



MASSAGE CAREERS GUIDE

BECOME THE THERAPIST THAT SUITS YOUR CAREER GOALS AND INTERESTS.

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

RTO 31896



***Please note, NETQ and Q Academy does not guarantee career or employment outcomes for students.**

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 1-2 year online 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 Therapists, 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

Generally, clients will expect a Remedial treatment to focus on relieving their symptoms of muscular pain and tightness. This 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

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

We understand that once you graduate, it is only the beginning of your career. To ensure that you have the tools to be successful in the workplace, included in the course is a business unit of study. It will give you an insight into establishing, operating, and growing a massage business and will include best practices in sales and marketing strategies, business finance, customer service excellence, personal and professional development, as well as leadership.

Once you have graduated, 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 eligible Private Health Funds so you can offer healthcare rebates.

Individuals who obtain the HLT52015 Diploma of Remedial Massage Online qualification should note that they will have limited eligibility to apply for Private Healthcare Provider Numbers, which are needed to offer client rebates. Currently, the HLT52015 Diploma of Remedial Massage delivered online will not be eligible for Private Healthcare Provider Numbers with Medibank and HCF. Graduates will, however, be eligible for Private Healthcare Provider Numbers with many other providers such as BUPA and ARHG. If being Medibank and HCF compliant is important to you and your career goals, you may wish to consider Q Academy's on-campus HLT52015 Diploma of Remedial massage, which is eligible for Provider Numbers with all major Private Healthfunds.

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 your hard work and training and choose an employment that gives you the best start in your new career as a Massage Therapist.

DISCLAIMER: We hope you find this document useful, but please note that this is a guide only. Q Academy and NETQ do not guarantee career or employment outcomes for students and graduates.

RELAXATION MASSAGE THERAPIST



Qualification Required: HLT42015 Certificate IV in Massage Therapy Online

Relaxation Massage is the entry-level qualification in the massage therapy industry. It can take up to 12 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 Online 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 Online 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 online and on-campus 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

To ensure that you have the necessary tools to be successful in the workplace, included in the course is a business unit of study. It will give you an insight into establishing, operating, and growing a massage business and will include best practices in sales and marketing strategies, business finance, customer service excellence, personal and professional development, as well as leadership. Your exposure to the general public, treating in a Q Academy Primary or Secondary Student Clinic, may also give you the opportunity to develop a small client base while learning, or network with individuals working in the industry or a related field.

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.