



Natural Medicine Week™
25 - 31 May 2026

MEMBER AMBASSADOR MEDIA KIT

Your complete guide to making an impact this Natural Medicine Week at your local parkrun, in your clinic, and across social media.



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ATMS
Australian Traditional-
Medicine Society

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57%

of Australians turn to natural therapies at first sign of illness

45%

use natural medicine proactively to maintain their health

65%

of those in excellent health rely on natural remedies daily

During Natural Medicine Week, ATMS practitioners across Australia are stepping into their communities wearing their ambassador t-shirts. Together, we make natural medicine visible, trusted and accessible to every Australian.

Wear your Ambassador t-shirt

1

Your ATMS Ambassador t-shirt is your greatest tool – wear it proudly at your local parkrun.

The QR code does the work

2

The QR code links curious runners straight to Friends of Natural Medicine (FONM).

Arrive early

4

Be visible and approachable. A warm smile opens more doors than any script.

Bring a colleague

3

Coordinate via your state Facebook group. More t-shirts = more impact.

Friends of Natural Medicine (FONM) is ATMS's free consumer community. When someone scans your QR code they unlock:

Fortnightly EDM with health tips & practitioner insights

Recipes by Zoe Bingley-Pullin

Natural health blogs and info sheets

Find a Practitioner – connecting them to your profile

Let's Talk Natural Medicine podcast



"Scan the QR code – it's a free community for people who love natural health!"

Before, during, and after the week – your voice reaches further than you think.

BEFORE THE WEEK

Share Your 'Why'

Post your personal story – why you chose natural medicine and what it means to your patients. Authentic voices resonate far more than branded content.

DURING THE WEEK

Post a Reel or Short Video

Even 30 seconds about your modality or a de-identified win. Go live on Instagram or Facebook for a 10-minute Q&A on a natural health topic.

ALL WEEK

Share the FONM Link

Put the [FONM sign-up link](#) in your bio, Stories, and posts all week. Every person who joins is a potential client connected to our profession.

ALL WEEK

Use ATMS Canva Assets

Download the official Natural Medicine Week branded templates from the member portal. Consistent branding across 9,500 practitioners creates a national movement.

Your clinic is a powerful platform. Here's how to activate it this week.



Display a QR Code

Print an A4 QR code card linking to FONM and place it at reception. Every scan joins our consumer community and connects to Find a Practitioner.

Mention It at Every Appointment

A warm invite: "There's a free community where you can keep learning about natural health between appointments – here's the QR code."

Email Your Client List

A short personal note about Natural Medicine Week and FONM. Consumer education – and it reinforces why they chose you as their practitioner.

Host a Free Mini Talk

Reach out to a local yoga studio, gym, health food store, or café. A 15-minute natural health talk positions you as the expert in your community.

CONNECT LOCALLY

- Organise a group parkrun via your state Facebook group (SA, QLD, WA, NSW, TAS, VIC, NT, ACT)
- Partner with a local health food store, gym, or yoga studio to display NMW collateral
- A coordinated group of ATMS t-shirts creates a visual moment and great social content
- Tag @naturalmedicineau so we can reshare your local activation nationally

GO BEYOND PARKRUN

- Pitch a story to local media, community radio, health podcasts or suburb Facebook groups.
- Write a LinkedIn post – health fund executives and government stakeholders are watching
- Write a blog or share a recipe with the community.
- Host a free Zoom session on a NMW topic for your online community

ATMS will reshare your posts. Tag us and use #NaturalMedicineWeek to make your impact visible nationally.

When consumers ask why they should trust a natural medicine practitioner – here's your answer.

Accredited by ATMS

ATMS Accredited members meet rigorous education, training, and ethical standards.

Findable & Verified

Accredited members are searchable via Find a Practitioner on atms.com.au – giving consumers confidence they're choosing a qualified professional.

Bound by a Code of Conduct

ATMS members adhere to a comprehensive Code of Conduct covering ethics, informed consent, record keeping, and patient safety.

Committed to Ongoing Education

Members complete Continuing Professional Education (CPE) every year – staying current with evidence, best practice, and clinical innovation.

Register as an Natural Medicine Week Ambassador

Order (or locate) your Ambassador t-shirt

Find your nearest parkrun location

Coordinate with local members via state Facebook group

Print a FONM QR code card for your clinic reception

Plan a short post for each day of NMW

Download ATMS Canva templates from the member portal

Update Instagram bio with FONM sign-up link

Email your client list about Natural Medicine Week

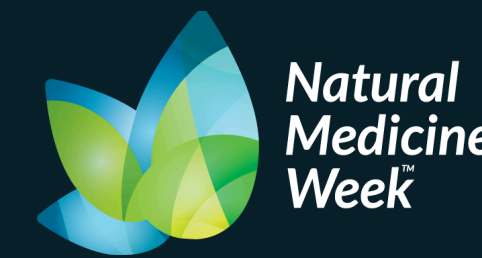
Prepare your elevator answer for the QR code

Tag @naturalmedicineau + use #naturalmedicineweek

Take photos at parkrun and share them!



Natural Medicine Week 2026



YOU ARE NATURAL MEDICINE.

This week, step out, show up, and let Australia see what natural medicine looks like in action.

naturalmedicineweek.com.au

Questions? Contact the ATMS team: info@atms.com.au | 1800 456 855

[#naturalmedicineweek](#) | [@naturalmedicineau](#) | [@friendsofnaturalmedicine](#)