



ATMS

Australian Traditional-Medicine Society

*Leader of the natural
medicine industry*

**NATURAL MEDICINE
INFORMATION BOOKLET**

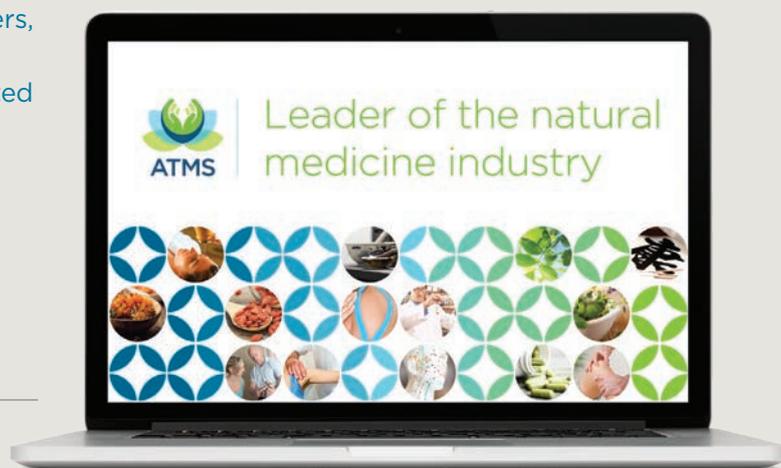
Natural medicine, a natural choice

Who is the Australian Traditional-Medicine Society?

The Australian Traditional-Medicine Society (ATMS) is the leader of the natural medicine industry, promoting and representing professional practitioners of natural medicine, who are encouraged to pursue the highest ideals of professionalism in their natural medicine practice and education.

As Australia's largest national professional association for natural medicine practitioners, ATMS is a multi-disciplinary association representing approximately 11,000 accredited practitioners throughout Australia.

ATMS was founded in 1984 and is an incorporated not-for-profit company. In 2014 ATMS celebrated their 30th anniversary representing natural medicine practitioners in Australia.



President of ATMS, Peter Berryman

Qualified in Naturopathy, Homeopathy, Education, and as a Medical Scientist, Peter has spent 31 years in private practice so far. He has lectured in Homeopathy since 1990, and Medical Sciences since 2006. Peter has been an ATMS Board member since 2007 and sits on the Academic Review Committee as Chair, as well as serving on the Executive Committee, Finance Committee, Regulatory Committee, Continuing Professional Education Committee, Marketing Committee and the Complaints Committee.



Chief Executive Officer of ATMS, Charles Wurf

Charles Wurf is responsible for all operations of ATMS, within established policy and procedure as delegated by the Board of Directors. As CEO, Charles is responsible for overseeing the planning and strategic direction of ATMS.

Charles has held leadership and operational roles across 4 major industries – aged care, science and technology, transport and creative copyright – over a 30-year professional career in member organisations.



Board of Directors

ATMS is governed by a Board of Directors with specialisations in Massage Therapy, Traditional Chinese Medicine, Homeopathy, Nutrition, Naturopathy and Herbal Medicine.

Who are ATMS Members?



Members of ATMS are qualified, accredited, professional practitioners of natural medicine who work Australia-wide to help Australians maintain their health and wellbeing.

A practitioner who is a member of a registered association, such as ATMS, has had their qualifications assessed to meet association requirements. This works to safeguard the public and ensure the practitioner meets the highest ideals of professionalism in their natural medicine practice and education.

The Accreditation Process

To meet the academic qualifications required by ATMS, an applicant must have successfully completed study in a course accredited by ATMS; or successfully completed a non-accredited course which in the opinion of ATMS is of an equivalent standard to the applicable ATMS academic criteria.

Once these qualifications are obtained, or if someone is a student enrolled in an accredited educational program, they may be eligible for ATMS membership and can apply following the procedure outlined on the ATMS website.

There are 5 key requirements of ATMS Practitioner Membership to ensure the highest standards of practice:

- Completion of 20 Continuing Professional Educations (CPE) points per year - this is equivalent to 20 hours of approved learning
- Current professional Indemnity Insurance of at least \$1 million
- Current senior First Aid Certificate
- Membership fees paid for the current financial year
- All members agree to abide by the ATMS code of conduct, available at www.atms.com.au

ATMS offers three categories of membership:

Accredited Membership

This is the practitioner category of membership.

