

MASSAGE INDUSTRY GUIDE

TO HELP YOU UNDERSTAND THE MASSAGE INDUSTRY, AND
THE DIFFERENT QUALIFICATIONS.

THINGS TO CONSIDER BEFORE YOU ENROL IN A COURSE, AND
HOW TO JOIN THE INDUSTRY AFTER GRADUATION.

RTO 31896



1

SECTION ONE: UNDERSTANDING MASSAGE THERAPY

In this section you will find:

1. What is Massage Therapy?
2. What are the types and specialisations within Massage Therapy?
3. History of Massage Therapy
4. A snapshot of the Massage Industry

WHAT IS MASSAGE THERAPY?

Massage therapy is the practice of hands-on manipulation of the body's soft tissue, such as muscles, skin, tendons and ligaments. The general goal of a massage is to improve the wellbeing and/or health of the client. One of the biggest proven benefits of massage is the feeling of relaxation and calm, during and after a treatment. This can have considerable effects on the brain, and the body's ability to produce hormones and neurotransmitters that reduce stress and improve mood. This can have knock-on effects in improving sleep quality, immune function, mental state, as well as physical and emotional energy levels.

DIFFERENT TYPES OF MASSAGE

RELAXATION MASSAGE



Relaxation massage is also known as 'Western' or 'Swedish' massage, and is one of the most popular forms of massage in Australia. This technique is designed to promote relaxation and improve blood circulation.

The minimum qualification level recommended to perform this treatment type is the **HLT42015 Certificate IV in Massage Therapy**.

REMEDIAL MASSAGE



Remedial Massage is the objective assessment, treatment and rehabilitation of the signs, symptoms and causes of biomechanical dysfunction or injury. The therapist uses specific mobilisation techniques, in order to restore normal health and function of the client.

The minimum qualification level recommended to perform this treatment type is the **HLT52015 Diploma of Remedial Massage**.

SPORTS MASSAGE



Sports massage is an application of massage, not a particular massage technique. The type of technique or treatment applied is dependent on the situation (e.g. pre, during or post training, game or event); the type of injury and condition of the athlete; and the assessment results and/or goal established by the client and the remedial massage therapist. Sport massage is a blend of techniques that aim to enhance performance and help overworked muscles recover quickly.

The minimum qualification level recommended to perform this treatment type is the **HLT52015 Diploma of Remedial Massage**. Strength & conditioning, advanced first aid, and sports trainer qualifications (all of which are available in Q Academy's Remedial Sports Therapy Program), are not necessary, but strongly encouraged for someone wanting to specialise in Sports Therapy.

MYOTHERAPY



Involves the assessment and treatment of soft tissue pain, injury and dysfunction affecting movement and mobility. Myotherapy is applied to restore and maintain the health and function of the soft tissue structure (muscles, tendons, ligaments and fascia) of the human body with a strong emphasis on evidence-based practice.

The minimum qualification level recommended to perform this treatment type is the **22316VIC Advanced Diploma of Myotherapy**.

ALTERNATIVE



There are many other styles or techniques of massage such as shiatsu, Thai, reflexology, aromatherapy, ayurvedic, tui na, hot stone, deep tissue, pregnancy and baby, lymphatic or MLD, Bowen therapy, Alexander technique and the list goes on.

These techniques may be included in some of the courses listed above, or as standalone short courses. These modalities may have their own perspectives, philosophies and theories, with only some (not all), supported by modern medicine and science.

HISTORY OF MASSAGE

In the late 1800's and early 1900's massage was often used under the direction of GPs, with massage therapists receiving their training or industry inductions from medical practitioners. Massage was often considered "an integral part of the after-treatment of traumatic injuries of greater or less extent." (BMJ, 1884, p 425)

In 1906, due to the increased recognition of massage benefits, the Australian Massage Association (AMA) was formed by a small group of massage therapist from Victoria, New South Wales, South Australia and Western Australia to help protect the general public from untrained and unqualified practitioners. The AMA developed a membership program and educational standards, which aimed to ensure high-quality therapy treatments for the public.

The association members were trained rather than educated and worked under the guidance of Doctors in public hospitals with minimal independence. This soon developed into Swedish massage, which as well as hands-on massage techniques, incorporated hydrotherapy and basic exercise or gymnastics. As massage gained popularity as an adjunct to medical treatments there was an emergence of many new styles, techniques, modalities. As therapists gained independence, more techniques were created and adopted from eastern modalities.

Today, while the original Australian Massage Association has grown and changed its name, new associations have also emerged that continue to champion the same goals of creating an industry that protects the general public; provision of appropriate training and qualification recognition; ongoing support and representation of therapists; and the development of codes of conduct and industry guidelines. While considerable progress towards these goals has already been made, opportunities for improvement still remains.

INDUSTRY SNAPSHOT

Massage therapy training is now delivered primarily through Nationally Recognised Training Organisations (RTOs), who structure their courses around the Vocational Education Training (VET) health training package. These VET qualifications are regulated by the Australian Skills and Qualification Authority (ASQA) and the Australian Governments' Department of Education and Training.

It is important to note that not all RTOs offer Nationally Recognised Qualifications. The training provider can include (and exclude) elements in a course that they deem to be relevant or necessary. So if a Nationally Recognised Qualification is important to you and your career goals, we recommend that you check this with the training provider before enrolling. For more information on this, please see section 3 below.

Massage therapy appears to have a promising future as a recognised complementary therapy to modern medicine. As we see our population living longer, and with a greater emphasis on active lifestyles and wellbeing, more people are turning to massage therapies to help relax, unwind, assist with injury rehabilitation, and to manage the symptoms of many chronic and incurable diseases. The emergence of qualifications such as the Advanced Diploma of Myotherapy and a Bachelor of Myotherapy, it shows the demand for course to better understanding the human condition and how to best prevent, manage and rehabilitate the person.

