



Australian Kinesiology Directory

Website - 2010

www.kinesiologydirectory.com.au

Dear Advertiser,

The application form following is for entry onto the Kinesiology Directory Website for 2010. To maximise your exposure and advertising value please complete and return your application immediately. Some explanations and notes are given below. Please take the time to read these and the actual application form, carefully. However, if you have any queries please do not hesitate to call or email - 03 9578 1229, michael@kinesiologyshop.com

Cheers - Michael.

ADVERTISING REQUIREMENTS, TERMS & CONDITIONS:

- The advertising requirements, terms and conditions for website Directory are the same as in the past. However they can be viewed on the next page.

COMPLETING & RETURNING THE APPLICATION FORM:

- Please read & complete the Application Form carefully. After completion you can return the form by fax or regular mail. One can also email the form by scanning it in after completion and emailing it to us as a jpeg.

ADDITIONAL SUBURB OR TOWN LISTINGS:

- If you wish to be listed in more than one suburb or country town, please print out or copy another form and complete the relevant details. The fee for the each additional listing in this respect is only 50% of the initial cost or first listing fee.

WEBSITE LINKS:

- Your website can be linked from your listings on the Directory Website. The cost for this service is \$22. If you would like to take this option please also complete **Section D** on the application form.

CHANGES TO LISTINGS:

- Changes to listings such as addresses or wording changes can be advised at any time.

PLEASE NOTE:

- Receipts in the form Tax Invoices will be issued.
- To maximise your exposure and advertising value please complete and return your application immediately.
- Once listed, changes can be made at any time throughout the year.

www.kinesiologydirectory.com.au

Equilibrium:

PO Box 155, Ormond VIC 3204. Ph: 03 9578 1229, Fax: 03 9578 1468
Email: info@kinesiologyshop.com

Australian Kinesiology Directory

ADVERTISING REQUIREMENTS

● Kinesiology Practitioner Listings:

To qualify for the Kinesiology Consultants Listing one must:

A) be registered as a Kinesiology Practitioner Member of at least one of the following organisations, at the minimum Practitioner Level also specified below:

- i)** The Australian Kinesiology Association (Minimum Requirement - Level One)
- ii)** Australian Institute of Kinesiology (Minimum Requirement - Professional Level)

OR

B) be a Graduate of a Kinesiology College.

Practitioner Listing Descriptions:

The description of one's kinesiology work that accompany one's listing must not contain any course/seminar information or any qualifications. This section is purely to describe one's consulting work not teaching qualifications or qualifications in general. In summary - it is what you do, not what you are, or what you teach. For, example if you are also a Naturopath, you could instead write, 'Naturopathy'

● Kinesiology Instructor Listings:

To qualify for the any of the Instructor Listings one must have completed the appropriate Instructor Training course(s) or requirements for that modality, at the time of application. Instructor Listings are only available for courses that are accredited with the Australian Kinesiology Association.

● Website Links:

Listed & Linked Websites must have kinesiology content.

● General:

All words & phrases in any listing or advertising should be void of claims of 'cure' etc.

Any advertising of non kinesiology modalities is done so with assurance that the advertiser has the accompanying certificate of proficiency (e.g. Aromatherapy, Homoeopathy, Naturopathy etc.)

TERMS & CONDITIONS IN GENERAL:

1. To ensure entry into the Directory:

- a)** Payment must accompany the application form (where applicable).
- b)** The application must conform to the 'advertising requirements' above, at the date of application.

2. NO Responsibility is taken by the publisher where:

- a)** forms have been completed incorrectly or illegibly.
- b)** where information is taken over the phone, or for faxed forms.

3. The publisher reserves the right to abbreviate or adjust listings or to refuse advertising in accordance with:

- a)** the 'advertising requirements' specified above.
- b)** the space requirements of the Directory itself .
- c)** any deadlines.

CHANGES TO LISTINGS

1. Website listings can be changed throughout the year, where there is an address, phone, name or description change. Changes are made at no charge
2. Changes to website listings will be made at the earliest possible time but is done so at the convenience of the publisher.
3. Additional listings that are made after the initial application will attract an additional fee.

Please contact Equilibrium if you have any queries regarding above terms, conditions & advertising requirements. 03 9578 1229, info@kinesiologyshop.com

2010 APPLICATION FORM

SECTION A: Details for Listings *as they will appear* in the Directory Website

- Email & 2nd Phone number are optional listings.
- If you have more than one address to list in the directory please make a copy of this page (and add 50% of costs below).

NAME:

SUBURB, TOWN or LOCALITY:

EMAIL:

PHONE: () 2nd PHONE or MOBILE: ()

SECTION B: Instructor Listings - Please tick as required (\$6 per listing)

- TFH Instructor Kinergetics Instructor Three In One Facilitator
- Edu-K Instructor ICPKP Instructor NLK Instructor Neuro Training Instructor

Other.....

SECTION C: Kinesiology Consultants Listing (\$11)

- To qualify for the Consultants Listing one must be registered as a kinesiology practitioner or kinesiology college graduate as per below.....

- Australian Kinesiology Assoc. (min. Level 1) The Aust. Institute of Kin. (min. Level: Professional)
- Kinesiology College Diploma Graduate. Name of College/Diploma.....

- Circle a maximum of 5 descriptions from the examples below OR specify 'others', all indicating the area of kinesiology practised (no references to courses taught are allowable - clinical work only)

STRESS MANAGEMENT LEARNING DIFFICULTIES EMOTIONAL WELLBEING GENERAL KINESIOLOGY
SPORTS KINESIOLOGY APPLIED PHYSIOLOGY KINERGETICS DEPRESSION ALLERGIES
NUTRITION FLOWER ESSENCES HOMOEOPATHY PAIN RELIEF CHRONIC FATIGUE LEAP

OTHERS.....

SECTION D: Website Link \$22.00

Your website can be linked from the Directory Website. The cost for this service is \$22 for the year.

My website address is:.....

SECTION E: Payment Section - Please add up all your listing costs in Sections B, C & D.

I enclose total payment of \$..... using payment method as ticked below:

- Cheque Money Order Visa MasterCard

Name On Card..... Exp __ / __

Signature.....

Cheques payable to Equilibrium

**Return Form To: Equilibrium
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