



The Australian Hypnotherapy Journal

The official journal of the Australian Hypnotherapists' Association

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Letters to the Editor should be clearly marked as such and be a maximum of 200 words.

Editor: Chereyl Jackman

Proof Reader: Bruni Brewin

Front Cover: Whitehaven Beach, Whitsundays, North Queensland (*Your Photos are welcome*)

President's Report

Mailin Colman

Greetings members,

It's Spring!! A favourite time of the year for both weather and colour. Our thoughts are with all of those who have experienced these very early (and devastating) bushfires and continuing drought – may the spring rains please appear and soon.

The big topic on all minds here at the AHA is the conference! What a weekend it was. The feedback continues to roll in with such delicious phrases as



- *"I have attended many professional conferences over the years and the calibre of the presentations at this conference was world class."*
- *"I must admit the conference seemed so very well organised and structured. As a presenter it was a breeze ... you always knew what was expected of you and had everything you needed. the support was great."*
- *"And thank YOU and everyone who worked so hard and selflessly to make this such a flawless conference. You brought us wonderful, inspiring guest speakers and found the best of our own community, and arranged everything with such professionalism. It could not have gone better!"*
- For more fantastic feedback, please visit the [AHA Facebook](#) page where positive comments continue to roll in and presenters and attendees alike continue to post wonderful things.

A massive thank you to our amazing speakers and please know that the AHA national committee feels that we could not have chosen better! The atmosphere at the conference was electric. Attendees were so enthusiastic and participatory in every way – it was a truly amazing place to be. To the national committee who took on the roles of introducing speakers, keeping time and supporting them – another huge thank you. They truly did an incredible job.

As many involved have said (and I quote our Vice President here) "It will take a while to get off this cloud of euphoria". I second that motion.

Hypnotherapy Council of Australia

The HCA AGM was scheduled on Friday 13th September to coincide with the conference and both myself and Brett Cameron attended. The HCA directory has been updated to include all members of all HCA associations and members are reminded to contact the HCA to add further information to their listings if you have not done so already. Please use this link and remember, the more information on your listing, the more you feature in the search engines! <https://hcaaustralianhypnotherapistsregister.com.au/national-hypnotherapists-register-amend-listing/>

The HCA will also be conducting HCA roadshow information events around the country so stand by for further information on those.

This is the last edition of the Australian Hypnotherapy Journal until January so please let me take this opportunity (albeit very early) to wish you all a great summer, Christmas, New Year, etc! May you all be healthy and prosperous – whatever that may mean to you.

Warmest regards,

Mailin Colman

AHA National President

National Hypnotherapists Register Australia: <http://www.ahahypnotherapy.org.au/find-a-practitioner/>
AHA guidelines & policies: <http://www.ahahypnotherapy.org.au/member-area/policies-procedures-and-guidelines-for-members/> (Access requires member to be logged on)
AHA Submissions to Government: <http://ahahypnotherapy.org.au/submissions-to-government/>
State and national contact details: <http://www.ahahypnotherapy.org.au/contact-us/>

Keeping in touch ...



<http://www.hypnotherapycouncilofaustralia.com>



http://www.psh.org.au/about_psh.htm



<http://asochaorgau.wordpress.com/>

Advertise in the Journal

Advertising rates for the Australian Hypnotherapy Journal:

Full page	\$75.00
½ page	\$45.00
¼ page	\$25.00

Please Note: Payment must be made in full prior to lodging your advertisement. Details are listed in the Journal.

Contact: Australian Hypnotherapy Journal
 Editor - Chereyl Jackman
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Chereyl Jackman

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Johnson & Johnson Loses Landmark Opioid Case

Pays \$572M in the first trial of an opioid manufacturer for the destruction wrought by prescription painkillers.

The verdict comes in the first case to go to trial of more than 2,000 brought by state and local municipalities nationwide (USA) seeking to hold the pharmaceutical industry accountable for widespread opioid abuse.

Deceptive marketing that encouraged over-prescription. OxyContin – Nucynta and Duragesic are pain killers mentioned.

Oklahoma has alleged that two Johnson & Johnson subsidiaries, Tasmanian Alkaloids and Noramco, “created, grew, imported and supplied to J&J and its other co-conspirators, including Purdue, the narcotic raw materials necessary to manufacture the opioid pain medications thrust upon the unsuspecting public since the 1990s.”

Source:

<https://thehighwire.com/johnson-johnson-loses-landmark-opioid-case-pays-572m/>

Alternative Solution?

Findings indicate that hypnosis interventions consistently produce significant decreases in pain association with a variety of chronic-pain problems. Also, hypnosis was generally found to be more effective than non-hypnotic interventions.

Source:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2752362/>

Why not see if hypnosis can help you today?

To contact a therapist near you that may be able to help you in health and wellness – go here:

<http://www.ahahypnotherapy.org.au/find-a-practitioner/>

FOR AHA MEMBERS ONLY ... HAVE YOU JOINED THE AHA DISCUSSION GROUP?