2 SECTION TWO: THE HEALTHCARE INDUSTRY

In this section you will find:

1. What is Allied Health?
2. What are Complementary Therapies?
3. What are Alternative Therapies?

WHAT IS ALLIED HEALTH?

Allied health is an umbrella term with no universally accepted definition. Different Governments, Government departments, health service providers, health insurers and education providers include different professions under the title 'allied health'. While this may be the case, there is still general agreement on some basic principles. These are that allied health professionals are health professionals that are not part of the medical, dental or nursing professions. They are University-qualified practitioners with specialised expertise in preventing, diagnosing and treating a range of conditions and illnesses. Allied health practitioners often work within a multidisciplinary health team to provide specialised support for different patient needs.

An allied health profession is one which has:

- A direct patient care role and may have application to broader public health outcomes
- A national professional organisation with a code of ethics/conduct and clearly defined membership requirements
- University health sciences courses (not medical, dental or nursing) at AQF Level 7 or higher, accredited by their relevant national accreditation body
- Clearly articulated national entry level competency standards and assessment procedures
- A defined core scope of practice
- Robust and enforceable regulatory mechanisms

Furthermore, the profession must consist of allied health professionals who:

- Are autonomous practitioners
- Practice in an evidence-based paradigm, using an internationally recognised body of knowledge to protect, restore and maintain optimal physical, sensory, psychological, cognitive, social and cultural function
- May utilise or supervise assistants, technicians and support workers

While relaxation and remedial massage qualifications fall outside some of the definitions, they also meet many of the definitions of an allied health professional. Myotherapy and Musculoskeletal Therapies also meet many of these definitions and are bridging the gap between allied and complementary health services.

WHAT IS COMPLEMENTARY THERAPY?

Complementary therapy is known by many different terms, such as alternative therapy, alternative medicine, holistic therapy and traditional medicine. A wide range of treatments exists under the umbrella term of 'complementary therapy', which makes it difficult to offer a blanket definition. Complementary therapies are ones used alongside conventional medical treatments.

Some therapies or modalities are based on principles that are not recognised by conventional medicine, but have an established evidence base and may have evidence which supports their application for a limited number of health conditions. Conventional medicine is based on rigorous science and evaluation. While this has not been the case for complementary therapies, in more recent times there has been a move to apply science to better understand how many complementary therapies work.

These days patients don't have to choose between conventional medicine and complementary therapies, as they can often work well alongside each other. Some diseases or conditions may also be contraindicated (not recommended as they may cause greater harm), so it is important that all discussions with health professionals are honest and open.

WHAT IS ALTERNATIVE THERAPY?

Alternative therapies are treatments that are used in place of conventional medicines or treatments. While these practices are commonly sought-after, they generally may not be recognised by the medical community as standard or conventional medical approaches. The following services are largely considered by the Queensland Government to be alternative therapies:

Acupuncture: involves inserting fine needles into points on the skin to stimulate body systems

Alexander technique: deals with bad habits of posture and movement through verbal instructions and gentle physical guidance to relieve tension

Aromatherapy: uses essential oils to relieve the symptoms of headaches, insomnia, stress and digestive problems

Chiropractic: involves physical realignment of joints, lower back, neck, knees and shoulders

Herbal medicine: uses herbal plants to treat disease and enhance wellbeing

Homeopathy: is based on the idea that the body can heal itself. It involves taking highly diluted substances to trigger the body's healing response

Naturopathy: uses natural and gentle therapeutic techniques, such as diet, exercise, herbal supplements and lifestyle changes, to promote improved health.

Osteopathy: involves soft tissue body work to promote mobility and restore the body's balance

Reiki: is a form of treatment that uses non-invasive, gentle touch

Yoga: is a physical practice that combines gentle exercise with breath control and meditation

3 SECTION THREE: BEFORE YOU ENROL IN A COURSE

In this section you will find:

1. Considerations before you start studying
2. Selecting a Course & Qualification
3. Accredited Qualifications

IS MASSAGE RIGHT FOR YOU?

If you are considering joining the massage industry, but want to get a better understanding of what this entails - why not get a massage from a qualified practitioner and have a chat?

There are also plenty of introductory courses to give you a taste of what applying massage techniques can be like, which you can practice on friends and family. Q Academy, for example, runs an Introduction to Massage short course, as well as an online Nationally Accredited or General Interest Swedish Massage short course - which can be credited towards a Nationally Accredited qualification. This is a great option for anyone with an interest in massage.

Massage of any form is also a reasonably physical job. As a massage therapist you should expect to be on your feet for the majority of your working hours, constantly moving about the massage table. Q Academy will encourage a progressive introduction of skills and techniques, as well as gradually building up physical capacity for massage while you learn. We also make it a priority to teach you how to care for yourself as a therapist, to ensure you have a long and rewarding career, but it is important to note that massage can be a physically demanding job.

Please also be mindful that despite some common misconceptions, becoming a qualified massage therapist is not an easy accomplishment. You will be expected to be dedicated to your studies, both inside and out of the classroom. Complex subject areas are likely to be covered, and you may be required you to demonstrate and apply your understanding of high-level theoretical and practical practices.

SELECTING A QUALIFICATION

Once you have decided that a career in massage is right for you and your career goals, the next step is to decide on the course and training provider that is right for you. If you are looking for a viable career option, regardless where you choose to study in Australia, Q Academy strongly encourages that you obtain a Nationally Recognised Qualification.

Please be aware that some training organisations may include terms such as 'certificate' in their course name. However, if the course does not include the course code as outlined in the current training package - it is not a Nationally Recognised Qualification.

