

FootPrints

The Journal of the Reflexology Association of Australia



January 2018

www.reflexology.org.au

Volume 22 No. 1

Mauricio (Moshe) Kruchik—Two Day Workshops March 2018 – Bookings open!



Brought to you by the RAoA

If you missed Moshe's workshops in October 2016, now is your chance to learn from this renowned international presenter. See below what some of the 2016 workshop attendees had to say!

Workshop dates:

10–11 March 2018 SYDNEY – Reflexology for the Treatment of Pain

17–18 March 2018 BRISBANE – Reflexology for the Treatment of Pain

24–25 March 2018 MELBOURNE – Reflexology for Fertility and Pre-Conception

Numbers are limited to 30 participants for each workshop.

On-line bookings commence 1st December 2017 via RAoA website
www.reflexology.org.au/RAoA/moshe-info



For more details about the workshops the RAoA monthly e-newsletter or contact the CPT Director..

This is a **RAoA** event – please support your Association while learning an additional skill to add to your existing knowledge.

National CPT Committee – Jacqui Baldwin, Vera Emmi, Susan Ramsey and Karen Riley.

Enquiries: contact CPT Director cpt@reflexology.org.au or National Office admin@reflexology.org.au

Registrations and payments contact: accounts@reflexology.org.au

Here is what some of our RAoA members had to say about Moshe's 2016 workshop – "Reflexology for the Treatment of Pain"

"Fun and informative".

"Very thorough".

"Fantastic notes and supporting diagrams and pictures and great resource".

"Moshe was approachable and knowledgeable – a wealth of knowledge. Generous with his time and knowledge".

"Really excited about being able to assist clients with a technique that actually works – sciatic pain, planter fasciitis, migraines ..."

"Absolutely amazing – I have several clients to try these new techniques on".

"Very clear explanations and demonstrations".

"Great to learn some new and very different techniques to incorporate into my treatments".

"The workshop was excellent from start to finish".

"I loved this course – it all makes sense and is very hands-on".





From the President's desk

Thank you Sonia Bailey for your commitment and volunteer hours as a Director and President. May your little grey cells rest somewhat. I wish you all the best for the future and look forward to seeing you around the traps. All Directors have left a strong foundation of knowledge for future Directors to work with. Thank you to anyone who has donated time to the RAOA; your volunteered time has been appreciated.

This is my second appointment as a Director for South Australia, and I'm looking forward to the opportunity to share my business skills and knowledge to support our Directors, Employees, Branch Committees, Sub Committees, Working Parties, Volunteers and Members.

Well Done Vera Emmi and team; thank you for organising the workshops around the AGM, Sunday 8th October 2017, held in Brisbane, Queensland. Members accepted the changes to the constitution. We are required by ASIC to have a Company Secretary (James Flaxman) and a Chairperson (Susan Ramsey) on the Board. Directors have agreed that my title outside Board meetings is President.

Directors meet face-to-face three (3) times a year – March, July and October. I encourage members to stay in contact or be involved with their Branch Committee to keep up to date with what is happening at a National and Branch level and to hear about CPT opportunities and news in your State.

The hot topic at the moment is the changes to Private Health Insurance. Your Board of Directors are aware of the changes. Can I ask you to do your own research? Get to know how Private Health Insurance works. Knowing the facts can illuminate the situation. Any change will ripple across the community affecting those who pay Private Health Insurance, service providers of Private Health Insurance and the many brokers selling Private Health Insurance. There is always a reason for change. As an 'individual voting Australian' please take action that concerns your personal situation. The RAOA can only do so much. Personally I feel/think it is important to be a member of a professional association, to be a professional practitioner. This is a requirement for recognition and acceptance by insurance companies for Malpractice Indemnity cover, a requirement for employment in a Corporate Environment, Aged Care, Working with Children,

Care Support, Cancer Support or NDIS. Life itself, and living, is accepting change. Be confident, we are all experts in our field. Reflexology will grow with a combined effort by all members.

My focus for the past year has been:

1. The 2018 National Conference, "Synergy in Reflexology". Host State is South Australia – venue is the Stamford Plaza in the City of Adelaide. Dates are 19, 20, 21 October 2018. Marie Steinke, our Conference Convenor, together with the National Conference Committee, has pulled together some amazing presenters for the event. Keynote Presenters are Lisa Chan from the USA and Barbara Scott from the UK.
2. Chairperson for the SA Branch Committee, working as a team organising CPT opportunities and meetings. Looking forward to adding Director Duties.

Enjoy your summer. For a lot of Australians it is the fire safety season. A volunteer opportunity to donate some time to your community: CFS, SES, Ambulance Crews. A way to promote your business. Happy New Year to you all.

Susan Jean Ramsey

From your Directors:

Hello. My name is Julie Marchetti and I have the portfolios of Western Australia and Education. I see my role as being the bridge between our WA members and the National office and continuing to strive for opportunities to increase the education of our members and to obtain research articles that give support to the amazing benefits of Reflexology.

WHS Director, Sue Archer – as Work Health and Safety Director for the Reflexology Association, I have obligations to ensure that the Association complies with its Work Health and Safety obligations under the National WHS Law. Currently I am reviewing the business WHS practices to ensure that it is meeting its legal requirements. Part of this role is to guide and educate practitioners on their WHS roles and responsibilities in their work places. This is to protect the Reflexologist and to ensure they are meeting their duty of care to others.

Vera Emmi – Roles include National Treasurer and Administration Director. As National Treasurer my role includes, but is not limited to:

Continued on page 2

January 2018

All Rights Reserved.

The opinions expressed in this journal are of each author and not necessarily endorsed by the Reflexology Association of Australia. Advertisements are solely for the information of readers and are not endorsed by the Reflexology Association of Australia.

The Reflexology Association of Australia is an independent, non-profit organisation and is not affiliated with any educational institution. It is managed by a national Board of Directors, and has branch committees in each state. All positions are honorary.

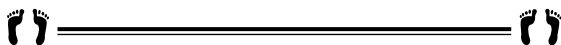
Front cover – "60 seconds of this before I get back to work in the yard ...". Photo and feet courtesy of David Willett.

- ◆ Being responsible for the financial affairs of the Company – this includes National and Branches.
- ◆ Monitoring income and expenses and authorising payment of accounts.
- ◆ Ensuring the financial affairs of the company are compliant with ATO regulations/requirements.
- ◆ Organising the budget (income and expenses) for the current and following year in all the various areas, and meeting the requirements of that budget.
- ◆ Organising all financial reports for the Board and the company.
- ◆ Overseeing all the accounting and bookkeeping and liaising with the Accountant/Auditor.

My role as Administration Director involves overseeing the Administration Office (National Office) in all areas. As a Director representing Qld, I'm also the connection between the Qld Committee, Qld members and the Board of Directors. As National Treasurer and Administration Director I am available to all Branch Committees and Members. My other roles include member of the CPT Committee and Education Committee – in these roles I support the CPT Director and the Education Director.

Hello from Jacqui Baldwin – my roles include National CPT Director, NSW Director and I am also a member of the Finance Committee. Duties include:

- ◆ Overseeing the National CPT Program.
- ◆ Organising National CPT Events i.e. workshop presenters, CPT Quiz, FootPrints Journal CPT articles.
- ◆ Working with the NSW Branch Committee and Members.
- ◆ Supporting the National Treasurer with finance decisions and approvals.



Sydney Mind Body Spirit Festival

Association Awards

	Life Membership	Outstanding Achievements
NSW	Sue Ehinger	Ronda Mackay
	Graeme Murray	Judee Hawkins 2009
	Cherel-Sue Waters	Ann Jooste Jacobs 2009
	Judee Hawkins	Misha Frankel 2010
QLD	Heather Edwards	Joan Harwood 2010
	Sharon Stathis	Jan Cullen 2014
	Tissa Hennig	Stephen O'Rourke 2017
	Dianne Yaxley	Sarita Atkins 2017
	Joan Boardman Smith (deceased)	Don Stretton
		Julie Bidwell
		Jan Williams 2006
		Glenda Hodge 2007
		Ian Gilbert
		Miranda Mann 2007
		Irene Bull
		Patricia Maclean
		Margaret Coventy 2008
		Catherine Lee 2008
		David Wong 2008
		Claire Siertsema 2009
	SA	Joyce Lockett
Rosemary Urban (deceased)		John Zurfluh 2010
James Flaxman		Sonia Bailey 2011
Susan Ramsay		Kate McKnight 2011
		Sue Brooking 2013
		Catherine Lee 2014
TAS	Pamela Skeggs	Helen Adendorff 2015
		Kate McKnight 2015
		Vera Emmi 2016
		Suzanne Pfitzner
		Susan-Jean Ramsey 2006
VIC	Dee Leamon	James Flaxman 2008
	Carol McBain	Marg Rowett 2011
	Josie Magazzu (deceased)	Pauline Trent 2014
	Marion Bond	Lorna Menzies (posthumously) 2010
	Trevor Steele (posthumously)	Gaylene Webb 2011
	Emma Gierschick	Vicki Delpero 2011
		Shirley Lawson 2012
		Sarah Blain 2013
		Natalie Baker 2006
		Marion Bond 2008
		Samantha Langridge 2010
WA	Keith Solomon	Karen Fothergill 2010
	Brigitte Johnson	Helen McCallum 2010
	Lynn Hatswell	Dani Singer 2010
		Anne Cooper 2010
		Lyn Fava 2013
		Yve Frankcombe 2013
		Anne Hilarius-Ford 2017
		Patrica Bell 2006
		Flora Toft 2006
		Gladys Duncan 2006
	Chris Aubrey 2007	
	Des Bradley 2007	
	Lis Anderson 2007	
	Mairead Spooner 2008	
	Catherine Chandler 2008	
	Judy Moyes 2011	
	Dot Neems 2017	
	Carol Lee 2017	

Be willing to step outside your comfort zone once in a while; take the risks in life that seem worth taking. The ride might not be as predictable if you'd just planted your feet and stayed put, but it will be a heck of a lot more interesting.

Edward Whitacre, Jr

Is the future of our Association at RISK?

by Sharon Campbell

Due to the recent Federal Government announcement on private health reform, and at the suggestion of an esteemed colleague, I felt compelled to put fingers to keypad to share some thoughts I have on the future of our Association.

I, like many of you, have become aware that from 2019 the Federal Government has announced that Natural Therapies (Reflexology – amongst others) will no longer attract a rebate. Ultimately, the individual funds will make the decision as to whether they will rebate or not. However, whatever the decision, I get a very strong feeling that our Association is at threat due to this announcement.

Have you ever asked yourself the question – what value does the RAoA hold for me as a Practitioner?? Well recently I pondered this thought and now share those thoughts with you so you might also ponder the question.

Why are you a member of the Reflexology Association of Australia? Because you must?? So your clients can receive a rebate?? You want to support the organisation that supports you?? You love Reflexology?? To be a member of a community related to your work??

Ultimately you are the one who knows the reason for your membership. Let me, however, pose a question. What happens if/when rebates are no longer offered for Reflexology, will you question the value of continuing to retain your membership? Yes or no? What are your reasons! and what happens to the Association?

I believe the next 2 years will be a pivotal time in the Association's history and we will need a team of people who are able to provide a clear vision for the future. We, as the membership, MUST invest some energy into thinking about what we want our Association to be.

As such, I think it's important that we stop and reflect upon what the Association means to us. My recent attendance at the AGM really brought home to me how

important connecting with my fellow therapists is. Although we didn't discuss Reflexology a great deal, I have, over the years, built connections which add value to my life in the context of what I contribute to the world through the choice of my vocation. A lot of us are independent operators and, as such, it's sometimes difficult to appreciate the impact we have. So, getting together as a whole not only creates a sense of belonging to something greater than ourselves and our clients, it also provides an opportunity to realise that we create an impact in the world as a collective.

