



# HYPNOPATTER

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## President's Notes

Bruni Brewin

"It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen."  
~Claude M. Bristol, 1891-1951, Author of "The Magic of Believing".

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It was good to catch up with members in Brisbane. There were 28 workshop participants and feedback indicated that they found the topics to be interesting and enjoyed the demonstrations and interactive components. All the appointments we had whilst in Brisbane were very positive and we look forward to networking with these people again, for the benefit of members.

We had further discussion with Dr. Gerald Power to discuss outlines of a further study using the Bispectral Index Monitor. As I hear more about this, I will advise you at our General Meetings.

Most Introductory Promotional letters to Clinical Members that attended the IBS workshop to distribute to Doctors have now gone out, with some remaining ones just about on their way.

The Executive is currently exploring with several insurance brokers the best possible professional indemnity insurance for our members as well as better deals on Association Liability Insurance.

The workshops on 29<sup>th</sup> July'06 at the AstraZeneca Symposium for Gastroenterologists was very productive with follow-up to some Doctors that spoke to me after the workshops.

It was great to catch up with the Victorian AHA Executive. I have brought back some thoughts and ideas to discuss with the National Executive and get back to them. Thanks to everyone for making me feel welcome.

My thanks to all the Executive Members that give of their time towards not only the AHA but also for the common good of Hypnosis and Hypnotherapy. And also non-Executive members on the various sub-committee, that are proactive and willingly give of their time for the benefit of us all.

Lydia Deukmedjian is shortly to embark on her around Australia trip. Lydia hopes to meet up with members in other states during her tour so don't be surprised if you suddenly receive a phone call out of the blue.

Have a great time Lydia; I'm sure there will be some great stories and memories that you will be able to share with us all upon your return.

I would like to thank Linda Bright and some of our newer members in our Western Australia State Branch for being so proactive. Welcome to all the new members. From what Linda has been saying, you are all very keen with lots of ideas for promoting the AHA in WA.

Thanks also go to Jeremy Barbouttis for setting up the AHA's Internet Friendship Bulletin Board.

<http://ahatalk.forumcircle.com> I hope that all our student, associate and clinical ranks will become involved by sharing, and entering debates and using it to make friends with other AHA members. If you have any queries please contact Jeremy on [Jeremy@exemail.com.au](mailto:Jeremy@exemail.com.au) for your AHA member password or phone Jeremy on (02) 9518 9912

The last Executive meeting discussed the criteria for Supervisors from outside of the AHA. It was decided that as long as the Supervisors were trained and were also hypnotherapists, and were not members on another hypnotherapy association's board then they would be accepted by the AHA. It will however, be the responsibility of the AHA member wanting to use the services of an outside Supervisor, to provide evidence of the Supervisor's suitability. It is recommended that members wishing to use an outside Supervisor check their suitability with their State Membership Secretary prior to commencing their supervision.

I am sometimes reminded about the benefits of 'Seeding and Tithing' and I for one am a believer in what we give out is returned to us tenfold in some way in our life. (Both negative and positive.)

Our next National General Meeting is on Sunday 19<sup>th</sup> November, at the Ryde-Eastwood Leagues Club. Whilst I appreciate that each one of us has other obligations, I would like each member to remember their commitment on joining the AHA, to attend 75% of all State General Meetings. Setting aside 4 days of our time per year to support the AHA by attending AHA Meetings, is not a lot to ask in 365 days. Please mark your AHA State Meeting dates for the year into your diaries. Those that find that, for reasons outside of their control, they cannot attend one of their State General Meetings then they should advise their State Secretary so that their apologies can be noted in the Minutes. I look forward to Networking with you at our next meeting.

*Best wishes to everyone, Bruni*

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## **AHA Executive Activities June/July 2006**

