

FootPrints

The Journal of the Reflexology Association of Australia



www.reflexology.org.au

July 2020

Volume 24 No. 3

Acupressure for Digestion and the Immune System

RAoA 2020/2021 National Workshop—book on-line NOW!

<https://reflexology.org.au/adis-info>

One (1) day workshop—8 CPT RAoA Activity 1



Due to COVID-19 some 2020 workshops had to be rescheduled

The title of this workshop says it all – now, more than ever it's important to spend extra time working on your clients' immune system (and your own).

Acupressure releases tension, increases circulation, reduces pain, detoxifies, boosts the immune system, balances body energy and assists in improving general wellbeing, therefore working very well with Reflexology. The combination of using both will enhance the results of your reflexology treatment.

Acupressure can also be used as a 'stand-alone' treatment or with Remedial Massage, Bowen, Shiatsu and other hands-on modalities therefore if you have friends or know someone who practices in another healthcare modality, please direct them to the RAoA website and register for this workshop.

This is a full day workshop, theory and practical, beginning at 8.30am until 5.30pm with registration and set-up from 8am.



For workshop content details visit the RAoA website – no log in required

<https://reflexology.org.au/adis-info>

2020/2021 Dates:

Perth – Sunday 22nd November 2020

Sydney – Sunday 14th March 2021

Brisbane – Sunday 28th March 2021

Early Bird \$220 RAoA members and \$240 for non-members

Early Bird until 21st October (11 places left)

Early Bird until 10th February (10 places left)

Early Bird until 24th February (re-run of this workshop due to previous workshop just prior to COVID-19 lockdown)

Below are some comments from previous workshop attendees:

- “John has a great way of explaining things and uses examples so we understand. Several ‘ah ha’ moments”
- “Excellent, comprehensive notes given prior to workshop made it much easier to understand during workshop”
- “A fabulous workshop which demystified some principles of TCM for me. Gave me new practical skills to blend into my ref & massage practice”
- “I’m really glad I did this course. The notes are a really good resource. John is an excellent teacher and explained the concepts really well in a way that made them easy to grasp/understand. This workshop builds really well on the Zen Reflex workshop from 2019”
- “Amazing workshop”
- “A very enjoyable course, John was an excellent teacher – in content, delivery, time management and patience with answering our questions”
- “This was a most informative workshop which will certainly give me more tools to use with my clients”
- “Fantastic. Will be great to incorporate into my reflexology practice. Loved all the new techniques learnt. A great day. Very informative”



About the Presenter:

John Kirkwood has been practising and teaching acupressure for 35 years. Originally trained in Jin Shin Do Bodymind Acupressure in California, John went on to study with a range of teachers of bodywork and acupuncture before returning to Australia to practise and teach his own style of Five Element Acupressure. John now teaches in five states while maintaining a clinic in the Adelaide Hills. He is the author of two books.

For registrations <https://reflexology.org.au/adis-info>
For expressions of interest contact accounts@reflexology.org.au

From the President's desk



Fires, floods and Covid-19 ... surely that is enough stress on our wellbeing, life and living for a very long time. Our spirits and souls need uplifting. Something exciting to look forward to.

Isolation gave many the time to catch up on tasks, review and update documents, spring clean and re-organise our clinics and houses. I enjoyed the outdoors, being at the beach and in the garden. Time to catch our breath, plan for a brighter future and set some goals.

National conference. Our biggest event for 2020, the National Conference planned for October in Sydney, had to be cancelled. To the Conference Committee – Karen Riley, Graeme Murray, Jacqui Baldwin, Ingrid Turner and Maxine Blanchard – thank you for all your time and commitment. Your theme and logo are amazing. I encourage you to find a way to use your logo proudly for all your hard work.

There have been a couple of changes on the Board of Directors. Catherine McIver and Lyn Fava have stepped down. Two Directors were inducted in May: Marie Steinke is Director for Research and Promotions and Vicki Protheroe is Director for CPT.

AGMs. The RAoA's AGM 2020 will be conducted virtually via Zoom on Sunday 17 October. Next year the 2021 AGM will be on Sunday 3 October in Melbourne at the Best Western Airport Motel.

Watch for the nomination of Directors 2020 to be conducted in August. There will be a two week period where nominations will open and close. Directors are the ground force of the RAoA that run the business side of your association. Nominations will open for WA, NSW and QLD/NT and in 2021 for TAS, SA and VIC.

Working Parties. Welcome to Swathy Sanjay and Marie Duggan, new members of the Promotions Working Party. Well done to the Research Working Party; the membership survey for 2020 will include Covid-19 questions. Your submission will have an influence on the next Strategic Plan review.

Good news from the CPT Working Party is that our 2020 National Workshops, *Acupressure for Digestion and Immune System* by South Australian teacher and practitioner John Kirkwood, have been rescheduled. Check the RAoA web site for updates.

If your First Aid is due for renewal during the Covid-19 restrictions please inform the RAoA Office of your situation. You are able to do your updates once training is allowed to start up again.

The CPT program 2020/2021 is ready. A couple of new opportunities to earn CPT points have been added.

This includes summaries of reputable research journals/studies relevant to reflexology and virtual attendance at the RAoA AGM and/or Branch ABM and meetings.

Please note that the reduction of required CPT points to 10 for 2019/2020 was a one off response to the Covid-19 crisis and **will not** apply to the 2020/2021 CPT year. As we no longer have our national conference this year it is even more important that you plan your CPT events to have your points sorted early in the year. The next Branch Chairs meeting will be on 5 July. I look forward to catching up on your branch news, re-connecting and meeting our new Branch Chairs.

Workplace Health & Safety (WHS) Audit. The annual WHS audit was completed on 18 April on the *Event Safety & Planning Checklist* for our office and building, with good results. All members have received a return to work check list specific to Covid-19.

Other associations. A message was sent to several associations from our association: "Just checking in to see how you are going during the Covid-19 times?" Reply from the Australian Kinesiology President: "Whoa – what an incredible time! Yes, so much reading and balls to juggle with the states having different approaches. We're surviving, we hope you're still thriving as well! Thanks so much for checking in."

World Reflexology Consortium meetings have been put on hold and I have been in communication with the group. News received late May is from the UK where all is still quiet, with lockdown slowly being eased; but no news yet on touch therapies. Next update from the English Parliament is due on 4 July. Reflexologists come under the same grouping as hairdressers in the UK. They have released a few documents to their members to get them thinking about returning to practice in July, mainly around wearing masks, extra hygiene protocols and risk assessments.

The New Zealand lockdown was for five weeks. Reflexologists have been back at work since late May, with PPE gear. Reflexology New Zealand (RNZ) have told us that

Continued on page 2

July 2020

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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 – Little Ted, a koala injured in SA's bushfires earlier this year, receives reflexology from Lynne Forrest. See story on page 10. Photo courtesy of Laura Schiesser.

their reflexology schools have either been completing the theory by Zoom and waiting a few more weeks before completing the practical for that module or have closed until it is safe to meet up again. Their AGM will be held in June, via Zoom, as their conference is cancelled for this year.

At the end of May, Western Australia were yet to hold their Annual Branch Meeting. All ABMs were virtual meetings this year. Congratulations to members who received a certificate or an award! Your contribution to the RAOA has been recognised by your colleagues and the Board of Directors.

National Volunteers Week. Thank you to those volunteers who have 'gone the extra mile' during these pressured times.

Covid-19. Bulletins, emails, changes, meetings.

Acceptance and self-reflection. Slowing down, time to catch up for some people, time to speed up for others. Time for being thankful for what we have in life. Moving forward from reflexology being one of the many therapies removed from private health insurance. Post Covid-19 there will be a lot more people that know about reflexology and the RAOA due to a lot of communication to government bodies and members of parliament by both our members and the RAOA office.

Virtual meetings have been the way to keep in touch, to attend meetings and to learn. Zoom was experiencing security issues, but these have been addressed. Thank you to our membership/administration staff member Michele for getting bulletins out promptly and getting updates to our membership as we learn of the changes to Covid-19 Directions. Check in at the RAOA web site for anything new.

Renewals 2020/2021 a very important time for weighing up the pros and cons. The Reflexology Association of Australia is a standalone association specifically for reflexology. Members have learnt first-hand these past months how being a member provides you with support. We delivered bulletins with current updates on the situation per state and territory. We wrote to individual state government health ministers for the approval of reflexology. Much has happened behind the scenes to keep the membership well informed.

As I write this article we are still receiving conflicting answers from government health ministers. All the association can do is pass on the information and inform members that it remains conflicting. Members are responsible in deciding what interpretation they put on the government advice and whether they individually meet a given criteria. All members are answerable to their state or territory government requirements.

I have been asking members for years to look inside yourself and ask 'Do I have time to volunteer my skills to my branch, a national committee or working party or the Board?' Sadly very few have stepped forward. These are tough times for us all, including your Association. If you don't step up and help then there may be no RAOA. Get involved with your branch. Get involved with a committee

or working party. Offer the Board help with projects. Please have a good look inside yourself and consider the outcomes.

November this year makes 30 years since NSW established its first Reflexology Committee. Congratulations.

A big special thank you to Michele, Vera and Directors for the extra hours applied to getting tasks done efficiently and/or fast tracked during the past few months.

Stay in touch with your colleagues. Don't be afraid of the pressure. Remember that pressure is what turns coal into diamonds. You all know reflexology is very valuable. You have my support. ☺

Susan Jean Ramsey





"Professional Reflexology — better health naturally"

AGM 2020

Saturday 17 October by Zoom

(details will be in
National e-newsletters)

9.30am WA; 11am NT;
11.30am QLD; 12pm SA;
12.30pm NSW/VIC/TAS

2 CPT Activity 2

Contributions wanted: women's health

This October, FootPrints will feature women's health and reflexology. If you have an idea for a contribution, please email your idea to FootPrints Editor at footprints.articles@reflexology.org.au as soon as possible. We also welcome ideas, news, articles, reviews and abstracts on subjects of interest to our members, so don't be shy!

The emotional factors of reflexology for elders

By Lynda Kidd

When working on seniors or, as I like to call them, elders, we need to be aware that they are more likely to have, or obtain, life-threatening illnesses and are closer to their death-day. This can bring about an emotional journey that, as their practitioner, we are not properly prepared for. This article is a case study of, and a tribute to, two of my long-standing, more senior clients, Margery and Ailsa.

Both clients first started reflexology with me in their latter years – aged over 60 – and continued with me on a regular basis for more than 10 years.

