



infant  
massage  
information  
service

IMIS NSW Pty Ltd



Infant Massage Information Service

# COURSE PROSPECTUS

Qualifications in infant massage

CERTIFICATES IN:

Infant Massage Instruction

Paediatric Massage Consultancy

*Enjoy flexible & rewarding work*

# Congratulations...

... on taking the first step to becoming a qualified infant massage instructor. I remember how excited I was when I first learnt about all the benefits of infant massage for both babies and their families.

If you are the kind of person who gets a lot of joy from being around babies, and you would like to help enhance family life for new parents, then I have no doubt you will enjoy our program.

Taking the steps to start something new can be daunting and I would like to reassure you that the team at IMIS is happy to offer ongoing support, answer your questions, or chat about any concerns you have along the way. Not only when you're studying, but once you are qualified.

We look forward to furthering your interest in baby massage.



Heidi McLoughlin  
IMIS Founder & Principal

## About IMIS

The Infant Massage Information Service (IMIS) is the largest provider of infant massage training and has the largest membership base for infant massage instructors within Australia.

Since 2000, we have been working to ensure professionals and individuals wanting to become involved in teaching infant massage receive expert training with the most relevant and up-to-date information and research relating to massage.

Our programs offer the most in-depth information available on massage and touch therapy for infants, pre-term infants, and infants suffering from wind, colic, constipation and reflux.

Our course content is recognised for continual professional development by:



Australian Association of Massage Therapists



National Certification Board for Therapeutic Massage & Bodywork



Massage Association of Australia

# Benefits of Baby Massage

Good for parents too!  
Research has found that caregivers felt more confident, less stressed, and felt a closer bond with their baby after learning infant massage.

The list of researched benefits of baby massage continues to grow and it is impossible to fit them all in this booklet. Here are a few of the benefits.

- Relaxation
- Reduces anxiety and improves alertness
- Strengthens their immune system
- Enhances attachment and bonding
- Reduces stress hormone levels in children and their parents
- Enhances emotions and improves mood by increasing dopamine level
- Provides some relief from discomfort
- Relieves sinus and chest congestion
- Reduces symptoms of eczema
- Reduces crying time
- Improves sleep by increasing serotonin levels
- Stimulates digestion, respiration and circulation



Sydney's Sunday Telegraph interviews  
IMIS Founder & Principal, Heidi McLoughlin

## The healing hands that soothe babies



**What sparked your interest in baby massage?** I completed a course in pregnancy massage, which shifted my attention to massage for young families. I was instantly captivated. I loved the idea of being around babies and making a positive difference to new families.

**When was your big break?** After working in infant massage for 12 months in Sydney, I began receiving calls from people seeking infant massage training. Initially, I told them

I didn't provide that service, but the calls persisted and I eventually gave in. It was then that I formally set up the Infant Massage Information Service (IMIS) – and I haven't looked back since.

**Any qualifications required?** To work in infant massage, you need a certificate in infant massage instruction or a certificate as a paediatric massage consultant. Both are available through IMIS. I am also a qualified massage therapist, having

studied various forms of massage. Infants are so different to adults, size and stroke pressure are the most obvious differences.

**Why do parents hire people to learn infant massage?** Because of the benefits massage can provide, such as help with sleeping difficulties and problems with wind, colic, reflux or constipation. At other times, they simply want to find a way to enhance their bond with their baby.

**Why do you enjoy this work?** Great flexibility and income; satisfying, rewarding work.

**Your proudest achievement so far?** Introducing infant massage training to Australian hospitals. This enhanced its reputation and has resulted in further recognition to the industry. IMIS is now the biggest provider of infant massage training in Australia.

*"Do what you love. When you love your work, you become the best worker in the world."*

– Uri Geller

# Students share their story

Whilst on maternity leave with her second son, Natalie saw one of our training advertisements and viewed this as a perfect opportunity to learn how to massage her children properly.