- Lobbying insurers to provide discounts to AHA members for professional indemnity insurance.
- Lobbying the Health Funds to establish rebates for hypnotherapy services.
- Lobbying doctors to accept the skills of lay hypnotherapists as specialists
- Organising printing & sending out of membership reminder notices
- Organising & interviewing & marking & assessing new NSW members
- Organising & marking & assessing upgrade of NSW members
- Finding a suitable clinical psychologist to do the 16 PF's for WA applicants
- Organising exams for WA applicants
- Marking & assessing new WA members
- Organising & marking & assessing new QLD members
- Organising & marking & assessing upgrade of ACT members
- Organizing printing and sending out of membership certificates
- Collecting and banking monies
- Corresponding with SA Government re deregistration of hypnotherapy
- Corresponding with the Health Department on Legislation of unregistered health professionals
- Meeting with Dr Gerald Power while in Brisbane: re The AHA members helping him with his research...
- Attending a Meeting, as a representative of the hypnotherapy profession re VETAB re-accreditation applications.
- Attending a meeting with Rhondda Stewart about the progress of her VETAB training course.
- Meeting with VIC Members while in Victoria
- Presenting at 2 Workshops at the Astra Zeneca Symposium in Melbourne for Gastroenterologists
- Organising speakers & premises for NSW one Day June workshop
- Addressing & sending out Workshop Flyers
- Organising speakers & premises for QLD one Day July workshop
- Addressing & sending out Workshop Flyers
- Organising speakers & premises for NSW one Day August workshop
- Addressing & sending out Workshop Flyers
- Organising the July National General meeting
- Distributing Reminder notices to all members about the July National General meeting

- Answering 1800 number queries from 183 members of the public from all across Australia re their closest hypnotherapist or training institutions that upon graduation would allow them to meet AHA standards,
- Answering 1800 number queries from 29 AHA members from all across Australia
- Responding to Emails from people from all across Australia interested in finding their closest hypnotherapist or training institutions that upon graduation would allow them to meet AHA standards
- Responding to PACFA emails
- Responding to members emails
- Informing the ASIC of State Board member changes
- Organising and Attending Executive Meetings
- Organising and Attending General Meetings
- Attending to AHA Executive emails between meetings
- Attending PACFA Council Meeting in Adelaide
- Attending PACFA AGM in Melbourne
- Distributing information about the new AHA message board
- Organising AHA listings for Sydney Yellow Pages
- Organising AHA listings for Brisbane Yellow Pages
- Organising AHA listings for Perth Yellow Pages
- Informing doctors of AHA Members trained to handle IBS Conditions
- Organising & sending out Introductory Promotional letters to Clinical Members that attended the IBS workshop to distribute to Doctors
- Continual updating of the AHA website
- Updating AHA Prospectus
- Reviewing and updating AHA exam questions

#### **HOW DO YOU SUPPORT YOUR ASSOCIATION?**

The AHA is a non-profit organisation run by volunteers both at a National and State level. How are **YOU** supporting **YOUR** association? Because we all know that any business or association cannot function well without the full support and participation of ALL its members.

- Do **YOU** support YOUR association by attending your State Meetings?
- Do **YOU** support YOUR association by attending your State Workshops?
- Do **YOU** support YOUR association by participating in a committee or sub-committee?
- What are **YOU** doing to share some of the enormous work load involved in running a professional association? Or are you one of those people who are quick to complain but are happy to just pay their membership fees and leave the work to others?

**WHY NOT RING YOUR STATE EXECUTIVE OFFICER NOW AND VOLUNTEER YOUR SERVICES?**

#### **2006 NATIONAL MEETING and WORKSHOP DATES**

RYDE, EASTWOOD LEAGUES CLUB

26.08.2006 WORKSHOP

19.11.2006 GENERAL MEETING – PLUS HALF DAY WORKSHOP PLUS **FREE XMAS LUNCH**

#### **The AHA National dates below are for the year 2007:**

Could you please make a point of putting them into your diaries and keeping the dates to one side so that you can endeavour to work around these dates when making other commitments for next year

Sat. 10/2/2007 Workshop

Mon. 5/3/2007 Executive Meeting

Sat. 10/3/2007 General Meeting & AGM

Sun. 3/6/2007 Workshop

Mon. 18/6/2007 Executive Meeting

Sun. 25/6/2007 General Meeting

Sat. 9/9/2007 Workshop

Mon. 17/9/2007 Executive Meeting

Sat. 23/9/2007 General Meeting

Mon. 9/12/2007 Executive Meeting

Sun. 16/12/2007 General Meeting, Free Xmas Lunch and 1/2 day Workshop.

**Please put these dates into your diary**

# Changing Attitudes to Cancer and Other Major Illnesses

by Mia Lack (NSW Branch)

Living between two hospitals I see a lot of clients with Cancer and other major illnesses and over the years, I have noticed a marked change in doctors' and people's attitudes. Twenty-five years ago if someone got Cancer or any other major illness the usual concept was "There is nothing patients can do to help themselves except hand over responsibility for their well being, and indeed their lives to a doctor." This has thankfully changed dramatically. Many people diagnosed with Cancer, or any other major illness, now appreciate that they can have a powerful role in their future survival and well being. Most doctors will now acknowledge that what patients do and think will make a difference to their recovery and life expectancy!