Margery was referred to me by her GP who was struggling to find relief for her rheumatoid arthritis. Her feet were swollen and she could hardly walk. We began with fortnightly sessions for a full hour at normal pressure. Margery found that after reflexology she could move more freely and asked to increase it to weekly treatments. I offered these to her at less than half my normal price.

As time went on, her pain increased, which was complicated further because she was unable to have many of the available pain killers as she was taking Warfarin. With her permission and desire, I continued to use the pressure she was comfortable with for the full hour.

The days she had her reflexology treatment became her “dancing” days.

It was the only day that she could walk long enough to go shopping.

Eventually she was admitted to hospital. As it happens, this was while I was away at a reflexology conference. She died before I returned and so I never got to say goodbye. Margery was the first of my clients to die. I went to the funeral and memorial service and it was the greatest grieving that I have ever experienced and yet this was after my father had died. I was not prepared for this.

However, after working with a client every week for 10 years you build a bond and relationship, even though you are ethically not meant to.

During their disclosure in sessions, you hear about the family successes; the weddings, the graduations and the new-born babies. You hear about the worries and concerns of a mother for her children and grandchildren. Sometimes, and I did, you get to meet the children and grandchildren.

When a client dies you not only lose a client, you lose a person with whom you held a close connection. And not only do you lose that person, but you also lose contact with the whole family because that link has gone. Interestingly, in the spring after Margery died, I found some alstroemerias randomly growing in my garden. She used to grow these

flowers and would always give me a few bunches every year.

Ailsa started coming to me for relaxation purposes after she retired from work. She had always been interested in reflexology and had completed an introduction to reflexology course with me a decade earlier. Once again, Ailsa preferred the full hour and at a firm pressure.

After several years, she developed bowel cancer. I worked with her through her treatments and we celebrated her going into remission.



A few years later, she was informed that she had secondary cancer in the lungs. A month later the chest area on the dorsum of her foot was very puffy and when I mentioned this to her, she said that she had become breathless of late.

A visit to her doctor found that she had fluid on the lung and so she was admitted to hospital so they could drain her lungs. When Ailsa was able to come back

for another session, the fluid on the dorsum of her feet had disappeared along with the fluid in the lungs.

The session she informed me that she had to begin another round of chemotherapy was a sad day. It was the worst reflexology session I had ever had to complete. I performed a very gentle, loving reflexology session.

She struggled on for months and I kept working on her until she was admitted to palliative care. I visited her in hospital for the last four weeks of her life as a friend more than as a practitioner.

The last session/visit was the day before her passing and I knew it was nearly her time. She was on such high levels of pain killers that I decided to just hold her hand and provide reiki. This was my farewell to her.

Be prepared for your clients, especially those who are elders/seniors, to impact on your life. Take the necessary actions you require to ensure that you work through your emotions properly. This could be simply taking the time to be with them at the end, saying goodbye in your own way, or getting counselling from a colleague or a professional.

Lynda Kidd is a reflexologist based in Hobart, Tasmania. She is co-owner of Health & Wellbeing College.



The rewards of working with the elderly

By Ingrid Turner

I just love my job! There are days when it doesn't feel like a job and I sometimes feel guilty taking money from my clients because I have enjoyed it so much.

Recently, I was introduced to working in a retirement village—very different to 17 years in my own practice working from home. My journey to this point was one that can only be described as fortunate, with my planets aligning; when you are looking for the light at the end of the tunnel and a side door opens with the answer.

I spent 15 years of my reflexology career in Victoria but two years ago we moved to the NSW South Coast, leaving a very successful, busy practice and virtually starting all over again. I found it difficult to establish trust in a smaller community where no one had heard of me, let alone reflexology, and I began to wonder if I had been forced into early retirement!

I started enquiring about working in Batemans Bay, about half an hour from home. I met a massage therapist who, indirectly, introduced me to working with the elderly. She was seeing residents at a local retirement village each week, doing gentle massage but she mentioned that she was needing to take some time off for an operation and her clients were not happy about it. She suggested I might like to fill in for her and give her clients a reflexology experience.

So, last October I agreed to go along and meet them, following her around as “her apprentice”.

I must admit I was hesitant at first, having had a nursing home client years ago, a place I didn't enjoy visiting. But after visiting this retirement village, I just loved the feel. The staff are wonderful, caring people and the residents are just so special. Their ages are mostly in the late 80s and early 90s and I have had to adjust the way I usually work to accommodate their needs: thin, papery skin, sensitive areas, bony feet, ulcers, corns and twisted toes.

The thing that took the most to adjust to is they just love to talk! Most of my private clients can't wait to get in my chair and fall asleep or meditate, but not these gorgeous people. In some cases, they are on their own in their apartment, so some company is all they want. I often wonder if they feel any benefit from the actual reflexology treatment! But they do, because if I dare take a week or two off, I'm in trouble!

There are many varieties of problems from which the elderly suffer, but one of the things I find they crave the most is just touch. Whether I hold their hand and do some gentle work as we chat, or I sit at their feet and softly massage some lavender cream into their dry skin, they just love it.

Some are aware of tender points and ask what they are and others just keep chatting. Most of them have poor circulation and they know it helps. Some have diabetes, heart conditions, post cancer, stroke and other conditions usually associated with age.

I have two clients who have a mild degree of dementia. I have learnt to just go with the flow, often repeating the same conversation several times in one treatment. And it can be quite funny when I arrive at their door, I have to re-introduce myself every week, but they are quite happy when I tell them I am there to “massage” their feet. Sure, it can be very confronting, especially as I have just turned 60, and am now considered “elderly”. But I am also learning a lot from these special people. They have experienced so

much and I hear so many wonderful stories from them. One has decided she will turn 90 and then she wants the lights turned out! Well, that's her plan—it will be interesting to see if it works.

I need to be very flexible with my treatments, depending on what has happened in the previous week, their needs change constantly. But one thing that always remains – they look forward to seeing me every week.



Ingrid, out with one of her regular clients, Norma

Lilly's story

When I started, I did first rounds with the massage therapist doing introductions. I was greeted warmly by all of the residents, with only one being a bit frosty. Before we entered her room, I was warned that Lilly can often be grumpy and very blunt. And today was one of those days!

As I was sitting on the floor at her feet, Lilly questioned everything I was doing. At one point, she told me she had had reflexology before but it was nothing like what I was doing, it was looking into her eyes.

“Ummm, sorry Lilly, but that is called iridology.” No apology, no admitting she was wrong ... let's just move on, shall we? “What are you doing now”, she wanted to know.

I could see some photos she had on a cabinet. I asked who that handsome chap was (and as I said it I saw the massage therapist standing behind Lilly shaking her head furiously with saucer-like eyes ... oh, no, what have I done? Wrong question Ingrid?).

Lilly said he was her husband, who had passed away 10 months ago. I could see a softening in her, so I went with my intuition and asked about him. She told me willingly, with tears filling her eyes. I heard all about this man who had been such an important part of her life. I then asked about the other two photos – her boys. Both had passed away and again the tears flowed as she spoke of them.

Continued on page 5

I thought to myself: no wonder this lady is so bitter and grumpy, known by staff to avoid at all costs, not receiving many visitors and the other residents giving her wide berth. She had so much grief stored in that frail body, and no one had allowed her to express it. Her family had left her, no one to comfort her and support her in her twilight years (she is 90). I can understand her being angry with the world. I felt a connection with Lilly and I looked forward to my following week's visit.

When I arrived the following week, I was stopped by the receptionist. She told me that they were all amazed at how Lilly had been behaving. She had mellowed. A psychologist visited her regularly, with her last visit being the same day I had seen her. The psychologist reported that something had changed in Lilly. She was more emotional, easier to get along with—things that no one had seen before. Everyone agreed, it had to be reflexology!

I was so happy to know that I had made a difference, and I understand that reflexology would have triggered the emotional response (especially as I was working her lungs/heart). But it was allowing her to cry, not trying to stop her and listening to the stories that flowed as a result of opening up her heart which had been securely locked for

so long. That was the key to her healing. As reflexologists, we can be so open and flexible to whatever comes up in the treatment and we allow that response to happen.

To me, it has been like watching a time lapse photograph of a flower opening. Lilly has shown vulnerability that she had covered up with anger, and I often see it during our times together.

When she reaches an anniversary, a birthday, Mother's Day ... she talks and cries, then smiles. I consider myself very fortunate to be a part of her life, visiting weekly, now on a permanent basis.

She loves hearing about my family; it gets her out of her apartment and into the world for a while. Each visit I get a big hug and kiss and I am always late for my next client, as she finds ways to delay me leaving.

She has the funniest sense of humour – she doesn't hesitate to pull me up on something that she doesn't like. If my hair is out, and it annoys her, I get told to pull it back. I will be told if she likes my outfit but the shoes don't match. Her honesty is refreshing. She says at her age she can't be bothered "pussy-footing around, pleasing everyone", so she just says it as she sees it. Mind you, I have become comfortable enough with Lilly to give back a bit of cheek when it's applicable. She gets a laugh, saying that she is rubbing off on me. And Lilly is one of the reasons I just love my job!

Ingrid Turner is a reflexologist based on NSW's South Coast. Her business, Tingling Toes, specialises in reflexology for the elderly.

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Irene Tasho Principal, Australian School of Reflexology

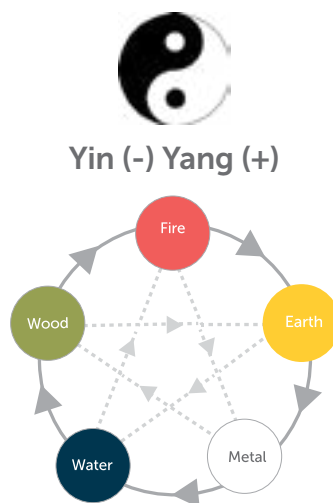


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17 and 18 October 2020

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Enjoyment is doubled when providing reflexology to South Australia's seniors

Pamela Nish is a qualified reflexologist who largely works with seniors, many in their mid to late 80s. In this issue of FootPrints, she shares with us how this came about, typical clients and conditions, the changes she's seen in some of her clients and her suggestions for a treatment protocol.

FootPrints (FP): How did you start working with seniors?

Pamela Nish (PN): I moved from Queensland to South Australia in 2015 to be closer to family and had to start looking for new clientele. I was an unknown in South Australia, with very little money to find ways to promote myself. One of the promotional things I did was give talks to seniors at retirement villages close to where I live in the south of Adelaide.

