

Equilibrium Kinesiology Supplies

A Brief History of 38 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 in Australia and across the world. Further TFH supplies are published in Australia, as well as those from other newly developing Kinesiology modalities.

1985: Michael, Franca & Equilibrium attend annual kinesiology conferences across the country (to this day).

1986: Michael, Franca & 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 2000s this directory goes online and is still in existence today at www.kinesiologydirectory.com.au

1990s: Kinesiology begins to take off and Equilibrium grows into a full time business supplying 100s 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, Kinergetics, Rhythmic Movement Training and more.

1993: After running the business from home in the leafy Melbourne suburbs of East Kew and 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 modalities and inspirational topics as well as selling crystals, giftware, oils and incense etc.

2001: Equilibrium goes online.

2000s: Equilibrium is recognised as the leading supplier of Kinesiology Materials and becomes the only full time Kinesiology Supplies 'walk in shop' in the world, with interstate and international customers regularly visiting.

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 online shopping website

2019: Equilibrium turns 35!

2020: Michael and Franca, with Equilibrium in tow, move to country Victoria, for their long awaited tree change! After 26 years as a shop front for Kinesiology Supplies and other wonderful items, the business closes its doors in Melbourne to become an online mail order business only.

2022: Equilibrium continues to grow.

Over the decades, Equilibrium has been recognised as the world's most famous Kinesiology products shop, and will continue as the foremost supplier of Kinesiology and related materials via website, phone and email.

Throughout the years, Michael, Franca and Equilibrium have, individually and collectively, received numerous national and international awards for their contribution to the growth and development of Kinesiology.

We extend heartfelt gratitude to all the people who have supported and contributed to Equilibrium's development and success over the years. None more so than the many thousands of customers.

A special thank you to Philip Rafferty for the initial inspiration.

Michael and Franca Wild