I took time to also reflect upon the thousands of man hours that have been dedicated to the creation of our qualifications. The tireless number of unpaid hours that our colleagues have put into maintaining and improving upon the foundations of what we do and are. The numerous individuals who have participated in organising and creating opportunities for us to show who we are and what we do!

Have you pondered where will the potential to grow ourselves both professionally and personally come from if we no longer have the opportunities the Association provides through workshops and get togethers!

If I view my membership with the Association from the sole perspective of what is in it for me, I risk missing the opportunity of what I can bring to others and what they bring to me; the prospect to add value to not only my life, but to the people whom I hold a common connection and ideal with, is a valuable one. This I believe is the value of being a member of our Association.

For me, \$4 a week (the cost of a coffee) is a small price to pay when we all benefit and give benefit to so many.

I believe it is important for us to be reflecting upon this now so we can be proactive in creating what the future of our Association will become.



ANNOUNCEMENT:

Recliner Chairs

The Board have been successful in negotiations with AJG Insurance and the underwriters to have recliner chairs accepted with our current insurance partnership arrangements. See December e-newsletter for an example of chairs that have been accepted, but not limited to, however as long as they are similar to the examples. There is no need for members to notify AJG in regards to using these recliner chairs. The provision of cover is that the chairs are used in recommendation of the manufacturer's specifications. Each member is responsible for the safety of their own recliner chair at all times. Contact AJG direct if you have any questions. Ph 1800 222 012.



EDITOR'S NOTE: Below is a copy of the letter sent by the Reflexology Association of Australia to the Health Minister, Greg Hunt, regarding the concern about the announcement by the Australian Government for the removal of Reflexology from the private health insurance rebate from 1st April 2019.



**Reflexology Association of Australia Limited
ABN 50 101 412 319**

20/11/2017

Dear Minister: The Hon. Greg Hunt, MP,

We are writing to you on behalf of the members of the Reflexology Association of Australia and their clients about the government decision to drop some natural therapies from health insurance rebates, Reflexology amongst them.

The preventative health benefits of Reflexology have been completely overlooked, as well as the positive benefits on the health of thousands of individuals which are active in reducing the economic burden of Australia's health care system. Claims submitted for complementary medicine interventions currently account for a very small percentage of all benefits paid by health funds in Australia.

The positive effects of Reflexology have a much more significant contribution to the economy, by improving the long-term health of individuals. For the economy, this means that those individuals are less likely to submit claims on their insurance, take less time off work, and have an elevated quality of life, making them our most productive members of society.

This was proven in a Danish research document in the 1990's: 'Danish Telecom, 800 participants over two years. 72% said "treatments influenced general well-being in a positive way" and 40% participants had fewer sick days.' **Danish Study 5** http://www.soothes.co.uk/USERIMAGES/reflexology_published_research.pdf

There are many such research documents that outline the benefits of reflexology, and many client testimonials which confirm the health benefits. We call for you to establish a new natural therapy review agency, totally independent of the NHMRC, to conduct open and transparent research into the true benefits and costs of natural therapies.

Reflexology has been around for thousands of years and is well-known to be a micro-communication system of the body, replicating the anatomical arrangement of the whole body via the feet, hands, ears and face. Microsystems are connected to the somatotopic, neurological reflexes in the brain. Professional Reflexologists work to support the health of the entire body's organs and systems. By working the reflexes there is a bi-directional response: pathological anatomy manifests as an active reflex point, and stimulating reflex points influences changes in that anatomy. As all body systems interact, change in one microsystem will affect change in others and the whole system benefits.

In this country Reflexology is used in: cancer care hospitals, aged care facilities, maternity care (midwives are often trained in reflexology) and to support members of the community in areas of mental health, children/youth, including those with Autism spectrum disorders, and in sporting events.

We urge you to reconsider the recent government decision and to show that you are *sincerely* doing your best for the Australian community by creating an independent review agency.

Yours sincerely

Reflexology Association of Australia Limited - Board of Directors

Susan Jean Ramsey – President

Email: president@reflexology.org.au

**National Office: PO Box 253 Wynnum Central Qld 4178 Ph 07 3396 9001 Fax 07 3393 5468
www.reflexology.org.au membership@reflexology.org.au accounts@reflexology.org.au**

You're not lost, you're just In-Between

by Helen Avery

Reprinted from *Wanderlust Festivals* with expressed permission of the publisher

We all feel lost sometimes, but in the midst of the pain and discomfort, we can find presence.

At 200 Baker Street in London stands a three-story Victorian building. In January, its proprietors announced that a record 300,000 items entered its doors last year—all of them lost items, left by commuters on the city's buses, trains, and subways.

Among the many curios that have been tagged and stuffed into floor-to-ceiling shelves that span corridors upon corridors at 200 Baker Street are cellphones, laptops, umbrellas, musical instruments, books, bags, dresses, shoes, \$25,000 in an envelope, soft toys, an urn complete with ashes, a life-size Spider-Man doll, and an odd prosthetic limb ...

I am fascinated by the hallways of 200 Baker Street. How did so many items get so lost? Who didn't care for them enough? Where do they really belong? Will they be retrieved at some point?

Will they ever find a purpose again?

There is something very poignant about these things that were left behind. There is a sadness that resonates with me deeply—because I know what it is to feel lost. We all do. And it's not pleasant.

At first we may not even know it. We think we are headed in the direction of the career or relationship of our dreams ... But then we start receiving signals that the path we are on may not be the one we had planned:

1. We feel anxious, ungrounded. Unable to relax, but unable to focus either.
2. Our thoughts become erratic. We want to be alone, only... We want to be with company, too.
3. Once easy tasks now feel weighty and unassailable. We feel overwhelmed.
4. We seek distractions. Anything—just to capture our attention for one moment.
5. It seems impossible to recall the last time we felt carefree and joyful.
6. A general feeling of fogginess and confusion seems to reign over us. We get headaches.
7. Decision-making becomes a mammoth task. We have no idea what direction to take.

And all of a sudden we realize we must have missed the whole part where the kindly bus driver picked us up, placed us on a shelf in a dusty corridor, and declared us "lost."



Photo by Ali Kaukus

Feeling Lost

It's a dark place. But it doesn't have to be. There is a way to see our "lost-ness" as a place of opportunity. As spiritual teacher, Teal Swan says: "You cannot ever hope to find yourself and understand yourself until you have first become lost and misunderstood yourself."

Nothing has gone wrong, she points out. Rather, everything has gone right.

German psychiatrist Fritz Perls and his wife Laura attempted to unravel this feeling of being lost in the 1900s. Their "gestalt" theory is that our lives tend to have, at nearly every moment, a focus and a background. The two coexist. But there are times, when our lives are about to shift, where this focus and background disappear entirely. We thought we had it all mapped out—the job, the relationship, the purpose... And then we wake up in a dark room with no idea where we are or where we are going. It is an "in-between" state where we find ourselves in a place of suspension—and that place, according to Gestalt psychology, is a place of creativity. It's where our next adventure is being born.

The trouble is, we have come to look upon this point of shifting in our lives—this in-between state, the zero point of creation—with great anxiety. In his book, *Callings: Finding and Following an Authentic Life*, Gregg Levoy makes the case that our Western culture has confused mystery with "something to be solved," rather than something "to be serenaded." Our minds have become highly tuned to make meaning, to have goals, and to keep us safe. The unknown is regarded as a threat, rather than a wonder.

"To be lost is to be present"

— Rebecca Solnit

But, "to be lost is to be present," says Rebecca Solnit in *A Field Guide to Getting Lost*. Our minds have no future place to jump to, nothing to latch on to, and so we have to sit with what is. The panic we feel is only brought about because we are unfamiliar with being in the now.

In the London Transport lost property office, at 200 Baker Street, the lost items have to sit there for three

Continued on page 6

months. Then they are moved on to thrift stores and nonprofits that can make use of them—where they can be repurposed.

For us, however, this time spent before being “repurposed” is indeterminate. In some cases we can feel lost for many months, and at other times a new focus and path can emerge in just days. But it will emerge, and in the interim we can learn to love the unknown, and to see ourselves—not as lost—but merely as in-between.

How to make it through the In-Between

Breathe

It's OK to feel lost. It's OK to not feel OK. But remember: You are most definitely not alone. So relax and breathe. You will find your way. And notice that between the inhale and exhale there is a point of suspension—a gap. Even the breath gets lost.

Stop the distractions

Be honest about all the ways you're distracting yourself and quit them. Instead, try to embrace the opportunity to sit in presence. It can feel painful to be with uncertainty, but it is also a place of infinite possibility and creation. Embrace it.

Notice the signs


When we're lost it can feel like we are flailing in the water, waiting for a big boat to come and get us. We often hope the heavens will open and a booming voice will tell us what to do and where to go. But more often than not our callings come to us as small offerings from the universe. When we're busy waiting for the boat we miss the twigs that float past that could've formed our raft. So notice the signs. If you feel you should take drumming classes, take them—it doesn't mean your calling is to be a famous drummer—but it could be pointing you in your new direction.

Have faith

The feeling of being lost, or having no focus “can be like looking through a kaleidoscope,” says New York clinical psychologist Mary Cox. Sometimes the kaleidoscope turns slowly, and at other times “you begin to turn the end and then, wow, a whole new experience begins that you never could have imagined,” says Mary. But whatever happens, have faith, because you will not stay on the lost property shelf forever.

Helen Avery is a Section Editor at Wanderlust Media, working on the Vitality and Wisdom channels on Wanderlust.com. She is a journalist, writer, yoga teacher, minister-in-training, and full-time dog walker of Millie.

For more information, please visit Wanderlust.com.



christine lynne stormer-fryer

Universal Approach to Reflexology

Under-standing ALLERGIES, INTOLERANCES and FEARS
... so much ...
BETTER through the FEET!
Do join us for a truly thought-provoking presentation:
February/March 2018

Brisbane: 25 th February 2018 Host: Linda Williams Email: solehealthreflexology@gmail.com Mob: 0405 722 586 Web: www.solehealthreflexology.com	Sydney: 27 th February 2018 Host: Irene Tasho Email: irene@reflexologyaustralia.com Mob: 0422 293 191 Web: www.reflexologyaustralia.com/
Melbourne: 3 rd – 4 th March 2018 Host: Lyn Fava Email: info@asrr.com.au Mob: 0412 353 385 Web: www.asrr.com.au/	Perth: 6 th March 2018 Host: Jill Jones Email: solebalance@westnet.com.au Mob: 0403 320 731

Book now for Early Bird Offer: Contact state host for more details.

Fundraising for Cancer Council—Relay for Life, Mandurah, WA

28th Oct–29th Oct, 2017

by Yolanda Baty

Having volunteered with Wendy Andrews in the Bunbury Relay for Life 2016, I thought it was our opportunity to set up a small team of local Reflexologists in the Mandurah and surrounding areas to promote Reflexology whilst fundraising for this amazing cause. After a few phone calls and some face to face chats I had secured some marvelous Reflexologists willing to volunteer their time throughout Saturday 28th October, 2017, from 11am-8pm. So our team was up and running. Yippee!

The event was held on the oval next to Rushton Park AFL Stadium on Dower Street. It was a hive of activity when we arrived at 9.30am to set up. Large and small tents were being erected and decorated for the various teams that were taking part over the next 24 hours, food vans were arriving, the stage area was getting the finishing touches and the atmosphere was electric.

