



*Leaders of the profession*

Australian Traditional-Medicine Society  
PO Box 1027 Meadowbank NSW 2114  
Telephone 1800 456 855 Fax 02 9809 7570

Dear ATMS Member

### **Additional Information On The Upcoming Extraordinary General Meeting Of 30 May 2010**

I recently wrote to you to advise of an Extraordinary General Meeting of the Australian Traditional-Medicine Society Limited (ATMS) to be held at Crowne Plaza, 30 Phillip Street Parramatta (Sydney) on Sunday 30 May 2010, commencing at 10.30am. This meeting will consider and if thought fit pass a Special Resolution to change the name of Australian Traditional-Medicine Society Limited to Natural Medicine Australia Limited.

Since then several members have contacted me to inquire about this meeting and/or the Proxy Form. Additionally several of the Proxy Forms already received have been completed incorrectly.

To respond to these concerns raised by Members, and to ensure that all Members wishing to vote may effectively do so, I have decided to revise and re-issue the Proxy Form. Additionally, I am taking this opportunity to provide all Members with a summary of the reasons for and against the proposal to change the name of ATMS. This summary (blue sheet) and the re-issued Proxy Form (yellow Form) are enclosed.

#### **What Do You Need To Do Now?**

Please take the time to read the enclosed summaries of the cases for and against the proposed name change. If you wish to attend the meeting on 30 May 2010, please simply attend in time for the 10.30am start. At the meeting you will be able to participate in the discussion and subsequently vote.

If you are unable to attend, then you are still encouraged to exercise your right to vote on this important matter. Your vote may still be counted by completing and returning the enclosed yellow Proxy Form. Please be sure however to carefully read and follow the instructions on that form.

#### **What If You Have Already Sent Back A Proxy Form?**

If you have already sent back a Proxy Form, and do not wish to change it, then you need do nothing. That Proxy Form will, if completed correctly, remain valid. I will be contacting all Members whose Proxy Form was incorrectly completed.

**If you would like to change your Proxy Form**, you may do so by just correctly completing and returning the enclosed Proxy Form. Once the new Proxy Form is received your existing Proxy will be revoked, and the new Proxy will automatically take its place.

Thank you for your attention to this important matter, and please do not hesitate to contact me if you have any questions.

Yours sincerely

Matthew Boylan  
Company Secretary

12 May 2010



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## **FOR THE NAME CHANGE**

In 2008 the ATMS Board decided that 'natural medicine' should be the term used to describe who we are and what we do. This allowed our profession to be recognised with consistent terminology, and prevented the mis-perceptions associated with other descriptors. Now your Board asks that we go a step further, and fully promote this vision for our Profession by adopting a new name, Natural Medicine Australia.

**Why Natural Medicine Australia?** 'Natural medicine' may be defined as the treatment and prevention of disease and the preservation of health, based on the principle that the therapies used support and enhance each individual's innate and natural ability to self-heal. It is therefore the appropriate term for describing and representing the philosophy and therapies which ATMS represents and promotes. It clearly self describes and most aptly defines the uniqueness of our natural health care approach.

'Natural medicine' accurately describes all our modalities, both massage and ingestive therapies.

'Traditional medicine' does not. 'Traditional medicine' fails to describe the more modern therapies, treatment tools and diagnostic aids now regularly used by many practitioners.

'Traditional medicine' has also become a misleading and confusing term. Do you describe yourself as a 'traditional medicine practitioner'? How many of your patients request or seek only a 'traditional medicine' treatment as opposed to a natural medicine treatment? So why should your Association be named 'Australian Traditional-Medicine'? 'Natural Medicine Australia' on the other hand clearly says what you do, and will better promote your services and our profession.

The name 'Australian Traditional-Medicine Society' is based on the ideals that each nation should maintain its traditional values in health services. Consequently confusion exists, even at political levels, that ATMS members use only indigenous Australian traditional medicine. 'Natural Medicine Australia' will more accurately and effectively describe our functions at all levels of society, from the patient to the politician.

'Natural Medicine Australia' is progressive. It will facilitate the development of a new energy that fits well with the 21<sup>st</sup> century natural medicine paradigm. To use only the term 'Traditional medicine' is a disservice to modern educational standards, and the high level and broad skills now exercised by ATMS practitioners.

The Board is of course acutely aware of the importance and history of the ATMS name, and will take immediate steps to protect that name. ATMS will also continue to be used in some areas. Appropriate assistance will also be offered to members to offset some of the impacts of this name change.

The ATMS Board recommends this name change as the way forward. If you are unable to attend the Extraordinary General Meeting, you may still vote for this name change by completing the yellow Proxy Form, and indicating you are 'FOR' the name change.