What I have observed is that following a diagnosis, people fall into two categories. There are the "doers" and the "non-doers." The "doers" research all possible avenues including hypnosis. They find a doctor that will work with them as a partner to incorporate some of their chosen alternative options. Someone, whom they can communicate with easily. Someone, who appreciates and supports what they are doing and is prepared to work with them in an integrative manner to help them maintain a positive state of mind while they explore the effect of changing their diet, of taking time out to do some self hypnosis, or working out any difficult relationships, or exploring unhealthy emotions, etc.

On the other hand, the "non-doers" always come up with reasons why they cannot change their diet (organic food cost more) or take time out to do some self hypnosis, or work out difficult relationships, or explore unhealthy emotions, etc, etc, making it very hard for them to maintain a positive state of mind, the main ingredient for a positive recovery..

We are more and more aware that major illnesses, such as Cancer, respond badly to a lack of determination. What people do and believe does make a difference. In a recent Ornish study examining the effects of lifestyle changes, for men with early prostate cancer, the more thorough the lifestyle changes, the better the results.

Therefore we need to help our clients with Cancer and any other major illness look at their diet to see if there is a need to change, and encourage them to take time out to do their self hypnosis, and help them to work out any difficult relationships, and exploring any unhealthy emotions and most important of all help them to maintain a positive state of mind, by making sure that they do whatever it takes to have a good belly laugh each day. This will help to increase their life expectancy but most important of all it will help them to improve their quality of life.

So thank you to all those doctors, that are now more open to supporting patients that want to explore the benefits of alternative options such as hypnotherapy, when diagnosed with Cancer or any other major illness.

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## UNLOCKING THE SECRETS OF THE BRAIN

by Bruni Brewin – NSW Branch

Over the past few months some of the University of New South Wales leading researchers have made international headlines with their studies in the field of Alzheimer's disease and depression through to memory loss and other neurological diseases, through multidisciplinary research, bringing together experts in neuroscience, psychiatry, psychology and neurology.

A major 25-year study based on the DNA samples and life histories of a group of 128 schoolteachers who graduated in 1978, and were followed up every 5 years.

The study published in this month's British Journal of Psychiatry shows more than a fifth of the population has a genetic predisposition to depression following exposure to multiple stressful life events. It found that people with a "stress-sensitive" form of a serotonin transporter gene are more than twice as likely to suffer from major depression than those with a "stress-resistant" form of the gene.

Professor Peter Schofield, Director of the Prince of Wales Medical Research Institute, says there is an 80 percent chance that those with a genetic predisposition will become depressed if there are three or more negative life events in a year. "This contrasts with some people who have a genetic resilience against depression. Even in similar

situations, there's only a 30% chance of them becoming depressed," he explained. The majority (53%) are somewhere between these two groups. Professor Mitchell, one of the several co-authors, said it's a very significant finding. "It proves that both nature and nurture are important in depression. You can't have one without the other."

### **Please support the AHA . . .**

by purchasing the [AHA electro-static sign](#) available to all Clinical & Associate members  
They read: [www.ahahypnotherapy.org.au](http://www.ahahypnotherapy.org.au) (white lettering on see-through electro-static film)  
They cost only: \$10.00 each.

They will stick onto the car window, office window, on the outside of the door etc.  
They are easily transferable and best of all....  
They advertise your expertise.  
They support your Association by putting the name of the AHA out there!

#### **AHA Brochures:**

There are professionally printed AHA brochures available for purchase.  
They cost only: 35 cents each.  
They also advertise your accreditation and expertise.

***Please contact your State Representative, or Maya on 1800 067 557 to place your order.  
(A small quantity will be made available at the NSW & VIC General Meetings.)***

## **RESEARCH OF INTEREST.**

### **Hypnosis Eases Children Catheterisations**

**Summary of an article By Katharine Miller**

**Stanford Report, January 12, 2005**

Researchers found that hypnosis lessened distress in children who, because of an anomaly in their urinary tracts, must undergo the difficult annual exam called voiding cystourethrography, or VCUG, to see if urine is backing up into their kidneys. It is a painful experience in which the young child has to endure an awkward and painful medical examination in which doctors insert a catheter into their bladder, inject a dye and ask them to urinate while being X-rayed

Many clinical reports suggest that hypnosis can make it easier to quit smoking, reduce pain and relieve stress, but reviews of the literature call for better designed, randomized studies. Properly supervised studies, that would finally place such uses of hypnosis squarely in the domain of evidence-based medicine.

