

APPLICATION FOR APPROVAL TO DEVELOP QUALIFICATIONS Massage Therapy

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TRoQ Massage Therapy Needs Analysis

Executive Summary

The massage therapy industry in New Zealand and internationally has undergone rapid growth in the last 15 years in the areas of research, consumer use, education standards/levels, and employment opportunities. Massage therapy, historically once part of orthodox medicine, is now one of the fastest growing Complementary and Alternative Medicine (CAM) therapies. While massage therapy techniques are used by a number of health and beauty professionals, this report focuses on the practice of massage therapy as a stand-alone therapy by a massage therapist.

The NZ Health Surveys show an increase in usage of massage therapy. The research evidence base for the effectiveness of massage therapy is also growing; a number of systematic reviews have been conducted since 2004 with some reviews indicating evidence for massage therapy, but others conclude that more evidence is required. As this evidence base grows, massage therapy is more likely to be integrated into mainstream health practice. However, for now, what is clear is that consumers see massage therapy as an important element to their health and wellness, and primarily pay for massage therapy privately. Consumers commonly use massage therapy to treat symptoms associated with a wide range of chronic, clinical and sporting conditions, as well as for prevention, relaxation, and wellness.

Paralleling this growth in usage and research is the growth in the number of education providers and employment of massage therapists. Massage therapists practice massage therapy in both a full time and part time capacity, and can hold a variety of massage qualifications. Massage therapists commonly treat musculoskeletal problems, in a range of practice settings, and receive referrals from a broad range of CAM and other conventional healthcare providers. They use a range of assessment and massage (therapeutic/remedial and relaxation) techniques, within a client-centred, wellness approach to health. The majority of massage therapists are self-employed, however within the last 5-10 years the number of employment opportunities (outside of self employment) has grown.

The education of NZ massage therapists is also evolving; there have been significant developments in massage therapy education over the past fifteen years. Major changes include: the implementation of NZQF National Certificate and Diploma's that have more recently been deregistered; the implementation of two bachelor's degree programmes; and the addition of curriculum content to address the growing evidence base and the need for research literacy, critical thinking, and evidence based practice.

The NZ massage therapy industry is maturing. However, there is still no legislated title or educational requirements for massage therapists; a 'therapist' can today set up shop with little or no training. To date the New Zealand government has not regulated the practice of massage therapy or the massage therapist. Instead, over the last 15 years there have been a number of professional bodies formed to differentiate and represent professional massage therapists. Today, Massage New Zealand (MNZ) is the only voluntary national association specifically for massage therapists (relaxation and therapeutic) and they work to set minimum education standards and profile professional massage therapists.

Massage therapy within New Zealand is undergoing a professionalisation journey from an unregulated service/trade to a regulated profession with standards of practice. The current challenges are standardising educational standards for practice, different professional identities (between relaxation and therapeutic massage therapists), low MNZ numbers, growing the knowledge base, and petitioning for a form of regulation and self-governance. The strengths for the massage therapy industry to build on in this growth environment include: consumer satisfaction and demand, a growing evidence base, and the opportunities for higher levels of education.

Background

Massage as a CAM Practice

“Massage therapy is used as an adjunct or stand-alone therapy by a number of health care providers such as nurses (Grealish et al 2000; Remington 2002), physiotherapists (Foster et al 1999; Galloway et al 2004), other complementary and alternative medicine (CAM) providers (Fellowes et al 2004; Mehling et al 2007) and massage therapists (Cherkin et al 2002 a). Whilst massage therapy techniques are still used within physiotherapy (Foster et al 1999; Galloway et al 2004), massage therapy has developed as a specific CAM health service, distinct from physiotherapy, and is one of the fastest growing areas of this sector of the health industry in the United States (US) (Cherkin et al 2002b). In New Zealand, massage therapy, separate from physiotherapy, is also among the many growing CAM modalities and is considered part of the manipulative and body-based CAM therapies (Ministerial Advisory Committee on Complementary and Alternative Health 2004)” (Smith, Sullivan and Baxter, 2010, p. 45). This report focuses on the practice of massage therapy delivered as a stand-alone therapy by a massage therapist.

Established effects of massage therapy

“Some of the early massage therapy research reviewed the effectiveness of massage therapy in treating symptoms associated with a variety of clinical conditions (e.g., pregnancy, migraine headache) and concluded that massage therapy has received *‘empirical support for facilitating growth, reducing pain, increasing alertness, diminishing depression, and enhancing immune function’* (Field 1998, p.1270). Other reported changes brought about by massage include: improvements in blood and lymph flow, reduction in muscle tension and blood pressure, increase in pain threshold, improvement of mood, and relaxation of the mind (Aourellet al 2005, Coelho et al 2008, Ernst et al 2006, Frey Law et al 2008, Ouchi et al 2006). A number of systematic reviews have also been conducted for massage therapy since 2004 . . . Some reviews indicate evidence for massage therapy, others conclude that more evidence is required (Ernst et al 2007)” (Smith, Sullivan and Baxter, 2010, p. 47). Of note, “Donoyama and Shibasaki (2009) in a study of massage interventions for chronic neck and shoulder stiffness (n=8) reported that the effectiveness of massage therapy for neck and shoulder muscle stiffness was dependent upon the

experience of the massage practitioner. This suggestion mirrors that of Imamura and colleagues (2008) that training and experience of the massage therapist might influence outcomes; an important point when choosing a therapist” (Smith, Sullivan and Baxter, 2010, p. 47).

While the amount of research on massage is significantly less than that of the established health professions, in recent years the volume of massage therapy research has grown exponentially (Moyer, Dryden & Shipwright, 2009). The research findings have been encouraging, and sometimes surprising. The most recent Cochrane Collaboration review on massage and low back pain found that in “massage was similar [in terms of efficacy] to exercises, and massage was superior to joint mobilization, relaxation therapy, physical therapy, acupuncture and self-care education” (Furlan, Imamura, Dryden & Irwin, 2008, p.1). Moyer’s meta-analysis of massage therapy research found that “reductions of trait anxiety and depression were [massage therapy’s] largest effects, with a course of treatment providing benefits similar in magnitude to a course of psychotherapy” (2004, p.1). The scientific validation of massage therapy as a therapy which can be evidence-based is undoubtedly helping to open the doorway to integration with mainstream health providers.

Within New Zealand, contributions to the massage therapy literature have also increased. This has been primarily through massage educators undertaking post-graduate research projects, as well as bachelor’s degree massage students undertaking case reports and small scale research projects. These projects are profiled on the webpage of the New Zealand Massage Therapy Research Centre that was established in 2009 to foster massage therapy research in New Zealand.

[The use of massage therapy](#)

“Massage therapy is used to treat symptoms associated with a wide range of chronic (Cherkin et al 2002b), clinical (Furlan et al 2002; Lawler 2004; Moyer et al 2004) and sporting (Ernst 1998; Moraska 2005; Weerapong et al 2005) conditions. It seems that more people recognise massage therapy as an important element in their overall health and wellness, with clients seeking benefits such as relaxation, feelings of well-being (Back et al 2009; Grant et al 2008; Sharpe et al 2007), improved circulation, and reduction in

anxiety and pain (Moyer et al 2004). Although massage can be provided for a number of reasons, its general goal is to help *'the body achieve or increase health and well-being'* (Sherman et al 2006, p.1)" (Smith, Sullivan and Baxter, 2010, p.46).