The benefit of completing a Nationally Recognised Qualification means that your qualification is recognised Australia-wide, and should you decide to continue with further tertiary or University-level study, you will be eligible for credits or Recognition of Prior Learning (RPL). Crucially, it can also be a requirement for Association membership, and your ability to offer health fund rebates.

SELECTING A COURSE

As an important step, we encourage you to consider what your ideal career outcome is, what type of service you might wish to specialise in, or where you would like to work. Once you have a career path in mind, you will be in a better place to explore course options to help you get there.

If you were leaning towards working in a beauty salon or a day spa, offering relaxation and therapeutic treatments - the HLT42015 Certificate IV in Massage Therapy course would be a good entry point.

If you want to work with people to assist with the management of pain and injury rehabilitation, as either as a solo therapist or in a multi-modality clinic alongside physiotherapists, chiropractors and other health professionals - we would recommend the HLT52015 Diploma of Remedial Massage qualification.

If you want to work with sporting teams or athletes, providing strength & conditioning and injury management and prevention, we would recommend working towards obtaining a qualification as a Myotherapist or a Remedial Sports Therapist.

Once you have decided on the course that you wish to study, we recommend that you visit the Government's myskills.gov.au website. It is a directory of all Australian VET courses and training providers. Type in the course code that you're interested in studying, and see which Registered Training Organisations (RTO) in your area offers that course.

It is important to note that generally, no two courses are the same. Nationally Recognised Qualifications with the same course code will contain a shared group of core subjects (units of competency). However, the individual Registered Training Organisation (RTO) can select the subjects, content and elective units to include in their course. They can also alter the duration and delivery methods of the course. This means that while two courses may share the same course code, they may not include identical course content.

Within the massage therapies, common elective units may include strength & conditioning, aromatherapy and nutrition & diet. It is important that you do your research, and ask questions, so you can select the course that includes elective units that align with your personal goals and interests.

ACCREDITED QUALIFICATION

According to the Australian Skills Quality Authority (ASQA), a VET Accredited Qualification is one that "...has been assessed by ASQA as compliant with the Standards for VET Accredited Courses 2012 and the Australian Qualification Framework (AQF)". This accreditation is a formal confirmation that the course:

- Is Nationally Recognised
- Meets an established industry, enterprise, educational, legislative or community need
- Provides appropriate competency outcomes and a satisfactory basis for assessment
- Meets national quality assurance requirements
- Is aligned appropriately to the AQF where it leads to a qualification

This means that the courses that are offered and prescribed at a standard set by ASQA must keep to that standard, in order to be a compliant RTO. If an RTO is non-compliant, then that RTO is at risk of ASQA's penalties.

Q Academy provides the following Nationally Recognised Qualifications:

HLT42015 Certificate IV in Massage Therapy
HLT52015 Diploma of Remedial Massage
SIS30813 Certificate III in Sports Trainer
22316VIC Advanced Diploma of Myotherapy

QUALIFICATION LEVELS

The AQF is the national policy for regulated qualifications in Australian education and training. It incorporates the qualifications from each education and training sector into a single comprehensive national qualifications framework. The AQF was introduced in 1995 to underpin the national system of qualifications in Australia encompassing higher education, vocational education and training and schools. The following is a visual representation of the different levels of study:



4 SECTION FOUR: ONCE YOU ARE QUALIFIED

In this section you will find:

1. Joining an Association
2. Getting Insurance
3. Private Provider Numbers

INDUSTRY ASSOCIATIONS

Once you have received your qualification, it is strongly recommended that you join an Association. Q Academy can recommend the following:

1. Association of Massage Therapists (AMT)
2. Massage & Myotherapy Australia (MMA)
3. Australian Natural Therapies Association (ANTA)

Associations are the primary regulators in the massage industry, who set the code of conduct and professional recommendations for their members. They consult with Government organisations and other professional organisations on the behalf of Massage Therapists to increase recognition of massage as a complimentary and allied service.

Association membership is also a requirement in order to offer provide health fund rebates to clients with private healthcare cover. Associations also offer support and guidance to therapists, to keep them up-to-date with industry changes and regulations, assist with employment advice and limited legal advice, and can offer therapists discounts on insurance.

Please check the membership requirements for the Association you intend to apply, but it is likely that you will need to provide the following:

- Record of Results for the HLT52015 Diploma of Remedial Massage (minimum qualification level)
- Current First Aid
- Current Insurance

Once you have successfully secured membership, your Association will apply on your behalf to some of the major Health Funds for your unique provider numbers. For certain Health Funds you may have to apply directly to them for your provider numbers.

In order to maintain your Association membership, you will need to satisfy several requirements. The first of which is your dedication to 'continued professional education' (CPE) or 'continued professional development' (CPD). Each year you will need to accumulate CPE/CPD points, to show that you are furthering your professional skills through ongoing training, education, and supporting communities or charities. Each Association will have slightly different requirements in regards to CPE/CPD points, but is likely to include criteria such as attending short courses, volunteering for charity or community events, as well as reading or writing research papers or case studies for publishing. You will also need to maintain current First Aid and insurance.

Thanks to Q Academy's Re-sit & Refresh service, graduates will be able to update their First Aid, for free...for life* which could save you hundreds over your career. Q Academy also offers a range of online and on-campus short courses that can be used towards earning your CPE/CPD points.

INSURANCE

As a massage therapist it is highly recommended that you have professional insurance that covers the following:

- Professional indemnity insurance, to protect against legal costs and claims for damages to third parties arising from an act, omission or breach of professional duty in the course of your business.
- Public Liability insurance covers you for claims made against you by a third party arising from injury or property damage from any premise you work from.
- Product Liability insurance covers you for claims made against you by a third party arising from the sale or supply of a product that causes financial loss or injury.

