

## Customer Service Charter

### Preamble

Massage & Myotherapy Australia (a brand of the Australian Association of Massage Therapists Ltd) was established in 2003 and has a proud history of providing a range of member services to professional massage therapists, remedial massage therapists, and myotherapists. Massage & Myotherapy Australia (Association) is governed by a Board of Directors both appointed and/or elected from membership. The Association is a national body for massage therapists and myotherapists in Australia and provides services across Australia through a network of regional groups.

The Association is committed to providing the highest level of service, designed to meet the diverse needs of the membership and to deliver that service in a professional, transparent, and accountable manner.

The Association is committed to supporting and building services offered to the membership.

The Association will meet its obligations to Private Health Fund Providers under the Private Health Insurance Act 2007, the Private Health Insurance (Accreditation) Rules 2008, contractual obligations with the individual Private Health Funds, and the Association Code of Ethics, Standards and National Code of Conduct in the management of members' details for health fund accreditation.

### Aim

The aim of the Association Customer Service Charter is to provide members and employees a guideline by which service is provided in a reasonable and timely manner consistent with the Vision, Mission, and guiding Values of the Association.

### VISION STATEMENT

Leader of the Massage & Myotherapy Profession.

### MISSION STATEMENT

To lead and support our diverse membership towards excellence in practice.

### CORE VALUES

- Consistency:** At the Association we are committed to providing services to our members through established principles and practices with reliability and uniformity.
- Effectiveness:** In discharging our responsibilities, we do not take professional or ethical shortcuts.
- Integrity:** We hold each other accountable for the highest standards of behaviour, including honesty and fairness in all aspects of our work so

that we continue to maintain trust and confidence of those with whom we deal.

- Proactivity:** We aim to be vigilant and proactive in relation to guiding members through ethical practice.
- Respect:** At the Association we give due respect to self and others and maintain the environment of teamwork and growth.

## Process

### Services

The Association offers a range of services including administration of members' details, technological services, continuing education, and public referral. Services change in line with business and are reviewed by the Association for relevance, ease of use and suitability to members. Recommendations are made to the Board on services availability from time to time and the Association reserves the right to develop, change or remove services as required.

### Massage & Myotherapy Australia Staff

The Association has 11.74 equivalent full-time staff servicing a membership base of approximately 8,600. Nine employees provide direct customer response at any one time.

- 0.74 Reception
- 1 Administration Trainee
- 1 Administration Support
- 1 Administration Support/ Executive Assistant
- 1 Membership Administrator
- 1 Data Base and Senior Team Support
- 0.6 Events Administrator
- 1 Marketing Administrator/Journal Editor
- 1 Graduate Liaison Officer
- 1 Communications and Senior Team Support
- 0.4 Financial Accountant (Internal)
- 1 Association Manager
- 1 Chief Executive Officer

### Member Privacy

The Association is committed to the protection of members' personal information and complies with the Privacy Act (1988) and the National Privacy Principles through the Association Privacy Policy.

The Association undertakes not to reveal any personal information provided, unless agreed to by the person, required by law or in cooperation with authorities such as the Police and Health Care Commissions.

Members have the right to examine any personal information held by the Association in respect of dealings with them.

## **Communication**

The Association office is located in Melbourne, Victoria and is open during standard business hours Monday to Friday and observes National and Victorian Public Holidays. In the event of closure the Association advises members via the eNews, Facebook and Website. Whilst all staff and management endeavour to respond to enquiries in an efficient manner, due to staffing constraints this may not always be the case. The Association recognises the effect on members around issues with membership, but please be respectful when contacting the Association. Abusing and insulting Staff does not assist to resolve your concern and is a breach of the Code of Ethics.

## **Contacting the Association**

Telephone calls, emails and messages received during standard business hours will be responded to promptly (see Appendix 1: Outline of Services).

The Association will maintain an internet site as a reliable and current source of information.

The Association can be contacted by:

- Telephone on: 03 9602 7300
- Fax: 03 9614 5707
- Email: [info@massagemyotherapy.com.au](mailto:info@massagemyotherapy.com.au)
- Website: <https://massagemyotherapy.com.au>

The Association understands some members live in remote areas where internet access is limited. The Association reproduces and publishes important notices to members in the quarterly *Massage & Myotherapy Journal* which is received by every current member (hard copy).

Specific information advising of the currency of membership is included via emails and the monthly eNews and printed on annual renewal notices.

Members are able to view and update some sections of their record details anytime via the Members Only area by logging in via the website.

## **Members Rights and Responsibilities**

Upon joining the Association members agree to:

- keep their contact details on the Association files up-to-date;
- keep their Senior/Level 2 first aid current and provide copies to the Association when renewed;
- keep their Public and Products Liability and Professional Indemnity Insurance current and provide copies of the Certificate of Currency to the Association when renewed;
- abide by the Association's Continuing Professional Education (CPE) policy;
- abide by the Constitution, Code of Ethics, Standards and National Code of Conduct and Policies of the Association;

- abide by the individual Private Health Funds Terms and Conditions for Approved Provider Status.

Where a member does not adhere to the above their details are unable to be administered to the Private Health Funds and upon correction it may take up to 4-6 weeks for details to become live at all of the individual Private Health Funds depending on the administration system at the individual fund.

In some instances membership will be cancelled and the member will be removed from the Association register. In this event the member receives a written letter advising them of any action taken.

Only in the event that the Association has made an error Members have the right to request that the Association correct the error and contact the individual Private Health Funds directly, however, this is also at the discretion of the individual Private Health Funds. It remains the members' responsibility to maintain currency of information required and to provide correct details to the Association in a timely manner.