Natalie completed our training course and soon began working from home. She fell in love with the job instantly and decided to pursue a full-time career in infant massage, opening her own infant massage business in Perth, Western Australia soon after.

Natalie now spends her days with parents interested in learning how to massage their babies.

Natalie is looking forward to teaching more parents about the benefits of baby massage, with a strong focus on classes involving fathers and their babies.

"When your job involves your passion and fulfils your goals it makes work so easy – I love everything about my job", says Natalie.

"Learning how to massage your baby from an instructor is very important as it teaches you the right amount of pressure to apply, and also ensures that your stroke and massage technique is correct."

Natalie (Perth, WA)

"When your job involves your passion and fulfils your goals it makes work so easy – I love everything about my job"

Natalie, (Perth, WA)



The infant massage method was not nearly as mainstream when Trish first discovered the process several years ago to use on her own two young children.

The then stay-at-home mum was living in America and found massage a therapeutic way for a parent to both soothe their children and bond at the same time.

It wasn't until she spotted an advertisement in the local paper that she decided to gain some formal infant massage training in the hope of passing the secrets on to other parents.

She trained and signed up with the Infant Massage Information Service (IMIS) and two and a half years later, her own business Lullaby Baby Massage has taken care of 350 babies through workshops and private training sessions.

"It's all about looking after people. That's my thing," Trish said. "I've always massaged my children, but even though they didn't have the constructed programs like that, I could see the benefits of it. It's great to have good techniques, but it's more important to understand the process."

"It's a systemic event which creates a general sense of releasing endorphins and studies have shown it helps alleviate such things as post-natal depression."

"It's all about looking after people. That's my thing"

Trish  
(Sunshine Coast, Queensland)

"Because the society we live in is fairly fast-paced, dads are often going straight to work and mums are going back to work more quickly, so they feel guilty and separated and distant."

Trish said the flexibility of her business allowed parents to schedule solo or group training sessions and ultimately reconnect with their child after time away.

"It's rewarding when parents say their baby is crying less," Trish said.

Trish  
(Sunshine Coast, Queensland)

*Trish's story is an extract from the Sunshine Coast Daily.*





# Certificate Qualifications

We offer two certificate qualifications for you to choose from.

## Certified Infant Massage Instructor (CIMI)

Learn how to teach infant massage techniques to parents

- Run group classes or private lessons
- Help parents relieve their child's wind, colic, reflux, and much more
- No previous qualifications required

No previous qualifications required

This course covers massage for infants, older children, children with special needs, and touch therapy for premature infants. There are no prerequisites for this certificate; training begins at basic level, so all are welcome.

You will learn about the massage techniques themselves, about related topics, such as what oil should be used for massage time, when, and how long to massage for, infant body language during massage, information on how to arrange and run group classes, private appointments and much more.

## Paediatric Massage Consultant (PMC)

(This high level qualification is exclusive to the Infant Massage Information Service)

- Run classes or private lessons with parents
- Qualify to provide presentations to professional groups on infant massage
- Receive a high level qualification to add to your portfolio
- Previous experience, qualifications or training is essential

For those with related qualifications

If you have previous experience, qualifications or training that relates to infant massage, such as a massage certificate or diploma, nursing background, training in physiotherapy or other qualifications that relate to infant massage, you can apply for the Paediatric Massage Consultant (PMC) qualification.

Consultants can provide presentations to professional groups (hospital staff, natural therapists, early childhood centre staff, etc). This ensures that up to date information is available on infant massage to a wide range of health professionals who work directly with new families.



Love  
what you  
do and  
live  
longer

Research has shown job satisfaction is the best predictor of how long you live. Ensure you work with what makes you happy.

# Course Content

Both certificates cover the same units.

