. While some of the initial work is achieved in the graduate profiles of our education institutions, it is time now for MNZ to lead the way forward for the whole profession - though still in collaboration;

- Presenting a somatic paper in a seminar with two international physiotherapists at the World Confederation of Physical Therapists (WCPT) in Geneva, Switzerland, went well (despite missing a plane from Amsterdam, which meant I nearly did not get there!). We are since invited to publish in the Conference Proceedings.

Kind regards,

Felicity Molloy



AHANZ REPORT

I'm humbled and honoured to have had the position of Allied Health Aotearoa New Zealand representative voted onto the MNZ executive team at the latest AGM. I believe the position was voted in because of the high-level professional positioning and recognition that these group interactions give MNZ and our profession, as well as the exciting projects that our members saw stemming from the opportunities that our membership with AHANZ has presented to us.

One specific opportunity is the upcoming Massage Hui and Research project for the Ministry of Health. All members were sent a copy of the slide show prior to the AGM. This introduces you to the scope of this project and gives ideas of ways you may contribute if you are interested.

I'm bubbling with excitement at the possibilities that await us, and I feel like this excitement is contagious! This massive endeavour has my mind (and so many others around me) bursting with ideas and I'm becoming particularly interested in seeing us develop our cultural competency as an organisation and working with exec to formulate a strategic plan for MNZ, leaving room for results, ideas and themes that may come out of the hui and how we might incorporate them.

A bundle of volunteers from the AGM will soon be meeting, to refine the tasks ahead. It's not too late to get in touch if you feel you have something to contribute - whether you know what that something is or not!

I aim to deliver great results in this role and work closely with both the executive committee and membership during the next year as this project unfolds.

If you want to know more, please don't hesitate to contact me.

Iselle de Boam



EXECUTIVE ADMINISTRATOR

The extraordinary dedication of the people behind the scenes at MNZ has made my first year in this role most enjoyable. Like many new roles getting a handle on the reins can take some time and has many challenges. I would like to thank you all



for having patience and understanding while I settle into the role. Thank you to the Executive Committee for sharing your knowledge and experience of MNZ and the profession to help our team progress with many projects, tasks and challenges in the past year. Furthermore, it is always a pleasure working alongside and supporting the Magazine Team as they churn out fantastic editions time and time again. The MNZ Magazine is a major resource for MNZ and I hope members continue to enjoy and make full use of this benefit.

It was an absolute pleasure attending the MNZ Conference and AGM in Hamilton in September. The buzz of being in a room with like-minded individuals from all different walks of life is a great experience. I witnessed the fantastic dedication of the Conference Committee in organising this event, so here is a huge thank you to Annika, Dawn, Raewyn and Wayne, plus all the other helpers in the background. We were thrilled with the participation at AGM and the number of volunteers stepping forward to help with various roles and projects. This is hugely promising for MNZ and profession moving forward.

Next year I aim to build on strategies to encourage growth all round. I will continue to investigate, develop and communicate valuable opportunities for members.

Communication and relationship building are key in this role. I aim to work towards maintaining strong relationships with MNZ members, prospective members, societies and businesses to build on our professional outlook and keep MNZ moving in the right direction.

I wish you all a very merry Christmas break ahead.

Nici Stirrup

GENERAL ADMINISTRATOR

I am originally from Scotland and came to NZ with my husband, Phil and two kids, Liv and Nathaniel 7 years ago.

After almost 20 years working in the corporate world, I discovered massage when a therapist came to my office to do chair massage. After three 20-minute sessions I quit my job and enrolled to complete the level 5 diploma at NZCM in Auckland. I completed my diploma in Wellness and Relaxation Massage, June 2019.

After my experience of massage, I became interested in stress management and using massage to alleviate the symptoms of stress. I now have a private practice working with a variety of people who are living with



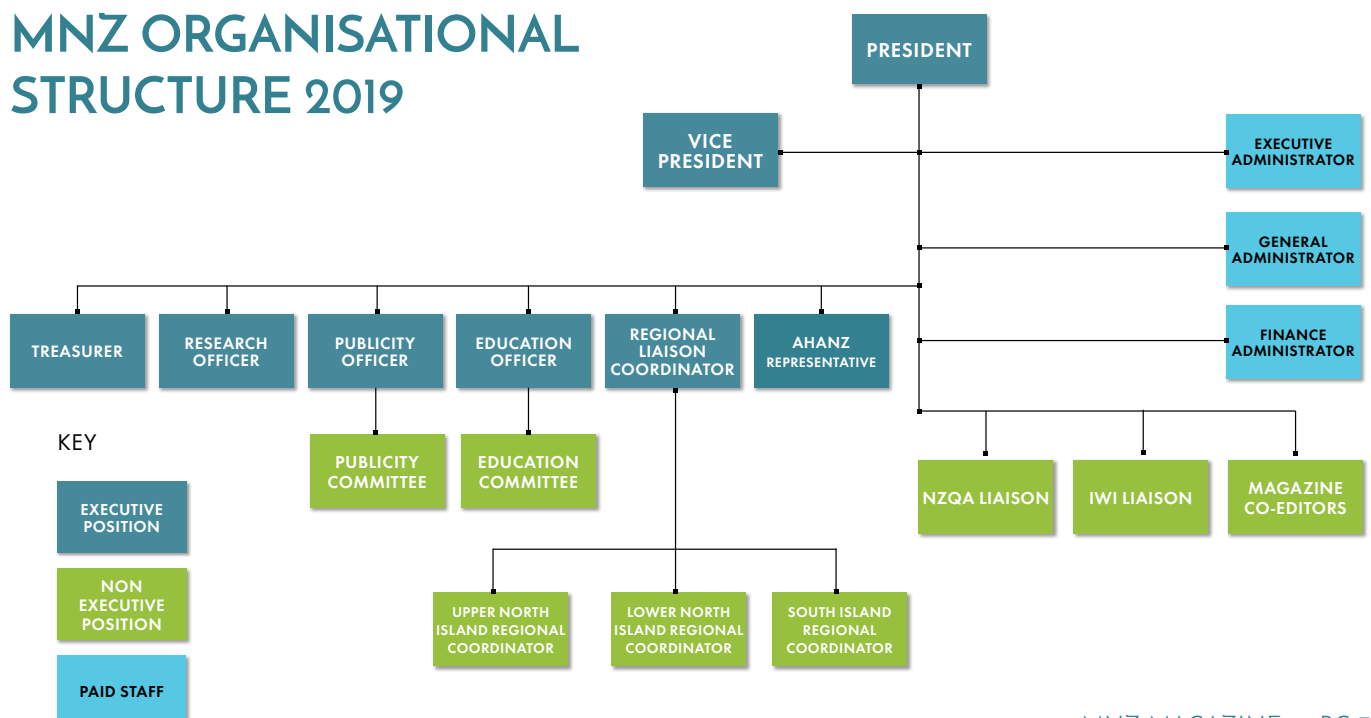
high levels of stress. I also contract for a corporate massage company which I love. I truly have come full circle!

I am a member of MNZ and love being part of the wider massage community. Keeping abreast of what's happening in the industry is important to me as well as seeking opportunities to further my professional practice through CPD.

Esther Shimmin

**Dip. Wellness and Relaxation Massage,
BA Business Studies/Admin**

MNZ ORGANISATIONAL STRUCTURE 2019



REGIONAL ROUNDUP



UPPER NORTH ISLAND REGIONAL COORDINATOR

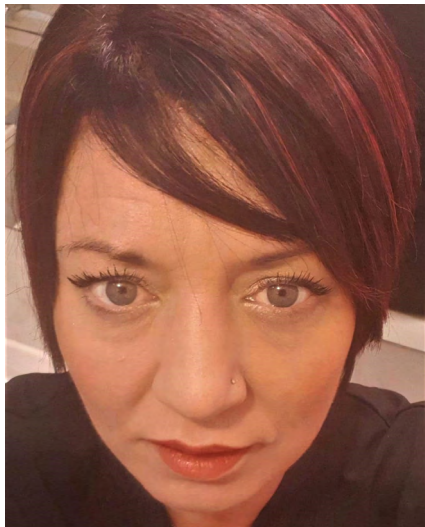
Diploma of Therapeutic Massage (Lotus Holistic Centre, 2000)

Diploma of Remedial and Sports Massage (Scottish Massage Schools, 2012)

Bachelor of Recreation and Sport Science (EIT, 2004)

I decided to do my first massage diploma straight out of high school as I knew I wanted to do something with health, and I had been told I had "healing hands". I fell in love with massage immediately and especially enjoyed being exposed to many modalities in my first year of study. I followed this up with a Bachelor of Recreation and Sport Science and for 6 years I worked as a fitness instructor / personal trainer, in the Sport Science lab with athletes and as a massage therapist, with individuals and sport teams.

In 2006 I left for my OE and over my 7 years away (mostly in Edinburgh) had a "day job" while I continued massaging in the evenings on colleagues and sport teams. After the birth of my first child in 2011 I decided to refresh and extend my knowledge by completing another diploma with the Scottish Massage Schools. I returned to NZ in 2013 and opened my home clinic in Torbay on the North Shore, Auckland in early 2016 after the birth of my 3rd child. From here I offer fitness and massage with a special interest in myofascial work as well as pregnancy and post-natal strength and fitness.



I was very excited to see the MNZ Networking Meetings start on the North Shore earlier this year, alternating with the city meetings. As a sole trader working by myself these have been brilliant for meeting other therapists, sharing ideas and being exposed to new information. I am excited to help organise these meetings around the Upper North Island and share my passion for upskilling and continual education, as well as reaching out to all therapists for the general advancement of massage as a profession.

Kristin Carmichael

LOWER NORTH ISLAND REGIONAL COORDINATOR

I was born and raised in South Africa, completed 3 years of in-hospital nursing studies in 1999 and have an extensive medical background with 14 years nursing experience in Emergency Room, Intensive Care and Operating Theatre (esp. Orthopaedic). I immigrated to NZ in 2008 and with shift work making family life extremely difficult, I pursued a different path.

After being enticed by a Certificate in Massage modalities I went on to complete a Diploma in Therapeutic massage with distinction as well as a Certificate in Integrated Movement at Lotus Holistic Centre in 2012.

My main focus is to offer a holistic approach and solution to pain and restricted movement and mobility to aid in recovery and rehabilitation. I find it important to



continually up-skill to assure the best possible outcome for my clients.

I am excited to share my passion with others and frequently take on a mentoring role to those prepared to learn and improve their skills.

I hope to build a strong networking group as I miss having people with common interests to talk to and hope to achieve and facilitate this in my role as Lower NI coordinator.

Janita Dubery

SOUTH ISLAND REGIONAL COORDINATOR

Hi - I am the South Island Regional Coordinator again.

The role hasn't been filled in the South Island since I was last South Island Rep, and I have been nominated into this role again at the 2019 AGM.

With many changes on the horizon for our industry, I really believe in the need for a registered professional body that supports its members and that is supported by its members.

I am looking forward to continuing to connect with members throughout the South Island and welcome conversations from members and non-members on a collective inclusive approach to how and what our profession is going to look like moving forward.

Ushma Shah



WHAT'S ON...

EVENT	WHAT/WHEN/WHERE/HOW TO REGISTER
Northland MNZ Networking	Contact: Anna Furey: Anna_furey@hotmail.com or Sam Burger: samburservices@gmail.com Meetings to be alternated between Whangarei and Kerikeri
Coromandel MNZ Networking	Contact: Lisa Stent stentfamily@xtra.co.nz
Whakatane MNZ Networking	Contact: Tina Buckler debod@xtra.co.nz
Northshore MNZ Networking	Christmas get-together - TBC Wed 29th January at Wellpark Tanya Ranun: Supporting Ourselves and Our clients Mental Health Wed 18th March: Business meeting Contact: Kristin Carmichael kristin@musclesandmotion.co.nz
Auckland MNZ Networking	Thu 12th Dec from 7.30pm Horse & Trap, 3 Enfield Street, Mt Eden: Christmas function Tue 7th April 2020 at 7pm Guest Speaker - Pip Lodge, Fertility Massage Therapist Contact: Jeannie Douglas jeannie@biodynamicmassage.nz
Hamilton and Surrounds MNZ Networking	Tue 3rd December: The Cancer Society's Lions Lodge, Hamilton Christmas get together Dates for 2020: Thu 20th February 7pm, Tue 21st of April 7pm Wed 24th of June 7pm, Mon 24th of August 7pm Thu 22nd of October 7pm. Mon 7th of December 7pm Contact: Annika Leadley regional.liaison@massagenewzealand.org.nz
Tauranga MNZ Networking	Contact: Teresa Karam teresa@embodymassage.co.nz
Napier/Hastings MNZ Networking	Contact: Janita Dubrey lowernirep@massagenewzealand.org.nz
Wellington MNZ Networking	Thurs 27th Feb - 6.30pm Body of Work, Lower Hutt - TBA Contact Allison Anderson allison@remedymassage.co.nz and Ali Sullivan ali@bodyofwork.co.nz
Kapiti MNZ Networking	Thurs 5th December, 6pm Xmas Dinner, Himalayan Kitchen, Paraparaumu RSVP Trevor on 022 062 9751 Contact: Trevor Hamilton fbodyworks@gmail.com
Blenheim/Nelson environs MNZ Massage Group	Volunteer required Contact: Ushma Shah sirep@massagenewzealand.org.nz
Christchurch MNZ Massage Group	Volunteer required Contact: Ushma Shah sirep@massagenewzealand.org.nz
Dunedin MNZ Massage Group	Volunteer required Contact: Ushma Shah sirep@massagenewzealand.org.nz

Contact your local person to ensure you are on their email list, OR you may like to offer to run meetings in your area. It's a great way to network with other massage therapists or modalities.



GROWING YOUR BUSINESS USING BNI®



NZ's largest structured business **networking** organisation for small to medium businesses

by Steve Hockley, Wellington BNI Executive Director

Business referral groups such as BNI (Business Network International) can be an excellent way to grow a massage business. I know this to be true because my personal first experiences with BNI was promoting a Chiropractic business. This article overviews what business networking organisations are, how to get the most out of them and what to look for.

WHAT IS BNI?

Business networking organisations unlike say chambers of commerce exist for the sole purpose of encouraging members to pass referral business to each other. There are a number around most of them copying to some degree the format started in the USA with BNI. BNI was the brainchild of its founder Ivan Misner a consultant who saw that most business groups didn't provide a structure that supported the passing of referral business.

Why these groups work is simple and works well with most people's perceptions on how to grow a successful health and wellness business. The groups encourage people to get to know each other and build trust so that they will refer themselves and others to the other member businesses.

BNI has a core value of 'Givers Gain®' reflecting that members need to give business, make the time for BNI and learn about each other to expect the great results that are achievable.



You will be able to find at least one BNI in every reasonably sized town and city in New Zealand, in fact in Wellington alone there are 14 groups. The groups, termed chapters meet over a weekly breakfast meeting, usually at 7am although there are 9am chapters around. They meet at pubs, clubs, restaurants and café's a full list can be found at <http://bni.co.nz/en-NZ/advancedchaptersearch>

WHY BNI WORKS

What makes BNI so effective are a few key factors:

1. Members are expected to attend meetings – In fact there is an attendance policy. This means you know that your key referral partners will be there at your next meeting. Because of this it can be wise to plan to attend a chapter that meets during one of your 'working on the business' time slots and make yourself unavailable in your booking system.
2. Members meet outside the regular meeting's as well – Members are encouraged to get to know about each other's businesses. These meetings are called one to ones and are encouraged to take place at a member's business premises. This is great for therapist's because you can show them the clinic and do an introductory session to show them what you really do. I found with my chiropractors that if they got to show what they did with the BNI members they seldomly did not become patients of the clinic.
3. There is an expectation of referral's – the number of referrals made is measured, encouraged and members will tell the story of those referrals and thank each other for referrals received. Usually a referral to a massage therapist is a fairly simple one to make especially if the member has become a patient.
4. The groups are non-competitive – this means that you will be the only massage therapist in the group, in fact you cannot join a chapter which already has a massage therapist in it. There may also be complimenting therapies represented like chiropractic, physio's etc, these will usually refer business to your massage business.



5. It is a structured meeting – BNI meetings are run using a structured agenda and a strict timeframe. Meetings are 1 ½ hours long, so a 7am meeting finishes at 8:30, making it easy for businesses to plan around. The content of the meeting is a little education, member introductions and a longer feature presentation of 10 minutes followed by members celebrating their referrals they have given and other chapter activity such as one to ones. Members are encouraged to arrive a little early to network.
6. BNI chapters are supported – BNI provides chapter members with online and face to face training on networking all as part of membership. The training is easy to do and has been put together by training professionals. Also, there is a Director provided for each chapter, these BNI representatives visit the chapters quite often and provide assistance to the leadership team and are a point of contact for members. There is also an App and PC based software programme that stores your membership details and details of the referrals that you have given and received.

HOW DO YOU JOIN?

BNI meetings are set up to welcome visitors so the best way to find out more about BNI is to pop along and visit. It can be nice to go along with a BNI member you know however just visiting yourself is fine. You can register your intent to visit by going onto the BNI website www.bni.co.nz looking up chapters in your area and clicking on the Visit This Chapter button.

Try to arrive a little before the start time, most chapters will buy visitors breakfast but if not you will be asked to order breakfast from the venue.

When you visit you will be asked to do a quick (up to sixty seconds) introduction of your business. This will occur after the members have done their 'weekly presentations' during the meeting. You just need to cover who you are, where you're located and what you do. Many people worry about this part, don't! All the members have been new to the chapter at



some stage and they all understand what it is like, they simply want to find out a little about you.