The New Zealand National Health Surveys demonstrate increasing usage rates of massage therapy within the population. The 2002/2003 survey (Ministry of Health, 2004) found a CAM usage rate of 23%, which was reported in the 2006/2007 (Ministry of Health, 2008) survey as having dropped to 18.2%. This is misleading. In the 2002/2003 survey the three most popular types of CAM provider were massage therapists (making up 9.1% of visits), Chiropractors (6.1%) & Osteopaths (4.9%), but in the 2006/2007 survey Chiropractors & Osteopaths were not considered CAM practitioners. In the 2006/2007 survey 55.6% of the visits to CAM providers were visits to massage therapists. These figures suggest a dramatic increase in massage usage between 2003-2007. It seems that in 2006/2007, the massage usage rate in New Zealand was approximately 10%.

"Results from the 2006/07 New Zealand Health Survey indicated that one in five adults (18.2%) had visited a CAM practitioner over the 12-month period, and of these, over half had seen a massage therapist (Ministry of Health, 2008). Frequent massage therapy use (73%) was also reported in a recent study of 92 hospital inpatients in provincial New Zealand (Evans et al., 2008). Mirroring international trends in CAM use, the 2006/07 New Zealand Health Survey also reported that women are more likely to see a CAM practitioner than men; the primary reasons for CAM use were physical wellbeing (41.9%) (Ministry of Health, 2008); with CAM therapy and conventional care being used concurrently (Evans et al., 2008; Nicholson et al., 2006)" (Smith, 2009).

Utilisation patterns of New Zealand massage clients

In 2008, as part of a larger study, 646 massage clients of 75 Massage New Zealand massage therapists, from established massage therapy practices, were surveyed using a random, nationwide sample. Sociodemographic and current patterns of massage utilisation were elicited. Clients were predominantly female (78%), NZ European (90%), commonly employed in professional careers (49%), aged from 16 to 86 years (mean = 48.4 years, SD 12.4). Just over three-quarters of the respondents (77%) had been using massage therapy

for two or more years, with 68% of clients seeking massage once every 2-4 weeks. The most frequent duration of a massage session was '31-60 minutes' (69%), which was almost always paid for privately (96%). Fifty-one percent of the clients found out about their current massage therapist through a 'friend/family/colleague recommendation' compared to 5% via a medical general practitioner (GP). The most common types of massage therapy received were 'therapeutic' (75%) and 'relaxation' (58%), and massage therapy was most commonly used for 'neck/shoulder pain or problem' (75%), 'relaxation & stress reduction' (66%), 'back pain or problem' (62%), or 'regular recovery or maintenance massage' (43%). Although symptoms of 'muscle tightness / stiffness / tension' (97%) and 'pain' (72%) were usually reported, up to 20% of clients sought massage therapy for symptoms potentially unrelated to musculoskeletal issues (Smith, 2009).

The growth in consumer usage of massage therapy is mirrored by a growth in referrals to massage therapists. In the 1990s 26% of NZ health providers referred to massage therapists (Astin, Ariane, Pelletier, Hansen & Haskell, 1998). In 2003, Lawler & Cameron found that the rate had increased to 72%. 15% of GPs said they referred to a massage therapist at least weekly or daily, the highest rating for frequent referral of all CAM therapies (Cohen, Penman, Pirotta & Da Costa, 2005). This is most commonly for treatment of musculoskeletal problems (67%), stress (44%), pain (36%), relaxation (16%) & Fibromyalgia (9%). Given recent research findings (Moyer et al, 2004), there will likely be an increase in referral for depression & anxiety-related disorders.

There is a general consensus amongst mainstream medicine that for CAM therapies to be integrated into mainstream health practice, there must first be evidence of their safety and efficacy (Barrett, 2003; Giordana, Boatwright, Stapleton & Huff, 2002). The Australian Medical association has called for regulation of CAM therapists & for CAM interventions to be evidence-based so that medical practitioners can feel comfortable referring to CAM practitioners (Baer, 2008).

Professional Association

Background

“The practice of massage therapy in New Zealand is unregulated (Massage New Zealand 2009a) and there are a range of educational standards and levels, including non-accredited massage education providers offering massage therapy training. In the last 20 years, a number of self-regulating bodies for massage in New Zealand have been established. Today, Massage New Zealand (MNZ) is the only voluntary national association specifically for massage therapists. Members of MNZ are bound by a code of ethics, a scope of practice, a complaints procedure, and have requirements for continuing professional development. Two levels of membership exist: the Certified Massage Therapist (CMT) who practices relaxation massage, and who hold a National (NZQA) Certificate or equivalent in Relaxation Massage (most commonly representing 600 hours of training); and the Remedial Massage Therapist (RMT) who practices remedial, deep tissue or other advanced clinical styles of massage, and who holds a National (NZQA) Diploma/Degree or equivalent in Therapeutic Massage, which can vary from 1500 – 3600 hours of training (Massage New Zealand 2009b).” (Smith, Sullivan and Baxter, 2010, p. 45)

MNZ currently acts as the gatekeeper to employment by health insurers (Southern Cross Medical Care Society), and High Performance Sports New Zealand. Only MNZ RMTs are allowed to gain employment under these schemes. MNZ will likely become the gatekeeper to other types of work as the industry matures (See the attached document – Massage New Zealand report for details).

Current membership levels

“Whilst MNZ members are the only nationally recognised group of massage professionals, only 250 massage therapists (CMT and RMT) are members; but based on the 2006 employment data (Department of Labour 2009), over 80% of NZ massage therapists do not belong to MNZ” (Smith, Sullivan and Baxter, 2010, p. 45).

It's difficult to get accurate figures on the current number of practicing massage therapists because 2006 is the date of the last census, and the industry has developed significantly since that point, however it is possible to make some estimation.

At the 2006 census, there were 1,272 people who described themselves as massage therapists practising in New Zealand. In 2001 there were 825 (Ministry of Business, Innovation & Employment, n.d.). If we assume that the rate of growth over the period 2001 to 2011 was steady, this rate of growth would be $(1272/825)^{1/5} - 1 = 9.05\%$. Extrapolating this forward to 2011, we could expect there to be 1,961 members practicing in New Zealand. In actual fact the growth rate seems to be decreasing, so the actual figure is likely to be less than this, perhaps 1,800.

In 2011, MNZ had 401 practising members (CMTs, RMTs, Affiliates & Life members).

This means that in 2011 the proportion of practising massage therapists who elect to be registered with Massage New Zealand is likely to be approximately 22%. The low percentage reflects the reality that massage is unregulated in NZ. Relatively low participation in the association means that MNZ is under-funded making it more difficult to provide quality services to the membership. The level of service provided (while admirable, when provided by a largely voluntary executive) means that many practicing therapists do not see the value in paying membership fees when this is voluntary.

On the whole MNZ members choose to pay to be a part of the association, because they want to provide the best possible treatments for clients and be part of the development and promotion of a well respected health profession.

The Structure of Massage New Zealand

In common with other government regulated health professions, MNZ provides a voluntary regulation framework for its members. MNZ Registered Members are required to complete training to strict standards (see Registered Member Standards below).

They are also required to:

- undergo ongoing professional development

- hold a current First Aid Certificate
- display a current Practicing Certificate
- work under MNZ's Code of Ethics
- be of good character (since even people with prior criminal convictions can currently legally be in business as a Massage Therapist. Their membership is, of course, excluded from MNZ).

MNZ is an incorporated society, with an Annual General Meeting, Constitution and Rules. It is run by a voluntary Executive Committee and several paid part-time staff members.