If you choose to work as an employee or contractor you will be required to have these insurances, and to keep them up to date. Your Association can also recommend an insurer for you as a therapist - and oftentimes your membership status will allow you to receive a discount on the insurance fees.

PROVIDER NUMBERS

Your Association will also prove very beneficial when applying for Private Health Fund Provider Numbers. The Associations can communicate and consult with the Private Health Funds such as Medibank, HCF and BUPA to enable therapists to offer client rebates for massage treatments.

To be eligible to obtain private provider numbers, you will need to have obtained an accredited qualification that is at least the Diploma level or higher:

- HLT52015 Diploma of Remedial Massage
- 22316VIC Advanced Diploma of Myotherapy
- Bachelor of Myotherapy or Musculoskeletal Therapy

As well as the minimum qualification level, you may also have to meet some of the following requirements set by the Health Funds or private health insurers. These requirements may be: the length of the course, such as running for a full academic year (for the Diploma level qualification); as well as a certain number of contact hours or supervised training hours on campus; and even specific knowledge requirements. Some Health Funds may require you to complete at least 80% of your training on-campus, in order to be eligible for Medibank Private and HCF Provider Numbers.

The requirements may vary slightly between the different health funds, so it is important you discuss with your preferred association, to ensure your course and qualifications meet the requirements of the Health Funds you wish to obtain Private Provider Numbers with.

Once you have been issued your Provider Numbers, you will be able to offer rebates to eligible clients. This means that clients with Private Health Insurance will get some of the treatment cost covered by their Private Health Insurer. The ability to provide health rebates is highly sought after by many multi-modality clinics and clients alike. It is definitely worth considering when selecting a course, as it can lead to additional job opportunities and increase the number of clients that choose your service. For any further questions around provider numbers and how to apply, we recommend that you consult your Association for the latest information.

OFFERING REBATES

In 2017, the Australian Government Department of Health began a review into private health fund rebates and the effectiveness of the many therapies previously covered under the rebate system. The National Health and Medical Research Council (NHMRC) was tasked with reviewing scientific literature examining the effectiveness and, where available, the safety and cost effectiveness of 17 natural therapies. These reviews were conducted in line with NHMRC's approach to assessing evidence. The NHMRC reviews were undertaken for the specific purpose of informing the Australian Government's Natural Therapies Review.

The review was undertaken to ensure that taxpayer funds are spent appropriately and are not directed at therapies that do not demonstrate evidence of clinical efficacy.

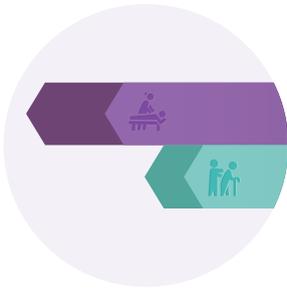
As a result of the review, from the 1st of April 2019, the following natural therapies will be removed from the definition of private health insurance general treatment, and will no longer be eligible to receive rebates: Alexander technique, aromatherapy, Bowen therapy, Buteyko, Feldenkrais, herbalism, homeopathy, iridology, kinesiology, naturopathy, Pilates, reflexology, Rolfing, shiatsu, tai chi, and yoga.

IN SUMMARY

Massage therapy is a rewarding and flexible profession, that you can use as your sole income or supplement it with other complementary qualifications. You could build up your clinic and employ other therapists, or you can work part-time for additional income while you manage home or family life, or while you study at University. There are many populations which rely on massage, and many areas for you to specialise in and make your own. Whatever you decide, before you join the industry, make sure you ask plenty of questions, do your homework, and find the right provider for your education.

5 SECTION FIVE: KEY MESSAGE INDUSTRY FACT SHEET

If you're thinking of working in the Complementary Health Industry as a Remedial Therapist or Myotherapists then here are 6 important facts you should be aware of:-



Massage therapist jobs are expected to experience very strong growth over the next five years, with an overall growth rate of 20.2% over 2018-2023 to 23,900 workers.*⁽¹⁾ (This is double the growth rate of any of the other Complimentary Health occupation)



Remedial Massage will continue to attract Private health insurance rebates after April 2019 when Private health insurance providers will no longer be subsidised for providing rebates across 12–16 natural therapies (including Reflexology, Traditional Chinese Therapies or Aroma Therapy) .*(²)



Due to the current skill shortages Massage Therapist job roles have been listed under the Temporary Skills Shortage (TSS) visa's Short Term Skills Occupation List10 - a list which specifies occupations for 482 visa and migration application. *(³)



As at May 2018, there were just 19,900 massage therapists and 7,200 complementary health therapists in Australia with over 40% of the workforce in some complementary health roles (e.g. Massage Therapists) aged 45 years and over *(⁴)



In 2017, Q Academy trained over 10% of all Remedial Massage Therapy students that graduated in Australia (Total of 2015 students graduated with the HLT52015 in 2017) *(⁵)



In February 2019 the Australian Skills Quality Authority (ASQA) conducted a survey of over 500 of our Q Academy graduates and students and 93% of the respondents indicated that they would recommend studying at Q Academy to their friends and family.

*⁽¹⁾ Source: Department of Jobs and Small Business - Job Outlook, Various ANZSCO codes, accessed 17 December 2018

*⁽²⁾ Source: Australian Government Department of Health (2019) Private health insurance reforms: Changing coverage for some natural therapies (Available at: <http://www.health.gov.au/internet/main/publishing.nsf/Content/private-health-insurance-reforms-fact-sheet-removing-coverage-for-some-natural-therapies>)

*⁽³⁾ Source: Australian Government Federal Register of Legislation (2018) Migration (IMMI 18/048: Specification of Occupations—Subclass 482 Visa

*⁽⁴⁾ Source: Department of Jobs and Small Business - Job Outlook, various ANZSCO codes, accessed 4 December 2018

*⁽⁵⁾ Source: Enrolment and completion data is sourced from NCVER VOCSTATS (program enrolments and completions 2016-2017), accessed December 2018.