You can visit twice before making the decision to join. I usually suggest that members visit a couple of chapters as each one has its own flavour and culture. Some chapters will have good 'referral hubs' these are groups of members with similar businesses that naturally refer to each other. As a massage business you will be looking for businesses that also help people with their health, happiness and wellness.

If you like that chapter and feel that you could get some good business out of it then you fill out the application form. This form provides some good information about BNI and asks for two business referees. These can be suppliers, customers or anyone who knows you and your business well. Although not all most people will be accepted as a member. Currently your first year of membership will cost \$915.40 inclusive of GST, this includes an application fee.

HOW MUCH CAN YOU MAKE FROM BNI?

Like all of your other marketing your BNI membership should make a financial return. Work out how many patients you need to pay for your membership, the weekly breakfast plus the time that you will invest. Timewise you will have the meeting plus one to two meetings with members each week.

My personal experience with a health business was that around 25% of our patients came directly or as a result of our BNI membership. Results will be dependent upon the effort you put into your BNI membership and identifying a group that works well for you.

HOW TO GET THE MOST OF A BNI MEMBERSHIP FOR YOUR MASSAGE BUSINESS

I have seen BNI work very well for massage and other health businesses with a few good practices:

1. Put aside the time to go to meetings, if you cannot go to a meeting send one of your colleagues as a substitute.



2. Don't assume that your chapter members know what you do. Use your weekly presentations and latter feature presentations to educate. Use real examples where you are able.
3. Make sure that when members are coming to learn about your business that you meet at your business premises. This allows the member to see the lovely environment that you have created and is the perfect space to show them what you do a little, with their permission of course
4. If the chapter member visiting is interested, make sure that you offer to book them in. Sounds simple but often overlooked.
5. Learn what the other members do and even have their cards available in your office, patients love it if you can provide them with a great person to solve

their problem, whether this is a great plumber, lawyer or other service.

6. Make the time to do at least one, if not two, one to ones with other members each week, these are the fastest way to grow trust and business with other members.

OTHER BENEFITS

Yes, BNI is a great way to grow your massage business, yet members of BNI also talk about many other benefits of membership.

Your BNI group will have 20-40 other businesses in it with many of the members being business owners. This will provide you with great businesses that you can get to know and offer marketing, accounting, legal and other services that can help your business grow. If you are the business owner this can be a lonely and isolating

role, the other business owners in your BNI are usually more than happy to lend a sympathetic ear and even make the odd business suggestion based on their experiences, members often cite this as their biggest benefit from being a BNI member.

STEVE HOCKLEY MOTIVATION DIRECTION INSIGHT



AUTHOR BIO

Steve Hockley is a BNI Executive Director and Business Coach. He has been a BNI Director for 11 years looks after the 15 BNI chapters that meet in Wellington and the Wairarapa.





CHOOSING THE RIGHT BUSINESS STRUCTURE

Ministry of Business, Innovation and Employment (NZ) has shared the following:

BEFORE YOU START

There are different ways to structure your business, each with different legal and financial obligations. Most businesses in New Zealand are sole traders, companies, or partnerships.

While there are no great barriers in New Zealand to becoming a sole trader, starting a partnership or a company, it still pays to think about why you're doing it and which choice will best suit you. The structure you choose can impact your ability to grow or sell the business, so it's important to get it right.

Ask yourself:

- Will I look for investors?
- Is this a business I will work to grow?
- Will this be a business I want to sell one day?

Talk to people who have chosen the structure you're thinking about and think about getting an advisor, eg a lawyer or accountant who specialises in advising people in the industry you want to work in.

CHOOSE YOUR BUSINESS STRUCTURE

Use this tool to help you make the best choice when it comes to structuring your business. Just three quick questions and you're on your way to choosing a business structure.

Choose your business structure, Get started: <https://www.business.govt.nz/choose-business-structure/>



1. SOLE TRADERS

Sole traders are people who start in business or contracting on their own, without registering as a company. Many small business owners, contractors and self-employed people begin as sole traders. It's the cheapest and easiest option, and may appeal to you if you want to make a living by following your passion, or to work as a contractor.

Pros and cons

Upsides include:

- It's easy to set up – you can get up and running quickly
- Start-up costs are low – there are no legal or registration fees
- You control the business and get all the profits
- You can offset losses against other income.

Downsides include:

- You're liable for all debts – this may put your personal assets at risk

- It's harder to grow a sole trader business
- Getting loans or investment can be more challenging
- It's harder to sell as a working business.

If you find you want to change your business structure, eg because it's hard to attract investment as a sole trader, you can register your business as a company.

Becoming a sole trader:

<https://www.business.govt.nz/getting-started/choosing-the-right-business-structure/becoming-a-sole-trader/>

Staff

You can hire staff to help run the business. If you do hire staff you'll need to register with Inland Revenue as an employer and meet a number of obligations.

Employer responsibilities:

<https://www.ird.govt.nz/roles/employers>
Inland Revenue

Hiring an employee:

<https://www.business.govt.nz/hiring-an-employee/>



Tax

As a sole trader, you pay tax on all the income you earn from your work. You can claim work expenses to reduce your income tax.

You're responsible for all your business debts, including tax and ACC levies, but you also keep control of the business and its profits. At the end of each financial year you must complete a tax return and submit it to Inland Revenue.

Small or temporary business, or an online trader? Consumer laws apply if you're considered to be in trade.

"In trade" means regularly selling goods or services, or regularly buying to sell on. Frequency is a deciding factor.

2. COMPANIES

A company, in a legal sense, is separate from the people who own it – its directors and shareholders.

Shareholders are responsible for paying a company's debts – up to the value of the shares they own in that company. They're also entitled to a dividend which is a share in the company's profits.

Doing business as a company can be more complicated than other business structures, eg:

- You must file annual returns with both the Companies Office and Inland Revenue
- Different rules apply to how a company and its shareholders pay tax
- Details of a company's directors and shareholders must be provided to the Companies Office.

To help when starting a company, it's a good idea to get as much advice as you can. Talk to people you know who've started companies or who advise business owners, eg accountants and business mentors.

If you think this may be right for you, our website has more information about registering your company and what to do next.

Pros and cons

Upsides include:

- Shareholders' liability is limited to the amount they paid for their shares
- Your tax rate is lower than top personal rates

- You have more credibility in the market
- It's easier to sell a business because it's a separate entity
- The business can grow indefinitely – it's not tied to one person
- It's easier to get funding and investment.

Downsides include:

- There's more regulation than for sole traders and partnerships
- Companies can need more investment to grow
- Directors need to understand their responsibilities.

Starting a company:

<https://www.business.govt.nz/getting-started/choosing-the-right-business-structure/starting-a-company/>

Types of advice you'll need:

<https://www.business.govt.nz/getting-started/advice-and-governance/types-of-advice-youll-need>

Staff

If you hire staff to help run the company then you need to register as an employer with Inland Revenue and meet a number of obligations.

Hiring an employee:

<https://www.business.govt.nz/hiring-an-employee/>

Tax

A company pays tax on its profits – the income left over after taking away expenses. If the company distributes profit to its shareholders, shareholders will pay income tax on the dividend but may also get tax credits to help them meet that obligation.

If a company's expenses are more than its income, it makes a loss and may not have to pay tax.

3. PARTNERSHIPS

A partnership is when two or more people or organisations form a business. Partners set out in a partnership agreement how they'll share profits, debts and work.

It's a popular structure with professionals, eg architects, lawyers and accountants.

Pros and cons

Upsides include:

- You can share the load of running a business
- Costs are also shared
- Partners can specialise and focus on strengths
- Partners can bring in more capital investment
- You have other people to talk to about the business
- Partners can offset losses against other income.

Downsides include:

- Each partner is liable for all the partnership's debts – putting personal assets at risk
- You may be liable for your partners' business debts too.

Starting a partnership

<https://www.business.govt.nz/getting-started/choosing-the-right-business-structure/starting-a-partnership/>

Staff

You can hire staff to help run the business. If you hire staff the partnership needs to register as an employer with Inland Revenue and meet a number of obligations.

Hiring an employee:

<https://www.business.govt.nz/hiring-an-employee/>

Tax

A partnership doesn't pay income tax as a business. It distributes all the income between the partners who then pay income tax on their share.

Each partner is responsible for their own debts. But you can also be responsible for your partners' business debts, too. At the end of each financial year the partnership must complete a tax return and each partner needs to complete an individual tax return. These are then submitted to Inland Revenue.

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<https://www.business.govt.nz/getting-started/choosing-the-right-business-structure/business-structure-overview/>



VENTURING FORTH TO WORK AS A MASSAGE THERAPIST

by Iselde de Boam RMT, Wellington

Congratulations on becoming a qualified massage therapist. The hard part is over...right?

There can be a moment between finally letting go of the pace and endurance needed to get through a course of study and setting foot into the professional world. The moment is filled with possibilities and has the potential to change the course of your life, "what next?"

Making a fully informed decision about your form of employment by understanding the commitments involved as well as the challenges and opportunities around each type means you're less likely to do any disservice to your own time and efforts or to others. Whether it's working for someone else (employers often invest a lot more than most people realise by way of time and money), being a sole trader and going it alone, or whether it's starting your own business and employing staff and being able to meet your tax obligations, pay your suppliers and contractors - there are a raft of necessary connections that develop, tying you into the community and all of your actions have ripple effects.

These musings are designed to get you thinking in depth about how the method of work you choose permeates the rest of your life and the lives of others. Whatever path you take, here are some possible considerations to keep in mind, if you're beginning in business, or need some inspiration for moving forward in your current business.

Taking a good look at your life's current situation and where you might like to be in five, ten or twenty years' time, could

influence the type of employment you seek, i.e. do you want to be an employee, a sole trader or a business owner?

EMPLOYMENT

Some of the benefits of employment are:

You have the chance to leave work and not to continue thinking about it any longer.

- You have paid sick leave, employer contributions to kiwisaver, paid holidays.
- The likelihood of having a receptionist and a manager to organise the schedule and interface with any upset clients (everyone gets them).
- Importantly for a lot of people, if you're looking for a mortgage or bank loan within the next two years, employment - even if it's a very fresh position, when accompanied by a letter of guarantee of employment from your employer, can get you a long way in front of the banks as regular, stable income is what they want to see.
- Usually employment situations come with larger teams and if you're a team player, that can be a draw card.

The difficulties can be:

- The wage - most of the income you generate for the business goes back into the business and the hourly rate for employees is often between minimum wage and \$25 per hour, usually after time spent in the business.
- Reading and understanding the contracts. There are all sorts of ways to remunerate employees, every contract is different, and you always have both rights and obligations, so it is very important to know and fully understand them.
- As an employee, what type of clientele or setting would you be most happy in

and would allow you to grow or learn the things you are interested in? A gym, a day spa, a physio clinic to name a few.

SOLE TRADER

Perhaps working as a sole trader suits you better, maybe you have a good space you can set up at home or you could find a room to rent. Whatever you decide, here are some poignant questions to consider:

- What type of professionals do you want to work in conjunction with, if any?
- What is your target market?
- Do you know market rental rates? If not, shop around.
- Who are your target clients and why are they your target clients?
- You might find other people to contract out to, doing something like chair massage. Some clinics take contractors on or you might find regular gigs, being mobile with sports teams. This allows you to do less of the 'business' side of things and focus more on servicing clients. Different contracting options come with different levels of responsibility in regard to how much involvement you have within the business, or what products and services are provided for you. Typically, you could expect to earn 30-70% of the total cost of the service. The variation here is large and will likely depend on how many clients you are seeing each week. Often there can be a graduating or tiered method of remuneration.
- How will you support yourself financially when you're just starting out? Have you done a budget and do you know what your minimum income needs to be each week in order to sustain your current lifestyle? If you are unable to receive financial assistance or to guarantee enough clients through the door every



week, then having some savings to fall back on can save the day. This is where a period of time as an employee can give you experience on the job, insight into marketing strategies and a chance to save some money to get started with on your own.

- When it comes to the financial side of this option, the banks like to see either a whole lot of savings (the amount that means you don't need a mortgage) or 2 years of income, showing steady improvement and the ability to service a mortgage or loan.

How will you market yourself? Some beginning strategies are:

- Professional networking such as BNI (Business Networking International.) BNI is a structured referral system based on word of mouth. You meet with people who essentially become your sales team, every week for 90 minutes. Each week you get the opportunity to give a one minute talk about your business, sharing your marketing messages and as the group cycles through the members, one member per week gets a 10 minute feature spot to showcase their business. There is only one professional from any trade or service or profession in the group and so you end up with a fantastic insight into the local market and you learn useful bits of information about things you would otherwise potentially never be exposed to. This can be particularly good for massage therapists working on their own and feeling somewhat isolated.
- Direct marketing - emails or texts to your regular clients. It is highly effective and falls into a similar category as BNI in that it is based on word of mouth, and let's face it kiwis prefer something that is loved by someone they know.
- A good webpage and google search optimised content will do wonders for you but beware the charlatans out there. Lots of people over claim and under deliver, sometimes learning and doing it yourself can be the best option.
- Digital marketing like Facebook which is a pay-to-play scenario if you want to gain real traction with your advertising, can be a good way to keep in contact and to communicate with your clientele. You can also target your digital marketing efforts to reflect clients back

to your website, again boosting the google rankings.

OWNING A BUSINESS

Some have ambitions to be a business owner. This is one step on from being a sole trader and commonly people will begin as a sole trader and move on to employing or contracting people when they've built their stable client base. The other thing is that you could buy an existing business or a share of an existing business.

There are huge rewards in knowing that you are providing a means for someone to earn a living - giving someone a job is no small thing. If there's one thing business owners will tell you it is that empires are not built alone. You cannot be the best massage therapist and the best design and marketing team, the best accountant, book keeper, contract lawyer, cleaner, staff manager, receptionist etc. You could possibly do them all to a mediocre standard, but your progress will be slow and it is highly likely that the stress will lead to early burn out. Outsourcing can be the answer.

This is when you start to ask yourself:

- How big do you really want to get?
- Do you want partners? If so what type of involvement or leadership structures are you interested in and how do they align with your values?
- Are you planning on beginning a family or do you have one already and how will it affect them?
- How much time will you have to dedicate to this business when it's beginning?
- Deciding to do this can be a perfect time to consider approaching a business mentor. If you've run business in the past, was it successful? Was it in a similar profession?
- How much do you know about what you're getting into and how much time do you have to dedicate to learning about your options?
- How much are you a part of your community? Fostering creative business partnerships and rewards schemes can have ongoing benefits. Teaming up with local complimentary businesses like a gym or a florist can add value.

Those are a few thoughts on the things you could consider before setting up to work in the massage profession. Taking

the time to make a considered choice now could save you time, money and a lot of stress in the future.



AUTHOR BIO

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Absolute Massage, Dip. TM, Cert VM
L4, AHAANZ Rep

I have lived in and travelled many places in Europe and Australia working as a self-employed massage therapist and tutor along the way. I set out as a sole trader in May 2010 and by November 2013 I had expanded from a one room practice to a business employing staff? In 2017 we relocated the business after the November 2016 earthquakes. See <https://www.absolutetherapy.co.nz/>

Where massage is concerned, I am motivated and active in the industry and I love my work which I approach with a genuine interest for each person. I particularly love the relief people talk of after receiving on-going massage treatments from my team and the subtle (and sometimes not so subtle) changes in the way they relate to their body as they reconnect with themselves.

On the business side of things, I love the daily challenges and learnings I get and feel like I am only limited by my own imagination! I would like to get creative with my business model and look at running more of a social enterprise or collective model.





SMALL BUSINESS ENTERPRISES: A BEGINNER'S GUIDE

by **Lawrie Cornish, ATAINZ Member**

Small Business Enterprises (S.M.Es.) are where all businesses start. Messrs Fisher and Paykel began their iconic New Zealand company in the 1930's. Starting your business takes exactly the same approach. Whilst not intent on developing to a publicly listed company the approach is the same - skillset and determination.

You have trained and acquired massage therapy qualifications. Tenacity is an important trait required to run a small business. There are other choices, you could work for someone else, but my counsel is to take the big leap, there is really not a lot to lose. For this type of business your setup costs are minimal compared to many others. These should not be more than

\$5,000, depending on whether you have the gear already, decide to go second-hand or purchase new equipment, starting with second-hand equipment can be a relatively inexpensive way to enter business.

Set up may include:

- Massage room set up - lick of paint, carpet, lighting, artwork
- Massage table and stool
- Seating for clients (waiting room/clinic room)
- Heating for room
- Separate table/desk for your administration work
- Advertising board/signage for outside
- Logo design - you can do this yourself
- Water source for hand washing and drinking
- Mobile phone
- Computer/laptop (for administration tasks, accounting, web presence, client record keeping)
- Music and speakers e.g. Spotify
- Linen
- Massage oils/waxes/creams
- Charts
- MNZ registration

The setup is the easy part. Now you need to focus on your marketing and building your client base. In the early stages you will find this part the toughest. This is where you need to hang in there. Marketing is simply letting other people know you are there, you are the best at what you do, and they need your services. Most of your business will be word of mouth and repeat business.

If you are going to operate from home, it may be slower to begin, depending on



how quickly you establish a client base, but running (operational) costs will be less. If you set up premises in a multistorey building in or near the CBD, it could be easier to attract clients from foot traffic. Don't forget, you don't need much room if you start just on your own. Seven to eight square metres may work.

For marketing, social media is a definite. Facebook is the easiest and doesn't cost anything. A website will be handy for bookings but not completely necessary at the start. For bookings, apps such as gettimely.com can make getting online bookings easier.