The Stanford study, published in the January 2005 copy of "Paediatrics," is one of only a handful of randomized trials to look at whether hypnosis reduces pain and stress during medical procedures in children. Four or five patients undergo the stressful VCUG catheterization on any given day at Lucile Packard Children's Hospital. Doctors wish that they could avoid putting children through the procedure, as it is so unpleasant, but at present there is no alternative.

Sedation is not an option because children have to be alert enough to urinate during the VCUG. "It's abusive, almost," said Linda Shortliffe, MD, professor of urology and the hospital's chief of pediatric urology. "It involves using some force in a sensitive place, but we can't do the exam without the catheter."

Hypnosis, the researchers hypothesised, would give the children more control of their experience by teaching them to focus on being somewhere else, potentially helping them to deal with the anxiety and pain caused by the catheterisation. Forty-four children participated in the study. All had been through at least one distressing VCUG in the past. About half received self hypnosis training while the other half received routine care, which included a preparation session with a recreational therapist who taught some breathing techniques and demonstrated the VCUG using a doll.

The report showed that the use of hypnosis reduced the procedure's duration from an average of 50 minutes down to 35. Although children in the study did not report experiencing less fear or pain after hypnosis, researchers suggested that this result might be due to children's desire to assert their displeasure in a bid to discourage being subject to another VCUG in the future. And, indeed, attending parents and neutral observers participating in the study reported less distress in hypnotised children compared with those given recreational therapy.

To learn self-hypnosis, the children meet with Dr Spiegel a week before their VCUG. After practicing self-hypnosis for a week, children survived the exam better. “With hypnosis we saw less crying, less distress during the preparation for the procedure and the technicians said the procedure was much easier to perform,” said David Spiegel, MD and Samuel Willson Professor in Medicine and associate chair of psychiatry and behavioural sciences. Dr. Spiegel also directs the Centre for Integrative Medicine and the Psychosocial Treatment Laboratory and is an attending psychiatrist at the children’s hospital.

The study is another step toward getting hypnosis covered by health plans. Although insurers do not reimburse for such stress-relief therapy (research funds paid for the hypnosis involved in this study) that could change if more scientific evidence is developed that documents the benefits of hypnosis.



## JOKE CORNER

Old folks are worth a fortune with silver in their hair, gold in their teeth, stones in their kidneys and lead in their feet and gas in their stomachs.

I have become a frivolous old girl. I’m seeing five gentlemen every day.  
As soon as I wake up, Will Power helps me out of bed. I then go to see John next,

Then it’s time for Uncle Toby to come along, Followed by Billy T.  
They leave and Arthur Ritis shows up and stays the rest of the day,  
He doesn’t like to stay in one place very long, So he takes me from joint to joint.  
After such a busy day, I’m really glad to go to bed with Johnny Walker.  
Oh! Yes... I’m also flirting with Al Zymer.

Contributed by: Bruni Brewin – NSW Branch

### **Health Funds that currently give AHA Clinical members’ clients rebates for Hypnotherapy**

You will need to contact each fund directly and apply on an individual basis for a provider number.

1. American Express
2. Australian Casualty Co Ltd
3. Australian Country Health
4. Australian Health Management
5. Australian Unity
6. BHP Medical Fund
7. CBHS
8. Cessnock Hospital Medical Fund
9. Defence health
10. Emory Worldwide Health Care and Dental Plan
11. Government Employees Health Fund
12. Illawarra Health Fund
13. Medibank Private
14. Mutual Health
15. Naval Health Benefits Society (quit smoking course only)
16. Royal Australian Navy Fund
17. SGIC Health, Sth Australia
18. SGIO Health, Western Aust.
19. Veteran Affairs
20. Reserve Bank
21. Phonenix Insurance
22. Rail and Transport

\* Since this listing, some members have found that some funds have since changed their policies. Until we can give you a further update, please ask your clients to check with their health fund for coverage.



- 23. Navy Health Ltd
- 24. NSW Railways & Transport Employees
- 25. NRMA
- 26. Lysaght Hospital and Medical Club
- 27. Esso Health Fund
- 28. Grand United
- 29. Manchester Unity

**NOTE: Medibank Private** will only give rebates for hypnotherapy to clients who are in their top cover; ie "Package Bonus." The practitioner will need to add their ABN number to the receipt.