MASSAGE CAREERS GUIDE

TO HELP YOU CHOOSE THE RIGHT COURSE FOR YOU, YOUR
CAREER GOALS AND INTERESTS.

WHAT TO EXPECT AFTER GRADUATION, AND WHAT IT'S LIKE
WORKING IN THE MASSAGE INDUSTRY.

RTO 31896



RELAXATION MASSAGE THERAPIST



Qualification Required: HLT42015 Certificate IV in Massage Therapy

Relaxation Massage is the entry-level qualification in the massage therapy industry. It generally only requires 3-4* months of study for individuals to become qualified, practicing therapists. If you are looking to learn the massage basics, or to add additional skills to an existing career; Relaxation Massage may be right for you.

However, if you are interested in establishing a sustainable and long-standing career in the massage and manual therapies industry, Remedial Massage is strongly encouraged. Relaxation Therapy is often considered to be the most physically demanding for the therapist within the massage disciplines - with therapists having to provide multiple full-body treatments per day. It should also be noted that Relaxation Massage Therapists are not qualified to offer private healthcare rebates to clients. As some employers will require therapists have private healthcare provider numbers, in order to offer client rebates, this has the potential to limit income and employment opportunities for Relaxation Therapists. It is definitely worth considering your personal situation, interests and career goals before undertaking any study.

*This is based on Q Academy's HLT42015 Certificate IV in Massage Therapy full-time, on-campus study load.

Treatment Options

Relaxation massage is also known as Swedish Massage. It is typically an oil massage, where the therapist uses their hands and forearms to help clients unwind and de-stress. Swedish Massage is often combined with beauty treatments and spa services. If you are already working in the beauty industry and are wanting to expand on your massage skills, or if you are looking to enter the beauty or spa industry, Relaxation massage should be an obvious first choice. If you want to treat a client base relax and unwind, Relaxation massage could be right for you. For more targeted or deep-tissue massage treatment options, please consider the Remedial Massage qualification.

Knowledge & Skills Required

The HLT42015 Certificate IV in Massage Therapy is the minimum qualification recognised under the national Vocational Education and Training (VET) system in Australia. By obtaining this qualification, it ensures that you have achieved the standard of training that prepares you to be workplace ready. Graduates will have knowledge and experience in: foundational anatomy and physiology, working in the health industry, massage therapy techniques, and professional standards of the massage therapist.



Typical Work Environment

Relaxation massage therapists can get the opportunity to work in some of the more exciting environments in the massage industry. As Relaxation massage is a fundamental skill of massage therapy, it can allow therapists to work all around the world, in day spas, resorts, beauty clinics, cruise ships, and from one's own at-home business.

Many relaxation massage therapists establish their own home businesses treating family and friends, or providing relaxation treatments to members of their local community. This could be perfect for someone who may be looking for flexible work with a friendly work-life balance.

Relaxation massage is fundamentally the most simple form of massage, yet can oftentimes be the most satisfying for clients with general tension and/or stress related symptoms. By working in spas and resorts, Relaxation therapists also have the capacity to live and work in many exotic places around the world. Make no mistake, it can be the hardest and most physical form of massage work, but it can also be the most enjoyable and rewarding.

Type of Clients

Relaxation massage can be suitable for any client with stress, muscle tightness or tension. Due to this, the types of clients Massage Therapists can expect to treat is quite broad. You could expect most clients to be busy professionals, or people with physically demanding jobs, who are all looking to relax and unwind. This may mean that you will have to be prepared to work outside of standard office hours or on weekends, when clients may have more free time.

There is also a big market for people to choose massage services when they are on holidays. By positioning yourself or your business in an area that is conveniently located near holiday destinations, it could provide you great opportunities in the massage industry.

Typical Work Week

If you are a Relaxation Therapist who has chosen to work full time or part-time in the beauty or wellness industry, you could expect to provide beauty treatments, body scrubs and other themed massages that integrate a variety of facilities. For additional treatment options, many therapists complete a number of short courses after graduation to expand their skill-set. Q Academy offers a range of weekend short courses. If you work in an area targeting holiday-makers, please note that work can be seasonal. If you choose to provide treatments to individuals in your local community or corporate clients, it may be likely that your work will take place on evenings and weekends.

Income Potential

Relaxation Therapists do not qualify for private healthcare provider numbers. Please note that this may effect your earning potential and attractiveness to clients with private health insurance. According to the Australian Salary Survey website, payscale.com.au, the average annual income for a Relaxation Therapist is \$52,000 p/a pro rata. Please note that this is a guide only. Q Academy does not guarantee income or employment outcomes for students and graduates. Your income will naturally be dependent on where and how often you chose to work.

Key Criteria for Success

For an employed massage therapist it is critical that they ensure they are entering into an appropriate employment agreement that includes sick leave and all employee entitlements. Take the time to establish the amount and type of work that the employer offers, and ensure that it suits the style you are interested in, and is within your scope of practice.

As a self-employed therapist it is important to identify your target market. For most relaxation therapists, office workers will be the majority of your clients. It is therefore worth positioning yourself in a location where those workers are conveniently able to access your services, especially after business hours. Having a high quality, and discoverable website with an online booking system will give you the best chance at attracting and maintaining clients in your area. Please also make sure you have updated insurance and association membership.

Main Attractions

Many Relaxation Therapists agree that the key benefits of the profession are:

- Working for yourself
- Comfortable, indoor working conditions (air conditioning, calm music, nice ambiance)
- Flexibility to work anywhere (even while traveling)
- Satisfaction of being able to help others
- Inexpensive to establish your own clinic
- Can determine volume and frequency of work around personal or family commitments

While Massage therapy can be a flexible and rewarding career path, it is important to note that it can be challenging. If you are active, enjoy working with and helping people- massage can be a very exciting profession. The best benefits can be the work-life balance, allowing you to mix work and the things you love. If you decide to establish your own business, you can target your services to the areas of life you love and enjoy, this could include, music, tourism, sport or your local community.