Nothing could be simpler

By joining the AHA discussion group forum you gain access to the largest membership of any hypnotherapy association in Australia, a huge resource of sharing ideas to benefit our practices. It helps all members, no matter which State you are in, whether you live in a CBD or Rural District – each of us are able to communicate and share ideas and knowledge with every other member.

It's as simple as writing an email, just like you do when writing an email to a friend.

Your forum email address is:

aha-discussion@googlegroups.com.

When you are a member of the forum, you receive posting from other members, as well as being able to post yourself. You can decide whether to respond to an email to be helpful, or watch other responses, or just delete the email if you have no interest in the topic of discussion. These postings can include requests for help with clients, interesting articles, and other discussion topics of interest to your hypnotherapy practice.

The one rule we have is that you do not post advertising (your own or links that have advertising of their own or someone else's business, workshops, etc).

Advertising can be placed in the Journal. Refer Australian Hypnotherapy Journal Advertising Guidelines in 'Contents' page for details of fees and page number.

We would like to see all members being involved, so if you haven't joined us yet, send an email to my personal email address:



AHA Discussion Group

Jeremy Barbouttis

02 9518 9912

jeremy@clinicalhypnotherapy.net.au

... and I will verify that you are an AHA member and add you on. (You are required to do this before you can receive or post any messages.)

The Wild Side of Hypnotherapy

Hypnotherapy being largely unregulated, has its fair share of wild claims, i.e., claims that are exaggerated, unresearched, partial truths presented as whole truths, misleading statements, personal theories that are conjecture rather than fact, and marketing hyperbole.

It is also a powerful intervention, and in the hands of some people, gives a feeling of control. This sometimes attracts unsavoury people who are overly fond of their ego and prowess. Although there is a great deal of research, much of hypnotherapy is still awaiting research scrutiny, leading to a vacuum that some fill with made-up claims and personal theories that they present as truth rather than mere ideas, sometimes becoming quite aggressive when questioned or challenged.

Entrance into hypnotherapy is open to anyone. So, unlike universities, where first and higher degrees are required to teach, well-meaning but less educated people can train. With this sometimes comes a less objective, less scientific, less considered, and more personality- or marketing-driven approach.

Add to this mix the lure of a substantial earning capacity, and a market of wannabe hypnotherapists who start out unsure of what to believe and how to proceed, and the scene is set for all manner of wild claims.

So, what type of language should you look for? What is a wild claim? Here are some examples:

Guaranteed. Hypnotherapy cannot be guaranteed. It involves a person other than the therapist. Therefore, the therapist cannot control outcomes in this straightforward manner. No talking therapy works for all people. Promising this is regarded by professional associations as unethical. If you ask any hypnotherapist if any client of theirs has failed to succeed, and the answer is no, your exit should be very swift!

Success rate. Some uneducated or unscrupulous therapists and trainers claim success rates. Conveniently enough, they tend to range from 95-99.9%. All back off from 100%, giving an impression of authenticity because if the figure was made up, surely, it would be the full 100%.

Hypnotherapists cannot provide success rates unless they have scientifically researched this. This is very rare. If someone claims a success rate for their methods, ask them if they conducted scientific research on it. Ask what their 'follow-up procedure' was. To establish success rates in therapy, a client must be followed up sometime after attending therapy. If they relapsed (e.g., started smoking again), they did not find lasting success. A thank you card a week later is not evidence.

Even at follow-up, some smokers have relapsed but may say they succeeded to please the therapist or avoid embarrassment. A carbon monoxide breath test is probably the best method we have but it is not infallible, affected by the speed of exhalation, and sends a message to clients that we don't trust them. Success rates are difficult to research properly, and almost without exception, without foundation.

Here's a further issue with success rates. Let's say a client is depressed and feeling helpless and hopeless. They tend to blame themselves for life's problems, think negatively, and have a low self-concept. The therapist is claiming a success rate of 99%. If therapy doesn't work, it sends a message that while practically everyone else succeeds, they're the 1 in 100 who is a failure, or whom the therapist can't work with or doesn't like. It is a potentially damaging message to send.

Be very sceptical of success rates. If a hypnotherapist is throwing figures around without consideration, they probably have little science training and they are not being very considered. This will undoubtedly run through much of what they do, so it is a good predictor of quality.

Single session success. Schools advocating single sessions of hypnotherapy for most issues are being unrealistic. It can happen, but it is not the norm. It creates an unrealistic expectation in the public. It is also a strong signal that the approach taken will be driven by the therapist rather than the client, most probably using protocols and scripts. A one-size-fits-all approach will be used. This is an impersonal and factory-like approach to care in many cases.

It typically requires one session to even find the necessary information to begin work with a client; to know exactly what and who you're working with and formulate goals. A therapist who rushes in with suggestions

without thoroughly understanding the client may be ineffective or risky. When it comes to more complex issues, 'single session wonders' are even more concerning. With depression and trauma, they can leave clients feeling even more hopeless, helpless, worthless, unsupported, and like they have failed. Often multiple sessions are required even to deal with what comes up in therapy (it sometimes gets slightly worse before it gets better).

Guaranteed income. A therapist cannot claim this. All sorts of things have a bearing on setting up in practice – local demand, supply, a person's marketing skills and motivation, etc.