Fancy dress costumes were already being worn by the participants whose ages were ranging from small babies in pushchairs all the way through to the elderly being accompanied by carers for support. You could feel the excitement; even though this charity is about remembering your loved ones, survivors and carers of those having gone through or going through various cancers, the overall feeling of positivity was infectious.

Throughout the day, as we were doing our Reflexology sessions, we all enjoyed listening and watching an array of musical and dance talent on the stage. We had a perfect spot right opposite!



Our team members began work at 11am, offering 10 minutes for \$5 or 20 minutes for \$10. There never seemed to be an empty chair or table for long, which was really encouraging. Many people had never had Reflexology before so this was a taster session that was a huge success: even getting returning customers back for more treatments later in the

day.

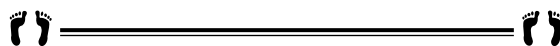
Our team members also managed to promote their own businesses by giving their business cards out - so it was a win-win situation all around. Plus, those needing to top up on CPT points could, as this covered Activity 6 - 1 point per hour. Another good result!

It was a huge amount of fun. Even though it was a long day, finishing at 8pm, it felt as though the day had flown by. This obviously meant we had all enjoyed it immensely, which is great news as we are now going to make this an annual event to promote Reflexology and fundraise for Relay for Life.

Thank you to Tracey Child (RAoA member), Dorothy Neems (RAoA member), Annacara Varley, Paul Mortimer and Rachael Stevens for making up our little band of Reflexologists on the day.

Thank you also goes to our "booking-in volunteers" too who made our day run so smoothly by organising the timetable of clients and taking the donations for us: Linda Mrsa, Derrick & Liz Reid, Maxine Bassula, Tricia Reghenzani, Vanessa Elyward, Jesse Munro and Heidi McCartney.

Final total raised was a wonderful \$415.00, so thank you to everyone who supported us on the day.



"The privilege of a lifetime is to become who you really are."

Carl Yung

Working on your business: Improving your online presence to gain new clients

by Tony Pullin

Having an online presence can be daunting for a lot of sole traders and small businesses. Websites have a reputation for being difficult to build yourself or expensive to outsource to an expert. Luckily, this really isn't the case anymore! This article will highlight why you should invest in your online presence, and will provide some steps you can take to set yourself up for new clients in the new year.

First impressions count

Often, your website is the first time a new potential customer will interact with your business. Website statistics show that a customer will form an opinion of your business within 0.5 seconds of landing on your website. You've then got 10 seconds for them to find the information they are looking for or they will leave. What kind of impression does your current website leave?

In a previous article (*Effective Networking – Footprints* March 2015), I focused on representing your business and promoting yourself face-to-face. In this setting it's your personality and business card that should be memorable. Your website acts as a valuable tool for these people, as well as potential new clients, to know more about your services.

Review your content

A beautifully designed website can be completely let down by poorly written and poorly laid out content. Can your clients quickly and easily find the information they are looking for? Are you providing enough information? Is your website content well-written and error-free? Do visitors get a good idea of who you are and what your business brand is? Imagine you are speaking directly to your ideal client when you write your website content. If you're really stuck, it may be worth engaging a copywriter or marketer so that your clients get the best possible impression of you.

Inserting your personal identity (brand) with specific services information, pictures and profile, provides that unique presentation to attract new customers and promote to existing clients. This supports you growing your business, and allows you to focus on the therapy through the benefits of efficient time management.

Clients are looking for you online

Google data says that 76% of people who searched for something nearby to them on their Smartphone then go on to visit a related business within 1 day. AND 28% of those searches result in a purchase. These statistics also highlight the importance of having a website that is optimised for mobiles. 48% of people say that if a business has a poorly

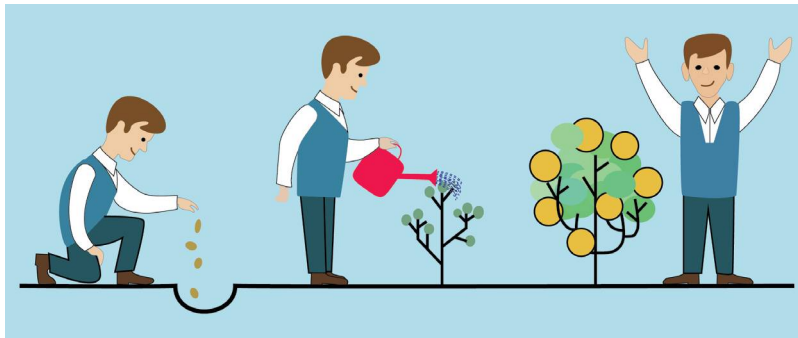
designed website on mobile, they take it as the business not caring. Plus, 62% of companies that designed a mobile-friendly website saw an increase in sales.

Increase bookings and save yourself time

People are increasingly busy. Sometimes they don't have time to call you and book in or ask questions within your business hours. 60% of customers want businesses to have an online booking feature, and 42% of online bookings happen after business hours.

By having an online booking feature, clients are able to see your available session times and book in when it suits them. You can even link these bookings with online payments, automatically send booking / payment confirmation details, new client forms, and appointment reminders. Think of how much admin time this could save you!

I recently added this feature to my own website (as part of a complete re-design), and have seen both an increase in new clients and in repeat business, and a decrease in my time spent on booking client appointments. It really is win-win!



Which platform should I choose?

There are so many website builder options to choose from these days. For someone who is less comfortable with technology, perhaps look at a drag-and-drop option such as WIX or Squarespace. These options are free to build but you must host the website with them, so check out their pricing packages before you spend time building your site. These options have plenty of free templates that you can customise. WIX even has an artificial intelligence web builder where you input information about your business and it designs the website for you!

For those who are a little more tech-savvy, WordPress is a very popular open-source platform which allows you to host your website anywhere you choose. Hosting will still be a cost, but you have the power to move hosting providers whenever you like. You can use free templates or paid templates which can be customised.

The features you're looking for will guide your choice, but these points should be considered:

- ◆ Simplicity in website builder program (drag n drop or other);
- ◆ Mobile / tablet / desktop function and appearance;
- ◆ Accessory features – online bookings, online payments, etc.;

Continued on page 9

- ◆ Domain hosting – usually included. Being aware where hosted;
- ◆ Pricing plans that suit your budget and needs.

How much should I invest?

Marketing 101 says it's best to apply a proportional (percentage) value split of 70/30 when budgeting for promotional purposes. Meaning, whatever your business marketing budget is, a 70% spend towards your existing client base is prudent as these customers have an established relationship with you that allows for direct communications to grow repeat business. The 30% is for attracting new business from outside your direct line of influence.

Investing in your website is really an investment in both existing clients, and also potential new clients. Those who consider themselves tech-savvy might like to give the website design a go themselves, and the cost of this will only be in the hosting and maybe the template design (if you choose a premium template).

If you decide to engage a website designer and builder, consider finding someone who runs their own business, rather than a big company with large overhead costs that they will on-charge to you. Website designers will charge anywhere from \$1,000 upwards (excluding hosting costs), depending on your requirements. Big companies usually charge \$3,000 upwards.

A Case Study

I made the decision to invest in a new, full-featured website in 2016, and have had the new website live since early 2017. It involved re-writing content, a complete re-design, professional photographs of myself and my clinic, introduction of online bookings and online payments, linking business social media, and featuring self-published blog materials. Whilst this sounds like a lot of work, I

reached out to my client base and asked for referrals to businesses who would help me.

Once these foundation platforms were in place, a comprehensive marketing plan drove each component, and periodical reviews allowed for fine tuning for effectiveness. The decision was bold, but resourced with the right people alongside a creative challenge, meant it was doable. I personally lacked a fair share of the skills and essential knowledge needed to do this myself, however those 'right people' are all around you and you need only ask for help to succeed.

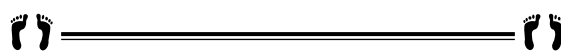
My new integrated website professionally introduces both my existing and potential new clients to my business and services, whilst providing a smooth customer service experience through the online booking and payment features. I have seen an increase in brand new clients finding my website (either through Google search or referral), checking available session times, booking a session, filling in a new client form, and then showing up at the clinic. And all of this happens without my direct involvement!

I feel confident having completed this project, and the positive results are revealed through the built-in analytics and increased income. These aspects alone convince me it was a worthy return on investment.

Still stuck?

Generating new and repeat business shouldn't be hit and miss but rather a matter of making a statement: "Here I am, look at what I do, and the special way I do it". These principles should drive your marketing plan through different platforms to communicate your message, brand and business focus.

Researching options individually is one option but can be time consuming. Why not reach out to your client base or regional group for recommendations for a skilled website designer and builder or marketer? Help is available if you seek it out, and it really is worth the investment.



2017 FootPrints CPT Quiz



The *FootPrints* Quiz is currently available to download from the RAoA website. If you would like to earn up to 5 CPT points, then this annual Quiz is just the ticket! The Quiz has been developed for you to refresh and extend your knowledge by having a good read of our national *FootPrints* journal.

There are some changes this year, the Quiz questions will cover the January, April, July and October editions: that's **four 2017 FootPrints journals**. If you have not kept all of these editions please contact the National Office Admin for an electronic copy to be emailed.

We have also changed the Quiz to a multiple choice and true or false answer only format, making it easier to answer the questions and quicker to complete. The revised format will also speed up the marking of quizzes and return of results to participants, therefore if we receive your completed Quiz in December/January, we will strive to

have your marks back to you by mid-February; received in February by mid-March and received in March by mid-April.

The Quiz falls into Activity 9 of the current CPT Program and if you have answered all questions correctly you will gain 5 CPT points.

Post or email your completed Quiz form to the National Office before the cut-off date of 31 March 2018. Payment is required at time of lodgement. Quizzes received after this date will not be marked. *Please note that Easter falls 30 March–2 April 2018.*

At just \$20, the *FootPrints* CPT Quiz is a cost effective way to earn 5 CPT points.

Thank you for supporting the *FootPrints* CPT Quiz event and we look forward to receiving your papers. If you have any questions please do not hesitate to contact us: membership@reflexology.org.au or cpt@reflexology.org.au
Good luck everyone!

CPT Committee

CPT Education and World-Wide Conferences Calendar of Events

Inclusion in the CPT Calendar of Events is a further bonus for advertisers and includes one free listing for each advertisement placed.