Student Membership (FREE)

This category is for students studying ATMS accredited courses. It is not suitable for practitioners as it does not offer all the benefits a member in practice requires.

Associate Membership

This category is for anyone interested in natural medicine. It is not suitable for practitioners as it does not offer all the benefits a member in practice requires.



Bodywork and Massage

Bodywork and massage encompasses therapeutic techniques involving the body and predominantly aims to assess and improve areas of the human physics such as posture, skeletal and connective tissue (fascial) and muscle pain. All massage techniques are considered forms of bodywork. **Types of Bodywork and massage include:**

Aromatherapy, a holistic therapy that utilises naturally extracted aromatic essences from plants to balance, harmonise and promote wellbeing and health. Aromatherapy encompasses human pathology and the treatment of different conditions both emotional and physical with essential oils.

Bowen Therapy is a remedial and bodywork technique where the practitioner uses fingers and thumbs on certain areas of the body with gentle pressure to stimulate the muscles.

Chiropractic is a health care discipline using the brain, spinal cord, and all the nerves of the body based on the premise that the body is a self-regulating, self-healing organism.

Clinical Hypnotherapy & Hypnosis is the process in which the state of Hypnosis is utilised for therapy

to address conflicting emotions, attitudes and beliefs and change specific behaviours, habits and physical conditions.

Counselling occurs during a therapeutic relationship between a qualified Counsellor and the client, offering a professional, objective perspective so that a client may gain insights and strategies to assist in managing their particular life situation.

Kinesiology is a specialised natural health care that combines many techniques for an integrated approach to recuperation, focusing mainly on re-training the person's nervous system to adapt to all kinds of stress responses.

Lymphatic Drainage is the use of gentle massage (strokes and pumps on the skin) to stimulate the lymphatic fluid in the body.

Myofascial Release is a gentle blend of massage and stretching using hands-on manipulation of the body to promote healing, release of fascial tension and pain relief.

Osteopathy is based on the relationship between the structure of the body – the skeleton, joints, muscles, nerves, circulation, connective tissue and internal organs – to function as a unit.

Polarity Therapy is a holistic and complementary medicine dealing with the whole person and recognising that energy moves between positive and negative – passing through a neutral pole.

Reflexology says that congestion/tension is mirrored by congestion/tension in a corresponding body part. These parts, or reflex points, are commonly treated via hands and feet.

Remedial Massage is the systematic assessment and treatment of the muscles, tendons, ligaments and connective tissues of the body to assist in rehabilitation, pain and injury management.

Shiatsu incorporates the use of a range of techniques to apply pressure to various parts of the body to stimulate a therapeutic effect.

Traditional Thai Massage is a unique, full-body treatment using a blend of techniques to achieve a state of deep relaxation in the body, mind and spirit to treat illnesses and to maintain health and wellbeing. During a session, a practitioner guides the client through a series of passive stretches, using their hands, forearms, elbows, knees, and feet to compress and palpate the muscles of the body.



Traditional Chinese Medicine

Traditional Chinese Medicine, often referred to as TCM, has the longest history of any medical system in the world, originating in ancient China and evolving over thousands of years to be a complete medical system. TCM is used to identify, treat, and prevent illness, with the underlying viewing of the human body and the mind as an interconnected energetic system. **Types of Traditional Chinese Medicine (TCM) include:**

Acupuncture involves the use of thin solid metal needles, which are inserted in the body at very specific points, with the aim to correct the flow of vital energy, restore the body to balance, and maintain the health of the body's unique system.

Chinese Herbal Medicine is a complete medical system which originated in ancient China and evolved over thousands of years. Used to identify, treat, and prevent

illness, the underlying practice of Chinese Herbal Medicine is a unique view of the world and human body, with the mind and body viewed as an interconnected energetic system.

Chinese Massage Therapy is a holistic approach to health care that aims to relax and revitalize the body and mind – to assist with managing day-to-day stress and anxiety – in addition to providing relief from physical ailments.

Q&A with the CEO, Charles Wurf

Charles Wurf, CEO of ATMS, answers the common, tough questions regarding natural medicine.

Is natural medicine expensive?

The idea that natural medicine is expensive is a myth. In many cases, natural medicine is actually the best value proposition. This is because it focuses on preventative methods of treatment to maintain overall health and wellbeing.