Size of the Market

“Unlike physiotherapy (Reid and Larmer 2007), massage therapy is not an established part of the health care system and is not funded by the Accident Compensation Corporation. However, the Department of Labour recently reported 1272 people employed as massage therapists in 2006, a 54% growth since 2001, and a 451% growth since 1996; 85% were female, 78% were NZ European, and 10% were Māori (Department of Labour 2009). Employment trends seem to be paralleling trends already documented in the United States with increasing employment in sports, workplace, hospice, spa, hospitality, and mobile settings” (Smith, Sullivan & Baxter, 2011, p. 24). Six percent of New Zealand therapists surveyed worked in spas compared with 29% of therapists in the United States. This may indicate future growth of the spa industry in NZ which will increase employment opportunities (Smith, Sullivan & Baxter, 2011).

In addition to spa industry trends, growing consumer demand, an ever-growing evidence-base for massage-therapy, and increasing integration with mainstream health providers all seem to be contributing to the growth of the industry.

The massage therapy industry appears to be maturing. The majority of massage therapists are still self-employed, however within the last 5-10 years the number of employment opportunities (within multi-therapist clinics, spas & multi-disciplinary environments) have grown dramatically. Judging by international patterns, these trends are not likely to tail-off anytime soon.

Therapist Profile

New Zealand massage therapists commonly treat musculoskeletal problems such as back and neck pain, using therapeutic massage, as well as provide relaxation massage, in a range of practice settings, and receive referrals from a broad range of CAM practitioners as well as other conventional healthcare providers (Smith, 2009). “A recent study 66 New Zealand-based massage therapists, who were also members of MNZ, were surveyed using a random, nationwide sample. Most massage therapists were women (83%), NZ European (76%), and holders of a massage diploma qualification (89%). Massage therapy was both a

full- (58%) and part-time (42%) occupation, with the practice of massage therapy being the only source of employment for 70% of therapists. Nearly all therapists (94%) practiced massage for more than 40 weeks in the year, providing a median of 16 – 20 hours of direct client care per week. Most massage therapists worked in a “solo practice” (58%) and used a wide and active referral network. Almost all therapists treated musculoskeletal symptoms: the most common client issues or conditions treated were back pain/problem (99%), neck/shoulder pain/problem (99%), headache or migraine (99%), relaxation and stress reduction (96%), and regular recovery or maintenance massage (89%). The most frequent client fee per treatment was NZ\$60 per hour in a clinic and NZ\$1 per minute at a sports event or in the workplace. Therapeutic massage, relaxation massage, sports massage, and trigger-point therapy were the most common styles of massage therapy offered. Nearly all massage therapists (99%) undertook client assessment; 95% typically provided self-care recommendations; and 32% combined other complementary and alternative medicine therapies with their massage consultations” (Smith, Sullivan, & Baxter, 2011, p. 18).

A number of practising massage therapists do not belong to MNZ. A current study (still to be published) investigated the business names used the 2011 New Zealand yellow pages ‘massage, health & wellness’ listings; 504 massage therapy businesses were listed. The main concentration of massage therapy businesses was located in the larger centres; however, all regions of New Zealand were represented (see Table 1). The number of businesses listed 2011 are inclusive of businesses that offered Thai massage, and eastern style massage approaches. The numbers excluded those advertisers who were not clearly massage therapy; for example, businesses that only advertised their personal name without indicating the approach or service they offered were excluded. The 2006 survey of Yellow Pages listings included all listings including those that were not clearly massage related and therefore a clear comparison is difficult.

Table 1: NZ Yellow Pages listings for 2006 and 2011 for massage businesses

Listings by region (North to South)	2006 n= 658	2011 n= 504
Northland	11	11
Auckland	200	49
Waikato	49	21
Bay of Plenty	58	62
Gisborne	8	10
Hawkes Bay	29	24
Taranaki	23	10
Wanganui	3	14
Manawatu	24	24
Wairarapa	12	11
Wellington	24	102
Nelson & Bays	32	33
Marlborough	5	2
West Coast & Bullar	7	2
Canterbury	93	65
Timaru & Oamaru	10	11
Otago	55	41
Southland	15	12

Education Providers

Evolution of educational standards

“In recent years the demand for therapeutic massage services by the New Zealand public has increased and massage therapists have taken this opportunity to respond to this need. In the late 1980s and early 1990s, two voluntary associations were established in New Zealand to support massage therapists: the Massage Institute of New Zealand Incorporated (MINZI) and the New Zealand Association of Therapeutic Massage Practitioners (NZATMP). These played a role in raising the educational standards and profile of massage therapists. In 1992, the first ‘formal’ massage diploma (to meet the educational standards advocated by NZATMP) was delivered by a private training establishment in Auckland, and the practice of massage therapy as a standalone therapy for health and wellness, distinct from physiotherapy, became more evident. With the adoption of the Health Professional Competency Assurance Act in 2003, the 1949 Physiotherapy Act was repealed, and the requirements of the Physiotherapy Act imposed on massage therapy educators and massage therapists to clearly identify that they were not training students in physiotherapy nor practising physiotherapy respectively was removed. The introduction of massage therapy unit standards and a National Certificate and National Diploma by the New Zealand Qualifications Authority in 2000 also stimulated growth in the number of massage therapy training providers, especially in the Polytechnic sector. Today, the education of massage therapists commonly involves a six-month Certificate in Relaxation Massage or a one to two year Diploma in Therapeutic Massage. More recently, baccalaureate degree based education for massage practitioners was implemented at Southern Institute of Technology (SIT) in 2002 in the form of a Bachelor of Therapeutic and Sports Massage. Subsequently a second provider (private training establishment) has been approved and now also offers a three-year Bachelor’s Degree in Massage Therapy” (Smith, Sullivan and Baxter, 2010, pp. 44-45).

In 2012 the massage therapy unit standards were deregistered. The Massage Educator’s Group (MEG), a collaborative group open to all massage therapy education providers, created a new set of industry standards. These standards were adopted by Massage New

Zealand in 2011 as the baseline for registration of Certified (CMT) and Remedial (RMT) massage therapists.

Current massage education providers

The attached document (Massage qual enrolments & completions.xlsx) contains data on the providers of massage therapy operating within New Zealand, their numbers of enrolled students (EFT = Effective Full Time Student), and their completion rates in the period 2009 – 2011.

In summary there were 15 providers of massage therapy education registered with NZQA over this period. Three of these providers (Northtec, UCOL and Christchurch College of Natural Therapies) are either no longer offering massage education, or are not intending to offer programmes in 2013.

There were 15 Certificate-level programmes offered over this time period, with 12 Certificate level programmes offered in 2011. The graduates of most of these programmes will be eligible for registration with Massage New Zealand as Certified Massage Therapists (CMTs). In 2011 there were 220 EFTs of enrolments and 298 Certificate completions. Because a typical Certificate in Massage is a 1 semester programme (and therefore approximately 0.5 EFT), and approx. 180 of these EFTs came from this type of programme this means that there was an approximate completion rate of $(298 / (180 \times 2 + 40)) = 0.75$. In some cases students complete a 1 semester Certificate in Relaxation Massage, then go on to complete a 1 year Certificate programme within the same year, gaining two Certificate completions in a single year. This effect causes the number of Certificate completions to be overstated by approximately 45 students. In 2011, there were approximately 253 students graduating with some kind of Certificate in Massage qualification in New Zealand. The programme completion rate for Certificate programmes was approximately 0.75.

There were 13 Diploma-level programmes offered over this time period, with 8 operating in 2011. The graduates of most of these programmes will be eligible for registration with Massage New Zealand as Remedial Massage Therapists (RMTs). In this year there were 151 EFTs of enrolled students, and 109 Diploma completions. It's likely that the completions figure is slightly overstated for reasons similar to those described in the

previous paragraph, and that there were approximately 100 students who graduated with a Diploma in Massage qualification in New Zealand in 2011. The qualification completion rate for Diploma programmes was approximately 0.66.