Place your advertisement with the RAOA Marketing Manager—
marketing@reflexology.org.au



2018	PRESENTER	TITLE	LOCATION/CONTACT
February 25	Christine Stormer-Fryer	"Under-standing Allergies, Intolerances and Fears" Presentation	Brisbane, QLD Enquiries Linda Williams 0405 722 586 solehealthreflexology@gmail.com www.solehealthreflexology.com
February 27	Christine Stormer-Fryer	"Under-standing Allergies, Intolerances and Fears" Presentation	Sydney, NSW Enquiries Irene Tasho 0422 293 191 irene@reflexologyaustralia.com www.reflexologyaustralia.com
March 3–4	Christine Stormer-Fryer	"Under-standing Allergies, Intolerances and Fears" Presentation	Melbourne, VIC Enquiries Lyn Fava 0412 353 385 info@asrr.com.au www.asrr.com.au
March 6	Christine Stormer-Fryer	"Under-standing Allergies, Intolerances and Fears" Presentation	Perth, WA Enquiries Jill Jones 0403 320 731 solebalance@westnet.com.au
March 10–11	Moshe Kruchik	"Reflexology for the Treatment of Pain" 2018 RAOA National CPT Workshop	Sydney, NSW Registration via RAOA website from 1 December, see banner ad on the homepage: www.reflexology.org.au
March 17–18	Moshe Kruchik	"Reflexology for the Treatment of Pain" 2018 RAOA National CPT Workshop	Brisbane, QLD Registration via RAOA website from 1 December, see banner ad on the homepage: www.reflexology.org.au
March 24–25	Moshe Kruchik	"Reflexology for Fertility and Pre-Conception" 2018 RAOA National CPT Workshop	Melbourne, VIC Registration via RAOA website from 1 December, see banner ad on the homepage: www.reflexology.org.au
March 24–25	Australian School of Reflexology	"Japanese Cosmo Face Lift" with Sue Ehinger	Sydney, NSW Enquiries Irene Tasho 02 9449 6161 www.reflexologyaustralia.com
May 4–6	Reflexology New Zealand	Reflexology New Zealand Annual Conference	Christchurch, NZ Further details please contact Maria reflex101@hotmail.com

RAOA National Conference 2018 – Adelaide SA

2018	PRESENTER	TITLE	LOCATION/CONTACT
October 19–21	Keynote Speakers: Lisa Chan Barbara Scott	"Synergy in Reflexology" 2018 National Conference "Priority Reflexology using Hand/Foot/Ear Reflex Points" "An Integrative Approach to Fertility Issues using Hand/Foot/Ear Reflex Points"	Stamford Plaza 150 North Terrace Adelaide, S.A. Further details and bookings available online. Join RAOA Conference 2018 on Facebook www.raoaconference.com



Welcome New Members

September–November 2017

First Name	Surname	Suburb	State
Sarah	Axon	Tarneit	Vic
Susie	Bennett	Newnham	Tas
Natalie	Body	Jewells	NSW
Jacqueline	Butler	Maylands	WA
Harriet	Gibson	Bellbird Park	Qld
Linda	Henderson	Glenelg	SA
Sharon	Hinck	West Hyden	WA
Michelle	Johnstone	Ellenbrook	WA
Mandeep	Kaur	Hoppers Crossing	Vic

First Name	Surname	Suburb	State
Kelly	Louthean	Beaconsfield	WA
Elizabeth	McConnell	Boreen Point	Qld
Jenny	Merrick	Bronte	NSW
Lynette	Midgley	Hazelbrook	NSW
Anita	Pickhaver-Smith	Whyalla Jenkins	SA
Simon	Tang	Mont Albert	Vic
Nathalie	Thornton	Green Point	NSW
Karen	Tregidgo	Casino	NSW
Amanda	Wilson	Evanston	SA



Reflexology given in Spanish hospital to aid heart attack recovery

by Cecily Rose

The Laube Holistic Health Solutions Ltd.
www.activatedmineralsolution.com
info@activatedmineralsolution.com
Tel: +34 616413756
facebook.com/laubeholistichealth
facebook.com/amazingmms

It was reported in the Costa News, May 26 – June 1 2017, that a 35-year-old Spanish man woke up, while on medication to keep him in a coma following a heart attack, after several intensive treatments given by a local reflexologist.

Tobias Laube is a German reflexologist who lives on the east coast of Spain between Valencia and Alacante. In November 2016 Tobias received a phone call from a good friend telling him that a very well-known local person, Jose, was in the hospital in a coma following a heart attack.

Tobias told his friend to get in touch with the family straight away and let them know that he would offer reflexology sessions free of charge. He knew that Jose needed the help of Reflexology. It was on Wednesday evening that he suffered the heart attack. Tobias was told about it on Thursday morning and, one hour later, was at the hospital.

"It was dire straits. People were in the waiting room, all with tears in their eyes, thinking he won't make it. He was a local guy who was very popular. I myself heard the doctor describe the situation of Jose on Thursday morning, together with 15 family members."

The doctor had said that the diagnosis was very bad and didn't expect him to wake up at all.

I spoke with Tobias via Skype after reading the news report on social media. Tobias said that the director of intensive care was quite welcoming when he arrived, and asked him to come to his office. When told that he was a reflexologist, he asked who he wanted to treat and said, "Don't worry, I know reflexology well."

"With the keen permission of family and doctors, Tobias did several sessions of reflexology on Josemi, working very deeply indeed, as the coma allowed him to. Josemi, as he is known to his friends, was extremely fit. At the time of the heart attack he ran Muay Thai boxing classes and was a volunteer fireman" (Costa News May 26 – June 1 2017).

Tobias had quickly contacted his tutor, Hagar Basis, a member of the IIR who trained under Tony Porter, asking for any suggestions as to which parts to work. She had also said to work as deeply as possible.

"Of course I focused on the Heart and Cardiovascular system, but I worked very deep around every toe. Everything for the Head and Brain I kept on going back to. But I was also recommended to work the Endocrine system and the spine by my 'Advanced Reflexology Techniques' teacher from London."

"Relaxation and concentrated blood flow helps the body deal with stress and illness. Reflexology nudges the body towards improved functioning of the system by helping lymphatic drainage and circulation, stimulation to the nerve pathways and relaxation."

Tobias confirmed, "It was tiring, but I still did it: very deep as in deep pressure. I don't think I've ever done that kind to any awake person. They would scream!"

"A few days into the hospital treatment and the reflexology, to the delight and amazement of many, Josemi woke up." (Costa News May 26 – June 1 2017).

Tobias treated Josemi for 2 hours on Thursday morning, and then went back on Thursday evening for another 1.5 hours. Again he treated on Friday morning for 2 hours, and in the afternoon for another 2 hours. It was on the Saturday morning that Josemi woke up. Tobias was actually on his way to the hospital, and bumped into a family member at a local petrol station who told him the news.

"He woke up and in a good condition, but then there wasn't credit. I think they have to be careful with that; they have a certain protocol," he said.

Fiona Jennison, author of the article in the Costa News, has a close friend who worked at the Denia Hospital and attempted to obtain a comment from the staff who worked on the case. "None of them were prepared to state that the reflexology had been even part of the solution, implying that the hospital's cooling down of Josemi's body and the drugs administered to control the blood flow to the brain had been more significant," she wrote.

Tobias said that this doesn't surprise him. "Orthodox doctors are not able to recommend alternative medicine."

He further explained the scenario to me. "They wrote him off, so to speak. Then this thing happens where he wakes up while he's on coma medication. This is extraordinary. Why him? Why did it happen? He's quite a fit guy, a sportsman. They certainly did a good job with their treatments, with cooling down the body, but still their diagnosis was very, very bad. 1% of people survive this!!"

Tobias recounted that when Josemi woke up, several nurses who had seen similar cases were in tears and asking for his business card the moment he arrived on the Saturday morning. "His wife was talking to 4 nurses. I looked at their faces and they were quite impressed."

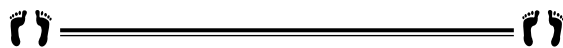
"After the intensive care unit, he came to the normal department block and I kept treating him for at least a week. He had a series of heart scans, brain scans, etc. I treated him for a further 10 sessions at his house. During

Continued on page 12

that time he had to go to Valencia, where there is a huge hospital. They were absolutely amazed at the condition of his heart. At the beginning, when he woke up, he had very little heart capacity – 30% – where you take a few steps and you are exhausted. Shortly after, he went back to 80%. Then I was told he went to have some brain checks and was told he didn't need to come back."

Tobias had read about many cases in the book 'Stories the feet can tell' by Eunice D. Ingham. "In that book there are some amazing stories, the same level, the same credibility."

In closing, Tobias said, "It was a confidence boost. Be brave enough to do what you really believe in."



CPT News – January 2018

by Jacqui Baldwin, Director CPT
cpt@reflexology.org.au

Professional Members—Where are you at with your CPT points?

It's the New Year and one of the best times to review CPT Trackers to get an idea of where you stand with accrued points towards the required **minimum 20 CPT points by 30 June**. At least ten of these points are required to be in Activities 1–10, the blue shaded area in the Tracker.

The Members Home Page is where you'll find the online CPT Points Tracker; with regular monitoring and updating of activities throughout the year it makes planning easier to achieve your CPT point requirements.

Are you finding yourself in the situation where you have very few points or are just falling short? Here are some suggestions to help you get those points:

- ◆ **Moshe Kruchik** workshops in March are a fantastic way to accrue almost a year's worth of points in one weekend—**18 CPT points Activity 1**. See advertisements for more details and get in quick for the *Early Bird price*.
- ◆ FootPrints CPT Quiz—due 31 March
up to 5pts Activity 9
- ◆ Branch General Meetings
max. 2pts/1pt per hour Activity 3
- ◆ Annual Branch Meeting only—each State in May
2pts Activity 3
- ◆ Self-Directed Learning – relating to reflexology
max. 5pts/1pt per hour Activity 9
- ◆ Educational Practicum Exchange (EPE) sessions
max. 2pts/1pt per hour Activity 3
- ◆ Attend reflexology seminars/lectures/workshops
1pt per hour *excluding lunch* Activity 1

FootPrints: reading our RAOA journal is a great way to accrue CPT points. Make yourself a cuppa and spend an hour reading it from cover to cover—1pt per hour Activity 9 (maximum of 5pts).

FootPrints Quiz: why not complete the Quiz while reading through the journals – a fantastic new format this year with only true or false and multiple choice answers! The cost is \$20 with a possible five (5) CPT points if you get everything correct. Request the quiz paper from the Members Home Page on the RAOA webpage. Entries close 31 March.

Branch ABMs: many Branches have a full day of activities when they hold their ABM in May each year. Make the most of this to accrue CPT points (a further 5pts may be possible for the day depending on the activities) and at the same time supporting your Branch Committee.

Check the online CPT Point Tracker for more information and options.

One to put in your diaries:

2018 RAOA National Conference Adelaide SA: The conference is being held 19–21 October 2018 and if you attend the two days, 20 CPT points will be accrued. If you attend the AGM only, 5 CPT points can be accrued.

There are some fantastic key note speakers and workshop presenters—Lisa Chan USA and Barbara Scott UK. See the conference advertisement for all the details.

It is important to note that the accrual of CPT points is not only limited to workshops or events organised by the RAOA; of course attending RAOA events ensures all profits are reinvested to benefit members, but there are presenters who organise their own events giving further options for CPT points.

A reminder to keep evidence and records of your CPT activities in case of future audits.

If you have any questions regarding CPT, I can be contacted by phone: 0415 696 058 or email cpt@reflexology.org.au. CPT Committee: Jacqui Baldwin, Vera Emmi, Susan Ramsey and Karen Riley.



As we move from one era (year) to another we stop and realise what we have gone through this past year and know that there will be more challenges and tests to come in the future, however, if we can employ the following attitude then we are assured of a positive outcome.

When challenged – Go within – Seek balance – Be calm – Act accordingly – Move on.
Misha Frankel

Work Health and Safety

by Susan Archer, WHS Director

Most people work to earn money, to house and feed their families, build a future and to experience opportunities in life that an income can provide. When going to work or visiting a place of business, we anticipate that we will return safely to our home life at the end of the day as fully functioning individuals. In some cases this isn't always the situation and accident and incident claims in Australia have increased to the point where in 2012 creating a safe work environment became a legal requirement across the nation for all businesses. National acts, regulations and codes of practice were created to ensure the safety for all in the work environment. It doesn't matter if you work in retail, a school, a building site or a reflexology clinic; the obligations are all the same.

As Reflexologists, we are obligated to ensure a safe work environment for the protection of ourselves, our clients and families. In creating a safe work environment, we are supporting the long-term success of our businesses. The Australian Government Work Health and Safety website (www.business.gov.au/info/run/workplace-health-and-safety) states that by providing a safe work environment it can:

- ◆ Help you to retain staff
- ◆ Maximise employee productivity
- ◆ Minimise injury and illness in the workplace
- ◆ Reduce the costs of injury and workers' compensation
- ◆ Ensure you meet your legal obligations and employee responsibilities

It also protects your clients, visitors, contractors and stakeholders and members of the public who have access to the business and service that you provide.

