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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: West Australian Sunset (*Your Photos are welcome*)

President's Report

Mailin Colman

Dear members,

Happy 2018 and may the year bring all that you want it to and more! I sincerely hope that you enjoyed a good break over the festive season and have hit the new year with a refreshed and enthusiastic mind set.



AHA planning day / first meeting of the year

The AHA national committee's first meeting will take place over two days of planning on the 11th and 12th of February in Adelaide. The opportunity for all members of the national committee to meet face to face to reconnect, share ideas and discuss the AHA's future in all aspects is always a constructive and worthwhile experience. The activity assists to focus each individual's attention back on to the AHA as well as providing an opportunity for new ideas, discussion and review of old practices and possibilities for the future.

Hypnotherapy Council of Australia (HCA)

As I mentioned in my Christmas email to members on the 7th of December, the HCA sent out an email on the 27th of November regarding inclusion in the HCA directory. Feedback from AHA members indicates that this email did not reach all members. If this is the case for you, please email president@ahahypnotherapy.org.au and I will forward the email to you.

To reiterate for newer members and those who are not familiar with the HCA: the HCA was formed in 2011 as the peak hypnotherapy body and is responsible for advancing the hypnotherapy profession in all areas including government submissions, health fund interaction, lobbying and more.

It is important for all AHA members to support the HCA with this directory and in general so that they can progress with fulfilling their role as the peak body on behalf of all registered hypnotherapists in Australia. If you wish to obtain more information about the HCA, we encourage you to visit their website: <http://www.hypnotherapycouncilofaustralia.com/>. With encouragement and support, the HCA will take hypnotherapy into the future.

Farewell to a valued member

I represented both the AHA and myself personally in attending Cas Willow's memorial service on the 9th of January in Melbourne. Cas passed away after a very short battle with brain cancer on the 29th of December. I'm sure many of you saw the news broadcasts and Facebook posts about Cas' wedding to Heather Richards in December which was such a happy occasion preceding Cas' passing. Our thoughts are with Heather at this time and into the future, supporting her in whatever ways we can. Cas' legacy will live on through Heather. The industry has truly lost an amazing person and we will miss her so very much.

On a happier note.....

The AHA executive and myself wish all of our members and loved ones a happy, healthy and abundant 2018 and we look forward to being of service to you.

Warmest regards,

Mailin Colman
President, AHA

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

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/>
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Keeping in touch ...



<http://www.hypnotherapycouncilofaustralia.com>



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



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

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Editor - Chereyl Jackman
(07) 3204 0402 or 0434 936 613

Email: ecs_nt@bigpond.com



Chereyl Jackman

BVA; MEd; Dip. Hypnotherapy; Dip. Kinesiology / Supervisor & Mentor;
 NLP, NLK & NOT Practitioner, CranioSacral Therapist. Cert IV Workplace Training & Assessment;
 Cert IV Small Business Management, Cert IV Freelance Cartooning & Illustration.
 Editor – Australian Hypnotherapy Journal

Book Review 'Rapid Core Healing'

Author: Yildiz Sethi
Publisher: Create Space, Amazon (2016)
ISBN: 978153358731
Reviewed by: Brett Cameron

Firstly thank you to Yildiz Sethi for inviting me to write a book review on her new publication *Rapid Core Healing ~ Pathways to Growth and Emotional Healing*.

Yildiz is a Brisbane based healer with many years of experience helping people through her applications of Clinical Hypnotherapy, psychotherapy, counselling, Family Constellations; and now through her innovative Rapid Core Healing (RCH). So what is Rapid Core Healing? Yildiz suggests that it is an integration of Emotional Mind Integration (EMI) and Family Constellations (FC).

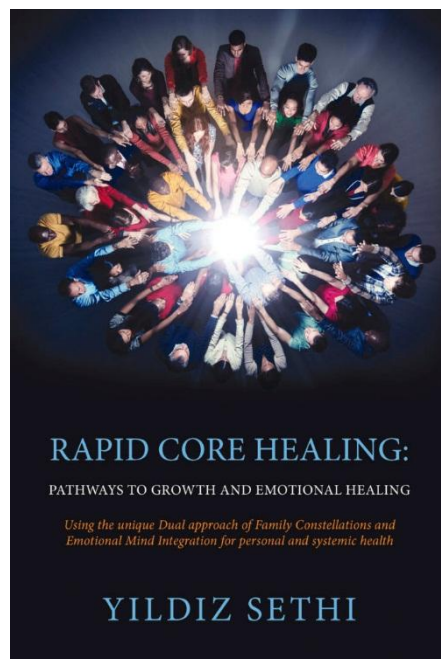
I wanted to open this book with no expectations. I had no knowledge of the art of RCH. I was curious as to what RCH is and how it could be applied in the healing arts. I was very pleasantly surprised. Every page turned gave me a clear and deeper insight into the philosophies and practicalities behind RCH and the many ways it can be applied in the healing of clients.

Yildiz has left no stone unturned in her research. She delves into the history of psychotherapy, hypnotherapy, Family Constellations and other associated modalities; linking the past with present developments. She systematically details case studies, giving the reader a ready understanding of how RCH could be applied with clients. As a reader and Clinical Hypnotherapist I found myself challenged at times as some of Yildiz's methods were outside of my preferred scope. Yet I remained intrigued and stimulated.

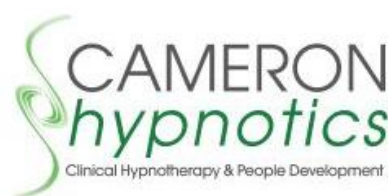
Yildiz Sethi has created a comprehensive, constructive and sometimes challenging book.

I commend this book to other hypnotherapists and psychotherapists as an entrée in a potential addition to your armoury.

Yildiz Sethi will be a guest presenter at the first NSW AHA Workshop in March 2018.



Brett Cameron, BA CHt,
 Cameron Hypnotics
 Newcastle NSW.
 Mobile: 0403 335751
 Email: brett@cameronhypnotics.com.au
 Web: www.cameronhypnotics.com.au





Alternative Solutions

Bruni Brewin

www.brunibrewin@bbbenefits.com.au

Irritable Bowel Syndrome (IBS)

IBS affects 10% of the Australian population at any point in time and about 40% over a lifetime, according to the *MJA* Narrative Review.

The reviewers argued that in general, the condition was not well handled within the Australian health care system, leading to “frustration and dissatisfaction in patients and doctors alike”.

Sydney gastroenterologist, Dr Katie Ellard noted that [a randomised trial at the Alfred Hospital in Melbourne](#) involving 74 patients with IBS found that gut-directed hypnotherapy was equally as effective as the low FODMAP diet at reducing gastrointestinal symptoms. (As posted in the AHA last Journal.) Ellard had referred several patients for hypnotherapy and was “impressed by the results”.

Gastroenterologist, Dr Simone Peters told *MJA InSight* that when choosing a hypnotherapist for IBS, doctors should refer to “a specialist gut-directed hypnotherapist with a thorough understanding of IBS and a background in gastroenterology”.

Alternative Solution?

Some Members of the AHA have undergone training by Gastroenterologist, Professor Peter Gibson, Dr Sue Shepherd in the FOODMAP diet and in Gut-Directed hypnotherapy, throughout many States of Australia.

