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# Jing-Luo

Network connecting internally and externally, conduits of communication

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## A Spirit of Optimism

*Optimism:* an inclination to hopefulness and confidence

*Synonyms:* positivity, positiveness, hopefulness, confidence, sanguineness, cheerfulness

A spirit of optimism about the future of our profession is not based on blind idealism or an ignorance of our past and present difficulties. It is based on knowledge of the great talents and abilities we have within our profession – the practitioners, clinicians, academics and researchers. We must also recognise and nurture our other key resources: our patients – without whom we would not have a profession – and our unique theoretical and diagnostic frameworks. Traditional Chinese Medicine offers unlimited diversity in practice styles – this is its strength and is reflected in the diversity of our membership. We have a bright and fantastic future for our profession in this country. However, to maintain the vision and develop the momentum, we must reflect on and learn from our past mistakes and successes. This means we must identify our strengths and weaknesses and set policies to implement strategies to guide the profession through the challenges and obstacles it will no doubt face in paving its way through the future.



## 2004 Annual General Meeting

The 2004 Annual General Meeting (AGM) was held at the Diana Plaza Hotel, Brisbane, on the evening of Friday 21 May 2004.

Because AACMA will be hosting a major international conference (WFAS 2004 6<sup>th</sup> World Conference on Acupuncture) in October, it was decided not to hold a national symposium and trade display in conjunction with the AGM this year. This naturally affected the numbers who attended – 14 in person and 14 by proxy – far less than in previous years and more akin to the numbers that attended AGMs before the advent of the AACMA national symposia.

Details of the ballot and election of Board and State Committee positions and other matters discussed at the AGM are outlined on page 6 & 7.

Name	State	Year Elected	Term Ends	Position
Marina Christov	VIC/TAS	2003	2005	Director
John Deare	QLD	2004	2006	Treasurer
James Flowers	NSW/ACT	2003	2005	President
Hoc Ku Huynh	NSW/ACT	2004	2006	Membership Officer
Wade James	WA	2004	2006	Director
Ke Li	VIC/TAS	2004	2006	Vice-President
Walter Simpson	QLD	2003	2005	Secretary
Brendon Supple	SA/NT	2003	2005	Director
Yifan Yang	NSW/ACT	2004	2005	Director

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### AACMA - Your Professional Association

- promotion, development and political representation for the profession
- information via publications and our website
- exclusive financial and commercial benefits to members
- public policy development

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## AACMA Contact Details, Board and Committees

**Australian Acupuncture and Chinese Medicine Association Ltd**  
ACN 010 020 390

**Incorporating:**

Australian Acupuncture Association  
Acupuncture Ethics and Standards Organisation Ltd ACN 065 533 762  
Acupuncture Association of South Australia Inc

**Registered National Office:**

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Website: www.acupuncture.org.au

**PLEASE SEND ALL CORRESPONDENCE TO**

**PO Box 5142 West End QLD 4101**

**NATIONAL BOARD OF DIRECTORS (current)**

President	James Flowers	NSW/ACT
Vice-President	Ke Li	VIC/TAS
Secretary	Walter Simpson	QLD
Treasurer	John Deare	QLD
Director	Marina Christov	VIC/TAS
Director	Hoc Ku Huynh OAM	NSW/ACT
Director	Wade James	WA
Director	Brendan Supple	SA/NT
Director	Yifan Yang	NSW/ACT

**CHAIRS OF BOARD COMMITTEES (current)**

Continuing Education Committee	Yifan Yang
Course Accreditation Committee	James Flowers/Ke Li
Disciplinary Committee	John Deare
Membership Officer	Hoc Ku Huynh
Research Committee	John Deare
WorkCover Committee	Ke Li

**CHAIRS OF STATE COMMITTEES (as of AGM)**

ACT	Andrew Smith	SA/NT	Douglas Dickmann
NSW	Hoc Ku Huynh	VIC/TAS	Ke Li
QLD	Linda Tedd	WA	Wade James

**Waiver**

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## From the President

Thanks to those keen members who turned up to the 2004 Annual General Meeting (AGM) in Brisbane. It is always good for members to get together, to strengthen relationships and to discuss matters of common interest. At the AGM we farewelled from the Board Jacqueline Corner who did not stand for re-election this year. I would like to thank Jacqueline for her contribution while serving as a Director of AACMA. We welcomed new Board member, Wade James, also from WA. I would like to thank all the members who put themselves up for election this year and extend my congratulations to the successful candidates. It is largely a thankless task that my colleagues and I on the Board perform and I believe they deserve credit for their contribution in putting their noses to the grindstone and playing their roles in the team.

For the first time, a major political party is making a serious attempt to learn about Complementary Health. The Australian Democrats have held a series of consultation forums to develop a comprehensive policy on complementary medicine. Senator Lyn Allison, the Deputy Leader of the party, has spent a lot of time and effort to formulate a draft policy, with the aim of pressuring the major parties with the finalised policy. At this early stage, the Democrats policy paper argues that the "balance is wrong in current health policy. The current focus on expensive, high tech, high medication, acute care is at the expense of prevention, early intervention. This is a false economy that drives up overall health costs and does not deliver optimum health."

One example that we would be familiar with is the prevention and treatment of stroke or CVA, a condition of immense proportions in this country. How well does Traditional Chinese Medicine deal with patients with this condition? We know the benefits of the weapons in our arsenal, but the issue is getting more people taking advantage of what all of us have to offer as health professionals.

The Democrats Reform Agenda includes policies such as a National Centre for Complementary Medicine, increased hospital access for complementary therapists, and greater representation on government bodies.

However, the Democrats policy on registration poses grave problems for us. Their policy is for self-regulation as opposed to statutory registration. The policy of AACMA is for statutory registration, which was reaffirmed at our most recent Board meeting in Brisbane.

I am optimistic about the future of Traditional Chinese Medicine. We are acutely aware that it is not all smooth sailing. It is the role of the Association to promote the interests of its members, all of whom are practitioners of Traditional Chinese Medicine. We are acutely aware that there is wide diversity in the practice and experience of our members, all at different stages in their careers. There are practitioners whose practices are absolutely booming and others who are finding it difficult to survive. This disparity is often related to years in practice, so it stands to reason that it is our newer members who would like more done in the way of representation.

Again, we come back to the problem of doing a lot with limited resources, but solutions must be found to catering for the members who need assistance and encouragement. Damien Ryan from VU sometime ago pointed out the difficulties of surviving the initial stages in practice. It reminds one of the giant turtles, the new-borns who struggle to reach the sea after being hatched, a euphemism for being left to fend on one's own in practice.

We have two great strengths. One is the great efficacy of Traditional Chinese Medicine in general. We know it works to great effect. Let's talk up that fact to the public and the regulators. We can have confidence in the effectiveness of what we practise. Our second strength is the talent in the ranks of our membership. It takes certain qualities to be a practitioner of Traditional Chinese Medicine and I believe there is a potential cohort of people in our ranks who can come forward and put their hands up to get our message out into the community and into circles of influence and power. Our message is simple: It Works.

We never need be on the back foot. There are those who would try to thwart us, but we have the support of the community at large. Traditional Chinese Medicine is moving into mainstream acceptance in the community. It is a process - and I believe we will get there - to be an integral part of the mainstream health care service in this country.

*James Flowers, National President*



*AACMA President - James Flowers*

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### WFAS 6th World Conference on Acupuncture GALA DINNER EVENT

30 October 2004 Dreamworld Gold Coast

There's nothing quite like a Dreamworld Street Party under the stars as we open the gates to Australia's favourite theme park - just for you!

The Conference Gala Dinner will be held at Dreamworld at the Gold Coast. This fantastic theme park comes alive after dark in a world of lights, rides and fantasy.

We will enjoy an evening that begins with the thrills of Dreamworld's rides, koalas and rare Bengal tigers - followed by a night of fabulous entertainment and gourmet buffets.

# AACMA Website Development

Members who surf the net will be aware of the upgraded AACMA website launched in January this year.

A comprehensive update of WFAS 2004 World Conference information was added in April and further upgrades of the site are planned for June. These are:

- Member Log-in section (password protected); and
- Practitioner referrals

## Member Log-in Section

[http://www.acupuncture.org.au/member\\_services.cfm](http://www.acupuncture.org.au/member_services.cfm)

This section of the web page will be under regular review and improvement. We suggest you bookmark this page so that you can go straight to the Members Log-in and therefore bypass the main page. This will also allow AACMA to get better statistics on usage of the site by members compared with the general public.

Items intended for inclusion in the members-only section:

- Continuing education information;
- Diary dates;
- State Committee functions and activities;
- Members Forum and Chat Room;
- Study groups information;
- Research updates;
- Product order forms;
- Information sheets for members (e.g. TCM and the GST);
- Classified ads: locums, practices for sale, items for sale, rooms to let, etc;
- Various draft and final policies;
- Board Member and State Committee Member log-in sections.

**Members forum** The Members Forum section will focus on clinically relevant topics and provide a vehicle for members to share information about clinical practice matters. In the initial stage, members will post their comments via email, and relevant comments will be pasted onto the forum pages. Details of other relevant chat rooms will also be listed on the site.

**Member user name and password** Each member will be issued with a unique user name and password.

You will need to contact the AACMA office to get your user name and password before being able to access the members-only section.

If you forget your password you can:

- contact the AACMA office, answer basic questions to verify your identity, and you will be advised of your password; or
- enter your user name in the log-in section and, if you have supplied AACMA with an email address, your password will be sent to you by email.

Your unique user name will also be displayed on your annual Member Profile Update Form.

## On-line Practitioner Referrals

[http://www.acupuncture.org.au/find\\_a\\_practitioner.cfm](http://www.acupuncture.org.au/find_a_practitioner.cfm)

This section of the web-site will allow the public to obtain the contact details of accredited practitioners.

Web visitors will be able to search under one or more of the following fields:

- postcode;
- suburb;
- practitioner name;
- modality (acupuncture, Chinese herbal medicine, TCM remedial massage).

The initial return list would display up to 20 items with the following information:

- practitioner name;
- suburb;
- clinic name (if supplied).

By clicking on a selected record, a "member card" would display the following information:

- member family name and given names;
- accredited modalities;
- clinic name (if supplied);
- clinic address and phone number;
- email address (if supplied); and
- website address (if supplied).

**Conditions for listing on the website** Only members who have met annual re-accreditation requirements will be searchable on the web. This means:

- fees will need to be paid (or a signed payment plan maintained);
- a current first aid certificate; and
- current professional indemnity insurance for at least \$2M (for any one claim).

For legal and liability reasons, the details of members who have not fulfilled these requirements may not be listed.

**How often will the referral database be updated?** It is intended that the on-line practitioner referral database will be updated on a fortnightly basis, but may be updated weekly depending on the number of changes in intervening periods.

## Other Website Developments

A review of the structure of the public access sections is underway in order to improve interest, relevance and site flow for people wanting to find out more about TCM and AACMA membership.

Planned future additions to the public access areas include:

- Frequently Asked Questions (FAQ) section;
- More and better graphics;
- Research snap-shots;
- More modality information;
- Links page.

With the new website features, we will also be able to track the number of hits per page and the entry and exit points of visitors to the site.

Feedback and suggestions for improving the web-site are welcome and should be sent to [publications@acupuncture.org](mailto:publications@acupuncture.org).

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# Report on the 2004 Annual General Meeting

## AGM Notices and Mailout

A total of 1470 Meeting notices were posted on 2 April 2004, including 1335 to accredited members and 135 to Student Members. On Friday 23 April 2004, 1070 lists of nominees and ballot papers were sent to voting members, and 399 lists of nominees sent to non-voting members.

## Election Report

Out of the 1070 ballot papers distributed, 199 were returned by the close of nominations on Thursday 13 May 2004. A further 20 ballot papers were returned after the close of nominations and before the start of the AGM. This represented a return rate of 18.6% on ballots received on time and 20.5% on all ballots. Compared with the 2003 ballot return rate, this represents an increase of 38.8% and 50.7% on ballots returned by the close date and ballots returned by the AGM respectively.

