

# ➔ membership of Australian Kinesiology Association



The Australian Kinesiology Association is the **peak body** in the Kinesiology industry

Belonging to the peak industry body shows you adhere to an industry code of practice which sets high professional and ethical standards for members.

It shows you value integrity, professionalism and ongoing skills development, and you are committed to putting your client and student first.

Membership of the AKA is an investment in yourself and your business for your clients and students.

## ➔ benefits of being a member of the AKA

### credibility

As the peak industry body, the AKA is determined to maintain high standards which includes strict accreditation of courses and practitioners.

### authority

The AKA is an acknowledged authority as demonstrated by government bodies that liaise with the AKA in matters such as industry standards and qualifications.

### action

AKA continues to proactively lobby health funds on behalf of its members.

### visibility

AKA is always the first Association to come up when Googled and is often one of the first five sites on display.

### opportunity

Consumers are increasingly aware that the AKA is the one to contact to confirm RTO and practitioner accreditation and membership possibilities.

How to join? ➔ visit our website [www.aka.asn.au](http://www.aka.asn.au)

### ✓ business

- AKA has its own office and staff to assist members and the public with enquiries on a wide variety of issues
- AKA magazine 'In Touch' keeps members informed on emerging issues and developments and provides information to broaden knowledge and skills.
- AKA provides official receipt books for sale to practitioner members at discounted rates
- AKA's relationship with its recommended insurance provider ensures savings to members on business insurance

### ✓ professional development

- AKA provides a professional accreditation pathway for students
- The annual AKA National Conference is the biggest national event for Kinesiology industry professionals. Into its thirtieth year, the Conference attracts the most experienced speakers in Australia and overseas, and exhibitors with a wide range of products and services to assist Kinesiology practitioners and instructors.
- AKA Continuing Professional Education (CPE) program ensures practitioners and instructors maintain their professional obligations

### ✓ marketing

- AKA provides brochures to members to distribute to clients and students
- AKA directs enquiries from health professionals wanting referrals to Kinesiology practitioners, trainers and instructors
- AKA Consumer Awareness Campaign encourages the public to use AKA members as practitioners, trainers and instructors
- All AKA practitioner, trainer and instructor members are listed on the AKA website
- AKA Awards recognise successful members in the industry

### ✓ networking

- AKA State Branches meet regularly to increase networking opportunities, and run information evenings on numerous topics to assist the professional development of members and provide the perfect forum to exchange ideas and information
- AKA continually networks with Natural Medicine Registration Board (NMRB) and Industry Reference Group (IRG)

### ✓ industry representation

- AKA liaises with government, regulators and consumer groups for the benefit of its members
- AKA is a member of the Natural Medicine Registration Board (NMRB), the co-regulatory body that sets, monitors, improves and maintains professional standards in Kinesiology education and practice
- AKA is the Association selected by Community Services and Health Industry Skills Council to represent Kinesiology at Industry Reference Group (IRG) meetings
- AKA assists regulators preparing government policies and initiatives affecting the Kinesiology industry
- Members of the AKA are able to stand for election and participate in the governance of the Association
- AKA Complaints Committee enforces disciplinary rules and procedures
- Ongoing recognition by health funds