

Client Relationships

Practitioners will:

- Acknowledge the inherent worth and individuality of each person by not discriminating or behaving in any prejudicial manner with clients.
- Provide draping and explanation sufficient to meet the client's needs for comfort and privacy.
- Respect the client's boundaries with regard to privacy, disclosure, emotional expression and beliefs.
- Ensure informed client consent has been obtained prior to massage.
- Maintain open communication throughout the massage session ensuring ongoing informed client consent, explaining rationale for proposed Massage.
- Serve the best interests of their clients and provide best practice quality of service.
- Respect the confidence of their client, and diagnostic findings acquired during consultation and/or treatment shall not be divulged to anyone without the client's consent, except when required by law or where failure to do so would constitute a menace or danger to the client or another member of the community.
- Acknowledge the limitations of their skills and, when necessary, refer clients to the appropriate qualified health care professions.

Practitioners will not:

- Endanger the physical, mental or emotional health, well-being or safety of a client.
- Engage in sexual conduct with a client.

Professionalism

Practitioners will:

- refrain from using any mind-altering drugs, alcohol or intoxicants prior to, or during treatments.
- maintain their premises in a clean, hygienic condition and keep them in good repair.
- Follow personal hygiene and dress code principles so as not to cause offense to the client or the profession.
- Demonstrate a commitment to the highest quality of massage service.
- Clearly display and/or disclose policies and fees in advance of services.
- Respect the right of any client to refuse, modify or terminate massage services at any time before or during the massage, regardless of prior consent to the contrary.
- Act in a professional manner by engaging in respectful communication and behavior with colleagues, and the MNZ Executive Committee at all times.

Practitioners will not:

- Knowingly interfere with any ongoing treatment instigated by another practitioner.
- Criticise the work of other therapists.
- Speak or write disrespectfully of colleagues, or Massage New Zealand either publicly or to clients.

- Be affiliated with, or employed by, any therapeutic massage business that utilises any form of sexual suggestiveness or explicit sexuality in its advertising or promotion of services, or in the actual practice of its services.

Scope of Practice / Appropriate Techniques

Practitioners will:

- Represent their education, training, qualifications, and abilities honestly and display their Annual Practicing Certificate in a prominent position for public viewing within their clinic at all times.
- At all times ensure that the treatment they provide conforms not only to the relevant scope of practice of Massage New Zealand but also within their own scope of practice.
- Ensure that the techniques they employ are the most appropriate for the condition presented by the client.

Practitioners will not:

- Perform bony manipulations or adjustments to the human skeletal structure or diagnose, prescribe, or provide any other service, procedure or therapy, unless they are specifically trained and authorised to do so.

Students

- Currently training in massage (and not Registered Massage Therapists (MNZ)) must not represent themselves as qualified massage therapists.

Image / Advertising Claims

Practitioners will:

- Strive to project a professional image for themselves, their business or place of employment, and the profession in general.
- Display this Code of Ethics in a prominent position for public viewing within their clinic at all times.

An absence or omission of any practise or value within the MNZ Code of Ethics shall not service as an endorsement of such practise or value. Responsibility for upholding the Code rests with the practitioner.

Any person believing the above Code of Ethics has been breached should address their complaint to the Vice President, MNZ, at: vice-president@massagenewzealand.org.nz