I gave a talk on reflexology, its benefits to seniors and why I love what I do. I then gave a 20 minute demonstration on one of the ladies, explaining what I was doing as I gave the treatment. I purposely chose someone who had swollen feet so that the others in the room could see the lady's puffiness in her feet going down.

I also used a reflexology lymphatic drainage through the feet technique that I had developed. This captured everyone's attention and interest. I stayed on for two hours, giving free 20 minute treatments to others. I left brochures (the RAoA seniors one), along with a brief introductory letter about myself and a costing for a 30 minute treatment.

FP: How senior is senior?

PN: In Queensland I did have a few senior clients, however half my business are now seniors. My senior clients range in age from 65 to 95 years young, but the majority would be in their mid to late 80s. Some of the first clients I saw after my talk I still see every fortnight. Word of mouth amongst this group seems to keep new clients coming in.

FP: Why do you like working with seniors?

PN: They are fun, interesting, have so many stories to tell and each one is different with a unique set of ailments. We talk about lots of things ranging from politics (with me just listening, not giving opinions!), their families, gardening, cooking. Sometimes I may be one of the few people they actually see and converse with for the whole fortnight.

I have kept my price for these clients at the same level that I started at five years ago, for a few reasons:

- ◆ They are very regular clients with a set day of the week. I see most of them every fortnight. This means I can plan my week and budget my finances in a better way.
- ◆ If I was to increase my price, most of them would not be able to have a fortnightly treatment for half an hour.
- ◆ I see each one in their own home. They have reclining chairs which means that I do not have to cart my reflexology chair around. I just take a small stool to sit on, plus my bag of 'goodies' (wipes, antiseptic, hand towels etc).

- ◆ I plan it so that I see a few on a set day that have their houses near each other; less travel time.
- ◆ It is my way of 'giving back' to people who have done so much in the past and deserve some pampering.

FP: What conditions do you typically treat?

PN: The conditions I treat are variable. Most clients have multiple conditions (comorbidity in medical terms). It also seems that certain medications they may be on for one condition may have a slight adverse effect on another condition. The lesser of two evils I guess.

Research boosts business intel

Keen to better understand how her clients feel about reflexology, Pamela surveyed her clients after explaining she was writing about reflexology for seniors. Through her research she learnt:

- ◆ Most clients said they would receive reflexology more often if they could afford it
- ◆ Most receive a 30 minute treatment each fortnight, while two choose to have a one hour treatment monthly
- ◆ Most clients describe the benefits of reflexology through its impact on their feet. Typical responses: "feet come back to normal colour", "feet don't swell anymore", "my feet are grateful, not sore anymore, because you're good at doing it", "it's wonderful, I can get up and walk around more", "it's relaxing and improves my feet", "we have a good laugh".

"If you are thinking of working in the seniors area I highly recommend it," Pamela said. "You will enjoy it as much as the clients enjoy their treatment and time with someone."

"It has been a great exercise to run a brief survey on this group of my clients. It has reinforced that I really do love what I do and how wonderful our modality of reflexology truly is."

Changes over time

Pamela shared some of the changes she's seen in her clients.

- ◆ **Meg S:** Age 89. First recommended to me by her daughter (who I treat post breast cancer). Meg had a stroke in 2012 and lost some mobility and speech and had balance issues. She also had shingles and nerve pain and had a pacemaker put in. Meg lives at home with her 93 year old husband/carer. Meg saves part of her pension so that she can have a fortnightly

Continued on page 7



Meg

treatment. I have been seeing Meg for more than three years. Her speech and memory has improved and nerve pain has gone. Mobility will always be an issue. Meg loves the fact that after a treatment her feet do not appear to be purple and blotchy but return to normal colour.

- ◆ **Helen M:** Age 89. Lives at home. Was recommended by a retirement village client. Helen has spinal stenosis, spinal nerves are compressed and has pain in buttocks and legs. Kidneys function at 20 per cent. Helen cooks her own meals and still gets out in her garden most days and thinks that she is still able to do this because she has regular fortnightly treatments. She can't wait for me to get there and would have weekly treatments if she could afford it. We also share produce and plants that we have grown.



Helen

- ◆ **Pauline O:** Age 95. Pauline lives in a retirement village and was recommended by her sister who lives next door. Used to think 'reflexology was silly' until she tried it. She has arthritis, had a hip replacement and is on blood pressure tablets. I have been treating her fortnightly for more than two years. When I first started seeing Pauline her feet were swollen and she could hardly walk. Pauline uses a walker but at least now her feet do not ache, are not red anymore and she has no swelling. Her eyesight has also improved. She believes reflexology keeps her feet from swelling.
- ◆ **Lyn B:** Age 81. She is a client from my original talk at one retirement village. Lyn looks very fit and healthy but has metal toxicity and sees an integrative medical doctor. She suffers a lot from

digestive issues, eye problems, chronic fatigue and a very large bunion on the left foot that causes severe pain. I have been seeing Lyn every fortnight for four years. During the COVID-19 lockdown her husband would not allow others into the house, so she was unable to have treatments. She missed them greatly but has now started her regular treatments again.

- ◆ **Loretta T:** Age 85: Also a client from my original talk. Lives alone with her dog, Chloe. I am one of the few people that Chloe likes to have in the house. Loretta suffers from digestive problems, neck issues and foot pain from lowering of her arches. I have been seeing Loretta every fortnight for the past four years. Loretta has no contact with her three children so looks forward to my visits. I need to allow extra time just to have a chat.



Loretta



- ◆ **Di R:** Age 68. Recommended by a My Aged Care Wellness Assessor. Di has Type 2 Diabetes, digestive issues, bowel resection, gall bladder removal and incredibly cold feet (I query Raynards Disease, but doctor says no). Her feet were cold and clammy at the start but that has now resolved. Digestive problems are easing. I was seeing Di every 10 days but since her husband's passing during COVID-19 she is having treatments weekly. Di believes that reflexology has improved her feet and is helping her cope with her grieving process. We have been on the journey of her husband's cancer and

Continued on page 8

treatment, then passing, together. She was able to say whatever she liked to me and she believed her children would not approve of her 'whining' about some of the things he did.

Treatment protocol for seniors

The following treatment protocol has been provided by Pamela and describes how she approaches her older clients.

Length: Half hour treatment. You also need to allow another 15 minutes to take payment, book the next treatment, make sure they have their glass of water handy and a brief chat before you leave.

Warm up exercises: All whilst having a chat; "how are you, how are you feeling, anything I need to know?"

On each foot:

- ◆ Gently rub on cream whilst giving both feet a 'visual' to look for any changes.
- ◆ Gentle side to side, spinal rub, massage heels.
- ◆ Working on the toes. Working on eye/ear reflexes.
- ◆ Working through the respiratory reflexes, upper digestive reflexes, lower digestive reflexes, large intestine reflexes, hip reflexes.
- ◆ Both feet together.
- ◆ The last five minutes is spent doing my *lymphatic drainage through the feet* routine, which all clients love as it is so relaxing and feels like you are being pampered.
- ◆ Hold both heels for a few minutes.

Put socks and/or slippers on the client.

Check that they have their water handy.



Two years ago, Lillian Reed, pictured right with her sister Jean Daniels, turned 100 years old. The Sydney-based sisters were both introduced to reflexology around four years ago by Jean's daughter Margaret Clift, *FootPrints* longstanding desktop publisher.

Lillian gained the most benefit from regular treatments with North Sydney reflexologist, Mayumi Saito. According to Margaret, in addition to a whole host of other benefits, her Auntie Lil's almost-weekly falls stopped completely for a few years, and although now occurring once or twice a year, they are not at the same frequency. Margaret said reflexology is the only thing she can attribute the improvement to.



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Meridians in the feet and the muscles that traverse them

By Julie Bateman

As clinicians, we are also detectives. How so? We spend time observing our patient, how he or she walks, stands, sits, breathes, crosses the legs, reads our intake form, carries their bag or backpack. These and a myriad of other behaviours provide clues regarding the nature of his or her condition.

Whilst some of our patients will have difficulty identifying the patterns of their pain, as observant clinicians we can learn a great deal by paying close attention to the person who has come for help.

Careful attention can reveal a great deal about the unique and often complex pattern that is presented by each patient. Take, for instance, a woman we saw at one of our World Reflexology Week fundraisers for the Diabetes Association.

I had a middle-aged woman presenting with a great deal of pain when walking, which only affected the gastrocnemius, soleus and tibialis posterior muscles in her lower legs.

When I begin a session of reflexology I sit beside the client and maneuver the foot and leg to see what sort of movement or restrictions are present from the knee down, then I check the ligaments behind the knee and down the outside of the lower leg noting any tautness or sponginess in the ligaments and muscles.



Doing this, I noted sensitivity within the peroneus longus, the peroneus brevis and the tertius, much to her surprise.

As clinicians we know that this group of muscles are affected by the bladder meridian, so when working the bladder area and the kidneys it was understandable to find that they were notably puffy, red and full of sand-like crystals within the whole zone.

This woman knew her essential pain pattern and the given region of the lower leg that was affected.



But the invaluable knowledge of grouping together the meridians with the muscle groups affected by that meridian gave me, as the clinician, the impetus to proceed further and see that perhaps the underlying cause of this woman's pain could indeed be an irritable bladder, cystitis or a recurring bladder infection.

Here are two questions you may wish to investigate the answer to:

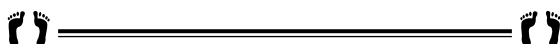
Why do the majority of women who, after having a full hysterectomy, later go on to have the gall-bladder removed and knee replacement? What meridian and muscles would be affected?

What are the 'growing pains' felt in the knee/s of a pubescent girl attributed to? What meridian, muscles, and organs would be affected?

The following information I hope will broaden your knowledge in this area regarding meridians and muscles.

Meridian	Muscles traversed by the meridian
Stomach	Tibialis anterior, extensor digitorum longus.
Spleen	Extensor hallucis, flexor hallucis brevis, adductor hallucis, tibialis anterior, soleus, gastrocnemius.
Bladder	Soleus, gastrocnemius, tibialis posterior, peroneus brevis, peroneus longus.
Kidney	Adductor hallucis, flexor digitorum brevis, flexor digitorum longus, tibialis posterior, soleus, gastrocnemius.
Gall Bladder	Tibialis anterior, soleus, peroneus brevis, peroneus longus, tibialis posterior, extensor digitorum.
Liver	Extensor hallucis longus, extensor hallucis brevis, tibialis anterior, soleus, gastrocnemius.

Julie Bateman is a reflexologist with more than thirty years' experience, based in Cairns.