You can obtain details of such qualified IBS hypnotherapists near you, from the AHA National Advisory Line 1300 552 254 (9:00am – 12:00pm)

Ref: Colyer S. *MJA InSight*, Issue 38 / 2 October 2017.
Ending diagnostic uncertainty about irritable bowel syndrome.

For details of a qualified hypnotherapist near you:

<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.)

Historical and Influential Masters of Hypnosis:

"We are not makers of history, we are made by history." ~ Martin Luther King, jnr

I have always been a reader and absorber of knowledge with a crazy bent on turning that into wisdom. I formally commenced my studies in the 1990s by completing a Bachelor's Degree of the Arts, majoring in history. It could be said that the study of histories doesn't lead to vocational nirvana. However I would argue that it gives one a broader insight into the errors, lessons, successes, trials and tribulations of those who have beaten a path before us. And if I want to be, for my clients, the most skilful hypnotherapist, then I too must have a knowledge of those pioneering practitioners. Over the next months I will be writing of the esteemed physicians and scholars who have made the road smoother for the modern day traveller.

I thank David Kennedy (AHA Hall of Fame member) for his inspiration. I had a conversation with David recently where I thanked him for being the passionate and dedicated teacher and mentor that he has been to me. David's health is failing him, yet his light is still burning bright. I dedicate these histories to David and his love of our craft.

I will be covering the contributions of Franz Mesmer, James Esdaile, James Braid, Milton Erickson, Hippolyte Bernheim, Emile Coue, Jean-Martin Charcot and others.

Franz Anton Mesmer (1734-1815)

When reading history, my association with that reading is centred on having an understanding of people, time and place. That principle is a good starting point when exploring the life of Franz Mesmer. Mesmer was not a hypnotist. That term wasn't coined until 40 years after Mesmer's death by Scottish physician James Braid. Mesmer was a healer. His modality of choice was "magnetism". He believed that an invisible liquid energy passes through and around all living things, and if that energy was out of balance then the result would be illness of the body and mind. He was a hands-on practitioner in the literal sense. His theories and practices were controversial at the time as he challenged the orthodoxy of the traditional physicians.



mesmerise: verb. Capture the complete attention of (someone); transfix "He was mesmerised by the work of the artist."

His name has entered the English daily lexicon as a verb yet his story and influence is little known. Franz Mesmer was born in Iznang, a rural town in modern day Germany, but in *his* time it was a part of the Austro-Hungarian Empire. He appeared to be an energetic man with an enquiring mind who was on a quest to find his way in life. He initially studied theology, however there is no evidence of him finishing his studies. At the age of 25 he entered the University of Vienna claiming to possess a PhD. He studied law for a year and then transferred to medicine; a field that gave him fame and occupation for the rest of his life. To be a graduate of Medicine from a prestigious European University was the entrée to society that Mesmer craved.¹

Mesmer was born over 280 years ago. By today's standards, medical practice was primitive. The common cures for most conditions were the administering of "bleeding and purging". It was thought that if the body was holding an illness then it could be cured by allowing the body to release the poison through the skin or by vomiting. Surgery was a painful option, as anaesthesia hadn't been invented. There was no inoculation available for common diseases and viruses. Most physicians would be known today as medical herbalists.

Society was in the grip of major change. The eighteenth century was the age of enlightenment. It was an era that heralded in religious tolerance, individual liberty and a separation of church and state. New philosophies were promoted and encouraged. It was the time of Francis Bacon, Voltaire, Rousseau, Descartes, Diderot and Kant. Jean-Jacque Rousseau was arguing for a society based on reason, rather than (Catholic) faith. Rene Descartes was challenging all previous philosophies scientific. It was the time of exploration. When Mesmer was seeing patients in his salon in Vienna and later in Paris, the Great Southern Land was solely occupied by the first Australians. James Cook hadn't even joined the English Navy. The United States was on the cusp of independence from Great Britain. It was a time of revolution. While Franz Mesmer was treating his patients with his magnetic sweeping of arms in his new home town of Paris, the King and Queen of France, along with their key supporters from the ruling classes, were

¹ Waterfield, Robin, Hidden Depths, The Story of Hypnosis, Pan, London, 2002, p.65.

losing their heads at the guillotine. The French Revolution was in full swing. Perhaps this societal movement of change was fertile ground for Mesmer's unorthodox practices to flourish.

Mesmer was an enigma. He was both loved and loathed. His methods were never scientifically proven as when a test of his methods was requested, he managed to escape enquiry. He was a populist and a healer. In Vienna he married into monied society and became a patron of the arts, becoming an early patron of Wolfgang Amadeus Mozart, sponsoring his early successes. It was the introduction to the upper echelons of Viennese society that enabled Mesmer to establish a clinic that attracted the wealthy women of society, whose funds allowed him to offer services to the poor for free. It is interesting to note that it wasn't until his fortieth year, that Mesmer became fascinated with the supposed effects of magnets. Prior to that it can only be assumed that he was practising as a physician using the traditional methods of others.²

Dave Elman argues that Mesmer's success was in part due to the power of suggestion. Some of Mesmer's methods would have raised a questioning eyebrow in any era. One technique was to have a large tub of water in a room with various "magnetic" rods hanging over the side. He would encourage his patients to touch the rods or to place the rods on afflicted body parts to facilitate healing. People believed that the magnetic flow through their bodies would lead to a cure. His popularity was reflected in the many hundreds of patients a day who would queue to see him. To accommodate them all, he would "magnetise" a tree in the garden. If people were to either touch the magnetised tree or hold a rope that was attached to the tree then healing would begin. Once again, it was the success of power of suggestion.³

Mesmer's egocentricity created as many enemies as followers. The type of therapy performed by Mesmer was as repugnant to contemporary medicine as contemporary medicine was to him.⁴ "He would sit in front of a patient with his knees touching the patient's knees, pressing the patient's thumbs in his hands, looking fixedly into the patient's eyes, then touching the patient's hypochondria and making passes over the limbs." Many patients felt peculiar sensations or fell into crises.⁵ Mesmer was increasingly questioned as to the validity of his methods. Viennese doctors were concerned with the 'trance' state that his patients exhibited, labelling his work as sorcery.⁶

He moved to Paris where his career reached another pinnacle. Yet just as quickly as he soared, controversy once again led to his demise. The last 20 years of his life was spent in relative obscurity as he moved back to the land of his birth. He was a faith healer in an age of reason. The medical professionals of the time had no way of dealing with neuroses and psychosomatic illnesses. Waterfield suggests that Mesmer is an ancestor of modern psychotherapy.

So what has changed in over 250 years? I feel that I know Mesmer. I know of contemporaries whose methods have been questioned, yet their clients achieve varying levels of success. I know of practitioners whose philosophies fly in the face of conventional reasoning, yet they too, are helping people to heal. I know of modern healers who have allowed their ego to get in the way of their natural abilities. I would argue that Franz Mesmer lived his professional life in a state of flux. On one hand believing that his methods were helping people (he had the evidence of client testimony) while at the same time working to have his methodology accepted by his peers in the medical world.