Competitiveness. Where to draw the line is awkward to say, and professional associations don't get involved in competitiveness between therapists. But it seems fair to say it is okay for a therapist to explain what they offer and why it is good, celebrate it, and say why it might be better than another type of offering by way of contrast.

Some therapists are not content with saying what they do well. Instead, they put other therapists down to elevate themselves by comparison. Claims on websites, in prospectuses, and on the telephone and email communications should also avoid personal attacks of other therapists. The author once had a competitor directly criticising their course on their website. It was left unchallenged because it said a lot about their character and conveniently put people off training with them. Attacks on competitors are risky in marketing. It often undermines credibility, creates a negative feel, and puts customers off.

Puffery. Have you seen chip shop signs saying, 'World's best chip shop'? Or software claiming to be 'The best photo editing software you can buy'. Who decides this?! In law and advertising, it is acceptable and known as 'puffery'. Subjective opinion need not be qualified or evidenced. It is typically barred from pharmaceuticals, which are based on objective research and where the repercussions are greater.

In sum, a reputable hypnotherapist will use considered language. They will, of course, want you to purchase their offering, and will celebrate it. But be on your guard. There will be an overall feeling of calm confidence in the marketing materials of the better ones.



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To access online individual or group supervision with Karen Bartle please email for further details: admin@hypnotherapy-training.com.au

when u finally think u trust someone enough to get close to them



Practice Thoughts

It is important to remember that we are not Mental Health assessors. This requires appropriate qualifications. In the event that you may have to attend a court hearing regarding one of your clients, case studies need to be detailed and accurate. A course attended by the author required students to assess the therapist's responsibilities in the proceedings of a videoed court case. The following ensued:

A doctor was being cross-examined by the prosecution. He stated that the patient had bruises on her arm and was suffering from post-traumatic stress syndrome (PTSD^{DSMIV}).

Prosecution: "Could you please quote your qualifications."

Doctor: "I am a Medical Practitioner."

Prosecution: "Are you also a Psychiatrist?"

Doctor: "No."

Whereupon the prosecution advised the jury that only a Psychiatrist was able to diagnose PTSD. He also asked the doctor how he was certain that his patient had bruising on her arm. The prosecution alluded that the doctor did not have the necessary qualifications to make an accurate assessment of the patient's condition. Consequently, his evidence was based on his opinion.

A doctor could only say; "There were marks on his patient's arm that were consistent with bruising."

In the case of her symptoms, his statement needed to be confined to what she related to him, i.e. the patient had been exposed to a traumatic event and had related intense fear and helplessness. Since the time of the event, she had had recurrent and intrusive distressing recollections of the event, difficulty falling or staying asleep, irritability or outbursts of anger, difficulty concentrating, hypervigilance and exaggerated startle response.

The DSMIV lists the diagnostic criteria for Posttraumatic Stress Disorder. PTSD can only be diagnosed by a suitably qualified psychiatrist.

It is important for hypnotherapists to ensure a client who presents with any long-term use of medication or is taking medication that gives you reason for concern, to always check with your client's doctor. If that is not possible, refer on to a medical practitioner or psychologist for evaluation before proceeding with hypnotherapy.

Note Taking

Hypnotherapists may feel taking notes helps them remember the content of the therapy session, and this is likely to be true. However, part of a hypnotherapist's job is also attending to the process of the session. Note-taking can be distracting for the therapist (and client). However, taking notes allows you to record important details verbatim without relying on memory. It also provides written proof of the contents of the session.

There is a social psychology term known as *Confirmatory Search Strategies*. This means we search for information to validate what we already think. Thus, we tend to remember information that confirms our belief system and forget information that denies our point of view. Therefore, accurate notetaking is imperative.

Collecting Information from Clients

Clients seldom answer the hypnotherapists' questions completely and fully. This happens for several reasons:

- Clients usually do not know what is and is not important to the therapist. They may believe some thoughts and feelings are quite normal, or that everyone experiences the same things. They may not have the perspective to think otherwise.
- Clients may not want to reveal *certain things* until they are sure they can trust their hypnotherapist

- Some things are emotionally painful to face or require insight and understanding to recognize. Clients may avoid issues, not as a way to deceive the therapist, but rather as a way to protect themselves. They may not realize patterns, triggers, or signs and so are not able to report them.

Another court room example of record taking that could invalidate the therapist is as follows:

Prosecution: “You say here that your client went to JohnBrowns hospital on Friday the 13th of August 2001 at 10.00am. Is that correct?”

Therapist: “Yes.”

Prosecution: “Did you ring up JohnBrowns Hospital to check that the client did actually attend on that date and that time?”

A ‘no’ answer would make the therapist look incompetent. A ‘yes’ answer would need to be verified.

The correct procedure would be to make a notation: “The client said that (s)he went to JohnBrowns hospital ...”

Whilst the need to attend court may be slim in our profession, it would be good to bear in mind how the system works. Be accurate, be transparent, know your responsibilities and keep your clients and yourself safe.