There were 2 Degree-level programmes offered over this time period, producing 19 graduates in 2011.

Stakeholder Consultation

Survey of Stakeholders

At a meeting of the Governance Group on 5 February, 2013, it was agreed to survey stakeholders to test the Governance Group's interpretations of information already evaluated for further development of the Needs Analysis. The survey was drafted collaboratively, and was sent out on 19 March, 2013.

The survey sought:

- demographic information (gender, age, ethnicity)
- stakeholder category
- location
- perspectives on what degree respondents believed that the current relaxation/spa & therapeutic/remedial qualifications met public demand
- perspectives on whether respondents felt current qualifications were adequate and of an international standard
- which topics respondents believed should be included within relaxation/spa & therapeutic/remedial type qualifications
- Information specific to stakeholder-type (e.g. employers were asked what their preferred level of qualification was for employees; and, students were asked what they most valued from their massage therapy educational experience among other things).

On 19 April, 2013 the initial survey results were discussed in a Governance Group meeting. There had been 141 responses, and the major groups of respondents were massage therapists (63%), massage students (31%), massage educators (18%), consumers of massage services (18%). (It was noted that several respondents answered in more than one stakeholder-type). Only 6.4% of the respondents were employers of massage therapists. 6.3% were healthcare providers from other professions. The meeting minutes reflect that those present interpreted that the survey results indicated that current diploma qualifications seemed to be meeting the needs of stakeholders, but that the current certificate qualifications may not be adequate. It was also noted that respondents indicated that the number (and the different sizes/levels) of current certificates was somewhat confusing.

Responses to the survey continued to be received up until the face-to-face combined Governance Group and Working Group on the 29th of April, 2013, though there were no significant changes to response numbers, profile (stakeholder type), or noted trends. During the meeting David McQuillan completed an analysis of the data suggesting that those within the industry think that the current qualifications are adequate, although there are some doubts about the adequacy of current relaxation massage qualifications (5-9%). 37.5% of employers thought that the relaxation massage qualifications are insufficient, but thought that the remedial massage qualification are good. (The low number of employer respondents on which this data was established was noted). Approximately 25% of consumers (of massage services) thought that the current relaxation massage qualifications were insufficient. This analysis was discussed at the meeting, and it was noted that the confusion around the “certificate” qualifications present in the responses could have been a factor.

It was expressed that there are a range of relaxation massage qualifications in New Zealand, some of which are based on industry standards, and some of which are not, being significantly below industry standards. The latter includes very short courses (eg weekend-long) for which a ‘certificate’ document is issued by the facilitators but which are not quality assured qualifications assessed against agreed standards of practice. It was noted that some of the survey feedback around ‘certificate’ qualifications may be relating to these standards rather than the formal qualifications on which information was being sought. It was also noted that this survey had not been structured to elicit qualitative, descriptive feedback which could be addressed in part in questions to stakeholders during the proposal for consultation.

There was a range of opinions within the Governance Group around the adequacy of current single semester (17 weeks approximately) relaxation massage programmes and their resulting qualifications. Some providers thought that their own local/provider qualifications of this type were sufficient for relaxation massage practice and lead to employment outcomes. Others believed that a single semester of education in massage was insufficient for autonomous practice and that the survey results were possibly supporting that. As a result of these differences in opinion, an independent analysis of the survey data was requested from NZQA, to determine if any relationships in the feedback had been missed in the Governance Group analysis. As well, it was agreed to frame a series of questions to accompany the Qualification Pathway Proposal for Consultation to stakeholders that would more directly address the “certificate” relevance. There was good agreement that the current employment opportunities (self-employment, and employment by others) required an unsupervised, autonomous and self-managing level of performance which aligned clearly to level 5 of the New Zealand Qualifications Framework (though there are a very few businesses of sufficient size where some supervision of less qualified employees was possible).

Following this meeting there was quite a bit of work that went into the development of the qualification pathways. This work coalesced into two qualification pathway options:

- Pathway 1: Certificate Level 5, 60 Credits and Diploma Level 6, 180 Credits;
- Pathway 2: Diploma Level 5, 120 Credits and Diploma Level 6, 120 Credits

Qualification Pathway – Proposal for Consultation

The pathways were circulated on 14th May 2013 within the Governance Group. In a combined Governance Group/Working Group meeting on the 17th May 2013, Pathway 2 was agreed as the Qualification Pathway to proceed as the Proposal for Consultation to go to stakeholders. It was agreed that presenting the two Pathways as options portrayed them to equally meet the needs analyses to that point, when Pathway 1 did not have a consensus support by the Governance Group, nor align as strongly with the needs analysis findings as did Pathway 2. In addition it was agreed that a single pathway would minimise confusion amongst stakeholders, some of whom had acknowledged or it was apparent had little understanding of the constructional requirements of NZ Certificates and Diplomas. As planned a series of Focus Questions were to be developed to accompany the proposal which would directly address ‘certificate vs diploma’ questions. Following the meeting two Governance Group members (not present at the 17th May meeting) expressed opposition to the choice of Pathway 2, each for different reasons. Both expressed the view that they thought a one semester (approx. 17 week) relaxation programme (each at different levels, for different reasons) currently is successful for their institutions and should somehow be presented as a direct counterpoint to Pathway 2, as part of the proposal for consultation to stakeholders.

The rationale and background to the Governance Group decision of 17th May 2013 was explained as well as the purpose of the Focus Questions to elicit qualitative feedback about ‘certificate vs diploma’. The opportunity to adjust the qualifications after the stakeholder consultation phase was confirmed (dependent on feedback). The Focus Questions were finalised and refinements made to the Proposal for Consultation document for even greater clarity for stakeholders. The Proposal for Consultation was distributed in late May.

The feedback on the Proposal for Consultation (Pathway 2) was all in by 13/6/13, every response being collated to an Xcel spread sheet to aid viewing and analysis. It was agreed that there was a high level of support for the Level 6 Diploma. Most Governance Group members also agreed that the stakeholder feedback supported the Level 5 Diploma (though not as comprehensively as the Diploma at Level 6). Governance Group provider members who preferred no change to their current certificate qualifications/programmes called for an objective evaluation of the feedback from the Proposal for Consultation. To this end NZQA provided a data analyst to review the collation of feedback and provide a summary (Appendix 2).

The general findings from NZQA analysis of the feedback and summary of actions taken as a result are summarised:

NZQA General Finding	Actions Taken
1.The data supports the proposed new qualifications. Responses to question 5 shows there is almost universal support from respondents that the Level 5 Diploma prepares the graduate for self-managing employment in the sector.	Pathway 2 – Diploma Level 5 (120 credits) and Diploma Level 6 (120 credits) confirmed.
1.The issue of an entry level or lower level Certificate needs further discussion if it is within the scope of the review.	Working Group drafted a concept proposal for a Bridging Qualification in the general health sciences. This would potentially serve many different review clusters. NZQA were asked for advice on how to progress this but none had been received by the time of application for approval to develop.
3.Some feedback noted having two diplomas at different levels may create confusion. It would need to be very clear to users and the public the standing of each qualification and how one can lead to the other through on-going education.	Working Group further developed the SPS, Graduate Profile, Educational and Employment Pathways to ensure the difference in the levels between the two Diploma qualifications was transparent.
3.Some feedback argued for using different wording e.g. Wellness instead of Health.	Proposed Diploma Level 5 title was changed to reflect/adopt this approach.