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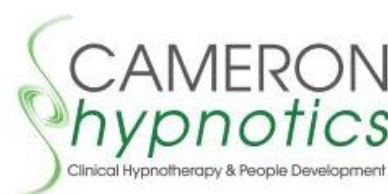


Brett Cameron, BA CHt,
Cameron Hypnotics

Mobile: 0403 335751

Email: brett@cameronhypnotics.com.au

Web: www.cameronhypnotics.com.au



² *ibid.*, p.69

³ Elman, Dave, *Hypnotherapy*, Westwood Publishing, USA, 1964, p. 23.

⁴ Ellenberger, Henri F., *The Discovery of the Unconscious*, Fontana Press, London, 1994, p. 63.

⁵ *Ibid.*, p.63

⁶ *Opcit.*, Waterfield, p. 74.

Should Video Calls such as Skype be used by Hypnotherapists?

Video calling, such as Skype, brings the world closer together than ever before. Hypnotherapists can increase their client base to almost anyone in the world with a respectable internet connection. It frees them of their local catchment area, and potentially increases custom by allowing them to explore cheaper online marketing using blogs, social media, YouTube, etc.

The therapist can work from even the tiniest and most unlikely consulting room, and reduce overheads. They can reduce travel, which is good for their pocket and the environment. The smell of smoke from a smoker, or overdose of perfume, isn't left lingering in the therapist's home. There is a clear delineation of the work environment from the home environment. The therapist can work on the move, for example, while backpacking around the world.

Technology brings wonderful opportunities. But most technology also brings risks and some therapists may not have thought them all through.

Hypnotherapists who work on video calls, such as Skype, may occasionally put clients at risk. There are ethical implications when a therapist is not present with the client and cannot disengage them from trance or appropriately manage abreactions. In a physical setting, to disengage a client from trance, the therapist can get closer, increase their volume, and, in rare cases where all else has failed, nudge the client's foot or elbow. Although the client will eventually disengage on their own, the therapist cannot reasonably end the call. Both parties may have other engagements and commitments immediately after the planned session. Regarding volume, this is typically a restricted range online due to microphone, software, and speaker limiters, compression, distortion, and feedback.

Also, sessions can be interrupted or even come to an abrupt ending (sometimes in trance), when the software or internet connection fails. This can disturb the session considerably, especially where a client is attempting to discuss an important issue, dealing with a traumatic incident, or disclosing important and often essential sensitive details of their experience.

Just like those who do home visits to conduct hypnotherapy, the therapist has the same considerations here, however with somewhat less control over the environment in which the client resides. Being able to disengage the client with little notice or leave the premises should it not feel safe to continue, become that little bit more awkward. Having a clear agreement in place prior to the sessions can mitigate the risks associated with conducting distance therapy to some degree, however, can a therapist ensure confidentiality when it's not clear who could enter the scene at anytime or be listening in the background, home phones ringing out, clients multi-tasking, or pets and children disturbing proceedings, etc? The therapy, therapist and environment in which it takes place become much more casual and potentially disrespected.

Many insurers will not cover internet hypnotherapy at all, and those that do, will tend to only cover hypnotherapists in the jurisdiction in which they reside and for a local population. For example, Fenton Green, will only provide cover *"for Skype hypnotherapy in Australia only"*. This adds weight to concerns around risk. Assessing risk is their business.

Skype sessions, on the average computer screen, with the average webcam setup, do not allow for full body awareness.

The hypnotherapist is, therefore, working in an impoverished environment. Body language is as important, sometimes more important, as verbal communication. It transmits unconscious thoughts, such as a mismatch between a smoker verbally saying they're ready to quit and an unconscious mind that is not so sure. Feet may draw back under a chair, for example, highlighting incongruency that requires exploration.

Client's sometimes literally put their foot down when describing a newfound assertiveness. A shaking leg, out of view, may be a sign of generalised anxiety or it may be specific to what is being discussed or suggested.

On Skype, or similar, we cannot see someone picking their fingers or clenching their fist.

Up close, we can watch a client's pulse in the carotid artery for signs of deepening trance or brewing emotional disturbance, sometimes ahead of the client's conscious mind, preparing a safe place for them and preparing to grab a tissue.

On the plus side, remote communities, which have no trained therapist, may benefit. However, these are probably not the typical customer. Are practitioners being selective and balancing the pros and cons, or working with anyone and everyone?

It may also help people with agoraphobia, social phobia, etc. Yet in many communities, there are hypnotherapists who are willing to travel to client's homes.

Therapists should be mindful of the risks, mitigate as many as possible, and look for ways to enrich therapy by overcoming or counterbalancing the disadvantages, before arriving at a decision on whether internet hypnotherapy really is in clients' interests, rather than a personal or lifestyle preference or business opportunity.



Paul Peace, PhD, and Karen Bartle, MSc are Advanced Hypnotherapists, Co-founders of the **Academy of Advanced Changework Hypnotherapy & NLP Training Academy**, and Co-authors of *The Advanced Hypnotherapist*. They are based on the Sunshine Coast, and their Academy runs course in Brisbane, Gold Coast, Sunshine Coast, Sydney, Melbourne and Perth. For more information, contact (07) 53 292 293. www.hypnotherapy-training.com.au



Please refer: Australian Hypnotherapy Journal, October 2017, Volume 66; Issue No.11
The Uncommon Common Factors — Part 1, Pages 8-9.

The Uncommon Common Factors — Part 2

Colin Darcey

Introduction

Generally psychology is concerned with behaviour and so, depending on the context, may not necessarily be concerned with the nature of the human psyche and the question 'what is Mind'. However therapeutic techniques and modalities are to a greater or lesser extent based on theoretical frameworks for processes of the psyche and so not independent of this. Apart from radical Behaviourism (Davey, 1981), any behaviour modification is to a certain extent intent on bringing about change in the client's psyche. Perhaps the use of terms such as psyche and mind are a problem in themselves, given the absence of any useful definitions for concepts such as consciousness and mind. To contain this problem, in what follows, consciousness is considered to be a pre-existing potential and mind is a consequence of this potential. Also the assumption is that what it is to be human is far more broad and complex than the main stream would have us believe. For all of these reasons something more abstract and inclusive, in this case 'the human condition' might prove to be more useful and will be used in some instances. Within the context of this paper the concepts mind and psyche are considered interchangeable.

The previous article discussed certain aspects of complexity using the brain as an analogy. The content of that article is relevant in what follows, as this one builds on it to help explain, to a certain extent at least, a different perspective of Mind that will lend support for the implications of the Context Dependent Model (CDM) (Wampold, 2001).

More Complexity

Before we proceed though, one more aspect of complexity, quantum mechanics, will be briefly covered as it is relevant to completing the relationship between complexity and the human condition. Einstein

apparently on one occasion referred to quantum mechanics as ‘spooky science at a distance’, a consequence of some of the implications of the various ideas that challenged his classical view of the universe. Using these ideas to help understand and explain various aspects of the brain/mind is an emerging development, such as Resnicow & Page (2008), who argue the case for understanding health behaviour change through the lens of chaos theory and complex adaptive systems. So what follows are brief descriptions of three interesting aspects of the quantum world as implied by these theories (Feynman et.al. 2010), that it is suggested are relevant here.