Bruni Brewin JP

President Emeritus [AHA]*; PEMAHA, LMAHA/CMAHA, SUPERVISOR

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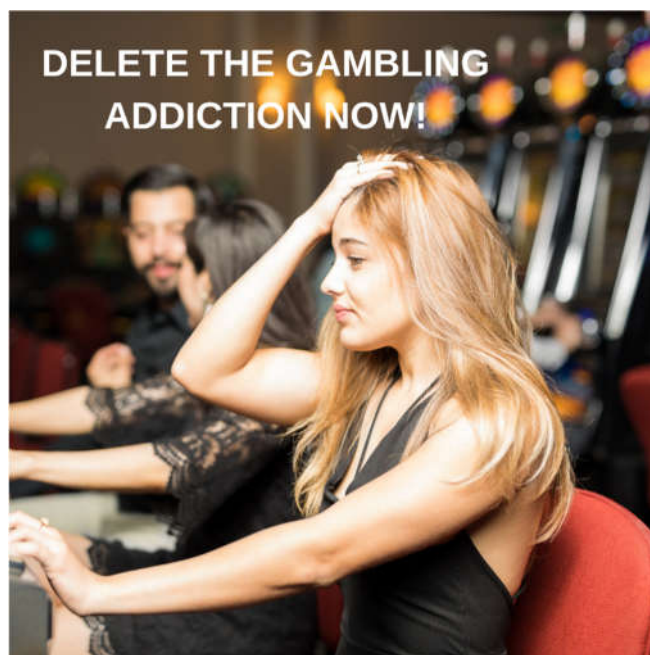
* President Emeritus is an honorary title. All writing in my emails, website, workshops, articles, media, or elsewhere, are my thoughts alone. They should not be seen to be or interpreted as the thinking of the current National Executive of the AHA



Deleting the Gambling Addiction

Australia loves winning gold medals. We love our champions and equally love it when we “punch above our weight”. But there is a series of gold medals that Australia doesn’t hold proudly. As a nation we are leading the world in our gambling addiction. Now dear reader, before I lose you, this is not a sermon from the pulpit, or a cry for more *nanny state* banning laws, this is about Australians facing a painful reality.

We have an addiction problem. It is a problem that has flown under the radar for many decades, because to have a punt is seen by many to be Australian. It is in our psyche. We love our footy, our sport, our pubs and clubs. Some like to have a flutter on the horses while some might limit their gambling to the Melbourne Cup or a lottery ticket. Gambling is all-pervasive. We cannot watch any sport event on television without having a gambling ad touting the odds, blasted at every interval. Considering that the AFL, NRL and Cricket Australia are all sponsored by gambling companies, the Australian sports fan doesn’t stand a chance. However, to many, there is a personal, family and social cost. As a country we hold 0.3% of the world’s population, yet Australia has 76% of the world’s poker machines outside of gambling-only venues.



- Australian gamblers lost AU\$24 billion in 2017 of which poker machine losses contributed \$12 billion. As a nation, in 2016-17, we bet \$209 billion, which is an average of \$11,000 per adult.
- According to *The Economist*, gambling losses per adult in 2017 (\$1,076) were 40% higher than in the next highest country, Singapore. In NSW and Victoria, each poker machine gambler loses on average \$3,500 per year in pubs and clubs alone.

Australians are hooked. The gambling companies are the dealers, the government, taking their cut of the purse, is the stand-over guy while the punter, in order to feed their addiction, keeps coming back for more. So, what is the social cost? In 2017, it was estimated that 3,350 Victorians were made homeless by gambling problems. In Victorian mental health centres, it was found that 31% of problem gamblers experienced depression. Over 4 years, coroners linked 68 Victorian suicides to problems with poker machines.

The Executive Director of Clubs Australia in 2009, Anthony Ball, argued that governments have a duty of care for the 1% of Australians who gamble irresponsibly. However, the Productivity Commission states that problem-gambling prevalence is closer to 15% while the “at risk” group is double that figure.

From personal experience, I understand the pain that families suffer when a parent has a gambling problem. My dad was an SP bookie who was always having a punt. He would come home with a new car, attributing his latest trophy to a racehorse that he backed. He was generous with his winnings. But a gambler doesn't want to talk about the losses. We lost a Merewether Beach family home that had to be sold to pay gambling debts. The next card to fall was the family business. And I'm sure this was all a contributor to mum and dad separating.

As a hypnotherapist, I've had many problem gamblers as clients who are seeing me as a “last throw of the dice”. They have lost their money, their home and their business, and if they haven't lost their family, they know that if they don't put the gambling addiction into the past now, then they will be on their own. *Client A* was a pensioner who spent most of her days at the local club playing poker machines. No-one knew that she only ate one meal a day and some weeks she would go hungry waiting for pension day. *Client B* told me that he knew that he had lost \$300,000 in the last 12 months as he had sold a house and there was nothing left.

“If you want change, but you're not prepared to put in the effort ... it is like waiting at an airport for a ship”.


