

Equilibrium Kinesiology Supplies

A Brief History of 40 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 in Oz and across the world. Further TFH supplies are published in Australia, as well as supplies 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

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 the suburb of 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 is alleged (by international customers) to be the only full time general Kinesiology Supplies 'walk in shop' in the world.

2014: Equilibrium celebrates 30 years! (see some responses next page)

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 website.....

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.

2025: After 41 years Equilibrium is sold and has a new owner and the opportunity to grow well into the 21st Century after many years of foundation work in the industry.

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 materials via an on-line platform. Also throughout the time, Michael, Franca and Equilibrium have, 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.



30th Birthday responses - July 2014

Well Happy Anniversary Indeed!! 30 years - Wow! There are now many Kinesiologists that were not even born when you started Equilibrium!!!!!!!!!!!!!!

You both should be very proud and honour yourselves for the invaluable and vital service that you have provided the Kinesiology Profession that has developed in Australia, as but for your hard work to provide a centralised resource for All Kinesiologists, the profession would be less well developed than it is today!!!

Charles Krebs - Founder LEAP Kinesiology and author of Energetic Kinesiology - Principles & Practice.

Happy 30 solar returns to you & staff. Wow, what a milestone, keeping up the good work. Such an important space and business, for many businesses.

MiriAM Seward - Kinesiologist and Founder, I AM Essences

Thank you for your fabulous and ongoing work for Kinesiology - we are all blessed.

Desma Carver - Kinesiologist, VIC

Wow! Since 1984...it's quite an achievement, and during that time Equilibrium has been such a mainstay in our Kinesiology world. Congrats and well done!

Ed Faust - Kinesiology Connection, ICPKP College.

Happy Birthday to Equilibrium and well done on keeping all Kinesiologists balanced.

Lorriane Bell - Kinesiologist, VIC

Congratulations, on such a wonderful effort! To create such an enterprising business and dedicate so much of your lives to helping us all, is so inspiring.

Kym Cooper - Kinesiologist, VIC

Wow....another big celebration. 30 years young'. It certainly has been a JOURNEY for you and the kinesiology community. We have been very fortunate to have had Philips Rafferty start up with Touch for Health, and both you and Franca continuing on so that all of us in the TFH/Kinesiology family had access to all the books and CDs etc, for our continuing education and enjoyment in furthering our skills and knowledge. With the very warmest of wishes and thank you for continuing Equilibrium's success.

Lyn Dunn - Kinesiologist since 1982, VIC

Congratulations on reaching 30yrs in your kinesiology bookshop!

Melanie Bennett - Kinesiology Instructor, South Africa

A very HAPPY BDAY to you at Equilibrium! And, a HUGE thank you for what you do, as without you, we wouldn't be able to help our clients as much :) Many thanks!

Belinda - Kinesiologist, NSW

Happy Birthday!. Congratulations on such an awesome achievement.

Chris Galinovic - Kinesiology Instructor, QLD

Congratulations on your 30th anniversary - what an achievement

Sue Dawson - Kinesiology Instructor

Thanking you for 30 years of learning, magick and kinesiology.

Tania Evers - Shop Customer, VIC

30 years ! Unbelievable !. What a credit to you both.

Kathy Carmuciano - Kinesiologist, VIC