## Unit 1: Practical infant massage techniques

- The permission sequence
- Safe positioning for infant massage
- Points to remember prior to massage
- Stroke review
- Infant exercises for lymphatic drainage and flexibility
- Touch relaxation

## Unit 2: Formal theory

- IMIS Methodology
- Benefits of infant massage
- Basic daily cycle of an infant and appropriate timing for massage
- Appropriate oils to use on infants and children
- Body language during massage
- Stress signals during massage
- Colic
- Contraindications
- Bonding

## Unit 3: Altering techniques for special circumstances

- Massage for wind, colic and constipation
- Massage for reflux (silent and vomiting)
- Massage for children with special needs
- Touch therapy for pre-term infants

## Unit 4: Considering the parents

- The importance of parent relaxation
- Post-natal depression
- Post-natal psychosis

## Unit 5: Awareness and adaptations

- Newborn reflexes
- Developmental milestones
- Massage for the older child

## Unit 6: Using your new qualification

- Running parent classes and introductions
- Marketing parent classes
- Class preparation
- Class strategies



# Your study options

## Class Training

- Intensive 3-day course
- Fast track qualification
- Ongoing support via phone or email

### How do group trainings work?

Study materials are forwarded to you once fees are finalised to allow you to read through your text if wish to do so prior to course attendance (please note, pre-reading is optional not compulsory). During your course, your accredited trainer will teach all the practical and theory components of the program and assist each student to help ensure you are confident to use your new qualification.

## By Correspondence

- Study at your own pace within your enrolment intake
- One-on-one support with your allocated trainer via phone or email
- No classes to attend so no need to take time off
- Same qualification as class training

### How does correspondence study work?

Your study materials are forwarded to you so you can begin straight away. The easy to follow Demonstration DVD guides you through all your practical techniques. Your allocated trainer is available to support you as often as you need.

### How will I be assessed if I study by correspondence?

When you are ready to submit your practical assessment you can film yourself on a recording device and forward either a DVD or USB to your IMIS trainer for marking and reporting. The reports returned to you are extremely detailed to ensure that if there has been any misunderstanding in regards to demonstration or technique, that these are corrected prior to certification.

## What our students are saying about the course...

*"Kind, friendly, professional, training was FANTASTIC!"*  
Kate S

*"Very comprehensive, yet simple! Fabulous content & trainer."*  
Julie J

## Payment Options

We accept MasterCard, Visa, money order, cheque, internet transfer, or Commonwealth Bank branch cash deposit.

Option1: Pay your enrolment fee in full upfront

Option 2: Pay a minimum upfront part payment of \$200, and the balance via a bulk payment on invoice or flexible payment plan option.

Does it cost extra to pay fees via a payment plan?  
No. The total amount paid is exactly the same.

## How to Enrol



[www.babymassage.net.au](http://www.babymassage.net.au)



P 1300 558 608  
F (02) 9680 8556



E [registrar@babymassage.net.au](mailto:registrar@babymassage.net.au)  
A PO BOX 8198 Baulkham Hills BC, NSW 2153

# Earn up to \$435/hr

Baby massage instructors and consultants earn \$150 - \$435 per 1-hour group class (depending on class size).

Or earn \$75 - \$120 per hour for private lessons.

You'll soon recoup your enrolment fees.

# Touch is the first form of communication





# Commonly Asked Questions

## Is there a market for infant massage?

Yes. Natural therapies have been increasing in popularity for many years now and infant massage is a part of this industry. Many parents want to learn infant massage even if their baby isn't experiencing any difficulties because they have heard about the benefits massage can provide.

## How can Baby Massage help?

Parents are looking for something that will help their baby with problems such as wind, colic, constipation, reflux or sleeping difficulties. Attending an infant massage class can be a nice way for them to meet other parents or a private home visit can be the perfect thing for those at home trying to cope with a baby who has colic or reflux.

## Is there a cut-off date for enrolments?

Enrolment positions are filled on a first come, first served basis and are limited for both group and correspondence training. When a group class or correspondence intake is full, no further enrolments are accepted. It is strongly recommended that students book as early as possible to obtain a confirmed position and to avoid disappointment.

