



**MASSAGE &
MYOTHERAPY**
AUSTRALIA

*The Association for
Professional Therapists*

Ambassador Kit



*Our commitment is
to uphold, promote and
educate about best practice
in the field of massage
and myotherapy.*



Welcome!

Thank you for volunteering!

The Massage & Myotherapy Australia Ambassador Kit has been developed to assist you in your role as an Ambassador.

This Kit explains the roles of the Massage & Myotherapy Australia Team and the four key roles for Ambassadors. Each section outlines the dos, don'ts and what to say and what not to say in your role as a Massage & Myotherapy Australia Ambassador.

About the Association

Massage & Myotherapy Australia, the Association for Professional Therapists, a brand name of the Australian Association of Massage Therapists Ltd, is Australia's peak professional association in the field of massage and myotherapy. Massage & Myotherapy Australia exists to provide industry leadership and support to a membership base of massage and myotherapy professionals throughout Australia. The Association's administration is centralised through the Melbourne office, currently employing 13 staff.

Our commitment is to uphold, promote and educate about best practice in the field of massage and myotherapy, and provide a valuable resource for both professional massage and myotherapists and the general public.

The objectives of Massage & Myotherapy Australia are to encourage a high standard of practice, promote the profession of massage and myotherapy and provide rules of conduct, ethics and standards and to ensure the quality delivery of massage and myotherapy training in Australia.

OUR VISION

'Leader of the Australian Massage and Myotherapy Industry,'

OUR MISSION

'To lead and support our diverse membership towards excellence in practice.'

Our Core Values

> Consistency

Massage & Myotherapy Australia is committed to providing services to our members through established principles and practices with reliability and uniformity.

> Effectiveness

In discharging our responsibilities, we do not take professional or ethical shortcuts.

> Integrity

We hold each other accountable for the highest standards of behaviour, including honesty and fairness in all aspects of our work so that we continue to maintain the trust and confidence of those with whom we deal.

> Proactivity

We aim to be vigilant and proactive in relation to guiding members through ethical practice.

> Respect

We give due respect to self and others and maintain the environment of team work and growth.



The Massage & Myotherapy Australia Team's role

The Ambassadors are not there to do the job of the people in the Association's office. They are there to support members at the grass roots: the majority of members are owner/operators and can, at times, feel professionally isolated from their colleagues. Supporting members can be achieved through Regional Group Meetings, Events, or by encouraging members to keep in touch with their Local Ambassador.

Ambassadors are supported by the Association's office and Ashleigh O'Meara, Administrator, is the dedicated contact for all Ambassadors. Ashleigh can be contacted via email at ambassador@massagemyotherapy.com.au or via phone 1300 138 872.

Benefits of being a Massage & Myotherapy Australia Ambassador

Being a Massage & Myotherapy Australia Ambassador has many benefits. Apart from the knowledge that you are contributing to the development and promotion of the massage profession, you can gain an in-depth understanding of the massage industry's progress locally, nationally and internationally. You can also acquire an understanding of the legal requirements for operating a not for profit company as well as receive training which has the potential to give you the skills required to be either on the Association Board or a National Committee.

As an Ambassador, you will be acknowledged and promoted as a valued contributor to the organisation through Association publications, website and at Association events. You will also be provided with outer wear such as a polo shirt or business shirt depending on the role, only to be worn when representing the Association. The shirts are embroidered with the word 'Ambassador' under the logo. You may also be provided with signage (A-Frame that folds flat) if you are facilitating CPE Events or Regional Meetings.

As an Ambassador, you may be the primary facilitator for a CPE event, and may receive the event on a complementary basis as well as gaining CPE points for completing the event and for performing Association official duties at the discretion of the Association.

As an Ambassador, you will receive 10 CPE points per annum for volunteering. To claim points, you must have been an active Ambassador in the previous year.

Volunteer requirements

As a volunteer for Massage & Myotherapy Australia, we want to ensure that we have the right people to promote the profession and the company. As with all organisations, there are legal requirements the Association adheres to in relation to a broad range of law. This includes law such as Occupational Health and Safety, Privacy, and Corporate Law. As a volunteer Ambassador of the Association you will be bound by these same laws when acting on our behalf and it would be negligent of the Association not to provide the relevant information and/or training in these matters.

The Association will provide specific training for Ambassadors, where appropriate, from a range of providers to ensure you are informed and safe when volunteering for the Association. Some of the information will not be relevant at all times.

Massage & Myotherapy Australia also provides insurance coverage for our Ambassadors in the event of accident while on official duties through our business partner, Aon.

As an Ambassador, you may at times have access to confidential information about the company or a particular member, therefore, you will be required to sign a Confidentiality Agreement annually.

Massage & Myotherapy Australia's expectations of Ambassadors

It is important that the Association can rely on our Volunteer Ambassadors and that the following expectations are met:

- attend training, where appropriate
- maintain regular communication through appropriate channels
- have an email address and internet access
- maintain confidentiality and privacy
- respect Massage & Myotherapy Australia Directors, employees and fellow members
- maintain OHS and adhere to the OHS policies and procedures
- work within the Association guidelines/ framework
- maintain a professional dress code when representing the Association.

Massage & Myotherapy Australia Volunteer rights and responsibilities

- It is important that you are supported as an Ambassador in the appropriate manner and the Association commits to:
 - meeting expenses where previously agreed upon
 - providing support with resources, training, and communications
 - prompt response to your phone and email enquiries.

OHS procedures

It is important that Ambassadors have an understanding of Occupational Health and Safety, particularly at CPE events and sessions. The types of risks that may occur at events, but not limited to, include:

- slips, trips and falls
- injury through erecting and breaking down tables
- violence, physical or verbal abuse
- general accident that requires First Aid
- bomb threat
- alcohol abuse
- electrocution or burns through media equipment or urns
- theft.