Of the 199 ballot papers received on time, 7 were declared invalid due to:

- Ballot form incorrectly completed (1);
- Ballot Envelope details not completed (5); and
- Ballot paper not submitted in a Ballot Envelope (1)

The votes counted in the Ballot for the Board positions, including preference allocations, were as follows:

NOMINEE	PRIMARY	1ST PREF	2ND PREF	3RD PREF	TERM
ADAMS, Ann	81	81	87	N/A	N/A
DEARE, John	126	128	135	142	2 YEAR
HUYNH, Hoc Ku	112	114	121	125	2 YEAR
JAMES, Wade	100	101	105	112	2 YEAR
LI, Ke	108	111	117	125	2 YEAR
REES, Mei Kin Li	62	68	N/A	N/A	N/A
SODARAK, Bouavirone	46	N/A	N/A	N/A	N/A
YANG, Yi Fan	87	90	96	110	1 YEAR

**Continuing Board Members** The remaining four Board positions did not come up for re-election at this AGM. A list of current Board members is included at pages 1 and 3.

**State Committees** The State Committee ballot did not go to a vote this year as the number of nominations did not exceed the number of vacant positions. The 2004/2005 AACMA State Committees are:

### New South Wales

Ann Adams  
Anand Bapat  
Simin Chen  
James Flowers  
Nicole Hope-Allan  
Hoc Ku Huynh  
Wei Hong Li  
Mei Kin Li Rees  
Rodrigo Sanchez  
Bouavirone Sodarak  
David Suh  
David White

### Queensland

John Deare  
Paul McLeod  
Philip Strong  
Linda Tedd  
Vicki Wooller

### Victoria/Tasmania

Marina Christov  
Victor Lam  
Ke Li  
David Lovatt  
Danielle Slade  
Kathryn Thompson  
Zhen Zheng

### Western Australia

Wade James  
Two additional Committee Members to be appointed by the Board

### Australian Capital Territory

Three Committee Members to be appointed by the Board

### South Australia/Northern Territory

Three Committee Members to be appointed by the Board

## Changes to the Memorandum and Articles of Association

The following change to the AACMA and AESO Memorandum and Articles of Association was passed at the Annual General Meeting by more than 75% of votes.

**Amendment of Article 14IX Retired Members** Paragraph (e) of Article 14IX of the AACMA and AESO Memoranda and Articles of Association was amended to read:

- (e) A Retired Member is entitled to be reinstated as a Member or a Non-Practising Member.

## Changes to the Code of Ethics

The following change to the AACMA and AESO Code of Ethics was passed at the Annual General Meeting by more than 75% of votes.

**Amendment of Clause 13.3:** Paragraph (v) of Clause 13.3 of the AACMA Code of Ethics was amended to read:

- (v) Fine the member an amount not exceeding \$10,000.

## Finance Report

The following issues were discussed in relation to the Finance Report.

**Income and expenditure** In 2003, income increased by 3.4% compared with a 23% increase in expenses. This resulted in a deficit of \$20,526 compared with a surplus of \$82,460 in 2002. This directly resulted from the Complementary Therapies Funding Program (GST Project) which saw the majority of the income for the project (60%) being received in 2002 while the majority of the expenditure (70%, including capital items) occurred in 2003. After adjusting for the GST project, actual AACMA income increased by \$45,192 (8.1%) in 2003 and actual expenditure by \$85,236 (16.8%). It is expected that we will return to a healthy surplus in 2004.

**Membership fees** Overall, membership subscriptions increased by 6% compared with 2002. This is attributed primarily to an increase in the overall membership numbers.

**Interest on investments** Interest received on investments increased by 26%, compared with an increase of 21% on bank and interest charges.

**Seminars conferences and travel** This expense item was 21% less than expenditure in 2002 due to a reallocation of some costs more appropriately into meeting expenses.

**Meetings expenses** The most significant change in expenditure from 2002 to 2003 was an increase of 251% in meeting expenses. This is attributed primarily to a re-allocation of costs from other cost

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## - contd from page one

centres to meetings, such as Annual General Meeting expenses (previously allocated to seminar costs as it was held jointly with the national symposium), other meeting costs that were previously allocated inappropriately to seminar and travel expenses, and Committee meeting expenses.

**Corporate governance issues** Concern was raised by one member at the level of Board costs. It was suggested that these were too high. It was reported that, in 2003, the Board held only one face-to-face meeting (in contrast to 2 or 3 face-to-face meetings in previous years). This resulted in savings of up to \$5,000 per face-to-face meeting.

It was also suggested by a member that Board meetings should be limited to one hour and anything longer represented inefficiency. It is stressed to members that the AACMA/AESO Board is a national board, with Directors from as far afield as Perth, Adelaide, Brisbane, Melbourne and Sydney.

A report in *The Australian* (Friday 21 May) on the recent Australian Institute of Company Directors' conference outlined the difficulties faced by Directors in the current regulatory and legal environment. Colin Carter, a senior advisor to the Boston Consulting Group, is reported to have said that "the job of a director is extremely difficult maybe impossible. . . . There is a huge disconnect between (directors') duties and resources".

Directors need to get their heads around a broad range of issues, and this applies as much to AACMA Directors as it does to a director of a large multinational company. Christine McLoughlin

(previously head of the AMP CEO's office) said that most boards meet face-to-face eight times a year for four to five hours. Carter and Warburton (chairman of Caltex Australia) endorsed the idea of ad hoc committees to deal with big issues.

AACMA uses its standing committees as well as ad hoc committees to deal with issues as much as possible between board meetings, thereby reducing the time spent on teleconferences. AACMA Board meeting costs have been reduced from approximately \$1,000 per monthly phone meeting in previous years to around \$400 - \$450 per phone meeting in 2003.

The Board is acutely aware of the high costs of administering an organisation such as AACMA and it takes all reasonable steps to keep its costs to a minimum.

*Judy James, Chief Executive Officer*



2004/2005 AACMA/AESO Board (Absent: Brendon Supple)  
Back row: Hoc Ku Huynh, Wade James, Marina Christon, Yifan Yang  
Front row: Walter Simpson, Ke Li, James Flowers, John Deare

The full text of Clause 13.3 of the Code of Ethics is as follows:

13.3 Where, after inquiry into any charge made against a member, the Disciplinary Committee is of the opinion that the member is guilty of any charge mentioned, or referred to, or included in 13.2 the Disciplinary Committee may, if it thinks fit, but subject to the provisions of this Code shall recommend to the Board one or more of the following:

- (i) suspend the member from the rights and privileges of membership for such time as it may specify, but not exceeding two years;
- (ii) impose conditions or restrictions on the rights and privileges of membership's enjoyed by the member or upon the practice of Acupuncture by the member;
- (iii) Declare his membership forfeited and remove the member's name from the Register of Members;
- (iv) Admonish or censure the member;
- (v) Fine the member an amount not exceeding \$10,000.00
- (vi) Order the member to pay restitution to any member or members of the public suffering loss or damage caused by the member's act or omission of an amount representing the loss or damage, up to, but not exceeding the sum of \$500.00.

Provided that the Disciplinary Committee shall not recommend that a member be suspended or forfeit his membership unless the Disciplinary Committee is of the opinion that the member is not a fit and proper person to practise as an Acupuncture practitioner. The Disciplinary Committee shall cause a written record be made of all evidence presented to it and of the reasons for its conclusions and recommendations.

The full text of Article 14IX of the Association Articles is as follows:

- 14IX (a) A person may be enrolled as a Retired Member where he/she:
- (i) has been a qualified member of the Association for a continuous period of at least 20 years; and
  - (ii) is permanently retired from professional health care practice.
- (b) Retired Membership shall be awarded on such terms and conditions as determined by the Board from time to time.
- (c) A Retired Member continues to be bound by the Memorandum and Articles of Association and Code of Ethics.
- (d) A Retired Member is not entitled to practise acupuncture, Chinese herbal medicine or other health care practice, and is not entitled to access member practice benefits, but may attend continuing education and social events of the Association.
- (e) A Retired Member is entitled to be reinstated as a Member or a Non-Practising Member.
- (f) A Retired Member is not entitled to vote (thus neither to nominate nor second a resolution) at General Meetings, but may enter into discussion from the floor during General Meetings, however attendance at any General Meeting is at the wish and discretion of the Chairperson.
- (g) A Retired Member shall not be eligible for executive positions, but may be elected by the Board to serve on any committee in an advisory capacity only.
- (h) Nothing in this article shall absolve a Non-Practising Member from meeting all requirements for Non-Practising Membership as may be determined by the Articles and by the Board from time to time.

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## AACMA Staff Profile

### Finance Administrator: Sarah Brown

Sarah Brown joined AACMA National Office as Finance Administrator in November 2003.

Sarah operated a small business on the Brisbane bayside prior to joining AACMA. "I believe that experience gave me the fundamental skill set I have and currently use on a day to day basis." She has also studied a Bachelor of Information Technology at the University of Queensland.

When asked what Sarah enjoys about her position with AACMA: "Helping our members! By helping our members I know I have made their day a little easier" explains Sarah.

"My methodology is simple. If our members are happy then their patients will be happy. So basically I like to think I am helping the members' businesses as well as the members themselves. The work load is a great challenge. There are so many things to do. I have re-evaluated

my time management processes since joining AACMA which has enabled me to learn the value of prioritising my tasks."

Sarah is responsible for the day to day financial administration at AACMA which includes:

- members' yellow pages advertising;
- accounts payable and receivable;
- membership fees & payment plans,
- member stationery orders; and
- WFAS 2004 delegate registrations.

"WFAS is such an exciting event to be a part of! I know the conference is going to be lot of hard work so I am really looking forward to the Gala Dinner. It's going to be a great chance for me to catch up with the members face-to-face. I will be expecting many members to join me on the 'Tower of Terror' at Dreamworld."

*What is Sarah's biggest challenge at present?*

"It would have to be illegible hand writing on Yellow Pages Advertising Forms and Credit Card payment details. If I could



AACMA Finance Administrator - Sarah Brown

ask one thing of members, it would have to be - Please! Please! Write clearly when you send in your details" pleads Sarah.

Overall, she enjoys working for the Association and loves the fast-paced working environment which is a constant source of amusement and challenge.

## AACMA Staff Update



AACMA Staff: from left to right Back Row - Sarah Brown (Finance Administrator) & Jazz Tyrill (Marketing & Events Administrator). Front Row - Tim Campbell (Operations Manager), Judy James (Chief Executive Officer) & Kathleen Burrell (Receptionist). Inset - Kim Medcalf (Membership Administrator)

As with any organisation, staff turnovers occur as people move on into new and different life endeavours. As AACMA changes and grows, staffing needs also change and positions are regularly reviewed to ensure they meet our requirements. Julie Tierney and Stuart Myerscough left AACMA in April, Julie to travel overseas and Stuart to work for a market research company. Justin Frost left in February after four years with AACMA and Nicole Rothwell left in April after two months as PA to the CEO. The PA position was made redundant after a short trial and the funds allocated to other areas. We thank past staff for their contribution during their time with the organisation.

We now have the pleasure of introducing you to our three newest employees.

Tim Campbell took up the position of Operations Manager in May. Tim has a background in systems analysis and is responsible for overall office administration and financial management. One of Tim's initial tasks is to review office procedures to reduce inefficiencies and enhance staff performance.

Jazz Tyrill started as our new Marketing and Events Administrator in May. Jazz has a strong track record in marketing, branding and events, so expect big improvements this year.

Kim Medcalf joined AACMA as Membership Administrator in March. Kim held a similar position in Gymnastics Qld and has taken charge of the position with enthusiasm.

Our Receptionist, Kathleen Burrell, who was featured in the March 2004 *Jing-Luo*, has just passed her first year with AACMA, and our Finance Administrator, Sarah Brown is featured above under Staff Profile.

Judy James has been employed with AACMA since 1994, and was recently promoted from EO to Chief Executive Officer (CEO), more accurately reflecting her role. Judy has supervised the development of AACMA from a Qld organisation with under 300 members and an annual budget of under \$60K, to a thriving national association of 1450 members and an annual budget over \$640K. "The current complement of staff is, in my view, the best that AACMA has had to date", Judy says.

