

FootPrints

The Journal of the Reflexology Association of Australia



www.reflexology.org.au

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Gorgeous Woman Japanese Facial Rejuvenation Training Course

Training by Reflexologist Anne McBride, an RAOA member with 20+ years of experience, using ancient and modern facial reflexology, acupuncture and massage techniques.

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From the President's desk



The first few months of 2020 have passed quickly and now Autumn has arrived. At our 4 December Board (Skype) meeting, topics included cost effective advertising and research funding opportunities. This was followed by our office closing for a few weeks during which I spent time answering Facebook and audit enquiries.

In January the CPT annual audit continued in RAOA's office; a process which takes a couple of months to complete. Some members (including myself!) were told our CPT points on the CPT Tracker had "gone missing" – a totally separate issue to the normal web glitches. Michele did a wonderful job helping members get through the audit process and this bumpy patch. The RAOA apologises for any inconvenience caused by loss of data; my understanding is that this was/is totally out of our control. Technology does have its shortfalls and glitches!

Directors held their first 2020 Skype meeting on 15 January and topics included mapping tasks and meeting dates for 2020 and discussion on research, finance and membership. I attended the World Consortium Reflexology meeting on 17 January and it covered a mission statement, objectives and set meeting dates for 2020/2021.

On 5 and 10 February via Skype, the Board discussed a Cancer brochure and the need for a \$15 administration fee to be added to all Branch workshops. The Board met for two days in Adelaide on 15–16 February. Reports were read and noted and the Board Skills Matrix was reviewed. A report from this meeting is in this issue of *FootPrints*. A Branch Chairpersons meeting was held on 1 March and Chairs shared their 2020 workshop while discussions included CPT points and Branch newsletters.

Administration news is that a restricted area on the RAOA website is being established for Professional Members (PM) who have permission to use the RAOA logo/slogan. The area will have JPG files that PMs can use to help promote their business, such as gift vouchers, posters and so on. More information to come.

News from our Research Committee: Tasmanian member Lynda Kidd was accepted into CSIRO's OnPrime program to learn how best to establish the validity of a research project and to obtain contacts and leads for a research project. The project that her team is developing is reflexology for ADHD. The group contacted over 100 people to gain an understanding of the need for the research and whether people were interested in being involved. The results were very rewarding. At the end of the workshop,

the team received a \$2,000 grant to go towards the first workshop/research project. The aim is to get ethically approved feedback from workshop participants. If the results show a positive outcome of reflexology for ADHD, the team can then obtain larger grants from other sources to expand the research. It is at this second stage that the RAOA will be able to get involved by supporting the workshop/research project. This will then lead to published papers in academic journals and hence larger research studies involving the RAOA.

To assist in this and other projects, the RAOA is actively inviting reflexologists and non reflexologists with PHD/Masters to join our Research Committee or help in other ways. Tasks include: assisting with applying for grants; ethics applications; and writing literature reviews for publishing in academic journals. Board approval is required for committee members.

If you do not have such skills but would like to assist, we also need people to summarise research articles ready for literature reviews and the Natural Therapies Review Expert Advisory Council by June this year (CPT Points available). Please contact the Research Committee and they will mentor you as needed.

By the time you are reading this issue of *FootPrints*, our National Workshop for 2020 *Acupressure for Digestion and the Immune System* will have been held in Tasmania, Victoria, Queensland and New South Wales.

Many will be busy with most Branches holding their ABM. Check our web site for your Branch ABM date and please support your Branch. National Volunteer Week is in May and the Reflexology Association of Australia appreciates the time, dedication and effort taken by our volunteers in making the RAOA a brilliant organisation to be a member of. We are all working, learning, promoting and sharing the wonders of reflexology: on behalf of the RAOA Board I would like to take this opportunity to say *thank you!*

Registrations are now open for your 2020 National Conference which has a full program and pre and post workshops now organised. See the information in this issue or go to our website. I wish you all the best following some recent tough times with bushfires and floods. You will find strength and healing among your reflexology colleagues.

I urge all members to refer to the WHO web site regarding precautions re the COVID 19 virus and to put them into practice.

Susan Jean Ramsey

April 2020

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Front cover – John Kirkwood's recent acupressure workshop helps members build their skills with another complementary therapy, a theme of this month's *FootPrints*. (See article, page 7.)

February Board Report

By Susan Ramsey, President, RAOA

At the RAOA Board meeting on 15 and 16 February 2020 in Adelaide, the following documents were reviewed, updated and discussed:

- ◆ *Director Committee Roles*
- ◆ *Directors Skills Matrix*
- ◆ *Strategic Plan*
- ◆ *Audit Risk Management*
- ◆ *Business Risk*
- ◆ *Members Benefits Chart*
- ◆ *Directors Handbook*
- ◆ *Director Statement of Duties*
- ◆ *RAOA Business Calendar.*

All Directors attended and Company Secretary James Flaxman joined the meeting on Saturday. All reports were read and noted. Our discussion covered how Branch Chairs are doing a wonderful job. The National Conference Committee has everything in order for the event in October, well done. Administration and Accounts are always on the ball with business at hand. Thank you ALL from the Board.

The current Board feels it is well covered with skills as company directors of a *special purpose not-for-profit company*. There will always be gaps. The Board is seeking an additional person to join the Board with legal and governance skills.

To lighten the load of our volunteers, to simplify tasks and be more time efficient, some of the Committees are now Working Parties. These will run as they have been for the past few years; the only change is the title of the group. 'Notes of Meeting' or minutes are to be placed on the appropriate Forum after each meeting as is the present requirement.

The CPT Program will have a couple of changes in 2020/2021. The CPT working party has a topic for the 2021 National Workshop. There has been international interest around training coming to Australia. Education will focus on advocating to the Industry Skills Council to maintain the Diploma of Reflexology as a separate entity from massage and beauty, which it appears to be blending into. The Research Committee is responding to the Jon Adams proposal. Lynda Kidd is working on a small research project with University of Tasmania. Promotions is drafting a new brochure for reflexology for cancer. As President, I am going to Sydney in October to meet with Sue Ehinger to organise promotional videos.

The Board will continue to hold a Skype meeting once a month. In July there will be an all-day Skype meeting and on 16 October, a face to face meeting in Sydney. The Board is looking forward to meeting members at the National Conference 2020.



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Reflexology combined brings additional benefits

Combining reflexology with other treatments and ways of healing can lead to immensely satisfying and successful outcomes for clients. In FootPrints this month, reflexologists from around Australia share their stories about which combinations work for them. We start with a look at studies which have shown that reflexology combined with other treatments increases symptom relief for a range of conditions, in an article by Dr Lyndall Mollart.

There are several studies comparing reflexology to other techniques or treatments such as acupuncture, acupressure or medication. However, after searching *Google scholar* for studies investigating the use of reflexology combined with another technique or treatment, only six (n=6) studies were found. The six studies found that combining reflexology with another therapy or treatment statistically increased the effectiveness of symptom relief.



Elbasan and Bezgin (2018) explore the effects of combined reflexology and neurodevelopment therapy on constipation and motor functions in children with cerebral palsy. There were 40 children between three and 15 years with cerebral palsy within levels 3/4/5 according to the Gross Motor Function Classification System (GMFCS) included in the study after informed written consent was obtained from their parents. While children in Group 1 received neurodevelopmental therapy, children in Group 2 received neurodevelopmental therapy and reflexology. The therapy continued for two sessions per week for eight weeks. Each session of neurodevelopmental therapy lasted for 45–60 minutes and foot reflexology for 20 minutes (stimulated zones of gastrointestinal, nervous and musculoskeletal systems).

Motor performance of the children was evaluated with the Gross Motor Function Measure (GMFM) while constipation was assessed with the Modified Constipation Assessment Scale (MCAS). This study found both groups showed significant improvements in the GMFM scores after therapy (<0.001). However, in the group where neurodevelopmental therapy was combined with reflexology, there was a significant decrease in MCAS scores (<0.001). In conclusion, the authors suggest children with cerebral palsy experiencing constipation problems can benefit from receiving reflexology.

Poerwanto et al (2018) investigated the impact of combined exercise and reflexology on the quality of sleep among elderly people in Bogor, Indonesia. A total of 15 participants aged 60–72 received the intervention, which consisted of 45 minutes of moderate aerobic and 100 minutes of reflexology per session, twice a week for five weeks. The authors described the reflexology techniques as stimulating the

nervous, metabolic and digestive system zones finishing off with closing points, but did not provide any further detail or diagrams. The participants self-reported sleep quality using PSQI index score in which a PSI score ≤ 5 indicates good sleep quality. The pre-post test results showed a significant result in all six of PSI components (i.e. quality, latency, efficiency, daytime dysfunction, disturbance and duration) indicating an improved sleep quality after the intervention ($p < 0.005$). Although the sample size is small, the authors determined that exercise combined with reflexology may be beneficial to the elderly with sleep problems.