## Is the program accredited?

Course content is recognised by the Australian Association of Massage Therapists (AAMT) and the Massage Association of Australia (MAA) for continual professional development. IMIS is also a Board Approved Provider with the National Certification Board for Therapeutic Massage & Bodywork, so you can rest assured that your qualification will be well recognised.

## Can I use my qualifications overseas?

Yes. We have worked with international students since 2000 and have certified students both within Australia and overseas.

## Do I need to have prior training and qualifications?

Not for the instructor certificate (CIMI). Training begins at basic level, so all are welcome. Students wanting to apply to become a Paediatric Massage Consultant (PMC) are required to have previous related training and qualifications.

## How do I apply for a consultant level qualification?

To apply for the PMC qualification you will need to supply supporting documents i.e. copies of your certificates, diplomas, or current registration etc with your enrolment.

There is an additional fee included with your PMC application as outlined on page 7.

## How much do instructors and consultants charge?

There is a recommended fee structure in place that sees instructors and consultants making from \$150 to \$435 per 1-hour group class (depending on class size) and from \$75 - \$120 per 1-hour private appointment. With these tuition fees it does not take long to recoup your training program fees.

## Do students for both certificates study the same content?

Yes. Both certificates include the same units of study and students attend the same class. The only difference is if you choose 'Certification in Paediatric Massage Consultancy' you can use your qualification in more ways.

## Can I train as an instructor (CIMI) and apply to become a consultant (PMC) at a later date?

If you apply for the consultant (PMC) level qualification prior to commencement of your course, this will allow you to take advantage of the \$50 discount on your PMC fee. While it is possible to certify as an instructor (CIMI) first and apply to become a consultant (PMC) in the future, you will not be entitled to the \$50 discount.

## Can I purchase items from the Silver and Gold Packs separately?

Yes. However, they will cost more when purchased separately. These items have been discounted in the Silver and Gold enrolment packs.



## Dads benefit too

Massage time is a great way for dads to bond with baby, one-on-one.

# Enrolment Form

Infant Massage Information Service  
IMIS NSW Pty Ltd  
PO BOX 8198 Baulkham Hills BC, NSW 2153  
Ph: 1300 558 608 Fax: (02) 9680 8556

Course location:

Month and year of the course you have selected:

OR  Please tick here if you would like to enrol in the correspondence program.

First Name:

Middle Name:

Surname:

Street Address:

Phone:

Day ( )

Mobile ( )

Date of Birth

Email:

Drivers License no:

Which enrolment package and qualification would you like to apply for?

Enrolment Pack:

Gold

Silver

Bronze

Qualification:

Certified Infant Massage Instructor (CIMI)

Paediatric Massage Consultant (PMC)

How would you prefer to pay?

OPTION 1

I would like to pay my program fees in full upfront

Course fee: \$

OPTION 2

I would like to pay a part payment now and the balance prior to class.

Amount: \$

(Please select a remaining fee option)

(Note the minimum part payment is \$200)

Remaining Fees:

Bulk payment on invoice

Interest free installments

Please complete the appropriate payment section below.

Payment Method:

Cheque:

Cheque or money order made payable to IMIS NSW Pty Ltd and attach to this form.

Credit Card

Master Card

Visa

Card no.:

Expiry date:

Name on Card:

Signature:

I have read and understood the student agreement

Student name

Student signature

Date

If under 18 years, a parent or guardian must complete this section.

Parent / Guardian name (if applicable)

Parent / Guardian signature (if applicable)

Date

Parent / Guardian address (if applicable)

# Student Agreement

Terms and conditions of enrolment and course participation.

These terms and conditions are subject to any and all rights you may have under Australian Consumer Law (ACL). For more information about your consumer rights visit the Australian Competition and Consumer Commission website at [www.accc.gov.au](http://www.accc.gov.au) or view the Competition and Consumer Act and the ACL via [www.austlii.edu.au](http://www.austlii.edu.au).