The first one of interest is superposition that refers to quantum behaviour appearing as both particle and wave like. When a specific observation of a quantum process is made the quantum state reduces to one of these and the outcome will be determined to a certain extent by the manner in which the observation is made. In this context consider how we hold contradictory beliefs and the context will determine which belief is followed in that context.

A second aspect is non locality, or entanglement. For example take two entangled quantum bits, if one is observed this will impact (instantly) on the state of the other, regardless of distance, hence Einstein’s comment. The suggestion of an interconnected universe pops up in various places (here for example), and extrasensory faculties form part of this broader idea, there is also an indication of scientific credibility (Radin, 2006) for these psi phenomena.

Third is the nature of an observation impacting the outcome? In some way the observer, the quantum object of interest and the observation are a process and therefore not conveniently isolated. This aspect is expanded upon in what follows.

The general view of quantum behaviour is that it applies only at the quantum level and to individual particles (Feynman et.al. 2010). This is due to the highly complex interactions of atoms, resulting in the effects averaging out, such that the behaviour of classical physics becomes relevant at our level of experience. However this appears to be true only because the scale at which observations are made is sufficiently coarse to average out the unpredictable nature of quantum processes. For example your toaster will fail at some random point in the future (the day after the warranty expires). As the random event usually follows a sufficiently long period after the purchase date, all is well with the world. This randomness as it turns out applies to all of our experiences, which we generally accept without too much question, as the unpredictable aspect, most of the time, fits within acceptable limits.

Heraclitus is attributed (Plato in Cratylus) with the saying “You could not step into the same river twice”. This is one of many sayings he used to explain his doctrine of change, in that change is fundamental to the universe, a similar doctrine to that found in most Eastern religions. A doctrine that sees the world as constantly changing, and therefore within limits, unpredictable and random. The basis of this notion is process, such that circumstances flow rather than being incremental. We impose the incremental requirement to support measurement, repeatability, predictability etc. It is the nature of flow that is relevant to the third aspect of quantum mechanics mentioned above. The point being made by Heraclitus is that nothing is entirely repeatable, more important here is that static measurements by their nature cannot capture important information relating to the “flow” of a process. This is often a real world problem, and is quite relevant in relation to attempts to measure the psyche.

A Non Materialistic View of Consciousness

It has been suggested that the majority, if not all, of what makes up our world are essentially complex systems. Their unpredictable nature being masked by most situations being well within the constraints of stable behaviour. Where human behaviour is involved the unpredictable nature is invariably present at some level, for example, are you able to predict how the traffic will flow on your way to work tomorrow.

Also the spooky behaviour implied by quantum theory seems to apply to complex systems at the classic level. The self organising behaviour of complex systems as discussed in the previous paper (REF), can be explained at the discrete level, in terms of scientific laws, but at the holistic level of the system cannot be explained by contemporary science. The Earth’s weather system is relatively simple and has been subject

of much study, but predicting its behaviour remains a challenge. As to why it continues to do what it does rather than collapsing in on itself remains a mystery. The previous article also considered the brain as being a part of the nervous system and that this NS could be considered a complex sub-system of the human condition (a complex system). The brain is so complex that its function is currently beyond our ability to understand, and yet this complex subsystem is contained within a complex subsystem within a complex system.

While there are no useful definitions of mind etc. scientific materialism dominates what is allowable within the scientific domain. The standard belief is that consciousness and so on are artefacts of electro-chemical activity in the brain (Dennett, 1993). This places a severe restriction on progress in our understanding of the human condition, particularly as the materialistic view requires that so much of what is part of this human condition, be excluded (Radin, 2006). This is due to such things as psi phenomena challenging the beliefs of materialism. This is in spite of scientific research clearly supporting the existence of these phenomena (Radin, 2006), more reliably than other things, consistent with the materialistic model, that are accepted without question.

It is more useful, albeit unacceptable, to move consciousness to the other end of the equation. In that consciousness comes first, intelligent behaviour is a consequence of consciousness interacting with a physical process (Smith, 1990). The suggestion is that consciousness, a passive potential, is fundamental. A process such as the human nervous system (NS) interacts with this potential and the phenomena of intelligent behaviour arises, a consequence of this is mind or psyche.

Discussion

So why does the CDM suggest that technique per se is not important? Well if we consider the incredible array of complexity of the human condition it seems ludicrous, or possibly arrogant, to claim to know what the underlying mechanisms are. Looking at the psyche through the lens of complexity and chaos it becomes clearer as to why the various schools of thought that come and go, models and so on have all been unsuccessful in their quest to encapsulate the human psyche. The therapeutic techniques are based on these impoverished models. The situation then arises of an approximation being based on an incomplete description, with the resulting large error margin. In practice the theories and practices are the expression of a particular interpretation of observed behaviour, rather than clarity of the underlying mechanisms.

What the CDM also suggests is that client and therapist factors plus the interactions of these are important. In the forgoing it has been suggested that a system, be it a river or a psyche, is a flow in a constant state of change, rather than a series of static states. Further, interfering (observation) with this flow will have an impact, that is a result of the observer, the observed and the process. In other words they cannot be considered independent. Also the level of complexity means that an understanding of the underlying mechanisms is generally not possible. Rather one should be engendering a state a chaos, in which the client can self organise into a new state. The assumption is that the chaos is managed, i.e. the therapist has sufficient skill to manage the situation. For these reasons the therapist must step into the river and become part of the flow. This interference creates possibilities that will enable “the river” towards meaningful change.

Conclusion

Barber (2000) questions the value of needing a hypnotic state, Kallio et.al. (2011) have presented evidence that there are brain state correlates of an hypnotic state. Is there an answer that incorporates both these? According to Deepak Chopra “*Every great change is preceded by chaos*”. Similarly the author’s observations are that client change work occurs in an altered state, whether momentarily, for a few seconds, or longer. Erickson & Rossi (1979) made this point continually and it was a part of Erickson’s notion of ‘utility’. So perhaps the “hypnotic state” is a deliberate (induction) process of helping a client enter an altered state (a state of chaos), where the useful attributes of an altered state can be made use of more deliberately.

From all of all too brief forgoing a definition of hypnotherapy emerges that will be familiar for some and confronting or affronting for others. In this definition hypnotherapy is not viewed as a technique or specific

therapy, but the manner in which the therapist chooses to step into the river. Hypnotherapy is then a particular process that combines the therapist and hypnosis in such a way that the client is able to make their own changes. It is not something that one does to a client. The implication is that the hypnotherapist that works in this way, of being able to step outside of their own ego, will be a more effective (hypno) therapist.

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Colin Darcey

Master Cognitive Science; Master Counselling Practice; Adv. Dip. Clinical Hypnotherapy; Dip. Transpersonal Counselling; Grad. Dip. App. Psychology. Associate Member Australian Association Buddhist Counsellors & Psychotherapists (AABCAP), Member Australian Society of Clinical Hypnotherapists (ASCH), Clinical Member (AHA) & PACFA.
Mobile: 0419 808 593 **Email:** sa@ahahypnotherapy.org.au



The Uncommon Common Factors — Part 3

Colin Darcey

Introduction

In the a previous paper (Darcey, 2017) the Context Dependent Model (CDM) was discussed and presented as an alternative to the medical model, that is the more prevalent orientation within the psycho-therapeutic milieu. The support for the CDM is essentially based on a meta-analysis of the eighty or so years of research into what best explains the positive outcomes in psychotherapy (Wampold, 2001). While the analysis is rugged and statistically significant it is none the less a type of post hoc approach, i.e. it is an investigation into what appears to have been relevant, post the event. A more fundamental requirement is that the research is testing a hypothesis that is based on an explanatory, theoretical framework, in this case, of the human psyche.