El Feraye and Elsis (2017) studied the effect of foot reflexology combined with transcendental meditation on blood pressure (BP) of post-menopausal women with hypertension. In this study 50 women living in Cairo aged between 50–65 after written informed consent were randomly allocated into two equal groups in number (A and B). The Group A participants received foot reflexology and transcendental meditation training techniques, while Group B received the transcendental meditation training technique only.

The treatment program was provided three times per week for eight weeks with participants receiving reflexology from a physiotherapist twice a week for 30 minutes including relaxing foot massage, then thumb walking and finger pivot technique on zones of solar plexus,

Continued on page 4

pituitary gland, heart, liver, adrenal and kidney zones. Assessment of all participants were carried out before and after the treatment program throughout using a mercury sphygmomanometer.

The authors report that both groups had a significant reduction ($p < 0.001$) of their BP after the end of the two consecutive months of the training program. Of note, Group A participants that received foot reflexology plus transcendental meditation training exhibited a greater BP reduction than Group B. In conclusion, using foot reflexology with transcendental meditation training had a better and more positive effect on hypertensive postmenopausal women than using the transcendental meditation training only.

El-Bandrawy, Kamal and Ghareeb's (2018) randomised controlled trial explored the effect of foot reflexology combined with paced respiration on vasomotor symptoms (such as hot flushes and night sweats) during menopause. A total of 50 women participants living in Cairo aged 45–55 years with a Body Mass Index (BMI) of less than 30 kg/m² were randomly allocated to two groups (A and B) after written informed consent. Group A participants received foot reflexology and paced respiration, whereas Group B participants only received the paced respiration training.

The treatment program was provided three times per week for eight weeks with participants receiving reflexology from a physiotherapist twice a week for 30 minutes including relaxing foot massage, then thumb walking and finger pivot technique on zones of solar plexus, pituitary gland, heart, adrenal and kidney zones. Blood cortisol levels and menopause rating scale (MRS) was measured before and after the treatment program. The authors report that both groups showed a significant reduction in their blood cortisol and MRS values after the end of the eight weeks of the training program. Group A participants who received foot reflexology plus paced respiration showed a greater reduction in the blood cortisol value and total MRS ($P < 0.001$ and < 0.001), respectively. The findings suggest that foot reflexology combined with paced respiration is more effective than paced respiration only in decreasing the blood cortisol level as well as VMS in symptomatic menopausal women. Interestingly this study was conducted in Cairo – as was the previously mentioned study with women with menopausal symptoms – and the reflexology techniques were nearly the same. However in this study, the reflex zone of the liver was not stimulated.

Xia et al (2013) studied the impact of foot reflexology combined with Traditional Chinese Medicine (TCM) and ear acupoint therapy in promoting postnatal rehabilitation of birthing women. A sample size of 800 women were randomised into two groups: the control group participants received routine postpartum care whereas the observation group received foot reflexology and TCM with ear acupoint therapy.

On the fifth day after birthing, the postpartum rehabilitation and postpartum complications of the

participants were compared between the two groups. The authors report that compared with the control group, the first time for passing flatus (anal gas) in the observation group was shorter; the postpartum sleep time was longer; the galactosis was ample, and the incidence rate of the postpartum complications was also lower (all $P < 0.01$).

Based on the findings, the authors conclude that foot reflexology combined with TCM and ear acupoint therapy may improve the success rate of breastfeeding, promote the involution of uterus, reduce the occurrence of postpartum complications, and therefore help women during the postnatal period. Unfortunately, I was unable to obtain a copy of the full article to determine what reflexology zones or techniques the participants received.

The sixth study found was by De Jager (2007) who investigated the use of reflexology combined with colour therapy or reflexology only for treating chronic sinusitis as a case study project. A total of 20 chronic sinusitis-suffering participated in the study after informed consent: 10 received reflexology (reflexology zones of the sinuses, eyes and ears, ascending and descending colon and kidneys) and 10 received reflexology and colour zone therapy (held indigo coloured paper in their hands, and asked to visualise the colour indigo, while being treated).

Unfortunately, the author did not include any demographic data on the participants or location of the study. Each participant received five sessions however the authors did not explain the duration of the sessions and timeframe. The participants completed a questionnaire before and after each session on how they felt before and after including symptoms of headache and runny nose.

The author reports that participants who received reflexology did experience an improvement after the fourth session and by the fifth session 30 per cent had discharged some mucus.

Participants receiving reflexology and colour zone therapy showed results after the second session and after four sessions, 70 per cent of participants reported a large amount of mucus discharge. De Jager concluded that combining reflexology and colour therapy provided better and quicker results.

Dr Lyndall Mollart (PhD, RN, RM. Dip Reflexology, Dip Maternity Reflexology)

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Remedial massage made holistic with reflexology

By James Flaxman

My first introduction to reflexology was in 1991, when I attended a certificate course on the Ingham Method. I had recently completed a Diploma of Soft Tissue Manipulation and was looking to add to my skills.

A past lecturer directed me to the Prospect School of Reflexology in South Australia (SA) where I enrolled for my first reflexology course. The training was delivered by Rosemary Urban, a naturopath and student of Dwight Byers. Rosemary was passionate about reflexology and a pioneer of the introduction of reflexology into SA. I

had many years of mentoring from Rosemary, I assisted with classes and exchanged regular reflexology treatments with her.

Rosemary integrated reflexology into every one of her naturopathic consultations. For the past 23 years I have been in full time practice as a remedial therapist and have undertaken considerable studies since 1991 to build on my skills and knowledge. I am currently undertaking a Bachelor of Health Science (Myotherapy). The principle philosophy I consider when applying reflexology is the reflex zone theory with a particular focus on musculoskeletal function and homeostasis.

Depending on the practitioner's scope of practice, they should use the sum of all their knowledge and skills to achieve a specific outcome and understand what methodology may be valid for each patient. While using a chosen technique, the intent of the practitioner may be instrumental in achieving a specific outcome^[1].

The underpinning philosophy of complementary medicine is a holistic one, unlike allopathic medicine^[2]. In order to achieve a holistic overview and outcome for a patient, the development of a treatment plan requires using multiple skills and knowledge which include consideration of referral to other practitioners. To achieve such a treatment plan, practitioners are required to have an up-to-date knowledge of varying modalities beyond their scope of practice, both allopathic and complementary.

The practitioner's knowledge and skills lie in the foundations for obtaining the informed consent of the patient. Informed consent is not a form that the patient signs but a conversation and understanding that the patient gains from the practitioner, however, this process is important to document^[2]. This conversation and understanding helps the patient consider a treatment

option, the possible outcomes and the positive and negative aspects of a particular approach.

When working with a patient, firstly I listen to what they say to gain an understanding of their primary reason for the consultation and to find out their expectations of the treatment. This is followed by the gathering and recording of subjective and objective data along with structural and functional observations to develop a treatment plan and screen for any contraindications to a particular technique.

The techniques I use from the Ingham and Rwo Shur

methods serve as multipurpose techniques when applied in a multiple therapy treatment. These reflexology techniques can also act as compression, myofascial stripping or mobilisation techniques, alongside other remedial massage techniques.

The techniques chosen will encompass an understanding beyond the stimulation or sedation of reflex points. For example the techniques may include focusing on releasing myofascial tissue, or achieving a neuromuscular response or the mobilisation of hand or foot joints. As a remedial therapist

I consider it important to focus on how the technique I am applying supports the treatment plan, what outcome I am attempting to achieve, and through what pathway or mechanism can a result be achieved.

As a reflexology practitioner, I consider that no matter what part of the body I am treating, the whole body can be influenced by applying a corrective stimulus, and that regions remote from that stimulus are influenced. This corrective stimulus maximises the body's ability to self-heal through mechanisms such as the body's holographic phenomenon that is observed in osteopathy^[3]. During a treatment session it is important to me to focus on a technique with intention of purpose to support the specific outcome I am attempting to stimulate.

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James Flaxman, a reflexologist and remedial massage therapist, combines techniques to achieve a more holistic approach to treating clients' issues.



Reflexology and chakras offer a rich combination

By Ruth Casper

Some years ago I was drawn to training which explores chakras through the use of sound and movement. A large part of this journey required work on myself before being accredited to facilitate this work with others. As a consequence, I came to experience first-hand that chakra energies affect us on a multitude of levels, including physical, emotional, primal, spiritual, psychic ... the list goes on.

So what is a chakra?