After Graduation

The majority of Q Academy students secure employment by the time they graduate. With students getting extensive experience perfecting their craft, treating members of the public in Q Academy's Student Clinic, many students establish a small client base, even while they are still learning.

Once you have graduated, it is important that you identify and apply for membership with an industry Association. Q Academy can recommend the following: Association of Massage Therapists (AMT), Massage & Myotherapy Australia (MMA) and Australian Natural Therapies Association (ANTA). Please note that there will be more considerations (especially if you establish your own business), such as securing professional insurance.

As a massage therapist, you really do have the opportunity to work in paradise. If you take the time to research current opportunities for massage therapists within Australia and globally, you will discover that there are a number of fantastic opportunities to work in some pretty incredible places. If you are looking for local job opportunities, please consult Q Academy's job centre on the website.

REMEDIAL MASSAGE THERAPIST



Qualification Required: HLT52015 Diploma of Remedial Massage

Remedial Massage is the objective assessment, treatment and rehabilitation of the signs, symptoms and causes of biomechanical dysfunction or injury. The therapist uses specific mobilisation techniques, in order to restore normal health and function of the client.

Treatment Options

Remedial Massage therapists provide targeted, personally structured massage therapy treatments. They differ from relaxation massage in the fact that remedial massage includes a physical assessment and specifically chosen massage techniques to meet the needs of the client.

Remedial massage treatments are generally firmer and more targeted than relaxation massage and are sometimes described as “deep tissue massage”. This is typically targeted at the area of complaint for the client and may often require two or three treatments to resolve the issue.

Knowledge & Skills Required

The HLT52015 Diploma of Remedial massage is the minimum qualification required to offer Remedial massage treatments. The 12 month qualification prepares the therapist to perform health assessments, physical examinations, remedial massage techniques and a variety of remedial exercises, such as stretching, to assist with massage treatments.

Typical Work Environment

Remedial Massage therapists typically work in whole range of environments! You could find a Remedial Therapist working in a clinic alongside other massage therapists, physiotherapists, acupuncturist, exercise physiologists and other care providers. Thanks to the flexibility and demand for Remedial Therapists, you can also find them working in gyms alongside personal trainers, musculoskeletal therapists, myotherapists and pilates instructors. There is space for Remedial Therapists to work in the health and wellbeing sector, alongside nutritionists, aromatherapists, naturopaths, and beauty therapists. A lot of opportunities exist for Remedial Therapist, that the therapist can tailor to suit their personal interests and passions.

Another common outcome for a Remedial Therapist is to establish one’s own business, operating an at-home or mobile clinic, or renting out a room in an existing business or multi-disciplinary clinic. For those already working in hospitals, aged or disability care, there exists the option to expand ones skill-set and provide services to oncology, aged and palliative care patients. Like Relaxation Therapists, Remedial Therapists can also choose to work in resorts and holiday destinations offering massage, beauty and/or wellness treatment options to clients.



Type of Client

Remedial Massage can be expected to focus on relieving symptoms of muscular pain and tightness. Clients would typically include professional adults between the ages of 20 and 70.

Remedial is a more targeted treatment option, with clients likely wanting to achieve a specific outcome, such as relief of pain or discomfort.

You could expect most clients to be busy professionals who spend long periods of time at the computer, professional or recreational athletes, or people with physically demanding jobs. Remedial Massage can prove therapeutic for a variety of musculoskeletal injuries and conditions to assist with management and recovery. Common to Relaxation Therapists, a popular career option for Remedial Massage Therapists is to work in resorts and holiday destinations providing massage, beauty and/or wellness treatment options to clients.

Typical Work Week

If you are Remedial Massage who has secured work in a clinic, it is likely that you will have a flexible work schedule. Most therapists find that 15-20 hours of massage per week is comfortable and sustainable over time. As a clinic employee your working week could often be filled with other clinic related tasks. This is not limited to reception duties, cleaning, marketing and continuing education.

For those therapists that choose a self employed career, performing treatments will be only account for part of their working week. They will need to be involved in other business focused tasks such as marketing, accounting, workplace design and improvement as well as personal development and self care.

Income Potential

Qualified Remedial Massage Therapists are eligible for private healthcare provider numbers from all private health funds, including Medibank and HCF. This means that Remedial Therapists can offer healthcare rebates to clients with private healthcare. This offers a significant financial advantage to qualified Remedial Massage Therapists, over that of Relaxation Massage Therapists (who are ineligible).

The average annual income, according to the Australian Salary Survey website, payscale.com.au, for a Massage Therapist is \$53,000 p/a pro rata. Please note that this is a guide only. Q Academy does not guarantee income or employment for students and graduates. Your income will naturally be dependent on where and how often you chose to work.

As a self employed business owner, this can potentially increase your earnings as the typical rate for massage is between \$80-100 per hour. Depending on your situation this could mean your weekly gross earnings could average between \$1,200-\$2,000 dollars per week before expenses and tax. Please be aware that it takes time to build a successful business with a steady client base, and business expenses will impact your take home income.

Key Criteria for Success

Factors that are likely to influence business successfulness:

- Local population demographics & income mix
- Practice location
- Marketing & Visibility
- Reputation
- Skilled Therapists
- Friendly team
- Good Client retention and rebookings
- User friendly online booking systems

For an employed massage therapist it is critical that they ensure they are entering into an appropriate employment agreement that includes sick leave and all employee entitlements. Take the time to establish the amount and type of work the employer provides and ensure that it suits the style of remedial massage you would like to offer.