This paper is one of two to be presented that attempts to describe an explanatory, theoretical framework. This one looks at the hardware (nervous system) and the second one the software (Mind). The focus on what follows is not a new theory of Mind, rather it is proposing a view of consciousness that lends support for the CDM model and implicitly questions the validity of the medical model orientation. Therefore what follows is not new or necessarily revolutionary, rather the various facts and details are being brought together in a holistic way that takes a more inclusive position of the human condition.

It is important to keep in mind that the question of whether psychology is a science and that any theoretical framework within it has validity is an open one (Edelman, 2012). This is particularly the case with Mind and Consciousness, there are no useful definitions of these concepts; they can all be considered a reflection of the philosophical bent of their author.

Neroscience 101

The standard model of brain activity that is presented by the informed, as well as the less well informed, is probably familiar to you all, to a certain extent. This explanation consists of excitatory and inhibitory inputs to a neurone from other neurones one step back in the chain. When the net effect of active inputs reaches a critical level, the neurone “fires” and electro-chemical pulses travel along the axon. These impulses trigger the release of proteins at connections to subsequent neurones, these proteins become the input to the connected neurones. Apparently there are 100 billion neurones (10^9) in the brain and these will typically make between a thousand and ten thousand connections ($>10^{13}$). At this point it would be useful to pause and consider what the relevance might be of such extraordinary numbers. The mind boggling size of these numbers begs the question, does anyone even begin to appreciate their significance?

Current materialistic explanations suggest that this complex array of neurones and connections results in the experience of consciousness and all that goes with that notion. There is no theoretical or scientific content to this belief, it just happens to fit within the materialistic paradigm. Counter to this belief for example, single cell organisms such as Paramecium, manage quite well with their single cell and no connections, learning new behaviours, procreating and so on. So for the moment regardless of the complexity mentioned above, there are no good explanations of the relevance and/or potential. Rather at this point all we can do is observe human behaviour and from this note what is possible.

Neuroscience 102

More recently additional layers of complexity have emerged:

For example there are indications that the connections between neurones rather than being simple on/off in nature, are capable of representing multiple values (Bean, 2007). Potentially adding another dimension.

A second important discovery is that neurones are sensitive to low power signals of specific frequencies, in other words are capable of detecting signals modulated within the noisy electrical environment of the brain (Radman et.al. 2007). This is an interesting notion as it has the potential to explain a communication layer within the brain, far more sophisticated than the physical connections, e.g. corpus callosum, which is the main connection between the two cerebral hemispheres.

Another interesting area arises from the collaboration of Stuart Hameroff & Roger Penrose (2014) and their work on an explanation of consciousness. This is based on the tubulin (protein) chains that form the microtubules within neurones that are the basis of a cells structure (cytoskeleton). Avoiding the technical description, their argument is that these chains are capable of holding binary states and that quantum processes are occurring that could explain consciousness. Note that a typical neurone contains 10^9 tubulins.

Complexity

At this stage then, possibly all we can suggest is that the brain is highly complex, so let us briefly explore complexity. Complex systems is an area of study that has tended to focus on such things as weather patterns and social systems. However the majority of our experiential world is largely comprised of complex systems in one form or another, the human body is one such example. Some of the features of complex systems, that relevant in this context follow:

1. First they are made up of a number of complex sub-systems (e.g. brain, enteric system, heart, kidneys and so on).
2. These co-operate as a network of collective behaviour (the various components of the body participate for mutual benefit).

3. Such that self organisation occurs. The parts of the body work co-operatively to maintain a state of balance (rather than homeostasis per se). Adapting to the environment and internal states, to maintain an overall functional, cohesive process.

4. This enables and supports: adaption, evolution and emergence. Emergence is an outcome of adaption and evolution. The interesting aspect though is that for the most part it is spontaneous, novel behaviour. These emergent properties are at best difficult and usually impossible to predict prior to their emergence.

Before looking at emergence further, associated but important topics are those of chaos and attractor states. The chaos referred to here is the non-linearity of any system, simple or complex, in that changes in a condition (or value) of the system do not proceed in a predictable, or linear fashion. For example a small change can result in a large reaction. Attractor states are relatively stable states within a system that are sustained for a range of circumstances. For example water maintains a liquid (attractor) state for a range of temperatures $>0^{\circ}\text{C}$ - $<\text{BP}$. When the temperature exceeds this range there is a rapid (chaotic) change to a new attractor state, (ice or steam).

Is there a point to all of this?

Neuroanatomy and neuroscience continue to expand our understanding of the functions of the various areas of the brain. It appears that all areas of the brain can be described in this functional way, so that as knowledge of the functioning of the brain grows so do the details. These various areas can be considered complex sub-systems of the brain as a system. The various areas working collectively to support a (usually) cohesive whole. Chaos helps to explain how stimuli and mental states can produce changes in behaviour, for example the changes can sometime be quite small, and inconsistent with the behavioural change and vice versa. Attractor states are useful notions for understanding stability of the psyche in what appears to be a sea of noise. You can refer to Rolls & Deco (2010) for a detailed discussion of the topic.

Adaption to the environment can also be understood in terms of chaos and attractor states, particularly when self organisation is part of this explanation. Self organisation and the emergence of novel behaviour however do present some difficult questions. We accept the existence of the weather, ourselves and atoms readily, however a contemporary explanation of why do these bother in the first place, is to some extent a non sequitur. Science can explain only so far in regards to discrete processes and unfortunately fails with the big picture (Feynman, Leighton & Sands, 2010). Does the self organising behaviour of complex systems suggest purpose, possibly suggesting an underlying intelligence?

Earlier it was mentioned that the various areas of the brain can be described by their functions, and it appears that all areas of the brain can be explained this way. However when this has been done, there are no bits left over, so to speak. So where is memory, personality, self? No ego has been found, or an Id, or Superego for that matter and the indications are that they are not likely to be either. Therefore it is most likely more useful if these and many other psychological structures are considered logical constructs to explain aspects of the psyche, rather than having a physical existence per se.

The Nervous System (NS)

Neuroscience, cognitive science and so on largely focus on the brain, considering this as the only relevant part of the NS. If the NS is considered as a whole (system), the brain would be a part, albeit a significant one, of this system. However the heart and enteric system are also relatively complex and to a certain extent can function independently of the brain. The electrical and magnetic fields of the heart are significantly more powerful than those of the brain and its effect can be measured up to a metre from the body (McCraty et.al., 1998). There are also a number of other considerations such as acupuncture, the effect of which cannot be explained by reference to the NS as we currently understand it.

An alternative to this brain centric view, is it being one of the sub systems of the NS and even more outrageous, its role is primarily as an input/output device. Responding to sensory input with afferent signals that modulate the various body processes. Essentially an important part of the body's self organising behaviour.