Chakra is an ancient Sanskrit word which literally means 'wheel'. Chakras are energy centres within us all and each can be viewed as a level of consciousness. They are expressions of physical and metaphysical aspects of our being at any moment in time. Our chakras are all interconnected and interact with each other.

In ancient Tantric Yoga tradition, seven main chakras are recognised and these are mostly what we consider in chakra work. However, there are many more chakras recognised, eg. 70 in Hatha Yoga and up to 700 in Chinese acupuncture / acupressure.

As reflexologists we're conscious that we work with our clients on many levels – not only the physical but also

the metaphysical. Although standard reflexology charts refer only to the physical body, as practitioners we're very aware that subtle energetic changes occur. For example, our clients may experience auras, energy flow / clearing of blockages, colour, heat or creativity.

Working on chakras through reflexology therefore became a natural progression for me. The intent and course of each treatment became more multi-dimensional, holistic and interesting.

At the RAoA AGM weekend last year, I had the privilege of presenting a workshop on *Reflexology & Chakras*. The primary feedback I received from participants was how this approach freed them to be more intuitive and less prescriptive in their treatments and also how powerful it was.

If you are drawn to incorporate chakra work into your reflexology treatments, I encourage you to learn as much as you can about chakras. It is a huge subject and one of great potential for you and your clients.

Suggested reading:

Judith A (2002). *Wheels of Life*. Llewellyn Publications, Minnesota.

Jung C (1995). *Memories, Dreams and Reflections*. Fontana Press, London.



Buddha's soles are an iconic symbol, reminding us there is a spiritual path to follow. This image appears on a rock in Kyoto, Japan



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Reinvent yourself for success

By Anne McBride

As a reflexologist and massage therapist for more than 20 years in Australia, I have worked very hard to build a busy, successful practice. Studying, training, learning new skills and introducing kansa wands, Japanese and Thai reflexology tools, acupressure points and combining treatments tailored to suit the client has been very successful.

Educating clients on the many benefits of reflexology as well as giving talks on reflexology to local community groups also builds business.

My practice has evolved constantly with training courses and workshops both in Australia and overseas. In 2011, I attended a facial reflexology course in Scotland which was a combination of facial acupressure, reflexology and massage techniques. I realised this was the way of the future. It was fabulous and very easy on the hands and body, giving me a much-needed break. In the UK natural facials are now becoming increasingly popular and a natural alternative to Botox and fillers.

Apart from facial reflexology and blending natural oils for skin care, my other passion was researching and trying ancient facial face-lift techniques from many different countries. It was definitely time to reinvent my facial treatment with the new knowledge and fresh techniques I had developed incorporating my own, now proven, natural facial skincare range.

In 2017 I created my Gorgeous Woman (GW) Japanese Facial Rejuvenation treatments and straight away it became very popular with my existing clients.



To promote the GW Japanese Facial, I wrote editorials to support small advertisements in my local newspaper and updated my Redland Reflexology website

explaining the benefits of a natural facial with a feedback page from clients. The response was huge.

The world is always changing and I find women are looking for a natural facial, not just for beauty but also for health and wellbeing.

Many existing reflexology and massage clients have also tried the GW facials and have included regular facials along with other treatments. New GW facial clients are now coming back for reflexology as well.

Another great benefit from the GW facials has been the extra cash flow from GW product sales. The clients will purchase GW products for their skin care routine. Many clients come back for regular fortnightly or monthly treatments and we get lots of referrals to family and friends! Having gift vouchers prominently displayed in my clinic also works well.

Despite reflexology losing the health rebate in April 2019, thanks to the GW facials my business has increased and gone from strength to strength. Reinvention has definitely worked for me.



Acupressure workshop gets the thumbs up

Blue skies and balmy February temperatures greeted a small group of reflexologists and massage therapists in Launceston at the RAOA's first 2020 national workshop, *Acupressure for Digestion and Immune Systems*.

Presented by John Kirkwood, the one day workshop was enjoyed immensely by the therapists who were given an overview of some Traditional Chinese Medicine principles, how acupressure works and how John incorporates the five elements of Chinese medicine into his practice.

The workshop involved some talk and lots of practice. John gave a fascinating account of the difference in eastern and western perspectives of the digestion and immune systems – backed up with excellent notes provided before the workshop – before taking the group through treatment patterns to support and treat these two vital systems.

Feedback from participants was glowing, with many stating that they could and would incorporate some of what they have learnt into their reflexology or massage practice.

Comments made at the workshop's end:

"Amazing workshop!" – Sally

"Awesome insight into the five elements" – Tracey

"I greatly appreciated this being open to other modalities" – Jaqui

"A very enjoyable course. John was an excellent teacher – in content, delivery, time management and patience with answering our questions." – Jane

Originally trained as a school teacher, John discovered acupressure while on a working holiday in England in the 1980s. He went on to train and specialise in acupressure in California, working and teaching acupressure. He eventually returned to Australia and his home base, South Australia.

The RAOA's national workshop has been held in Launceston, Melbourne, Sydney and Brisbane over recent months, and will be held in Adelaide on 28 June and Perth on 26 July. For information and registrations, go the Reflexology Association's web site www.reflexology.org.au.



Reflexology and complementary treatments make sense

An interview with Vera Emmi



FP: What is the range of skills you offer clients?

VE: My skills range across many areas and include:

- ◆ Different types of reflexology – Ingham, Cranio-Sacral, Auricular, Coronal Zone, Nerve Reflexology, Face Reflexology, Metamorphosis,
- ◆ Acupressure – face and body
- ◆ Facial AcuPoint Massage
- ◆ Dr Vodder® Manual Lymphatic Drainage – face and body
- ◆ Face and body reading
- ◆ Dietary habits and nutrition
- ◆ Detox foot bath
- ◆ Electromagnetic Wave Therapy
- ◆ Skin treatments (various types)
- ◆ Electrolysis

While I offer most of them, some have become a hobby and others a service only offered to existing long time clients and/or associates. I also teach many of these modalities.

FP: What came first?

VE: After eleven years in finance and lending, I first became a make-up artist and moved into beauty and skin therapy.

While in Sydney in 1997 for an International Beauty Expo, I had the opportunity to attend a half day reflexology workshop. This captured my interest so much that I later attended a two day workshop.

At this point I realised that the missing link to achieving optimum results with my skin clients was to incorporate the benefits of reflexology into my clinic, as I specialise in skin conditions such as acne, hormonal breakouts, pigmentation, scars, eczema, rosacea, sun damaged and loose/slackened skin.

I then went on to complete my Reflexology Practitioner Certificate followed by Diploma of Reflexology in SA.

Since the start I've continually attended post graduate workshops such as those organised by the RAoA and other external workshops to increase my knowledge in a variety of areas. Around eight years ago I completed a Certificate IV AHA Nutrition and Dietetics and Cert IV AHA Occupational Therapy.

FP: Do you always combine modalities?

VE: When treating a reflexology client, I vary my treatments from one visit to the other depending on the presenting

concern. It's very common that I combine foot reflexology, auricular therapy, acupressure points and electromagnetic wave therapy (EMWT) in one treatment.

In the instance where a client has had surgery such as knee surgery, I will also perform manual lymphatic drainage on and around the knee, as well as acupressure and reflexology. The positive results are evident from the very first treatment.

Neck and shoulder issues are another example of where I would combine foot and hand reflexology, acupressure, some facial acupoints and nerve reflexology.

For those who tend to suffer from stress and anxiety I include certain acupoints on the chest area, and for those who indicate they have had a mentally overstimulating week at work, I also incorporate particular head acupoints.

I use face and body reading with every treatment (including my skin treatments). What you see *on* the skin tells what's going *on under* the skin.

Since the removal of health fund rebates, I offer the EMWT service to my clients free of charge with their normal reflexology treatment, adding value to their treatment.

To briefly explain Electromagnetic Wave Therapy (EMWT): when a cell is operating at full healthy capacity, the difference between the negative ion on the inside of the cell membrane and the positive ion on the outside of the cell membrane is about 70 millivolts. Our electromagnetic field is supplied from our brains and is carried throughout the entire body via the neuro-system. Any disease or inflammation can block the normal positive/negative flow to the cells and the end result is too much positive energy at the outside area of the cell membrane.

FP: Where are you based?

VE: After two decades of having very busy clinics with up to seven staff, I've been home-based for the past six and a half years.

FP: Do your clients believe they get a better result?

VE: Absolutely yes!



A chance book changed my life's direction

By Carolyn Stone

The reason I got into reflexology was because my sister's boyfriend had a brain tumour and was going through big doses of chemotherapy back in the 1990s. He was very unwell and she found a book on reflexology and decided that she might be able to bring some relief and relaxation. These treatments gave him time out from the gruelling hours spent in hospital. I remember her telling me that her foot massages were the highlight of his day.