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## Board Member Chats

### Walter Simpson: "It's the best thing that has happened in my life"

AACMA Fellow, Walter Simpson, has been a practitioner and member for 17 years and is now entering his third year as a Board member. A committed TCM practitioner, his practice is dominated by acupuncture, Chinese herbal medicine and *tuina*.

When asked *How did you get into the profession?* He replied "It was purely by accident and I have to say it was the best of all accidents." Walter (known affectionately by his friends as Wally) was enrolled in a teacher training course and had been dragged along by a friend to an acupuncture open day. Since then he has never looked back and has embraced the profession wholeheartedly. "What teaching training?" he responded when asked about what happened to his original plans to be a teacher.

In addition to his TCM practice, Walter is a qualified *qigong*, *taiji* and martial arts (*bagua zhang*) instructor and conducts regular international lecture tours and workshops on these topics. He also is a part-time sessional lecturer in acupuncture and Chinese herbs at the local colleges.

*What is it about TCM that keeps you in the profession?* "I love the profession. It's the best thing that has happened in my life. I am constantly learning and am still amazed at the results that can be achieved." Walter was once told that he was a 'seminar junkie', a title he is proud to hold, because he went to so many seminars.

Walter's latest interest is in Toyohari, which is a form of meridian therapy. "This particular style of acupuncture is mainly practised in Japan by blind practitioners, so the sense of touch and feel is highly developed." It interests Walter because "it fully explores your TCM knowledge, in particular pulse-taking skills which are regularly practised at monthly study groups" he explains.

Walter stresses that studying what some might refer to as 'Japanese acupuncture' is not a rejection of TCM. He has a solid foundation in TCM theory and diagnosis and finds that the two systems can be very compatible, balancing and complementing each other. He won't enter into the debate about 'Chinese' versus 'Japanese' acupuncture. "There are two styles of acupuncture – good and bad – and all traditions of acupuncture have the capacity to get results. It depends on the knowledge and skill of the practitioner."

In addition to a study of the pulse, his other major interests are Chinese herbs and abdominal diagnosis. "I identify the painful areas, apply the appropriate treatment, and retest the painful areas. The change experienced by patients is immediate. It builds confidence and dispels the question often asked – *will it work?* I get a lot of patients entering my clinic as sceptics and leaving as converts" he explains.

*How has your experience on the AACMA Board transformed your views?* "Having not been on the Board before, I was shocked at just how much happens behind the scenes. There is a lot of work and activity that is being done for the profession that isn't seen outside the Board and staff." To those who complain about what isn't or hasn't been done, he says "Are you prepared to contribute to the profession and the association? If so, get onto your State Committee or stand for the Board."

As Secretary of AACMA, he interprets his role in its strictly legal sense, being the Board officer accountable to the corporate regulators. "Administration of the association is delegated to the staff who are employed to work full-time for the association. It is ridiculous to think that Board members have the time to do the day to day work. This allows the Board to focus on the big picture issues, rather than minutiae of day to day operations."

*What is your vision for the association?* "I would like to see State Committees take an increasing role in the Association. They are a great resource for networking and professional development." Walter recently presented a seminar for the Victorian State Committee. "It was very inspirational because they (the VIC State Committee) have been operating as a committee much longer than the Queensland State Committee. I was impressed with



AACMA Secretary - Walter Simpson

their social networking and realised how important this is in bringing the profession together. I would encourage all State Committees to invite members from other states to give seminars or workshops – and for the presenters of these seminars or workshops not to charge a fee, just recover the costs from travel and treat it as a contribution to the profession."

Walter also believes it is extremely important that we build relationships within the profession. "We need to develop our identity and our sense of belonging together, that we have a place and can contribute to the profession at our own level", he says. "Practitioners tend to work in isolation in private practice, so social functions with other practitioners are an extremely important component of professional life."

*What will be your focus for the next year?* "Developing networks within the profession amongst members for the benefit of all members" he replies.

On the broader goals for the profession, Walter would like to see acupuncture and Chinese medicine on a par with medical practitioners who practise acupuncture, and this includes Medicare coverage and the ability to work within the hospital system. "We should be promoting our strengths, which is our theory and diagnosis. This differentiates us from medical acupuncturists. We have a wealth of complexity in our diagnostic system and this enables us to get it right and get results that can't be achieved by those with limited training in acupuncture."

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## Member Profile

### A/Prof Alan Bensoussan: Making a difference

Prominent NSW academic Alan Bensoussan has been a person of note in the profession since 1989 when he authored the first Australian text in English on acupuncture research methodology.<sup>1</sup> Since then, Alan's star has continued to rise through an outstanding academic and professional career in the field of Traditional Chinese Medicine (TCM).

A member of AACMA since 1983 and a Fellow since 2001, Alan has played a key role in the development of public policy towards TCM in Australia. In 1995/96 he was a member of the consortium that undertook workforce research for the Victorian Ministerial Review of TCM. The resulting report which was jointly funded by the Victorian Department of Human Services and the New South Wales and Queensland Health Departments is now in its fourth print run, with over 2,000 copies printed to date.<sup>2</sup>

"At the time, I had no idea how demanding it would be but at the same time it was very exciting to be at the cutting edge of public policy development for TCM" said Alan who is now Associate Professor at the University of Western Sydney (UWS), Head of the UWS Chinese Medicine Unit and Director of CompleMED, a Centre of Research Excellence at UWS. The significance of this report for the development of the TCM profession in Australia should not be underestimated. According to Alan "the report ultimately led to the introduction of statutory registration of the TCM profession in Victoria. It also resulted in much wider consensus within the profession on the case for registration and was a factor in the consolidation and rationalisation of professional associations" continued Alan. "AACMA has done a great job in bringing the profession together and holding the line on professional standards and is overwhelmingly the major professional association representing TCM practitioners."

Alan believes that registration will bring more significant benefits to the profession in the long-term as "it will open up other fields, such as research funding, and will facilitate referrals from other health professionals". He believes that "these are the sorts of things that change the way practitioners work and the way in which we move forward as a cohesive profession. Other benefits may flow, such as access to restricted Chinese herbs that we are currently unable to use but are available to any vet, doctor or pharmacists."

In addition to an on-going role in the development of TCM public policy, Alan has been a leader in TCM clinical research in Australia. The results of his PhD research on Chinese herbal medicine in the treatment of irritable bowel syndrome was published in the prestigious Journal of the American Medical Association, the first such report of a Chinese herbal clinical trial in that journal.<sup>3</sup>

Alan went on to establish the Chinese Medicine Unit at the University of Western Sydney (UWS) where he is Associate Professor of Chinese Medicine. The Unit provides under-graduate and post-graduate education and research in TCM.

On TCM research, Alan reports that UWS has established CompleMED, the Centre for

Complementary Medicine Research, and the associated Chinese Medicine Clinical Research Centre at Liverpool Hospital. CompleMED conducts research in three broad areas:

- clinical trials – with three main research activities (women's health, conducted at the CMCRC at Liverpool Hospital), aged care at Bankstown Hospital, and cardio-vascular research in collaboration with a private institution);
- analytical and pharmacological research in Chinese herbal medicine; and
- public health/public policy research.



AACMA Fellow - Alan Bensoussan.

A significant feature of CompleMED

is "collaboration as much as possible within the public health system". Alan says that medical specialists are always interested in TCM. "Our issue is how to harness that interest and, administratively, it is a very difficult job." Alan will be presenting a paper on this topic at the WFAS 2004 conference in October – attend WFAS and get the full story. Other clinical research is conducted at the Royal North Shore Hospital.

One of Alan's less widely known achievements is the establishment of a large herbal analytical laboratory at UWS. Alan says that "fundamentally there are not enough lab facilities to meet growing industry demands. Last year we invested approximately \$1,000,000 in infrastructure to create a fantastic laboratory where we can analyse both starting materials and final product (complex herbal medicines) for the TCM industry. "Importantly, we aim to expand our library of standard reference compounds to assist in the validation of Chinese herbal medicines." Alan reports that they are hoping to start publication on some of their findings in the second half of this year.

Analysis of and support for traditional Chinese herbal medicines as used by practitioners is the main focus of the research. "We are not trying to work in a drug development route (finding the active ingredients and extracting them for commercial use). Our main motivation is to develop a method for the TCM industry of batch-to-batch certainty for complex formulae. For example, if we want to gain approval for a higher level treatment claim of *nephritis* in relation to *liu wei di huang tang*, then there is a requirement to fully (chemically) characterise the final product and generate a method of analysis that assures adequate batch-to-batch consistency. We are also building up a toxicology database of Chinese herbs including a new grading system of safety for a number of Chinese herbs?"

*How do you do it?* Alan responded "We have some very good people working with us and have employed several new staff in the past year. The Centre gets strong backing from UWS and we are reasonably successful in getting grants. We also have a growing number of PhD students who help expand the research profile at the Centre."

*On education:* "One of the great things about Chinese medicine in this country is that we now have 4 universities offering undergraduate education as well as masters and PhDs by research. Who would have thought it 10 years ago?" says Alan. "We have received overwhelming interest from the TCM profession in our new Masters degrees in TCM and Acupuncture. These are genuine masters programs which require the student to have an undergraduate qualification in the same field as the masters program. I am thrilled with the interest, which has resulted in 36 enrolments across both programs."

In 2003, Alan Bensoussan was one of small number of TCM/CAM practitioner appointees to the Expert Committee on Complementary Medicines in the Health System. When asked *What was it like?* "Fun", he replied. While it may not be everyone's idea of a good time, it certainly impressed Alan. He says that the committee was made up of over 20 people from disparate backgrounds who were able to work together and reach a common position. "Overall, it was a very

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## Member Profile contd

positive experience. Every one of the Committee's recommendations was unanimously endorsed. This was an extraordinary outcome as there were many polarised views on the issues but they were still able to reach a place of consensus." *On the Committee's report?* Alan says "there are fundamentally two approaches in the Report. On the one hand, there is the carrot with a series of recommendations which will sustain and support growth of the industry and the profession (more research funding, incentives to make higher claims, support for traditional claims, etc). On the other hand there is a bit of a big stick approach too, where industry will be increasingly required to ensure quality and effectiveness of treatment claims. At this stage, the Report is a set of recommendations which stakeholders (including industry) need to flesh out in terms of how they become operational". [Please refer to the March 2004 and November 2003 editions of the *Jing-Luo* for details of the committee's terms of reference and report.]

With changes in the regulatory environment, here and overseas, regarding product, Alan felt it was time for the industry to get together again and discuss current issues and legal requirements. UWS will be hosting a Chinese Medicine Industry Conference on 20 August 2004 in Sydney. AACMA is a co-sponsor of the conference. Refer to the advertisement below for details.

*And what about the media?* Alan is also a prominent face in media interviews about TCM. His most recent media presence was as an invited guest on the SBS program on Complementary Therapies. This program received a mixed response from the profession and many have asked *Why did it portray such a negative impression of TCM?* "Not many of us were happy with the program as, in my view, it was highly contrived and most questions and intended answers were pre-set" says Alan. "It was my understanding that Professor John Dwyer and Dr Ian Brighthope would be in a debate and members of the

audience would be able to pose questions. As it turned out, they were placed as members of the audience and dominated the discussion. There was virtually no opportunity to get unsolicited messages across. There were 60 – 70 people there, most were not allowed to talk and there was little opportunity to explore the issues. It was very unfortunate as, I felt, it was drama they wanted, using words such as 'hyster'." In Alan's view, "Overall it was insensitive and unfair to the Australian community more than 1/2 of whom are users of complementary medicines and services. It was a wasted opportunity where many important issues could have been explored such as how to manage shared care of patients. I couldn't bear to watch it."

*How far has the TCM profession come in the past 10 years and where do you see it heading?* "There has been a dramatic change in the face of the profession over the past decade. I believe it hasn't plateaued yet and that we will be on a continuous growth curve for the next 10-20 years. I see nothing but continued growth in the uptake of services, professional development of practitioners, the inter-relationships with other health care professionals, research activity, and the strength and quality and demand for Chinese medicine products and services." He believes that "we are paving the way and cutting our own path as a profession."