1. Upon returning a signed original of this student agreement ("Agreement") to Infant Massage Information Service ("IMIS") you are offering to enroll in a IMIS course. Your offer is subject to acceptance by IMIS and if accepted, you will be subject to the terms and conditions of this Agreement.
2. By signing and returning this Agreement, if you are accepted into an IMIS course(s) you agree to be bound by its terms and conditions and pay the course fee(s) for the course(s) you have selected under this Agreement. Upon acceptance IMIS agrees to: a) Supply to you all the materials listed by IMIS for your course(s) b) Mark and report on your assignment submissions c) Answer queries about your course(s) and d) Meet the cost of all return postage to you for assignment submissions and certification.
3. The course(s) fee(s) does not cover postage to IMIS, nor any materials that are not listed in the course(s) package you have selected. Please note that you may be required to purchase additional equipment or materials, at your cost, as required for the course(s) you have selected. Subject to successful completion of all assignments and examinations and the course(s) fee(s) being paid in full, IMIS will issue you with appropriate certification.
4. Course materials will be sent to you from IMIS as per the conditions outlined in your personalised payment plan, or after receiving full course(s) fee(s) payment. IMIS reserves the right to withhold provision of course materials in the event that you fail to pay any part of the course(s) fee(s) as and when it becomes payable. If you are paying by installments you must: a) pay all such installments on or before the due date; and b) in the event that the installments are to be paid by way of direct debit to a credit card, ensure that you maintain sufficient funds in your account to meet the installment payments.
5. The course materials that IMIS provide to you shall become your property when paid for in full. The content of the course materials, including copyright and all other such intellectual property rights contained therein, remain the property of IMIS. You may not reproduce any part of the course materials without the prior written consent of IMIS.
6. The maximum duration of your enrolment is 3 months from day one of a group training or from the date of enrolment processing for correspondence students. In the event that you do not complete the course(s) within the given timeframe, your course(s) will be immediately cancelled without refund. Extensions may be granted, but are strictly subject to availability and IMIS retains the right to refuse an extension in its absolute discretion. Additional fees will apply if an extension is granted. Applications for extensions must be made within 4 months of acceptance of your enrolment.
7. If you fail for whatever reason to participate in or complete your course(s), there may be no refund or discount of fees.\*
8. If during the term of your course(s) you wish to transfer courses, you may do so subject to the following conditions: a) Your installment payments are fully paid up to date and there are no other overdue monies owing to IMIS b) You pay an additional fee of \$100 per transfer c) You pay the difference between your original course(s) fee(s) and your new course(s) fee(s) d) Any credit to your account may not be refunded but you may use such credit for further IMIS courses provided that such credit is used prior to the expiration of your course(s) in accordance with the provisions of clause 7 of this Agreement.\* e) Your request to transfer courses must be received by IMIS not less than 28 days prior to commencement of the training you were originally booked into (for group training students)
- 9 Students are responsible for establishing their own eligibility for examinations and assessments and are responsible for making arrangements to attend all in class examinations.
10. If you are under 18 years of age, IMIS will process this Agreement and the enrolment application attached hereto but only if it has been signed by your parent or guardian. By signing this Agreement, the parent or guardian agrees to be bound by the terms contained herein as if it was the student and shall become legally responsible for all payments to IMIS with respect to your course(s).
11. Amounts remitted for enrolment applications are non-refundable.\* Course fees received are transferable, to alternate trainings for a transfer fee of \$100. This must be paid not less than 28 days prior to the course(s) taking place.
12. IMIS reserves the right at its sole and absolute discretion to remove any student from the course in the following circumstances:- (a) A student physically or verbally abuses an IMIS staff member or another IMIS student; (b) A student engages in conduct that is reasonably likely to disturb other students and prevent them from receiving adequate training or inhibit the students' ability to otherwise obtain maximum benefit from course instruction; (c) A student exhibits anti-social behaviour contrary to that reasonably expected of a student in a teaching/learning environment. In circumstances where a student is removed from a course pursuant to this clause, the student may not be entitled

to a refund of any fees paid.\* e)A student removed from a course may apply to IMIS to complete the course as an external student. Continuation as an external student shall be at the sole and absolute discretion of IMIS and where such application is granted, additional fees may apply.