Unfortunately Glenn passed away; another young life taken too soon. Fast forward a few years and my sister was cleaning out her cupboards and decided that she could no longer use the book and gave it to me. I feel very blessed that she gave me that book because it was the start of my journey into reflexology.

At the time of receiving it, I was working in a podiatry practice part-time as a receptionist. I loved this job as I was very interested in the workings of the feet and I wanted to learn as much as possible.

I felt there was more to feet than just the mechanical side of things. I have always been fascinated in how the mind and body work together. I decided to study reflexology while working.

I learnt from Heather Edwards and she was so passionate about reflexology, it was exciting to learn that just by massaging someone's feet in different places I could help relieve pain or reduce anxiety or stress. The clincher for me was it felt so relaxing.

Fast forward 13 years and I still love what I do. Even though I have lost many wonderful clients to breast cancer, each one of those clients taught me something different about how to approach life. My mum is 82 and has had breast cancer twice, still goes to tai chi twice a week and is an inspiration to me. My sister also had breast cancer when she was 37 but is cancer free also. I feel that what I have learnt along my journey has helped my family in some way through their treatments.



As well as offering reflexology in my home-based clinic, I decided to study how to be qualified in pedicures and manicures.

When I was working in the podiatry clinic, clients would come to the front desk and ask me where they could get their toe nails painted and receive a massage. So I had fifteen years of working and learning as much as I could about feet, heel pain, how to cut nails correctly and really enjoyed my time there.

I now work from home in my lovely treatment room four days a week combining my reflexology with pedicures, manicures and my new addition, facial rejuvenation.

I decided to study facial rejuvenation because I felt that it would complement reflexology really well. It works much the same way as reflexology but you work on the client's face, neck, ears and shoulders. It is a very different technique in that you have to practice different moves and sequences. I feel for me it is more like energy healing. There are no products used in this facial so clients who have allergies love this treatment.

There is a natural exfoliation done by using a certain swishing method with my hands. I have had clients come back for more treatments who suffer with sinusitis and hay fever. One package I offer starts on the face for 45 minutes then moves onto the feet for reflexology for 45 minutes. My clients always leave feeling relaxed but rejuvenated.

Reflexology has really inspired me to keep learning about the human body and mind.

I am continually amazed how sometimes even one treatment can help or change someone's life. I remember giving just one treatment to a client who was suffering depression and we both couldn't believe the difference it made. I have also worked with dementia clients in nursing homes and feel that touch and massage is utterly under-rated.



Welcome new members

December–February 2020

First Name	Surname	Suburb	State
Michele	Ballard	Port Kennedy	WA
Janine	Blair	Avoca Beach	NSW
Lindsay	Bruchez-Walker	Mullaloo	WA
Jerry	Chan	Mulgrave	VIC
Ruth	Hull	Wembley	WA
Raylene	Knowles	Clunes	VIC
Josceline	Kumar Mills	Glen Waverley	VIC
Susannah	Monotti	Axedale	VIC
Janette	Popat	Ocean Grove	VIC
Yuko	Sakurai	Anna Bay	NSW
Kate	Sorongbe	Ivanhoe	VIC
Deb	Warren	Morayfield	QLD

Wanted: contributions for July *FootPrints*

In the July issue of *FootPrints*, we are looking for contributions around the theme of reflexology for seniors. Perhaps you work in an aged care facility or specialise in conditions faced by older Australians?

Please consider writing an article, reviewing a book, writing up a case study or sharing your story through a Q&A format. Deadline is 1 June but please email your idea to *FootPrint's* Editor asap at footprints.articles@reflexology.org.au



Get 15 months' insurance for the price of 12!*

Reflexology Association of Australia members are entitled to special rates with your endorsed insurance broker, Gallagher, for combined **Professional Indemnity (PI) and Public Liability (PL) insurance**.

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Limit of indemnity		
Public and Products Liability Limit	Professional Indemnity Limit	Annual Premium (incl. GST, Stamp Duty and Broking Fee)
\$10,000,000	\$1,000,000	\$160
\$10,000,000	\$2,000,000	\$181
\$10,000,000	\$5,000,000	\$221
\$10,000,000	\$10,000,000	\$261
\$20,000,000	\$1,000,000	\$231
\$20,000,000	\$2,000,000	\$258
\$20,000,000	\$5,000,000	\$298
\$20,000,000	\$10,000,000	\$347

To find out more, or to apply, contact Gallagher's Specialty Risks team on **1800 222 012** or visit info.ajg.com.au/reflexology

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*Terms and Conditions apply. Completed proposal forms must be received by the Specialty Risks Team before 5pm on 31 October 2018. This offer is only valid for new clients to Arthur J. Gallagher who are members of RAOA and payment must be received prior to certificates of currency being issued. **Arthur J. Gallagher & Co (Aus) Limited. Operates under AFSL No. 238312. To the extent that any material in this document may be considered advice, it does not take into account your objectives, needs or financial situation. You should consider whether the advice is appropriate for you and review any relevant Product Disclosure Statement and policy wording before taking out an insurance policy. Our FSG is available on our website, www.ajg.com.au. Arthur J. Gallagher & Co (Aus) Limited. ABN 34 005 543 920, Level 12, 80 Pacific Highway, North Sydney, NSW 2060. REF2174-0220-V1.3

Healing from the inside, out

By Sonia Bailey



Humanity is working through a major clean-up of consciousness, clearing all blocks and attachment to illusions. Healing and being healthy is so much more than just working with the physical body and this is where combining reflexology with metamorphosis can have the most profound results for your clients – you'll assist them in eliminating patterns and programs of resistance that create discomfort and disease.

Metamorphosis works at the most primary level, that of the principle of life within us; consciousness. Metamorphosis does not 'cure'; it enables us to transform patterns of resistance held within our consciousness that interrupt our ability to flow with all of life. Some patterns we bring with us into this life (karmic), others are developed from conception (genetic), and some are ingrained after birth.

Metamorphosis quite simply is a means of re-educating the unconscious mind and of eliminating deeply seated influences of genetic, karmic and other sources. Everything that occurs during Metamorphosis comes about because of the Divine Will of the receiver (not by another). Metamorphosis bypasses the ego/human will and is neither energy nor body work. See Cindy Silverlock's website (details below) for information on *What metamorphosis is not*.

Roughly ten years ago I began combining reflexology with metamorphosis and every client usually has some combination of both. During a session, I connect with their source for direction to provide the best outcomes.

Consciousness, our personal eternal library, inhabits our temporary physical body. Consciousness contains everything about us (conscious or unconscious) and governs what's happening with our cells and our experiences of life. Some live consciously, self-aware, yet many are not; unsure of why they have these aches and pains, illnesses and challenging experiences.

These days it's our most important task to observe and be aware of our entire being; to release attachments to traits that anchor us to disharmony, lower vibrations and anything that weighs us down mentally, emotionally, physically and spiritually – all of which is communicated by what's going on in our bodies and in our lives.

The theme of Metamorphosis is that everyone is his/her own healer and the healing/transformation comes from the inside, out. The aim of a session is not to heal as such, but to facilitate change.

Metamorphosis addresses unconscious patterns of stress that create mental, emotional, physical and behavioural disturbances/ailments. As these patterns let go, we naturally feel a greater sense of health, wellbeing, lightness, freedom and wholeness. With metamorphosis, the focus is to connect and align us to our source which

results in transformation in its purest form. As we release limiting beliefs/patterns, we progress with each 'undoing' into greater balance, strength and wholeness.

Underlying stress patterns usually sit in our unconscious; they're usually unknown/unidentifiable or we find it hard to change because the pattern's a habit or what we've always done and we don't know any different. It's usually our unconscious thoughts/patterns that result in experiences not turning out the way we planned or envisioned.

Consider this metaphor for how our unconscious thoughts affect our lives. You want to make a cake – the ingredients in the bowl are your conscious thoughts, yet unknown to you are the ingredients falling out of your sleeve into the mixture (unconscious thoughts) which changes the outcome of the cake. So the cake doesn't turn out how you thought it would, or what you'd originally intended, and you don't know why it's different, it just is.

Metamorphosis enables us to clear these unconscious patterns that keep us limited, misaligned and out of balance with our source (called many names: soul, spirit, higher self, divinity, God) and with life. With metamorphosis, transformation occurs from within, naturally and without force – it's usually only in hindsight we realise we aren't the same. Metamorphosis is the perfect self-help tool.