- (1) Bensoussan, Alan. 1989. *The Vital Meridian*. Churchill Livingstone: Melbourne
- (2) Bensoussan, Alan & Myers, Stephen. 1996. *Towards a Safer Choice: The Practice of Traditional Chinese Medicine in Australia*. UWS: Sydney.  
Copies of the report can be obtained from Skye Lorenz at UWS on 02 9772 6412 (\$50, or \$60 incl. postage).
- (3) Bensoussan, Alan. 1998. *The Treatment of Irritable Bowel Syndrome with Chinese Herbal Medicine*. *Journal of the American Medical Association*. 1998; (280)18:1585-1589.

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## Chinese Medicine Clinical Research Centre

### ○ Fundraising Dinner ○ Thursday 19<sup>th</sup> August, 2004

The Chinese Medicine Clinical Research Centre (CMCRC) is a non-profit collaborative partnership between the University of Western Sydney and the South Western Sydney Area Health Service. The CMCRC is the first hospital-based traditional Chinese medicine (TCM) research and education centre in Australia. This fundraising event aims to support the CMCRC's ongoing commitment to internationally recognised TCM research and education services within the modern Australian healthcare framework.

*The price for this inaugural event is only \$65 and includes:*

- Dinner ○ Entertainment ○ Auctions ○ Lucky draws ○

**Support Chinese medicine research and education in Australia. Contact Angela Zhu 0422 624 519 or [j.zhu@uws.edu.au](mailto:j.zhu@uws.edu.au) now to register your place.**



## REGULATING CHINESE MEDICINES IN AUSTRALIA A government-industry conference

◊ Friday 20 August ◊  
◊ Millennium Room, Telstra Stadium, Sydney Olympic Park ◊

This conference aims to support the Chinese medicine industry to improve the quality and safety of products in Australia through increased awareness, understanding and compliance with recent national and international regulatory changes.

**It is important to attend this conference if you sell, import, manufacture, or distribute raw or prepared Chinese herbal medicine products within Australia or New Zealand.**

**Register now for this important event.**  
**Contact Angela Zhu 0422 624 519 or [j.zhu@uws.edu.au](mailto:j.zhu@uws.edu.au)**

The conference is organised by CompleMED (University of Western Sydney) and the Chinese Medicine Clinical Research Centre (University of Western Sydney and the South Western Sydney Area Health Service) and supported by the Australian Therapeutic Goods Administration, Australian Department of Environment and Heritage, Australian Quarantine and Inspection Service, Australian Customs Service, TRAFFIC Oceania, Australian Acupuncture and Chinese Medicine Association Ltd, Complementary Healthcare Council, the Consulate-General of the Peoples Republic of China (NSW) and the State Administration of Traditional Chinese Medicine (PRC).



## Chinese Herbal Medicine Standards Update

As from 30 June 2004, AACMA will no longer be accrediting practitioners in Chinese herbal medicine at the 'prepared herbs' standard.

Applications for accreditation in Chinese herbal medicine received by 30 June 2004 may still be considered under the existing policy. However, applications received after 30 June 2004 will be assessed according to the existing 'raw herbs' standard, which is the entry standard for Chinese herbal medicine accreditation with AACMA.

This change in policy means that members accredited in acupuncture will no longer have the option to apply for 'prepared herbs' accreditation as an ancillary accreditation to acupuncture.

**What if I am already accredited in Chinese herbs at the 'prepared herbs' standard?** AACMA will continue to recognise you as a Chinese herbal medicine practitioner if you have already been accredited in Chinese herbal medicine at the "prepared herbs" level. Your accreditation will not be taken away, but further applications at this level will no longer be accepted after 30 June 2004.

**Does this affect what type of Chinese herbs I use?** No, it doesn't. You can continue to practise Chinese herbal medicine using legally available herbs in whatever form you prefer (e.g. in raw/unprocessed or manufactured forms).

**If I am not accredited in Chinese herbs, can I still prescribe them for my patients?** Yes. You can still prescribe Chinese herbal

medicines for your patients in whatever form you think most appropriate, with the exception of substances that are restricted by law (such as *mahuang*). With the exception of restricted substances, Chinese herbs are also available over the counter from Chinese herb stores and some supermarkets and health food stores. Furthermore, manufactured Chinese herbal formulae must display an AUST L number, issued by the TGA, in order to be legally sold in Australia.

**What happens if I am not accredited by AACMA for Chinese herbal medicine?** Accreditation is a statement of recognition by AACMA of your qualifications. It is not a direction by AACMA as to what modalities you can or cannot use in practice. It is not mandatory for you to apply for or obtain accreditation in order to practise. However, AACMA will not list you with health funds for the purpose of benefits/rebates for your patients for Chinese herbal medicine consultations if you are not accredited in that modality.

**What about professional indemnity cover?** The AACMA Master Policy covers you for your scope of practice and is not limited to accredited modalities. Other (non-AACMA) policies may restrict cover to accredited modalities. Members should note clause 2.3(i) of the AACMA Code of Ethics (outlined below) which proscribes members from undertaking a treatment for which they are not sufficiently trained.

"Where an examination or treatment is beyond the capacity or skill of the practitioner, he should refer the patient to the appropriate health care practitioner as may be indicated by the patient's condition."

## Skin Penetration Update

### Queensland

As reported in the last two editions of the *Jing-Luo*, as from 1 July 2004 acupuncture practitioners in Queensland will no longer need to apply for and hold a Skin Penetration Licence for their clinic premises. Premises will still need to comply with Part XV of the Health Regulation which incorporates the old 1987 Skin Penetration Regulation.

The other substantial change to apply in Queensland from 1 July is that the prohibition against persons with a notifiable disease or an infectious skin disease being on the premises where skin penetration occurs will be removed in relation to acupuncture premises.

The revised legislation does NOT mean that acupuncture clinics are no longer covered by the Skin Penetration Regulations. It merely removes the requirement for premises to be licensed.

### New South Wales

Members are reminded that NSW no longer requires licensing of premises where acupuncture is conducted. Practitioners are required to notify the local authority of the address where acupuncture is being performed.

HCF requires proof of notification to the local council and, where practicable, a clinic inspection by the council. Refer to the March 2004 *Jing-Luo* for details.

## Workcover Update

### Victorian Workcover Authority

The AACMA Vice-President Ke Li, AACMA CEO Judy James, and Victorian State Committee delegate Warwick Poon, met with representatives of the Victorian Workcover Authority (VWA) in April to discuss VWA the acupuncture services and benefits.

VWA is introducing a new clinical framework for the delivery of services to injured Victorian workers. It will be a condition of any possible fee increase for acupuncture services that we participate in and adopt the new clinical framework.

The main areas of concern expressed by VWA were an increase in the number of services per patient receiving acupuncture and the proportion of patients still receiving acupuncture more than two years post-injury.

AACMA expressed its concern at the low fees currently payable for acupuncture services and that this was a factor in many practitioners refusing take on patients under WorkCover in Victoria. Discussions are continuing with VWA on this matter and members will be advised about the outcome in the September *Jing-Luo*.

### Other States

AACMA will be closely monitoring developments in relation to acupuncture services and the new Clinical Framework in Victoria and will seek to use positive outcomes to assist it in dealings with other states.

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## 2005 Membership Fees

Members will be offered a range of options to pay their 2005 fees, which fall due on 31 December 2004. Members are strongly urged to take advantage of the considerable savings that can be obtained by payment of their fees on time.

The options giving the most significant discounts for members are:

- annual direct debit (deducted 15 December);
- pre-payment plan (pay over 6 instalments from July - December);
- payment by the due date (single payment by 31 December).

Other less advantageous methods for fee payment are:

- single payment after the due date (31 December);
- post-payment plan (by instalments from January to June);
- reinstatement after being lapsed for non-payment of fees.

The current (2004) membership fee structure is outlined below:

Member type	Annual Direct Debit	Pre-payment Plan	Single payment by due date	Single payment after due date	Post-payment Plan	Reinstatement
Member/ Provisional Member	420	435	435	530	530	600
Fellow*/ Associate Fellow	475	490	490	585	585	655
Non-Practising Member	95	95	95	135	135	205

\* Fellows are eligible for a 5% discount after 5 continuous years as a Fellow, 10% discount after 10 continuous years as a Fellow, 15% discount after 15 continuous years as a Fellow, and so forth.

It is quite clear that the best saving for members is to pay membership fees on time by one of the three discount options listed above. Further details about payment of 2005 membership fees by Annual Direct Debit and Pre-payment Plan are outlined below.

### Annual Direct Debit – Maximise your savings

An Annual Direct Debit Authority is the most cost-effective way of paying your fees each year.

**What is an Annual Direct Debit?** An Annual Direct Debit (ADD) is an arrangement entered into by a member to authorise AACMA to withdraw the annual membership fee from the member's nominated credit card on or after 15 December each year. It is an ongoing commitment that applies each year unless and until the member withdraws the authority in writing.

**What are the benefits to members?** To reward members for their loyalty and commitment to AACMA in entering into an ADD for ongoing payment of annual membership fees, the Board has made a commitment to cap any potential fee increases at less than 5% over the CPI increase. Members on an ADD for 2003 and 2004 fees experienced an increase of 4 cents (from \$419.96 to \$420) and paid \$15 less than fee paid by other members who paid on time. Fellows and Associate Fellows paid \$475 under an ADD in 2004, an increase of 4 cents over 2003 fees.

**What are the benefits for AACMA?** One of the biggest challenges for a member-based association is planning ahead without knowing what future membership numbers and budgets will be? ADDs allow AACMA to better predict the number of renewing members and allows for more accurate forecasting and forward planning.

**How do I know what amount will be withdrawn from my credit card each year?** Each year, the AACMA national office will advise you in writing of the annual fee and the amount to be deducted from your credit card. This will assist you to make sure you have sufficient funds to cover the deduction. The fees payable by other members will also be listed so that you can see the savings you are making by continuing with the arrangement. If you are not happy to continue

with the ADD, simply advise the AACMA office in writing and you will be charged the fee that applies at the time you make your fees payment.

**How do I enter into an ADD for payment of my fees each year?** Simply complete the enclosed authority form and send it to the AACMA office. Please ensure you update the details with the AACMA office if you are issued with a new card during the year.

**What if I have already signed up for an ADD?** All you need to do is to ensure you have advised AACMA of the details of any changes to the nominated credit card, such as different expiry date, replacement credit card, different credit card for deductions, etc). You don't need to submit the enclosed form.

**Can I pay an ADD by cheque?** An ADD is an authority to AACMA to deduct certain monies from a nominated credit card on an annual basis. Payment of fees by cheque is not an authority to AACMA to deduct money from your credit card and is not permitted under an ADD. Members who pay the ADD amount by cheque are required to also pay the balance that applies at the time the fees payment is made.

### Pre-payment Plan – Start now & save

AACMA is pleased to again offer members the option of paying their 2005 membership fees in advance and access the discount available to all members who pay their fees on time.

**What is a pre-payment plan?** A pre-payment plan is an agreement entered into by a member to authorising AACMA to deduct the following years fees from the member's nominated credit card by instalments from July to December?

**Am I charged more for a payment plan?** No. You get the same discounts as other members who pay on time but who haven't entered into an Annual Direct Debit.

**What are the benefits for members?** This option particularly benefits members who may have a cash flow problem in December each year – after all, it is Christmas. It also benefits members who want to spread their expenditure over six months, rather than make a single payment in December.

**How do I know what amount will be withdrawn from my credit card each month?** The amount to be deducted for the first five months is stated on the form that authorises the deduction. The amount of the final instalment is calculated when the fees for the following year are published. In 2003, the Board gave an undertaking to members on pre-payment plans that any potential fees increase would be kept within 5% of any CPI increase. In fact, the 2003/2004 fees increase was 2.3%, less than the CPI increase for the preceding 12 months.

**How do I enter into a pre-payment plan for my 2005 fees?** Simply complete the enclosed authority form and send it to the AACMA office. Please update the details if you are issued with a new card during the instalment period.

**Do I need to submit the form if I had a pre-payment plan last year?** Yes. Pre-payment plans are entered into on a year by year basis. You will need to complete the enclosed form if you want to pre-pay your 2005 fees by instalments.