Once up and running you may need to consider these costs:

- Rent – should to be minimal as you don't need much space
- Carpark rent if you are in the CBD
- Power
- Mobile phone
- Insurance
- Merchant and bank fees
- Motor vehicle running costs (if you have one that is used for work)
- Towel and linen replacement
- Cleaning and laundry
- Oils and other consumables
- Appointment cards
- Monthly application costs e.g. Spotify, appointment booking system, accounting software
- Accounting/taxation professional fees
- Annual MNZ membership fees
- Continuing professional development (CPD) fees

There can be a number of challenges with self-employment. Matters to consider:

- Cost of setup and ongoing fixed costs
- Possible loss of the setup costs if business doesn't work out
- Enduring those days at the start when the appointment book is light and income will barely cover the rent
- Are you prepared to work long days/weeks at the start to build your client base and business?
- What happens if you are sick, injured or have to care for someone who is, how will you deal with your bookings?
- What if the customer doesn't pay, does not turn up, turns up late? What is your policy for dealing with this?



- What if the client is not happy with the service? How do you deal with complaints and what is your policy for a refund?

If family or friends are self-employed this can be a great source of advice, as they have been there.

The advantages of self-employment can far out way the disadvantages:

- A sense of achievement
- The flexibility in your working week
- The deduction of legitimate tax-deductible expenses (some noted above)
- The ability to expand and hire staff to take the load and increase your turnover (gross income)
- Networking with likeminded businesspeople
- Helping your clients to manage their stress, take control of their wellbeing and manage their ongoing pain
- Providing your clients with ongoing advice and education
- Seeing your clients in a far better state when the leave than when they came to see you

Being self-employed is not just money in, money out and what's left over is yours. Emotion and character are tested along the way. This is what creates an exciting life for you.

Finally, it is vital to get a good tax accountant. One that knows their field, has good communication skills, with whom you can openly talk matters through. It is a good idea to shop around before hiring an accountant. Questions to consider asking

include how many staff they have (gives an idea of the size of their business and level of support/advice you will get), whether they specialise in small business accounting, what tax-deductible expenses would be claimable by your business (what is allowable, what is not), how does provisional tax and terminal tax work, what is the threshold for becoming GST registered, what do they know about ACC levies for self-employed, do they recommend or use accounting software e.g. Xero, MYOB, and have they done accounting work for other massage therapists.

You can find a local tax accountant at <https://atainz.co.nz/index.php?page=members>

AUTHOR BIO

Lawrie Cornish is an ATAINZ member and Wellington-based Associate Tax & Business Advisor. You can contact Lawrie at admin@cornish.co.nz for tax and accounting services.

Visit our Wellington Office in sunny Lyall Bay





TREATMENT NOTES MATTER!

by Scott Pearson

It is probably fair to say you weren't drawn to massage because of your love for writing notes! Despite this, keeping a comprehensive record of your treatments is just as important to delivering safe and effective care as appropriate draping and great hands-on technique.

Great notes enable you to provide better treatments, communicate effectively with other health professionals and demonstrate safe practice. In addition, the process of asking pertinent questions and being seen to record them looks professional and shows your clients that you take yourself and their treatment seriously.

BETTER NOTES MAKE FOR BETTER TREATMENTS

How many times has your client come in to see you and you have had to gently ask nice general questions so they can remind you what their issues are? Or maybe you know they have a sore shoulder ... but which one? You may well see a lot of people each day, but your client only sees you (ideally!). Rationally or not, they expect you to remember all about them. Even months later.

A great way to build trust and rapport with your client is by showing them right from the get go that you remember them and their issues in detail. The most reliable way to achieve this is by taking detailed notes.

Comprehensive notes are also important for your treatment. During the assessment process asking probing questions helps to bring to the forefront any information that may not be immediately evident, including those ever important red flags. Do you really want to use strong techniques right beside that potentially fractured lumbar vertebrae? Never underestimate your client's ability to not come forward with important information!

Once you are well informed you will use your treatment. Your notes should inform you as to why you chose the treatment



approach you took last time, so you can decide whether to simply repeat it, or maybe try something different. If you notice that you are not getting the progress you would expect, you may use this information to decide to refer to another type of health professional with a different scope of practice, such as a physiotherapist or a GP.

If you do refer, your notes will enable you to provide valuable, detailed information to the other health professional. This is good for your client, and gives you an opportunity to show your colleagues that you, as a fellow health professional, are worthy of their respect.

PROTECTING YOURSELF

Taking comprehensive notes that outline each step of the treatment process supports you to demonstrate that you have followed safe practice. Your notes should not only offer peace of mind that you are providing the best possible care, but also enable you to demonstrate that you have adhered to your scope of practice and code of ethics set out by MNZ.

It is worth considering that, in the case of a complaint, your notes may be all

you have to prove that you followed correct procedure. In the case of an incident, for example, a treatment injury or inappropriate behaviour on the part of your client, it is absolutely critical that you record what happened in as much detail as possible, so that you can protect yourself.

STRUCTURED NOTES ARE BETTER NOTES

To increase the chance that you have the right information, and to make your notes easier to read, it is very useful to break your notes down into sections. The most commonly used breakdown is SOAP (Subjective, Objective, Assessment, Plan).

SOAP notes encourage safe practice by providing therapists with a structured way to easily organise and implement care plans, create a running record of client's treatment process and progress, and demonstrate safe practice. Taking notes in a structured way also means you are able to streamline the note taking process, saving time while remaining confident you have all the information you need on hand. To ensure the creation of good quality SOAP notes, make sure your notes are to the point, and legible.



THE MOVE TO WEB-BASED RECORDS

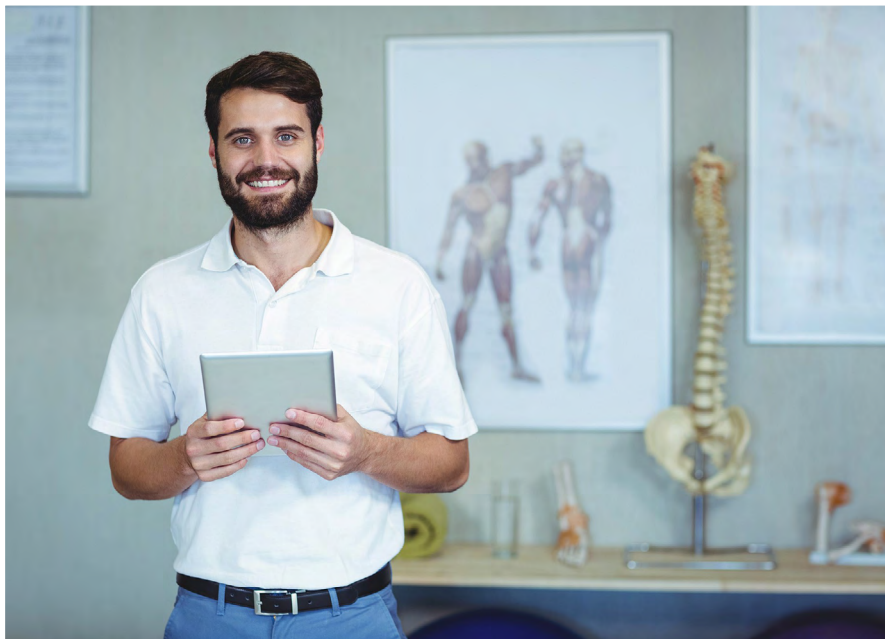
Many of us write notes on paper. While it is certainly possible to take great notes on paper, they do have limitations. For a start, paper takes up a surprising amount of space. Especially when they need to be held on to for 10 years. In addition, paper can be destroyed, for example in a fire. It is also easy to misplace sheets of paper; you have to be in the room to read them; and there is no way to know whether they have been accessed by anyone. Finally, they require time to write, and writing clearly is certainly a challenge for some!

Notes being easy to review is especially important when you are part of a team. Your notes should include enough information for your colleagues to work from, even when you are not around to answer questions.

Alternatively, notes can be written on computers using client management software. Systems to take clinical notes have been around for decades. Older systems are locally installed on your computer, while more recent software is web-based, with the data stored in data centres, accessible by a web browser.

In many ways, locally installed systems have similar limitations to filing cabinets. Unless you are disciplined about offsite backups, your data can still be lost in a disaster. Older systems tend to be pretty clunky and difficult to use too, which explains why many of us are still writing on paper.

A modern, well designed, web-based client management system should be attractive and easy to use. It should make it easier to take better notes, faster. Good web-based systems offer many other advantages too. They back up your data automatically, meaning that even if disaster strikes, your data is safe. Meanwhile, data is held in sophisticated data centres with the very best security infrastructure available. Make sure your system of choice is HIPAA and GDPR compliant (USA and EU health privacy and security standards).



A quality web-based system will be mobile friendly, meaning you can access your records by any device, from anywhere with an internet connection. Web-based software can also integrate with other systems you rely on, such as booking, messaging and accounting, or may even include them as part of their product.

While there are many web-based client management products available, it is worth looking for one that is designed for you. Often systems will be designed for a specific profession, such as a physiotherapist. Others are generalised, so that any type of clinician could use them, but the benefits of structured forms that suit your workflow are not available. The very best systems use context-specific forms that show you the content you need, when you need it.

CONCLUSION

Taking comprehensive treatment notes is an important part of your work as a therapist. They support you to work more safely and can offer you protection in case of complaints. Consider taking your notes on a web-based system with content designed for you. A well designed product will offer you increased security and efficiency.



AUTHOR BIO

Scott Pearson is the CEO and Founder of Noted Limited, a Wellington-based software company. In a previous life he was an acupuncturist and tuina practitioner.

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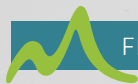


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CAN TYPEFACE INCREASE YOUR WEBSITE'S TRUSTWORTHINESS?

by Nick Ng, Editor of *Massage & Fitness Magazine*

Whether you are starting your own business or redoing your branding and logo of an existing practice, the typeface you choose can attract or repel potential clients. They may not be making such decision consciously as they browse your website, or as they touch their phone to book an appointment or swipe back on their screen to a different page.

A basic component of typography that is as old as the Roman Empire, typeface can be overlooked by some practitioners who may not recognize the value of this seemingly insignificant component. It can increase or decrease trust of a service or product and help to determine the quality and cost of a service and product. Nowadays, you are constantly bombarded with advertisements and their logos, colours, and typefaces that can influence your mood and consumer behaviours. Whether or not a prospective client makes an appointment with you or not could

depend on your typeface in your brand and website. In this article, we're focusing on the text and typeface of your website.

There is not a lot of solid research in advertising and marketing that examines what kind of typeface is best to build trustworthiness and credibility to your brand (particularly in massage therapy), but we could extrapolate some of the existing research and ideas from other professions. Some research in typography and persuasion found that certain typefaces with serifs (the small projections attached at the end of a larger stroke of a letter), like Lucida, have a higher appeal, comprehensibility, interest, and perception of importance than sans serif typefaces (those without the serif projections) like Arial, when it comes to reading a research abstract⁽¹⁾. However, Arial is perceived as more "cheerful" than Times New Roman (serif) when subjects read a satirical government editorial from The New York Times, and Times New Roman was perceived as "angrier" in the same reading.⁽²⁾

Graphic designer Alessio Laiso and design researcher Rick Sobiesiak from IBM expanded the research a little further in 2016. They gathered data from 73 people from 17 countries. The subjects completed a survey where they were shown four versions of each of the following websites: bank, news, fitness app, clothing shop. Each version of the website contained typefaces that were in Baskerville, Fira Sans, Helvetica, and Roboto Slab. The survey asked the subjects to rate each version its trustworthiness, ease of usage, and appeal. They were also given a "not sure" option.

When they pooled the data together, Baskerville "won" first place as the most trustworthy while Helvetica was rated the highest in ease of usage. Helvetica and Fira had a close tie to first in its appeal. But this does not mean that Baskerville is the default typeface to use for trustworthiness. It all depends on context, Laiso and Sobiesiak found out. While Baskerville made the bank and news websites much more trustworthy (36% and 45% respectively), it scored second to last place in fitness app site and scored a moderate rank in the clothing shop website.



For the news site, Fica is ranked as the least trustworthy (8%), yet it ranked high in trustworthiness, ease of usage, and appeal in the fitness app site. Like Fica, Helvetica also got first place in all three categories.

While this experiment is not a peer-reviewed study, it reveals how subjective each person's perception of a typeface is under different contexts. Of course, like any experiment, replication is a major key to make sure that this finding is accurate or not. Perhaps what we could take away from this is that typeface can affect how you want to portray your practice and even yourself as a professional.

So, when choosing a typeface, we should ask ourselves:

1. Who is your target market? What population do you want to work with?
2. If prospective clients see your website, what would their impression of your practice to be? A spa for relaxation and pampering? A clinic for treating sports injuries? Or something else?
3. How can you stand out from other practitioners in your area so that the public do not get confused by your branding? In other words, it is possible that having fonts and design that are too similar in appearance to existing establishments may lead potential clients to the wrong door?

Keep in mind that font style alone is not the panacea for your "perfect" brand, but it is a vital component to set your image and attract your target market, much like a restaurant business. It will take some trial-and-error experiment to see which you like and works for your business. And if you still could not figure out which font and other components to use, you will need help from a graphic designer.

Aa

BASKERVILLE

Aa

HELVETICA

Aa

ROBOTO SLAB

Aa

FIRA SANS



Nick Ng and Odette Wood
at the San Diego Pain Summit
2019

AUTHOR BIO

A San Diego resident of more than 30 years, Nick is editor and writer with *Massage & Fitness Magazine* and practises at Movement Potential Sports Massage.

He holds a bachelor degree in Graphic Communications from San Diego State University in 2001 and completed his massage training at IPSB San Diego in 2014.

When he has spare time, Nick enjoys hiking in the mountains in Southern California during the winter and listen to the lectures of Dr. John Veveaeke.

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SQUARESPACE VS WORDPRESS - WHICH IS BETTER OVERALL?

Printed with permission by Lucy Carney

Looking to create a stunning website? Then it's no surprise you're choosing between Squarespace and WordPress.

You're not alone - building a website can be scary, especially if you're like me with no previous coding experience. With the help of our experts I'm here as a friendly voice to help guide you into the exciting world of website building. If I can do it, so can you!

In this article, we'll compare these two stylish and powerful builders side by side. By breaking down their strengths, weaknesses and differences, we can give you the best idea of which builder is the best for you.

Squarespace is a website builder with the highest quality designer templates on the market. It's hosted for you, so you don't have to worry about managing updates or finding a hosting provider. You don't even need to know code, although the option is there if you want.

WordPress also allows you to build your own website, but it's not a website builder. We're reviewing [WordPress.org](https://www.wordpress.org), which is an open source platform and is what most people are referring to when they say "WordPress". WordPress.org is different from [WordPress.com](https://www.wordpress.com), which is hosted for you and designed more like a website builder— you'll have to find your own hosting for your WordPress.org website. And unlike Squarespace, you'll also definitely need to know how to code. The upside of this is it gives you the ultimate level of customization.

There really is no limit on what you can build with WordPress, which makes it extremely popular. In fact, 32% of the whole internet is powered by WordPress.



WordPress is a Content Management System (CMS), whereas Squarespace is your typical drag-and-drop website builder. A CMS generally has more in-depth functions than a website builder, meaning you can scale and customize your WordPress site on a more technological level.

On the other hand, Squarespace takes care of complex design functionalities for you, so you can focus on the more artistic aspects of building a website.

So, to sum up: Squarespace aims to allow people with creative ideas to succeed without needing coding skills. WordPress aims to give people total freedom to think outside the box and achieve their goals, rewarding more technically-minded creators with greater functionality.

On the following page is a summary table of our comparisons.

Check out the full article by Lucy Carney

<https://www.websitebuilderexpert.com/website-builders/comparisons/squarespace-vs-wordpress/>





	SQUARESPACE	WORDPRESS
EASE OF USE	A very user-friendly, drag-and- drop website builder. You can build a website without knowing how to code or hiring anyone for help.	Steep learning curve, especially if you are a beginner. You need to know how to code and be technically savvy, or hire someone who is.
DESIGN	Stunning, customizable designer templates built with great user experience in mind.	A lot of choice when it comes to themes, but none are quite as state-of-the-art, and you'll need to have some coding skills to reap the full benefits.
FEATURES	A range of in-built features with impressive quality covering a variety of areas. New features are regularly added and updated.	Smaller range of in-built features – more reliant on third party plugins for extra functionality.
APPS AND PLUGINS	No external apps or plugins to install, as they're all fully integrated into Squarespace already. This means they're all compatible and updated.	Thousands of plugins to choose from to install to your WordPress site. Endless extra functions available. However, this can be risky due to outdated and poor quality plugins.
SEO	SEO features already built-in and managed for you.	SEO plugins can add powerful tools and guides to your WordPress site.
ECOMMERCE	Built-in sales features, including great inventory size, but slightly lacking in apps and payment options.	Difficult to navigate and lacking in customer support. But if you can figure it out, it's a powerful, customizable platform.
BLOGGING	Good choice of blogging templates and tools to get you off the ground, but simply not as robust as the blogging resources that WordPress has.	Tailored for blogging, with a wide supply of plugins and built-in features. Also has a community of bloggers, and lets you leave comments on other WordPress blogs.
MOBILE EDITOR	Mobile apps are free and easy to install. You get four different options to choose from, so you can tailor the experience to suit your site's needs.	free and easy to install. Only comes with one option for each device – which is ideal if you're looking for a straightforward solution.
ONGOING MAINTENANCE	Very little – Squarespace is a "closed" environment, meaning they control all aspects of the platform and manage all the updates and maintenance work for you.	Requires frequent maintenance, especially if the platform, theme or plugins are updated by their developers. You are responsible for maintaining all aspects of your website.
SECURITY	All security and updates are managed for you. If there is a security issue, Squarespace's experts will deal with it.	You are responsible for managing the security of your website.
CONTENT OWNERSHIP	Won't gain any rights over your content. However, you'll have to make the effort to opt out of the fine print, which just states that Squarespace can use your content to promote or feature your website.	Won't gain any rights over your content, and has none of the licensing terms that Squarespace does. However, you'll need to use a hosting provider, which probably will have licensing terms similar to that of Squarespace.
SITE MIGRATION	Allows you to migrate your site if you want to. Also easy to import from WordPress.	Allows you to migrate your site if you want to. Also makes it easy to export content.
HELP AND SUPPORT	Dedicated support team with organized tutorials. You can also get help through live chat or email.	Big community with resources and tutorials, but not well organized. Most users end up paying developers for help.
PRICING	4 premium plans, ranging from \$12 per month to \$40 per month.	Could range from \$200 – \$15,000, depending on various factors (hosting, themes, plugins, hiring help, etc.)