I won't go into details of the history of Metamorphosis or its founder Robert St John (RSJ), as you can find that information easily enough, though I think you'll like this quote by RSJ: "When one has the feet of the subject in the hands, it is the body as a whole that one handles, and as the body is: an expression of reflection of the mind, the expression of the attitude towards life and the prevailing circumstances present before conception, so we are looking at and feeling the wholeness of the subject's life - what made him and how he handled the situation."

What to expect?

The practice of Metamorphosis is non-verbal; your client does not need to tell you their current or past problems/challenges. As Metamorphosis is all about change, the way I work with Metamorphosis in 2020 is different to how I started working with it in 2005.

This was RSJ's vision of the future of Metamorphosis – he predicted that the practice of Metamorphosis would continue to evolve and that you won't find anyone giving or receiving Metamorphosis the same. Everyone is unique, and each experience/response to Metamorphosis will be unique – I can't tell someone what they'll experience during/after a session – though in about 99.9 per cent of all instances, people always feel lighter and happier: the previous dark place/ heaviness/irritation/anger/grief/pain/etc just disappears – for some immediately, for some over time.

Continued on page 12

Some feel a bit light-headed or dizzy and this is because their vibration has lifted (like when we go into different altitudes) and it only takes a little while to integrate and adjust. One doesn't have to re-experience an event in order for it to be released; once a block/pattern has been released, the changes are permanent.

Some of the physical/emotional/mental/life changes I've seen in people over the years include:

- ◆ The release of back pain after 38 years (improved sleep as well)
- ◆ change in Bipolar moods (ups and downs) to a more balanced, confident way of being
- ◆ reduction in hand-shakes caused by over-medication more than 30 years ago
- ◆ one struggled to get a rental property for months, the next day an offer comes through
- ◆ depressed/suicidal over time came to be self-reliant and able to cope (seen in many; adults and teenagers)
- ◆ better relations; changed responses to situations – easier, not so stressed; intense grief lifted and able to live life more comfortably, at ease
- ◆ Hyperemesis Gravidarum (severe nausea and vomiting during pregnancy) cleared in approximately a five minute session
- ◆ releasing past life trauma/cell memories
- ◆ releasing gestational issues picked up from mother and/or father and the experiences they were going through (fear, doubt, inability to work with new ideas or complete projects)

- ◆ toddler cleared of fear of being separated from mum.

When we change, life changes.

Metamorphosis is tuning in/listening to source, trusting innate wisdom and intelligence to bring order to the disorder. Some people come for one or a few treatments or months, something changes and they decide they are done for now. Some come back every now and then – the key is to trust your intuition to guide you for when you need it and teach your clients to do the same. Others choose to learn it and use it as a way of addressing their own disturbances as needed.

Trust your own intuition to guide you, surrendering everything you think you know to be right or true. Yes experiences can be overwhelming, yet dissolving outdated thinking elevates you to new perspectives, which creates new opportunities to experience all you could ever dream of.

Where to learn metamorphosis

- ◆ Cindy Silverlock, a USA metamorphosis author and teacher for over 30 years (www.metamorphosiscenter.com) – holds classes and online metamorphosis study programs which are open to all, no experience needed. RAoA CPT points available.
- ◆ Support Aussies (WA) who also learnt with RSJ - Donna Armanasco & Lynn Hastwell (my teacher 2005): www.metamorphosis4now.com
- ◆ Brisbane – I teach Metamorphosis for self-help at the Relaxation Centre of Queensland from time to time.



Bringing all your skills to the table

By Catherine Mclver, CPT Director

While developing your practice as a reflexologist, I am sure many of you have found your skills and knowledge have deepened to include a variety of techniques and modalities other than reflexology. Clients present to us as individuals with issues specific to them and challenge us to tailor our treatments to find the best results for them as individuals. It is very likely that you have found unique ways to combine other skills and modalities with reflexology to obtain greatly improved outcomes for your clients. We encourage you to continue to do this.

The CPT committee and CPT program provides reflexologists opportunities to seek knowledge, workshops and courses beyond reflexology in order to expand your personal growth as practitioners and to enhance your offerings to your clients. This results in a stronger business for you as the practitioner and a variety of treatment options for clients with the potential to result in amazing outcomes for you both.

Over the years the CPT National Workshop offerings

have at times been questioned if they were not specifically reflexology-based. It is with the above in mind that this has at times been the case. We always try to offer you workshops that can grow and expand you and your business, by adding to your 'toolbox' as therapists, while always keeping in mind the core business of, and link to, your training and skill as a reflexologist.

Other workshops are scrutinised and endorsed by the RAoA and in combination bring many opportunities your way. These workshops have covered many topics including this year's *Acupressure for digestion and the immune system*. Our 2021 workshop is in the planning stages and will bring you an opportunity to add a 'tool' from another country to your 'toolbox'. More information coming your way soon.

Please refer to the current CPT program when looking to add to your skill base to see which activity points fall into. Feel free to contact a member of the CPT committee for guidance if needed.



Lots of feet, lots of laughter

By Eb Smith

Queensland branch therapists were busy at Queensland's Mind Body Spirit (MBS) in late February working at the RAoA stand. Under the leadership of the wonderful Emma Pavey, events co-ordinator, the three days flew by; lots of feet and lots of laughter.

Thank you to all volunteers who give their time each year to set up the stall, work on the stall for the three days and then pack up and bump out.

This event provides the Association with a significant income and gives us as therapists the opportunity to educate many people about the benefits of reflexology.




Queensland Reflexology Association members at Mind Body Spirit in February.

This year many came to ask us about the therapy who had not ever had a reflexology treatment; and they all left with grins on their faces wondering why they hadn't had this before! As always there were the regulars who return for a treatment every year and exhibitors who support us by seeking a treatment and referring us to other people.


The Queensland branch has had a stall at MBS for at least 20 years and with the hard work of the Committee I expect it will continue for a few years. It's a great day and I encourage our members who are able to come join us and be part of this event.





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RAoA 2020 National Conference SYDNEY

Tick Tock, Tick Tock: The Count Down Is On!



Excitement is mounting as the conference dates draw closer, **16–18 October 2020**. Online registrations are now open – full conference **Early Bird pricing \$585** for professional, intermediate and associate members, \$565 for student members and \$650 for non-members is **available until 1 July 2020**.

RISE With Us—2020 Vision to the Future

The start of 2020 has been one of sadness, grief, hardship and enduring ‘Aussie Spirit’ for NSW. Bushfires have burned along the length of the whole state filling our skies with bushfire smoke and ash for weeks on end. It has been another summer of escalated 48°C plus temperatures, and for one 24-hour period western Sydney was the hottest place on Earth. This, immediately followed by heavy rain and floods has seen us rise above mother nature’s period of cleansing and emerge stronger than ever. **Come to SYDNEY in October and RISE with us towards our 2020 Vision to the Future.**

We invite everyone, members and non-members to explore our 2020 Conference webpage, it is jam packed with information and images to whet your appetite about coming to Sydney for this wonderful event.



Join our Facebook page for the latest Conference news: Reflexology Australia National Conference

Our Conference program is confirmed and filled with fantastic speakers who are global influencers in their Reflexology and complementary fields of expertise.

◆ Friday, 16 October

Kick off your Conference experience with our **Friday afternoon registration and evening Welcome Reception**. Complete your registration for the event and collect your delegates bag, then kick back to catch up with friends, meet program speakers, introduce yourself to Branch Directors and meet our Conference and NSW Branch Committee members. Familiarise yourself with the spectacular Novotel venue and enjoy the drinks and canapes, a tantalising taste of the cuisine to come over the weekend.

◆ Saturday, 17 October

Saturday morning is an early start for those who are yet to complete their **Conference registration**, also the designated Trade area will have **Trade Tables opening for business**, so bring your spending money with you. Our speakers for the day include:

- ✓ Sue Ricks (UK) – Gentle Touch Reflexology
- ✓ Helen Callan (Victoria) – End of Life Doula Training
- ✓ RAOA President/Board – Annual General Meeting
- ✓ Janice Hill (NZ) – Colour Connections
- ✓ Ian White (NSW) – Australian Bush Flower Essences
- ✓ Claire Tait (NSW) – Holistic Kinesiology

In the evening join us for the **Gala Dinner**, a **three-hour** dining experience on board a cruiser sailing around the Sydney Harbour. Experience a scrumptious **three course dinner and drinks** while enjoying the iconic sights of Sydney and music provided by the resident DJ, (*drinks included are a selection of beer and wines, soft drinks, juice, water, tea and coffee*). Partners and guests are welcome.

Cost is \$140pp – online tickets must be purchased prior to the event via the Conference webpage.