As a self employed therapist it is important to identify your target market. As office workers are likely to make up the majority of clients, it is worth positioning yourself in a location that is convenient for them to access during or after business hours. Having a high quality, easily found website with online booking system will give you the best chance to attract and maintain clients in your area.

Career Attractions

Many Remedial Therapists agree that the key benefits of the profession are:

- Working for yourself
- Comfortable, indoor working conditions (air conditioning, calm music, nice ambiance)
- Flexibility to work anywhere (even while traveling)
- Satisfaction of being able to help others
- Strong income potential
- Involvement in sports and/or work with athletes
- Inexpensive to establish your own home or mobile clinic
- Can determine volume and frequency of work around personal or family commitments
- Potential to own a reputable clinic or franchise (e.g. No More Knots)

While Remedial Massage therapy can be a flexible and rewarding career path, it is important to note that it can be challenging work. If you are active, enjoy working with and helping people-massage can be a very rewarding profession. The best benefits can be the work-life balance, allowing you to mix work with the things you love. If you decide to establish your own business, you can target your services to your passions and interests which could include, music, tourism, sport or your local community.

As for the massage industry, there is always demand for massage therapists, with strong growth expected over the next five years.

After Graduation

With a strong demand for therapists, and Q Academy's reputable name in the industry; Majority of Q Academy's students find that they secure employment before they graduate.

We understand that once you graduate, it is only the beginning of your careers. To ensure that you are ready for your new career, we recommend that you first identify the industry association that you want to join. Q Academy can recommend the following: Association of Massage Therapists (AMT), Massage & Myotherapy Australia (MMA) and Australian Natural Therapies Association (ANTA). They will offer support and guidance to therapists, to keep them up-to-date with industry changes and regulations, assist with employment advice and limited legal advice, and can offer therapists discounts on insurance. Importantly, they will confirm your recognition as a Remedial Massage Therapist with the Private Health Funds so you can offer healthcare rebates.

From there, your next step may be choosing the best employer or business opportunity. It is worth noting that at this time, the massage therapy (and broader healthcare industry) in general is plagued by sham contracting. In some cases, you could be expected to be an employee, while only offering you the benefits of a self-employed contractor. It is therefore essential that you choose wisely, and that you understand the terms and your rights of any employment contract before you commence work.

Remember, you are the one in demand as a Remedial Massage therapist, and having training with a high quality provider such as Q Academy, puts you at the forefront of the industry. Make the most of the your hard work and training and choose an employment that gives you the best start in your new career as a Massage Therapist.

REMEDIAL SPORT THERAPIST



Qualification Required: HLT52015 Diploma of Remedial Massage, Certificate III Sports Trainer, and Level 1 Strength and Conditioning.

A Remedial Sport Therapist is a unique course developed by Q Academy. Graduates will be qualified Remedial Massage Therapists who can also provide strength & conditioning and sports training services to professional and/or recreational athletes.

Treatment Options

The Sports Therapist will have all of the deep tissue skills and knowledge of a Remedial Massage Therapist discussed above. However, with the Level 1 Strength and Conditioning qualification, it allows the therapist to write and teach strength and conditioning programs for athletes. With the sports trainer qualification, therapists can also assist with taping, ongoing preparation of the athlete, and have the ability to manage acute sports injuries. Advanced First Aid will also assist the therapist respond to and manage critical sporting accidents and injuries.

Knowledge & Skills Required

To operate as a Sports Therapist, you will need to have a thorough understanding of the applied principles of functional anatomy, exercise physiology, manual therapies, exercise instruction and prescription, acute injury management and advanced first aid.

In order to gain entry into this program, you will need to demonstrate an existing interest and involvement in sports. Individuals who are actively involved with a local sporting club, where they could potentially complete their practical training hours, are encouraged to apply.



Typical Work Environment

Graduates of the Remedial Sports Therapy program will be qualified Remedial Massage Therapists, who have chosen to also study sports medicine through Q Academy's Certificate III in Sports Training; Strength and Conditioning with the Level 1 ASCA program; as well as Advanced First Aid.

This prepares students to potentially work in a clinical setting as a Remedial Massage Therapist (outlined above). However, it also extends therapists the opportunity to work in a professional sports setting. This could be based in a gym, clubhouse or on the field. Responsibilities can be varied, but therapists will be qualified to assist across a range of pre, during and post-game, training, rehabilitation and recovery.

Type of Client

As a Sports Therapist, you are not limited to only treating athletes. The focus of this training is to provide assistance and guidance to clients who are involved in, and participate in sport. While this can include professional sports-people and high-profile teams, there is a huge variety of sports and sporting clubs that you could target as a specialist Sports Therapist.

As a Sports Therapist you will have the skills to be able to provide Remedial Massage, strength and conditioning coaching, as well as advanced first aid. This means that while you do have the flexibility to work in a clinical setting as a Remedial Therapist, you also have the potential to work beyond this, thanks to your broad skill-set.

Typical Work Week

As the work of the Sports Therapist can span multiple industries and settings, the employment opportunities are extensive. Your day could start with strength coaching in the gym, followed by a few hours in the treatment room providing Remedial Massage. You could then assist in the training of a sports team, guiding, coaching and monitoring athlete fitness and then treating injuries as required.

In a larger sports medicine team, you could be working in conjunction with physiotherapists, coaches, medical staff and officials, to ensure everything is done to assist in the preparation of athletes in their sport.

Please note that this type of work is often very flexible, and work can be seasonal. It may suit someone who enjoys variety in their work day, and who wants an improved work-life balance. Combining your skills in massage, strength coaching and sports training - your unique, and highly sought after skills and knowledge will put you in a great position to find work in sport and with athletes.

