

# **Equilibrium Kinesiology Supplies**

## **A Brief History of 35 plus years**

**1984:** Equilibrium is registered as a business by Philip Rafferty, an early pioneer of Kinesiology in Australia, and is established in Melbourne as a distributor of Kinesiology Materials with the additional aim to promote Kinesiology across the country. Quickly following Equilibrium's inception, Michael Wild comes on board. Equilibrium beginnings are importing and publishing Touch For Health (TFH) materials.

**1985:** Philip leaves Equilibrium & Michael takes on the entire Equilibrium project, waving a fond goodbye to Philip as he embarks on a lifetime of promoting and developing Kinesiology on Oz and across the world. Further TFH supplies are published in Australia, as well as that from other newly developing Kinesiology modalities

**1985 onwards:** Equilibrium attends the annual kinesiology conferences across the country (to this day).

**1986 onwards:** Michael & Equilibrium become a focal point for organising International Kinesiology Founders and Authors to visit Australia and run workshops. In addition there is involvement in orchestrating Kinesiology Conferences.

**1989:** Equilibrium publishes the world's first Kinesiology Directory of practitioners and instructors printing thousands of copies each year. UK and Canadian equivalents are modelled on this experience. In the 2000's this directory goes on line and is still in existence today at [www.kinesiologydirectory.com.au](http://www.kinesiologydirectory.com.au)

**1990's:** Kinesiology begins to take off and Equilibrium grows into a full time business supplying 100's of Kinesiology books, charts and materials around the world, with distributors in UK, South Africa, Asia and New Zealand. By now Equilibrium distributes and publishes a number of Kinesiology texts for many authors including Touch For Health, Three In One Concepts, Edu-K, Hyperton-x, Biokinesiology, Professional Kinesiology Practice Int, Kinergetics, Rhythmic Movement Training and more.

**1993:** After running the business in the leafy Melbourne suburbs of East Kew/North Balwyn for 9 years, Equilibrium moves southward to Ormond and opens a shop to the public broadening its range of retail product to include books on other natural health and inspirational topics as well as selling crystals, giftware, oils and incense etc. .

**2001:** Equilibrium goes on line

**2000's:** Equilibrium is recognised as a leading world supplier of Kinesiology Materials and as alleged (by international customers) to be the only full time general Kinesiology Supplies 'walk in shop' in the world.

**2014:** Equilibrium celebrates 30 years!

**2015:** Equilibrium purchases Brain Gym Books from long time friend & colleague, Barry Summerfield and begins publishing Brain Gym materials in Australia.

**2015:** After 22 years at 457 North Rd Ormond Equilibrium moves up the road to 523 North Rd. Ormond.

**2017:** After 14 years working for Equilibrium, Brendan Rohan, of Skyflowers (and Equilibrium's Essences Guru) leaves. Thank You Mate !

**2018:** Equilibrium launches new on line shopping website

**2019:** Equilibrium turns 35 !

**Over the years, Michael/Equilibrium has received 8 International and National awards  
for contribution to the growth and development of Kinesiology.**

*Michael would like to thank all those people who have supported and contributed to  
Equilibrium's success and development over the years. None more than the thousands of customers.  
A special thank you to Philip Rafferty for the initial inspiration.*