◆ Sunday, 18 October

Sunday morning is time to complete any **final Conference registrations**, and to take a quick visit to the Trade area for a peak at the Trade Tables. Our speakers for the day include:

- ✓ Lynne Booth (UK) – Vertical Reflexology
- ✓ Jenni Goodwin (NSW) – Synergy Mind and Body
- ✓ Hannah Boyd (NSW) – New Leaf Naturopathic Health
- ✓ Gretel Spiegel (NSW) – Holistic Healer
- ✓ RAOA President – Conference Handover and Farewell

Today’s program will also include our Major Raffle prize draw and to conclude our two-day spectacular a Closing Ceremony event that will have you once again seeing the magic and wonder in all that we do.

Continuing Professional Training (CPT)

CPT points will be awarded to delegates for attendance at the Conference, up to 20 points for the two days participation.

Full two days including AGM	20 pts
Full two days excluding AGM	15 pts
One day including AGM	12.5 pts
One day excluding AGM	7.5 pts
AGM only	5 pts

Pre and Post Conference workshops will also earn CPT points, see workshop information for specific details.

2020 People’s Choice Community Lottery

We are participating in the Lottery again this year to raise much needed funding for our RAOA events, all proceeds excluding GST go directly to our Association. Tickets are only \$2 each for a chance to win some fabulous prizes.



2020 ticket sales commence in April.

Purchase your tickets online: <https://communitylottery.peopleschoicecu.com.au/public/tickets/>

By 2020 Conference Committee – Karen Riley, Jacqui Baldwin, Graeme Murray, Ingrid Turner and Maxine Blanchard.

Reflexology Association of Australia— 2020 National Conference Program

Novotel Sydney on Darling Harbour

This program is **confirmed**, however future updates may be necessary. Please check regularly. All times are stated in Eastern Daylight Savings Time (EDST,) commences Sunday, 4 October 2020.

Friday, 16 October 2020

16:00pm	18:00pm	Registrations Open	Level 1 Barossa Room Foyer
18:00pm	20:00pm	Welcome Reception	Level 1 Barossa Room and Terrace

Saturday, 17 October 2020

7:45am	8:30am	Registration and Trade Tables	Lvl 1 Hunter Room 4
8:30am	9:00am	Opening Ceremony and Welcome to Country	Lvl 1 Hunter Rooms 1-3
9:00am	10:30am	Sue Ricks UK – Moving Forward with Authenticity and Integrity	Lvl 1 Hunter Rooms 1-3
10:30am	11:00am	Morning Tea	Hunter Rooms Terrace
11:00am	12:noon	Helen Callanan – End of Life Doula Preparing the Way ... <i>honouring the outgoing journey</i>	Lvl 1 Hunter Rooms 1–3
12:noon	12:45pm	ANNUAL GENERAL MEETING – RAOA Board	Lvl 1 Hunter Rooms 1–3
12:45pm	13:30pm	Lunch	Hunter Rooms Terrace
13:30pm	15:00pm	Janice Hill NZ – Balancing the Endocrine System Through the Feet Using Colour	Lvl 1 Hunter Rooms 1–3
15:00pm	15:30pm	Afternoon Tea	Hunter Rooms Terrace
15:30pm	16:30pm	Ian White – Australian Bush Flower Essences	Lvl 1 Hunter Rooms 1–3
16:30pm	17:30pm	Claire Tait – Manifesting Using Meridian Pathways	Lvl 1 Hunter Rooms 1–3
17:30pm	17:40pm	Closing of Day	Lvl 1 Hunter Rooms 1–3
18:45pm	22:00pm	Gala Dinner – Sydney Harbour Cruise	Kings Street Wharf Darling Harbour

Sunday, 18 October 2020

8:00am	8:45am	Registration and Trade Tables	Lvl 1 Hunter Room 4
8:45am	9:00am	Welcome and Housekeeping	Lvl 1 Hunter Rooms 1–3
9:00am	10:30am	Lynne Booth UK – Versatile Vertical Reflexology and Movement Techniques	Lvl 1 Hunter Rooms 1–3
10:30am	11:00am	Morning Tea	Hunter Rooms Terrace
11:00am	12:noon	Jenni Goodwin – Synergy Mind and Body Mental Health First Aid	Lvl 1 Hunter Rooms 1–3
12:noon	13:00pm	Hannah Boyd – Collaboration in Patient Health Care	Lvl 1 Hunter Rooms 1–3
13:00pm	14:00pm	Lunch	Hunter Rooms Terrace
14:00pm	14:30pm	Major Raffle Prize Draw and Sponsor Acknowledgements	Lvl 1 Hunter Rooms 1–3
14:30pm	15:30pm	Gretel Spiegel – Reflexology Research Update: Chris O'Brien Lifehouse	Lvl 1 Hunter Rooms 1–3
15:30pm	15:45pm	Afternoon Tea	Hunter Rooms Terrace
15:45pm	16:30pm	Closing Ceremony	Lvl 1 Hunter Rooms 1–3
16:30pm	17:00pm	Conference Handover and Farewell	Lvl 1 Hunter Rooms 1–3



Lynne Booth: 1 Day accredited classes Musculo-skeletal issues
Sport - Sleep - Common conditions - Children - Dementia support



Vertical Reflexology founder, Lynne Booth, from the UK is delighted to return to Australia for the 3rd time to teach her multi award-winning VRT techniques in Sydney prior to the RAOA 2020 Conference



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Philippines outreach program a life changer

By Sabine Demarte

Last year I was chosen as a global ambassador to represent the *Liddle Kidz Foundation* in their outreach program to the Philippines in December 2019. So after lots of preparation and fundraising, the big day finally arrived and I was sitting on a plane headed for Cebu—extremely excited and a little unsure what to expect!

On arrival we met with our team: 25 volunteers from all over the world from different modalities ranging from massage therapy, occupational therapy and physiotherapy to osteopathy and a Reiki practitioner. I was the only reflexologist. The first few days were dedicated to team building and training before we finally set off to do the work that we came here for.

I loved every minute of it. We worked with families from the surrounding areas that we travelled to. Many of them were seeking help for children with physical or mental disabilities, normally without access to any kind of therapy.

They were incredibly grateful for what we were teaching them and very eager to learn. A lot of people that came to see us were also local health care workers that wanted to learn from us.

We worked with groups of 10 to 20 people at a time and had a general basic massage program we taught everyone.

From there we went on to individual needs in our group trying to help as much as we could according to our background.

In that way we managed to see up to 900 people in a single day, working with a total of nearly 3,000 children in the time we were there. We also visited several orphanages and charities on our way. Every day was amazing and the kids were giving me more than I could ever give them!

The most interesting day for me was spent in the largest birthing hospital in Manila. What an eye opener to see how things are done in other countries!

Although we were shocked about some of the conditions, we were very impressed by other things; we all agreed that there were a few things we can learn from them!

In between all the work and travel we also had a few days off which were used for some sightseeing, swimming with whale sharks, snorkeling and relaxing. What a beautiful country and amazingly fun and friendly people!

After three and half weeks it was time to go separate ways again and return home in time for Christmas. Although I was excited to see my family I didn't want to leave all my new friends and I still miss them every day! We keep in touch and keep dreaming on going on another similar adventure one day.

The trip has changed a part deep inside me; that will stay with me forever!



Sabine Demarte, seated right, with one of the children she treated in the Philippines, chatting to family members.



What makes our members tick?

In each issue of FootPrints, we invite members to tell us a little about themselves.

Brenda Seville, Melbourne, Victoria

1 What drew you to reflexology?

I was drawn to reflexology when a friend suggested treatment for my daughter when she was only six years old; she's 32 now! I was amazed at how well it worked and so I decided to enrol and learn it ... I was hooked from the first class!

2 Where do you live and work?

Now that my children are grown up, I work from a clinic in my home in Mulgrave, Melbourne. I have two front doors, one leading into the waiting room and the other to the home. Separate, but still convenient.

3 Most special holiday destination?

I adore Hawaii. Great beach. Great shopping. Great weather.

4 What is the very best way to stay positive?

I stay positive through daily meditation. I've meditated every day since 1983.



5 Cat or dog?

I have two beautiful Boxer dogs, Coco and LouLou, who never cease to make me smile!

6 What qualities do you value in friends?

Honesty, loyalty, trustworthy, respectful, non-judgemental and of course a great sense of fun and humour! These are all the things I try to be as a friend also.

7. Favourite colour?

Green; it's such a peaceful, relaxing colour.

8. What's critical advice for a new reflexologist starting out?

Treat a client like you want to be treated. Be a good listener, be genuine, confidential, respectful, and non-judgemental. Make your fee an amount that you'd be okay paying if you were the client.