*Sandi Rogers, ATMS President and ATMS Life Member (0039), sandi@nctm.com.au*



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## **AGAINST THE NAME CHANGE**

### **What Is The Crucial Issue?**

Each member needs to ask 3 questions: 'After 25 years of ATMS successfully establishing its brand-name and logo, is it in my best financial interests for the disappearance of the ATMS brand-name?' 'What will be the impact on my clinic?' 'Is this where ATMS Directors should be putting their energy and expertise?'

### **Why A Name Change?**

Over 25 years, ATMS has established itself in a fiercely competitive healthcare environment. The ATMS logo is well-recognised in the general community. It is obvious that a new logo will mean nothing for a long time to come. Why should prospective patients take notice of an organisation they have never heard of?

### **Isn't ATMS Already The Biggest Association?**

ATMS has invested millions of dollars over 25 years to become the biggest association of practitioners, representing about 65% of all practitioners. This enormously successful branding campaign has resulted in ATMS members being highly regarded as professionally trained and sought-after practitioners. Ours is the only association with a permanent seat on 2 government committees. The disappearance of our distinguished brand-name simply does not make sense. How can a change of name possibly improve our reputation? Will the new name need 25 years to accomplish what the ATMS name has already achieved?

### **What Does Natural Medicine Australia Mean?**

In my PhD studies, I learnt that 'natural medicine' is an outdated 1980s American term used to describe naturopathy. Considering that 60% of ATMS members are massage therapists, surely the name should reflect the membership. Would a name change mean that massage therapists will take second place?

There is no mention of 'association' or 'society' in the name. Why not? As one member said: 'Natural Medicine Australia sounds like a vitamin company that sells products. I am a practitioner, not a product'.

### **How Much Will This Cost?**

How much will a name change cost each member? A new name means new stationery, new stamps, new website, more advertising and more marketing materials for both ATMS and its members. Each member will have to bear their own costs for their own businesses, and for what benefit? How can these additional costs be justified? How will the Directors fund the costs? By an increase in membership fees?

### **How Do I Vote Against The Resolution?**

If you are unable to attend the Extraordinary General Meeting, you may still vote against the name change by completing the yellow Proxy Form and nominate **Raymond Khoury** as your proxy.

*Raymond Khoury, ATMS Policy Adviser and ATMS Life Member (0487), journal@atms.com.au*



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## PROXY FORM AND INSTRUCTIONS

### INSTRUCTIONS:

#### Who & When To Use This Proxy Form

Only Life Members and financial Accredited Members may use this Proxy form. Associate and Student Members are not eligible to vote. (If unsure of your membership status, please phone the Office on 1800 456 855.) Life Members and financial Accredited Members may appoint a Proxy to attend any General Meeting and vote on their behalf. This Proxy Form is issued in respect of the **Extraordinary General Meeting** of the Society to be held on **30 May 2010**, and any subsequent adjournments of that meeting.

#### How To Use This Proxy Form

Nominate a Proxy by completing the section 'Proxy Nomination' below. If you are unsure of who will be attending the meeting, you may appoint the Chairperson of the Meeting as your Proxy. If you appoint the Chairperson as your Proxy and specify the way your Proxy is to vote, then the Chair must vote in the way you have specified on this Form. If you appoint any other person as your Proxy and specify the way that person is to vote, then if that person votes that vote must be in the way you have specified on this form.

#### How To Specify Your Voting Intentions

Just place a tick or a cross in one of either the 'FOR' or 'AGAINST' boxes under the heading 'Voting Instructions' below.

#### How To Return This Proxy Form

To be valid this Proxy Form must be completed and received by the ATMS Company Secretary before the meeting. Please return to Matthew Boylan, ATMS Company Secretary. Forms may be returned by post to ATMS, PO Box 1027, Meadowbank NSW 2114, or by fax on 02 9809 7570. **Posted and faxed Forms must be received by 5pm, 28 May 2010.**

### PROXY NOMINATION

I, \_\_\_\_\_ of \_\_\_\_\_ being a

Member of the Australian Traditional-Medicine Society Ltd appoint \_\_\_\_\_

of \_\_\_\_\_ as my proxy to vote for me and on my behalf at the Extraordinary General Meeting of the Society to be held on the 30th day of May 2010 and at any adjournment thereof. As witnessed my hand this \_\_\_\_\_ day of May 2010.

\_\_\_\_\_  
(Signature)

Signed by the said \_\_\_\_\_ in the presence of \_\_\_\_\_

### VOTING INSTRUCTIONS

To direct your Proxy how to vote on the Resolution as to whether or not to change the name of ATMS, mark one box only. If you do not mark any box your Proxy may decide how to vote on your behalf.

**RESOLUTION:** That the name of Australian Traditional-Medicine Society Limited be changed to

Natural Medicine Australia Limited:

**FOR**

**FOR**

**AGAINST**

**AGAINST**