13. For group trainings IMIS reserves the right to alter training dates and locations at its absolute discretion. Should this occur, all reasonable effort will be made to contact each student to advise of any changes prior to their course commencement date. All course fees are nonrefundable notwithstanding that students may transfer to an alternate course if unable to attend the new location or attend on the new dates provided.\*
14. All sums of money referred to in this Agreement are expressed in Australian Dollars.
15. The student acknowledges that course material is the intellectual property of IMIS and the reproduction by any means (including recording of class presentations) of course material is strictly prohibited without the prior written consent of IMIS.
16. The student acknowledges and agrees that it has not relied upon or been induced by any representation by IMIS not set out in writing by IMIS. Please be aware that on acceptance of your offer, you will have entered into a legally binding agreement with IMIS. Should you not understand the legal or financial implications of this Agreement, IMIS suggests that you obtain independent legal or financial advice which will be at your cost.
17. All risks including loss and damage are assumed by the student and IMIS shall be under no liability for any injury, loss or damage of whatsoever kind and howsoever caused to the student or the student's property except where such injury, loss or damage is a direct and sole consequence of IMIS' negligent act or omission.
18. This Agreement constitutes the entire agreement between the student and IMIS and supersedes and negatives all previous agreements.
19. Each clause in this Agreement is severable from any other and if any clause or part thereof is found to be defective or unenforceable for any reason by any Court of competent jurisdiction, then the remaining clauses shall remain in full force and effect.
20. All notices given pursuant to this Agreement shall be deemed to have been received:- a) if posted by prepaid post two (2) days after the date of posting; b) if delivered by hand, on the date of the delivery; c) if sent by facsimile transmission, on receipt by the sender of the Activity Report as to the successful transmission; d) if given by email, on the date that the email was transmitted.
21. This Agreement shall be governed by the laws of the State of New South Wales as in force from time to time and the parties hereto irrevocably submit to the exclusive jurisdiction of the Courts of that State

\*except as provided for under Australian Consumer Law.

## We respect your privacy.

It is a requirement of the Federal Privacy Act that you are informed about the collection of your personal information and how we may use it. The personal information you provide on this form is being collected for the purpose of processing your enrolment as a student. You have a right of access to and alteration of personal information. Should you have any questions, call us on 1300 558 608 or write to IMIS PO BOX 8198 Baulkham Hills BC, NSW 2153.

# Why train with IMIS?

- IMIS offers great value enrolment packages to help you get started and use your infant massage qualification.
- Our continual professional development course recognition confirms the quality training provided and supports the qualification you receive.
- IMIS is the only infant massage training organisation that offers correspondence study.
- IMIS is the only training organisation that offers the Paediatric Massage Consultant (PMC) qualification.
- Our comprehensive program provides you with the information and training you need to work in the field of massage instruction for infants and children.
- When enrolling with IMIS you know you will receive professional support, throughout your enrolment and beyond, once utilising your new qualification.







- Professional training
- Instructor referrals
- Baby massage support material
- Baby Massage Manual
- Baby Massage DVD
- Baby Massage Gift Pack
- Gift Certificates
- Organic Massage Oil

Infant Massage  
Information Service

PO Box 8198  
Baulkham Hills BC, NSW 2153

P 1300 558 608  
F (02) 9680 8556

[admin@babymassage.net.au](mailto:admin@babymassage.net.au)

[www.babymassage.net.au](http://www.babymassage.net.au)