Consciousness

It could be argued that given the nature of complexity that has been touched on here, then the emergence of consciousness and other aspects of the psyche are possible. This is reasonable as we cannot at this stage know in any meaningful way the potential of such complexity. The argument remains however that knowledge of what makes us human is still quite rudimentary and the burgeoning growth of knowledge in this area will require an explanation quite other than is currently the case.

David Chalmers (1995) uses the term 'hard problem' to refer to the experience of (self) awareness. He has reduced the question to something a bit more tangible, by asking a question such as 'what is the personal experience of the colour red', for example. These experiences are referred to as qualia. So how did we go from self organisation to qualia? Well, it is possible that self organisation precedes self-awareness and that self-awareness subsumes an intelligence of some sort. Such that as Hamerhoff and Penrose propose, consciousness expresses itself via the NS, rather than current popular belief that the NS is its genesis.

Conclusion

Due to the requirement to retain a particular word count (attractor state), so as to avoid the editor's reaction (chaos), there has been an all too limiting need for brevity. Only a small portion of what could have been written has been presented, however the main points are covered, if not sufficiently explained.

The author's assertion from the foregoing would be that the knowledge required to understand the brain (nervous system) and why/what it does the way it does it, is far beyond what is currently available. Resulting in explanations and conclusions based on insufficient data. A contemporary example of this would be the use of the term "right brain left brain", while the notion is useful for a number of reasons. The manner in which interpretations of the original observations were made, are clearly wrong and misleading, but the urban myth persists unfortunately.

This paper is presented largely as a sequel into the one that follows. Using the brain to explain the notion of complexity and so on, while relevant, will also be useful as a concrete analogy for an explanation of the far less concrete nature of mind processes.

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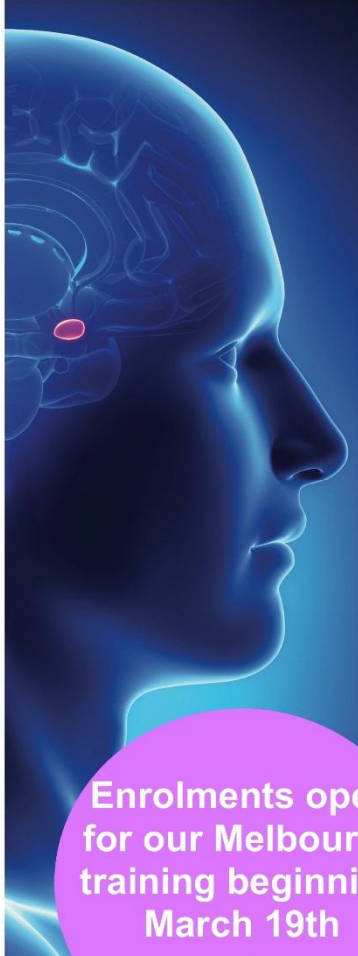
Colin Darcey

Master Cognitive Science; Master Counselling Practice; Adv. Dip. Clinical Hypnotherapy; Dip. Transpersonal Counselling; Grad. Dip. App. Psychology. Associate Member Australian Association Buddhist Counsellors & Psychotherapists (AABCAP), Member Australian Society of Clinical Hypnotherapists (ASCH), Clinical Member (AHA) & PACFA.

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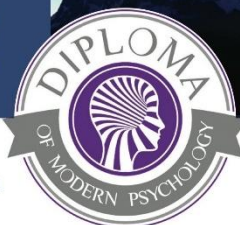
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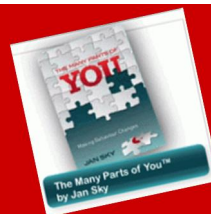
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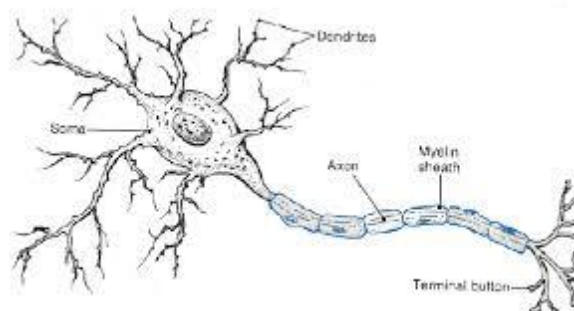
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Yildiz is the founder of two psychotherapies, a clinical hypnotherapist, Family Constellations facilitator and educator/trainer and author of three books. Yildiz lives and runs a private practice in Brisbane.

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About Noa Rothgiesser

Psychotherapist and best-selling author Noa Rothgiesser uses her many years' experience of intellectual and physical discipline to guide others in enhancing vitality and life fulfilment. Noa holds a Master's degree in somatic (or body-mind) psychology through Naropa University. Her background includes over a decade of teaching applied somatic psychology skills as part of a psychology training program, running a private psychotherapy practice and being a published author on yoga.

Noa is about to release a new book in the field of Somatic Psychology written for the general public. It is called The Mindful Body and will be released in Australia in February 2018 (Rockpool Publishing). This book offers practical, effective mind-body tools and insights blending ancient wisdom with leading edge science.

About the Presentation

The presentation is an introduction to perspectives and central concepts from the field of Somatic Psychology. Somatic Psychology essentially focuses on how the mind lives in the body and how body awareness can positively influence experience of life. Information is grounded in practical somatic counselling skills that can be applied immediately following the workshop and that can complement other approaches to hypnotherapy or psychotherapy.

The three hours will include some theory, a case study, opportunity to participate in a short practice session applying somatic skills and opportunity to reflect on learning and ask questions at the end.

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Antoine Matarasso's presentation will explore how hypnotherapy can be used to lower blood sugar levels in clients by making minor changes to habits and behaviours.

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The presentation will give participants a framework for working with clients with high blood sugar.

About Antoine Matarasso

Antoine was national President of the Australian Hypnotherapists Association he was awarded life member and President Emeritus for his relentless dedication and time given. He is still in the background providing time and his expertise to the association. He runs a successful Clinic in New Farm and has worked in counselling and therapy for more than 30 years. He actively engages with people, both individually and in groups, helping develop strategies for dealing with life's challenges. Leadership training, teaching, lecturing and public speaking have taken Antoine throughout Asia, Europe, Africa, the USA and Australia. He is a gifted communicator who regularly trains other therapists in workshops and conferences.

Workshop Times: 9:00am - 5:00pm

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9.00am- 12.30pm:	International Speaker - Noa Rothgiesser
10.30am - 11.00am:	Morning Tea
12.30pm - 1.30pm:	Lunch
1.30pm - 4.30pm:	Antoine Matarasso
3.00pm - 3.30pm:	Afternoon Tea
4.30pm - 5.00pm:	AHA General Meeting

- Last Minute Bookings accepted due to special circumstances. If your situation calls for it you are welcome at the door.
- Please try and book early to accommodate catering and organisational needs.
- Price includes lunch, arrival tea/coffee, morning tea & afternoon tea.

This workshop will benefit EXPERIENCED and NEW HYPNOTHERAPISTS alike!

We look forward to seeing you all there!

It's sure to be a fun and practical day!

