

MEDIA RELEASE

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## **IS YOUR MASSAGE THERAPIST REGISTERED?**

Who do you go to for a professional, effective massage treatment? Consumers are confused and being potentially put at risk by the lack of awareness around how to choose a massage therapist.

Massage therapy is one of the top choices made by people wanting to relieve pain, treat injuries or improve their well-being. Scientific evidence supports the effectiveness of the many benefits of therapeutic massage. However, with more demand for massage, public awareness around how to find an effective, professional massage therapist is urgently needed.

“Many people would be horrified to learn that anyone in New Zealand can set up in business as a massage therapist, with no training or experience whatsoever,” says Roger Gooch, President of Massage New Zealand (MNZ).

This contributes to unsuitable people being in business. Just like the police, MNZ is keen to ensure that the public can trust their massage therapists and know what to do, if they feel unhappy about any experience that they have had.

“Since we are in an industry, without government regulation, we choose to self-regulate. Massage New Zealand is the association for professional massage therapists. By choosing an MNZ registered therapist, via the *Find a Therapist* national database at [www.massagenewzealand.org.nz](http://www.massagenewzealand.org.nz), people can ensure treatment from a trained professional. We urge consumers to ask their massage therapist if they are registered, because many are not” says Mr Gooch.

“MNZ registered members, as well as being qualified in the skills of massage therapy, have also undergone training in ethics and professional behaviour. Our Code of Ethics ensures informed consent is obtained, as well as providing clear boundaries on what is

and is not acceptable. We also have a rigorous complaints procedure. Anyone found guilty of an offense, is barred from current and future membership. In practice, however, the complaints we receive are very rarely about therapists who are members of Massage New Zealand.”

**For more information contact Marianne Macdonald, MNZ Executive Officer, on 0800 367 669 or 021 0232 5558 or Roger Gooch, MNZ President, on 021 849 502.**