Income Potential

The average annual income, according to the Australian Salary Survey website, [payscale.com.au](https://www.payscale.com), Sports Trainers earn on average \$60,000 p/a. Please note that this is a guide only. Q Academy does not guarantee income or employment opportunities for students and graduates. Your income will naturally be dependent on where and how often you chose to work.

Key Criteria for Success

Factors that are likely to influence business successfulness:

- Local population demographics & income mix
- Practice location
- Marketing & Visibility
- Reputation
- Skilled Therapists
- Friendly team
- Good Client retention and rebookings
- User friendly online booking systems

To work in sport it is really important that you develop an in-depth knowledge of the sport that you choose to work in. This will require you to either train or study the sports that you wish to specialise. Even if you end up working in a sport you have no experience in, by having an in-depth knowledge of the training requirements and the movements unique to each sport, it will allow you to give the best care and instruction possible to your clients and athletes.

Main Attractions

Many Sports Therapists agree that the key benefits of the profession are:

- Working for yourself
- Comfortable, indoor working conditions (air conditioning, calm music, nice ambiance)
- Flexibility to work anywhere (even while traveling)
- Satisfaction of being able to help others
- Strong income potential
- Involvement in sports and/or work with athletes
- Inexpensive to establish your own home or mobile clinic
- Can determine volume and frequency of work around personal or family commitments
- Potential to own a reputable clinic or franchise (e.g. No More Knots)

If you are wanting to work with and travel with sporting teams, then this course will prepare you well for this area of work.

Sports trainers are highly sought after to assist in the medical care of injured athletes, having the knowledge and skills combined with remedial massage and strength and conditioning will mean you can provide a broad range of support to all levels of sport.

MYOTHERAPIST



Pre-Requisite Study:

HLT52015 Diploma of Remedial Massage

Qualification Required: 22316VIC Advanced Diploma of Myotherapy is the minimum qualification level needed to practice as a Myotherapist.

Treatment Options

Myotherapy extends the therapist's skill-set to provide other manual modalities such as joint mobilisation and dry needling. A myotherapist can also use taping and TENS as therapeutic tools. The biggest difference for a myotherapist is that they can provide exercise prescription for the management of musculoskeletal pain and function. This gives the myotherapist a huge variety of choice when it comes to treatment options. Many of these techniques are not as physically demanding for the therapist, compared to relaxation or remedial massage therapy, and can integrate well with other skills a myotherapist may have such as personal training, yoga, pilates or other exercise and movement approaches.

Knowledge & Skills Required

The underpinning knowledge of musculoskeletal anatomy and physiology is fundamental to myotherapy. In recent years, developing a deeper understanding of neurology, psychology and lifestyle has been important to provide the best standard of care possible as a myotherapist.

In addition, developing good business and technology skills is important as a myotherapist. Having good clinical skills is one thing, but being able to attract clients, communicate the benefits of myotherapy and retain clients, will be a crucial skill for any practitioner.

Typical Work Environment

Myotherapists share very similar work environments to Remedial Massage Therapists and other healthcare providers. They will mostly work in private musculoskeletal health centres and clinics. This can include gyms, medical centres, multidisciplinary clinics, yoga studios and wellbeing centres. With a broader understanding of exercise management of musculoskeletal pain, Myotherapists can therefore offer expanded treatment options, providing exercise prescription and correction.

Type of Clients

Myotherapy clients will typically be more focused on their healthcare than some massage clients. This could include clients with musculoskeletal injury, chronic pain or who want to focus on specific physical goals such as increased mobility or to improve their exercise technique.

Typical Work Week

As a myotherapist you would typically expect to spend 4 days a week treating clients. This can be an intensive endeavour, so it is important myotherapists manage their case load across the working week. Myotherapy would be best suited to someone with multiple skills or qualifications as a personal trainer, yoga instructor and other health care skills. Please consider that if you intend to run your own business, then expect to allocate one day per week for business and administrative tasks.

Income Potential

Myotherapists who are willing to take the challenge, and operate their own small business, can find it financially rewarding, once established. Typically earning between \$80-\$100 per treatment hour. However, permanent positions are becoming increasingly available for myotherapists in clinical settings. Depending on the agreement, myotherapists working within an established practice or clinic could expect to earn \$25-\$40 per treatment hour.

Please note that this is a guide only, and Q Academy can not guarantee income, career or employment outcomes for students.

Key Criteria for Success

To operate successfully as a myotherapist, it is essential that therapists position themselves in a physical location that makes it easy for clients to access their service. This can often be through a leasing arrangement in a multi-practitioner clinic, leasing through gyms or health clubs, or from private premises in convenient locations. Thankfully, due to social media and digital channels, even small myotherapy operations can be successful in attracting new clients without the need for expensive advertising.

Main Attractions

As a Myotherapist, you have the capacity to do everything a Remedial Massage Therapist can, but also have the ability to use exercise as a therapeutic tool. This means you can find the right balance between hands on work and exercise instruction. This means a healthy active workplace with a lot of variety that can include gym facilities, exercise equipment, treatment rooms, wellness space and training facilities. This can vary from wellness and recreation, to medical to sporting environments. This gives the myotherapist a huge flexibility to work across multiple domains.

After Graduation

It is common for Myotherapy graduates to be Remedial Massage Therapists with experience in the industry, who are looking to expand on their skills and client treatment options. Due to this, once a qualified Myotherapist, most will work on growing their business and client base.

With the introduction of new skills such as exercise and movement therapy, dry needling, taping and cupping - graduates and clients alike are keen to introduce these expanded options to their treatments. This applies to therapists working in private clinics, own businesses, or in gyms and health clubs. Ultimately, Myotherapy opens up new opportunities for therapists that can include further, new business ventures, new workplace roles and greater recognition in their industry.