Are you aware that under the Australian WHS legislations (www.business.gov.au), businesses are legally obliged to:

- ◆ Provide safe work premises;
- ◆ Assess risks and implement appropriate measures for controlling them;
- ◆ Ensure the safe use and handling of goods and substances;
- ◆ Provide and maintain safe machinery and materials;
- ◆ Assess workplace layout and provide safe systems of work;
- ◆ Provide a suitable working environment and facilities; and
- ◆ Have insurance and workers' compensation insurance for your employees.

By complying with the legislation, maintaining and installing safety equipment, and implementing safe documented practices you can prevent being prosecuted and fined by the relevant Government Agencies.

Risk assessment of your Reflexology business

When was the last time you conducted a risk assessment of your business? Did you record this or was



it a non-recorded review of the hazards in your work environment? To ensure you are covered in case of a claim, please ensure you start to keep written records of your regular reviews.

Let's start by reviewing your work environment. This is the basic process of a risk assessment:

Walk into your environment at the beginning of the working day a few minutes earlier than you normally arrive and look around you. Sometimes, we don't always see hazards when we are rushing in the door or frantically preparing for a session; our visual awareness diminishes when we are distracted.

Go to the very entrance of the building. Is the street, driveway and path free of any obstacles or trip hazards?

- ◆ Sometimes tree roots can grow through the concrete or paving, or the paving can lift up off the base over time with normal wear and tear.
- ◆ With timber flooring or beams/roofing exposed to weather, keep an eye on the timber for possible rot or decay.
- ◆ Are there exposed electrical cables or water/slipping potential hazards?

Basic risk assessment:

- ◆ Make a note of the state of the area. If you find a concern jot that down on paper then put next to it a comment on how severe a risk this may be to others or to yourself. Is it a High, Medium or Low risk?
- ◆ Also, record what action you should take to control this risk and how urgently the action needs to occur.

Now walk your way through the internal work environment following the same process, including any bathroom amenities or kitchenettes that clients and others may have access to:

- ◆ How is the flooring? Any potential trip hazard, e.g. is the carpet or linoleum lifting up, extension cords or other items in the walkways?
- ◆ Think of the ages of your clientèle and consider their mobility: and this includes your equipment – is your massage table in good working order, or is it showing signs of needing to be replaced? Does it carry a commercial maximum weight load tag and is it easy for your clients to get on/off?
- ◆ Do you have infection control guidelines that you follow?
- ◆ If you see clients at night, is the lighting (both internal and external) sufficient?

If possible seek out independent critical feedback on the environment from a friend or family member or colleague.

The basic risk assessment summarised:

1. Identifying the risk
2. Assessing the risk, and
3. Controlling the risk.

Continued on page 14

Safe work practices have been created to keep us all safe. Being aware of your Work Health Safety obligations and responsibilities is paramount in our daily practice. The RAoA WHS Checklist is available on the website in the 'Members' area under 'Document Folder/General'.

Safe Work Australia is the leading agency on Work Health and Safety practices. They are the experts in this area and are easily contactable in each state. For further information on risk assessments or any other aspect of Work Health and Safety, please access their website on www.safeworkaustralia.gov.au.

I refer to my hands, feet and body as the tools of the trade. The hands and feet must be sharpened and improved daily to be efficient.

Bruce Lee



RAoA Certificate of Clinical Reflexology (CoCR)

by Heather Edwards

Have you ever considered becoming a Reflexology trainer?

Are you excited about the benefits of Reflexology?

Do you have a desire to teach Reflexology to as many people as possible?

Do you share this healing art with whoever you come in contact with?

I have been a reflexology practitioner for 32 years and a facilitator and educator for 30 years. I have developed, coordinated and taught Reflexology courses throughout Australia and Singapore and delivered a Government Recognised Diploma in Reflexology between 2002 and 2007.

In 1987, I began teaching introductory workshops and by 1989 was qualified to present full training seminars across Australia for the International Institute of Reflexology. This small beginning led to a career with major input into the quality and standards of reflexology training in Australia. For me it has been a journey of 32 years clinical practice and 30 years teaching in one form or another. My passion in Reflexology is education of practitioners and the public, be that for their own awareness and usage, or to use on their family and friends, and this has given me great enjoyment and satisfaction over the years.

I have been privileged to share in the professional development and personal growth of many students who are successful practitioners today and there are many others who have gained the knowledge to be able to work with their family and friends to help maintain better health. I consider this achievement to be amazingly rewarding and am honoured that I have had the opportunity to be involved with assisting people to achieve their dreams and regain their health naturally.

Being a trainer of your own course allows you to teach Communication units that cover client communication, referrals, legal and ethical requirements (required by legislation), Professional Practice expertise, Business Practice and Occupational Health and Safety skills in a way that is specifically relevant to a reflexology practitioner.

Delivery of the Certificate of Clinical Reflexology is an opportunity to deliver

1. A Reflexology course centred around Reflexology practice and theory that is interactive, creative, enjoyable and practical.
2. A recognised Reflexology course at a fraction of the cost of a HLT Diploma course.
3. A course that is focused on aspects of training that are relevant to reflexology.
4. Training programmes based on the specific skills required to become a competent and successful Reflexologist.
5. Learning experiences and assessments structured so that they relate easily to relevant life situations, and future practice.
6. A personalized service to all students, eliminating some aspects that are not as relevant to a small business.
7. Training programmes that account for special needs and are adapted accordingly.

Continued on page 15

8. A course that assists participants in developing skills for running their own business and ongoing learning.
9. An industry recognised standard that is a-lined with the majority of the competencies in the HLT Diploma – making it easier for anyone wishing to up-grade to Diploma.

Delivery of the Certificate of Clinical Reflexology ensures that graduates:

1. Achieve their goals.
2. Gain registration with the RAOA.
3. Qualify with quality, with a high standard of practice.
4. Have had the opportunity to graduate without having to study massage.
5. Have a close association with RAOA and a smooth registration transition.
6. Qualify to offer clients the option to claim rebates from some Health Fund.

Delivery of the Certificate of Clinical Reflexology creates an option for those who do not want to study Massage, spreads the word of Reflexology, grows the number of practitioners and increases the demand for Reflexology.

The Certificate in Clinical Reflexology:

- ◆ Is equivalent to the original Certificate IV in Reflexology.
- ◆ Is available to be delivered by any qualified trainer or

institution whether they have, or are affiliated with, an RTO or not.

- ◆ Enables RAOA to be proactive in promoting and encouraging responsible reflexology training and to grow the number of schools teaching reflexology and consequently the number of reflexology students and graduates.

In conclusion:

As a trainer, apart from the rewards provided by interacting with students and continually developing my teaching skills, it has been an opportunity to take on leadership, management and team work roles to enhance recognition for Reflexology. If you have a particular passion for self-awareness, personal development, health and well-being like me, and wish to share that with others, becoming a trainer is a perfect opportunity to fulfil your dream.

It is up to us all to nurture and encourage ongoing developments within our industry – always remembering the grass roots. First and foremost, a Reflexologist must be able to perform a quality hands-on Reflexology session and only dedicated and experienced trainers can truly assist in fostering the best in each and every potential Reflexologist.

RAoA is now looking for interested qualified reflexologists to teach this wonderful modality. To learn more about teaching the RAOA Certificate of Clinical Reflexology course and to find out if you qualify to apply, contact the RAOA Education Director, Julie Marchetti – education@reflexology.org.au



UNDERGRADUATE & CERTIFICATE COURSES IN 2017

“ I am totally committed to excellence in Reflexology and provide a very personal approach to your training in a passionate and nurturing environment. ”

Irene Tasho, New Principal, Australian School of Reflexology



Reflexology Basics

In this two day workshop you will learn the basics of reflexology. Learn various techniques to relax and re-energise and treat your family and friends.

Certificate Course

- Qualification accredited by RAOA
- 11 weekends of inspired learning

Japanese Cosmo Face Lift

March 24 & 25, 2018 (Sat & Sun)



FOR MORE INFORMATION CALL (02) 9449 6161 & www.reflexologyaustralia.com

Have your say

Do your bit

Make it happen

by RAOA Board of Directors.

WHO is the Reflexology Association of Australia Limited?

The RAOA is YOU and ME, it's ALL of us. Many times we hear comments such as 'the RAOA should be doing (this) ...' or 'the RAOA should be doing (that) ...'

Did you know that the Directors, National Committees and Branch Committees are all volunteers? If you are saying 'the RAOA should be doing ...' then please contact us to see which committee would best suit your skills. **Have your say ... Do your bit ... Make it happen ...**

A brief structure of the RAOA

The RAOA is a Registered Company Limited by Guarantee. It was established in 2002. Like other companies, it is required to operate within the Corporations Act 2001. The RAOA has reporting obligation to the Australian Securities and Investment Commission (ASIC), and the Australian Taxation Office (ATO). The RAOA is also required to be aware of any State and Federal laws that may affect its activities and operations.

The RAOA is a not-for-profit organisation relying on income from memberships, national workshops, branch workshops and study days, merchandise, our insurance partnership with Arthur J Gallagher and advertising income through our publications such as: FootPrints, E-newsletters, Branch Newsletters, Facebook, our website and Premium Mail-out service. The income generated covers the costs associated with running a National Office, and related expenses.

The RAOA has branches in each state (ACT is with NSW and NT is with QLD). While each Branch has its own roles and responsibilities, the RAOA is one National Organisation.

Directors:

Each Branch is entitled to have a Director. Currently we have 5 Directors – one from each of QLD, NSW, TAS, SA and WA. We would love to have a Director from VIC – could this be YOU? Please contact us to find out more information.

The RAOA is also made up of National Committees. These currently include:

- ◆ Finance Committee;
- ◆ Continuing Professional Training (CPT) Committee;
- ◆ Research Committee;
- ◆ National Conference Committee;
- ◆ Workplace Health and Safety (WHS) Committee;
- ◆ Promotions Committee; and
- ◆ Education Committee.

National Committees have their own 'Terms of Reference' and 'Skill Set' requirements and are made up of at least one (1) Director and interested financial members. Communication is via Skype, emails and the relevant Committee Forum on the RAOA website. It is therefore possible for any member, irrespective of residential location, to contribute.

Have your say ... Do your bit ... Make it happen ...

Currently we have the following vacancies, and if we are going to '**Make things happen**', we need **YOUR** help. The goal is to have members from different branches, however all members are welcome to forward a resume.

- ◆ Finance Committee – 2 positions available (currently we have 2 × QLD and 1 × NSW)
- ◆ CPT Committee – 1 position available (currently we have 2 × NSW, 1 × QLD, 1 × SA)
- ◆ Research Working party – Director required, as well as 2–3 Committee members (currently we have 1 × VIC, 4 × QLD)
- ◆ Education Committee – 2 positions (currently we have 1 × WA, 2 × QLD)
- ◆ Promotions Committee – Director required, as well as 3 Committee members (currently have 1 × TAS and 1 × VIC who would like to be committee members, however no Director)

As you can see, we have a vacancy for a **Promotions Director**. If you have skills in this area, please contact president@reflexology.org.au or treasurer@reflexology.org.au. You can be from any location in Australia as long as you are a PM, IM or AM. Some of the purposes of the Promotions Committee are:

- ◆ To develop and promote an awareness and understanding of reflexology within the Australian community.
- ◆ To represent the interests of the reflexology profession within the public and political arena.

The Promotions Committee works with other RAOA National Committees to achieve the goals of the RAOA Strategic Plan.