**Can I pay a pre-payment plan by cheque?** Yes, you can pay your fees in advance by cheque. If you choose to do this, it will be your responsibility to ensure monthly payments are made & outstanding membership fees are paid by 31 December each year.

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Australia's leading importer of  
Chinese Medicine for over 18 years  
Great tasting Children formulas

*The true medicines  
of China*

100%  
natural  
ingredients



For relief from symptoms of allergies. It's applicable for skin disorders such as eczema and dermatitis. It has anti-inflammatory properties.



For the early stage of cold and flu, relief from runny nose, sneezing and stuffy nose.

This formula is for relief of discomfort and distress from teething.



For relief from fever with mild chills, with symptoms of cold and flu including pain, stuffy head and running nose.



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2. Effective & Safe Herbal Formulas
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This formula is for children who are irritable, anxious and restless. It calms and soothes and helps promote sleep.

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\* Special Purchase price until the end of August

## WFAS 2004 World Conference Update

Members should have received the First Announcement for the WFAS 2004 6<sup>th</sup> World Conference on Acupuncture.

Interest in the conference has been overwhelming, with over 250 AACMA members registered as of mid-May. Registrations from local non-members and overseas delegates are now being received in increasing numbers. With over 750 local and international delegates expected attend, AACMA is certain that the conference will be one of the largest ever international gatherings of TCM practitioners. Certainly, it will be largest gathering in the profession's history in Australia, as well as of AACMA in its 30 year history.

The WFAS 2004 conference is a must-do for all practitioners and students, if only for the fabulous networking potential, both local and international. The Gala Dinner will be unforgettable.

If you have not already registered, please enrol now and take advantage of the discounted Early Bird Rate for members, which expires on 30 July 2004. Unfortunately, we are unable to extend the Members Only Very Early Bird Rate which expired on 30 April 2004.

AACMA would like to thank the following local professional organisations and education providers who have agreed to be participating organisations in the conference.

Australian Acupuncture & Chinese Medicine Association Ltd (organiser)  
 Academy of Traditional Chinese Medicine Australia P/L  
 Acupuncture Association of Australia Inc  
 Australian College of Acupuncturists Ltd  
 Australian College of Natural Medicine  
 Australian Natural Therapists Association Ltd  
 Australian Traditional Chinese Medicine Association Inc  
 Australian Traditional-Medicine Society Ltd  
 Chinese Medicine and Acupuncture Society of Australia Ltd  
 Federation of Chinese Medicine & Acupuncture Societies of Australia Inc  
 Melbourne College of Natural Medicine  
 NSW Association of Chinese Medicine Inc  
 New Zealand Register of Acupuncturists Inc  
 RMIT University  
 SA College of Natural & Traditional Medicine  
 Sydney Institute of Traditional Chinese Medicine  
 Traditional Medicine of China Society Australia Inc  
 University of South Australia  
 University of Technology Sydney  
 University of Western Sydney  
 Victoria University  
 Victorian Traditional Acupuncture Society

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## ACUPUNCTURE AND CHINESE MEDICINE IN THE MODERN AGE

Clinical Practice • Policy • Regulation • Research • Education • Standards • Safety

World Federation of Acupuncture-Moxibustion Societies

6<sup>th</sup> World Conference on Acupuncture

29 - 31 OCTOBER 2004 GOLD COAST AUSTRALIA

The 6<sup>th</sup> WFAS World Conference on Acupuncture will explore the contribution that acupuncture and Chinese medicine offers for primary healthcare.

This is a unique opportunity for international networking between acupuncture and Chinese medicine practitioners and other healthcare providers and should not be missed.

The World Federation of Acupuncture-Moxibustion Societies (WFAS) & AACMA cordially invite you to attend the 6<sup>th</sup> World Conference on Acupuncture at Australia's Gold Coast from 29 to 31 October 2004.

The Gold Coast Convention & Exhibition Centre is the setting for the conference nestled in amongst the beautiful surrounds of Broadbeach. The brand new, state-of-the-art conference & exhibition centre - located only minutes from magnificent beaches & Gold Coast shopping meccas - is one hour from Brisbane and half hour from World Heritage listed rainforest & national parks.

For further information on attending, supporting, or being a part of this most prestigious international event, visit the WFAS 2004 website at:

[www.acupuncture.org.au/wfas\\_2004.cfm](http://www.acupuncture.org.au/wfas_2004.cfm)  
 call AACMA on +61 7 3846 5866  
 or fax on +61 7 3846 5276



# MERIDIAN HERBAL TONICS

## CONCENTRATED HERBAL EXTRACTS FOR CONVENIENCE & EFFECTIVENESS

- \* Meridian Herbal Tonics are manufactured by Chuang Song Zong Pharmaceutical Co. Ltd. (CSZ), and over 6,000 hospitals and clinics are already using CSZ products in Taiwan.
- \* Meridian Herbal Tonics are high-quality herbal concentrates that maintain the herb's natural healing properties while minimising the presence of toxins, heavy metals and pesticide residues, to provide best therapeutic effects for patients.
- \* For graduate students, we offer you a STUDENT PACKAGE in a very special price.
- \* For practitioners, TAILOR-MADE-FORMULA specially prepared for you are available, at a reasonable cost.
- \* Meridian Seminars are constantly present by TCM professors in every 3 months. For practitioners who can't attend the Seminars, video and lecture summaries are available.
- \* We also have free gifts such as Wireless Mobile Headsets, Hands Free Kits, Emergency Mobile Chargers, and plastic spoons to be given out.

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## Master of Applied Science (Chinese Herbal Medicine)

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RMIT leads the nation in tertiary Chinese medicine education. Now, a Masters by coursework degree program in Chinese herbal medicine has been developed to meet the needs of all primary health care professionals to practice Chinese herbal medicine. The program has been granted preliminary approval as a new program by the Chinese Medicine Registration Board of Victoria.

The program offers an integrative approach between western medicine and Chinese medicine, an evidence-based focus and flexible delivery via intensive workshops, supervised clinical practice and on-line learning.

Community interest in integrative medicine is blossoming. Chinese herbal medicine is routinely used for most of the clinical conditions throughout the world. Whether you're a Chinese medicine practitioner, acupuncturist, medical practitioner or other primary health care professional, this program will let you capitalise on excellent employment opportunities and qualify for Chinese herbal medicine practice.

**Act now. Applications will be accepted until July 7th 2004. Contact Associate Professor Charlie Xue at the Division of Chinese Medicine for application details.**

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**[www.rmit.edu.au/compmed/herbal-medicine-pg](http://www.rmit.edu.au/compmed/herbal-medicine-pg)**

# State Committee Reports

## Australian Capital Territory

Nothing to report at this stage.

## New South Wales

Another leaf has turned! The AACMA New South Wales Committee is proud to accept its new committee members: Anand Bapat, Bobbie Sodarok, Nicole Hope-Allan and David Suh. We look forward to an exciting new progressive group.

We would also like to thank previous members of the committee: Peter Rotton, Yina Wang, Bernadette Fontaine, and Yi Fan Yang for their much appreciated support and contribution in the previous year. We wish them all the best in their new endeavours.

In regards to continuing education, something different: Mr Leon Cowen will be talking about hypnotherapy and its relationship with the health industry. In August Mr Tom Goudkamp of Stack/Goudkamp Solicitors will be giving a talk on Understanding Personal Injury Claims, which we encourage all practitioners to attend as this will be very relevant to your TCM practice.

The next big social event for the NSW Committee will coincide with the Spring Lantern Festival and a pre-WFAS gathering in September. The wheels are in motion for an outdoor celebration (BBQ). Time and location have not been finalised as yet. Please keep an eye out for notices in the September *Jing-Luo*.

For further information on seminars, please contact Rodd Sanchez on 0422 770 991 or Hoc Ku Huynh on 0418 297 698.

## Queensland

Once again it has been a very busy time for the Queensland State Committee. The seminars just keep on rolling on and the turnout seems to be increasing with every seminar.

Paul McLeod conducted his second seminar in his series on moxibustion, which was very well received and allowed Paul to explain in detail both his approach and technique. I am sure that all who went were impressed and now have a new treatment approach to call on. Bisong Guo also gave a seminar on Qi Gong and had a room full of people learning in a more relaxed fashion than they ever have before! Her energy and enthusiasm are very inspiring, and we look forward to having her return later in the year for more in depth study.

Gus Mac Anally will give a seminar on Pulse Diagnosis on 30 May 2004. Aimed mainly at students (though all are welcome) the seminar is an initiative of the Committee in an attempt to return some of the knowledge and experience that we have gained over the years to people just starting out in the profession. Gus will show how there are nearly as many different approaches to feeling the pulse as there are practitioners, and that the treatment outcome is the most important thing.

As this is the last newsletter before the elections, I would like to take this opportunity to thank the State Committee for their support and all the hard work that has taken place in the past year. It is wonderful to be part of a profession that is not only vibrant and moving forward, but also wishes to give to new members as well. Thank you.

## South Australia/Northern Territory

Nothing to report at this stage.

### AACMA NSW STATE COMMITTEE

Presents a Seminar & Discussion on

#### Hypnotherapy

by  
Leon Cowen

<b>Date:</b>	Friday, 18 June 2004	
<b>Time:</b>	7:30 pm – 9:30 pm	
<b>Venue:</b>	TCM College University of Technology, Sydney 4th Floor, 645 Harris Street Ultimo	
<b>Cost:</b>	AACMA Members	\$30
	AACMA Student Members	\$25
	Non Members	\$35
<b>Bookings:</b>	David White Tel: 0412 131 590 Email: sydneytcm@yahoo.com.au	

### AACMA NSW STATE COMMITTEE

Presents a Seminar on

#### Understanding Personal Injury Claims

by  
Tom Goudkamp - Stacks/Goudkamp Solicitors

<b>Date:</b>	Friday, 13 August 2004	
<b>Time:</b>	7:30 pm – 9:30 pm	
<b>Venue:</b>	TCM College University of Technology, Sydney 4th Floor, 645 Harris Street Ultimo	
<b>Cost:</b>	AACMA Members	\$20
	Non Members	\$25
<b>Bookings:</b>	David White Tel: 0412 131 590 Email: sydneytcm@yahoo.com.au	

Jing-Luo

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## State Committee Reports

Jing-Luo

### Victoria/Tasmania

This is my last report for the current VIC/TAS State Committee before the Annual General Meeting. To review the last term, our committee had organised 6 seminars and 3 social functions. Recently, the State Committee has been working through the ideas and comments received during the Chinese New Year celebration luncheon. The committee greatly appreciated attendance of the Victorian members and their contribution to the future priorities for the Victorian State Committee.

**Reviewing the focus, content and nature of the seminars run in Victoria:** The committee still focuses on running more seminars. We need more people to come forward to share their expertise. We also would like to get feedback from members.

**Developing a better system for professional networking:** The committee would like everyone to have an email address so that they can be contacted about State Committee seminars so please make sure the AACMA national office has your email address. The Committee is going to develop a communication board on the AACMA website for members who are looking for locums, job opportunities, rooms for sharing and second hand equipment for sale, etc. The Committee is also looking at how to give members more marketing tools for their practices.

As there will be a 2-day seminar in July with Prof. Guo Zhi Qiang organised by Greta Young, it has been decided to defer our July seminar to Sunday 8 August with 2 speakers:

- "TCM Treatment of Irritable Bowel Syndrome" by Yifan Yang
- "Clinical Application of the Tiger Warmer" by Mattie Sempert.

### Western Australia

Nothing to report at this stage.

#### AACMA VIC/TAS STATE COMMITTEE

Presents a Seminar on

**TCM Herbal Treatment of  
Irritable Bowel Syndrome (IBS)**  
by Yifan Yang (NSW)

**Clinical Application of the Tiger Warmer**  
by Mattie Sempert

<b>Date:</b>	Sunday, 8th August 2004
<b>Time:</b>	1:45 pm – 6:00 pm
<b>Venue:</b>	Victorian Health Promotion Foundation Ground Floor, 15-31 Pelham Street Carlton
<b>Cost:</b>	AACMA & FCMA Members     \$25 Student Members             \$20 Non members                   \$30

**Bookings:** Ke Li     Tel: 03 97403300

*Advanced booking and payment is required. Cheques payable to AACMA should be sent to 5 Link Arcade, Sunbury VIC 3429. Tax invoice issued at seminar. 48 hours notice required for cancellations.*



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**Sydney** ✧ **50 WAYS TO SMOOTH THE LIVER!!**

**Brisbane** ✧ **WALKING THROUGH WALLS - TALKING TO OUR GHOSTS**

**BRISBANE SPECIAL FRIDAY NIGHT** ✧ "Nei Gong - Some thoughts on training ourselves as Practitioners. An informal discussion."

