



Australian Association of Massage Therapy *Balancing Health for Life* 2005 PR Campaign

Winner PRIA Victorian State Awards for Excellence 2006 – *Health Organisation*
Highly Commended National PRIA Golden Target Awards 2006

Following research with Australian Association of Massage Therapists (AAMT) members in July 2004, JMM was invited to devise a 12-month public awareness campaign. This was to increase the profile and demand for AAMT massage therapists, positioning them as professional health providers to the broader community, government, as well as associated health professionals.

Rising to the challenge, JMM implemented a five-stage communications strategy including:

1. audit and redevelopment of marketing collateral
2. promotion of the inaugural AAMT National Massage Therapy Conference
3. staging a massage therapy event MP Stress Breaker at Parliament House, Canberra for Federal Parliamentarians
4. developing a Do-It-Yourself (DIY) Publicity Guide for AAMT members
5. planning and executing Massage Therapy Week (MTW) nationally to promote the benefits of massage to consumers

Results included:

- reaching 17 MPs - key influencers who experienced health benefits of massage first hand at Parliament House
- over 50 pieces of positive print, radio and TV coverage in national and metropolitan media for the National Conference and MTW
- A 37.5% increase in the number of hits to the AAMT website for the month of MTW with a 3 month flow-on effect
- Over 200 massage therapists conducted events during MTW. Of the 63 that responded to the research, 56% experienced an increase in clients, averaging 10% growth. 73% felt activities contributed to a better understanding of the health benefits of massage and 24% felt that health professionals were more aware of their professional accreditation
- Growing the AAMT membership by 19%* in the three month period including MTW July-September.



The Winning Team: *Left to right*
Helen McDonald, Caroline Doherty and Julie Morgan