Little Ted the koala treated to reflexology, reiki and love

As well as taking human lives and homes, the bushfires which ravaged many parts of Australia earlier this year also widely affected our native wildlife. Here is a story about reflexology, reiki and an injured koala called Little Ted.

Adelaide-based reflexologist and reiki therapist Lynne Forrest is a volunteer at the Adelaide Koala and Wildlife Hospital at Plympton. It is a registered not-for-profit organisation, supported by volunteers with medical staff supplied by local vets. The hospital provides emergency veterinary services for injured or orphaned wildlife, with the aim of rehabilitation and release. It was opened in 2014, Adelaide's first wildlife hospital outside of ZoosSA.

Little Ted is a koala brought to the hospital in February this year with a broken left forearm, following the bushfires at Cuddly Creek, in the Adelaide Hills.

"Little Ted is totally adorable and his prospects were okay," Lynne explained. "His bloods were good and while there were no signs of kidney disease, he is an orphan and came to us very flat and sad.

"I gave him massage treatment on his back, feet and ears and along his spine. This had to be done while he was sedated because koalas have very sensitive paws. What's interesting is that koala "fingerprints" bare some remarkable similarities to human fingerprints," Lynne said.

"My foot-map for Ted was one I intuited on the spot so it will not be perfect. I mentally transposed the reflexes and areas from the human foot and concentrated on the following reflexes: the urinary system, the spine, the solar plexus, the heart, the brain and the arm."

Lynne said that working on Ted's foot was very similar to the child clients she treated when learning reflexology. "A child's tiny foot is a real challenge and Ted's foot was even smaller!

"One positive was that I knew I would connect with many additional reflexes because of the size of the paw. I reasoned that to treat was better than not to treat and I knew I would do him no harm or frighten him because he was sedated.

"I also massaged his ears and gently tapped his chest to work on the heart chakra. I used reiki while I was working and have since then sometimes sent distance reiki to Ted. Ted is now doing very well with his carer. It will be a long recovery process because of his injury and the fact that he is an orphan. But he has youth on his side, so far so good."

Koala ears are very sensitive to touch and Lynne's koala ear reflexology approach was very gentle touch around the ear rim and a gentle touch to the lobe, together with massage of the whole ear between index finger and thumb; this proved a very effective relaxation technique.

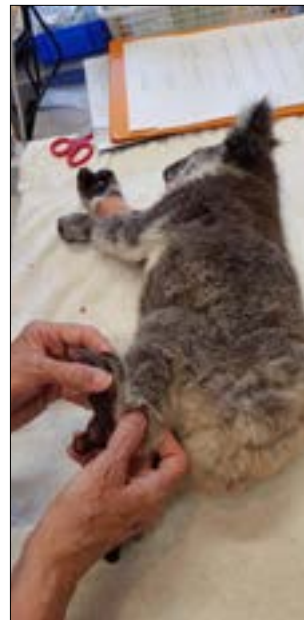
The spinal column massage involved gentle, slow, circular massage movements with index fingers down the muscles on either side of the spinal column, which has a powerful soporific effect on the animal. In moments the creature will relax and drop its head. The koalas also benefit from the relaxation response to restore homeostasis, to reduce anxiety and to facilitate repair.

All techniques are delivered with clearance from the vet nurse to ensure safety.



Photo: J Thomas

Little Ted receiving reflexology from Lynne Forrest



Continued on page 11

Photos: L Schiesser

In recent months, Lynne has also worked with a five year old koala named Sammy. He was hit by a car and sustained fractures in the ulna and radius in his right forearm, near the wrist. The injury was aligned, strapped and encased in a fibreglass splint. Sammy had to be given routine pain relief and was anaesthetised each time his paw was bathed and the splint re-banded.

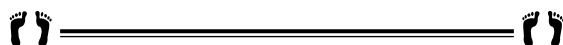
"I give Sammy reiki regularly and on one occasion was able to assist Tash, our vet nurse, with his splint re-banding. During the process I administered reiki to his forearm and head and gave reflexology to his forepaw," Lynne said.

Sammy's healing is progressing well. A recent X-ray

shows that bone calluses have formed over both fractures. Sammy will remain in the hospital and retain the splint for a further two to four weeks before he is given to a carer for physio and rehabilitation, prior to release.

"I find this utterly rewarding and fascinating work," Lynne said. "It is remarkable to observe how compliant the creatures are to treatment. They are wild and initially very frightened, so must be treated with care and respect. However, they seem to perceive "good intention" towards them and will invariably submit to treatment.

"The infants are very tactile and need to be cuddled. Many of the older ones like to greet volunteers with a 'nose bump' when we enter their cages. It is good to contribute to the welfare of both our native animals and birds that are under such threat because of increasing human encroachment into their environment."



eLearning or face to face workshops?

By Marie Duggan, Butterfly Touch Therapies Training

All professional therapists are required to complete Continuing Professional Training (CPT) every year to demonstrate they are keeping up to date with industry standards and to expand their skills set.

The case for eLearning

Having delivered face to face workshops globally for seven years, I have had many therapists approach me describing their personal obstacles to attending and completing CPT training.

These range from living remotely, CPT training not provided in their locality, the cost of travel to courses, the cost of accommodation and meals, on top of the cost of the course itself. Add to that the loss of earnings while away from their business and clients, time away from home, child-care, health restrictions, learning disabilities ... the list goes on.

What does this mean for therapists? For those who are not located close to city centres where most training courses are provided, they face inequality in their career advancement and development. Additionally, their financial and personal lives are affected due to increased cost of training and travel as well as time away from home and work.

There are so many reasons a therapist can be restricted by personal circumstances. There are amazing therapists who are juggling life as a carer to their partners, children or parents. They love their therapies and wish to develop their skills further, feeling it is part of maintaining their own identity and lives, but travelling even a day away from home causes so many practical difficulties that attendance is virtually impossible for them.

The answer for many of these problems is CPT eLearning (learning online), which represents an accessible learning pathway to keep abreast of industry practices, while improving skills and learning new techniques.

It provides a training platform which aligns with many other healthcare systems and caters to the individual's learning style and pace of learning.

Is eLearning better than face to face training? I do believe our initial training should contain a high level of direct teaching, and some people really value learning in person as a modality. However, once we are qualified and looking to add to our skills set, eLearning for CPT opens another pathway to training. It provides a level playing field for those therapists who are not close to training programs or who are restricted because of other issues.

Providing the course is developed using the same high-quality content and integrity to modality best practices as an in-person CPT course, eLearning can be as good as face to face training. I can vouch that the eLearning CPT course which evolved from my face to face workshop for cancer care required far more thought, time and work. This was essential to create a learning program suitable for all therapists, all learning styles and catering for each individual's learning pace.

Am I saying eLearning is the best choice for everybody? No, of course not. Some therapists are going to love this learning pathway, while others prefer to attend face to face training.

Many, however, are happy to have a mixture. Many therapists like to attend face to face courses to meet other therapists and expand their circle of support, and I must admit I love this element too. However, even this can be easily addressed by the trainer providing personal and technical support via email, calls or facetime as needed during the training program and a private forum for those therapists who have completed the training. That way we all stay in touch and support one another.

eLearning or face to face workshop? There is no right or wrong way, it is all down to giving therapists a choice.



CPT News and working with seniors

By your CPT Working Party

We hope you have made it through these difficult past few months with your passion intact for reflexology and expanding your knowledge!

It has been the perfect time to access the many online workshops and webinars on offer. Your CPT committee is working on reviewing and promoting a variety of these with the aim of informing you about those from which we think you can gain good benefit.

Keep an eye on information about these in the electronic newsletter, website and the CPT calendar of events in *FootPrints*. You can help us share more workshops and webinars with other members by sending the link of any you find valuable to cpt@reflexology.org.au.

Working with seniors is the theme for this *FootPrints*. Many of our older people have very little touch in their lives so your contact with them can be very powerful. The easing of pain and aches in the joints, as well as improved circulation and calmed nerve endings, allows for better relaxation.

This reduces stress and anxiety, promotes mental wellness and better sleep habits. As such, reflexology is great for improving or preventing cognitive diseases and deterioration. The overall mood of older people is improved as well. This can help their physical and mental wellbeing.

There are specific things to consider when working with this group, particularly in the current Covid-19 period. It is important that you are confident in your treatment regimens and take into consideration their vulnerability to infection, fragility of bones and skin, mobility and mental state.

Your usual techniques may need to be modified and consideration should be given to using or training in lighter/more energetic forms of reflexology and giving shorter sessions. You may also need to develop flexibility with your own body and how you treat when working in their homes as they usually need to be treated in their own chairs or bed.

Have you an interest in working with seniors or do you already have this special and interesting group of clients as part of your practice?

Either way, there are many opportunities to improve your skills, knowledge and confidence working in this growing field and gain valuable CPT points. Look for information and training that improves your understanding of issues specific to the elderly.

Here are a few links to check out:

<https://dementialearning.org.au/>

<https://www.utas.edu.au/wicking/understanding-dementia>

<https://www.aag.asn.au/>

<https://www.everydayhealth.com/news/most-common-health-concerns-seniors/>

<https://www.caregiverstress.com/geriatric-professional-resources/webinars/upcoming-caregiver-webinars/>

<https://www.utas.edu.au/wicking/understanding-dementia>

Make contact with in-home aged care providers and aged care facilities to increase your business in this field. Hand out the RAOA's brochure, *Reflexology The Perfect Partner For Seniors*, when you visit to offer your services for paid or volunteer work.

If volunteering is your thing you will find yourself very welcomed by this group and of course gain CPT points in Activity 6.

Please note that the reduction of required CPT points to 10 for 2019/2020 was a one-off response to the Covid-19 crisis and WILL NOT apply to the 2020/2021 CPT year.

As we no longer have a conference this year it is even more important that you plan your CPT and get many of your points sorted as early in the year as you can.