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How to market your business inexpensively

By Sue Mazur, Big Bold Branding

Marketing a business doesn't have to cost a lot. But you'll waste precious time and money if your marketing activities are random and unstructured. The key to success – no matter how big or small your budget – is to define your marketing strategy and budget before doing anything else.

To help set out your budget and plan you need to work out the 'life-value' of a client. If your ideal client pays \$90 a session, comes every six weeks, stays with you for four years, and refers you to three people over those years, the life-value of that client to your business is \$9,352. When you realise that each client you attract into your business is worth that value to you, and not just \$90, it changes your focus and view of what you need to do to attract that client initially, what you need to do to retain them and crucially, have that client refer others to you.

Here are some tips with 20 proven, high-impact essentials to promote your business including paid and free things you can do:

1. Plan your marketing: review, plan and list the gaps. If you don't know, find a quality marketer that will do a strategy session with you and help you set up your plan to your budget.
2. Branding: is your logo and slogan professionally done and presented on all your materials. To put it simply, if you look cheap or like everyone else, you won't attract that \$9,352.
3. Business cards: if you're just starting out and don't have a business card and business stationery, have them made up – immediately. Each one is a promotional opportunity for you.
4. Website: if you don't have a website, get one set up. When someone is ready to choose a product or a service provider, they want to be assured that they are making a good choice. One way they gain that assurance is by looking at your website. Think about an online booking system.
5. Vehicle signage: this is one of the most inexpensive and effective ways to promote your business. Think about all the people who see your 'mobile billboard' when you are driving around. From wraps, decals, rear window signage to magnetic signs, there is a solution for everyone.
6. Materials: have professional branded materials and electronic documents. Not only your business cards, but also have information ready to send for people enquiring. Make sure items are branded so if they share with their friends or family, they are actually promoting you at the same time. Branded email signatures can be used for promotions. You're sending it out anyway, so why not make it work for you.
7. Hand out: get your business cards into the hand of anyone who can help you in your search for new clients. Friends, family, local cafes, aged care facilities, natural health shops, yoga or pilates studios, supermarket notice boards – and offer to do the same for them. Aim to distribute at least 500 business cards every six months.
8. Learn to ask for referrals: a satisfied customer is often glad to refer you to their friends – but you have to ask. Give them cards and flyers "if someone needs help". If someone gives you a lead, follow up on it right away.
9. Send out promotional flyers or 'postcards': these must be branded professionally and can be designed as cards, reminders to rebook, thank you's and requests for reviews or special offers.
10. Promotional items or stickers to apply to products. Ideally everyday life items, like pens, water bottles, etc. If you have a product that you sell make sure it also has your branded sticker applied.
11. Google is not only a search engine but also a free small business directory. Setting up a free *Google My Business Account* for inclusion in maps, searches and reviews – the more reviews you get, the more Google moves you up in search results which gives you free advertising at no cost.
12. Request Google Reviews: send a note to your client thanking them for their business and ask them to review your site online.
13. Social media business profiles: setup and link to your website. Look for groups in common and participate in the conversations, with tips on how they can improve their life or special offers.
14. Grants and mentoring: find out what federal state and local government programs exist to help you grow your business. Many offer free business mentoring.
15. Pay for membership in those groups that are referral-based groups. If you can find some sort of group that requires money to get into and caters to your target audience, you've just struck marketing gold. Paid memberships create an automatic level of trust. Ensure the group has a website and publishes a list of members online.



Continued on page 20

16. Network: become actively involved in two or three network groups such as the Chamber of Commerce, other local business groups, networking groups, MeetUp Groups. That will give you more opportunity to meet possible prospects.
17. Write an article that demonstrates your expertise in your field. Send it to noncompeting newspapers, magazines and websites in your field that accept submissions from experts.
18. Offer to be a speaker. You have expertise that other people are interested in. Local network groups are always hungry for speakers. You'll benefit from the name recognition, contacts and publicity.
19. Give demonstrations to groups or individuals that might be interested and look for inexpensive 'pop up' spaces, and trade shows opportunities.
20. Buddy marketing. Get together with businesses who serve the same market but sell different products and services, and cross promote each other's goods and services. Pool resources to share one side each of a promotional flyer.



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Place your advertisement with the RAoA Marketing Manager—
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2020	PRESENTER	TITLE	LOCATION/CONTACT
April 7	RAoA NSW/ACT Branch	Branch General Meeting	Crows Nest, Sydney NSW
May 3	RAoA Vic Branch	Annual Branch Meeting (ABM) and Workshop Day	TBA, Melbourne VIC Information and registrations online via the RAoA website www.reflexology.org.au
May 17	RAoA SA Branch	Annual Branch Meeting (ABM) and Workshop Day	Brompton, SA Information and registrations via Branch newsletter or contact National Office for flyer
May 31	RAoA NSW/ACT Branch	Annual Branch Meeting (ABM) and Workshop Day	Crows Nest, Sydney, NSW Information and registrations online via the RAoA website www.reflexology.org.au
June 7	RAoA Qld/NT Branch	Annual Branch Meeting (ABM) and Workshop Day	Wynnum (Brisbane), Qld Information and registrations online via the RAoA website www.reflexology.org.au
June 7	RAoA WA Branch	Annual Branch Meeting (ABM) and Workshop Day	Redcliffe, Perth WA. Information and registrations online via the RAoA website www.reflexology.org.au
June 13 and 14	Dr Lyndall Mollart	Maternity Reflexology 1 See advertisement for details	Melbourne VIC Lyn Fava 0412 353 385 www.asrr.com.au
June 20–21	Sue Ehinger	Using TCM with Reflexology Two day workshop	Sydney, NSW Irene Tasho - Australian School of Reflexology (02) 9449 6161 www.reflexologyaustralia.com
June 26–28	Reflexology New Zealand	2020 NZ Annual Conference	Parnell, Auckland NZ For conference details contact: Steph Gowan gowan@xtra.co.nz or Alison Cross alisoncrossreflexology@xtra.co.nz
June 27–28	Anne McBride	Gorgeous Woman Japanese Facial Rejuvenation® Two Day workshop	Cleveland, Brisbane QLD See Anne's website www.redlandreflexology.com.au
June 28	John Kirkwood – RAoA National Workshop	"Acupressure for Digestion and the Immune System"	Brompton, Adelaide, SA Information and registrations online RAoA website www.reflexology.org.au
July 19	RAoA NSW/ACT Branch	Branch General Meeting	Crows Nest, Sydney NSW
July 26	John Kirkwood – RAoA National Workshop	"Acupressure for Digestion and the Immune System"	Redcliffe, Perth WA Information and registrations online RAoA website www.reflexology.org.au
August 21–24	Sue Ehinger	Facial Reflexology (Part 1 & 2)	Hobart, TAS Health and Wellbeing College Ph 0497 713 400 www.hawc.net.au
August 23	RAoA Qld/NT Branch	Branch Meeting & Workshop Day	TBA (Brisbane), Qld More information available closer to date
September 8	RAoA NSW/ACT Branch	Branch General Meeting	Crows Nest, Sydney NSW
September 12	RAoA SA Branch	Branch Meeting & Workshop Day	Whyalla, SA Information and registrations via Branch newsletter or contact National Office for flyer
September 25–27	International Reflexology (Jain) Association	2020 International Conference & Awards Presentation Ceremony	Mumbai, Maharashtra India www.irjassociation.org irjassociation@gmail.com
October 14	Lynne Booth	"VRT Basic & Advanced Fast-Track Class"	Sydney, NSW. Contact Lynn on www.boothvrt.com or contact@boothvrt.com
October 15	Lynne Booth	"VRT Reflexology and Movement Class"	Sydney, NSW. Contact Lynn on www.boothvrt.com or contact@boothvrt.com
October 16–18 2020	RAoA National Conference	International Speakers: • Lynne Booth (UK) • Sue Ricks (UK) • Janice Hill (NZ)	Darling Harbour, Sydney NSW Information and registrations online at https://nationalconference.reflexology.org.au/ or click the ad on the RAoA website
14–16 and 19–21 October	Pre and Post 2020 Conference Workshops	See article in this issue of <i>FootPrints</i>	Sydney NSW. Visit the Conference website for more details https://nationalconference.reflexology.org.au/
November 7–8	Dr Lyndall Mollart	Maternity Reflexology 1 & 2 See advertisement for details	Melbourne VIC Lyn Fava 0412 353 385 www.asrr.com.au
November 15	RAoA NSW/ACT Branch	Branch General Meeting	Crows Nest, Sydney NSW
November 22	RAoA SA Branch	Branch Meeting & Christmas BBQ Breakup	South Plympton, SA Information and registrations via Branch newsletter or contact National Office for flyer
November 29	RAoA QLD/NT Branch	Branch Meeting and Workshop Day plus end of year get together	TBA (Brisbane) QLD More information closer to the date.