If you have skills in any of the committee positions mentioned, please send your resume to Vera Emmi treasurer@reflexology.org.au and Susan Ramsey president@reflexology.org.au

We look forward to hearing from you and would like to leave you with one thought: *When you criticise the RAOA you are in fact criticising the volunteers – Directors, National Committee members and Branch Committee members.* All of these members are 'doing their bit' – please join them and 'do YOUR bit' for OUR Association.



RAoA member benefits

RAoA are continually striving to bring more benefits and value to your Membership. RAoA is the ONLY Association in Australia 100% dedicated to Reflexologists and therefore we are 100% dedicated to ensuring you have access to as many benefits and educational opportunities as possible. Adding to our list of existing Member Benefits are:



CPR First Aid now offer RAoA members in Victoria and NSW a discount on their First Aid training. This discount applies only to their **HLTAID003 5hr Course**, which involves pre-course online theory, followed by 5 hours training at any of their NSW and VIC locations.

Normally \$99 per person, this is available to our members for only \$75 per person. Upon successful completion you will receive an emailed First Aid Certificate. When booking, you must quote code **"CPRREF"** at payment, for the discount to be applied. Additional charges apply for bookings by phone and if you order a printed certificate.

To view their training calendar and course information, or to book online, click/visit here: www.cprfirstaid.com.au
The RAoA hope to offer discounted First Aid to members in other states soon.



Did you know that RAoA is a member of MOVE muscle, bone and joint health – the voice of Arthritis and Osteoporosis Victoria? *MOVE* has a long history as the leading provider of support services and education for the one-in-three Australians who live with these conditions.

MOVE host various health professional development and community education webinars throughout the year, and as a RAoA member you can access the discounted member price for these webinars.

All you need to do is quote our Health Professional Associate number when registering – 5202796. Click, or go to the following link, to browse their webinars or online training resources: <https://www.move.org.au/event?type=2>



Save money on business essentials via Access1st

All Reflexology Association of Australia members can now access a range of benefits via the online portal **Access1st**, which is owned and run by our endorsed insurance broker, Arthur J Gallagher.

Access1st offer a range of products and services at preferential rates to help overcome common business challenges, to enable business owners to raise their visibility to target audiences; or simply to save money on business essentials.

The provider network offers exclusive services or rates to *Access1st* users not available to the general public – including a range of **free business advisory services**. Here are 5 of the ways to save through *Access1st*. Log in to view more ...

1. Legal advice

Sparke Helmore Lawyers offers *Access1st* users **free ad hoc legal advice** on a range of common matters. If you require more assistance, they're offering four hours of advice at a generously discounted rate.

2. Business and health insurance



Hundreds of RAoA members have Insurance cover with Arthur J Gallagher. If you don't, it's worth having a look at how much they could save you on combined professional indemnity and public liability insurance. Plus the RAoA receive a small commission for all new and renewed policies – these commissions are then used for the benefits of all members. Visit the RAoA website, or click on the following link (if you have opted to receive FootPrints in digital format): <https://www.reflexology.org.au/RAoA/reflexology-training/insurance-policies>

Access1st users can also access a discounted health plan from **Bupa**.

3. Energy rates

With energy rates skyrocketing, it pays to make sure you're on the most competitive plan for your home and business. **Make it Cheaper** offers a free comparison service to *Access1st* users – and they save business owners, on average, more than **\$900 per year** on energy costs!

4. Business attire

Renowned tailor **TM Lewin** offers *Access1st* users **15% off** its ladies' and gents' ranges (10% off sales items), both in store and online.

Continued on page 18

5. Flights and accommodation

Flight Centre's team of business travel experts are making their exclusive travel range available to *Access1st* members – and managing the whole travel and accommodation process on your behalf.

Through *Access1st*, you can also enjoy:

- ◆ Special deals on web development and digital marketing;
- ◆ Free and discounted brand development and graphic design services;
- ◆ Special pricing plan on office supplies from Officeworks;
- ◆ 'Heart Safe' defibrillator devices;
- ◆ And more ...

How to unlock the benefits of *Access1st*

It couldn't be easier. Just follow three simple steps:

1. Visit www.access1st.com.au.
2. Select **Natural Therapists** from the drop-down menu at top of page.
3. Enter your case sensitive password **NaturalAccess17#** and hit 'Sign In'.

You'll then progress to our natural therapy clients' specific section of the site, outlining the special offers available and how to take them up.

New providers will be added on an on-going basis. Being a RAOA member entitles you to have access to these benefits and they are included as part of your membership fee. Each membership category has different benefits - check the Member Benefits Form on the website to see what benefits are relative to your membership level (PM, IM, AM, SM) <https://www.reflexology.org.au/RAoA/about-us/benefits-of-membership>

**RAOA Member Benefits – just another reason to be part of an
Association 100% dedicated to you – the Reflexologist.**



Caloundra Library hosts World Reflexology Week

by Courtney Alexander Crook



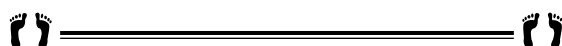
WRW came around again at the end of September and I was off again to the Caloundra Library in Queensland. This has been the routine for many years and I am pleased for the opportunity to promote Reflexology there. I have graduated from inside the library to the new verandah situated next to the entrance. Hundreds go into the entrance every day. Great visual.

I set up my A frame and chair with information to hand out. Many see and some are curious. I offer mini sessions free and spend two mornings there working non-stop. It was very interesting as I had the opportunity to help and work with people who had a variety of problems and conditions. Luckily I have someone to help me with appointment times and organising.



Some interesting things to note this year were how many people did not know about Reflexology or even what it was. The few people that did know about Reflexology, and requested a mini session, were of European origin as it is well known in Europe.

The atmosphere was pleasant and enjoyable on the library verandah and I will be back again in 2018.



2017 International Council of Reflexology (ICR) Conference

by Kate Madigan

In October I attended a vibrant international Reflexology conference in Taiwan which is home to an independent country off the coast of China. The population consists of 30% indigenous Taiwanese and around 65% Chinese people who moved there following the Chinese revolution in 1949. It is a lovely subtropical island and the population are some of the friendliest people I have ever met. The bi-annual conference was attended by delegates from 22 countries around the world with 10 international speakers. It was so much easier to attend an international conference in Asia (our part of the world, with only a three hour time difference) as these conferences are often in Europe or in the Americas.

The knowledge gained from attending an international conference is of so much value and if you get the opportunity to attend please go. Everybody was so friendly as we all had the skill of reflexology but our cultures and backgrounds were very different and some of the delegates had difficulty with English. Throughout the conference the speakers' words were translated into other languages. This created some interesting moments at times. The hotel was very beautiful, the food was full of variety as the hotel kitchens had to cater for such a range of international visitors. I found the experience of meeting so many international reflexologists very moving and when the conference ended we were all very sad. The next ICR Conference – in 2019 – is likely to be in Vancouver or Alaska; not so close to us next time. Below I have given you a taste of some of the speakers who entertained us during our 3.5 day conference.

Father Josef's (Taiwan) Method of Reflexology

The conference commenced with an afternoon visit to one of Fr Josef's clinics, followed by 3 days of speakers and workshops. Some of us stayed on for a further day at the end of the conference to attend a workshop on Fr Josef's method.

Taiwan is home to Father Josef's method of reflexology which he developed more than 40 years ago. He has trained around 100,000 reflexologists in his techniques, mostly in Taiwan but also in Europe, mainland China and in parts of Africa. In Taiwan, Fr Josef is renowned by the people and the government because he has helped to reduce the Taiwanese Health Bill. His theory is based on Yin Yang and the Five Elements. A rolling plastic stick is used to work the reflexes and the movement of the stick indicates changes in the reflexes. The treatment can be very painful when reflexes are worked where there are physical or emotional issues. In Taiwan, treatments are conducted daily, or twice a day, to address problems and this leads to a fast healing process. The method is used extensively by women to heal their family members and their friends and neighbours.

The following is a synopsis of the work being done by some of the speakers at the conference:

Hagar Basis (Spain) – The Role of Reflexology for Women's Health

Hagar gave us a practical session on her brand of Reflexology for women and fear.

She says that Reflexology helps us to release fear in the body and the perceptions that imprison us; it grounds us and helps to release past fear. In menopause hot flushes are our inner heat and they burn away our fear and create a stronger woman. Testosterone helps preserve our sex drive, bolsters our energy levels, maintains lean body tissue and provides protection following menopause. There is no more creative force in the world than the menopausal woman with zest. Hysterectomy creates lifelong damage, caesarians cause similar problems. A scar from surgery is like an iceberg, in that only 10% of it is visible at the surface. A tight PSOAS muscle in a tilted pelvis causes congestion in the pelvic areas. Hagar uses Energy Medicine in her treatment protocol. She works on the toe reflexes before the back reflexes as she finds this helps the fast movement



Continued on page 20

of energy, which is our “life force”. People who do not feel reflex pain may have very low energy: the more you work on them the more sensitive their reflexes become. There is a clear connection between the jaw and the hips and if you find pain in the hip reflexes you will most likely find pain in the jaw reflexes. Reflexology improves all circulation and fear reduces it (which leads to stagnation in the body). Fear reduces the natural movement in the body. Trapped feelings impact our emotional health and result in physical disfunction. Fear is a liar and Reflexology is aligned to truth. Reflexology releases the body’s energy systems. A Carl Yung quote: “The privilege of a lifetime is to become who you really are.”

Carol Faguy (Canada) – Dr Ryke Geerd Hamers - German New Medicine

Carol gave us some fascinating insights and facts and figures about a controversial doctor who is a medical doctor with a theology degree and works with cancer patients. His son was murdered by accident and, soon after, the doctor was diagnosed with testicular cancer and he wondered if it was related to the shock of his son’s death. This doctor has been derided and praised in Germany and spent some time in prison for espousing his theories and practicing his medicine on patients who have cancer.

Dr Hamers says that there are psychological and emotional factors involved in both the onset and healing of cancer and other diseases related to conflict or stress that has never been resolved. He surveyed 2,000 women from his clinic with all types of cancers and those women had had significant shocks in their lives. The shocks simultaneously affect the psych, the brain and the organs. How that shock or conflict is experienced determines which part of the brain and organ is affected. The shock must be brutal, highly acute and isolating. If you know a shock is coming you may have a less severe illness. X-rays of the brain showed in all cases a dark shadow in the brain which was the same for each person who had the same type of cancer. There was also a 100% correlation between the dark spot in the brain, the location of the cancer and the specific type of unresolved conflict. Dr Hamers suggests that when we are in a stressful conflict that is not resolved, the emotional reflex centre in the brain which corresponds to the experienced emotion (e.g. anger, frustration or grief) will slowly break down. Each of these emotion centres are connected to a specific organ. When a centre breaks down it will start sending wrong information to the organ it controls, resulting in the formation of deformed cells in the tissues: cancer cells. His research has shown that no illness outside of poisoning occurs without a shock or conflict.

Dr Hamers started using psychotherapy to assist the healing process and when the specific conflict was resolved, the cancer immediately stopped growing at the cellular level. The dark spot in the brain started to disappear; x-rays showed a healing edema around the damaged emotional centre as the brain tissue began to repair the afflicted point.

There was once again normal communication between the body and the brain. Diseased tissue would disappear and normal tissue would appear again.

Recent research in Germany, Austria, France, USA and Denmark has confirmed Dr Hamers findings and Dr Hamers is now co-operating with 100 French doctors who have formed an organization to work with his theory and they are finding the same correlation between emotional conflict, brain function and cellular changes in the corresponding organs. These doctors are using psychotherapy as a major part of the healing process and they claim a remission rate of 97%.

He describes the effects of long distance travel by air. During the flight the kidneys retain water to protect against dehydration and when a person returns home they urinate a lot. I tested this out when I returned from Taiwan and it proved to be true. He says it is the same when you are sick, there is a swelling in the body and the brain and this shows up in tests. He says the source of disease is in our minds. Disease is not just a meaningless error of nature or biology but a meaningful product of nature.