This year we have added to the CPT program:

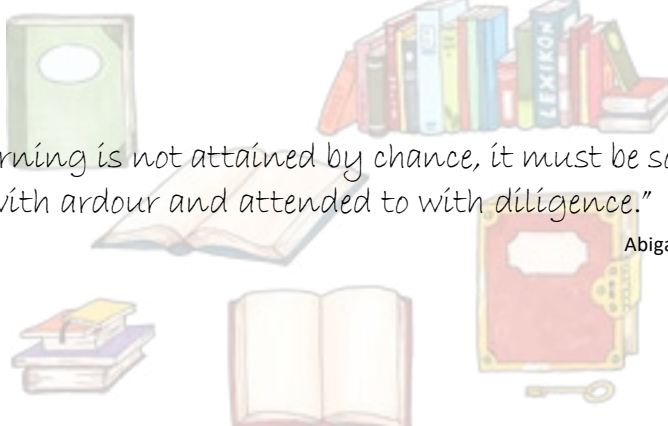
- ◆ Activity 8—*Summaries of reputable research journals/studies relevant to Reflexology (1 per hour. Max 5 per project)*
- ◆ Activity 2 & 4—*Virtual attendance at the RAOA AGM – 2 CPT points, as there will not be a face-to-face AGM.*

If you have any specific CPT queries please don't hesitate to contact us by email to cpt@reflexology.org.au.



"Learning is not attained by chance, it must be sought for with ardour and attended to with diligence."

Abigail Adams



You want more!

By Sue Mazur, Big Bold Branding

You want more! When you're starting a new business – or strategising to grow an existing one – competition can be intimidating. Competition is a fact of life and business and it will affect every aspect of your planning, from pricing to promotion.

Finding customers is always going to be critical when you're launching or growing a business. We used to worry when there was a lot of competition for our product or service, but these days we also need to worry about businesses competing for our client's attention.

So how do you get the attention you need for your product or service? It's easy to daydream that someday you'll have a moment of inspiration and dream up a product that is so unique it'll have zero competition.

However, even the most innovative new products or services will eventually face competition as others enter the market. There's really no use holding out for that perfect, competition-free product. Instead, if you have a business idea you're passionate about, there are ways to succeed even in a crowded market.

There are numerous ways to do it, from social media marketing and Search Engine Optimisation (SEO) through to traditional marketing or to selling at pop-ups or trade shows. Which ones work best will ultimately depend on your business, your customers and you.

Yes ... you need to do some work

Today's consumer is both picky and savvy. Between flash banner ads, spam emails, colourful billboards, repeating ad pop ups on social media, the dreaded embedded digital ads in web articles, big data, artificial intelligence (AI) tracking every move online to present custom ads, privacy breaches and concerns, consumers can become numb to the barrage of marketing efforts and in some cases the customer's experience with a brand is negatively impacted.

Marketers, social media platforms and devices are all trying to out-manoeuvre each other with sellers continually finding ways to engage and consumers trying equally hard to avoid them. But the cat-and-mouse game has reached a critical point, especially as devices have gotten smaller. Ads have become so annoying, consumers and industry executives say that they could sink the internet if they were not also helping support it.

For a business today, there is a high level of pressure to spend more and more with a plethora of 'pop-up experts' and ever-increasing choices to make. Sometimes, this can confuse a business owner to the point of making no choice at all.



Yes, you can outsource this, but without a basic understanding of what you are doing, you can easily lose control of your marketing spend, be disappointed or worse, ripped off.

'Pop up experts' will try to sell you into the one line/thing they have got a handle on, and that may not be the right bait, pond or fish for you. Many a business has been burned by marketing

and social media promises made to them in the past, so it is worth putting in the time yourself as nobody knows your target audience better than you.

1. Analyse your competitors

You need to know your competitors and their products and build a competitive edge that you are proud to showcase. Know what they are offering, buy it, take it apart, and find gaps in their product, messaging, retail distribution and target audience. Do they miss local? Are they selling only retail and not wholesale and vice versa? Do they only market online? Are they only on one social media platform? Analyse what they are doing, know your own audience and don't follow them – yes, sometimes even big brands get it wrong. Analyse and think critically about what they are doing and either do it better, or do it differently. But, have a strategy, and do it well.

2. Use multichannel marketing

Multichannel marketing refers to the practice of interacting with customers using a combination of indirect and direct communication channels and media such as websites, retail stores, mail order catalogues, direct mail, email, mobile, advertising, networking or social media. This enables customers to take action in response – preferably to buy your product or service – using the channel of their choice. In the most simplistic terms, multichannel marketing is all about choice.

Multichannel marketing is important for the simple reason that you must be where your most relevant customers are. The end goal is to capture an audience's attention in a unique and memorable way. In an ideal world with unlimited resources, your company would have helpful and relevant content on every single channel. But since you're not Coca-Cola, you have to be strategic about targeting, so you can sustain these efforts to grow your business.

3. If you have a product, get it in customers' hands

Besides multichannel marketing, if you've got a product, get it in your customers' hands. That's one thing successful brands have done well.

Continued on page 14

Because you can be confident that your product is better than anything out there, when you're a new business, you can't just tell people that. You have to show them. Gift products, sponsor events and give out free products saying "try our product, we're confident you'll love it and come back." This strategy works once you're truly confident that you've got a product that stands out in the marketplace, so the time you invest in competitive research and product testing is the cornerstone of this strategy. Once you're there, you can focus on finding opportunities to hook new customers and win loyal fans for your brand by relying on the strength of the product.


4. If you have a service, get it in front of your potential clients consistently

If you have a \$70 product, the barriers for people to buy that item is a lot lower than for someone to trust their life savings for advice with a financial planner. For a lot of service industries trust will be a crucial factor. What builds trust? Familiarity and consistency. Network. Do trade shows. Get in front of your community. Sponsor sports and community groups. Lend out or donate branded marquees to sports and community groups, brand your car, put signage out in your community to be seen each day. Great branding is crucial to a service industry. Great branding builds an asset for you.


Engage a professional to develop your brand, as unfortunately too many businesses these days are posting pretty pictures and measuring popularity rather than penetration and conversion. Facebook now sees eight billion average daily video views from 500 million users and Google processes 100 billion searches a month. Your budget may expire if used incorrectly, without gaining you the necessary familiarity and consistency needed for trust. If you are developing a brand and want to delve deeper into success tips, ask for the free e-book by Big Bold Branding, *Making sense of multi-channel marketing: fish where the fish are*.

5. Use competition to inform and inspire

When you're taking your first steps into a competitive market, seeing all of the polished, established brands in your space can be intimidating. You should never compare your step one to someone else's step 100. Do what you can with the budget you have and do it really well, and manage your expectations so you don't lose traction. It is next to impossible to launch with a brand that is going right into retail stores or a service or platform that will be signed up by new clients straight away. Get the word out there, establish your brand and deliver a great product. The rest will come. You just have to be confident and realistic. If you've got a good understanding of the competition and you've invested time into refining your product or service to fill a gap in the market, you're ready to start selling. The rest will come.



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Get to know your psoas muscle

By Kerrie Kiely

The psoas is a deep muscle found in our pelvis. It has a connection to our physical, emotional and spiritual well-being and when healthy, enables us to live an active life.

For a reflexologist working with a client to help release the psoas, relaxation is critical. Bowel issues often arise from a tight psoas, and so in addition to the hip and sciatic reflexes, other areas to work include the digestive organs, the intestinal area, the ileo-caecal valve and the sigmoid.

Awareness of the psoas, how it works in our body and where it is situated will give us a better understanding of our wellbeing.

The psoas is made up of two muscles – a major and a minor muscle – located on the left and right sides of our body. They connect to the abdominals, latissimus dorsi, diaphragm and the deep muscles of the lower spine.

The major connects from the femur to the lower spine, the iliacus and to the diaphragm. The minor muscle connects the pelvis to the spine. The psoas is the only muscle that connects the lower and upper part of your body.

Many lower back issues such as sciatica come from a tight psoas. As the psoas tightens, it affects posture, placement, balance, walking, energy and emotions. Reaching the psoas is difficult because of its deep location in the pelvis.

We know that reflexology helps us to relax on a deeper level, which will assist in letting go. For clients with known or suspected tight psoas muscles, working the hip and sciatic reflexes will also assist the psoas to release. We tend to hold a lot of anxiety in our belly and this is often taken into the psoas muscle. Learning to let go and relax the



belly with the breath is the first step to releasing any tension in the psoas.

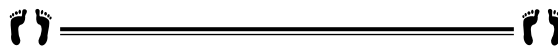
For our own psoas wellbeing doing gentle stretches – such as lunges – works to release the psoas. For a gentle practice to release the psoas, follow these steps:

1. Lie on your back. Keep your legs straight or knees bent with your hands on your lower belly and start deep breathing into the lower belly. Take 10 full deep breaths.
2. Bending your legs at your knees, take your legs together side to side with your feet hip width apart. Turn gently side to side breathing in and out.
3. Coming onto all fours, with your hands under your shoulders and knees under your hips, stretch opposite arm and leg out and hold for five to 10 breaths. Change sides.
4. Lunges. With one knee on the floor (with a cushion for knee support), bend your other leg at a right angle in front of you, with the foot on the floor, for lunge position. Keep your spine straight and hands on your hips or holding the front thigh. The hip psoas is strengthening in the front leg and stretching in the back leg.

Remember your breath while doing these exercises, as the breath helps us release tension. As the psoas is connected to the diaphragm, the breath connection is important to focus on.

Reference: The Vital Psoas, J Staugaard-Jones.

Kerrie Kiely is a reflexologist in Sydney's northern beaches. She operates a clinic located in her garden and is the resident reflexologist at the local Wholistic Medical Practice in Avalon. She has also taught yoga for 20 years, after training at India's Sivananda Centre.



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A first for me, a first for a Himba Couple in Namibia

By Ann Jooste-Jacobs

In late February, my husband and I set off for a long-awaited trip to Namibia. We spent a week in South Africa before leaving for Namibia in late February, driving north with friends from Cape Town.

We travelled through the southern part of Namibia for 10 days, enjoying stunning scenery, high temperatures and good company. Our friends had lived in Namibia for many years and were able to take our group of five to areas not usually on tourist routes.

Our tour through Kunene Region, North Western Namibia, was with two world famous conservationists, Garth Owen-Smith and Dr Margaret Jacobsohn, both based in Namibia. We travelled north to the border between Namibia and Angola, an amazing experience. We then started our return journey south and after several nights camping in remote bush areas stayed in a lodge run by a Himba conservancy group. We stayed at the Etaambura Camp, near Onyuva Village for three nights.

It is the tradition for the hosts – the two conservationists – to invite an elder and his spouse to dinner on the last night of the stay at the lodge. On this occasion we had the local conservation game guard and one of his three wives join us for what proved to be a unique experience.

Due to the lack of water, Himba ladies rarely wash but cover their bodies in a mixture of ochre and animal fat. They use the leaves of the Omumbiri tree to smoke their traditional animal skin clothes as well as to fragrance their bodies. This beautiful tall lady in traditional dress entered the dining room and I was aware of this unique fragrance.