✧ Internationally Acclaimed Lecturer GREG BANTICK visits from the USA to Share His 30 Years of TCM Wisdom in 3 Australian Locations. The material covered in each weekend will be immediately applicable in clinic.

✧ Greg Is an Experienced Acupuncturist, Herbalist and Zen Exponent. Included will be some *Qi Gong* and *Tui Na* Techniques to help Ourselves and Our Patients. Each Seminar Will Include a Lecture Presentation, Instruction and Demonstration of Techniques

✧ Whilst our patients seek the advice of our expert opinion and hard won medical skill, as practitioners we also need to encourage our patients to turn back towards themselves and recover their own inner richness. When staring into the face of sickness, death, the swift and decisive ending of life as usual in the face of an unexpected diagnosis, or, most commonly, when the full weight of a life half-lived begins to bear down on us relentlessly, we are reminded that something is awry. Along with the diagnosis comes our fear of disease and imagined worse case scenarios. Our aversion to our condition can be as painful and distressing as the disease itself. This realization has prompted Greg to seek to address this suffering as well. In these lectures, participants will learn ways of helping their patients approach their aversion to their condition and to revision their role in a collaborative and participatory medicine.

**Melbourne** Saturday 7<sup>th</sup> and Sunday 8<sup>th</sup> August 2004

**"I Can't Stand It Anymore! - Treating Pain and Skin Disorders"**

**Saturday** Using ankle sprain and bi syndrome as examples of painful conditions participants will learn a wide variety of therapeutic approaches to pain. The emphasis of the workshop will be on learning techniques with a chance to practice them.

Treatment techniques will include:

- the use of herbs, internal and external applications, including baths, poultices and liniments. We will cover how to make your own liniments and some common formulas
- acupuncture, including, channel palpation, finding and selecting points and needle manipulation methods. The five animal techniques of needle manipulation, superficial needling, drunken needling will be covered
- cupping and gua sha techniques to alleviate blockages, relieve pain and invigorate channel qi
- moxa using direct and indirect methods with a variety of other medicinal substances and techniques such as walnut shell moxa glasses
- tui na techniques to open the channels, reduce inflammation and relieve qi stasis. This will include ideas for patient self massage

**Sunday** An overview of treating skin diseases, basic differentiation and treatment of some commonly seen skin conditions. Given time constraints, we will cover the principles of treatment and use some conditions as examples of the application of principles.

Treatment will be primarily herbal, with the inclusion of some acupuncture ideas.

Each class will include handouts of all the material covered. As well as lecture material, the techniques taught will be explained and demonstrated. We will break up class time with short Qi Gong practice sessions. Participants will learn some exercises that help develop a feel for qi and promote the circulation of qi. Silk reeling concepts from Chen family Tai Ji Quan, serving tea exercises from Ba Gua Zhang, and the five phase Qi Gong from Xing Yi Quan will be covered. These can be easily learned and taught to patients.

**Sydney** Saturday 14 and Sunday 15 August 2004

**"Fifty Ways to Smooth the Liver."**

Dissatisfied, irritable, neck and shoulder tension, acid reflux, bowel disorders, depression, pmt, or breast lumps. Many conditions are caused by, or contributed to by liver qi stasis and other liver patterns. The class will cover some ways of clinically identifying liver qi stasis, including pulse and tongue manifestations and palpation signs. Participants will learn a variety of ways to treat liver qi stasis. We will cover the traditional pattern identification for several different manifestations of liver qi stasis, with an emphasis on breast lumps, neck and shoulder tension, and ways of helping your patients through it.

Treatment techniques will include:

- the use of herbs, internal and external applications, including baths, enemas, pessaries and poultices
- acupuncture, including, channel palpation, finding and selecting points and needle manipulation methods
- cupping and Gua Sha techniques to alleviate blockages and invigorate channel qi
- moxa using direct and indirect methods with a variety of other medicinal substances and techniques such as walnut shell moxa glasses
- Tui Na techniques to open the channels and relieve qi stasis

Treatments will include self help ideas of diet, exercise and mindfulness meditation that participants can teach their patients. The class will include demonstrations of all the techniques.

**Brisbane** Friday Night 20<sup>th</sup> August 2004 (Note...This is separate from Sat and Sun)

**"Nei Gong - Some thoughts on training ourselves as practitioners. An informal discussion."**

Our field is so rich and extensive, with many opportunities for life long learning. Having the good fortune to work with some talented scholar practitioners and to have participated in the training of a number of students. I have some thoughts on training ourselves to be better practitioners. Identify the skill sets for each of the main treatment modalities of herbs and diet, acupuncture and related modalities and Tui Na. Learn how to develop your own training program. The class will include some suggestions on taking care of ourselves using mindfulness meditation and Qi Gong.

**Sat 21 & Sun 22 August 2004 "Walking through Walls. Talking to our Ghosts."**

Depression, panic attacks, low self esteem and anxiety. We are seeing more and more of these conditions in clinic. Often patients experience these states, but don't identify them as a chief complaint. Learn how to identify common clinical signs and symptoms and the main patterns involved.

Treatment techniques will include:

- acupuncture, including, channel palpation, finding and selecting points and needle manipulation methods to invigorate and calm the mind
- the class will discuss some classical point combinations for treating the mind, ghosts and mood disorders
- the use of herbs, including internal and external applications
- we will cover some classical formulas from the Shang Han Za Bing Lun and other early texts as well as modern formulas
- cupping and Gua Sha techniques to invigorate channel qi and calm the mind
- moxa using direct and indirect methods to reinforce qi and blood and calm the mind
- Tui Na techniques to smooth qi circulation and calm

Treatments will include self help ideas of diet, exercise and mindfulness meditation that participants can teach their patients.

The class will include demonstrations of all the techniques.

✧ **Cost:** Per Weekend Seminar **\$A400 incl GST**

**Per all 3 Seminars \$A960 incl GST**

**Student Discount -25%**

**AACMA ATMS ANTADisc -5%**

**Friday Night Workshop \$A95 Incl GST**

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**NOTE for NZRA members costs are in \$NZ (AS = NZ\$)**

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✧ **Venues:** Melbourne: To be announced

**Sydney:** Isobel Menton Lecture Theatre  
Mary McKillop Place  
11 Mount St, North Sydney

**Brisbane:** The Music Auditorium  
Bris. Boys Grammar School  
Gregory Terrace, Brisbane

✧ **Times:** Registration from 8am. Start 9.00. Finish 5pm

**!!Please Book Early to Ensure a Seat. Last Time Brisbane was BOOKED OUT!!**

Videos & DVDs will be produced for all lectures. Seminar goers get a **50% discount for any weekend seminar if ordered at any seminar.** Normal Prices will be for a full set: \$460. Weekends \$195 Evening lecture \$40 Please note that all prices include GST (for Australian orders) Overseas No GST

**FOR BOOKINGS, download form @**

**www.acupuncturevideos.net**

Contact: Phil Macqueen Ph. + 61 7 3822 1122

Email: philmac@netspace.net.au

Fax: +61 7 3822 3555

# Health Funds Update

## Medibank Private

The AACMA CEO met with representatives of Medibank Private in April to discuss rebates payable for acupuncture services.

**Members' Choice providers** AACMA is delighted to advise members that Medibank Private has increased the "maximum agreed charge" for acupuncture services provided under their Members' Choice arrangement. These changes, which took effect on 3 May 2004, are:

- \$45 for initial consultation and treatment; and
- \$35 for subsequent treatments.

This represents a substantial increase on maximum agreed charges for members who are Members' Choice providers in NSW, ACT, SA, Victoria, and WA, and a modest increase in Queensland and the initial treatment in Tasmania.

A comparison of current to previous **maximum agreed charge** is outlined in the table below.

STATE/ITEM	NSW/ACT	NT	QLD	SA	TAS	VIC	WA
Current	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00
Previous	\$26.20/ \$26.20	\$36.70/ \$26.20	\$42.00/ \$31.50	\$36.70/ \$26.20	\$43.00/ \$35.70	\$33.50/ \$26.20	\$36.70/ \$31.50
Increase	\$18.80/ \$8.80	\$8.30/ \$8.80	\$3.00/ \$3.50	\$8.30/ \$8.80	\$2.00/ Nil	\$11.50/ \$8.80	\$8.30/ \$3.50
% increase	72%/ 34%	23%/ 34%	7%/ 11%	23%/ 34%	5%/ 0%	33%/ 34%	23%/ 11%

Under the Medibank Private Members' Choice scheme, a practitioner chooses to become a Members' Choice provider, and in so doing agrees to charge no more than the "maximum agreed charge" for Medibank Private patients with acupuncture cover.

Under the new "maximum agreed charges", Medibank Private will pay the practitioner a benefit of at least 60% or 80% of the maximum agreed charge, depending on the level of cover and State, and the patient pays the practitioner the balance of the fee up to the maximum agreed charge. Where the previous benefit in a State exceeded the 60%/80% of the new maximum agreed price, the previous benefit is carried over to the current arrangement.

The benefits payable to Members' Choice providers are listed in the following table.

STATE/TABLE	NSW/ACT	NT	QLD	SA	TAS	VIC	WA
Maximum agreed charge	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00	\$45.00/ \$35.00
PremierPlus Extras & Blue Ribbon Extras Plus	\$36.00/ \$28.00	\$36.70/ \$28.00	\$42.00/ \$31.50	\$36.70/ \$28.00	\$43.00/ \$35.70	\$36.00/ \$28.00	\$36.70/ \$31.50
AdvantagePlus Extras & Blue Ribbon Extras	\$27.00/ \$21.00	\$29.40/ \$21.00	\$33.60/ \$25.20	\$29.40/ \$21.00	\$34.40/ \$28.60	\$27.00/ \$21.00	\$29.40/ \$25.20
SmartPlus Extras & SmartChoice Extras	\$27.00/ \$21.00	\$29.40/ \$21.00	\$33.60/ \$25.20	\$29.40/ \$21.00	\$34.40/ \$28.60	\$27.00/ \$21.00	\$29.40/ \$25.20
HealthyPlus Extras & First Choice Extras	No cover						
Super Extras	No cover						
Special Extras	No cover						

The advantage for the patient is knowing the maximum out of pocket expenses they will pay for a service provided by a Members' Choice provider and the ability to claim on the spot. This is done by the Members' Choice provider using the Medibank Private direct billing facility.

The advantage for the practitioner is targeted referrals of Medibank Private members and limits to the number of Members' Choice providers in a geographical area related to the number of Medibank Private members with Extras cover in that area.

**What if I am a Members' Choice provider but the patient is not covered for acupuncture by Medibank Private?** You are not bound by the maximum agreed charge for those patients and you may charge your regular fee.

**What if I am not a Members' Choice provider?** Medibank Private members with cover for acupuncture will still be able to obtain rebates, as long as the practitioner is a Medibank Private recognised provider. The benefit payable by Medibank Private for services provided by recognised providers who are not Members' Choice providers is less than that payable under Members' Choice benefits.

**Referrals to Members' Choice Providers** Some members who are not Members' Choice providers have complained to AACMA, alleging that some patients have been referred by Medibank Private to see other practitioners who are Members' Choice providers.

This matter was taken up with Medibank Private representatives who advised that they reserve the right to bring their Members' Choice providers to the attention of their members. They also advised that it is not policy to suggest that a patient cease treatment with a non-Members Choice provider or to comment that the fees charged by non-Members' Choice providers are too high.

If the reported experience of your patients appears to contradict this, Medibank Private would be happy to receive your complaint. Please also advise AACMA CEO, Judy James, who can take up the matter directly with Medibank Private.