In addition, the Working Group prepared a comprehensive thematic analysis of the feedback (Appendix Three). This highlighted some further issues and details that have been addressed in the development to the point of the application for approval to develop.

Application for Approval to Develop Qualifications - Massage Therapy TRoQ

New Zealand Massage Qualifications

The Governance Group proposes the qualifications as outlined in NZQA Qualification Details (provided separately).

These are:

- **New Zealand Diploma in Wellness and Relaxation Massage Level 5 120 credits**
- **New Zealand Diploma in Remedial Massage (Advanced) Level 6 120 credits**

Addressing Matters Identified in Thematic Analysis of Feedback on Qualifications

The Focus Questions asked respondents to declare their status, as the Governance Group was looking for greater comment from industry (therapists and employers) following the initial Stakeholder Survey. 37% of respondents declared as either therapist or employer (and several were both, but counted only once) providing a greater level of confidence that the consultation had achieved the broader engagement needed.

The main themes of interest or concern identified during thematic analysis are noted below with any actions taken as a result, or mitigation that applies.

1. *It is assumed that there will continue to be people who will require a lower entry point to the pathway to qualifications and ultimately employment in the massage industry, than a Diploma L5.*

Mitigation:

- In the medium term the Ministry of Education's Vocational Pathways development is expected to effect improvements in school leaver achievement with many more meeting the likely NCEA Level 2 (or similar) entry.
- A "Bridging" qualification concept for Health Sciences has been proposed for referral to a more relevant health care/services focussed Mandatory Review.

Many different health disciplines will be addressing the need for this type of qualification for learners older than the target population for Vocational Pathways. It falls outside the mandate of the Massage Review to design such a qualification for massage, as it would have multiple learning outcome duplications across many different disciplines (and create qualification proliferation). The concept has been included in the “NZQA Qualifications Details – Massage Therapy” document. The Governance Group requests that NZQA pass this forward to the relevant development group(s). The Governance Group confirm that people who do not yet have the elementary skills in tertiary study, digital literacy, academic writing and the basics of the sciences would benefit from achieving such a qualification before embarking on the massage qualification pathway. This type of qualification ensures transferability of the majority of skills and knowledge to a wider range of disciplines should the graduate ultimately decide that the ‘taster’ component of a programme to achieve the qualification was after all not the industry they wish to enter.

- Some providers will be able to implement programmes that develop specific learners from lower entry knowledge and achieve the required level of the graduate outcomes.

2. *Concern that extra cost due to higher fees due to a longer programme/qualification (compared to some current qualifications) would be a deterrent to some people studying and qualifying at higher levels in massage.*

Observation that some providers have current qualifications that are perceived to meet employment needs (Certificate at L5, 60 credits).

Mitigation:

- A Diploma (L5) (120 credits minimum) rather than a Certificate of 60 credits is indicated to ensure a more comprehensive body of knowledge and practice for defined relaxation massage employment, including self-employment. Several respondents to the Proposal for Consultation cited first-hand experience that certificate completion is inadequate to secure employment. The Careers NZ website www.careers.govt.nz/jobs/health/massage-therapist/ explains that the chances of getting a job as a massage therapist are poor for those entering the role but good for those with experience. A very strongly practice-based

qualification will enhance learner opportunity, and any associated fees will merely reflect that.

- Wellpark College of Natural Therapies who currently have, and favour retention of a 60 credit certificate at level 5 have described that their entry and selection processes are rigorous and to some extent applicants are self-selecting. The latter is due somewhat to the natural therapies curriculum context (that is, applicants have very clear prior expectations, are already mature, adult learners with substantial life skills, having made specific life choices and have existing successful study experiences). Providers will continue to design programmes of study relevant to specific target groups and in this context will be able to consider running accelerated programmes of study, and/or implement Recognition of Prior Learning (RPL) and credit recognition, as is the case now when designing programmes to achieve qualifications. The programmes will ensure the flexibility and responsiveness to different learner contexts.

3. *Concern about the loss of formal qualifications (introductory lower level certificates) for people to acquire basic skills to perform massage for family and friends.*

Mitigation:

- The Governance Group have focussed on qualification design for employment pathways within the massage industry as required by NZQA.
- The qualification pathway and especially the first qualification (a Diploma – and therefore 120 credits - at Level 5) reinforces that the base set of skills and knowledge to carry out massage therapy is to minimise risk to consumers of massage services provided by people insufficiently educated in the discipline. This risk exists with lower level, limited duration qualifications (as respondents cited in their feedback). People aspiring to provide voluntary massage services will be encouraged to complete the minimum required qualifications to be able to do so safely and with proficiency.
- Providers will be able to run shorter programmes known as Training Schemes (less than 40 credits).

4. *Concern that two Diploma qualifications (even though at different levels) will cause confusion amongst potential students, and the industry.*

Mitigation:

- Well defined qualification descriptions and employment pathways have differentiated the two qualifications to minimise any confusion. A qualifier has been included in the title of the Diploma at Level 6. While the Governance Group acknowledge the perceptions and assumptions that exist about qualifications, this was not deemed sufficient grounds to reduce the size of the qualification at Level 5 below 120 credits, compromising the practice-based graduate achievement to ensure securing employment. It was noted by several respondents that they did not understand “qualifications” and “levels” very well, and this was also evident in the nature of the feedback from others.
5. *The impact of the mandatory review raises concerns due to the changes this will require providers (especially some Private Training Establishments) to undergo. This ranges from programme development, approval and accreditation capability and costs, through to perceived potential problems in Investment Plan negotiations with TEC, due to changed type and level of qualification and length of programmes. Some PTEs current massage qualifications are strongly centred in natural therapies/treatment and/or alternative therapies contexts, the scope for which is ultimately provided for better in a different Review.*

Mitigation:

- Providers will negotiate individually with NZQA over dates for the discontinuation of local (provider) qualifications. This will respect business planning and commitments to existing students.
- Providers are encouraged to discuss the likely impact of the new New Zealand Qualifications on their Investment Plans with TEC, and on approval and accreditation with NZQA as soon as the detailed qualifications are finalised.
- Providers may ultimately wish to discuss with NZQA their current qualifications being ‘moved’ to a different Review.

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Smith, J., Sullivan, SJ., & Baxter, GD. (2010). Massage therapy: more than a modality. *New Zealand Journal of Physiotherapy*, 38(2), 44-51.

Smith, J.M. (December, 2009). Massage therapy services for health needs: drivers, utilisation, culture of care, and practice patterns of massage therapy in New Zealand. PhD thesis. University of Otago: New Zealand.

Source files attached

Smith, J., Sullivan, SJ., & Baxter, GD. (2011). A descriptive study of the practice patterns of Massage New Zealand massage therapists. *International Journal of Therapeutic Massage and Bodywork*, 4 (1), 18-27.

Smith, J., Sullivan, SJ., & Baxter, GD. (2010). Massage therapy: more than a modality. *New Zealand Journal of Physiotherapy*, 38(2), 44-51.

Appendix 2: NZQA Independent Check of Data/Thematic Analysis for the Feedback from Proposal for Consultation Pathway 2

Matthew Browne, NZQA.

I did not consider the feedback for question 7 about the current state and questions 9 and 10 about mandatory modalities as they did not provide answers to the questions you required clarity to.

Some feedback to question 7 reinforced the need for the review to provide clarity for the sector and the New Zealand public – other views expressed are better captured through responses to the other questions.

Does the data support the proposed qualifications?