HOW IS THE HEALTH OF YOUR BUSINESS?

by Annie La Croix of Brainy Boss

Running a business can pull us in several different directions all at the same time. In the midst of everything, we know we need to streamline things but we often don't know where to start. By segmenting our business into the functional components that comprise the whole, isolating problems is easier.

Business contains 6 functional areas: Strategy, Marketing, Finance, Human Resources, Technology/Equipment, and Operations. The health of these areas is important. Yet, we often overlook two foundational areas. The first is the personal health of the CEO. The second is the physical environment around us. Each of these eight functional areas makes up the ecosystem of our business. If one section is unhealthy, it will upset the entire ecosystem. Yet, the two biggest contributors to a healthy ecosystem are Personal and Physical.

Let's take a closer look at each of these:

Personal: This encompasses mindset, down-time, exercise and a healthy dose time away from work-related activities. Getting this dialled in first is essential to everything else going well. Yet, it is very common for entrepreneurs to let this come last - if there is time. We need to reverse the thinking. Sustainability in small business is contingent on the health of the owner.

What it looks like: Scheduling and time-blocking are KEY! Sit down with a blank calendar and block out time for yourself FIRST. Time for stillness, time for movement, time for personal relationship building. These go on the calendar first. Also, these activities need to be non-negotiable.

Self-care IS business-care. (<https://www.brainyboss.co/podcast/2019/7/5/focus-friday-avoiding-business-burnout-14>)



Physical: This encompasses the environment around us. Working in a messy office decreases productivity. Lack of space to work has an impact on productivity, not to mention efficiency. Our work needs its own "home". Space dedicated to the business is essential. When our workspace infringes on our personal space (and vice versa) both suffer.

What it looks like: Find a space, no matter how tiny, and dedicate it to work. Even if it is two feet of countertop in the back of the house, clear it off and dedicate it to work only. Or, if getting out of the house is a necessity, there are many options that don't break the bank. One option is local co-working spaces that allow part-time desk rental. Wherever the space, do not let it get cluttered with non-work stuff.

Strategy: The strategic part of business is time working ON our business rather than IN the business. Good strategic planning is proactive rather than reactive. When done well, it can prevent a multitude of problems.

What it looks like: Schedule strategic planning on a regular basis. At least, plan for it on a quarterly basis. This is an

excellent time for a work retreat. Plan a weekend away with yourself or your team to analyze the efficiency and effectiveness of the business.

Marketing: Marketing, as a broad umbrella, is how customers find out about your business. I often see companies trying to handle their own marketing and almost always, it is not done well. Scheduling social media posts is NOT marketing.

What it looks like: Marketing may be the easiest thing to delegate and yet most small businesses don't due to cost constraints. If you feel overwhelmed and are ready to move some stuff off your plate, marketing is a great place to start.

Finance: This includes anything and everything money-related. From the cost of doing business to filing taxes and everything between.

What it looks like: Delegate the financial maintenance of your business. Bookkeeping and taxes are definitely not be a do-it-yourself thing. Yet so many small business owners take this on. Hiring someone who is savvy at managing money will save time and will keep more money in your pocket.



Human Resources: For small business owners, this often includes part-time employees or freelancers. Most small businesses do not have a dedicated HR department so, by default, the owner does it. HR includes everything from recruiting to management to termination.

What it looks like: More than any of the other functional areas of business, HR is the most overlooked. The processes for hiring and training are mediocre at best. This results in higher turnover which costs money. Setting up solid systems for building your team is essential to success. I have a podcast series that covers exactly how to manage this area.

<https://www.brainyboss.co/podcast/2019/9/6/focus-friday-building-your-team-14>

Technology/Equipment: This area can provide a lot of relief through automation and also cause a lot of angst for those that are less tech-savvy. All tech and equipment should reduce friction in your business, not increase it. Your business may or may not need the fanciest new software or the shiniest new piece of equipment.

What it looks like: Before investing in new tech or equipment ask yourself these questions: In the long term, will this reduce work or increase work? Is top-of-the-line necessary or will a different version suffice without sacrificing functionality? Do I have someone on my team that can maintain this tech or piece of equipment?

Operations: This is the collective group of activities that make the business money. The health of the previous categories determines the health of operations. When the previous categories are set-up well, operations tend to flow without friction. Yet, when the other areas are not streamlined, operations suffer. When operations suffer, the customer suffers. When the customer suffers, revenue goes down.

Ask yourself how operations appear from the outside. What is the customer experience like? Are the team members able to focus on customer service? Do pain points in business detract from the customer experience?

The main question for operations should be: Could this be easier?

By isolating each section of business and decreasing friction in that section, we can increase the health of the entire ecosystem.

Hi, I am Annie La Croix and I am a recovering workaholic. There are more than a few people that will tell you I have spent most of my career as an entrepreneur saying you just need to work harder and longer if you want to be successful. Don't get me wrong, I still believe in the hustle, I have just found a smarter way to do it. However, it took me a long time to get where I am today.

Just eight years ago I was lying on the floor in a pile of dizzy vertigo. This was my first bout with Meniere's disease. For the next few months, I visited the ER many times and was unable to drive by myself safely. I never knew when vertigo would strike. After very little success with conventional medicine, I headed to an acupuncturist who stuck a needle in my head and told me I needed to learn to say no and relax. I heard her but didn't do much about it. At the time I was in the beginning stages of opening my massage therapy school and there was no time to relax. Acupuncture allowed me to get control of the Meniere's and I pushed forward, ignoring the warning sign my body was giving me.

Deep down I knew that something needed to change but I didn't know how. Working long hours was all I knew how to do and I paid little attention to what I was doing in those hours. Additionally, with the added cultural pressures put on women to Do It All, I was just doing for the sake of doing. My partner at the time (now my husband- which is a real testament to his patience) was supportive but tired of playing second fiddle to my business. On more than one occasion he reminded me that I wasn't his employee to boss around. Ok, wakeup call number two.

I wanted a full, rich of life of experiences and I wasn't getting it working 80 hours a week. Sacrificing my relationship and my health was not the way to make those memories.

Of the utmost importance is making sure the health of the CEO is strong. A functional business has a functional CEO.

Thinking back on the acupuncturist's words, I dove deep into the pursuit of mental health and wellness. I was already a massage therapy educator with a solid background in how to teach others to relax- I just didn't know how to get it for myself. I also knew there was a better way to run my business and I needed to learn it.

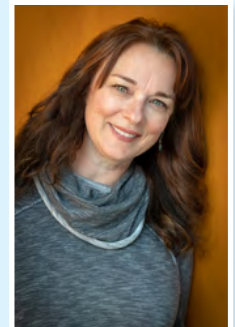
I found all the answers I needed in one word: Systems. Building business systems and personal habits was the key to creating space in my life and being able to breathe deeply and relax. I realized it was time to rethink work. It was time to rethink the hustle. I love working hard but I could do it in a smarter way, in less time and with more impact. Who knew??

We need to rethink work. We need to redesign our days to enjoy every single precious moment because guess what, we can't get them back! There is this myth that business ownership requires massive sacrifice and stress. I lived that myth for a long, long time.

I have learned a lot and now I want to share it with you. There is a better way. A simpler way. Don't get me wrong, it still takes work and sometimes it can be hard. But knowing what to work on effectively is the key. However, the first key is YOU. Your health, your wellness. If you don't work, the business doesn't work. Healthy habits and intentional hustle is what it is all about.

Reprinted with permission from Annie from <https://www.brainyboss.co/> - to help rethink the way we work

<https://www.brainyboss.co/podcast/2019/3/12/writing-your-conclusion-with-ruth-werner> - a wonderful podcast with our very own Ruth Werner.





INSURANCE FOR MESSAGE THERAPISTS: WHY DO YOU NEED IT?



As a health care provider, your goal is to improve your client's health, but unfortunately there is always the chance for things to not go to plan. The ACC can help to reduce the risk of claims made against massage providers or massage therapists within New Zealand. However, there is always the chance that someone will make a complaint or claim against you, no matter how careful you may be in your role as a health care professional.

It is a risk that you face every day, providing advice and treatments to your clients, all it takes is for one of your clients to suffer an injury or loss due to your professional advice or treatment for a claim to occur. A small mistake or error can have a massive impact, that you may not be able to bounce back from both professionally and financially.

Let's explore how business insurance can help protect you as a healthcare provider.

WORKPLACE RISKS

While one of the roles of the ACC is to reduce the risk of claims occurring in New Zealand, including against health care providers, the reality is claims and

allegations for negligence still occur and can have a devastating impact on your career.

The ACC only provides cover and protection for registered health professionals, meaning some individuals working within health-related fields may not be registered professionals, exposing themselves to risks.

With these legislative changes and the risk of a client making a claim, it is important to assess your risk management plan, including to check that you have the right type and adequate level of cover to protect yourself against a claim. It not only provides financial security and protection of your professional reputation, but it also delivers peace of mind.

WHAT IS PROFESSIONAL INDEMNITY INSURANCE?

Professional Indemnity insurance is designed to protect a variety of different kinds of professionals, like massage therapists, who provide professional services and advice to clients.

As a massage therapist, someone could make a claim against you for providing

incorrect or ineffective treatment leading to injury, giving negligent advice to clients in relation to their wellbeing, or even an allegation of professional misconduct.

It is created to respond to claims against professionals and businesses for losses as a result of actual or alleged negligent acts or omissions in the provision of a professional service or advice. Professional Indemnity insurance will also assist with the reasonable legal costs associated with responding to or managing claims which are covered by the policy.

IS PROFESSIONAL INDEMNITY INSURANCE COMPULSORY?

It may not be compulsory under the law, however the rules of some regulators and professional bodies will stipulate it is compulsory for some professions.

If you work with client contracts, large companies and the government- it may be a condition of your agreement.

If unsure always clarify if Professional Indemnity insurance is a requirement (and the level of cover you are required to have)



with the appropriate regulatory body or with the client in regards to contracts.

PUBLIC LIABILITY INSURANCE

Dealing with clients and interacting with third-parties every day makes Public Liability insurance an important type of cover for massage therapists to consider. If you have people coming into your practice or you perform your work at a client's place or other venue and you accidentally injure someone (for example, a trip and fall due to the presence of a towel on the floor) or cause property damage (think a spillage of oil on the client's favourite dress), you could face the risk of a claim or even legal action.

Public Liability insurance is designed to provide protection for a business in the event a customer, supplier or a member of the public are injured (when not covered by the ACC) or sustain property damage as a result of the insured's negligent business activities.

Regardless of whether a business operates on or off site, Public Liability insurance is likely to be an important consideration.

GETTING COVERED

Having the right types of insurance in place is the first step to protecting your business, however it is also important to make sure you have the right level of cover.

Determining of the coverage level that it right for you can depend on a variety factors including the nature of your work as a health professional. Some types of businesses will be viewed as higher risk than other types of businesses.

Having a good understanding of the types of risks you may each day and the potential type of claims which could occur can help when figuring out which level of cover to take out.

As a massage therapist, your focus should be helping your clients relax or recover, not worrying about what would happen if a claim were to occur.

Protecting your practice with the right types and levels of insurance cover helps you stay in business for the long run with a solid financial safeguard in place.

BizCover is the official insurance partner of Massage New Zealand. Find out more about our exclusive package for Massage NZ Members at

<https://www.bizcover.co.nz/mnz/>

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GETTING YOUR ACT TOGETHER

AN OVERVIEW OF NEW ZEALAND LEGISLATION RELEVANT TO MASSAGE THERAPY (MT)

by Odette Wood, RMT

While we devote the majority of time to seeing clients and attending to the routine side of running a business, there are a number of important pieces of legislation that massage therapists need to be aware of and comply with in order to meet government requirements. Often, businesses don't think about legislation until something goes wrong or a client makes a complaint. So it's good to stay up to date and make sure your business still complies, in case changes have been made that impact on your business and practice.

A few Acts and codes that massage therapists need to be aware of are the Consumer Guarantees Act (CGA), Fair Trading Act, Code of Health & Disability Consumer Rights, Privacy Act and the Health Information Privacy Code.

CONSUMER GUARANTEES ACT (1993)

The CGA requires businesses meet some specific guarantees for quality when selling goods and services to consumers. MT is covered as it is a service provided by a professional person and for those therapists who also sell products such as massage balls, beauty products or heat packs, particular parts of this Act also applies to you.

For services, there are four guarantees that massage therapists need to meet. Massage sessions must be carried out with reasonable care and skill so that clinical practice is at least as good as a competent person with average skill and experience in MT. Work carried out must be fit for any particular purpose. This means that if you can't guarantee that you can give them the massage or the result they want, you need to tell them before starting the session. So, if a client says they want a deep tissue massage on their legs and you find out they are contraindicated for this type of work, you must tell them what you can and cannot do and why, before beginning. If the

client demands deep tissue work to the area regardless, you do not have to agree to do it if they are not willing to accept your advice.

Services must be completed within a reasonable time, so this means that if a client books for a 30 minute massage and you go over by 30 minutes, you can't expect to charge the client for a one hour massage, unless you have renegotiated during the session and the client agreed. Finally, services must be charged at a reasonable price, when the price hasn't been set. So, if a client books for a 60 minute massage and then asks for another hour during the session and you don't have a set price for two hours, then they only have to pay what is reasonable, based on what other massage therapists may charge for this. It's very wise to always clearly advertise your prices and keep them up to date on any printed material you have as well as on your website and any other places you may list your pricing on.

Goods also have set guarantees. These are around quality, fitness for purpose, matching their description and any sample or demonstration model shown, as well as being able to be legally sold, being of a reasonable price if the price isn't set and arriving in acceptable condition and on time. If you are a therapist who sells products as part of your income generation, then it is important to be familiar with these guarantees you must meet.

FAIR TRADING ACT (1986)

The Fair Trading Act is about making it illegal for businesses to mislead consumers, provide them with false information or use unfair trading practices. The Act applies to anyone who is 'in trade' and covers both advertising and selling of goods and services by businesses, so this includes sole traders working from home as well as partnerships and companies. For massage therapists this means that we need to ensure that we avoid doing things like saying we are trained to a particular level or in a particular technique when we aren't, charging prices that are

different than we advertise or offering free gifts or massages without any intention of giving them. It also includes making unsubstantiated claims about massage. So telling clients that massage will cure a particular condition or have a specific outcome where there is no evidence to support the claim is considered an unfair trading practice.

CODE OF HEALTH & DISABILITY CONSUMERS' RIGHTS (1996)

The Code of Health & Disability Consumers' Rights establishes rights of consumers and obligations and duties that providers must meet in order to comply with the Code. As providers of health services to the public, massage therapists are covered under the Code, whether you charge for your services or not.

The rights that consumers have are:

Right 1: the right to be treated with respect

Right 2: the right to freedom from discrimination, coercion, harassment, and exploitation

Right 3: the right to dignity and independence

Right 4: the right to services of an appropriate standard

Right 5: the right to effective communication

Right 6: the right to be fully informed

Right 7: the right to make an informed choice and give informed consent

Right 8: the right to support

Right 9: rights in respect of teaching or research

Right 10: the right to complain

Massage therapists need to make sure that clients are informed about their rights. Displaying a poster of the Code in your premises is a simple way of doing this. These can be downloaded from the Health & Disability Commissioner (HDC) website for free. Providing a link to the HDC website on your own website and in any printed



material you provide clients with are other ways of informing clients. In addition, you must also enable clients to exercise their rights. Having a complaints process in place and making that known to clients helps clients to resolve issues.

PRIVACY ACT (1993)

The Privacy Act controls how agencies collect, use, disclose, store and give access to personal information – this is information about identifiable, living people. The term ‘agency’ applies to any person or organisation that holds personal information. There are twelve privacy principles which cover a number of areas.

Any massage therapy business, no matter the size, must have a privacy officer. If you are a sole trader, you are your own privacy officer. If you work for a business or have shared records, make sure someone has that role and that you know who it is. The Privacy Commissioner can provide training on the Act if needed.

