

Marketing and Advertising Opportunities

Preamble

Massage & Myotherapy Australia (a brand of The Australian Association of Massage Therapists Ltd) (the Association) is a not-for-profit body representing the profession of massage therapy, remedial massage therapy and myotherapy. All Association funds are used for services and strategies that bring benefit to the industry and the membership.

Aim

This policy establishes the framework for sponsorship opportunities that may be offered by the Association.

The Financial Accountant (Internal) is responsible for the day-to-day implementation of this policy. Any breaches or recommendations for changes to the policy should be notified to the CEO and members of the Audit and Risk Committee as soon as they are recognised.

Background

Sponsorships can be a lucrative income stream for the Association however, in order to make it a long-term viable proposition, a clear understanding of which potential sponsors are acceptable to the Association (and by extension, which potential sponsors are not acceptable to the Association) and an understanding of the benefits that will accrue to the sponsors is important.

Sponsors will generally be looking to raise or improve their profile by leveraging the Association's excellent brand and gaining access to the Association's membership lists for marketing purposes in a way that will enable the Association to still comply with its Privacy Policy.

In the past the Annual National Conference has been the only sponsored event. Providing potential sponsors access to other Association activities will provide additional opportunities.

The following is a list of additional Association events and activities that may provide sponsorship opportunities. The CEO may approve variations to these costs. Any significant variations will be reported to the next Audit and Risk Committee meeting.

Only organisations recognised by the Association as Industry Suppliers are eligible to sponsor or exhibit at Association events. An Industry Supplier is an organisation that provides products, services or education relevant to the massage therapy, remedial massage and myotherapy professions and has been approved by the Association for sponsorship and exhibitor opportunities.

Events

National Conference • Partner Sponsor • Sponsor • Satchel Sponsor • Lanyard Sponsor • Satchel Inserts • Exhibitors	Approximately 200-500 registrants
Face to Face Workshops	Approximately 30 workshops and 450 average registrants per annum
Webinars	Approximately 44 webinars and an average 2,400 registrants per annum
Regional Meetings	Approximately 10 meetings and 100 registrants per annum

Publications

Journal Advertising	Approximately 8,500 printed per quarter including New Zealand and a reach of approximately 21,000
Journal Inserts	Approximately 8,500 printed per quarter including New Zealand and a reach of approximately 21,000
Journal Flysheet	Approximately 8,500 printed per quarter including New Zealand and a reach of approximately 21,000
Monthly eNews	Approximately 8,500 emails per month
Member Bulletins	Approximately 8,500 emails per month
Events Bulletins	State-based emails dependent upon member numbers per state
Conference Program	Approximately 200-500
Massage & Myotherapy Connect	Approximately reach 4,600-6,000 monthly
Massage & Myotherapy Connect Podcast	New publication with a growing audience
Social Media Channels	Combined audience of approximately 17,200 across social media platforms
Directory	Approximately 28,000 page views annually

Review

This policy is to be reviewed on an annual basis by the Audit and Risk Committee. Any changes must be approved by the Board.

Conclusion

In guiding the administration of Sponsorships, Suppliers and Supporters the Board has approved this Policy Statement.

Other Documents

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