At dinner the lodge manager – a lovely lady by the name of Kakuu (Kakupurirue Musaso) acted as our interpreter for the evening. We were asked to introduce ourselves

and give a bit of a background to the guests. After we had all given the information, it was mentioned that I practice 'natural medicine'.

The Himba lady was fascinated and asked many questions as to what this involved. I tried to explain what reflexology was and how it worked in simple terms. Her fascination and questions continued so I offered to give her a mini session after dinner.

The dinner was a very special occasion. Kakuu had a birthday the day before and it was my birthday a few days later, so our wonderful cook, Sonia, baked the most delicious chocolate cake on an open fire – beautifully iced and sprinkled with nuts. The Himba people then sang "Happy Birthday". Certainly a memorable birthday.

I set up chairs for the mini reflexology session, with little solar powered lanterns providing light. Quite a unique setting! Bearing in mind that this lady – Zanjama Tjiningire – had never worn shoes – I expected a very leathery pair of feet to be presented to me.

On the contrary, her feet were quite beautiful – not soft – but very smooth. I mentioned to her that she had a lot of tension in her neck on the left-hand side. Her eyes widened and she asked me how I knew that. She had been experiencing a lot of pain in her neck. I continued with the mini session, using relaxation techniques. I also said I would show her ear reflexes that she could easily access and work to give some relief for this neck tension. The session ended with her totally enthralled by what she had felt and experienced. She said she could feel 'heat' in the neck area and wanted to know how this could happen. She also said she felt very relaxed.

Not to be outdone, her husband Uakaevisa Tjisuta, also wanted a mini session. He wore shoes and western clothing – but his feet were not as smooth as those of his



Zanjama having a mini reflexology session with Kakuu and her husband looking on



Showing Zanjama how to work her ear reflexes

Continued on page 17

wife! He too was fascinated and I think would have loved to have spent a few hours as a happy recipient. However, the driver was waiting to return the couple to their village. Kakuu also wanted a session. It was fairly late by this time so I promised a mini session the next day. She was ready and waiting before breakfast! She too was fascinated with the therapy and said she would like to learn more about reflexology.

Uakaevisa had also returned to the lodge in the morning. I asked him how he felt. He said he had slept very well but was very unhappy. When I asked him why, he said he would like me to stay for another three weeks to give more information about reflexology!



Uakaevisa did not want to miss out on his mini reflexology session

We continued our journey south, but sadly, later that day when we had communication coverage, we received a message from our son urging us to return to Australia as soon as possible. We had been aware of the Coronavirus but as we had no regular communication coverage, didn't realise how quickly the situation had developed. We decided to cancel the rest of our trip and return to Australia. This involved two full days of travel on dirt roads to get to Windhoek. We then had to fly to Johannesburg for a connecting flight to Sydney.

It was an experience that was very special and the memory will be with me forever. I do hope the Himba lady is using the ear reflexes and that she and her husband occasionally give each other a mini foot rub! Life in the desert is harsh – and hopefully they will have happy memories of this experience too!!!

In a sad footnote, Garth Owen-Smith passed away over the Easter weekend as a result of a long illness.

Ann Jooste-Jacobs is a reflexologist based in Manly, NSW.



Do you know your gift card laws?

The Australian Consumer Law has been amended to provide protections for gift card consumers across Australia. These national changes apply to gift cards and vouchers from 1 November 2019. Those sold before 1 November 2019 continue to have the same expiry period and applicable fees as at the time of purchase.

Members who use gift cards should become familiar with the changes which include a three year minimum expiry period. You can find more information online at:

<https://consumerlaw.gov.au/new-gift-card-laws?fbclid=IwAR3ravsEWU3HicxJqhazhmCc-v27dy91wqMXjgenoS4yJBPd3kwUss7Ezb8>



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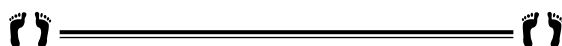
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"If you think adventure is dangerous, try routine, it's lethal."

Paul Coelho

What makes our members tick?

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

Véronique Tabor, Hobart, Tasmania

1 Why reflexology?

In 1993 I was living in Scotland, mother of four beautiful girls, when my youngest started kindergarten. I looked for something to do and saw reflexology advertised. I had no idea what it was and what it treated! I enrolled and liked it very much. We had two lovely teachers/lecturers, owners of the Scottish School of Reflexology. I practiced on other students and did my clinic hours at the psychiatric ward at the hospital. When I arrived, I could see the smile on patients' faces; they were waiting for their treatment every week. These treatments relaxed them, help them recover, made them talk, smile and laugh and gave them hope.

2 Where do you live and work?

I live in a rural area near Hobart and in 2019 I moved my practice to my home.

3 What other modalities do you practice?

I am a naturopath herbalist, iridologist, work with nutrition, homoeopathy and an NST practitioner (Advanced Bowen).



I do home visits one day a week and for the past 15 years have worked as a volunteer for torture and trauma at the Migrant Centre.

4 What grounds you?

I have practiced yoga and meditation for a long time and it keeps me going whenever there is a hiccup in my life, helping me stay positive when everything else falls apart! I love spending time with my family and grandchildren and being surrounded by my cats and dog. I also spend lots of time taking care of my tropical fish tanks! Friends are very important to me. You don't value friendship by the number of friends you have but by the quality of this friendship.

5. Favourite colour?

My favourite colour is purple/blue. It is a spiritual colour. This colour surrounds me wherever I go.

Vicki Protheroe, Director, Queensland

1 Why reflexology?

After an 18-year career with Australia Post and the birth of our third son, it was time for a change. While being a full-time mother for two years had its challenges, I was eager to study.

After attending an open day at Endeavour College and listening to presenters, I was drawn to reflexology because of its Egyptian origins.

I was absolutely fascinated that so long ago they had the wisdom to know the health benefits of pressing points on your hands and feet to stimulate your whole body, not only preventing illness but improving health and wellbeing.

2 Where do you live and work?

I was born in Northern NSW but have lived in Queensland for more than 30 years. My husband and sons still say I am not a Queenslander as I barrack for NSW in the State of Origin!



3 What do you love doing?

I love travelling, investigating must-see tourist attractions and organising and booking family adventures. I find this exciting and it gives me a sense of satisfaction when it all comes together.

Our favourite adventure would be cruising around the Hawaiian Islands on the Pride of America. It was the first holiday we've been on that we didn't want to come home. However I must add here that Australian beaches are the best!

4 What keeps you grounded?

I find that meditation and Qigong exercises keep me grounded and allow me to have a positive perspective on life, as they keep me in the 'now'. That's

where we have the power to make choices that will affect our future.

5 What advice to a new reflexologist?

Your intention is everything when giving a treatment. This was said to me by one of my teachers when I was learning reflexology!





It takes less than 21 MINUTES to discover 21 BENEFITS of RAOA MEMBERSHIP!

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21 Benefits of Membership with the Reflexology Association of Australia. The ONLY Association in Australia 100% dedicated to Reflexologists

1. MEMBER SUPPORT HELPLINE

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

The special circumstances of membership-based and cause-driven bodies mean that having a reliable and knowledgeable source of support is a must. The helpline is accessible Monday to Thursday on 07 3396 9001. Directors are also available, should you require, with direct access to Directors via email or phone.

2. 'FIND A PRACTITIONER' REFERRAL SYSTEM

✓ Professional ✓ Intermediate (conditional)

Listing on our 'Find a Practitioner' database. The National Office regularly receive telephone enquiries for Professional Reflexologists (with Insurance and First Aid) across Australia.

3. DISCOUNTED INSURANCE PREMIUMS

✓ Professional ✓ Intermediate ✓ Student

Gallagher offer special insurance premiums to Professional, Intermediate and Student RAOA members. Additionally, from our partnership agreement, the RAOA receive a small commission which is then used for the benefit of all members. <https://reflexology.org.au/insurance-policies-details>

4. MERCHANDISE

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

Promotional items such as RAOA branded Polo shirts, RAOA branded name badges, brochures, gift vouchers, receipt books and educational resources (charts, DVD/CD's). Some conditions apply.

5. ADVOCATING REFLEXOLOGY AS A VIABLE and VALUABLE COMPLEMENTARY THERAPY TO ALLOPATHIC MEDICINE

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

Political Advocates: The RAOA will actively support its members in the political arena if and when required at a National level.

RAoA is constantly monitoring current government and medical trends and sends submissions on member behalf promoting the benefits of reflexology, particularly in relation to its potential as a viable supplement within the health care system. When there is negative publicity against natural therapies, RAOA responds to down play the negativity.

RAoA has a Memorandum of Understanding (MOU) with the Network of Researchers in the Public Health of Complementary and Alternative Medicine (NorphCAM) and is a support partner with the Practitioner Research and Collaboration Initiative (PRACI).

NorphCAM focuses on examining the role of CAM in Health Care, linking researchers and practitioners to promote and advance public health and health services research and research capacity building relating to CAM.

PRACI is the world's largest complementary healthcare practice-based research network and is committed to:

- ◆ Strengthening the development of meaningful and practice relevant research in complementary healthcare
- ◆ Supporting productive communication and engagement between complementary healthcare practitioners and researchers
- ◆ Stimulating and developing a sustainable research culture within complementary healthcare in Australia
- ◆ Facilitating the development of research networks in a range of complementary healthcare fields across Australia and internationally
- ◆ Progressing broad rigorous scientific investigation to information complementary healthcare

The PRACI network includes over 750 practitioners from 14 health professions of which Reflexology is one.

6. WEBSITE MEMBER ONLY PORTAL

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

This gives access to a wide database of articles and research available **only** to members. This is a great tool to use in marketing your business at clinic level. In addition, RAOA forms, electronic issues of *FootPrints* and our on-line Merchandise shopping cart ordering makes interaction with the RAOA simple and convenient. You can register for National Workshops and some Branch workshops, along with shopping for your Merchandise, all with a flick of the keyboard 24 hours a day.

7. RAOA ORGANISED WORKSHOPS – National and Branch

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

Workshops, seminars and study days deliver knowledge, networking and inspiration to members and are a valuable investment with many benefits to members and the wider community. RAOA Professional, Intermediate, Associate and Student Members receive discounts to National and Branch Workshops.

8. NATIONAL CONFERENCE

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

The Association's own National Conference provides the opportunity to attend and network with fellow reflexologists as well as gain valuable information from seminars and presenters. Speakers cover a variety of topics and are leaders in their field. Members have access to discounts for delegate registration, including early bird member discounts. Held in a different state every two years, this is a great opportunity to listen to international speakers and attend pre and post Conference Workshops.