The Health Information Privacy Code (1994) is a code of practice that comes under the Act. It takes the place of the information privacy principles for the health sector and applies to all agencies that provide personal or public health or disability services. It covers health information collected, used, held and disclosed by health agencies. In essence, the principles can be nicely summarised as:

1. Only collect personal information you need
2. Get it straight from the person concerned where possible
3. Tell clients what you're going to do with it
4. Collect it legally and fairly
5. Take care of it by keeping records stored securely, whether locked in a cabinet or password protected and with good computer security if you use electronic records
6. Let clients see their personal information if they ask to
7. Let clients correct their information if it's wrong
8. Make sure personal information is correct before you use it
9. Don't keep information longer than you need it
10. Only use it for the purpose you got it

11. Only disclose information if you have a good reason to do so
12. Only assign unique identifiers where permitted.

Three other Acts worth mentioning are:

HEALTH PRACTITIONERS COMPETENCY ASSURANCE ACT (HPCAA)

The Health Practitioners Competency Assurance Act came into effect in 2003. It's main purpose is to protect the health and safety of the public by making sure health practitioners are competent and fit to practice in their given profession. It does this by setting out a framework for regulation of health practitioners, where there is a risk of harm to the public from professional practice. A broad range of health professions are regulated under the HPCAA – from doctors, nurses and midwives to occupational therapy, psychology, physiotherapy, chiropractic and osteopathy. However, not all health professions in New Zealand are covered under this Act and Massage Therapy is one of these is because it is not seen as a form of treatment that poses sufficient risk to the public. Traditional Chinese Medicine is currently being considered for regulation, so this may make way for Massage Therapy to be considered in the future, if sufficient evidence can be provided showing that it can cause serious harm. While massage therapists don't have statutory regulation, as a voluntary membership organisation, Massage New Zealand provides a system of self-regulation for the profession. It does this by ensuring high standards of massage training and practice, setting out a scope of practice, requiring that members maintain a current annual practicing certificate and providing protection for the public.

HEALTH & SAFETY IN EMPLOYMENT (HSE) ACT

The HSE Act is about making work activities safe and healthy for workers, customers and visitors to the premises. This means having a safe workplace, with good hazard management and reporting systems and processes. It applies to MT employers, employees, contractors and self-employed massage therapists. Make sure you are aware of any real or potential

hazards in your premises such as power cords that people could trip over, steps that are slippery or furniture that could fall in an earthquake. Put up signs to inform people about hazards and make sure to address them so that any harm is reduced or removed. Businesses are required to keep a hazard register and have reporting procedures in place. It's often good to do an objective walk-around your premises every few months to see what hazards you can identify, noting them down and deciding how and when you will address them.

HUMAN RIGHTS ACT

The Human Rights Act (1993) protects people in New Zealand from discrimination on certain personal characteristics in a number of areas of public life including gender, race, religion, disability, age, sexual orientation, employment and the provision of goods and services. It also prohibits sexual and racial harassment. For massage therapists, this means it isn't lawful to refuse treating a client because they are different in some way or have views that might be different to yours, for example, refusing to treat a muslim woman because of her religion, or refusing to treat a pregnant woman because she is pregnant. It is also important to follow good practice with draping and in your professional boundaries so that nothing can be misconstrued.

Finally, at a local government level, councils often have by-laws that relate to businesses. These can apply to things such as whether you can put signage out on the pavement in front of your premises and how big signage can be. If you run your business from home, some councils have specific criteria that you have to abide by. For example, what proportion of your house you can use for your business, how many people can work from it and whether you can sell goods from your home-based business. It pays to contact your local council to find out what requirements might affect your business.

For more information on the Acts and codes, go to:

<https://www.consumerprotection.govt.nz>
<https://www.employment.govt.nz>
<http://www.hdc.org.nz>
<https://www.hrc.co.nz>
<http://www.legislation.govt.nz>
<https://www.privacy.org.nz>



SUPPORTING PEOPLE WITH RARE DISORDERS

by Rare Disorders NZ



Did you know that there are more than 7,000 known rare disorders? A rare disorder is a health condition, usually genetic, affecting less than 1 in 2000 people. Collectively, rare disorders affect around 400,000 New Zealanders – half of them children. Some useful facts and figures about rare disorders in New Zealand can be found at <https://raredisorders.org.nz/about-rare-disorders/facts-and-figures/>

With 8 to 10% of people affected by a rare health condition, some of your clients will be living with a rare disorder. Conditions you may come across are Hypermobility and Ehlers-Danlos syndromes, a group of genetic disorders characterised by defects in collagen mainly affecting the ligaments and soft tissues. The spectrum of Hypermobility disorders ranges from Generalised Joint Hypermobility which is not rare through to one of a possible 14 different types of Ehlers Danlos Syndromes (EDS). A clinician must investigate family history along with key criteria to make a correct diagnosis.

Many people with EDS may be undiagnosed or misdiagnosed and left to

feel dismissed by the medical community. This issue highlights the importance of having a guiding document to direct healthcare professionals to make the correct diagnosis in a timely manner. Rare Disorders NZ worked with a dedicated specialised working group to develop an EDS Clinical Pathway document to offer a guide for doctors, physiotherapists, osteopaths and other healthcare professionals. These guidelines have a specific physiotherapy section and some elements may have relevance to massage therapists.

KEY POINTS:

- Clinical experts recommend the use of manual therapy in the management of EDS. Techniques can help alleviate pain associated with muscle spasm and be helpful for stiff joints.
- Patients may have complex symptoms and may have not gained an accurate diagnosis (average length for diagnosis is five years with three misdiagnoses).
- Gentler treatment methods and possible collaboration with the physiotherapist involved is advised if a diagnosis of EDS has been confirmed.
- Patients tend to have inflammation in their body at any time, and may present with recent sprains, strains, subluxations and/or dislocations regularly. Precaution must be taken and especially for 72 hours following any injuries with light long strokes of effleurage and gentle range of motion. People with EDS/HSD

often strain other areas of their body during injury which tend to go unnoticed, therefore assessment in other areas may be useful.

- Full body alignment will likely be out of alignment, when compared to others.
- Patients should have a full body assessment for ongoing treatment plans, with a focus on talking through specific symptoms, injuries and concerns in order to tailor the treatment to meet individual needs.
- Even though patients may be hyper flexible in some areas, scar tissue can tighten areas of the body.
- This condition is unique to every patient and affects them all very differently, so it's best to get an understanding of their personal journey before proceeding with them.
- When moving on the table, patients may need assistance, or extra padding to ensure comfort and support joints that easily dislocate/sublux.
- Some patients will have issues with their skin, including easy bruising and tearing. For these patients deep tissue massage should be avoided. Each patient should know themselves and how this condition affects them. Stretching exercises should be gentle to avoid subluxation and dislocation.

NOTABLE COMORBIDITIES

A majority of people with EDS may have other underlying issues as well, such as:



- Postural orthostatic tachycardia syndrome (POTS), they may need some further time getting up from the massage table due to dizzy spells.
- Mast Cell Activation Syndrome (MCAD), they may have allergies to some creams, oils and aromatherapy used, the patient should have a good understanding of what they are allergic to, but this can change.
- Neck and head pain or regular headaches which may be linked in some cases to Chiari malformations (structural defects in the base of skull and cerebellum).

Connection with the physiotherapist involved may help with cohesive care planning and they can advise on and apply pain management strategies as an adjunct to exercise plans. Referral to a multi-disciplinary pain management programme

is recommended for those living with chronic pain, fatigue and disability.

A physiotherapist may recommend specific exercise plans which may include:

- Exercising in water, this is ideal as there is less strain on joints.
- Hydrotherapy is useful, however local pools are recommended for swimming as hydrotherapy pools may be too warm.
- Tai chi and pilates can facilitate balance and control.
- Bicycling can be good for aerobic work and again does not over-stress the joints.

ABOUT RARE DISORDERS NZ

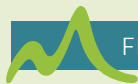
The New Zealand Organisation for Rare Disorders (NZORD) was established in September 2000 and changed its name to Rare Disorders NZ (RDNZ) in 2019. RDNZ offers a central starting point for patients

and families affected by rare disorders, and helps families, patients and healthcare providers find essential information and support groups.

RDNZ is the only umbrella group for rare disorders in New Zealand and provides a strong common voice to advocate for an equitable healthcare system that works for the 400,000 Kiwis with a rare condition.

Meet some of the 400,000 people living with a rare disorder in New Zealand on

www.raredisorders.org.nz



KELLY'S STORY - COPING WITH EHLERS DANLOS SYNDROME



My name is Kelly McQuinlan and I have Hypermobile Ehlers Danlos Syndrome (EDS). As with most people with this condition, it took me 26 years of suffering in silence before I had a diagnosis.

Being a 33-year-old with a chronic condition as well as being a mum is tough work. My body works twice as hard to hold me together, and because of this, fatigue and

chronic pain is my everyday life. At the moment my shoulders, head, neck and back are my biggest issues.

With the correct management plan I can limit my overall dislocations and subluxations, as well as my overall pain, but as every person with EDS is so different it takes trial and error and the correct people knowing the right information before I start to see improvements. Currently for me this is medication, physiotherapy and keeping on top of my mental health with a supportive doctor.

I believe massage is great for people with Ehlers Danlos Syndromes or Hypermobility Spectrum Disorder, as not only is this relaxing for our bodies, but with our sore muscles and damage that occurs during our issues, this would pair well with our rehab and repair.

The only issue currently with this is the correct knowledge among clinicians. I'm not going to break if I'm touched, but I need

clinicians to listen to me and treat me as an individual when I tell them my arm can't go above my head comfortably, or I need extra pillows on my legs when I'm on my back as my hips can slip out of place. Previously when I've had massages I've found it can be hard getting up off the table and have been known to dislocate my shoulder, so sometimes I need a hand getting up. It's been great to be reminded about my water intake after the massage as my other condition, Postural orthostatic tachycardia syndrome (POTS), makes me super dizzy in the days following massage.

It would be great if we could work with massage therapists with a management plan to help us with rehab and/or realignment long-term instead of just a once every now and then 'feel good' massage - although these are great as well!

Kelly is President of the EDS support group in New Zealand, you can find out more about this group by visiting <http://ehlers-danlos.org.nz/>

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with

Beth Beauchamp
www.mfrworkshops.com



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- **Advanced Upper Body** - Delves deeper into treating conditions for head, neck, shoulders, arms & hands
- **Advanced Lower Body** - Delves deeper into treating conditions for back, hips, diaphragm, abdomen, legs & feet
- **Micro Fascial Unwinding** (new course) - connects deeply on a subtle level to unwind the body from the inside out. Simple yet highly effective techniques release old compensation patterns, rebalance the whole body, and create space and glide-ability in the body beyond the myofascial layers

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“The courses are really well balanced between theory, demonstrations & practical hands on experience. It is one of the best courses I have ever been on. Beth's teaching style is very engaging. She presents in a way that is fun, interesting and easy to understand. I learned so much and have come away with a whole new way of thinking about the body and how to treat it. Thank you.”



**Videos
Available**



MNZ MAGAZINE SURVEY RESULTS SUMMARY

Back in June, MNZ carried out a survey of members, asking for input and feedback about MNZ Magazine on some key areas. As you know, MNZ Magazine is published three times a year and is available to all members in PDF and digital online format in the member's area of the MNZ website. It also sent as a PDF to all colleges and advertisers, and to article contributors who are not MNZ members.

In 2016 MNZ Magazine moved to full colour and in 2017, due to increased costs to produce the magazine (over \$14,000 to produce four hard copy issues per year to what was around 250 members at the time), it moved to electronic formats only. A number of further changes have also been made to the magazine over the past two years:

- In late 2017 the number of editors increased from one to two as a reflection of the increasing workload involved in producing the magazine;
- New columns have been introduced - Student Corner, Graduate Illuminate, Useful Websites and Links, Product Review, to name a few;
- The range and quality of articles has increased and improved, with more overseas writers approached for contributions and contributions from the wider spectrum of manual and physical therapy and other health sciences;
- The size of the magazine increased, from an average of 32 pages to an average of 50 pages currently;
- In 2019, due to the amount of time and work it takes the small team of two volunteer co-editors to produce an issue of MNZ Magazine, the number of issues per year was reduced from 4 to 3 issues.

MNZ was interested in member feedback, so the survey was carried out to help the executive and editors understand what members and other readers views of MNZ Magazine are, what members like and dislike about the magazine, what they would like to see more and less of,

and how they think the magazine could be improved. The survey was sent out via email to all 394 members including RMTs, student members, colleges and affiliates. It was also shared via various social media avenues. The survey was open for 6 weeks and reminders were sent out to members a number of times, asking members to respond. 94 people responded, which gave a response rate of less than 30%. The main themes that emerged were around access, format, content and style. The following is a summary of these themes with responses from the editors and executive.

ACCESS

Most respondents access the magazine on their computer or tablet (85% and 22% respectively) with a small proportion accessing via smartphone (15%). The majority of members don't print the magazine off, even though this is possible, providing they have access to a printer. Over half find it easy to access the magazine via the website, but a considerable proportion find it difficult or are not able to access the website, many of these do not know how. A number indicated that they do not have the time or it is not a priority for them to access MNZ Magazine.

Editors' comments:

This is unsurprising and reflects that while small bits of information are accessed by smartphones, anything larger is easier to read on a bigger screen. Accessibility to log in to the members area and costs of printing appear to be barriers to members accessing MNZ Magazine.

Executive comments:

The MNZ magazine is a very beneficial tool used to promote MNZ and massage therapy via high quality of content, organised by a great editorial team. Access to the electronic version and other useful resources, is available in the members only area of

MNZ's website and can be viewed at any time, simply by logging in. We encourage utilizing this environmentally friendly version of resources and giving feedback as to how we can improve and grow the experience for our members. Current executive committee magazine discussions are centred around the promotion of MNZ and massage therapy by providing access to our MNZ magazine (with a charge) to non-registered massage therapists and other professions worldwide. The objective is to share this high-quality resource and encourage more discussion/enthusiasm around massage therapy, with the view of attracting a greater membership and additional funding to support future resource development.

FORMAT

The main format accessed is the PDF format (49%), followed by digital flipbook (11%). The thing least liked about MNZ Magazine is the digital format, with 70% of respondents telling us they preferred hard copy.

When asked about paying extra for a hardcopy magazine, 54% indicated they would be prepared to pay an additional amount specifically to get sent a hardcopy version. 56% are willing to pay \$45 per year, 37% willing to pay less than \$45, and 7% are willing to pay \$60 per year.

Some respondents indicated that if they were to pay more, they would also want a return to 4 issues per year.

Executive comments:

While moving to digital was a cost reduction strategy that MNZ had to make at the time, feedback shows that the digital flipbook format has not been utilised as much as anticipated. The visual and accessible hardcopy format is clearly the most preferred format, with most respondents willing to pay extra for it.

Plans to reinstate hardcopy format are being discussed but it would be at a reduced size



of 36 pages due to printing and publishing constrictions, with sustainable paper and colour covers and black and white internal pages most likely. Consideration is being given to how a hardcopy is most efficiently delivered to the members that wish to receive this format. Currently it is looking like hardcopy will be printed on a needs basis and guided by a subscription ordering process at membership renewal, rather than printing excess for stock purposes.

The number of issues was reduced to 3x per year to reduce the volunteer editorial team workload and each issue is now regularly at 50 pages. A return to 4 issues would be more work for the two editors and they have indicated this would not be sustainable for the current editorial team. The content has increased in volume and quality over the current 3 issues and the executive committee are happy to maintain this level to retain our very important, highly skilled editorial team!

CONTENT AND STYLE

Content was one of the things most liked about MNZ Magazine. The sections most read were: feature articles (87%), Research Update (81%), What's On (65%), Useful sites and Links (56%) and Book Reviews (51%). Additional feedback also reflected that members would like more anatomy and scientific/research articles, with some comments about articles in the magazine not being evidence-based. The sections least read were: Student Corner (54%), Executive and staff reports (46%), Graduate Illuminate (44%), Regional Update (39%), and Who's Where (38%). The amount and range of advertising is also not favoured by members, with some feedback indicating that members wanted less advertising in the magazine.

Editors comments:

This is valuable feedback which suggests that the majority of members like the range of information and articles, value the quality of material and the look and feel of the magazine. We have had more evidence-based articles than ever before and have increased quality requirements for writing and referencing, and we continue to develop this. We ask contributors to refer to evidence and provide citations, often ask contributors to review and improve on their articles, and we also often decline articles that are not written to our required standard, make claims

that are not substantiated, or do not have supporting references. We continue to work on this as we strongly believe that we should be providing members with evidence-based information. We acknowledge that this is a global problem in our profession. In terms of including original research, MNZ Magazine is a professional association publication, not a peer-reviewed journal, so our focus is more general. We are very happy to include original research that has been published in a peer reviewed journal and welcome contributors who wish to share their published articles with us. We are rarely approached by authors wishing to contribute a peer-reviewed article but would be excited to receive these. Prior to each issue being published, a call for content is sent out to all members, which includes the teaching institutions. We openly encourage academics, researchers and students doing major case reports as part of their studies to submit articles to us so that we can help to disseminate research done in New Zealand, to our members and grow their understanding and appreciation of good quality research. Two issues of MNZ Magazine in 2017 - "Research - Delving Under The Surface" and "Challenging Our Practise" together focused on getting to grips with evidence. We have the excellent Research Update penned by Ruth Werner, which reviews several research articles each issue. The reality is that it takes a huge amount of work on our part to seek out and chase contributors. This is probably the most time consuming aspect of pulling the magazine together. From our perspective, we welcome stronger relationships with academic institutions and researchers and acknowledge that both groups have to work together to build stronger connections, for the better of our profession which we are all part of.

Regarding the sections least preferred, we feel it is important to keep up the student and graduate profiles as they are the future members of the organisation and profession. Having these columns is an important way to include them in the organisation and encourage them to become full RMT members after study. Students and new graduates have in the past indicated that they did not feel included in the organisation and we believe this is one way of being inclusive and ensuring they have access to their professional association.

Executive comments:

MNZ has an obligation to feed back to members on a regular basis about what is happening in the organisation and in particular, about the portfolios taken on by the executive and non-executive positions that members have voted in at the AGM. There has been much feedback over the years that MNZ is not doing enough for members. Seeing and hearing what executive position holders, paid staff and the regional representatives are doing in their roles on your behalf, is something that members deserve and need to know - the work they are doing, the decisions being made, the achievements and challenges, key operational and membership issues, the work happening in each of the regions and local groups within the regions which serves to encourage networking and peer support regionally and locally.