I have created a 3 session Gambling Buster Program. One of the techniques that I use is a modified version of The Rewind Technique. After watching a video of Anthony Jacquin with his version of the Rewind Technique, I realised that this could be adapted to many issues including problem gambling behaviour. I love watching the change of emotion on client's faces as they “get it”. Should Hypnotherapists be interested, please contact me and I'll gladly share the methods that have I utilised.



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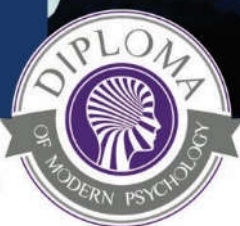
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Professional Indemnity Insurance

The AHA National Executive Committee has arranged a discounted combined professional indemnity and general public liability insurance policy for our members.

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- All participants will receive a comprehensive manual on day 1 of your 3 day workshop

Perth 2020 Workshops: Monday 16, Tuesday 17, Wednesday 18 March, 9 am to 4.30 pm each day.
Monday 2, Tuesday 3, Wednesday 4 November, 9 am to 4.30 pm each day.

Venue – 45 Tyrell St, Nedlands (corner of Elizabeth St) at the Holy Rosary Church training rooms

Meals included – morning and afternoon teas, tea/coffee and gourmet lunch

Fee – \$900 + 10% gst; **Early bird** \$780 + 10% gst if registering by 13 February for the March Workshop; 1 October for the November Workshop.

Darwin 2020 Workshop:

Monday 30 March, Tuesday 31 March and Wednesday 1 April 2020, 9 am to 4.30 pm each day.

Venue – TBA Darwin

Meals included – morning and afternoon teas, tea/coffee and gourmet lunch

Fee – \$1100 + 10% gst; **Early bird** \$950 + 10% gst if registering by 27 February 2020.

Register at: www.realisationscounsellingtraining.com

Dates for March 2020 are still being finalised. If you are interested, please contact us.

This program is recognised by the Australian Hypnotherapy Association and the Australian Counselling Association, amongst other professional associations.

Your workshop facilitator: Dr Genevieve Armson, holds formal qualifications in Training and Assessment, Supervision (MCOS ACA), Master of Counselling (Curtin University) and is a registered counsellor (level 3) with ACA. She is an industry leading professional with over 25 years' experience in supervision and training.



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In second year, training builds on the basics of the first year but emphasises the application of the principles to working with people.

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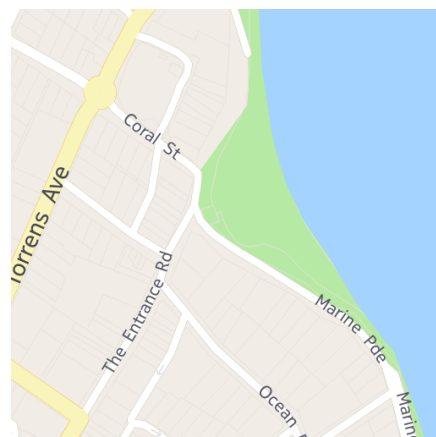
Email: psychotherapy@hypnotherapytraining.net.au

Phone: Karen 0417 999 549 or Kaz 0466 043 611

TRAINING DATES Year 1

October 25th, 26th & 27th	January 11th & 12th
November 16th & 17th	February 7th 8th & 9th
December 14th & 15th	February 29th & 1st March

Kaz Field Anderson. Dip.Adv.C.H, Dip.Psychotherapy
 Director of Training, Hypnotherapy Training Australia
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Accredited Diplomas with ALL Major Associations: ASCH, AHA, HCA, IICT in:
 Clinical Hypnotic Sciences, Gestalt Psychotherapy
 Classes in The Entrance, NSW

We pay our respects and acknowledge the Darkinjung Nation and their ancestors for the land on which we live and work on. We respectfully ask permission to work and prosper

Drug & Alcohol Recovery Hypnosis

Masterclass:

6 Step Program

2-Day Live Training

16-17 November, 2019 (Sydney)

Presenter: Dr Tracie O'Keefe DCH, BHSc, ND
Clinical Hypnotherapist & Naturopath

Are you prepared to handle cases of addiction ranging from heroin to alcohol and get results fast?

Are you confident to help clients who come through the door of your therapy practice with any kind of substance abuse?

Do you want to have the level of skills that enable you to instantly interrupt your clients' addictive behaviours?

Most hypnotherapists see substance abusers as the scary end of their experience in dealing with addicts.

Helping clients withdraw from life-threatening and destructive substance abuse addiction fast can be one of the most rewarding experiences for a therapist.

If you want to learn how to handle all substance abuse addictions with hypnotherapy then join Dr Tracie O'Keefe DCH in her popular LIVE, 2-day training in Sydney.

What you'll learn:

- How to attract substance abuse clients to your practice
- How to recognise addiction
- How to instantly stop addictions with hypnosis
- How to handle clients with substance abuse addictions
- How to adapt your treatment and hypnotic techniques to different types of substance addiction
- How to address addiction issues with your client
- How to rehabilitate your clients to become clean and sober
- What hypnotic language patterns to use in treating addiction
- How to become confident in working with people with addictions
- How to deal with addiction-related co-morbidity
- How to deal with clients with multiple addictions
- Practice hypnotic techniques for substance abuse pattern interrupters in a safe environment with your peers
- How to deal with drug and alcohol complications

14 hours Continuing Education Points

Earlybird rate available until 31 July, 2019.