* Based on professional membership renewal fees

9. FOOTPRINTS JOURNAL

✓Professional ✓Intermediate ✓Associate ✓Student

The RAOA print magazine, *FOOTPRINTS*, is the Association's quarterly magazine. *FOOTPRINTS* is dedicated to all things REFLEXOLOGY and contains relevant and leading-edge sector news and information.

10. RAOA MONTHLY E-NEWSLETTER (KEEPING YOU UP TO DATE AND INFORMED)

✓Professional ✓Intermediate ✓Associate ✓Student

Reflexology news, updates, forthcoming events, member benefit notices and member support queries.

11. PARTICIPATE AT COMMUNITY EVENTS such as HEALTH AND WELLNESS EXPOS

✓Professional ✓Intermediate (conditions apply)
✓Associate (conditions apply) ✓Student (conditions apply)

RAoA participate in various Health and Wellness Expos around Australia, e.g. Mind Body Spirit (MBS), Women's Health Expo, Conscious Living Expo and various other community events. This is a great opportunity for our members to showcase "professional reflexology" to the public and gain CPT points.

12. ACCESS TO INDUSTRY DISCOUNTS FOR RAOA MEMBERS

✓Professional ✓Intermediate ✓Student (Associate members please contact our National Office for your applicable benefits)

RAoA are dedicated to increasing the benefits of membership and have been successful in building relationships with suppliers and supporters to offer exclusive member ONLY advantages including:

Gallagher discounted premiums, as well as the **AJG Access First** (specially selected services for members) program

MOVE muscle, bone and joint health

Member prices for registration at all events, workshops and webinars. <https://www.move.org.au/>

Australia Wide First Aid (most States) and CPR First Aid (NSW and Victoria). RAOA members can complete their HLTAID003 First Aid Course at a discounted price through these trainers.

Big Bold Branding – RAOA discounted pricing on all your printing, marketing and business promotional requirements.

Caronlab – high quality massage oils, clinic cleaning, towels and disposable products. RAOA members receive cheaper than practitioner pricing.

For more information on our member discounts visit our Member Benefits page of the website at <https://reflexology.org.au/member-benefits>

13. ADVOCATING REFLEXOLOGY AS A CAREER NATIONALLY with APPROVED TRAINING ORGANISATIONS

✓Professional ✓Intermediate ✓Associate ✓Student

RAoA are in regular contact with Registered Training Organisations nationally ensuring we maintain a professional standard of Education in Australia.

14. OPPORTUNITY TO BECOME A CERTIFICATE OF CLINICAL REFLEXOLOGY SCHOOL

✓Professional

Are you interested in becoming a Certificate of Clinical Reflexology School? Find out more at <https://www.reflexology.org.au/education/certificate-of-clinical-reflexology>

15. LOCAL NETWORKS AND INTERNATIONAL CONNECTIONS

✓Professional ✓Intermediate ✓Associate ✓Student

Sharing and networking in Australia happens at a Branch level and Nationally at workshops, Seminars, RAOA Conference and AGM. RAOA has a reciprocal membership arrangement with the Association of Reflexologists (AOR), UK. This means that members wishing to relocate to, or register with, AOR have valid qualifications and will be recognised at the equivalent membership level to their Australian membership category. If an AOR member wishes to join RAOA the same validation exists.

Shared International Journals are available on the RAOA website.

16. COMMITTEE OPPORTUNITIES – National and Branch

✓Professional ✓Intermediate ✓Associate

The RAOA is a not-for-profit organisation and built on volunteering members. Let's keep this legacy going and join a National or Branch Committee. CPT points can be gained as well as new skills.

17. ASSOCIATION SURVEYS

✓Professional ✓Intermediate ✓Associate ✓Student

RAoA member surveys aim to find the opinions of members on issues that affect, or may affect, the ability to be a successful reflexologist while adding detail to the limited available data for the Reflexology profession in Australia.

18. RAOA PRIVATE FACEBOOK GROUP

✓Professional ✓Intermediate ✓Associate ✓Student

Members have access to our Private **Facebook Group**. Members can post questions to both the RAOA and to fellow members for guidance and support.

19. USE OF THE RAOA LOGO

✓Professional

Professional Members are eligible to use the RAOA logo in their marketing material. This helps add further Professionalism to you and your brand.

20. MENTORING

✓Professional ✓Intermediate ✓Associate ✓Student

Our own resources offer the ability to assist new graduates with mentoring at events, local branch meetings or workshop days. You may even contact a mentor via email for that one-to-one assistance.

21. THE ONLY ASSOCIATION 100% DEDICATED to REFLEXOLOGISTS—investing in your future

Personalised service – Being not as large as some other Associations, we take the time to **listen** and **assist** our members. We work to promote Professional Reflexology to increase awareness of the individual health benefits, (thereby increasing your client base). Your membership fees support these ongoing campaigns and dedication.



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 and Advertising Co-ordinator—
marketing@reflexology.org.au

2020	PRESENTER	TITLE	LOCATION/CONTACT
July 15	RAoA NSW/ACT Branch	Branch General Meeting	Via Zoom—details will be emailed via Branch
September 12	RAoA SA Branch	Branch Meeting and Workshop Day	Whyalla, SA. Information and registrations via SA Branch newsletter or contact National Office for flyer
September 16	RAoA NSW/ACT Branch	Branch General Meeting	Via Zoom—details will be emailed via Branch
September 12–13	Sue Ehinger	Using TCM with Reflexology Two day workshop	Sydney, NSW Contact Irene Tasho Australian School of Reflexology (02) 9449 6161 or www.reflexologyaustralia.com
October 17	RAoA Annual General Meeting (AGM)	RAoA AGM	Zoom meeting—more details coming in RAoA e-newsletters
October 17–18	Sue Ehinger	Chinese Reflexology	Sydney, NSW Contact Irene Tasho Australian School of Reflexology (02) 9449 6161 or www.reflexologyaustralia.com
November 15	RAoA NSW/ACT Branch	Branch General Meeting	Sydney NSW Venue to be confirmed
November 22	RAoA SA Branch	Branch Meeting and Christmas BBQ Breakup	South Plympton, SA Information and registrations via Branch newsletter or contact National Office for flyer
November 22	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
November 29	RAoA Qld/NT Branch	Branch Meeting and Workshop Day	Brisbane, QLD Venue and details to be confirmed
December 6	RAoA Vic Branch	Branch Meeting and Workshop Day	Hawthorn VIC Information and registrations will be online RAoA website www.reflexology.org.au
Contact organiser	Dr Lyndall Mollart	Maternity Reflexology	Melbourne VIC Contact Lyn Fava 0412 353 385 info@asrr.com.au www.asrr.com.au
2021	PRESENTER	TITLE	LOCATION/CONTACT
March 14	John Kirkwood—RAoA National Workshop	"Acupressure for Digestion and the Immune System"	Crows Nest, Sydney NSW Information and registrations online RAoA website www.reflexology.org.au
March 28	John Kirkwood—RAoA National Workshop	"Acupressure for Digestion and the Immune System"	Wynnum, Brisbane QLD Information and registrations online RAoA website www.reflexology.org.au
October 2	RAoA Pre-AGM Workshop	Save the date!	Melbourne, VIC More details in October 2020 Footprints
October 3	RAoA AGM and Seminar Day	Save the date!	Melbourne, VIC More details in October 2020 Footprints



Welcome new members

March–May 2020

First Name	Surname	Suburb	State
Carla	Beattie	Bibra Lake	WA
Federica	Berti	Manly	NSW
Vicky	Bland	Tecoma	VIC
Lisa	Hills	Willetton	WA
Jody	McDiarmid	Scarborough	WA
Gayle	Milne	Secret Harbour	WA
Louise	Savary	Rottneest Island	WA
Franziska	Seger	Pennant Hills	NSW

BRANCH NEWS

Greetings from beautiful South Australia which is in full autumn splendour and a riot of colour as I write. Our Branch ABM was held on Sunday 17 May followed by a Branch Committee Meeting. Members joined the meeting via Skype or phone.

The 2020/2021 South Australian Branch Committee comprises: Chairperson Amanda Wilson, Vice Chairperson Anita Smith, Secretary Pamela Nish, State Director Susan Jean Ramsey, Branch Admin Assistant Jo Booth, Events Co-Ordinator Marie Steinke, Footnotes Editor Gemma Green, SA Footnotes Pamela Nish and Gemma Green, General Committee Christine Clayton-Clark and Elaine Tscharke.

The current members would like to give a special thank you to James Flaxman for his commitment, knowledge and support during his time on the SA Branch Committee.

At our Annual Branch Meeting two of our members were recognised for their services to the RAoA. A Certificate

SOUTH AUSTRALIA



of Appreciation was presented to Susan Jean Ramsey and an *Outstanding Achievement Award* was presented to Pamela Nish.

The RAoA 2020 National Workshop *Acupressure for Digestion and the Immune System* by SA teacher and practitioner John Kirkwood for 28 June could have been rescheduled. However with current social distancing requirements in mind, at the crucial hour it was approved and by now our members will have welcomed the chance to advance their skills while supporting their immune and digestive systems as we head into winter

Once a year we will be bringing reflexology to regional South Australia with meetings held in various locations. This year it will be a one day workshop in Whyalla on September 12. We are looking forward to a great year ahead and wish you all the best.

Gemma Green



NEW SOUTH WALES/ACT



Suddenly this week we moved into winter almost overnight in Sydney, so it's time for warm cosy socks and heaters. This said, we also saw many of our members return back to work after the government COVID-19 restrictions lifted in May/June. Whilst it is still a time to stay diligent it's also a time when we can hopefully welcome clients back to the joys of reflexology over the coming months.

I want to thank and congratulate all members for "going with the flow" and adapting to the online meetings that we've had to change to since March. The April general meeting saw 44 members participate and our ABM in May saw 58 members at the meeting: amazing!

At this stage the NSW branch doesn't have any face to face meetings booked until next year. If we can organise it we desperately want a social meet-up in November to celebrate NSW branch operating for 30 years! But I'll keep you updated with that as we move into the year.

A big thank you also needs to go out to my committee who all re-committed at our ABM and will continue in their roles for another year. We all work so well together and get the work done, which is such a blessing!

Stay safe, keep warm and I look forward to seeing all your smiling faces on Zoom at our next meeting on 15 July. Details will be emailed before the meeting.