The amount of advertising included in MNZ Magazine is very small in proportion to the amount included in many professional and trade magazines, between 4 and 8 paid adverts per issue. This advertising helps to cover some of the costs of producing the magazine and is an income stream for MNZ. Advertising is a crucial part in supplying a magazine of this quality and content, it is unavoidable if we wish to continue whilst not increasing charges to members.

The amount of time and effort that goes into organising each issue of the magazine goes unseen by the masses. Our editorial team have a passion for distribution of high quality information, whilst keeping a firm hold on keeping expenses low as an acceptable use of funding. This survey and summary were undertaken via request from the MNZ executive committee, to assess if and how we may be able to best serve the members' needs.

On behalf of the editors and executive team, thank you to all those who took the time to respond and provide MNZ with valuable feedback to help make future decisions about MNZ Magazine to ensure it remains a high quality, relevant and accessible resource. The magazine is yours, and it can only improve with constructive feedback and ongoing support from you as readers, contributors and advertisers.



HAMILTON MNZ CONFERENCE REVIEWS - IN SEPTEMBER 2019

BINDEGEWEBS MASSAGE

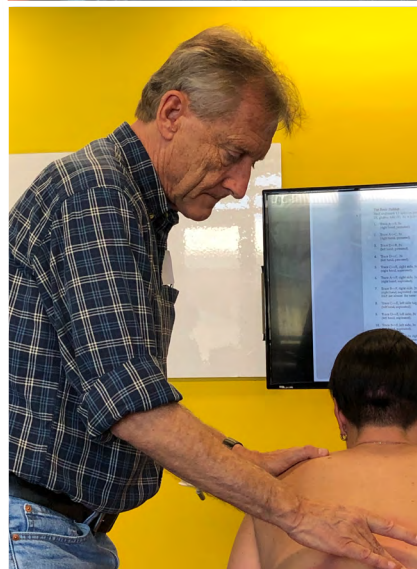
Brian Utting - USA

Reviewed by Sarah Rule RMT, Wellington

Bindegewebsmassage is a connective tissue approach initiated by German Physiotherapist Elizabeth Dicke in 1929 when she found herself in a wheelchair. It is a mainstream technique in Germany used to treat fascial pain and autonomic imbalance. It is reported to be very effective in relieving the symptoms of migraine headaches, asthma and menstrual pain to start with.

The 20 minute basic treatment is performed with the client sitting, to load the tissues. The theory is that the dry two finger stroking mobilises the subcutaneous fascia and creates neuro-reflexive changes. By stimulating the vagus nerve and dermatomes the parasympathetic nervous system induces profound effects.

Brian Utting demonstrated this technique at the pre-workshop at the 2019 MNZ conference. It is a simple-to-apply technique. This enabled me to find the zone for conference. Prior to the conference I had a rare several day tension headache and low grade allergy-induced asthma. Both of these were alleviated. I am keen to learn more about the technique and to practise it. I will add this to the toolbox and use it on those in a state of sympathetic overload as well as the above three instances. I found Brian's teaching of the technique very supportive and informative. He explained the physiological pathway well but did not present any studies around the evidence for it. My German is not flash anyway. This was very different from the NMT techniques he also presented. Very pleased I signed up for this and would also recommend his other training in New Zealand February next year.



Brian Utting - shows his effects

PREGNANCY MASSAGE AND TECHNIQUES FOR LOW BACK AND COMMON PELVIC PAIN

Paula Jaspar - Canada

**Reviewed by Ushmar Shar RMT,
Christchurch**

I attended Paula Jaspar's workshop on lower back and pelvic pain during pregnancy.

She's a fantastic presenter, passionate about the topic and the knowledge and experience was oozing out of her. She's also hilarious! I could have easily spent days with her learning about all that she has to offer. She really cares about the care all pregnant women receive pre and post-natal. Paula is also passionate about research and explained and debunked some of the myths and poor research out there, citing specific papers, which I found really useful.

In clinic I regularly see clients for pregnancy massage who have some lower back and/or pelvic pain during or towards the end of their pregnancy. I have used the techniques we learnt with every pregnant client I've seen since the conference and they've really enjoyed and gotten great benefit and relief from them. Paula also talked about the language we use with pregnant clients and that has helped me connect more with them. I now feel more confident asking about their pain or discomfort, what position their baby is in and understanding more about the different breech positions. My biggest take away was that we won't make the baby fall out of the vagina!



Paula Jaspar



MASSAGE TO MOTION

Ian O'Dwyer - Australia

Reviewed by Mark Fewtrell, RMT Auckland

I was fortunate along with five others, to attend Ian O'Dwyer's "Massage to Motion" pre-conference workshop. Ian presented with great passion and in a very motivational manner. He incorporated the myofascial lines of Tom Myers and the work of Robert Schleip to come up with his own unique perspective on motion to help us move, feel and live better! SOMA (Self Osteo Myofascial Applications) is a selfcare tissue management system.

A take home for me from the workshop would be to try some daily SOMA movements to free up my ankles, to help my calf muscles out when I run. SOMA also teaches us to be become more aware of our body and that of our client's when we are assessing them in our practice. It allows us to be curious and explore other ways of moving and feeling better.



Ian O'Dwyer's skills being demonstrated

MNZ Resources



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Prices are represented in NZ dollars.

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HIGHLIGHTS OF MNZ ANNUAL GENERAL MEETING 2019

by Nici Stirrup

This year's MNZ Annual General Meeting took place at Wintec Rotokauri campus in Hamilton at the end of the first day of Conference. We had over 50 members at the meeting this year, thank you to all who attended. It is great to see the membership taking such an interest in the progress of the organisation and our profession.

After the usual proceedings of ratifying last years' minutes and financial reports, we received a presentation from Felicity Molloy, MNZ Research Officer, on scope of practice. The rationale of this project is to detail a scope of practice that reflects the development of the massage therapy profession and fits with legislation relating to massage practitioners in New Zealand. Current information on the MNZ website is to be expanded to focus on education qualification foundations, with levels remaining as they are NZQA approved. Massage New Zealand members are expected to complete ongoing professional development (CPD). As the profession develops, we are aiming that the scope of practice becomes the benchmark for evaluating New Zealand massage therapists' professional standards across the globe.

We continued the meeting with the ratification of some additions to the MNZ Constitution. Firstly, the role of AHANZ Representative (Allied Health Aotearoa New Zealand), previously a non-executive role, was ratified as an executive role and so we welcomed Iselde de Boam to the MNZ Executive Committee. Iselde presented some information, with the help of Sarah Rule, on AHANZ and the current Ministry of Health Research Project on Massage Therapy in New Zealand (see the article on this on page x of this issue of MNZ Magazine). Secondly, we voted in a new clause to the Constitution to officially specify financial reporting requirements of MNZ, an Incorporated Society. MNZ Financial summaries will be reviewed biennially (at the least) by an external Chartered Accountant.

A big thank went out to everyone who accepted nomination into various executive and non-executive roles. It was exciting to see so many volunteers all keen to take part in developing so many areas of the organisation. Congratulations to Shelley Moana Hiha for receiving the Bill Wareham award for 2019. The award was presented for her outstanding academic credentials and contributions to the New Zealand's professional landscape including education, sharing cultural and professional diversity, providing mentoring for students and professional development for massage practitioners, and developing massage therapy with top sporting teams, to name a few.

The 2020 AGM and conference was announced to take place in New Plymouth on the 19th and 20th September, with pre-conference on 18th September. We thanked Roger Gooch for taking on this project and invited all to step forward to help with developing this next conference.

The minutes of the 2019 AGM along with the updated MNZ Constitution will be communicated to membership in due course. We look forward to seeing you in New Plymouth next year!





CARPE DIEM, SEIZE THE DAY - AOTEAROA NZ MASSAGE HUI

by Iselde de Boam (MNZ AHANZ Representative, Massage Hui Organiser) and Sarah Rule (Massage Hui Organiser)

At the MNZ conference in Hamilton this year, the position of Allied Health Aotearoa New Zealand (AHANZ) representative, was formally voted on to the MNZ Executive Committee. Related to this, an exciting announcement was made about a new project which has been started, which is the chance that we as a profession have been waiting for. Our moment to seize the openness of government to make ourselves visible to them and have our professional voice clearly heard.

To summarise, MNZ has had a request from the Chief Allied Health Professions Officer of the Ministry of Health (MoH) asking the allied health professions for information and data about their professions. Where massage therapy was concerned, he has zero information and suggested a stakeholder hui to help investigate the direction that the massage therapy profession in New Zealand should evolve. So, we took up the challenge - yes great idea, let's do it! Of this simple suggestion two projects under one umbrella have been born:

1. Gathering data to 'paint a picture' for the MoH of the massage therapy profession in New Zealand.
2. Gather voices from as far and wide as we can, of those who feel that they have a stake in the massage therapy profession, so we can come up with a collective, strategic idea of where massage therapy is headed in our country, and to formally voice and record all of our challenges, concerns, agreements and differences.

We feel that this is our moment! An opportunity to look at who we are and how we got here. We are looking at gathering information about the different aspects of our profession including but not limited to:

- Describing our history in New Zealand, including the history and development of MNZ
- Looking at education structures and outcomes
- Researching international examples of the integration of massage therapy within health sectors and their related licensing structures
- Describing how we presently work with other health providers and patients
- Examining trends in closely-related professions such as physiotherapy and acupuncture, and how these trends may affect massage therapy in the future
- Discussing what does and does not work in our current model of self-regulation
- Looking at ACC and private health insurance companies and their perceptions of or willingness to endorse massage therapy

The directions we can look at are endless. It will involve time, communication, interviews, surveys, focus groups and recording and presenting findings and outcomes.

It is a huge task, we're up for it and we need your help today! Get involved! Here are some ways you can help us this year:

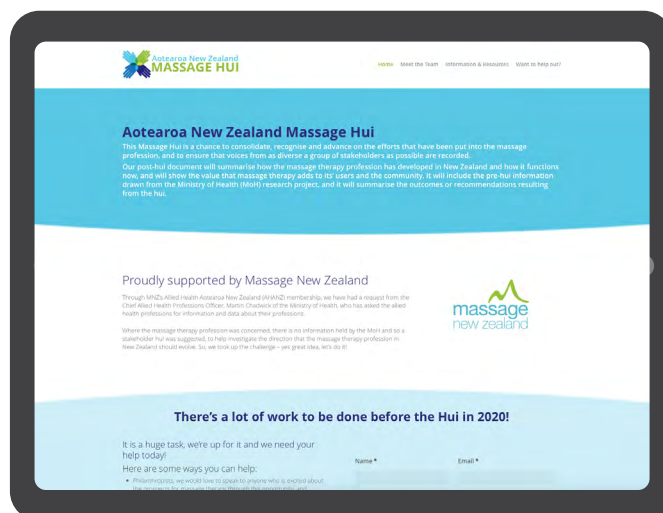
- Philanthropists, we would love to speak to anyone who is excited about the prospects for the massage therapy profession through this opportunity, and is willing to help us by way of funding.
- Collecting data and information on trends within our sector, that help to build a picture of massage therapy in New Zealand. We have a list of types of data and information we are looking for but our scope for this will depend on volunteer hours available.
- Adding to, or reviewing our historical timeline (this will require some research and providing supporting evidence).
- Submitting high quality academic studies that are valid and reliable and worth using to support our findings.
- People to assist with stakeholder engagement which may require creating lists of stakeholders, arranging stakeholder focus groups, as well as designing and conducting surveys and collecting and analysing the data.

We are excited about the national massage hui next year and our objective is for useful, focused communication from all the stakeholders. We hope that the information and data we gather will give us greater direction and clarity, and assist us to inform and direct the work ahead. Similarly, for research we hope to add to the New Zealand research base and that the outcomes document will itself be a publishable document and a benchmark for further studies.

This is your opportunity to be involved in a historic moment for the massage therapy profession in New Zealand. We can only achieve this if we all work together, as a collective and cohesive unit.

To find out more or get involved, please contact Sarah or Iselde today: ahanzrep@massagenewzealand.org.nz

www.massagehui.org.nz



proudly supporting



Aotearoa New Zealand **MASSAGE HUI**

This Hui is a chance to consolidate, recognise and advance on the efforts that have been put into the Massage profession, and to ensure that voices from as diverse a group of stakeholders as possible are recorded.

Our post-Hui document will sum up how massage has developed in NZ and how it is established now. It will show the value massage adds to its' users and the community. It will include the pre-Hui information drawn from the MoH research project, and it will summarise the outcomes or recommendations resulting from the Hui.

There's a lot of work to be done before the Hui in 2020! It is a huge task, we're up for it and we need your help today!

Here are some ways you can help:

- Philanthropists – who do you know who is excited enough about the prospects for Massage through this opportunity, to help us by way of funding?
- Collecting data for information on trends that build an image of massage in NZ. We have a list of types of data we are looking for but our scope for this will depend on volunteer hours
- Adding to, or reviewing our Massage History timeline (will require referencing)
- Submitting papers or studies that you feel are valid and worth including.
- In 2020 we'll need people to help us with stakeholder engagement which may require creating lists of stakeholders or stakeholder focus groups. Surveys will need to be designed.

**Any questions or suggestions you have at this point, please contact
Iselde de Boam & Sarah Rule at: ahanzrep@massagenewzealand.org.nz**



REPORT TO MASSAGE NEW ZEALAND: NZQA CONSISTENCY REVIEW

by Felicity Molloy, PhD (MNZ Executive Research Officer) as stand-in representation for Rosie Greene (MNZ Executive Education Officer)

The following report includes a summary of the process and events of the New Zealand Qualifications Authority Quality (NZQA) Consistency Review meeting, held at Jetpark Conference Centre Mangere, Auckland, New Zealand on 1st August 2019. A consistency review is part of the NZQA quality assurance process. The review is conducted with all tertiary organisations awarding New Zealand qualifications at levels and facilitated by an independent reviewer. Two qualifications were reviewed for consistency:

THE NEW ZEALAND DIPLOMA IN WELLNESS AND RELAXATION MASSAGE, LEVEL 5 (2740)

THE NEW ZEALAND DIPLOMA IN REMEDIAL MASSAGE, LEVEL 6 (2741)

After an introduction by the reviewer about the day-long process, representatives from each of the tertiary organisations presented the relationship they made between the learning outcomes of individual programmes to the graduate profile outcomes (GPO) listed on the NZQA website (hyperlink is www.nzqa.govt.nz)

The consistency review report emerges after the reviewers' final assessment. Two succinct threshold statements* demonstrated how closely all providers of massage qualifications are working to the quality assurance brief.

The extensive discussion indicated how well the massage profession is progressing. Institutions' reports about the increased uptake of further related qualifications was highlighted; in particular by addressing



level pathways. With critical connections being made to health, wellbeing and exercise sciences, providing qualifications for massage in higher education and as a field within the integrative health profession.

A meeting with the Massage Educators Group [MEG] was also convened at the MNZ Conference.

List of institutions and educator representation showing a reasonably high level of regions accounted for in terms of New Zealand massage tertiary education:

Auckland College of Chinese Medicine (previously Lotus College), Hawkes Bay. Andre Ayles. [2740]

Eastern Institute of Technology (EIT), Hawkes Bay. Sheryll-Lee Judd. [2740]

New Zealand College of Massage, Auckland, Wellington, Christchurch. Mark Gray. [2740, 2741]

Otago Polytechnic, Dunedin. Simon Body. [2740]

Toi Ohomai Institute of Technology, Tauranga, Rotorua. [2740]

Wellpark College of Natural Therapies, Auckland North Shore. Sandra Storz [2740, observing, first intake of 2741]

WINTec, Waikato. Stephen Burden, [2740 and 2741]

Southern Institute of Technology, Invercargill, Jo Smith PhD and Donna Smith PhD. [2740 and 2741]

NOTES:

*A full list of GPOs for each Level, is located on the NZQA website

www.nzqa.govt.nz

The final consistency and threshold statement will eventually be located through the same NZQA website search function.

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<https://www.businessmentors.org.nz>

MASSAGE NEW ZEALAND

As a member you may have access to an MNZ mentor, choose from

<https://www.massagenewzealand.org.nz/Site/members/resources/mentoring.aspx>

BUSINESS.GOV.T.NZ

Tools and advice from across government to save you time and help make your business a success

<https://www.business.govt.nz/choose-business-structure/>

INLAND REVENUE DEPT, NZ

Full of good advice to get you started

<https://www.ird.govt.nz/roles/self-employed>

MASSAGE BUSINESS BLUEPRINT

A great site for inspiration, just check out the podcasts such as: Get excited about Insta stories, Career Longevity for Massage Therapists and templates as well.

<https://www.messagebusinessblueprint.com>

THE MESSAGE THERAPIST DEVELOPMENT CENTRE

Take a look and be inspired with blogs such as

Learn How Community Involvement Can Improve Your Business

<https://themtdc.com>



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Space!

Discover Visceral Manipulation or “organ specific fascial mobilisation”, the work of renowned French osteopath JP Barral, who has suggested that “over 90% of musculoskeletal issues have a visceral component”

BARRAL UPCOMING COURSES

VM2: ABDOMEN 2 – (PREREQUISITE – VM1)

1st – 4th February 2020, Christchurch

Participants will expand on the functional anatomy, hand placements and techniques learned in VM1. You will explore the deeper structures within the abdominal cavity, focusing on the kidneys, pancreas, spleen, greater omentum, peritoneum, and their connective or suspensory tissues.

