



It takes less than 21 minutes to discover 21 benefits of RAOA MEMBERSHIP!

Your membership with the Reflexology Association of Australia, the only association 100% dedicated to reflexologists, provides members with the following 21 benefits:

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 Reflexology Association of Australia Limited (RAoA) has a team of professionals who, with their many years of practical knowledge and experience, are able to assist with most queries. The helpline is accessible Monday to Friday via the website contact page.

2. 'FIND A PRACTITIONER' REFERRAL SYSTEM

✓ Professional ✓ Intermediate (conditional)

Listing on our 'Find a Practitioner' database, either via the website or by phone. The national office regularly receives telephone enquiries for professional reflexologists. This member benefit results in increased business and referrals to you as it distinguishes you as a professional reflexologist to the public.

The "Find a Practitioner" referral system is available to all Professional members and those Intermediate members who have Insurance and first aid.

3. DISCOUNTED INSURANCE PREMIUMS

✓ Professional ✓ Intermediate ✓ Student

Gallagher offers special insurance premiums to Professional, Intermediate and Student RAOA members. Additionally, due to our partnership agreement, the RAOA receives a small commission which is then used for the benefit of all members.

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) are all part of raising both your professional image and the awareness that you belong to a professional organisation. Access to the RAOA merchandise does reduce individual promotional costs as we can order in bulk and create a consistent professional image.

Some items are limited to Professional Members and those Intermediate Members with insurance and first aid. Check on our on-line shopping cart for details of those items.

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 counter 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, national webinars and 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

Educational workshops and seminars are at the core of the RAOA. 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 – all listed in our national newsletters, events page on the RAOA website and promoted on our social media pages. In addition, face-to-face sharing of information and knowledge occurs at the many local branch meeting days, Educational Practicum Exchange (EPE) Groups, networking events and the National Conference. These are held all over Australia. An affordable way to increase your knowledge base!

To find a workshop or EPE near you, please see the RAOA website, branch newsletter or contact your state branch chairperson.



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.

9. FOOTPRINTS JOURNAL

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

The RAOA Journal *FootPrints* is the Association's quarterly magazine. *FootPrints* is dedicated to all things reflexology and contains relevant and leading-edge sector news and information specifically dedicated to the modality of reflexology. Each issue shares articles and case studies, tips for client growth, research and updated abstracts from around the world. *FootPrints* is emailed electronically to all members.

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

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

The four issues of *FootPrints* are supplemented by quarterly e-newsletters, which contain news, updates, forthcoming member events, member benefit notices and member support queries. Between the four issues of our *FootPrints* Journal **AND** the e-newsletters we've got you covered with up-to-date information and news. Both *FootPrints* and the e-newsletter are a vehicle for sponsors and supporters to advertise as well as a valuable marketing resource at clinic level.

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

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

RAOA participates 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. These events are supported by the RAOA and organised by our branch committees and/or our national office.

12. ACCESS TO INDUSTRY DISCOUNTS FOR RAOA MEMBERS

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

RAOA is dedicated to increasing the benefits of membership and have been successful in building relationships with suppliers and supporters to offer exclusive MEMBER-ONLY advantages.

Gallagher Insurance

Discounted insurance rate for RAOA members and other special offers such as free webinars.

Musculoskeletal Australia (MSK)

Member prices for registration at all events, workshops and webinars. When registering, you must quote the RAOA Health Professional Membership Number for the discount to be applied (contact RAOA Office for number). Includes access to information and resources about Arthritis and Musculoskeletal conditions.

Australia Wide First Aid and CPR First Aid. RAOA members in most states can complete their HLTAID011 (previously HLTAID003) First Aid Course at a discounted price. Contact national office for pertinent information and discount code to be used when booking.

Caronlab—high quality massage oils that wash easily from clinic towels and linen. RAOA members receive discounted pricing.

Aussie Pharma Direct—offering all RAOA members 10% discount across its range e.g. masks, hospital grade surface spray and hand sanitiser, air purifiers and more.

Perfect Potion – RAOA members can apply to become part of the Practitioner Program to receive discounted products and authorisation to become a reseller within your clinic.

McDowells Herbal Treatments—herbal support for people, horses, dogs, cats and much more. It's the trusted name in herbal medicine and Australian owned.

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

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

RAOA is in regular contact with registered training organisations nationally. Did you know that the RAOA has its own Certificate of Clinical Reflexology taught by several providers around the country, ensuring a high standard of education in Australia?

The RAOA also sponsors the annual Trevor Steele Award, an opportunity for approved training organisations to nominate their stand-out students for consideration to win this financial prize.

14. RAOA social media promotions

✓ Professional ✓ Intermediate

The RAOA promotes its members and the benefits of reflexology through its social media platforms such as Facebook, Instagram, LinkedIn and YouTube.

15. LOCAL NETWORKS AND INTERNATIONAL CONNECTIONS

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

Sharing and networking in Australia happens at branch meetings at various venues, branch study days/workshops and national workshops, webinars and our RAOA National Conference and national AGM and speaker day.

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.

Joining an overseas association gives ready access to a much greater range of information and research.

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.

Committees and working parties such as CPT, Education, Finance and Research provide the opportunity to discuss key issues or particular areas of interest with peers. Contribute your ideas,



experience and knowledge and shape the future of your association for the good of all and our wonderful modality. Have your say, do your bit, make it happen!

At a branch level we have branch meetings and branch committee meetings, either as part of study/workshop days or at separate arranged times. There is also the opportunity for members to volunteer for committee positions such as Chairperson, Secretary, Branch Admin Assistant, Events Co-ordinator/Events team, CPT/Education organiser, Welcome Mentor and Newsletter Editor. Share your knowledge or gain additional knowledge by volunteering for a role on a branch committee. Alternatively, attend your branch meetings and contribute your ideas to the future of the RAoA.

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.

The survey results are used by the Association to make considered decisions and responses to member feedback and to advocate/campaign better on member behalf to government, medicos and the public. These surveys are important tools because of the detailed information they provide for the Board, branch committees and national office staff.

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 on anything related to reflexology and reflexology practice. Likewise, members can also post replies to other members' enquiries. This acts as a 'support group' between reflexologists and student reflexologists. Educational and business-building resources are also shared here.

19. USE OF THE RAoA LOGO

✓ Professional ✓ Intermediate (conditional)

Professional Members are eligible to use the RAoA logo in their marketing material. This helps add further professionalism to you and your brand and most importantly highlights the differentiation to the public that you do have insurance and current first aid certificate and that you are participating in current ongoing education practices. Using the RAoA logo provides assurance to the public that your professional services are compliant with RAoA's approved and recommended standards and the National Code of Conduct for Healthcare Workers requirements.

20. MENTORING

✓ Professional ✓ Intermediate ✓ Associate ✓ Student

This is a valuable resource within our membership. We are thankful for the many years experience of our longstanding members, as well as the reflexologists who have undertaken detailed training in specific areas of health such as cancer care, maternity and other speciality reflexology techniques. 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

Personalised service – We take the time to **listen** and **assist** our members. At the RAoA we live and breathe reflexology. This includes promoting professional reflexology to increase awareness of the individual health benefits (thereby increasing your client base), and we also work to ensure that awareness is increased to identify you as a professional reflexologist. Your membership fees support these ongoing campaigns and dedication.