BRANCH NEWS



NEW SOUTH WALES/ACT



Thank you to all members who volunteered at our March *Mind Body Spirit* event at Darling Harbour. We usually only do this event in October but due to the conference dates clashing, we committed to the earlier date, and so kept a presence at this festival.

As you can imagine, doing two big events almost back to back has been challenging but everyone pulling together to do two events in the same CPT year is fantastic to see. Thank you Natasha Randall and Graeme Murray for your dedication in getting the roster filled and setting up the stand as always.

Our next event is our yearly ABM on Sunday 31 May at Crows Nest Community Centre. We have a wonderful

day planned with four inspiring speakers, trade tables and our usual raffle. We have listened to members' requests and moved this to a Sunday event so that everyone can take advantage of the free Sunday car parking. Thank you Stephen O'Rourke for your hard work getting this organised. We hope to see you there; registrations are now open on the RAOA webpage.

On the subject of the Annual Branch Meeting, this is *the* time to consider stepping up and helping your NSW branch committee. We have various roles available, some that can be done remotely. Please get in touch before the ABM if you have any questions about any of the roles.

Karen Riley

SOUTH AUSTRALIA



South Australia held its first workshop for 2020 on 9 February and it was good to see some faces that haven't been able to attend for a while. I started with a demonstration on how to make a reflexology cream using only two basic ingredients and how to change the base cream to make other products.

This was followed by Lynne Forrest telling us of her experiences working as a volunteer at a cancer centre. Lynne trained as a professional reflexologist specifically to be a volunteer. After morning tea Amanda Wilson gave us a very informative talk on Rural Minds Suicide Prevention. This increased our awareness of mental health and suicide. Our committee meeting was held after lunch and it was pleasing to see non-committee members staying for the meeting. We then had a very welcome practitioner exchange. The educational topic was Stress and Relaxation.

Our next meeting will be our Annual Branch Meeting on 17 May, followed by Phil Boyd from Tasmania presenting his *Wrist and Forearm Mobilisation* workshop. The RAOA National Workshop date for South Australia will be 28 June when John Kirkwood will present his workshop *Acupressure for Digestion and the Immune System*.

We have started mapping our workshop at Whyalla on 12 September. Members came forward at our February meeting with some great ideas for this workshop. Our Christmas get-together at Bert Heister's home is planned for 22 November. All members from other states are welcome to attend our workshops.

Looking forward to some exciting and informative workshops in 2020.

Pamela Nish

VICTORIA

Hello from Victoria! We had a fabulous December meeting with a focus on self-care. Margaret McConvill gave a very informative presentation on aromatherapy and introduced us to some new essential oils. Very interactive.

Dee Leamon got us spiritually tuned with some practical spiritual self-care practices which I know I and some of my colleagues are practicing regularly. We had a lovely Kris Kringle with lots of member contributions to our meeting.

We have a full and active committee and by the time you read this we will have put our ABM info up and will be looking forward to seeing you all again on 3 May, or sooner

for those attending the National Acupressure workshop in March.

If any of our members are interested in presenting at our meeting days we would love to hear from you. It is really inspiring to hear what reflexologists are doing and the benefits to our clients.

Lots of great events in 2020 for reflexologists including the national conference in Sydney. Other ways to earn CPT points are volunteering, being on the committee, *Footprints* quizzes, organising and attending education practicum exchanges and coming along to branch meetings.

Wishing you all a fun and happy time sharing the magical modality of reflexology.

Cate Brown



QUEENSLAND/NORTHERN TERRITORY



Mind, Body and Spirit Festivals draw crowds of people who are interested in learning about and experiencing new aspects of health and wellbeing. Brisbane hosted this festival from 28 February to 1 March. The Queensland/NT Branch provided the opportunity for people to experience a reflexology session. Many thanks to Emma Pavey our Events Coordinator who once again did a brilliant job co-ordinating the three day roster of reflexologists so that attendees could learn more about reflexology and book themselves in to experience this modality. Each year new clients are gained as a result of this opportunity. Our members were kept very busy and a lot more people now know about reflexology.

On 22 March the national workshop on *Acupressure for the Digestive and Immune Systems* was held in Brisbane. The Brisbane workshop was a sell-out event. John Kirkwood proved to be an excellent educator and presented

information that was easily understood and will be applied especially in the forthcoming winter months. The Corona virus situation has highlighted just how important it is to support our immune system and other systems which work in conjunction with this vital defence.

We are looking forward to our ABM and Seminar Day which will be held on 7 June. Heather Edwards will educate us on pathologies of the hands and Chelsey Jean will be sharing her vast knowledge and experience with three and half hours of LymFATic Health. We will once again have trade tables and a raffle along with a full day of learning and networking.

We welcome all members and non-members so if you are travelling to Brisbane around the 7 June, please register for the Qld/NT Branch ABM and Seminar Day.

Our year to date and ahead has been, and is, busy and informative. Easter provides a time of reconnection and reflection. Best wishes to everyone.

Vera Emmi

WESTERN AUSTRALIA

I hope this edition of *FootPrints* finds you safe and well and I hope everyone affected by the terrible bushfires and floods has found strength and support to help them through some very tough times.

Over here in WA we held our South West Educational Workshop Day and Branch Meeting on Saturday 21 March. Monique van den Ing and her team put a lot of hard work and preparation into this fantastic workshop entitled *Harmony in Referring*. It shaped up to look like a mini expo



with many speakers lined up for presentations on the treatment of Lymphedema, sound meditation, podiatry and much more. There were also local goods available to purchase on the day. This all took place in the small town of Myelup, about an hour and a half's drive from Perth in our beautiful south west.

Later in the year our ABM is scheduled for 7 June and the study day theme is yet to be confirmed.

Wishing you all well from WA.

Joanne Siggs

TASMANIA

Today marks the first day of Autumn as I write this; we've been feeling it coming for a while as the days get noticeably shorter and cooler. It's been a long time since our last Branch meeting in August as our November meeting and EPE were cancelled and a meeting in Launceston on 22 February did not proceed due to minimal attendance.

On the last weekend in February our local members had the opportunity to attend the first session of the national acupressure workshop presented by John Kirkwood. This was a fabulous workshop and John is an excellent teacher; he explained the concepts of TCM in a way that made them easy to grasp and understand. There was also a good allocation of time for the practical component, working on the digestive and immune systems.

The Tasmanian Branch Committee met in Hobart in



February to work out the meeting calendar for 2020 and discuss ideas for CPT workshops. The meeting schedule is: Sunday 24 May at Campbell Town, ABM Day and workshop on how to grow your reflexology business through marketing communications; Saturday 22 August, Kingston, meeting close to when members attend a privately organised four day workshop on facial reflexology over 21-24 August; Sunday 15 November, Campbell Town, Christmas breakup and EPE.

Lastly, if you have any specific requests or ideas and/or suggestions for future CPT events then please be in touch. We're always looking for ways to keep reflexology practice alive in Tassie and contributions are welcome.

Sarah Blain

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Copy deadlines

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

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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)

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

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Please know that Directors can be contacted to clarify concerns

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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.



Coronavirus (COVID-19)

We would like to reassure our members that we are keeping informed of the developments regarding the Coronavirus (COVID-19) and how they relate to our Association Office and organised events. We encourage everyone to stay informed, prepare and follow recommended preventative measures regarding this situation and the impact it is having on us all personally and professionally.

Providing you are following the WHO and Department of Health guidelines and maintaining exemplary hygiene and infection control you should be able to conduct your own business as usual. Risk assessment and analysis is a personal decision and one every therapist must endeavour to take.

INSIDE THIS ISSUE

From the President’s desk	1	Feature: Healing from the inside, out	11
February Board Report	2	Bringing all your skills to the table	12
Feature: Reflexology combined brings additional benefits		Lots of feet, lots of laughter	13
Feature: Remedial massage made holistic with reflexology	3	RAoA 2020 National Conference SYDNEY	14
Feature: Reflexology and chakras offer a rich combination	5	Reflexology Association of Australia—2020 National Conference Program	15
Feature: Reinvent yourself for success	6	Philippines outreach program a life changer	17
Acupressure workshop gets the thumbs up	7	What makes our members tick?	18
Feature: Reflexology and complementary treatments make sense	7	How to market your business inexpensively	19
Feature: A chance book changed my life’s direction	8	CPT Education and World-Wide Conferences	
Welcome new members	8	Calendar of Events	21
	9	Branch News	22
	9	FootPrints—Contacts, deadlines, advertising	24
	9	RAoA contact details—Board, Branch, National Office	24