NM1: NEUROMENINGEAL MANIPULATION – (PREREQUISITE – HEALTH PROFS)

20th - 22nd March 2020, Christchurch

This is a specialized course focusing on the impact of trauma and whiplash.

NM2: NEUROMENINGEAL MANIPULATION – (PREREQUISITE – NM1)

24th – 26th March 2020, Christchurch

This course explores evaluation and treatment techniques for peripheral nerves of the upper body.

VM4: THE THORAX – (PREREQUISITE – VM 1 AND 2)

25th – 28th June 2020, Christchurch

This 4 day course studies the relationship between the structural and functional mechanics of the pelvis and the integration of the pelvic organs with the complex ligament systems of this region. You will learn techniques for differentiating between somatic and visceral causes for pelvic and low back pain

VM6: VISCERAL MANIPULATION VISCEROEMOTIONAL RELATIONSHIPS – (PREREQUISITE – VM1-5)

30th October – 1st November 2020, Christchurch

This advanced 3 day course, explores the body and the organism, physical energy, psychoemotional energy and release techniques all with respect to Jean Pierre Barral's unique visceral approach. Discover all three levels of Manual Thermal Evaluation, active and passive tissuloemotional liberation, and psychoemotional liberation. Understand the Chicken-or-Egg Syndrome in relation to organ dysfunction and emotions. Learn how to break the visceroemotional cycle through Visceral Manipulation.

NM4: BRAIN AND CRANIAL NERVE MANIPULATION – (PREREQUISITE – NM1-3)

3rd – 5th November 2020, Christchurch

This advanced three day course explores evaluation and treatment techniques for nerves of the brain and cranial region. Explore in detail the anatomy and function of the brain and cranial nerves.

BOOK NOW – WWW.BARRAL.CO.NZ



REGULAR

SPOTLIGHT ON STUDENTS

PAWEL KOTARBA AND FLORENCE SAMUELS

Origin Manual Therapy

Degree Students (Part Time), NZ College of Massage, Wellington

We are Pawel Kotarba and Florence Samuels and we are Team Origin. We are the proud owner/therapists of Origin Manual Therapy, and we are based in central Wellington. Our clinic has been operating for almost 2.5 years. In this short time we have learned so much as massage therapists and small business owners.

TRAINING

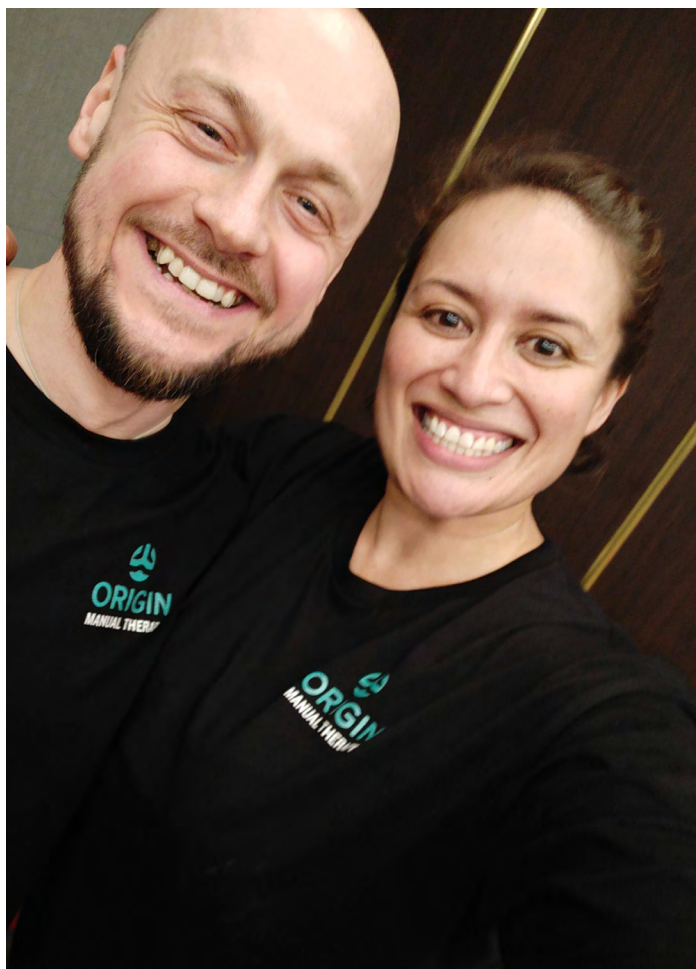
We are both currently enrolled at The New Zealand College of Massage in Wellington. In September of this year we finished the first of two years of part-time study towards the completion of our Bachelor of Health Studies in Neuromuscular Therapy.

Having first enrolled at the college in 2016, we have previously graduated with:

- National Certificate in Relaxation Massage
- Diploma in Health Sciences – Therapeutic Massage
- Diploma in Health Sciences – Massage and Sports Therapy

When did you join MNZ as a student member?

During our National Certificate studies in 2016 we were informed about Massage New Zealand and MNZ memberships. Once we obtained this information, we registered for our student memberships. We are currently preparing to upgrade our memberships as graduate/remedial therapists.





What motivated you to decide to train in Massage Therapy?

As a Kiwi Kid, Florence was heavily involved in competitive netball, and grew up in a rugby union family. Born in Poland, Pawel developed a passion for climbing, and has to date been training to further his love for endurance running. Our sporting backgrounds initiated our interests in the human body, particularly the body's capabilities with respect to performance, but also how to manage injury prevention and rehabilitation. For both of us, the allure of this knowledge directed us towards our careers in massage therapy.

Our respective sporting backgrounds and interests in the body were driving factors. The decision to study and train in massage therapy was also impacted by the fact that we were both adult students, and the length of study time was a big consideration. With Florence having worked 20 plus years in the corporate sector, and Pawel having owned his own climbing business in Poland and working in the retail industry since moving to NZ, the decision to study in our new career paths was not made hastily.

What are you enjoying most and what you are finding challenging in your massage studies?

Following a one year break in 2018, finding motivation to return to NZCM and finish our studies to obtain our Bachelors was hard to conjure up. But as the year has progressed, the combination of quality tutors and subject material has allowed us to nurture our appreciation for research and our fascination for pathology. One of the most rewarding and revealing aspects of our studies this year has been the deeper understanding of the psychotherapeutic relationship between clients and therapists, and the power of engaging the biopsychosocial treatment model.

Our classroom environment this year has been particularly rewarding, as our fellow classmates are all practicing therapists. Being able to share and contribute valuable insights and experience with one another has been invaluable, and encouraging to be aware of the high quality of professional and knowledgeable therapists throughout the Wellington Region.



Pawel and Florence in Poland

In all honesty, the most challenging aspect of our massage studies has been time management. Not only are we both small business owners of Origin Manual Therapy (and all that responsibility encompasses), we also work second jobs, and have schedules that incorporate our extra-curricular activities, most importantly time with our family and friends. Meeting assignment deadlines has created a high pressure environment through most of the year, but knowing that all of this contributes to the success of the careers we want longevity in, we have persevered and succeeded.

Where do you see yourself working in the profession after you graduate?

Team Origin have come to realise the power in owning our own business, and being able to learn and mould the future of our careers. Having started out as classmates, then friends, and finally business owners, we have had to overcome a plethora of obstacles to continue the forward momentum of our clinic; it has not always been easy but most certainly worth it.

We are grateful to be able to experience this journey in a partnership, and together our team has been able to take up a number of wonderful opportunities within Wellington, throughout New Zealand and overseas. We are currently in an assessment phase of our business' short and long term goals, and the prospect of our future is exciting.

Where we began our massage careers thinking a professional sporting focus was what we wanted, there has been divergence of interest into areas such as injury rehabilitation, management of anxiety and depression for mental health wellness, and work with our valued geriatric population.

What do you feel that you get out of being a MNZ student member?

What Team Origin value most of our MNZ student memberships is the importance of being part of a recognised body (all puns intended), to help promote the effective and professional practice of our massage therapy industry.

Our intention to upgrade to a graduate membership is not only to solidify our original intentions for joining, but will be a positive attribute for Origin Manual Therapy's reputation through our association with Massage New Zealand.





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to learn more



Summer School Perth/Fremantle – 2020



A Neurofascial Approach to Back Pain

4th – 6th February

Presented by Michael Polon



ATSI Advanced Module 1 for SI Practitioners Deeper Grounding

11th – 14th February

Presented by Thomas Myers



A Neurofascial Approach to SI: Advancing the Science & Practice of SI

8th – 10th February

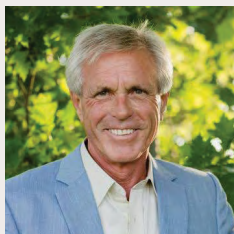
Presented by Michael Polon



Introduction to Aston Work – See Move Feel

15th – 17th February

Presented by Judith Aston



Advanced Course on Freeing the Breath for Experienced Therapists Unlocking the Lower Ribs

8th & 9th February

Presented by Thomas Myers



Aston Work continued for SI Practitioners – See Move Feel

20th – 22nd February

Presented by Judith Aston



Foundations of Movement for Movement & Manual Professionals

10th February

Presented by Thomas Myers

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Classes with Brian Utting in New Zealand

February 8-23, 2020

Brian returns from the USA to teach his popular series for Massage Therapists

All classes are NCBTMB-approved for Continuing Education credit (NCBTMB Provider # 451040-09)

Taupo, 8-10 February

Muscle-Specific Deep Tissue Techniques for the Legs & Hips

The legs are often treated by bodyworkers for the least amount of time in a session. Yet they support the upper body and are under tremendous compressive force. You will learn specific, potent, and effective Deep Tissue techniques to release the muscles and fascia of the hips, legs and feet. We will also focus on correct body mechanics and proper use of hands, elbows, and forearms to save wear and tear on joints. *"This was exactly what I was hoping for – super great, specific work."* -Leah Grossman

Muscle-Specific Deep Tissue Techniques for the Chest & Shoulders

Our shoulders are meant to float freely on our ribcages, held in suspension by 16 muscles, but very often they are restricted, stuck down, and in pain. You will learn to effectively liberate any glued-down scapular structures and give your clients a feeling of ease and freedom in their back and shoulders. Besides being deeply comforting and relaxing, skilled side-lying work gives you excellent access to the structures of the shoulder. *"I haven't felt this kind of freedom in my shoulders since before massage school! I have definitely been enjoying my wings."* -Amy Ross

Tuition: \$250NZ per class or \$450NZ for both if registered by 15 January. **To register** please go to www.pnwschool.com. For more detailed course descriptions go to www.pnwschool.com. Questions? Contact Brian at info@pnwschool.com.

Christchurch, 15-16 February

Muscle-Specific Deep Tissue for the Torso (Iliopsoas, Diaphragm, QL & Paraspinals)

Please see Auckland (above) for the course description. Students who have taken this class have reported they were able to apply the techniques right away, and their clients love the results, feeling a newfound sense freedom and ease in their trunks and backs.

"This is one of the most practical classes I've ever taken. Brian presented useful information and then taught practical application of this info. He walked us through how to find each muscle--something I have always wished other instructors would do. I left the training with expanded skills and knowledge, which I have been able to use right away with my clients." - Evelyn Bass

Assessment and Treatment of the Lumbar & Sacral Ligaments

One of the elements commonly missing when working with chronic back injuries is treatment of the various supporting ligaments. These structures are every bit as important as the muscles, bones, and fascia, but are often overlooked by massage therapists, chiropractors, and physiotherapists. You will learn to palpate and treat some of the most commonly injured lumbar and sacral ligaments, including the iliolumbar, intertransverse, sacroiliac, sacrotuberous, supraspinous, and interspinous ligaments. Client notice the difference when you touch the "right spots", and their chronic pain and tension begins to dissolve from the inside out. *"I found this class extremely informative; it's something my own body needed, and I hadn't been able to pinpoint it."* -Sabrina Barrera

Tuition: \$250NZ per class or \$450NZ for both if registered by 15 January. **Registration & Questions:** Contact Lynn Wilson in Christchurch at lynn.wilson@outlook.co.nz or at 021-210-2776. For more detailed course descriptions go to www.pnwschool.com.

Te Anau, 22-23 February

Muscle-Specific Deep Tissue Techniques for the Posterior, Lateral and Anterior Neck

The best neck work is precise, strategic, and informed by knowledge of the anatomical structures. You will learn how to massage the anterior, posterior and lateral muscles of the neck in a precise, specific way--especially around the small muscular attachments, which are often frayed and/or inflamed. Extra attention will be given to the anterior neck area. This work is well-suited to either a clinical or private practice, and will increase your precision, palpatory sensitivity, and effectiveness.

"I honestly learned more in your neck class than any other CE I've taken, and I've been at it almost 13 years." -Tracey Brandt

Assessment and Treatment of the Cervical Ligaments

Injured or irritated neck ligaments can be vexing; besides causing deep pain, they can provoke a guarding response in the nearby muscles, causing additional pain, tension, and limitation of movement. You will learn palpation and treatment skills to identify and treat specific cervical ligaments. These ligaments are often overlooked by massage therapists, but clients notice the difference when you touch the "right spots", and their chronic pain and tension begins to dissolve from the inside out.

"This class was ridiculously useful. I will be using these techniques immediately and daily." - Robin Mayberry

Tuition: \$250NZ per class or \$450NZ for both if registered by 20 January. **Registration & Questions:** Contact Rachael Brown in Te Anau at teanaumassage@hotmail.com or at 027-530-0635. For more detailed course descriptions go to www.pnwschool.com



Brian founded the Brian Utting School of Massage (Seattle, WA, USA) where his 1000-hour school was considered one of the best massage schools in the country. With over 30 years of experience, Brian teaches with a rare blend of passion, anatomical precision, humor, common sense, and depth. He was awarded the AMTA's Robert N. Calvert Award for Lifetime Achievement in 2009, and was inducted into the Massage Therapy Hall of Fame in 2014. Visit Brian's website for more info: Pacific Northwest School of Massage www.pnwschool.com



HPSNZ THERAPIST PROFILE

TONI VINCE

Hi I am Toni Vince, brought up in Hamilton and moved to the picturesque Rotorua in 2008 where I live with my husband and our 3 year old daughter. We love to get in the forest to run and mountain bike whenever we can, and head to the mountain for the snow over the winter. I completed the Diploma in Massage and Clinical Sports Therapy at New Zealand College of Massage in 2004. Providing the best possible service is important to me and I attend industry seminars and training courses annually to learn new techniques.

Throughout my studies I worked extensively with top sports teams such as, the Auckland Blues Rugby and the Soccer Knights. I continued on to work with NZ Cricket, Waikato NPC, Chief squads and the Maori All Blacks.

I have experience working in a range of places, including 5 star resorts, gyms and private practice.

Currently I have a clinic based from home in Rotorua with myself and three other therapists, where we treat a range of clients, most if not all, are active.

I have been a Massage provider for High Performance Sport since 2013, this saw me working and touring with the Rowing New Zealand elite team 2013- 15, providing me with amazing opportunities to travel to some beautiful parts of the world and work alongside other health care professionals that are top in their industries.

Photos from top:

Toni Vince

Emma Twigg and Mahe Drysdale World Cup Lucerne

ZoeMcBride and Jackie Kiddle

Elite Rowing Squad training at Lake Karapiro



BOOK RECOMMENDATIONS



All highly recommended by the co-editor Odette Wood

Utilised in her clinic library and loaned to clients, then they return.

Check out these titles.



Balance Balm

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Feels good..

And it Works!

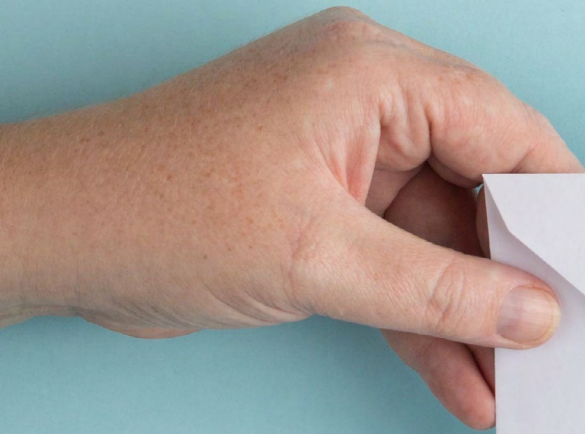
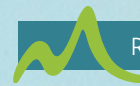


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LETTERS TO THE EDITOR

Dear Editors

A huge thanks to the Conference Committee. What a great conference - the presenters, the variety of workshops, so much food, awesome. I like the conference because you are meeting and catching up with like-minded therapists from around the country. This is especially good if you have clients moving town or going on holiday and would like a massage, you know who you can refer them to.

I find that the conference is a good way to have a taste of new therapies as well as a refresher for some of the treatments you are doing now, I call it polishing the tool box!!

You can return home feeling refreshed, energised, and inspired by new ideas or forgotten techniques remembered, amazing. It is definitely worth putting aside a few dollars each week for conference. I will never say that I am too busy to go, as it is one way of recognising all the hard work that goes into running MNZ and supporting those who put their hands up to say "I will organise conference next year". Thanks heaps to the Conference Committee, I hope you enjoyed it as much as I did.

I would also like to acknowledge the work the Executive Committee are doing to promote and advance the massage profession. I feel inspired by the present committee's forward thinking and by their talk of a ten year strategic plan, which will create a template for future committees to use. My feeling is that the implementation of this now, together with their collaboration with AHANZ, could bring a more positive result than has been able to be achieved in the past, fingers crossed! I can see that they have a passion for the advancement of our profession, as have many of those who have served on the Executive. I appreciate the amount of time and energy that can be tied up with executive roles and I also know well how challenging, and rewarding, such work can be.

All the best for a successful year.