To expedite your documents, ensure they are correct and sent to the right contact email.

### **Member Service Standards**

The Association is committed to meeting the standards detailed in this charter.

Where an online service is available, members are requested to use it where possible to reduce delays in service.

The Association will rectify any problems which may occur due to any failure on the Association's part to perform the standard promised. If a member believes an error has been made, please contact the Association to ensure it can be rectified as quickly as possible.

If you feel you have been treated unfairly or not received the level of service expected, you can lodge a complaint in writing to the Association Manager.

The Association will consider any legitimate feedback or suggestions on improvements to services.

### **Complaints**

The Association will endeavour to resolve any business complaints fairly and quickly. This is assisted by the already established complaint and dispute resolution policy, a copy of which is available on the Association website.

It is to be noted that threats, verbal abuse and insults towards Staff will not be tolerated. Unprofessional behaviour has zero tolerance and will not assist the Association in resolving your issue. Members who insist on using unprofessional behaviour and language and direct this towards a Board member, volunteer or Staff person may be sanctioned by the Code of Ethics.

## **Accountability**

The Association will monitor its performance against the standards of the Charter and use the information to regularly review and improve the performance and scope of the services offered.

The Appendix outlines Services provided, timelines and member responsibilities.

## POLICY STATEMENT

Business Area	Service Provided	Association Commitment	Member Commitment	Contact
<b>General Administration</b>	Responding to member enquiries	Enquiries will be responded to within two working days of receipt except during period of peak business, including (but not exclusively) September and Holiday season. Enquiries involving several departments may take longer but within 72 hours	Ensure the Association has your information required and up to date details  Read and review all relevant policy, position statements, guidelines, and health fund information	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
<b>Membership</b>	Processing Membership Applications	Process within ten working days of receipt of all <b>correctly</b> certified, completed, submitted documentation	Forward all required documentation, including certified documentation at time of application	<a href="mailto:membership@massagemyotherapy.com.au">membership@massagemyotherapy.com.au</a>
	Processing Renewal	Update details within 48 hours of receipt	Payment on time	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	Resignation	Update details within 48 hours of receipt	Provide resignation in writing, stating reason and return Membership Certificate to the Association	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	Struck from Register	Completed following approval from the Board of Directors		<a href="mailto:ea@massagemyotherapy.com.au">ea@massagemyotherapy.com.au</a>
	Refunds	Process refunds within 7 business days of request being approved	Provide details of refund requested, bank account details for eft and reason in writing	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	Update Member Details	Update member details within 48 hours of receipt	Ensure the Association has up-to-date details. Check member details via member log in, eNews or Renewal Notice	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	Issuing of Membership Certificates	Send Certificates to New Members within two weeks of Board Approval to register.		<a href="mailto:membership@massagemyotherapy.com.au">membership@massagemyotherapy.com.au</a>

## POLICY STATEMENT

Business Area	Service Provided	Association Commitment	Member Commitment	Contact
<b>Ethical Complaints Management</b>	Register of complaints	To deal with concerns or complaints promptly, fairly and investigate mutual outcome	Respond to the Association's request for information promptly, politely and honestly	<a href="mailto:ea@massagemyotherapy.com.au">ea@massagemyotherapy.com.au</a>
	Process	The Association will refer ethical matters to the relevant body upon receipt	Members are required to comply with requests for information about any ethical review	<a href="mailto:ea@massagemyotherapy.com.au">ea@massagemyotherapy.com.au</a>
	Outcome of review	Member will be notified in writing of outcome of Ethics Committee determination	The Ethics Committee decision is final. Members can appeal the outcome as outlined in the Complaints Handling Policy	<a href="mailto:ea@massagemyotherapy.com.au">ea@massagemyotherapy.com.au</a>
<b>Currency and Eligibility</b>	Health Funds	To forward accurate information of current/up-to-date members details to all Health Funds and comply with Health Fund contractual agreements	Ensure all details are current/up-to-date; notify the Association immediately of any changes	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	First Aid	To ensure details are updated within 48 hours of receipt	Ensure updated details (copy of Certificate) are forwarded to the Association prior to expiration	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	Insurance	To ensure details are updated within 48 hours of receipt	Ensure updated details (Certificate of Currency) are forwarded to the Association prior to expiration	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	Continuing Professional Education (CPE)	To ensure details are updated within 48 hours of receipt	Abide by the Association CPE Policy and ensure updated details are entered via the members only area of the website or forwarded to the Association	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>
	Personal Details	To ensure details are updated within 48 hours of receipt	Ensure details held by the Association are current	<a href="mailto:info@massagemyotherapy.com.au">info@massagemyotherapy.com.au</a>

## **Working Together**

As a current Member of the Association, you can:

- Ensure details the Association has on record/file are up-to-date;
- Provide the Association with information and updates in a timely manner;
- Use online services where possible;
- Read information distributed to Members;

## **As your Association, Massage & Myotherapy Australia can:**

- Provide members with reminders of the details on file through personalised eNews, renewal notices and EDMs;
- Process any updated details requests in an accurate and efficient manner;
- Ensure all online services within our control are working or rectified as quickly as possible;
- Provide all necessary information to all members;

## **Contact details**

Level 8  
53 Queen Street  
Melbourne VIC 3000  
Ph: 03 9602 7300  
Fax: 03 9614 5707  
Email: [info@massagemyotherapy.com.au](mailto:info@massagemyotherapy.com.au)  
Website: [www.massagemyotherapy.com.au](http://www.massagemyotherapy.com.au)