ROLES OF AMBASSADORS

Ambassadors can volunteer for one, or more, of the following four key roles:



This structure was developed so that Ambassadors are not burdened with extra work and responsibilities but are able to volunteer at a level that suits their work/life balance.

'We have a total commitment to these values, shaping the way we do business for our staff, our members, our Association and the broader stakeholder group.'

1. Local Ambassador

Specific responsibilities

The Local Ambassador is to be available to receive from members any calls and emails relating to non-operational matters. For example, callers/emailers may be new members and just want someone to explain the private health fund system to them, or they may be nervous about starting work and just want to have a chat to an experienced therapist.



All operational enquiries should be directed to Ashleigh O'Meara, ambassador@massagemyotherapy.com.au.

The Local Ambassador should also be risk-adverse and if unsure of the response to a particular question, then you must refer it to the Massage & Myotherapy Australia office. If you don't know or are unsure of the answer to a question, these responses: *'I don't know, but I can find out for you'* or *'I don't know but I can direct you to who can tell you'* are

perfectly acceptable answers to give a member. Be accountable: direct the member to the website, or email Ashleigh and she will help you find an answer to the question at hand.

Please also see the Frequently Asked Questions information sheet.

The Local Ambassador may also be requested to email or call new members, welcoming them to the Association and inviting them to a Regional Meeting (if appropriate).



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2. CPE Facilitator

The Role of the Facilitator

The Facilitator assists the Massage & Myotherapy Australia Workshop Presenters to ensure that workshops are run efficiently. Facilitators receive a complimentary place at the event they are facilitating.

What is a CPE Event?

A CPE Event is a workshop, webinar, wetlab and/or presentation arranged and administered by Massage & Myotherapy Australia.

Prior to the event

The Facilitator will receive:

- details of the event
- attendees list which includes names and contact numbers for registrants and the presenter.

Duties on the day

The Facilitator:

- must arrive at least 30 minutes prior to the Registration start time
- introduces themselves to the venue management
- sets up signage in an appropriate place
- liaises with the venue management regarding catering and deals with any catering issues that may arise. At some venues, food may need to be retrieved from a refrigerator
- assists the presenter in setting up the room and equipment to the presenter's requirements
- checks off names on the attendees list as people arrive
- if any unregistered members arrive (and assuming there is room) adds details of member, contact phone number and member number to the attendance list. The Association's office will send an account to the new registrant. The Facilitator does not collect payment on the day (see Regional Ambassador Finance Policy)
- completes a visual risk assessment – ensuring any power cords are properly covered, massage tables are properly set up and that no more than one person is on a table at any one time. Please see Occupational Health and Safety Manual



Continued overleaf

- introduces the Presenter. Usually there is a short bio, however, the Facilitator may have to ask the Presenter for some key points. A typical introduction is:

Welcome to the Massage & Myotherapy Australia CPE Event 'TITLE...' and thank you for coming and supporting our Association. My name is 'NAME...' and I am your Facilitator for today. Some housekeeping: the exits are there (POINT), and the facilities (toilets) are located (POINT). Today we have 'NAME...' here to present on the topic of 'TITLE...'. 'NAME...' etc., etc. Please welcome 'NAME...'.

- thanks the Presenter at the completion of the presentation and encourages applause, ensures the room is left clean and tidy and notifies the venue management that the event has finished. Note: don't forget to pick up the signage!
- reminds members to enter CPE points.

3. Massage & Myotherapy Australia Representative

The Massage & Myotherapy Australia Representatives are required to assist with various activities and events to represent the Association. Examples of activities and events may be speaking to media (if this is required, instruction and/or training will be provided), consultation forums which may include government advisory meetings or local government opportunities and RTO presentation and awards nights. Massage & Myotherapy Australia Representatives will be provided in advance with all questions and key points for each individual activity or event.

4. Regional Ambassador

The role of the Regional Ambassador has more responsibility than the roles mentioned previously. Massage & Myotherapy Australia Regional Ambassadors are required to stay in contact with Local Ambassadors in their area and assist with co-ordinating events across the region. Regional Ambassadors are also in contact with Association staff from time to time and may be asked to participate in the organisation's planning, for example, developing Association services.

What is a Regional Meeting?

At Regional Meetings, members meet and discuss latest news and topics and share information on agreed topics of interest. Regional Meetings are capped at two per annum for the purposes of claiming CPE Points. This does **not** mean that no more than two meetings can be held each year.

Regional Meetings become an 'Event' when a guest speaker is invited.

Events are not workshops, nor education, but a presentation on a particular topic.

Many Regional Ambassadors run Regional Meetings. Some meet every month, some every second month, and some two to three times a year. Some Groups meet in halls and organise guest speakers, some just meet at a café and discuss relevant topics. The Regional Ambassador is supported by the Association office, all meetings are loaded onto the system and members register for events via the website. Some events have a fee to cover costs, particularly when there is a guest speaker.

The Regional Ambassador does not collect payment on the day (see Regional Ambassador Finance Policy). All expenses incurred are reimbursed by the Association. An Expense Reimbursement Form must be submitted with receipts.

Massage & Myotherapy Australia:

- does the advertising of the meeting or event
- pays for a venue (pre-approved)
- pays the speaker fee (pre-approved)
- arranges online registration.

The Regional Ambassador:

- sources a venue
- sources speakers (the Association can assist you with this)
- develops the annual calendar of topics
- organises catering if required.

*Once again, thank you for volunteering
to be a Massage & Myotherapy
Australia Ambassador.*

We look forward to working with you.



**MASSAGE &
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AUSTRALIA

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