The previous trainings sold out well in advance, so secure your place now:

[CLICK HERE FOR DETAILS](https://www.doctorok.com/drug-alcohol-training-nov-19-aha)





AHA Information and Updates

Workshops for 2019

<http://www.ahahypnotherapy.org.au/hypnotherapy-training/aha-events-calendar/>

AHA workshop information

AHA workshops are suitable for hypnotherapists, NLP practitioners, Counsellors and psychotherapists etc. They are aimed at areas such as skill development, personal development, business, health, and overall wellbeing.

We encourage all members to take advantage of these workshops as you are not only able to continue your learning, you are also networking and involving yourself in both the association and the profession.



AHA State Workshop Reports

AHA NEW SOUTH WALES – Spring State Report 2019



Newcastle Hypnosis

It is so easy to remain on a high after a visit to Las Vegas for Hypnothoughts Live 2019 and then to the AHA stellar event World Hypnotherapy conference in Brisbane. NSW and ACT were well represented and it was pleasing to see so many engaged and eager hypnos in one room. Australia's new capital for Hypnotherapy, Newcastle, had 8 attendees, and with the Central Coast thrown in, we had 12 for the region. (See attached photo) We can rest assured that Hypnotherapy is well and alive.

Next workshop in Sydney December 1:

Katina Gleeson: Neurocounselling, Using modern counselling skills and neuroplasticity to achieve life-changing results.

Jiten Damudre: Obesity; a medical perspective

Invite emails will be sent out shortly to AHA members.

Brett Cameron

AHA NSW State Executive Officer

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Email: nsw@ahahypnotherapy.org.au Web: ahahypnotherapy.org.au



AHA QUEENSLAND - Spring State Report

This quarter QLD AHA had Richard Hill present at the Spring Workshop. Richard is very charismatic and shows genuine care for people, even taking the time to individually talk to every participant in attendance (although he clearly does like to talk).

Richard is an international speaker and highly regarded in the neuro-psychotherapy and neurobiology fields. In collaboration with Ernest Rossi (mentored by Erickson himself), Richard developed 'Mirroring Hands'. He presented level one of mirroring Hands at the workshop.

Possibly due to his background in acting, he kept the audience amused and engaged. He involved the attendees and had us practising what we were learning.

One of the more challenging parts that many participants reported was learning the value of silence, and allowing the client to do their own work and draw their own conclusions.

If you haven't done Richards Mirroring Hands Workshop yet, you should. For those that missed him he will be one of the presenters at the AHA World Conference in September.

We look forward to seeing you all there!

Greg Thompson
State Executive Officer, QLD
Australian Hypnotherapists' Association
M: 0422 741 041
E: qld@ahahypnotherapy.org.au



AHA VICTORIA/TASMANIA - Spring State Report

The AHA's National and Victorian AGM's were held at Mulgrave on 23rd June.

The Victorian committee was re-elected unopposed so the SEO is Tony Ahearne, Workshop Coordinator is Janine Nash, Nina Shayan remains Secretary and Tim Falkiner and Noeline Robinson are still helping as committee members.

Clive Girdham, Tim Falkiner and Tony Ahearne then gave a three hander presentation on different aspects of problem gambling and how to treat it.

Our membership situation looks like this:

	Victoria	Tasmania		
Clinical	48	6		
Professional	58	2		
Affiliates	6	1		
Associates	1	Nil		
Students	30	4		
Fellow and Life	Nil	Nil	Total	156

Tony Ahearne
State Executive Officer Victoria/Tasmania, AHA Victoria
Mobile: 0419 190 542





AHA SOUTH AUSTRALIA - Spring State Report

A number of our SA members have expressed keen interest in participating in the online CPD that is now available, with country members who can't always get to our city workshops very pleased to have this added avenue from the AHA. So a thank you to the National Committee who have put this together from us!

Those members from SA who attended the AHA World Conference in September in Brisbane enjoyed the conference for its variety of presenters in the area of resilience and the opportunity to network with colleagues in a national and international context. Great work AHA.

Our committee is working presently towards our next workshop in November with Joy Anasta, who will talk about dealing with grief and loss in adults and children. Our upcoming SA committee emphasis for workshops and CPD continues to be to secure presenters in areas our members have identified, and is on track into 2020.

Current AHA membership of 48 is as follows:

Affiliate 3, Clinical 20, Professional 15 and Student members, 10.

Kind Regards,
Marilyn Peterson
State Executive Officer, AHA SA.



AHA WEST AUSTRALIA - Spring State Report

It was my absolute pleasure to serve on the Executive Committee alongside Mailin, Miranda and Rona during the planning of our 70th Anniversary World Conference, what a fantastic time we had.

So many thought-provoking speakers sharing their knowledge and insights. The atmosphere for the whole weekend was amazing, everyone very happy to come together to catch up with old friends, to meet and greet new ones and generally network.