The Level 5 Diploma - I used indications in feedback for questions 1 and 2 which addressed support for the Level 5 Diploma:

- 50 feedback statements supported the proposed qualification – 63%.
- 19 feedback statements did not support the proposed qualification – 24%.
- For 10 feedback statements I could not determine an opinion for or against the proposed qualifications – 13%.

The Level 6 Diploma - I used indications in feedback for question 4 which addressed support for the Level 6 Diploma:

- 26 feedback statements supported the proposed qualification – 81%.
- 3 feedback statements did not support the proposed qualification – 9.5%.
(respondents that did not support the proposed Level 6 Diploma appeared to only do so because they don't support the two Diploma proposal and suggest other qualifications/pathways).
- For 3 feedback statements I could not determine an opinion for or against the proposed qualifications – 9.5%.

Does the data support a Level 5 certificate? Does the data support a certificate at any level?

I used indications in feedback for questions 3¹ which directly addresses the issue of support for a certificate:

- 19 feedback statements supported a certificate – 63%.
- 8 feedback statements did not support a certificate – 27%.

¹ Focus Question 3 asked after support at any level for a Certificate of 60 credits.

For 3 feedback statements I could not determine an opinion for or against the proposed qualifications² – 10%.

Most of the supporting answers to question 3 and 6 support a Certificate at Level 5. Respondents noted the higher level Certificate as better preparing graduates for work within the industry.

In particular almost all respondents who supported a Certificate reported a Level 5 Certificate prepared the graduate for self-managing employment within the industry (not a Level 4 certificate).

Question 8 directly addressed the question of support for either a level 5 Diploma or a Level 5 Certificate.

- 13 feedback statements supported the Diploma – 52%.
- 7 feedback statements supported the Certificate – 28%.
- For 5 feedback statements I could not determine a preferred opinion for either qualification – 20%.

Certificate data

Some feedback showed support for a Certificate qualification as an entry level qualification for massage, whilst other feedback expresses an opinion that there should be no Certificates. Much of this feedback addressed the level 5 Certificate as that was the level at which feedback was being sought on the proposed qualifications.

Question 6 addressed support for a Certificate but only in the context of whether it led the graduate to be ready for self-managing employment in the industry. I am not sure that the questions allow data to be collected that directly answers whether or not there is an appetite for a certificate at level 4 (or lower) as an entry level qualification.

There is no way to know that respondents would have supported the proposed Diplomas while at the same time supporting a lower level Certificate (or whether this Certificate should lead to self-managing employment or is merely introductory in nature) without asking directly.

General findings

1. The data supports the proposed new qualifications. Responses to question 5 shows there is almost universal support from respondents that the Level 5 Diploma prepares the graduate for self-managing employment in the sector. The issue of an entry level or lower level Certificate needs further discussion if it is within the scope of the review.
2. 'don't know', 'no response', 'not applicable' – what to do with these responses. Advice from a Statistician/Researcher was that 'don't know' should be retained as a percentage in statistics as it is a valid response to the question. However, 'no response' and 'not applicable' should be removed as they offer no response to the question.

² Focus Question 3 asked after support at any level for a Certificate of 60 credits.

3. Other thematic issues noted in the feedback:

The massage qualification needs of beauty therapists are different to those of massage therapists.

Some feedback noted having two diplomas at different levels may create confusion. It would need to be very clear to users and the public the standing of each qualification and how one can lead to the other through on-going education.

Some feedback argued for using different wording e.g. Wellness instead of Health.

Appendix Three: Thematic analysis of feedback from Proposal for Consultation 18 June 2013

Level 5 Diploma: themes, issues, and comments			
Themes		Narrative quotes extracts from qualitative feedback	Actions/Resolution
Support Diploma Level 5 Diploma Level 6	Increases education / knowledge	<p>“Support the development of a level 5 Diploma. Opportunity for us to raise the level of education at this level and ensure these therapists are better equipped than at present to meet the needs of the market” FQ1 row 4</p> <p>“need to up our standards” FQ2 row 6</p> <p>“I support the Diploma at L5. I think this would give more opportunity for people to be highly qualified and work to a level that provides a good outcome for their clients. I did the certificate and it was too short. I felt I knew very little about what massage can really offer.” FQ1 row 22</p> <p>“I support 1 and 2 year Diploma in massage, than they can go to 3rd year if they want to. I have practice massage for 6 years, the reason I came to study the degree, because that the knowledge of 6 month course just too limited. (I have done the 6 month certificate in 2007).” FQ1 row 90</p> <p>“I agree that we should be working towards increasing the standard of massage therapy and by increasing the standard of the relaxation massage from cert to diploma at the proposed levels is a good idea.” FQ1 row 98</p> <p>"The one year course doses provide a higher standard of the knowledge base. ... develops massages students to have the ability to provide Safe massage practice within the massage working industry to paying clientele. ... develops massages students to have the ability to provide Safe massage practice within the massage working industry to paying clientele. The level of massage based knowledge at a certificate course is at a considerably lower level of education and if it is continually enforced as a standardized level for the employability of a massage therapist, then the massage industry will continue to have under qualified ""therapists"" working out of their scope of practice.” FQ2 row 52</p>	Retain current proposal
	Solid foundation and better staircase to next level(s) including to degree	<p>“Good base for moving on to the next level and a higher understanding which would mean that therapist’s moving into the remedial course, will have a higher level of knowledge.” FQ1 row 6</p> <p>“provide a solid foundation of learning for students in relaxation massage.” FQ2 row 8</p> <p>“We support it being at level 5 as effective health massage is more complex than it appears on the surface. If a person has a health concern and wants massage</p>	Retain current proposal

<p style="text-align: center;">Support Diploma Level 5 Diploma Level 6</p>		<p>to assist the person needs quite a lot of knowledge of both the health issue and the appropriate massage technique. Not a low level skill with a sizeable amount of learning required to be able to deliver.” FQ2 row 10</p> <p>“This staircase approach provides a unique opportunity for students/practitioners to progress in a coordinated manner towards the ultimate qualification, namely a Bachelor’s degree. The Bachelor’s degree should be the preferred qualification for all massage therapists working with the public and is in keeping with that required of other recognised health professionals. The establishment of a Diploma level qualification at Level 5 as the entry point is appropriate and fully supported.” FQ1 row 72</p> <p>“I have completed a certificate in relaxation massage and found this to be a programme that provides the basics of massage but no employment opportunities at the end of the course. It is stated that this is a 6 month programme which is misleading as the programme runs for about 16 weeks in total. In my opinion this is a well designed taster course that provides the basics of massage. Some of the graduates I have received feedback from completed the course to provide massage for families and friends other were disappointed that they could not gain employment post qualification.” FQ1 row 76</p> <p>“Support – Therapists practicing full-time in a relaxation massage role should have a diploma level and this will eliminate or reduce any false therapists. Or therapists with little or no training, claiming to be a massage therapist.” FQ2 row 48</p> <p>“... it would seem that the needs of the public sector and the employers of Massage graduates have shifted. New Graduates with a lower level Qualifications (L3-4) will struggle to be competitive in the workplace and find suitable employment. The level of knowledge and skill required for this sector will have to be at least a Level 5 qualification. In my opinion this seems like a definite step in the right direction for all stakeholders involved (being Diploma - Diploma - Degree).” FQ2 row 68</p>	
	<p>Better match to other qualifications in health industry</p>	<p>“Every other health modality has high level education courses as should massage. Massage therapy has a place in the health industry, and it should be that everyone has a high level of knowledge, what you would gain from a course like this, is a lot more than what you would get from a six month course.” FQ1 row 6</p>	<p>Retain current proposal</p>