EARLY BIRD SPECIAL CLOSES 29th January 2018 at 5 pm

Continuing Professional Development

Members - 2 CPD Points for GM

Members - 7 CPD Points for Workshop

Non-Members - 7 CPD Points for Workshop

To register for the workshop click below

[https://www.ahahypnotherapy.org.au/ events.registration](https://www.ahahypnotherapy.org.au/events.registration)

Warm regards,

Brian Smith

Workshop administrator on behalf of the QLD State Executive

[Australian Hypnotherapists Association](http://www.ahahypnotherapy.org.au)

AHA SOUTH AUSTRALIA

Welcome to 2018! May the year bring good health, happiness and success to you all.

The SA AHA Committee are excited to have global leader in Spiritual Hypnotherapy and emerging thought leader in consciousness studies, Peter Smith lead this full day workshop on Saturday 24 February.



Quantum Consciousness with Peter Smith

Peter will be sharing insights and work from the Institute for Quantum Consciousness. This field of endeavour embraces some of the key philosophies of Quantum Physics combined with Expanded States of Awareness. The end results are journeys that access Alternate Realities, Parallel Lives and Interdimensional Consciousness, enabling us to comprehend the true Quantum potential of ourselves.

[Full details can be found on the AHA website.](#)

[Register Now to ensure that you receive your hard copy attendee's Workbook on the day!](#)

Peter will be sharing the background to the work, the Expanding Realms of Consciousness Model and the most recent findings from a research network of 20 Accredited Facilitators in their clinical practices across Australia.

The Workshop will also include both a demonstration and an experiential component where participants can share in the energy of these journeys. Peter will also discuss his emerging work with Universal Consciousness.

What you will come away with:

- An understanding of the overlap between Quantum Physics and Spirituality.
- The incredible potential that comes from offering clients Expanded States of Awareness.
- Learn a technique you can use in your clinic to access Alternate Realities for your clients.
- An introduction to the new methodology behind Universal Consciousness.
- A short workbook attendees.

Workshop Date: 24 February 2018

Time: Registration 8.45. The workshop will commence at 9.00am and conclude at 5.00pm

Location: Adelaide Theosophical Society, Ground Floor, 310 South Terrace Adelaide, South Australia 5000

To register and find out more about Peter and the Workshop go to the [AHA website](#):

<http://www.ahahypnotherapy.org.au/eventdetails/1213/aha-sa-general-meeting-workshop-quantum-consciousness-with-peter-smith>.

Members and Non-Members are welcome.

AHA VICTORIA

Announcing our first 2018 workshop which will be presented at the Caulfield RSL by Helen Mitas

Details as follows:

Address: 4 St George Rd, Elsternwick, Vic. 3185 (please note that due to recent issues with opening times etc., it is possible this venue will be changed. If so, all efforts will be made to ensure it is as convenient a location).

How to Remove Emotional Blockages from your clients - The Hypnofit System

If your client has emotional blockages, you will not be able to successfully implement a weight loss or any other program unless you have removed these blocks.

Your clients need YOU to give them a solution to a lifelong problem.

Do you want the skills to help your clients overcome any emotional issue that they bring in to their session?

When I first started my practice, I decided to become a weight loss specialist. However, what became VERY apparent early on was that most of my overweight clients had unresolved emotional blockages which makes sense because stress hormones get stored as fat.

How can you possibly treat the symptoms of emotional eating when you haven't cleared the source?

You can't!

You are doing your clients a dis-service if you don't address their REAL needs.

Although clients come to you for weight loss, you must address the underlying issue FIRST and FOREMOST.

Do you want to provide outstanding therapy for your overweight clients so that your practice is at full capacity from word of mouth alone with no need to advertise, exactly as I have done?

What vital techniques are you missing out on if you do not do the same?

I have eliminated emotional blockages for thousands of my clients that's right, ELIMINATE, not alleviate!

A big claim, I know! But, that's what I have done over & over again when other professionals have failed.

I'm not saying that after attending my 1 day workshop that everything is going to be a walk in the park, however, I do promise you that I'll let you know everything that I did to get my business booked up 3 months in advance from word of mouth and zero advertising by specialising in the treatment of emotional blockages such as depression and incorporating that into my existing weight loss programs.

What you get:

- Live demonstrations of the most powerful technique to remove emotional blockages with precision every time
- Time Line Therapy made easy script
- How to make sure you OVER deliver on your clients expectations every time
- How to structure a program that provides a holistic solution to your client's needs and NOT just offer a band aid that is a temporary relief

The workshop commences at 10.30am sharp.

As well as the workshop, a committee meeting will be held over the lunch period to provide an opportunity for members to nominate for positions on the Victorian committee. Currently we are inviting members to nominate for the positions of State Executive Officer, Secretary, Treasurer and general committee member. Any Tasmanian members interested in joining the committee please contact us. We would also like to use the lunch period to discuss any issues or questions members would like to explore with fellow members, we have a room full of experienced therapists, let's share our knowledge. If there are topics you would like raised please let us know.

We look forward to seeing you at this workshop.

AHA WESTERN AUSTRALIA

Registration: 8:30 am for AGM attendees/ 10:00 am for non-AGM attendees

AHA (WA) – General Meeting (members only): 9.00 am – 10.00 am

Workshop starts 10.15 am

When: **Sunday 18th February 2018**

Members: **\$130 Incl. Lunch**

Where: **2 Brodie Hall Drive, Bentley, Western Australia**

Non-Members: **\$150 Incl. Lunch**

Time: **9:00 am - 4.00pm**

Student Members: **\$ 90 Incl. Lunch**

Connecting our three brains in somatic work with hypnotherapy and the energy of the field is a revolutionary new way to solve issues. This is particularly relevant to traumatic events where the physical emotional response is still there.

Often people believe they have dealt with the negative experiences by compartmentalising them or burying it deep in the memory. This is rarely effective because, the moment we really think about the event, the emotions return, including the pain, frustration, grief, and negative emotions.

The reason is that we solved it in our head but not in our other brains: the heart and the gut brain, and therefore it stays in the body.

What that actually means is, 'it is not solved!' The fight and flight responses are still running in the background on a slow burner, along with all the detrimental effects on our physical and mental health.

In emerging trance hypnotherapy, we work on solutions by emerging creativity and solutions from a conversation between the "disassociated" conscious mind (the logical head brain) and the brilliance of the unconscious mind (the heart and the gut brain) whilst we connect to the energy of the field between therapist and client.

In this AHA workshop we focus on the main principals of this work:

- *Underlying principles of emerging trance hypnotherapy;*
 - *neuromuscular locks,*
 - *the 3 brains, and*
 - *how to create the emerging trance dialogue*
- *Exercises to master the knowledge and feel/experience the change*

This workshop is delivered by Christofell Sneijders and more information can be found [here](#). Christofell has more than 27 years of experience in line management, international training, coaching processes, and therapy work with clients with severe issues. He has worked with people in countries in Europe, the Middle East, Asia, USA and Australia. In total, more than 10,000 people face to face or in small training groups. He is the Director of CastorPollux, a school for Clinical Hypnotherapy and NLP in Perth, Western Australia.

Please note that this training can be used as a pre-starter for the 5 day course commencing in March 2018.

Janine Nash

Workshop Co-ordinator, AHA Victoria

janine@acceleratelife.com.au

0488 692 722

AHA State Reports

NSW State Report - Workshop Report – November 2017

What a positive way to finish the year. The NSW AHA was blessed in November to have two very polished presenters. The feedback from members was overall very positive. The pressure is on now to keep raising the bar in 2018 to ensure that members are getting access to relevant and resourceful presentations.