We of course haven't had a local workshop due to the conference but are looking forward to November 17th when we have Gail Rogerson and Enrico Crosina with their introduction to mBIT – Multiple Brains Integration Techniques.

Our membership currently is:

19 Clinical; 22 Professional; 1 Fellow; 26 Students; 3 Affiliate.

Kindest,

Hope Wesley
State Executive Officer, AHA WA, National Treasurer AHA
Clinical Hypnotherapist & Strategic Psychotherapist
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AHA State & National Committees

National Committee



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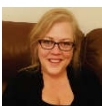


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AHA State & National Committees (*continued ...*)

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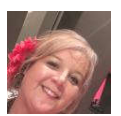
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AHA Journal – Benefits of Submitting Quality Articles

The Australian Hypnotherapy Journal Benefits

Getting published in the journal, especially now that it is recognised and stored at the National Library, boosts your credibility and begins the trust cycle with your readers, as well as:

- **Boosts Your Personal and Business Credibility:**

For many authors, being published in the Journal is an excellent way to get started. Having your articles in The Australian Hypnotherapy Journal allows them to pre-sell your ideas without you having to make any cold calls or face-to-face sales appointments to advertise your services.

- **Builds and Markets the Brand Called 'You':** Having your articles published in the Journal builds 'you' as a brand name, builds your business, and advertises your expertise. It begins or reinforces in your colleagues and prospective clients' minds what you can do for them.

- **More Effective than Regular Advertising:** Publishing your article in the Journal means you become known as the expert by the reader and this encourages trust by potential clients, before they even visit your website. There is no better way to "pre-sell" you, as the expert, than by article marketing.

- **Exposure to the Hundreds of Readers:** Your articles may be viewed by the hundreds of AHA members and other associations' members as well as the public that visit the AHA website every month! We work very hard to deliver a positive, fast and reader friendly experience that keeps readers returning for more.

- **Receive Quality and Relevant Leads to Your Website:**

People who read your articles and then click on your website link at the end of each of your articles for further information; are highly motivated prospects by the very nature of how they initially found your website.

- **Increases Traffic to Your Website:**

This is caused by the various e-zine publishers who regularly scrutinise the latest copy of the Australian Journal throughout the year to pick up quality articles for their email newsletter or website in addition to our hundreds of members who are looking to immediately benefit from your expertise. When your articles get picked up for reprints, you will often get a surge of traffic to your website, as your articles are introduced to other associations' email list members, etc.

- **You May Receive Free Ads in other E-zines:**

When other e-zine publishers come to the Journal to pick up and reprint your articles to their newsletter base, this is essentially a free ad in their newsletter. The better quality you put in your article, the higher your chances are of increased distribution by other e-zine publishers who use the Journal to find quality content to send to their readers.

- **Optimise Your Existing Article Archive:**

If you have already produced a series of quality articles, why not submit them to get even more readers and promotional mileage for your efforts? After all every article you submit to the Journal will reach new readers that would have never found your articles or website before.

- **Get Continual Traffic to Your Website for Many Years to come for Free:**

Your articles will be stored in the Journal archives on the AHA website for many years. They will also be stored at the National Library of Canberra digital archiving section:

<http://pandora.nla.gov.au/tep/114491>

- It is also the case that many e-zine publishers will pick up your articles for reprints and this could mean continual traffic over the next decade or more.

The Australian Hypnotherapy Journal

Advertising Guidelines

Submissions - News and Articles

We welcome your feedback and input in the form of news, views, poetry, letters, articles etc. Please forward these to the editor, Chereyl Jackman at:

ecs_nt@bigpond.com by the date/s noted below.

Schedule of Issues

Spring: Submissions received by **20th September** for publication beginning **October**.

Summer: Submissions received by **10th January** for publication at end of **January**.

Autumn: Submissions received by **20th March** for publication early **April**.

Winter: Submissions received by **20th June** for publication early **July**.

Advertising Guidelines

1. The Journal will refuse an advertisement if we do not consider it suitable.
2. The inclusion of an advertisement in the Journal does not imply endorsement of the product, the company advertising the product or the service being advertised.
3. It is the responsibility of the advertiser to ensure they don't offer products and/or services that are unsafe or defective.
4. Advertisers are responsible for complying with the relevant Australian guidelines for advertising their products and must be able to substantiate any claims they make.
5. Advertisers are responsible for ensuring that all claims about your goods and services are accurate. Do not claim that your goods and/or services have any special sponsorship or affiliation that it does not have.
6. When advertising the price of goods or services, the total cash price, including GST, must be provided. You must show the full price, including any commissions, charges, or postage and handling.
7. Advertisers should not advertise goods or services at a specified price if they are aware, or should be aware, that they are unable to supply reasonable quantities at that price for a reasonable period. Advertisers must not make false or misleading representations about the products and/or services being advertised. Misleading behaviour includes any kind of conduct or behaviour in business that could give a customer the wrong impression or may potentially breach the Trade Practices Act.
8. Disclaimers should be specific, clear and highly visible.