Frances Halfigan

Co-editors reply: It is wonderful to be able to pass on this supportive feedback, thanks Frances.

Member communication

Chris Toal MNZ member, Director of Wellness at Work Ltd and a regular contributor to MNZ Magazine has sent the following link for members to check out themselves:

<https://news.ki.se/new-pain-organ-discovered-in-the-skin>

Original article: <https://pcpr.pitt.edu/wp-content/uploads/2019/09/Adbo-et-al-Specialized-cutaneous-Schwann-cells-initiate-pain-sensation-Science-2019-with-suppl.pdf>

Co-editors reply:

We encourage and appreciate members sending in links to useful, scientifically evidenced information that may be of use to members. We urge members to always delve deeper into information about new scientific studies that appear in social media. A great way to do this is to go directly to the source and check out the original research article, this is where you will get a more accurate (and perhaps a less sensationalist) view of the research.

Ask these questions: has it been published in a peer reviewed journal, what does it say about the research findings and how do these stack up, is there a growing body of research in this area that corroborates or contradicts these findings, is the study 'in vivo' (within the living - an organism) or 'in vitro' (within the glass - a test tube or petri dish) and if 'in vivo', is it an animal study or a human study?

If you do a search on the social media headline about the article, what discussions do you find about it on the internet and what are people saying about it, especially those who are experts in the wider field. Doing these things can be a great opportunity to learn more. Social media loves eye catching titles, but it is really important that we be evidence-informed, and always check beyond that.



MASSAGE IN THE WORKPLACE: OPPORTUNITIES FOR GROWTH

Greetings once again, MNZ readers!

As the focus of this edition is business, to discuss this from a research perspective, I chose to explore what we understand about massage therapy as it is used in the workplace, which could elucidate some business opportunities for massage therapists interested in working in this setting.

RESEARCH ON MASSAGE IN THE WORKPLACE

Interestingly, much of the research on massage therapy in the workplace has been done in hospital settings—not for patients, but for health care staff, who have many physical and emotional challenges that other kinds of professionals don't share. I want to report on more typical workplace settings as well, so only one of the three studies that we'll look at today will apply specifically to health care workers (HCWs).

I was also surprised and a bit frustrated to find that most of the information about this topic is either locked behind a paywall (and I avoid those articles so that you can access this reference material without paying a fee), or it is comparatively dated. I settled on three projects: two are relatively old, dating from 2009, and one is more recent. I discuss them here in chronological order.

WISHFUL THINKING

A reasonable goal in researching massage therapy in the workplace would be to try to show that massage programmes offer measurable benefits that demonstrate cost-effectiveness and make them a good investment for employers. Those benefits might take the shape of improved productivity, employee loyalty, and reduced sick days, absenteeism, or health care costs. If we had this kind of data, we could make an evidence-informed proposal to bring massage therapy into offices, warehouses, retail settings, schools, and other workplaces. Here, massage could be used to help reduce workers' pain and stress, and it could improve morale and job satisfaction.

The reality is that to demonstrate those benefits we would need to collect both qualitative and quantitative data for many months or even years, and we would have to be able to compare it to situations where no such benefits are offered to rule out bias or random chance. Research on this scale isn't a realistic proposition, so we must be satisfied with small studies that describe short sessions for a short period of time. That doesn't mean these studies aren't useful or relevant, but I want to caution readers not to over-state the broadness or conclusiveness of the findings of this kind of research.

THE EFFECTS OF EMPLOYER-PROVIDED MASSAGE THERAPY ON JOB SATISFACTION, WORKPLACE STRESS, AND PAIN AND DISCOMFORT

Back Chris, Helen Tam, Elaine Lee, and Bodhi Haraldsson. *Holistic Nursing Practice* 23, no. 1 (January 2009): 19-31.

<https://doi.org/10.1097/O1.HNP.0000343206.71957.a9>

Abstract

Long-term care staff have high levels of musculoskeletal concerns. This research provided a pilot program to evaluate the efficacy of employer-funded on-site massage therapy on job satisfaction, workplace stress, pain, and discomfort. Twenty-minute massage therapy sessions were provided. Evaluation demonstrated possible improvements in job satisfaction, with initial benefits in pain severity, and the greatest benefit for individuals with pre-existing symptoms. A long-term effect was not demonstrated.

My thoughts on reading the whole article:

Of the three projects on our list, this was by far the most complex and ambitious. It was conducted at a residential health care facility in Vancouver, British Columbia, where 200 staff members were invited to participate.

Here is their research question: "This article presents an examination of the impact of massage therapy, used as an experimental intervention, on health care workers' health,



especially from the work-related injury prevention and control point of view.”

The authors begin by pointing out that HCWs deal with many stressors that other professionals don't have to face. They may be exposed to infectious diseases and sharp implements; they are at risk for physical injury with heavy, often awkward lifting; they deal with job insecurity, shift work, and low pay; and on top of it all, they are regularly faced with the realities of human suffering and the nearness of death.

Having made the case that job stress is a problem for HCWs, and that massage therapy has a solid evidence base as a treatment option for musculoskeletal pain, they designed a “quasi-experimental time-series” project. This means they introduced a new intervention—optional weekly massage for four weeks—and tracked several issues among users through questionnaires that were administered over many weeks both before and after the massage sessions were available.

The treatments were 20-minute appointments using standard massage chairs, provided by registered massage therapists. Staff members were invited to partake up to once a week, and it was considered a paid break from work. The massage techniques were limited to what could be done with clothed clients on a massage chair, but they were not standardized to a particular routine. Clients did not always see the same therapist. By the time this part of the project concluded, 145 staff members had received at least one massage.

The questionnaires focused on where and how often people felt pain, workplace stress, and their preferred methods for dealing with stress. They were administered twice in the 12 weeks leading up to the massage sessions, once at the conclusion of the sessions, and twice again in the 12 weeks that followed.

Analysis of the questionnaires showed that the majority of participants (88%) chose massage as their preferred way to help with workplace stress. Initial improvements were seen in terms of pain severity, with some indication of a positive impact on job satisfaction and morale, however these benefits didn't last through the 12-week follow-up period. In fact, scores on these

measures actually dropped below baseline. The authors suggest that perhaps the massages helped staff members to become more aware of their pain and stress, that they valued massage therapy as a coping strategy, and they were unhappy when their access ended.

The authors conclude that massage therapy, along with other health and safety programmes could be beneficial for the physical and psychological challenges health care workers often face. They point out some important limitations of the project, namely that the sessions were short (20 minutes), and offered for only a short time (4 weeks), and they might have seen longer-lasting results if those parameters had been different. In addition (and this is a limitation that I stumbled over as well), this study design did not have a control arm. This is because they could not offer massage to some staff and not others, without having an impact on the job satisfaction scores that they were tracking.

I think this article is helpful, but its limitations are important to recognise. Also its stated purpose—to “examine the impact of massage therapy on health care workers' health, especially from the work-related injury prevention and control point of view” was missed: those measures were not reported in the data collected from the questionnaires. Still, seeing a drop in overall pain scores does allow a certain amount of extrapolation that continued massage therapy might have that specific benefit to offer.

MASSAGE THERAPY IN THE WORKPLACE: REDUCING EMPLOYEE STRAIN AND BLOOD PRESSURE

Day, A., Gillan, L., Francis, L., Kelloway, K. and Natarajan, N. *Giornale Italiano Di Medicina Del Lavoro Ed Ergonomia* 31 (July 1, 2009): B25-30.

https://www.researchgate.net/publication/44644874_Massage_therapy_in_the_workplace_reducing_employee_strain_and_blood_pressure

Abstract

Aim: Assess the effects of workplace-based massage therapy on physiological and psychological outcomes.

Methods: We used a field experiment in which 28 participants were randomly assigned into either an experimental (n=14) or control (n=14) group. The experimental group received weekly massage treatments at work for a four week period while the control group did not.

Results: both strain and blood pressure were significantly reduced during treatment for the experimental group but not for the control group.

Conclusions: This study provides initial support for the effectiveness of workplace-based massage therapy as part of a comprehensive workplace health strategy.

My thoughts on reading the whole article:

Here we have another 2009 massage-in-the-workplace study from Canada; this one is from the Eastern side of the country, in Halifax, Nova Scotia. It was a fascinating read, partly because it seems to be ahead of its time in the way it discusses personal coping mechanisms in the face of external stressors. Today we often talk about “resilience” and “self-efficacy” as predictors for several health issues. While this paper doesn't use those exact terms, the same concepts are described and translatable.

The introduction makes a strong case for the importance of dealing with occupational stress, and cites credible resources about the links between “psychophysiological symptoms and vulnerabilities to work injuries and disease.” They go on to describe how “perceived stress”—that is, how negatively a person is affected by stressors—contributes to strain and a risk of health problems that range from musculoskeletal disorders to cardiovascular disease, anxiety, depression, and reduced cognitive function. And these of course contribute to reduced productivity, poor job performance, and increased absenteeism and sick leave.

This rather dire picture of work life is then counterbalanced with a rosy description of the possible benefits of massage therapy. I took issue with some of the sources they cited here—I know some of the studies they reference are not of top-notch quality. However, the theory they propose is plausible: that massage therapy may help with general coping skills to improve health and function in people who have workplace stress.



The authors present both a research question and three hypotheses that drove their project. The research question is this: "The purpose of the present study was to investigate the effects of worksite massage therapy treatment on employees' physiological and psychological health."

And the introduction section concludes with these hypotheses:

- **Hypothesis 1:** Massage therapy will decrease employees' perceived strain over the four-week treatment period.
- **Hypothesis 2:** Massage therapy will significantly decrease systolic and diastolic blood pressure levels in the treatment group across the four treatment sessions.
- **Hypothesis 3:** Massage therapy will decrease both systolic and diastolic blood pressure within the same session (pre and post-treatment).

This study included 28 subjects who were randomized into control and intervention groups of 14 people each. In the intervention group, each session began with a blood pressure measurement, followed by 20 minutes of seated massage. The sessions didn't use massage chairs. Instead, they were done with participants leaning forward onto a boardroom table, with pillows for cushioning. Massage therapy students from a local school provided a repeatable protocol, working on the subjects' back, neck, arms, wrists, and hands. After the massage, blood pressure measurements were taken again, and then the subjects filled in a questionnaire about their psychological and physical strain symptoms.

The control group received no massage, but their blood pressure was taken once for each session, and they filled in the same questionnaires.

The findings were predictable: blood pressure readings were lower in the intervention group, and a drop was also found in the single sessions. In addition, the intervention group had better scores related to psychological and physical strain-related symptoms. The authors conclude that, "offering massage therapy directly within the organisational setting may be of significant value with regard to incorporating stress management practices into employee life and facilitating compliance with treatment."

This is a tidy study with measures that are

relatively easy to track. However, it has several limitations that should be mentioned. The authors list some of them, namely that it is a very small sample size, and several people missed appointments, so there are some gaps in the data. Also, some of the participants appeared to be nervous about receiving massage, the sessions were all done at the same time in the same room, on busy Monday mornings, with student practitioners. All these factors may have had impact on blood pressure readings. Also, the students did a scripted session for each client; no individualisation was allowed. These limitations suggest that some changes in the massage protocols might lead to more significant results.

The limitations that I am more concerned about have to do with questions that weren't asked. Namely, there was no strategy for tracking any duration of effect. So if massage drops blood pressure, how long does that last? Without knowing the answer, can we make any claims about health benefits? The authors did not report on improvements in productivity, or employee attitudes about work, or even whether they thought massage therapy was helpful. If an employer wanted to find out what the data says about adding massage therapy as a worker incentive, this study would make compelling arguments, but it would not supply much useful information.

THE CONCEPT OF "CHAIR MASSAGE" IN THE WORKPLACE AS PREVENTION OF MUSCULOSKELETAL OVERLOAD AND PAIN

Cabak, et al. *Ortopedia Traumatologia Rehabilitacja* 2016; 18 (3): 279-288

<https://ortopedia.com.pl/resources/html/article/details?id=131126&language=en>

Abstract (edited for length by RW)

Background: Accumulation of musculoskeletal overload experienced daily over a long period, for months or even years may lead to serious health problems. Simple, quick and easy-to-administer prophylactic and therapeutic interventions not involving complicated medical procedures can bring tangible benefits for sufferers. The aim of the study was to evaluate the efficacy and effects of a massage programme performed during

breaks at work among persons exposed to long-term overload of the spinal column and areas around the spine.

Material and methods: We studied 50 office workers randomly divided into an experimental group (massage, 25 people) and a control group (25 people). The study was completed in four weeks, during which 8 massage sessions took place (twice a week for 15 minutes). Subjective assessment tools were used, including 3 questionnaires. An objective assessment tool was an algometric evaluation of the pain threshold (kg/cm²) in selected muscle trigger points.

Results: The level of physical activity was comparable between the groups. The biggest differences after massage were noted with regard to the reduction of pain in the lower and upper spine and the right arm, while slightly smaller improvements were noted in the right shoulder and left forearm. In other parts of the body and in the control group, the changes were not statistically significant. The pain threshold assessed by algometry increased at all points examined in the experimental group. In the control group, the changes were not significant.

Conclusions: 1. The proposed programme of chair massage in the workplace proved to be effective in relieving musculoskeletal overload and discomfort of the spine and upper limbs. 2. The advantages of this method include its accessibility, cost-effectiveness, ease of administration in different places and short treatment time. It seems advisable to popularise it and increase its use in practice in the prevention of physical and mental work-related overload.

My thoughts on reading the whole article:

This is a mixed-methods study from Warsaw, Poland. The authors used a combination of subjective reports from questionnaires, and an algometric evaluation of pain-pressure thresholds at various trigger points to draw conclusions about the efficacy of massage therapy in a busy office setting.

The authors begin by making the case that work-related musculoskeletal overload can open the door to more serious health problems, and finding a simple, non-invasive, and inexpensive way to provide relief could be useful. They emphasise that the accessibility and convenience of



offering massage therapy by a trained therapist onsite at the workplace makes this a more feasible benefit for workers to use than other more expensive or invasive medical procedures. Here is their research question: "The aim of this paper is to briefly describe this massage method and demonstrate its efficacy in both subjective and objective assessment."

The subjects in this study were 50 office workers (20 women and 30 men), who were randomized into two groups of 25 each. The intervention group received 15-minute sessions of chair massage from trained therapists, twice a week, for four weeks. The control group had a 15-minute break, and went for a 15-minute walk in lieu of receiving massage.

The measures included two well-validated questionnaires: one that asked about physical activity levels, and another that asked about musculoskeletal pain and discomfort in various body regions. There was a third survey prepared by the authors that showed participants' self-assessment and satisfaction with the massage programme. In addition to the surveys, an algometric evaluation of pressure-pain threshold was used at six different trigger points. These measures were taken in both groups at baseline, before the first massage session, and after the last session four weeks later.

It turns out that both groups reported similar levels of physical activity; those scores did not differ by much. However at the end of the project, the massaged group experienced significantly less pain in their upper and lower backs, and in their right shoulders. They had less pain in other areas as well, but the changes were not statistically significant. The algometric evaluations showed improved pain-pressure thresholds at all trigger points for the massaged groups, but no significant changes in the control group. And the massaged groups also reported feeling their muscles were more relaxed, they had better overall relaxation, and improved wellbeing. They had a very positive response toward the intervention: 91.7% would have liked it to continue, and no one reported a negative reaction.

The authors concluded that massage therapy is a safe, flexible, convenient and cost effective way to address musculoskeletal pain and overloading for people who work at a computer for up to 9 hours every day: "It is also worth noting that work-site massage is important for the employers and managers of a given institution, since financial losses generated when the employees are unable to work due to spinal pain and overload are a convincing argument in favour of investing in disease prevention."

While this paper is satisfying to read, it doesn't explore its limitations with any depth. As with the Day et al. paper, this one has no strategy to look for long-term duration of effect. Further, while it shows some nice benefits in terms of pain reduction, it doesn't show us a link between that and the risk of "serious health problems" or absenteeism that are described in the introduction. And finally, let's revisit the title of this paper: The Concept of "Chair Massage" in the Workplace as Prevention of Musculoskeletal Overload and Pain" (emphasis mine). I get frustrated when I see the word "prevention" being used in research projects that do not demonstrate prevention. Prevention is devilishly hard to demonstrate, and a study that follows 50 people over 4 weeks is not an adequate way to show that massage therapy prevents anything.

All that said, the authors did a good job of establishing specific measures they wanted to track, and reporting on those changes. If employees complain of back and neck pain, then the findings of this study (if not the title) make a good case that bringing a massage therapist to the workplace could be a way to deal specifically with those challenges.

In Summary

My takeaway from this overview of what the research says about massage therapy in the workplace is that some tangible benefits in terms of pain relief and an improved sense of wellbeing are demonstrable, along with predictable enthusiasm for the intervention. However, the idea that onsite massage therapy will prevent injury or improve productivity, or reduce absenteeism is not (yet) demonstrated by the research. I look forward to more reports on this topic that will ask and answer some of the more challenging questions.



AUTHOR BIO

Ruth Werner, BCTMB is an educator, writer, and retired massage therapist with a passionate interest in massage therapy research and the role of bodywork for people who struggle with health. Her groundbreaking textbook, *A Massage Therapist's Guide to Pathology* was first published in 1998, and is now in its 6th edition and used all over the globe. She writes a column for *Massage and Bodywork* magazine, serves on several national and international volunteer committees, and teaches national and international continuing education workshops in research and pathology. Ruth was honored with the AMTA Council of Schools Teacher of the Year Award for 2005. She was also proud to serve as a Massage Therapy Foundation Trustee from 2007-2018, and she was the President of the Massage Therapy Foundation from 2010-2014,

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