



Media release:

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Natural Medicine Week uncovers key findings

Results of national survey announced as inaugural event concludes

The inaugural Australia-wide initiative **Natural Medicine Week**, 20 – 27 May, has wrapped up with the Australian Traditional-Medicine Society (ATMS) calling the venture a great success and releasing new key findings from a national survey into consumer behavior around natural medicine.

Results of the 2016 Natural Medicine Week survey into consumer use of natural medicine include:

- 93.85% of participants have consulted a natural medicine practitioner
- 96.61% of participants describe natural medicine as “effective or very effective”
- 83.33% of participants “agree or strongly agree” with the statement that ‘It is important that a natural medicine practitioner is an accredited member of an association’
- Participants said the most important factor when seeking a natural medicine practitioner is that “they are a trusted and accredited practitioner”

Charles Wurf, CEO of ATMS, says these results speak to both the rise in uptake of natural medicine treatments by the general public, and the growing importance of associations, such as ATMS, in helping to safeguard these consumers and maintain their health and wellbeing.

“Our members are qualified, accredited, professional practitioners of natural medicine who work Australia-wide to help Australians achieve good health.

“The exceptional results of Natural Medicine Week and our survey into natural medicine use in Australia both clearly demonstrate that the interest and number of Australians turning to natural medicine is increasing, and as such, access to these treatments from qualified practitioners should not become more restricted but instead supported.

“Current research into the efficacy of natural medicine is growing and we support the need to establish and maintain high professional standards across all natural medicine modalities, for both the protection and benefit of consumers and the advancement of the industry. This is why accredited, educated and effective practitioners need to be at the centre of any discussions around the efficacy and safety of natural medicine treatments,” said Mr Wurf.

The survey, which was a small sample of the type of consumer survey that needs to be actioned in Australia, was only one aspect of Natural Medicine Week, with consumers also visiting a host of events throughout the country including clinic open days, educational sessions and more with positive feedback received from practitioners and the public alike.



A week-long initiative, the first of its kind and in its scope in Australia, the inaugural **Natural Medicine Week** took place 20 – 27 May 2016 and will be back again in May 2017, with dates to be announced. Natural Medicine Week represents a vast range of natural medicine modalities across ingestive, bodywork and massage, and Traditional Chinese Medicine (TCM).

For more information, please visit: www.naturalmedicineweek.com.au

#ANaturalChoice

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Interviews with ATMS spokespeople are available on request and listed below with their specialisations:

- ATMS Director, Christine Pope (Ingestive)
- ATMS President, Betty Tannous (Bodywork and massage)
- ATMS Director, Daniel Zhang (Traditional Chinese Medicine - TCM)
- ATMS CEO, Charles Wurf (General industry and association)

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Notes to editors:

About Natural Medicine Week

Natural Medicine Week, 20 – 27 May 2016, 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; these being ingestive, bodywork and massage, and Traditional Chinese Medicine.

<http://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 Herbal Medicine.

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<http://atms.com.au>

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