

CASE STUDY: ELEVATING PROFESSIONALISM THROUGH CERTIFICATION

Charlotte Keane's Story



For more than 20 years, **Charlotte Keane** has been a passionate practitioner, clinic owner, and industry leader. With two thriving clinics in Doncaster and Parkville, Victoria, and a long career dedicated to high-quality care, Charlotte embodies the professionalism and commitment that the Certified Practitioner Program aims to recognise and elevate. Her story shows what's possible when practitioners embrace certification not just as a credential, but as a catalyst for change.

As both a full-time practitioner and a Director at Massage & Myotherapy Australia, Charlotte has a unique vantage point. She understands the realities of clinical practice, the challenges of running a small business, and the broader strategic needs of the profession. That's why, when the Certified Practitioner Program first launched, she didn't hesitate to get involved.

"I remember feeling really delighted that people had come into my clinic and they wanted to see what I was doing ... I felt more connected to the association and to my industry."

A COMMITMENT TO STANDARDS AND CONTINUOUS IMPROVEMENT

Charlotte first participated in the program during its pilot phase. With a background in ISO coordination, the program's focus on quality systems and continuous improvement resonated deeply.

She saw certification not as a bureaucratic hurdle, but as an opportunity to strengthen her practice, refine her processes, and model the professionalism she believes the industry deserves.



"I really believe in the program... it's about elevating those members who are so much more than just a high-street shop with a neon flashing sign."

For Charlotte, certification is a way to demonstrate credibility, not just to peers, but to government, health partners, and the public. She sees it as a vital step toward greater recognition for massage and myotherapy practitioners, especially those working clinically with complex clients.

BUILDING A BETTER INDUSTRY, ONE PRACTITIONER AT A TIME



Charlotte is candid about the challenges the program has faced over the years, from COVID disruptions to staff turnover to early confusion about the program's purpose. But she remains one of its strongest advocates.

She believes the program's true value lies in its potential to unify the profession around shared standards and to help practitioners present themselves as trusted health providers.

"Change starts with you. You make the industry better by doing this."

Charlotte also sees certification as a powerful tool for addressing long-standing issues in the sector, including public misconceptions and the ongoing challenge of being mistaken for non-clinical or inappropriate services. For her, certification is part of a broader cultural shift toward respect, safety, and professionalism.

A PRACTICAL IMPACT ON PRACTICE

While Charlotte acknowledges that public awareness of certification is still growing, she incorporates it into her own marketing, on her website and in newsletters sent to more than 500 clients.

She sees certification as a differentiator that will become increasingly important as the program gains visibility.



"Surely you want to go somewhere safe, where they protect your data and have good business processes and that's what certification shows."

She also highlights the value of the annual criminal check included in the program, a requirement that aligns with the expectations of aged-care providers, sporting organisations, and other health partners she works with.



A VISION FOR THE FUTURE

Charlotte believes the Certified Practitioner Program has enormous potential. She is confident it will not only to support individual practitioners, but also strengthen the profession's standing with government, insurers, and the broader health system.

She imagines a future where consumers actively seek out certified practitioners, where the credential becomes a mark of trust, and where the industry speaks with a stronger, more unified voice.

"It would be amazing to hear people say, 'I'm going to a certified practitioner.' That would be awesome."

Charlotte's vision for massage therapy, remedial massage therapy and myotherapy practitioners is clear: as a profession recognised for its skill, safety, and contribution to health and wellbeing with a certification program that helps make that vision real.

The Certified Practitioner® title is the only legally protected credential in Australian massage and myotherapy.