In the long term individuals may save money on hospital and medical costs.^{1,2,3,4} For example, rather than opting for more expensive medical procedures up front, planned wellness strategies, including changes to diet and lifestyle, can potentially save individuals and the healthcare system on hospital and medical costs in the long run.

Many modalities are also recognised by private health insurance which means people can claim a rebate on natural medicine treatments - dependent on their individual policy.

What research is there to support the efficacy of natural medicine?

Current research into the efficacy of natural medicine is growing and ATMS supports the need to establish and maintain high professional standards across all natural medicine modalities, for both the protection and benefit of consumers and the advancement of the industry.

Figures show that interest in natural medicine is growing both here in Australia and around the world.⁵ We need funding and support from the Federal Government to conduct more clinical studies and establish compelling scientific evidence, so that natural medicine is afforded the same level of opportunities and recognition as conventional medicine. As the interest and number of Australians turning to natural medicine increases, access to these medicines and treatments should not become restricted but instead supported.

If you have further questions please contact Charles;

Email: charles.wurf@atms.com.au **Phone:** +61 4 77 072 121

Why support natural medicine?

Natural medicine has many benefits, for users, the general public and health policy makers.

Natural medicine involves a wide range of modalities with a wide range of benefits that each modality can offer. From an Australian healthcare perspective, incorporating natural medicine into our health system is a cost effective and clinically effective wellness strategy that helps resolve the issues of cost, access, and quality.²

How can we be sure natural medicine practitioners are qualified and safe?

A qualified natural medicine practitioner will be accredited with a professional industry association, like ATMS. Before approval as a member, the educational standard of every ATMS practitioner is individually assessed to ensure the high standards of ATMS are satisfied.

ATMS is committed to establishing and maintaining high professional standards across natural medicine modalities, for the protection and benefit of consumers and the advancement of the industry.

Can natural medicine and modern (or conventional) medicine work together?

At ATMS we strongly believe that natural medicine works as a complementary option to modern medicine in a model known as integrative medicine.

1. Vickers AJ, et al. Acupuncture for chronic pain: individual patient data meta-analysis. *Arch Intern Med.* 2012; 172(19):1444-1453. Published online September 10, 2012. doi:10.1001/archinternmed.2012.3654.
2. Access Economics. Cost effectiveness of complementary medicines, Report to the National Institute of Complementary Medicine, Sydney, Australia. 2010.
3. Tang BMP, et al. Use of calcium or calcium in combination with vitamin D supplementation to prevent fractures and bone loss in people aged 50 years and older: a meta-analysis. *The Lancet.* 2007; 370(9588): 657-666.
4. Morgan AJ, Jorm AF. Self-help interventions for depressive disorders and depressive symptoms: a systematic review. *Ann Gen Psychiatry.* 2008; 7:13.
5. IBIS World, Alternative Health Therapies in Australia, August 2012.



Natural Medicine Week

Natural medicine, a natural choice

Natural Medicine Week, 21 – 27 May 2018, aims to promote, educate and raise awareness of the important role natural medicine practitioners play in the health and wellbeing of Australians. ATMS is proud to support this industry leading initiative that engages practitioners and communities together, to enhance the health and wellbeing of Australians. As part of Natural Medicine Week, ATMS is also conducting industry research into the ways consumers use natural medicine.

Research is vital

ATMS calls on the Federal Government for support and recognition of natural medicine via funding and research, for the protection and benefit of consumers and the advancement of the industry.

ATMS is doing their part with a series of Research Grants of up to \$5000 being funded by the Association for natural medicine research that supports the goals of its strategic plan.

[Visit the ATMS website to learn more](#)



ATMS + Nature & Health Awards 2018

Recognising achievement in the natural medicines profession

Partnering with this leading industry publication, the annual ATMS + Nature & Health Awards is an important program to recognise the practices, professionals and students who contribute to the growth and prosperity of Australia's diverse and pioneering natural medicine industry.

Learn more on the ATMS website.



ATMS

To find out more about natural medicine and the Australian Traditional-Medicine Society, please contact us with any questions or comments.

www.atms.com.au

Phone: +61 (0)2 8878 1500

Email: info@atms.com.au

Postal address: PO Box 1027,
Meadowbank, NSW 2114

CHARLES WURF

Chief Executive Officer, ATMS

Email: charles.wurf@atms.com.au

Phone: +61 4 77 072 121