Support Diploma Level 5 Diploma Level 6	Better meets market needs	<p>“ . . . ensure these therapists are better equipped than at present to meet the needs of the market” FQ1 row 4</p> <p>“Some Certificate graduates are not qualified enough to deal with health conditions, even a relaxation setting.” FQ2 row 22</p> <p>“Definitely a Diploma of Massage is essential as a basis to start from. I have staff who have only a Certificate 4 in massage that requires a lot of in house training and supervision to make sure their skills are at a suitable level to provide the expected type of service for our guests.” FQ1 row 58</p> <p>“The level 5 diploma will better provide graduates with skills for employment or self-employment. The graduates would have the skills to work completely and unsupervised. With this qualification graduates could also chose to continue studying at the degree level or add to their level 5 qualification other modalities such as beauty therapy or natural therapies. I understand education providers are running businesses and retaining the certificate would provide them with additional funding. I believe it is unfair to have the government provide funding for the certificate programme as most of the graduates I have spoken to don’t use the qualification for employment therefore this would be a poor investment of government funds.” FQ1 row 76</p> <p>“I support Diploma size level 5 qualification as a solid foundation of knowledge and experience to take into employment in massage roles. I think that this is ‘SPOT ON’.” FQ2 row 84</p> <p>“Employer/spa manager - My observation has been that some people will do the minimum qualification (Cert 4) to get a job and they don't have a full understanding of what they are doing. My preference is to employ only applicants who have a Diploma level of qualification. There needs to be a general understanding developed that this a skilled profession....I struggle to find competent local massage therapists to employ.” FQ7 row 58</p>	Retain current proposal
	Clarity of difference between beauty therapy and MT	<p>“Without knowing the content of the proposed units of study, it is hard to comment in a knowledgeable and fully informed manner but in principal I feel a Diploma in Health Massage at level 5 is appropriate. HOWEVER, this is appropriate for the massage industry. . . . Beauty therapists and massage therapists are generally perceived as possessing different skills sets and this is appropriate and as it should be. Beauty therapists are aware of the pathway available to them if they wish to develop their massage skills and understanding.” FQ1 row 20</p>	Providers to review RPL for Swedish Massage for BTs coming into MT training Diploma L5

<p>Support Diploma Level 5 Diploma Level 6</p>	<p>More time to consolidate learning and develop as a professional</p>	<p>“I personally would prefer this proposal as I feel 6 months is not enough time to learn and practise all we need to feel confident as massage practitioners. It is difficult to balance the demands of intensive study required to reach the understanding needed in subjects such as Anatomy and Physiology, as well as practise massage outside class.” FQ1 row 28</p> <p>“ 120 credits provides for professional development which is vital in an unregulated industry” FQ2 row 18</p> <p>“I agree that a year gives the student more time to absorb all the new knowledge as well as practice the practical applications to reach the confidence and experience needed to start alone in the health industry.” FQ2 row 28</p> <p>“I believe the proposal sent out for massage NZ qualifications provides a great structure for the further development / professionalism and well needed recognition of massage therapists.” FQ2 row 56</p> <p>“I fully support the entry level qualification being at the Diploma level. A Level 4 Certificate qualification is a completely unrealistic qualification for an autonomous health practitioner. A short 6 month training programme is not sufficient for students to grasp essential knowledge (e.g., anatomy/physiology/evidence based practice/ethics) and to grow their professional skills. ...The provision of a stand-alone Level 4 certificate programme represents a hobby or general interest qualification. However, currently persons are able to practice with such a qualification. This is not acceptable for a health/allied health or CAM professional.” FQ2 row 72</p> <p>“ ...the currently 6 months certificate are not enough knowledge.” FQ2 row 60</p> <p>“The feedback may very well support the retention of a Certificate. It must be accepted that massage therapists are working in a complex evidence-based environment and there is simply no time in a Certificate curriculum to cover the minimum knowledge areas expected for a person to work as an autonomous health professional -- despite good intentions. The public have the right to expect that they are receiving an appropriate level of treatment/intervention and care from a well-trained and educated professional. A certificate is not an appropriate entry level qualification for a person providing a health related service.” FQ2 row 72</p>	<p>Retain current proposal</p>
	<p>Provides exposure to other modalities / knowledge</p>	<p>“an elective to give more options/knowledge/exposure for practice or further study.” FQ2 row 18</p>	<p>Retain current proposal</p>

	Improves industry credibility and improves safety for consumer	<p>"I support this as it improves the credibility of the industry and improves the safety for the consumer. Clear guidelines of what each qualification entails is a step in the right direction and a good way to help clearly define what a therapist is able to perform safely." FQ2 row 26</p> <p>"Degree student, certificate graduate - I feel that having the certificate course become a one year course with the amendments to it would be a brilliant idea. It will provide students with a solid foundation of massage and create a more professional application.... will increase the standards of massage as a whole." FQ7 row 62</p>	Retain current proposal
<p>Do not support Diploma Level 5 (Support Diploma Level 6)</p>	Concern extra cost a deterrent (compared to existing qualification/programme structures)	<p>"I do not support this. A 6-month Certificate course at level 5 with a qualification as a Certified Massage Therapist in Relaxation Massage is perfect. It would be extra cost for a student to do a diploma and would deter people from signing up for this course." FQ2 row 12</p> <p>"Graduates may not proceed to level 6 diplomas, if they already hold a diploma at the end of one year. It appears this would result in less RMT's. Some may not be able to commit to a one year diploma, dependant on financial, family and other socio-economic conditions. Does this limit the pool of potential applicants?" FQ1 row 16</p> <p>"I feel a level 4 certificate is entirely appropriate. We are Northland based and have the added consideration of our pool of learners. Low socio-economic and high Maori concentration, a diploma entry point would be off putting for many" FQ2 row 20</p> <p>"I am concerned that a 1 year diploma would increase the cost of gaining an introductory qualification to the profession. It is only because the fees involved for a 6 month certificate were so reasonable that I am able to contemplate further training at the therapeutic level." FQ2 row 24</p>	
	Skill level of some entry level students	<p>"Happy with this approach [<i>Diploma Level 5, Diploma Level 6</i>] but would like a Certificate in Relaxation Massage at Level 5 with a minimum of 6 months learning to be considered as some students may be intimidated by a Diploma course and may not be able to commit to a full year of training. (<i>Clarified by phone: 60 cr Certificate L5 + 120 cr Diploma L5 + 120 Cr Diploma L6</i>)." FQ1 row 8</p> <p>"I don't agree with a Diploma in Health Massage level 5 being a pre-requisite for entry into the NZ Diploma in Remedial Massage level 6. It should be a level 5 certificate. Direct entry into a diploma could potentially be troublesome. There would need to be a pre-requisite to ensure that students would be able to cope at diploma level." FQ1 row 14</p> <p>"I feel having two diplomas may be too daunting for students. Pathway would</p>	Certificate <u>cannot</u> be embedded in a diploma (qualification proliferation)