9. Advertisers do not exert any influence on the editorial content, selection of content or presentation of material in the Journal.
10. If you follow a link from an advertisement you may be taken to a third party website. The Journal does not review or control the content of third party websites and is not responsible for the accuracy of the information contained, or the views expressed, in those sites. If you supply information to those sites, or access their products and service you do so at your own risk.
11. Advertisers should not accept payment if they know, or should know, that they cannot provide the kind of goods or services promised.
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13. When the disclosure of qualifying information is necessary to prevent an ad from being deceptive, the information should be presented clearly and conspicuously so that consumers can actually notice and understand it. The Journal Advertising Policy may be revised periodically.

Artwork

Artwork is the responsibility of the advertiser and needs to be sent to the editor as an email attachment. Preferred document type is **Word**. Graphics should be submitted as **JPEGs (300 dpi resolution)**. Graphics can be resized to full page or as required. Entire article including graphics should not exceed **2,000 words** or **5 MB**.

Bookings and Payment

Please provide your advertisement together with your payment to ecs_nt@bigpond.com before the submission date as the AHA only accepts a limited amount of advertising for inclusion in each issue of The Australian Journal of Hypnotherapy.

Please note advertising will not be accepted without the accompanying payment. Payment details are listed below.

Direct Deposit

The Australian Hypnotherapists Association,
CBA, Paddington, NSW
BSB: 062 220
A/C: 10012818

Advertising Rates

Full Page	\$75.00
Half Page	\$45.00
Quarter Page	\$25.00

Benefits of AHA Membership

Once you are a member, the AHA offers you a unique combination of benefits.

These benefits include:

Professional Opportunities:

- The prestige of being part of the oldest and largest professional hypnotherapy association in Australia recognised nationally and internationally
- The opportunity to attend international and national hypnosis conferences at reduced registration
- The circulation of details of forthcoming AHA workshops and seminars giving you access to advanced specialist hypnotherapy training
- The opportunity to be published in the Australian Hypnotherapy Journal
- Free subscription to 4 issues per year of the Australian Hypnotherapy Journal – this journal is subscribed to by universities and libraries around Australia
- Free publication and distribution of regular *News Bulletins*
- Upgrading to higher membership levels as soon as you qualify.

Promotional Opportunities:

Free listings on the AHA Practitioner Directory

- <https://www.ahahypnotherapy.org.au/find-a-practitioner/>
This includes:
 - “find a Hypnotherapist” search by postcode, suburb or name
 - Free active link to your own email address and website(s)
 - Personalised description of your qualifications and specialities
 - Able to update any time for no cost
- Use of *AHA Logo*
- Free inclusion (where applicable) in the *Foreign Language Speaking Register*
- Free dedicated referral facilities from the AHA Advisory Line by an experienced, specialist hypnotherapist to all professional and clinical members (our 1300 552 254 number is available to members and the public between 9:00 am to 12:00 pm Monday to Friday)

Professional Support:

- Strong support network – access to professional supervision with trained AHA supervisors willing to support your career progress
- The publication (within the AHA website) of regional information to Registrants seeking peer group or personal supervision arrangements
- Access to AHA administration support willing to assist with clinical and administrative information / support
- Receive all membership mail outs
- The Forum – online case discussion where you can ask questions of other members about any issues you may encounter
- As a member of the AHA you have the opportunity to establish professional relationships with hypnotherapists throughout the world

Professional Security / Credibility:

- Access to **discounted Professional Indemnity & Public Liability Insurance**
- Health fund provider numbers allowing rebates for your clients (the list of health funds can be found here: <https://www.ahahypnotherapy.org.au/member-area/your-membership-details/>)

- Advice with regard to obtaining *Criminal records bureau disclosures* (WWC and Police checks)
- Ongoing updates with regard to government legislation concerning the hypnotherapy field
- Opportunity to create positive change in the industry by becoming a committee member
- Representation to and dissemination of relevant information from the Department of Health and Aging and other relevant agencies
- The provision of relevant information on all aspects of the profession to registrants, the media and public

International reciprocal alliances:

- Automatic acceptance under an *international reciprocal alliance* into either the General Hypnotherapy Standards Council (GHSC UK), the Association of Registered Clinical Hypnotherapists (ARCH Canada) or the New Zealand Association of Professional Hypnotherapy (NZAPH) if relocating to those countries. Please also note that the application process and standards apply if you are entering Australia. Please call 1300 55 22 54 for further information.
 - [The General Hypnotherapy Standards Council \(UK\)](#)
 - [Association of Registered Clinical Hypnotherapists \(Canada\)](#)
 - [New Zealand Association of Professional Hypnotherapists \(New Zealand\)](#)

Access to the above benefits in individual cases is always at the discretion of the AHA Executive Member Associations:

- The AHA is a member association of the Hypnotherapy Council of Australia (HCA)

For details on how to become an AHA member go to:

<http://www.ahahypnotherapy.org.au/join-the-aha/join-the-aha/>

and download the prospectus and application forms.



The AHA a Facebook page!

Please visit and 'Like' the AHA Facebook Page

<https://facebook.com/Australian-Hypnotherapists-Association-1831236970460290/>

NOTE: Some internet links may not be accessible from this journal and will have to be manually entered if you require more information.