Karen Riley

A warm winter welcome to you from Victoria. The first day of winter and the fire is on and there's gentle rain outside. An important time to give and get reflexology treatments to support and enhance our immune system. John Kirkwood's workshop on *Acupressure for Digestion and the Immune System* in March was much enjoyed. Very timely as it was held just before the country went into shut-down from an infectious outbreak.

We had a good ABM via Zoom in early May. A different experience and lovely to see all who attended. Sadly we will lose our Director, Lyn Fava: many thanks for all you have done to support reflexology research and promotion. Thank you for your support, Nikki Reynolds, who will be stepping



VICTORIA

down from the committee this year. We are grateful that a couple of people – Swathy Sanjay and Anita Devos – have offered to join the RAoA promotions and research parties. Thanks to Nonie Crozier who has offered to help with the AGM in 2021.

Coming up is Reflexology Week in September. Christine Champion has been investigating some schools who may be interested in experiencing reflexology. Seniors Month is in October and we are investigating the Body Mind Spirit festival in November. This will be a great opportunity for reflexologists to connect and hopefully engage some of our newer graduates. More info on these in our newsletter.

Vibrant health to all!

Cate Brown



QUEENSLAND/NORTHERN TERRITORY



Along with other states, Queensland/Northern Territory Branch has adapted to the changes which the Coronavirus pandemic has necessitated. Our face to face meetings and workshops are on hold at present in line with travel restrictions and limitations on the number of people who can gather.

On 24 May we held our Annual Branch Meeting via Zoom, which meant that colleagues in the Northern Territory and all parts of Queensland were able to participate. This is food for thought for future meetings as the increased use of Skype or Zoom enables wider participation. While members are sometimes wary of putting their hand up for committees or positions, these technologies offer us opportunities for wider inclusion of members.

All positions on the Branch committee and working parties were filled, with Eb Smith and Suzanne Jewell

co-chairing. Vicki Protheroe has recently become the Director for Queensland/Northern Territory and the Branch committee looks forward to working with Vicki in the year ahead. Maxine Blanchard, NSW Director, had added Qld/NT to her responsibilities over the last year and we thanked Maxine for her support over this time. One of our members, Emma Pavey was presented with a Special Achievement Award for her commitment, organisation and expertise in bringing reflexology to the community.

Our next face to face meeting is planned for November. All going well, Heather Edwards will present on pathologies of the hand and naturopath Chelsey Jean will speak about LymFATic health.

It will be an interesting year ahead as we return to familiar things and perhaps re-configure how we approach aspects of our engagement in RAOA activities.

Suzanne Jewell

In recent times we've all been impacted by COVID-19, but it's been an opportunity to reflect on the value of friendship, community and working together to support each other.

TASMANIA



On reflecting back, I realise we've achieved much to support our members and reflexology in Tasmania. In August we had a workshop on Light Language. In October we hosted the national AGM in Hobart, which showcased the skills and knowledge of local presenters. In February we were the first state to hold the national acupressure workshop presented by John Kirkwood in Launceston.

The friendship and support of our small committee team has been richly rewarding. On behalf of all Tasmanian members, I'd like to thank Sally Stubs, Susan Archer and Lynda Kidd for their contribution, camaraderie and friendship. I'd also like to acknowledge the contribution of another member, Tiziana Hill as editor for *FootPrints*.

Our May ABM was held online via Skype. We had a social catch up session as a practice run the day before

to iron out technical issues; it was wonderful to see everyone's faces after months of social distancing.

Tasmania's branch committee has a new line-up for 2020–2021. Sally Stubs continues as Secretary, Tiziana Hill joins as Librarian, I have stayed on as Chairperson and Correspondence Officer, Lynda Kidd has taken on CPT/Education Coordinator/Branch Administration Assistant and Bess de Groot has joined as a Committee member (assistant support). Sadly, Susan Archer did not renominate; she has been a passionate advocate for reflexology and made a tremendous contribution, including as our state delegate from July 2017 to October 2018. A special thank you to Sue for her commitment and dedication!

Moving forward, our new motto is 'Fluid and Flexible', especially when planning for future local CPT events and opportunities! Stay safe and well.

Sarah Blain

Hello from WA; I hope you are well and coping mentally, physically and financially with the restrictions that COVID-19 has imposed on us. In WA we have been able to continue practicing for medical reasons, but this has not been easy for many practitioners. With lockdowns in aged care facilities, home visits off the agenda and practitioners and clients feeling uncomfortable due to social distancing rules, many if not most members ceased their businesses for a time. I do know that clients are missing their treatments and I feel they will return to us in force.

WESTERN AUSTRALIA



Due to the pandemic we unfortunately had to postpone our much-anticipated Southwest workshop and mini expo, due to be held on 21 March. We eagerly await a new date

later this year when speakers and members are available.

All branches have had to embrace technology for meetings which has been a steep learning curve for some of us, but a big thank you to those who have stepped out of their comfort zone and taken on the likes of Skype and Zoom.

This leads nicely to our own WA ABM which was scheduled for 7 June via Zoom. I look forward to seeing new members joining the committee. Due to family illness, I will not be re-standing as Chair but look forward to assisting the new Chair as needed. Take care, best wishes to you all.

Joanne Siggs

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SUBSCRIPTIONS AND ADVERTISING

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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 accounts@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

Tiziana Hill

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FootPrints Advertising & Subscriptions

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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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	Email:	mmwilson@netcon.net.au
WA	Chairperson:	Carol-Anne Brand
	Phone:	0411 731 808
	Email:	carol.annereflex60@gmail.com
VIC	Secretary:	Melissa Beeck
	Phone:	0410 027 077
	Email:	markandlissa@iinet.net.au

Branches

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

Board of Directors 2020–2021

Please know that Directors can be contacted to clarify concerns

President and WHS:

Susan Ramsey (SA)

president@reflexology.org.au

0417 855 931

Other positions:

CPT: Vicki Protheroe (QLD)

cpt@reflexology.org.au

0488 221 744

Education: Maxine Blanchard (NSW)

education@reflexology.org.au

0459 251 786

Research and Promotions:

Marie Steinke

research@reflexology.org.au

promotions@reflexology.org.au

0438 121 214

Finance and Admin:

Alison Torre (WA)

finance@reflexology.org.au

0406 144 517

(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

Membership and Administration—

Michele Jalland (staff)

membership@reflexology.org.au

admin@reflexology.org.au

Accounts, Merchandise and Advertising—Vera Emmi (contract)

accounts@reflexology.org.au

merchandise@reflexology.org.au

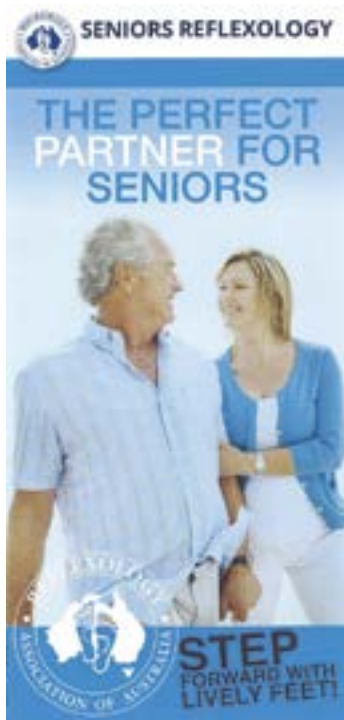
marketing@reflexology.org.au

How can I grow my business?

Don't feel comfortable selling? You don't need to ...

"Let your Merchandise do the Talking"

How can I get new clients?



Do you find that sometimes you don't quite know how to acquire those additional clients? Do you sometimes feel too shy to say anything or think you're being too pushy?

How about using the RAOA brochures and ...

"Let your Merchandise do the Talking!"

The "Seniors Reflexology" brochure is a great marketing tool. These brochures explain in easy to understand language how Reflexology can assist with improving daily wellbeing and maintaining vitality through the aging process.

Reflexology helps to reduce stress, balance the nervous system, improves sleep quality, improves circulation, assists with sluggish digestive system, assists arthritic pain and enhances the body's natural healing process – plus more. All things that benefit the aging body.

Here are just some of the ways to use these RAOA brochures to gain business.

Hand them out to:

- Local Seniors Clubs and Associations. Ask to display brochures there, or to hand out brochures to members.
- Hand them out at Tai Chi, Yoga, Pilates and/or Line Dancing classes.
- Current clients to pass on to the seniors in their lives – parents, neighbours, friends.
- Have some in your handbag and hand them out at your workplace (if you also work elsewhere as well).
- Ask to have them on display at gyms, doctor's offices, retirement homes, dentists, optometrists, and any other local businesses you can access or in close vicinity to where you operate your reflexology practice.
- Do letterbox drops in local retirement homes, aged care facilities or your neighbourhood.

One simple marketing idea is to offer pre-paid packages to senior clients for a discounted price or added benefits. For example, pre-pay for 5 and receive the 6th free. If pre-paying is not in the budget, then maybe a free treatment with every 7 paid. The possibilities are endless and up to you to decide what you would like to offer.

Therefore, it doesn't really matter if you love or loathe selling. It can be as simple as finding moments to share information. Stock up on your RAOA Seniors brochures now and start handing them out. It may be the 'seed' you need to plant to gain new business.

- 25 × Seniors Brochures – \$9.50 – plus Postage & Packaging.
- 100 × Seniors Brochures – \$28.00 – (that's only 28 cents a brochure) plus P & P.
- Other RAOA brochures and quantities available. Log onto the RAOA website and have a look at these brochures and let your Merchandise help you get your next clients.

Purchase via shopping cart at: www.reflexology.org.au using your membership log-in details.

The shopping cart will automatically work out your postage and packaging fee.

Or download the PDF order form and email it to merchandise@reflexology.org.au

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.



INSIDE THIS ISSUE

From the President's desk	1	You want more!	13
Contributions wanted: women's health	2	Get to know your psoas muscle	15
The emotional factors of reflexology for elders	3	A first for me, a first for a Himba Couple in Namibia	16
The rewards of working with the elderly	4	Do you know your gift card laws?	17
Enjoyment is doubled when providing reflexology to South Australia's seniors	6	What makes our members tick?	18
Meridians in the feet and the muscles that traverse them	9	Benefits of RAoA membership	19
Little Ted the koala treated to reflexology, reiki and love	10	CPT Education and World-Wide Conferences	
eLearning or face to face workshops?	11	Calendar of Events	21
CPT News and working with seniors	12	Welcome new members	21
		Branch News	22
		FootPrints—Contacts, deadlines, advertising	24
		RAoA contact details—Board, Branch, National Office	24