The name of the Medibank Private retail centre and the person who allegedly made the statement will need to be identified in order for the matter to be fully investigated. For calls to the Medibank Private Call Centre, please record the reference number quoted by the operator.

The Medibank Private website ([www.medibankprivate.com.au/providers/](http://www.medibankprivate.com.au/providers/)) has a practitioner and modality

**Contd page 22**

Jing-Luo

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# Shen Neng Herbal Medicines Pty Ltd

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## Plasters



Cooling Patch(Water Based)



Chilli Plaster



Pain Reliev Patch(Water Based)

## Health Funds Update contd

Jing-Luo

### Medibank Private contd from page 20

specific referral service. In terms of acupuncture, only Members' Choice providers are listed. A review of the site on 30 May this year revealed the following:

STATE	Members Choice listings for acupuncture
ACT	0
NSW	29
NT	0
QLD	54
SA	1
TAS	1
VIC	56
WA	2
TOTAL	143

Medibank Private has advised AACMA that it is in the process of reviewing current Members' Choice acupuncturists and recruiting new providers with the intention of increasing the total number of Members' Choice acupuncturists up to 240 by early August 2004.

An update will be provided in the next *Jing-Luo*.

### Australian Regional Health Group (ARHG)

The March 2004 *Jing-Luo* included a detailed overview of how to determine your provider number for services provided to members of ARHG health funds.

#### HICAPS

A number of members have contacted the AACMA office about getting HICAPS introduced for acupuncture. HICAPS is a system that enables direct on-line payment of the rebate to the practitioner's account at the time the acupuncture service is provided. The patient then pays only the balance of the fee after the rebate has been deducted. This contrasts with the current system whereby patients usually pay the full fee up-front and then later claim the rebate back from the health fund.

Our information is that HICAPS will only be introduced for acupuncture if and when there is sufficient interest and consensus from the major health funds to do so, despite some information apparently being given to the contrary. The AACMA CEO has spoken with a number of health funds to test the general view. It would appear that, although there is interest from some health funds for the introduction of HICAPS for acupuncture, it is not a priority in the short term. HICAPS also requires a common provider number to be used by all health funds. At present, most health funds do not use a common provider number for acupuncture and the system for allocating provider numbers varies amongst the health funds.

HICAPS is currently being introduced for a number of ancillary providers, such as podiatrists, that already have a common provider number. AACMA will be lobbying for HICAPS for acupuncture and updates will be in the *Jing-Luo*.



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## NEWS & VIEWS

### PI Direct Relocation

The brokers for the AACMA Master Policy for members, PI Direct Insurance Brokers P/L, have moved. Their new contact details are:

**Phone:** 07 3387 2800

**Fax:** 07 3208 2200

**Email:** norahpid@bigpond.com

**Postal Address:**

PO Box 976

Springwood QLD 4172

**Street Address:**

Springwood Business Centre

Unit 5/3352 Pacific Highway

(Cnr Marrajong Street)

Springwood QLD 4127

### Qi TCM Forum

AACMA Sunshine Coast Member, Anthony Brown, would like to let members know of his Chinese Medicine chat room, Qi TCM Forum, that he runs specifically for TCM practitioners.

Find out more about the forum at:

<http://www.big.net.au/~qi/>

### Registered Practitioner Titles

Members in all states other than Victoria who have chosen to register with the Chinese Medicine Registration Board of Victoria (CMRBV) are reminded that the use of the titles *government registered* or *registered practitioner* in their advertising (including yellow pages) may be a breach of the AACMA Code of Ethics and the CMRBV advertising guidelines.

CMRBV registered practitioners are NOT *government registered* - they are registered with a statutory board, the CMRBV.

Furthermore, if the advertising does not clearly state that the registration is in Victoria only, and not in the State of actual practice, it may be false and misleading advertising as it gives the public the false impression that the practitioner is registered in the state of practice.

Practitioners outside Victoria who are not registered with the CMRBV but who use the title *registered practitioner* when referring to their accreditation under a self-

regulatory scheme may also be engaging in false and misleading conduct about the nature of such accreditation, giving the public the impression they are registered with a statutory board.

Complaints about the alleged misuse of professional titles will be referred to the AACMA Disciplinary Committee.

### Tax & ABN Update (by ATO)

Have you quoted your ABN on your tax invoice? If you are in business make sure you quote your ABN on all invoices over \$50 (excluding GST) you issue your business clients. If you do not quote your ABN your client will be obliged to withhold 48.5 per cent from the payment and then forward the withheld amount to the Tax Office. More information about withholding where an ABN is not quoted is available from the ATO website at [www.ato.gov.au](http://www.ato.gov.au) or 13 28 66.

**DON'T FORGET!**  
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Jing-Luo

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## AACMA Resources & Products

Jing-Luo

### Resources available for purchase from the AACMA

#### Members Only Products and Publications

Brochures - Acupuncture – General Information (pack of 25)	\$ 5.50
Brochures - Acupuncture – Gynaecological Problems (pack of 25)	\$ 3.75
Brochures - Acupuncture – Headaches (pack of 25)	\$ 3.75
Brochures - Acupuncture – Lower Back Pain (pack of 25)	\$ 3.75
Brochures - Acupuncture – Sports Injuries (pack of 25)	\$ 3.75
Brochures - Acupuncture – Stress (pack of 25)	\$ 3.75
Receipt Book – 200 receipts (if not registered for the GST)	\$ 13.30
Tax Invoice/Receipt Book – 200 receipts (if registered for the GST)	\$ 13.30
Sickness Certificate Pad (pad of 50 certificates) (old stock)	Free
Window Decal (single)	\$ 5.00
Window Decal (pack of 2)	\$ 9.00
Medical Observer subscription (48 issues)	\$280.24

#### General Publications

Australian Guidelines for Traditional Chinese Medicine Education* (Discounts available for bulk purchases)	\$ 25.00
Complementary Medicine: Ethics and Law (A/Prof MWeir 2000)	\$ 27.50
The Fertility Plan (Simon & Schuster 2000)	\$ 27.50
Infection Control Guidelines for Acupuncture (AAcA 1997)*	\$ 21.75
National Competency Standard for Acupuncture (AAcA 1995)	\$ 21.75
Traditional Chinese Medicine (TCM) & the Goods and Services Tax (GST) – A Guide for TCM Practitioners (AACMA Aug 2003)	Members Free Non-Members \$ 25.00
The BAS & IAS - A guide for AACMA members (AACMA Aug 2003)	Members Free Non-Members \$ 15.00

### Resources free to AACMA members

#### CD-Roms

E-Record Good Records, Good Business

#### Publications

Record keeping for new small business (ATO)

Wildlife conservation and traditional medicines  
(Environment Australia) - in English and Chinese

#### Products

1300 cards

*Please call the AACMA National Office to request the above items. The items below can be obtained by calling the numbers provided.*

#### Other Resources

Guide to GST (ATO)	13 24 78
Business Activity Statement Instructions (ATO)	13 24 78
Pay As You Go - What you need to know (ATO)	13 24 78

#### Postage and Handling

*Please note that a charge of \$9.35 for postage and handling will apply to all orders from resources and products from the AACMA National Office.*

Note: Publications for sale marked with \* are supplied to members on publication or when full membership of AACMA is obtained, whichever occurs first.

## Traditional Chinese Medicine Paediatrics Course 2004 presented by Helen Gordon

This course will enable you to confidently diagnose and treat all the paediatric conditions that commonly present in a general clinic, as well as give a framework for the uncommon and difficult cases.

#### Brisbane Dates 2004

3<sup>rd</sup> – 4<sup>th</sup> July  
10<sup>th</sup> – 11<sup>th</sup> July  
7<sup>th</sup> – 8<sup>th</sup> August  
14<sup>th</sup> – 15<sup>th</sup> August

#### Sydney Dates 2004

17<sup>th</sup> – 18<sup>th</sup> July  
31<sup>st</sup> July – 1<sup>st</sup> August  
18<sup>th</sup> – 19<sup>th</sup> September  
25<sup>th</sup> – 26<sup>th</sup> September

#### Melbourne Dates 2004

2<sup>nd</sup> – 3<sup>rd</sup> October  
9<sup>th</sup> – 10<sup>th</sup> October  
30<sup>th</sup> – 31<sup>st</sup> October  
6<sup>th</sup> – 7<sup>th</sup> November

#### Contact:

**Matt O'Hara**  
07 55911077

**Helen Gordon**  
02 42332988

**Favzeneh Ghaffari**  
03 93281569

**Cost: \$1200 Practitioners; \$1000 Students (prices incl. GST)**

The course has been designed as a complete unit, so single day attendance is not possible.

## Classifieds

### Clinics/Rooms

**QLD Room, Ashmore Rd, Gold Coast** (main road frontage) Modern established office with excellent serviced room for rent. Suit motivated Health Practitioner with own patient base to complement the existing Osteopathic practice. Contact Louise Crowe 07 5597 5711 BH.

**QLD Clinic for Sale, Brisbane Northside** Long established, large client base, very low overheads. One room currently rented to fellow acupuncturist. \$25,000, Te: 07 3356 6166.

**VIC Melbourne CBD** Acupuncturist's Clinic in Collins Street available for part-time rental 1 or 2 days per week. Your rental includes reception & two treatment rooms. Reasonable rates. Call Elizabeth on 0401 357 613 for more information.

**VIC Professional Room** to let on a sessional basis to an experienced acupuncturist in a very high exposure clinic in central Albert Park. Very attractive Rent. Please call Rachel on 03 9690 7918 after May 31st 2004.

**VIC Practitioner Rooms for Rent Melbourne St Kilda** Multidisciplinary Natural Therapies clinic, with prominent exposure on Alma Rd (near cnr St Kilda Rd) seeks motivated professionals to join. Would suit TCM/acupuncturist/massage therapist. Building and rooms in excellent, gracious condition, with ample parking. Contact: Zoe on 03 8598 9804 or 0402 134 124.

### For Sale

Athlegen Venus Hydraulic Treatment Table Immaculate condition. No longer practising. In storage for 6 months. As new. \$2500. BH 07 5474 2332.

### Important News for Advertisers

AACMA is pleased to provide a range of advertising opportunities for members and other entities wanting to communicate with our members. Those wishing to advertise with AACMA must be aware of, and willing to comply with AACMA's policies and guidelines with regard to advertising.

In particular, AACMA would like to bring attention to its policy on the advertising of prices. The AACMA General Advertising Policy Guideline 4 states that:

*Any prices listed within advertisements must be inclusive of the Goods and Services Tax (GST). The AACMA reserves the right to refuse to publish or disseminate any advertising material which includes prices that are non-inclusive/exclusive of GST.*

It should be noted that AACMA is strictly adhering to this policy in 2004.

Advertised prices which do not indicate the full price to be paid by consumers (i.e. the GST inclusive price) could be deemed as misleading. For further information on the appropriate advertising of prices subject to GST, please refer to the following Australian Competition and Consumer Commission (ACCC) publications:

- <http://gst.accc.gov.au/publications/bulletin12.pdf>
- <http://gst.accc.gov.au/publications/bulletin13.pdf>
- 'Advertising and Selling' (p. 38), available at: <http://www.accc.gov.au/fs-pubs.htm> (follow the links to Business General and Advertising and Promotion)

For further information on advertising with AACMA, including AACMA 2004 advertising rates, or to obtain a full copy of the AACMA Advertising Policy Guidelines, please contact Jazz Tyrill at the AACMA National Office on 07 3846 5866, or via email at [publications@acupuncture.org.au](mailto:publications@acupuncture.org.au).

## News & Views contd

### SBS Program on Complementary Therapies

Many members have contacted the AACMA office and Board Members about the SBS Insight program on complementary therapies broadcast on 30 March 2004. It was the view of many that the program was very damaging to TCM and complementary and alternative medicine (CAM) and appeared to focus on the negative aspects rather than providing a balanced view. AACMA initially became aware of the program from a user of TCM services who had been invited to present her experiences on the program. The AACMA CEO tried to get a representative of AACMA (the President or the CEO) onto the program. We were told they only had a limited number of seats and that the purpose of the forum was to have "a few selected people amongst an audience that can tell anecdotes about their treatment".