He also believes that Reflexology treatment helps to banish fear.

Lone Sorenson (Spain) – Temprana Reflex Therapy

Lone has been a reflexologist for 40 years, commencing work in Denmark, providing Reflexology treatments and teaching in many parts of the world. She has been working with children with development problems for 30 years. Early in her work with children she worked on a 3 year old child who was experiencing 100 seizures a day. With Temprana Reflex Therapy, at 4 years of age, that child was totally cured of seizures. In her clinic in Barcelona with 6 other Reflexologists she treats 1,000 patients a month. She works with premature babies through to those with strokes, dementia, Alzheimer’s, and all conditions related to brain dysfunction. Autism spectrum disorders are an increasingly growing problem worldwide and Lone is of the opinion that it is caused by changing world conditions.

She runs 2 day Parent Courses, teaching parents how to provide therapy to their children. Each parent must work on the child for 75 minutes every day. At the 3 month stage the parents come back to learn how to perform a change in the program. 710 points are used on the face and 300 points are used on the hands. She insists that parents ensure that their children eat no white sugar, no milk and no white flour, consume Omega 3 as the cells will not improve and take spirulina to reduce toxicity. It takes 18 months to reduce the toxicity.

She is very concerned about diabetes and says by 2050 half the population of the world will have diabetes, including children. In Denmark, child diabetes has increased by 89%.

Mitsuru Orita (Japan) – Axon Reflex

Mitsuru gave us a demonstration of his style of therapy which includes the use of Taiwanese Reflexology and Onyx stones which work with vibration. We touched the stones and you can feel the vibration in them. Mitsuru worked

on several of the delegates and one person in particular had significant relief from pain in his legs and a lot more movement after only a few minutes of treatment. His method helps to increase blood flow, creates more oxygen and reduces pain. Onyx stones have been used in South East Asia for centuries and the tradition of using the stones for healing has been handed down through female family members. If you apply the stones lightly to the skin they will relax the muscles. If you can put the stones on the front and back of a muscle, they create a whirlpool in the blood vessels.

He says there is a problem for people with high arched feet as they do not put sufficient pressure on some of the organs, and they need to do this using Reflexology. He advocates less sitting and more walking as unused muscles stiffen and they soften when walking. He supports walking on the toes to restore the flood of blood to the feet.

Sue Ricks (Britain) – Reflexology, Emotions, Energy and Messages of the Body

Sue spoke about the links between emotions, illness and disease and how life factors affect our health. She said we are all energetic vibrating beings and we are all connected. Sue said when she was young she could see people's energy fields, which showed up as auras. She does not see auras now.

Sue's themes included:

- ◆ Depression is depressed energy;
- ◆ Happy thoughts improve the immune system; and
- ◆ The body is not ourselves; we live inside our bodies.

People disassociate themselves from their body all the time. They say things like "I am coming to see you because of a problem with the back", not 'my back'. She believes that pain or disease in various parts of the body are related to the emotions that people are feeling.

Lorraine Senior (Britain) – Reflexology Supporting Children with Special Educational Needs and Disabilities

Lorraine worked with children with special needs for 25 years before she became a reflexologist. Her background with special needs assisted her when she attempted to gain entry to the schools to provide reflexology for children with

special needs and disabilities, and receive payment for her work.

Each child has an appointment time and Lorraine works in each school 2 days a week.

A room is made available for the treatment. She works with children who have difficulty processing information, children who suffer from autism and other issues that prevent them learning easily. She says that touch is important to these children and they enjoy repetition in their treatments. She says that when working with these children "reduce the techniques and increase the repetition". The rhythm and flow of the treatment releases oxycontin which makes them feel good and oxycontin helps the frontal lobe. Most of them suffer from anxiety as they have difficulty in understanding the world around them and this often leads to repetitive behavior - good or bad.

Lorraine always gets consent from the child, even if the parent has given consent. Each child is given a blanket and they choose the colour. They have the option of covering themselves with the blanket during the treatment if they wish. Autistic children like to be in control every moment of their life and reflexology allows them to relax and let go. The children are taught the colours of each part of the body used in the technique, e.g. yellow for solar plexus. They are taught the routine so that they can help themselves when they feel challenged.

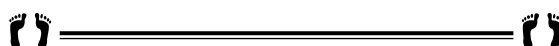
Other speakers spoke on Integrated Health Care, which is the terminology for Complimentary Therapists in North America and Europe. In these countries many reflexologists work with doctors in the hospitals and in government sponsored health clinics, receiving payment for their work. Leila Eriksen from Denmark, who works in a Children's Cancer hospital, spends many hours each week following up on Reflexology research and she has written many research papers. She is very keen to get each country in the world to provide 3 research papers on any subject and send them to the International Council of Reflexology so that there

is one central source to obtain hundreds of research papers.

Following the conference some of us attended a one day practical workshop on Fr Josef's Method of Reflexology where we learned how to use the "stick" and follow the protocol. The treatment can be quite painful but if anybody would like me to demonstrate or give them a treatment in this method I would be most happy to oblige.



Australian delegates at the Conference. Kate's the lady second from the right.



STATE MATTERS

Hello again everybody.

It doesn't seem that long ago that I sat down to write the WA news for the last edition of FootPrints, and here we are again, three months down the track and getting closer and closer to Christmas and the new year. By the time you read this 2018 will be here!!

It's been a busy few months again in the West. We decided, after several years of not attending, that we would again participate in the Conscious Living Expo held in the city over three days in November. All the organising seemed to just fall into place – a sure sign that something is “meant to be”. We had fantastic support from all the lovely Reflexologists who kindly volunteered their time and energy. Our booth was one of the busiest there and it was so good to hear all the positive comments and feedback

WESTERN AUSTRALIA



from our happy customers. This was a great way to get Reflexology back out into the community, and a wonderful opportunity to promote both ourselves and our amazing modality.

Our next event is a relaxed Christmas brunch in the park – this time in the lovely surrounds of Matilda Bay, on the banks of the Swan River. We are opening the floor to our members for a “show and tell” type of morning where everyone will get to briefly talk about and demonstrate some of the lesser-known reflexology points they love to use. It promises to be a lovely relaxed morning, enjoying each other's company while learning at the same time.

I hope you all have a safe and very merry Christmas and New Year (and enjoy your break if you get one).

Until next time, happy reflexing from WA.

Jill Jones

Our State Committee met on Sunday 5 November at SA Member, Bert Heister's home, where we were joined via Skype by State Chairperson, Susan Ramsey.

The main topic of discussion was the 2018 National Conference, *Synergy in Reflexology*, to be held in Adelaide on 19, 20, 21 October. Plans are progressing positively; Keynote Speakers, Lisa Chan, USA, and Barbara Scott, UK, have been confirmed. Both will be presenting workshops: Lisa pre conference and Barbara post conference. Registrations will be open on the Web very soon. Support of the People's Choice Lottery as a fundraiser by RAOA Members has been disappointing and will be promoted again. The next meeting of the Conference Committee is on 17 February 2018.

SOUTH AUSTRALIA



The 2018 State Calendar of Events was confirmed, with the first Branch Committee meeting and workshop to be on Sunday 18 February. ‘MLD through the Feet’ will be presented by member, Pamela Nish, at Moana Pioneer Hall.

Six new SA Members were welcomed by Pamela Nish. There was a discussion on the Health Rebate withdrawal of Natural Therapies from the private health insurance rebate scheme.

The day was concluded with a practicum exchange and a revision of Dr Nick Hodgson's Auricular workshop information and techniques.

We look forward to an event-filled and interesting 2018.

Elaine Tscharke

TASMANIA

A small but enthusiastic group of members met at Campbelltown last Sunday, 19th November for our traditional pre-Xmas get together. Some interesting *secret santa* gifts were exchanged at lunchtime. After the Branch meeting we had some hands-on with an EPE refresher of the foot mobilisation techniques we learnt from Phil Boyd at February's workshop in Poatina. So often when one does a workshop it is hard to take it all in at once so it was great to refresh these techniques at our own pace using Phil's comprehensive notes. It was a very relaxing afternoon and a valuable opportunity to exchange and network.



As some parts of Tassie experience a record breaking heatwave for November we look forward to the Christmas break with some trepidation about the upcoming bushfire season. Seasons Greetings to all our members and best wishes for a safe and joyful time over Christmas and the new year ahead.

Our next meeting/workshop day is scheduled for Sunday, 18th February 2018.

Sarah Blain

NEW SOUTH WALES



So we are into another new year and, as always, I like to reflect on how much we achieved last year and plan for this one. I hope as a committee we have continued to meet our members consistently with their needs. 2017 was another huge year with volunteer events, an AMAZING profit achieved at MBS, 2 social lunches for networking, plus a year of insightful guest speakers at our meetings. All of this is only possible with all of the committee and our members volunteering – thank you for your time and effort.

In 2018 I will be re-focusing on the start up again of our regional groups as some have faded out over the years - so please if you are feeling isolated as a practitioner and want to connect with other local reflexologists in your area this year, I will be encouraging people to meet each other and

consider forming a regional group. I myself will even be starting one (just trying to find the thin spot of free time!). My main aim is to keep encouraging our NSW members to connect more with each other and sharing their knowledge and expertise. We have some amazing practitioners here and we need to keep sharing our practices of how we run our businesses, our highs and lows, because I feel very passionately that I want ALL of US to make an income from a modality we love.

Our first volunteer community event of the year is for Cancer Council – “Relay for Life” – in Rozelle, Inner West Sydney on Sat 17th March. If you are able to volunteer your time and support for a worthwhile cause, please get in touch with Anne Moorecroft amoorcroft@optusnet.com.au

I look forward to the year ahead and seeing you all at our first General Meeting .

Karen Riley

Happy New Year from Queensland! Can you believe that we're into 2018? Seems like last year came and went in the blink of an eye. The 2017 National AGM and Seminar Day, combined with the Queensland branch workshop, hosted in Brisbane on the weekend of 7th and 8th of October 2017 was a great success. This was a shining example of what can be achieved when people work together towards a common goal. I would like to thank the attendees who approached me over the course of the weekend with words of encouragement, expressions of thanks, and also to offer suggestions. The months of planning and many hours volunteered by the Queensland committee, and some non-committee members, leading up to and during the actual weekend were rewarded with lots of positive feedback from attendees.



QUEENSLAND

handouts were given on babies feet/zones and how to soothe, comfort and provide relief while bonding with the baby.

Members of our Events Committee are active in the community promoting Reflexology, regularly providing Reflexology sessions in Woolcock Park, Redhill. This is a lovely, leafy space that also boasts a Reflexology Path.

We are now busily preparing for the Mind Body Spirit Festival in February, where our Queensland RAOA Branch presence has gone from strength to strength over the years. This will be closely followed in March by the two-day workshop “Reflexology for the Treatment of Pain”, presented by Mauricio (Moshe) Kruchik.

2018 promises to be an exciting year for us in Queensland, with another Branch Meeting & Workshop Day planned to be held outside of the Brisbane metropolitan area. The Sunshine Coast region has embraced the opportunity to host the August meeting/workshop day and our committee is very happy to be able to support them in making this event a success.

Thanks for taking the time to read what's happening here in the Sunshine State. Until next time remember that success is the sum of small efforts repeated day in and day out.

Wendy Dalzell

VICTORIA



Another year has closed and a New Year opened. Last year, at times, chaos reigned.

We had great turn-outs at the three study days organised by the Victorian committee and I would like to take the time to thank both the current committee and the past one. Thank you for all your work.

