



Australians turn to natural therapies in the millions

Natural Medicine Week shines a light on Australia's burgeoning natural therapy industry

Australians are continuing to turn to natural therapies for their preventative health and wellbeing management with research revealing over 68% of the population having used at least one complementary medicine in the last 12 months[1]. The third annual Natural Medicine Week 21 – 27 May 2018, organised by the leading association for natural practitioners, Australian Traditional-Medicine Society (ATMS), is a time for the industry to celebrate its major role in the healthcare of Australians. As the only event of its kind, Natural Medicine Week features workshops, clinic open days and promotions from over 100 businesses throughout Australia, focused on educating the public and policymakers on the three primary models of natural medicine: Ingestive Therapies, Bodywork and Massage, and Traditional Chinese Medicine. However, it is not just the health of Australians that benefit from their 69.2 million visits to a natural medicine practitioner every year[2], said Mr Charles Wurf, CEO of ATMS, it is also a major contributor to the economy, and continuously growing. "Natural medicine has seen a massive 3.1 per cent growth in Australia over the last year[3]. We know there are over 28,000 small businesses in this sector which employ 36,487 people and contribute \$4.7 billion to the economy annually[4]. "This is a burgeoning industry and major employer that is also supporting Australian's choice to seek highly regarded preventative health and wellbeing management care." ATMS consumer surveys during Natural Medicine Week 2016 & 2017 found 93.85% of the sample had consulted a natural medicine practitioner, while 96.61% of participants describe natural medicine as 'effective or very effective'. "Natural Medicine Week 2018, is a pivotal event of the year in which our 10,000-strong membership community band together to raise awareness of the work natural medicine practitioners do and to share their knowledge and experience with consumers who want to learn more," said Mr Wurf. This year ATMS are calling on consumers to share their personal success stories of using natural therapies via naturalmedicineweek.com.au/customer-survey To learn more about Natural Medicine Week, 21 – 27 May 2018 please visit: www.naturalmedicineweek.com.au. #naturalmedicineweek -ENDS- [1] <https://www.ncbi.nlm.nih.gov/pubmed/17718647> Xue et al. 2007 Complementary and Alternative Medicine Use in Australia: A National Population-Based Survey [2] Australian Department of Health and Ageing. Medicare Statistical data for the June Quarter 2005. Available from: <http://www.health.gov.au/>, 2005 [3] Complementary Medicines Industry Audit 2017 by Complementary Medicines Australia (CMA) [4] IBIS World: Alternative Health Therapies - Australia: Market Research Report <https://www.ibisworld.com.au/industry-trends/market-research-reports/thematic-reports/alternative-health-therapies.html> NOTES TO EDITORS: Interviews are available on request through the below contacts with our ATMS spokespeople: Charles Wurf, Chief Executive Officer, ATMS Christine Pope, ATMS Director, Treasurer and Chair of the Marketing Committee, Naturopath, Homeopath and Nutritionist Peter Berryman, ATMS President, Naturopath, Homeopath, Medical Scientist and Educator For media enquiries please contact: Debbie Bradley, Group Account Director, Zadro M: 0420 761189 | P: 02 9212 7867 | debbie@zadroagency.com.au Jessica McLean, Account Manager, Zadro P: 02 9212 7867 | jessica@zadroagency.com.au Sinead Andrews, Account Coordinator, Zadro P: 02 9212 7867 | sinead@zadroagency.com.au About Natural Medicine Week 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. Proudly supported by the Australian Traditional-Medicine Society, Natural Medicine Week celebrates the three primary models of natural medicine; Ingestive Therapies, Bodywork and Massage, and Traditional Chinese Medicine. www.naturalmedicineweek.com.au About 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. ATMS is governed by a Board of Directors with specialised departments for Massage Therapy, Traditional Chinese Medicine, Homeopathy, Nutrition, Naturopathy and Western Herbal Medicine. www.atms.com.au

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