<p>Do not support Diploma Level 5 (Support Diploma Level 6)</p>		<p>be more appealing with a certificate and then a diploma. Certificate would /could be embedded into the diploma making it 18 months or two years from start to finish depending on the length of the certificate.” FQ2 row 14 “Given the option to commence a certificate level and then progress onto a diploma level, many would feel this would suit their ability and confidence levels”. FQ2 row 20 “It is recommended that the review group consider developing a Level 4, 60 credit qualification that provides a broad introduction/foundation to health massage with a particular focus on relaxation massage (including on-site chair massage) within a defined scope of practice (e.g. any contra-indications would be referred to a higher level practitioner), an introduction to nutrition, health and wellness, and an introduction to anatomy and physiology for the whole body. This qualification could then staircase into the Level 5 diploma as proposed, which provides a more in-depth focus on anatomy, physiology, nutrition, health and wellness, and development of practice in massage and other therapies that better sit at Level 5 and suit the longer duration of a one-year qualification.” FQ1 row 82</p>	<p>The overlap of graduate outcomes would be too great to accommodate both a Level 4 60 credit Certificate and a Level 5 120 credit Diploma.</p>
	<p>Some current certificate qualifications meet employment needs</p>	<p>“I am in favour of keeping a level 5, 6 month certificate qualification. My experience of graduates of this qualification indicates they are able to work autonomously in a variety of relaxation massage settings.” FQ2 row 16 “While extra time for practicals and learning of anatomy would be useful I believe it is possible to gain an adequate level of knowledge and experience from a 6 month certificate in order to practice relaxation massage.” FQ2 row 24 “While it is acknowledged that there is a need to provide some regulation for the industry and professional status recognition, it would appear that the emerging focus is on setting the bar high to make entry into and practice within the massage industry more exclusive. The focus should be on developing robust educational offerings, pathways and transitions that will allow qualified, recognised practitioners at different levels who will meet the needs of different segments and market demographics within the wider New Zealand and global industry? The Level 4, 60 credit (1 semester) qualifications currently available in relaxation massage provide a good foundation and entry point, and develop students to a level where they can provide these services independently and with credibility out in industry. The rationale that the autonomy and skills of current Level 4 graduates should be sitting at Level 5 in accordance with the NZQF level descriptors has some merit but there is an overlap between the Level 4 and 5 descriptors, and the Level 4 descriptor also recognises self-management</p>	

<p>Do not support Diploma Level 5 (Support Diploma Level 6)</p>		<p>of learning and performance; it is not likely that graduates of any initial qualification will go straight into industry and start managing the performance of others.” FQ1 row 82</p> <p>“... strongly support retention of a Level 4 certificate in relaxation massage. A possible graduate profile is [<i>provided</i>]” FQ2 row 82</p> <p>“I also support a 6 month study at level 5 (60 credits) Certificate level Qualification in Health Massage. This would provide a workplace entry level qualification, pathway to further training and a pre-requisite workplace experience (supervised workplace experience) of higher qualifications.” FQ2 row 84</p> <p>“I support Level 5 Certificate (60 Credits) as this will enable accomplished relaxation practitioners to enter employment which may be the only way they might afford to go on to higher qualifications ... It can be that confidence in the workforce at this level leads to client needs being the very powerful motivator for the practitioner to up-skill.” FQ6 row 84</p>	
	Supervised environments need less education at entry to employment	<p>“I believe a Level 5 Certificate in Relaxation Massage, not Health Massage is an option to be considered. It should be pitched as an entry level qualification in a supervised and supported environment eg large massage clinic or Spa.” FQ3 row 8</p>	In NZ there are very few employers of size with supervised work environments
Other Issues / concerns	Strategies	Narrative quotes extracts from qualitative feedback	Action/Resolution
‘Health’ in the title of proposed Diploma in Health Massage	Change to ‘Wellness’ in L5 title or just ‘massage’	<p>“Support the approach but do not like the word ‘health’ in the title as some of what is proposed does not have a strong health evidence basis and could be misleading. ‘Wellness’ is better.” FQ1 row 10</p> <p>“I feel the name Diploma in Health Massage is misleading. The word ‘health’ implies that the therapist is qualified to assess the client’s health and advise/correct them on their nutrition & fitness components. How did the term health massage come about? The name is not clear to the general public. The term ‘health’ should be removed and replaced with “massage” [<i>only</i>].” FQ2 row 14</p>	<p>Discussed and agreed not using ‘health massage’. Familiarity of concept of ‘relaxation massage’ acknowledged. Change implemented in title:</p> <p><u>Diploma in Wellness and Relaxation Massage</u> (Level 5)</p>
Two diplomas confusing	SPS, Graduate Profile and Employment options in each qualification will clearly differentiate between qualifications	<p>“It may be confusing to industry and public to have two diploma qualifications, as many will not be able to differentiate between a level 5 and a level 6 diploma. (The same type of confusion that already occurs between certificate levels 3, 4 and 5). FQ1 row 16</p> <p>“I’m not for a dip L5. I don’t see the point when there’s a dip L6 with the same amount of credits. How will average Joe know the difference between a "dip in Health Massage" or a "dip in Therapeutic Massage" (L5/L6 rowectively) or are</p>	<p>Robust SPS, Graduate Profile etc.</p> <p>MNZ will aid industry and employers in understanding NZ qualifications when listed.</p> <p>MNZ will review membership profiles to align with NZ</p>

		they actually equal to each other given that they both have 120 credits? If they aren't equal with each other then are these the best ways to title the qualifications?" FQ1 row 36	qualifications.
There is a need for a qualification/programme to prepare for the health and related industries (if each provider's current preparatory qualifications are discontinued)	Develop concept of Bridging Qualification for health sector, refer to other reviews and NZQA.	"A one-year, Level 5 entry point will create barriers to entry for students, many of whom may require a lower level, shorter duration qualification to facilitate development of academic skills (study/communication/ computing skills, numeracy, literacy, time management, etc.) in order to gain confidence with study. Incremental goals and achievement is better in the earlier stages of an educational pathway. In developing qualifications and pathways, we need to be strongly focused on the learners who will pursue these pathways and not just focused on the ultimate requirements of industry." FQ1 row 82	Application for approval to develop will include a Concept Proposal for a Bridging-type qualification relevant to many of the Mandatory Reviews. Query Bridging Qualification with NZQA.
Loss of formal qualifications to acquire basic skills to perform family and friends massage	Outline options for providers/community post-NZ qualification listing	"Perhaps a certificate at level 4 would be useful for people to try the subject out and see if it's really what they would like to do before committing to a year study. It would also be useful for those who would like to learn massage for personal use with family, friends etc". FQ3 row 28 "Level 3 is enough to provide a base to do informal massage for family and friends. Level 3 is a good level for learning the art of touch therapy and provide some massage experience which is always helpful towards continuing the growth of palpation skills and more advanced techniques offered at higher levels." FQ2 row 74	Within Governance Group: explained new Training Schemes and include in application. highlighted reduced risks to family/friends through formal study. explained that focus of the NZ qualifications was Employment Outcomes.
EPI perception (with respect to "progression" metric within same level on NZQf	PTE/ITP funding issues	"I do also wish to raise the TES and TEC funding KPI's here as it is a consideration for all educators, a level 5 certificate and a level 5 diploma should be given some individual credence in terms of a pathway. At present when reporting on performance indicators for TEC, a level 5 qual is a level 5 qual and there is no recognition for "pathways" within the level. It would also be beneficial if TEC were to recognise the "increase" in level from a certificate to a diploma within the level 5 bracket." FQ2 row 20	Encourage all providers to seek clarification with TEC about 'progression' within same level.
Upgrade pathway contingency from current to new NZ qualifications required.	Develop upgrade/transition pathway or recommendations to providers during detailed qualification development	"If the proposed New Zealand Diploma in Health Massage (Level 5), is adopted as an entry-level qualification, I strongly believe that a process needs to be made available for Certificate graduates to "upgrade" to this first level of diploma at minimal expense. This comes from my perspective as a student nearing completion of a Certificate in Relaxation Massage (Level 4)." FQ1 row 92	Refer to detailed qualification writing group.