At the December study day we had lots of laughter and hugs, faces that we had not seen for a few years, faces for a few months and of course some new faces; it was great to see them all. Our wonderful speakers were all adaptable,

when technology challenged us. The food was great, the company magnificent and the learning sensational.

We have Moshe's workshop coming, so make sure you book in. And our ABM is booked for Sunday May 27, 2018, so please put this date in your diary. I look forward to seeing you all this year and I invite you to come on board in May 2018 and be part of the Victorian committee.

Karyl McGlenn

FootPrints Journal

ISSN 1039-2092

Published by the Reflexology Association of Australia, Limited

SUBSCRIPTIONS AND ADVERTISING

Advertising inquiries – marketing@reflexology.org.au
Subscriptions and general inquiries – footprints@reflexology.org.au
Aust. Subscriptions – A\$55 for 4 posted issues (Aus. residents only)
International electronic Subscriptions – A\$55 for 4 emailed issues
International hard copy Subscriptions – A\$87 for 4 posted issues

Colour/Black & White Advertising sizes and rates:

Full page COL	29.7 cm deep × 21 cm wide	\$400.00 per issue
Full page B&W	29.7 cm deep × 21 cm wide	\$260.00 per issue*
Half page COL	13 cm deep × 18 cm wide	\$220.00 per issue
Half page B&W	13 cm deep × 18 cm wide	\$149.00 per issue*
Quarter page B&W	13 cm deep × 8.5 cm wide	\$77.00 per issue*
Eighth page B&W	6.5 cm deep × 8.5 cm wide	\$55.00 per issue*
Front Page “highlight” COL bus. card size ad		\$99.00 per issue+

COL Colour advertisements are available on the inside back and inside front covers only

* RAOA Members receive 10% discount price for indicated ads
+ Option only available to full page advertisers (COL or B&W)

To discuss our full range of advertising options and pricing please contact marketing@reflexology.org.au to request a quote tailored to suit your needs. Discounts are available for advertising packages, repeat advertisements in consecutive issues and RAOA member 10% discount off selected ad styles. Advertising prices are subject to change without notice.

Copy deadlines

April issue: Mar 1	October issue: Sept 1
July issue: Jun 1	January issue: Dec 1

FootPrints Editor—Articles only

Cecily Rose

Email: footprints.articles@reflexology.org.au

FootPrints Advertising & Subscriptions

Michele Jalland

Phone: 07 3396 9001

Email: marketing@reflexology.org.au

Desktop Publisher

Margaret Clift

Email: margclift@gmail.com

Attention contributors to FootPrints

The Guide to Authors of articles for FootPrints has been removed from the quarterly magazine and relocated onto the website www.reflexology.org.au/fp-contributors. If you would like to contribute an article or advertisement to appear in a future issue of the Australian quarterly magazine ‘FootPrints’, please take time to read the ‘Guide to Authors’ and ‘Advertising Policy’.

If you need more information on contributing to FootPrints, please don’t hesitate to email the current Editor of Footprints: footprints.articles@reflexology.org.au

The Reflexology Association of Australia is committed to the belief that reflexology can be of great benefit to the health of all Australians. It publishes a referral register on its website (www.reflexology.org.au) and has a referral phone service (1300 733 711) for members of the public who wish to consult a qualified practitioner.

Reflexology Association of Australia Limited

The Reflexology Association of Australia Limited was incorporated in 2002 as a company limited by guarantee (ACN: 101 412 319)

State Branches

NSW	Chairperson: Karen Riley Phone: 0415 657 251 Email: heartcentrednaturaltherapies@gmail.com General Meeting Assistant: Amanda Brand Phone: 0417 236 773 Email: amanda.brand@pandl.com.au
QLD	Chairperson: Wendy Dalzell Phone: 0419 735 766 Email: wendy@tranquilsole.com.au Secretary: Jo Mason Phone: 0412 221 244 Email: jomasonreflexologist@gmail.com
SA	Chairperson: Susan Ramsey Phone: 0417 855 931 Email: susanjeanramsey@bigpond.com Secretary: Jo Booth Phone: 0419 804 949 Email: jobooth@bigpond.com
TAS	Chairperson: Sarah Blain Phone: 0427 261 710 Email: smblain@bigpond.net.au Correspondence Secretary/ Library: Sally Stubs Phone: 0439 750 168 Email: sas.7@live.com Minute Secretary: Bessie de Groot Phone: 0418 620 467 Email: heikoandbess@bigpond.com
VIC	Chairperson: Karyl McGlenn Phone: 0417 536 030 Email: karyl@energeticfeet.com Secretary: Esabel Lamusse Phone: 0458 954 464 Email: esabel.0110@gmail.com
WA	Chairperson: Jill Jones Phone: 0403 320 731 Email: solebalance@westnet.com.au Secretary: Karen Bishop Phone: 0420 387 752 Email: feelgoodtherapies@iinet.net.au

State Branches

If there has been a change in the above directory, kindly email Cecily Rose, footprints.articles@reflexology.org.au

Board of Directors 2017–2018

Please know that Directors can be contacted to clarify concerns

President: Susan Ramsey (SA)
president@reflexology.org.au
0417 855 931

Treasurer: Vera Emmi (QLD)
treasurer@reflexology.org.au
or 0407 599 953

Other positions:
CPT: Jacqui Baldwin (NSW)
cpt@reflexology.org.au
0415 696 058

Education:
Julie Marchetti (WA)
education@reflexology.org.au
0408 905 900

WHS:
Susan Archer (Tas)
1wiglet@gmail.com
0448 261 277

Research:
Vacant

Promotions Director:
Vacant

(Non-Director position):

Governance, Company Secretary, and Webmaster (James Flaxman (SA))
webadmin@reflexology.org.au
0403 160 367

National Office Admin Staff Contacts PO Box 253, Wynnum Central, QLD 4178

Hours open:
Monday–Thursday 10.00am–4.30pm
Phone: 07 3396 9001 or 1300 733 711
Fax: 07 3393 5468

Accounts and Merchandise
accounts@reflexology.org.au
merchandise@reflexology.org.au

Administration and Marketing—Michele Jalland
admin@reflexology.org.au
marketing@reflexology.org.au

Membership Officer—Michele Jalland
membership@reflexology.org.au

About the Keynote Presenters— National Conference—Stamford Plaza, Adelaide 19–21 October 2018

<http://raoconference.com/>



The South Australia Branch is hosting the 12th National Conference – we cordially invite you to attend the conference and enjoy the hospitality of our State.

Social events:

- ❖ Friday night Welcome Party with live music by Liesl Warner and her Harp.
- ❖ Saturday evening Dinner with live music by Linda McCarthy.

Expressions of interest for Trade Table are open now.
Contact marie.steinke@internode.on.net

Attend the whole two day Conference, 20 CPT. Attend only the AGM, 5 CPT.

We are excited to have two wonderful presenters join us in October 2018 in Adelaide, South Australia.



Keynote Speaker No.1—**Lisa Chan, USA**

Lisa earned her Full Reflexology Certificate from the American Academy of Reflexology in 1991 and has been teaching Academy classes in various parts of California and the USA since 1995. Lisa is a licensed Acupuncturist and has an active Reflexology and Acupuncture practice in the Greater Los Angeles area. She has conducted the popular Beginning and Integrated Certificate Course, Spa Reflexology, Infant, Child, Teen Reflexology, and other classes for many years. She hosted her own cable TV show called “Healers on Healing,” was editor of the “Reflexology Digest” for the Reflexology Association of California, and author of a Reflexology Colouring Book.

Lisa Chan will be speaking on “**Priority Reflexology using Hand/Foot/Ear Reflex Points**” for her 60 minutes to all delegates. Break out, or 30 min session, will be “Sleep, trauma and grief for children and teens”—for her 30 minute presentation.

Lisa will hold a 2 day workshop commencing on the Wednesday before the conference begins. Her topic will be Pathology of the feet, hands and ears. “The Breaky, Itchy, Oozy, Bendy and Ouchy.” Feet on one day and hands and ears on another day. You could choose to do one day only.



Keynote Speaker No.2—**Barbara Scott** MARR MAR MFHT Chair—Association of Reproductive Reflexologists

Barbara Scott has been in practice as a Reflexologist for over 20 years. She has been teaching Reproflexology™ since 2008 and founded the Association of Reproductive Reflexologists in 2011.

She is author of ‘Reflexology for Fertility’, published by Watkins Books in 2016, which became an instant Amazon Best Seller.

Barbara speaks and lectures regularly for both reflexology and medical organizations, most recently at Dumfries House ‘Women’s Health Conference’, where a Centre for Integrative Medicine is being established. Barbara was also a speaker at The Fertility Show at Olympia, in London 2017, and will be part of the Q & A specialist panel representing complementary therapies for members of the public. Barbara is a winner of the 2017 **FHT** (Federation of Holistic Therapists) **Excellence Awards—“Complementary Therapist of the Year”**, for researching and developing a reflexology treatment protocol and training course to support couples struggling to conceive.

Barbara Scott will be speaking on “**An Integrative Approach to Fertility Issues using Hand/Foot/Ear Reflex Points**” for her 60-minute session to all delegates. Breakout or 30 min session – “Supporting Clients in Correcting Menstrual Cycle anomalies using Foot/Hand/Ear Reflex Points”. Barbara will be offering a 4-day workshop from the Tuesday following the Conference, on Reproflexology™. You can complete 2 days only and finish the other 2 via Skype at a later date.

More information on both of these workshops (Lisa and Barbara) will be in next FootPrints, plus RAOA e-newsletters.

Reflexology Association of Australia

VISION for Reflexology: Reflexology is to be recognised as a major component of an integrated health care system.

VISION for the Association: The Reflexology Association of Australia is a leader in integrated health care systems.

MISSION: Develop and promote the quality of our practitioners and advance the safe and beneficial contribution of Reflexology to the health of the community.

We will achieve our mission by:

- Maintaining a viable and sustainable association.
- Maintaining high levels of training and qualifications.
- Promoting awareness, understanding and usage of reflexology in the general community and the health sector.
- Providing a professional support structure for members.
- Representing and advocating for members in the public, government and health arenas.
- Facilitating, supporting and engaging in research.
- Increasing membership and retaining existing members.

It's all happening from **March 10th**

Mauricio (Moshe) Kruchik is coming to Brisbane, Sydney and Melbourne in 2018.

10–11 March 2018 SYDNEY
Reflexology for the Treatment of Pain



17–18 March 2018 BRISBANE
Reflexology for the Treatment of Pain



24–25 March 2018 MELBOURNE
Reflexology for Fertility and Pre-Conception



2018 Australian Reflexology
Conference

19–21 October 2018

Stamford Plaza
150 North Terrace, Adelaide

Information and online registrations available now via the RAoA website

www.reflexology.org.au

INSIDE THIS ISSUE

From the President's desk	1	Reflexology given in Spanish hospital to aid heart attack recovery	11
Is the future of our Association at RISK?	3	CPT News – January 2018	12
Association letter to Minister Greg Hunt	4	Work Health and Safety	13
You're not lost, you're just In-Between	5	RAoA Certificate of Clinical Reflexology (CoCR)	14
Fundraising for Cancer Council—Relay for Life, Mandurah, WA	7	'Have your say, do your bit, make it happen'	16
Working on your business: Improving your online presence to gain new clients	8	RAoA member benefits	17
2017 FootPrints CPT Quiz	9	Caloundra Library hosts World Reflexology Week	18
CPT Education and World-Wide Conferences	9	2017 International Council of Reflexology (ICR) Conference	19
Calendar of Events	10	State matters	22
Welcome New Members	10	FootPrints—Contacts, deadlines, advertising	24
		RAoA contact details—Board, Branch, National Office	24