Noa Belling: Noa gave us a captivating presentation on Somatic Psychology and how it can be applied successfully with our existing clients. Noa is a consummate professional. She confidently communicated her message to the audience and with the application of a demonstration, it could be said that all members were left with new positive resources to add to their toolkits. Noa has a new book “The Mindful Body” due for release in February.

Nick Sutherland: Nick apologised at the beginning for being low in energy as he was battling an illness, yet you wouldn't know it from his presentation. Nick promised that he would shake our trees and offer an alternative business structure for our existing Hypnotherapy practices. His wasn't a recipe that all could embrace, yet for many attendees he has opened minds to alternative marketing and business strategies. My first thought was ... oh really? Yet in a short space of time my mind was whirring with new ideas. He demonstrated his philosophies showing how one could see fewer clients, increase income and become a focussed specialist instead of a generalist.

We are now looking forward to the first AHA NSW workshop for 2018 on March 18, with Yildiz Sethi presenting her Rapid Core Healing. An exciting year awaits.

Lydia Deukmedjian
State Executive Officer, NSW
Australian Hypnotherapists' Association
M: +612 410 327 665
W: ahahypnotherapy.org.au
<https://www.facebook.com/Australian-Hypnotherapists-Association-1831236970460290/>



South Australia Summer Report

Our next workshop will be held at the end of February, a presentation by Peter Smith and Melina on Quantum Consciousness. An interesting view of consciousness that is starting to appear (albeit tentatively), in conversations in physics and philosophy. Peter has been practicing as a hypnotherapist for a number of years and the topic is an approach and philosophy that he has been developing over this time.

Three of us attended supervision training late last year, two new bods and one refresher. With the addition of another supervisor whose circumstances will now allow her the time to be available, we will now be able to develop better supervision opportunities.

We have unfortunately had to say goodbye to a committee member who will be moving interstate, we wish her well and give a thank you for the contributions made over the years. Fortunately the gap this has created should soon be filled by someone who has offered to join the committee. More on that later when it has been finalised.

Colin Darcey
State Executive Officer SA
Mobile: 419 808 593
Email: sa@ahahypnotherapy.org.au

AHA State & National Committees

National Committee



President
Mailin Colman
0417 184 355
president@ahahypnotherapy.org.au



Vice President
Bernadette Rizzo
0401 082 077
bernierizzo@hotmail.com



National Treasure & SA Representative
Rona Spicer
0408 816 118
treasurer@ahahypnotherapy.org.au



National Secretary
Miranda Diprose
0450 747 886
secretary@ahahypnotherapy.org.au

State Executive Officer - Victoria
VACANT

State Executive Officer – Queensland
VACANT



Director & SEO – NSW
Lydia Deukmedjian
0410 327 665
nsw@ahahypnotherapy.org.au



State Executive Officer – West Australia
Linda Milburn
0409 079 435
ahaseowa@gmail.com



State Executive Officer – South Australia
Colin Darcey
0419 808 593
sa@ahahypnotherapy.org.au

National Head Office & Free Advisory Line
National Administrator & Co-Administrator
Membership, Health funds, Database
John Ward & Mailin Colman
1300 552 254
administrator@ahahypnotherapy.org.au
OR your local state membership secretary or committee member.

NSW / ACT Committee



NSW SEO & Workshop Co-ordinator
Lydia Deukmedjian
0410 327 665
nsw@ahahypnotherapy.org.au



NSW State Secretary
Katherine Ferris
0414 585 595
ahasecretarynsw@gmail.com



NSW Treasurer
Kelly Buckley
0426 117 917
ahanswtreasurer@gmail.com



NSW Membership Secretary
Lydia Deukmedjian
0410 327 665
nsw@ahahypnotherapy.org.au



NSW Peer Group Supervision/Co-ordinator
Amanda Joubert
0411 399 828
ahasupervisionnsw@gmail.com

Victoria /Tasmania Committees

Vic State Executive Officer
(VACANT)

Vic State Secretary
(VACANT)

Vic State Treasurer
(VACANT)



Vic State Workshop Co-ordinator
Janine Nash
0488 692 722
janine@acceleratelife.com.au



Vic Committee Member
Tim Falkiner
0417 107 440
timothyfalkiner@optusnet.com.au



Vic Committee Member
Nina Shayan
0412 444 821
ninashayan@me.com



Tasmanian Representative
Noeline Robinson
03 6224 2060
noelinerobinson@bigpond.com

South Australian Committee



SA State Executive Officer
Colin Darcey
0419 808 593
sa@ahahypnotherapy.org.au



SA State Secretary
Marilyn Peterson
0408 825 932
ahasecretarysa@gmail.com



SA State Treasurer
Dianne Bradey
0402 831 716
ahatreasurersa@gmail.com



SA State Workshop Coordinator
Carolyn Guerin
0414 497 771
ahaworkshopsa@gmail.com

SA Committee Member
(VACANT)



SA Committee Member
Toni Edward
0410 613 923
toni@tonieverard.com

Queensland / North Queensland Representative & Northern Territory Committees

QLD State Executive Officer
(VACANT)



QLD State Secretary
Lynne (Rice) Lumley
0438 411 551
lynne@phoenixhypnotherapy.com.au



QLD State Treasurer
Bernadette Rizzo
0401 082 077
bernadette@ahahypnotherapy.org.au



QLD Supervision Co-ordinator Gold Coast
Deborah Bow
0404 875 574
azurisperfect@hotmail.com



QLD Membership Secretary
Marie Element
0421 396 994
marie@marieelement.com.au



QLD Supervision Co-ordinator Brisbane & Sunshine Coast
Lee Barnasson
0411 075 445 lee.barnasson@bigpond.com



QLD Workshop Co-ordinator
Brian Smith
0423 112 322
ahaqlidworkshop@gmail.com



North QLD Representative
Jeffrey Mack
0428 968 777
tsvlmodernhypnosis@gmail.com

West Australian Committee



WA State Executive Officer
Linda Milburn
0409 079 435
ahaseowa@gmail.com



WA State Secretary
Miranda Diprose
0450 747 886
miranda@soulworkstherapies.com



WA Treasurer
Hope Wesley
0430 224 130
hope@mindmattershypnotherapy.com.au



WA State Workshop Co-ordinator
Karen Easter
0499 555 791
ahaworkshopwa@gmail.com

WA State Membership Secretary
(VACANT)

WA Committee Member
(VACANT)

WA Committee Member
(VACANT)

WA Committee Member
(VACANT)

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.
12. Comparative advertising is acceptable as long as it is legal, truthful and does not mislead in anyway.
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 National Hypnotherapists Register of Australia™ (NHRA™) which 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 & NHRA™ Logo*
- Free inclusion (where applicable) in the *Foreign Language Speaking Register*
- Free dedicated referral facilities from the AHA National Advisory Line by an experienced, specialist hypnotherapist to all professional and clinical members (our 1300 55 22 54 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: http://ahahypnotherapy.org.au/aha_members_area/)

- 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 has gone 21st century and interacting with Facebook
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NOTE: Some internet links may not be accessible from this journal and will have to be manually entered if you require more information.