As it turned out, the program appeared to be dominated by a debate amongst medical doctors, and primarily between Prof John Dwyer who is a high-profile opponent of CAM and Dr Ian Brighthope, a CAM doctor and businessman. The program transcript, available at <http://www.sbs.com.au/insight/archive.php3>, reveals that representatives of the Sceptics and other strong opponents of TCM/CAM, as well as medical doctors using TCM/CAM, were permitted to present their views, but no representatives of the major TCM/CAM professional bodies. In the case of AACMA, we were denied attendance.

### Presenting a One and a Half Day Seminar

By Professor Guo Zhi Qiang  
of Beijing University of Chinese Medicine

#### Chinese Medicine Pearls Seminar 2004

This seminar will be held in Melbourne, Brisbane and Sydney

Melbourne: **3rd and 4th July 2004** Co-hosted by RMIT University, Melbourne  
Brisbane: **7th July 2004** (One day only) Co-hosted by Health World Ltd. (Sun Ten)  
Sydney: **10th and 11th July 2004** Co-hosted by University of Technology, Sydney



Principal Sponsor: Sun Ten Herbs (Health World Ltd)

Partner Sponsor: China Books



Seminar Topic: **Research and Clinical Applications of Chinese Medicine in the treatment of infertility, chronic pelvic inflammatory disease (PID) and menopausal syndrome** Interpretations: Dr. Greta Young

ENQUIRIES: Melbourne Dr. Greta Young (03) 9842 0253  
Brisbane Dagmar Riley (07) 3260 3338  
Sydney Bob Hayes (02) 9514 2500

AACMA is aware of two members who were invited to be part of the audience, only one of whom was allowed to speak, apparently only in relation their role on Government committees and not as a representative of the TCM profession. Refer to comments by Alan Bensoussan in the Member Profile section on pages 10 and 11.

A complaint has been lodged with SBS and updates will be included in the next edition of the *Jing-Luo*.

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# Diary Dates

## Australian Conferences and Seminars

### June

- 5 & 6 Melbourne **Traditional Cupping (Western Tradition)** presented by Bruce Bentley. Contact Bruce Bentley on 03 9509 4681 or email healthtr@planet.net.au
- 18 Sydney **Hyponotherapy** presented by Leon Cowen. AACMA NSW State Committee Function. Contact David White on 0412 131 590 or sydneycm@yahoo.com.au.
- 19 Hobart **The Hobart Integrative Medicine Hospital Where do you fit in?** presented by New Health Network. For information or bookings phone 0418 822 055 or email michael@ipmsafety.com

### July

- 3&4 Melbourne **Research and Clinical Applications of Chinese Medicine** presented by Professor Guo Zhi Qiang. Contact Dr Greta Young on 03 9842 0253
- 3&4 Brisbane **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Matt O'Hara on 07 5591 1077
- 7 Brisbane **Research and Clinical Applications of Chinese Medicine** presented by Professor Guo Zhi Qiang. Contact Dr Greta Young on 03 9842 0253
- 8 Sydney **Protecting Out Community from the Harm of Drugs.** Fairfield Drugs Policy. Contact Frank Manusu 07 9725 0877 or email drugconsultation@fairfieldcity.nsw.gov.au
- 10&11 Gold Coast **QiGong Workshop** presented by Bisong Guo. Contact John Deare 07 5531 2358
- 10&11 Sydney **Research and Clinical Applications of Chinese Medicine** presented by Professor Guo Zhi Qiang. Contact Dr Greta Young by phone on 03 9842 0253
- 10&11 Brisbane **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Matt O'Hara on 07 5591 1077
- 16 Brisbane **Gua Sha Day** presented by Bruce Bentley. Contact Sean Stocker on 07 3846 1988
- 17&18 Brisbane **Traditional Cupping (Eastern Tradition)** presented by Bruce Bentley. Contact Sean Stocker on 07 3846 1988
- 17&18 Sydney **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Helen Gordon on 02 4233 2988
- 25&26 Sydney **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Helen Gordon on 02 4233 2988
- 31-1 Sydney **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Helen Gordon on 02 4233 2988
- 31-1 Melbourne **Healthcare & Personal Services Business Academy Workshops.** Contact 1300 728 466 or Rick Donald on 0412 532 191 or David Guest on 0407 457 047

### August

- 4 Hobart **Healthy & Unhealthy Environments "What you ought to know"** presented by New Health Network. For information or bookings, phone 0418 822 055 or email michael@ipmsafety.com
- 7&8 Brisbane **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Matt O'Hara on 07 5591 1077
- 8 Melbourne **TCM Herbal Treatment of Irritable Bowel Syndrome (IBS)** presented by Yifan Yang & **Clinical Application on Tiger Warmer** presented by Mattie Sempert. AACMA VIC State Committee function. Contact Ke Li on 03 9740 3300
- 13 Sydney **Understanding Personal Injury Claims** presented by Tom Goudkamp. AACMA NSW State Committee Function. Contact David White on 0412 131 590 or sydneycm@yahoo.com.au
- 14&15 Brisbane **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Matt O'Hara on 07 5591 1077

- 19 Sydney **Chinese Medicine Clinical Research Centre's Fundraising Dinner.** Contact Angela Zhu on 0422 624 519 or j.zhu@uws.edu.au
- 20 Sydney **Chinese Medicine Industry Conference: Regulating Chinese Medicines in Australia** Contact Angela Zhu on 0422 624 519 or email j.zhu@uws.edu.au

### September

- 4&5 Melbourne **Traditional Cupping (Eastern Tradition)** presented by Bruce Bentley. Contact Bruce Bentley on 03 9509 4681 or email healthtr@planet.net.au
- 11&12 Brisbane **Traditional Cupping (Western Tradition)** presented by Bruce Bentley. Contact Sean Stocker on 07 3846 1988
- 18&19 Sydney **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Helen Gordon on 02 4233 2988
- 19 Melbourne **Gua Sha Day** presented by Bruce Bentley. Contact Bruce Bentley on 03 9509 4681 or email healthtr@planet.net.au
- 26 Melbourne **Eastern & Western Traditions of Cupping** presented by Bruce Bentley. AACMA State Committee function. Contact Danielle Slade on 03 9740 5728

### October

- 2&3 Melbourne **Traditional Cupping (Western Tradition)** presented by Bruce Bentley. Contact Bruce Bentley on 03 9509 4681 or email healthtr@planet.net.au
- 2&3 Melbourne **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Farzaneh Ghaffari on 03 9328 1569
- 9&10 Melbourne **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Farzaneh Ghaffari on 03 9328 1569
- 14&15 Gold Coast **ARCHI Toolkit, Complementary & Alternative Medicines: Towards Integrated Healthcare. Call for papers.** Contact ARCHI National Office for further information on 02 4985 3165 or email admin@archi.net.au
- 15 Brisbane **Gua Sha Day** presented by Bruce Bentley. Contact Sean Stocker on 07 3846 1988
- 16 Hobart **Practitioner Snaps & Swaps** New Health Network. For information or bookings, contact 0418 822 055 or email michael@ipmsafety.com
- 16&17 Brisbane **Traditional Cupping (Eastern Tradition)** presented by Bruce Bentley. Contact Sean Stocker on 07 3846 1988
- 29-31 Gold Coast **WFAS 2004 6th World Conference on Acupuncture Gold Coast Convention & Exhibition Centre.** Contact AACMA on 07 3846 5866 or email wfas\_2004@acupuncture.org.au
- 30&31 Melbourne **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Farzaneh Ghaffari on 03 9328 1569

### November

- 6&7 Melbourne **Traditional Chinese Medicine Paediatrics Course 2004** presented by Helen Gordon. Contact Farzaneh Ghaffari on 03 9328 1569
- 25 Hobart **Massage & Exercise "Why muscles matter"** presented by New Health Network. For information or bookings, ph 0418 822 055 or email michael@ipmsafety.com

### Regular/Ongoing 2004

**Seminar Series: New Insights into the Mind.** Melbourne, Perth Brisbane, Sydney, Adelaide, Caloundra, Geelong, Cairns, Coffs Harbour, Christchurch, Auckland. For information and dates, contact Bio Concepts on 07 3868 0699

## Overseas Conferences and Seminars

### November

- 10-12 Hong Kong **The Natural Health Fair.** Contact Rebecca Hsu on (852) 2588 5320, fax (852) 2827 4145 or email rebecca.hsu@ustrade.gov.au. www.naturalhealthfair.com

Jing-Luo

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## Who's Who at AACMA

### Chief Executive Officer Judy James

Contact Judy at [judy.james@acupuncture.org.au](mailto:judy.james@acupuncture.org.au) regarding:

Governance	Legal Issues & Claims	Regulation & Registration
Complaints	Policy Issues	Media Inquiries
Board Liaison	WFAS 2004 Academic Program	

### Operations Manager Tim Campbell

Contact Tim at [operations@acupuncture.org.au](mailto:operations@acupuncture.org.au) regarding:

Administration	Financial Management	Human Resources
Operational Issues	Member Services	IT Issues
Staff Training	State Committees (Minutes & Finances)	

### Marketing & Events Administrator Jazz Tyrill

Contact Jazz at [publications@acupuncture.org.au](mailto:publications@acupuncture.org.au) regarding:

Marketing Enquiries	Product Development	The Jing-Luo Newsletter
Publications	Events & Conferences	Advertising & Promotions
WFAS 2004 (Trade Displays and Sponsorship)	State Committees (Events)	

### Membership Administrator Kim Medcalf

Contact Kim at [membership@acupuncture.org.au](mailto:membership@acupuncture.org.au) regarding:

Accreditation	Membership issues	Professional Indemnity Insurance
Health Funds	Certificates	Change of Clinic/Contact details

### Finance Administrator Sarah Brown

Contact Sarah at [accounts@acupuncture.org.au](mailto:accounts@acupuncture.org.au) regarding:

Yellow Pages Advertising	Accounts Payable & Receivable
Membership Fees & Payment Plans	Member Stationery Orders
WFAS 2004 Delegate Registrations	

### Receptionist Kathleen Burrell

Contact Kathleen at [aacma@acupuncture.org.au](mailto:aacma@acupuncture.org.au) regarding:

Office Reception	Practitioner Referrals	Member Stationery Orders
General Inquiries	Membership Forms	Recognised Course Lists

## New Members

AACMA welcomes the following new accredited members who have been accepted to AACMA since February 2004.

Jonathon Allen	QLD	Shona Rich	QLD
Leah Buhajiar	NSW	Ashley Cox	NSW
Laura Diaz-Icasuriaga	QLD	Philip Townsend	NSW
Ha-Yong Ji	QLD	Vivienne Yoon	NSW
Irene Perrin	NSW	Ceda Jarick	VIC
Kenneth Snell	NSW	Tania Dickie	QLD
Anne Swann	QLD	Jan Hilbert	WA
Lucy Hordern	QLD	Adam Power	QLD
Johanna Evans	NSW	Mi-Young Jang	NSW
Tania Largent	NSW	Wei Ye Dolman	NSW
Gregory Cope	QLD	Luke Vedelago	QLD
Qing Yang Li	NSW	Phung Truong	VIC
Xuehong Zhen	NSW	Brenda Richardson	QLD
Graeme Hodges	VIC	Matthew Freind	QLD
Tanya Gasparovic	ACT	Matthew Stott	QLD
Sheena Maxwell	VIC	Lewis Lee	QLD
Sarah Miskimmin	VIC	Andrew Whittaker	NSW
Christopher McKeon	QLD	Jason Adem	NSW
George Baksheev	VIC		

### Student Members

Tamsin Lowe	VIC	Jerome Sarris	QLD
Zam Martin	QLD	Wing Leung Ho	NSW
Amy Shuk Yin Fu	VIC	David Ackling	NSW
Robert Bradford	NSW	Beau Mannix	QLD
Jouni Leppanen	NSW	Christopher Miller	QLD
Laurelea Lee	QLD	Alain Frabotta	NSW
Yan Ping Zhou	NSW	Ian Dummett	VIC
Neil Simmons	QLD	Barbara Moser	QLD

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