**NOTE: Navy Health Ltd** advises that you will need to apply for a Navy Health provider number. But this is **only** necessary if you have a Navy Health patient. A provider number will be issued on the day of request. The provider will need to show this number on the client's invoices/receipts. The Navy Health contact is: Helen Holt/Claims Manager and you can contact her on 1300 30 6289 or direct on (03) 9896 9310.

## Victorian Government Recovered Memory Therapy Report Now Completed

In 2005 the AHA participated in an inquiry by The Hon Bronwyn Pike, Victoria's Minister for Health about the practice of "Recovered Memory Therapy." This type of therapy has been primarily associated with claims of false recovered memories of childhood sexual abuse.

### Short summary of the RMT Report:

(You can download the complete report from : <http://www.dhs.vic.gov.au/pdpd/workforce/pracreg/initiatives.htm>)

Recovered Memory Therapy, (RMT) as defined in the Victorian Health Services Act (1987), "is any form of therapy, or other clinical or therapeutic strategies that have a component based on or incorporating a belief that memories can be repressed and focusing on or adopting methods designed to assist the patient/client to elucidate those memories."

The Victorian Health Services' researchers found that memory in general is a reconstructive process, that is, memory is reconstructed by using one's current knowledge, understanding and life situation. All memory, including continuous and forgotten memories, has the potential for inaccuracy.

Clinical techniques, such as hypnosis and guided imagery, are sometimes considered controversial because it has been suggested that patients may be at an increased risk of suggestibility, and/or of recovering false memories. However the issue may not be whether a particular therapeutic technique is used, rather whether it is used in an ethical and professional manner.

The researcher's literary reviews brought up Yapko's (1994) statement that it is necessary to distinguish between professional and unprofessional practices. Yapko stated it is necessary to distinguish:

- (1) those cases in which someone knows and has always known that he or she was abused, from
- (2) those cases in which someone independently remembers forgotten memories, from
- (3) those cases in which a therapist facilitates recall of forgotten memories, from
- (4) those cases in which a therapist suggests memories of abuse.

He reported that unprofessional practice would be classed in the latter phenomenon.

The aim of the Victorian Health Services Commissioner's investigation was to highlight any problem areas and suggest methods for improving therapeutic practices to protect the public. A summary of the recommendations and the Victorian State Government's response are below:

### In response to the Inquiry regarding RMT, the Victorian Health Services Commissioner recommended:

1. Collaboration between universities, professional bodies and accredited teaching organisations to review the adequacy of training regarding trauma, with a view to ensuring practitioners are being adequately trained.
2. Professional bodies (including those for registered and unregistered practitioners) and registration boards which have not established best practice guidelines related to recovered memories, do so.
3. All unregistered providers of trauma counselling, psychotherapy and hypnotherapy services become members of a suitable professional organisation within their profession.
4. The Department of Human Services take a leadership role with professional bodies, registration boards and advocacy groups to conduct a community education campaign aimed at ensuring members of the public have the information needed to choose appropriately qualified practitioners.
5. The Office of the Health Services Commissioner continue to monitor concerns expressed by all interested parties about 'recovered memory therapy'.

### **Summary of the Victorian State Government's response:**

In response to the Victorian Health Commissioner's recommendations, the Minister for Health has requested advice from the relevant registration boards and professional bodies on the report's recommendations and the potential roles they might play in progressing implementation of these. This would include advice on the scope for collaboration on matters such as:

- A community education campaign to assist members of the public with choosing an appropriately qualified mental health practitioner.
- Preparation and/or review of practice guidelines related to recovered memories. (See AHA website for the AHA Guidelines regarding recovered memory)
- The review of training in trauma counselling.

Mechanisms will also be put into place for the Health Commission to maintain a watching brief on the issues regarding RMT identified in the report.

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## **AHA Social Club**

**The NSW Chapter Social Club** invites you to join them at Liverpool City's largest community event "Bent Jazz – Swingin' the Blues" at Homestead Park, Chipping Norton on Sunday 27<sup>th</sup> August, from 11am – 5.30pm. It is a free afternoon of jazz and blues with people like Vince Jones, Glenn Shorrock and John Morrison's Swing City Big Band, Monsieur Camembert and many more of Australia's top performers. There will be a dance floor, or you can sit and relax with a picnic lunch from the many gourmet food stalls on offer. The kids will be entertained with a free jumping castle and playground area plus the annual Bent Jazz fireworks spectacular. For more information visit [www.liverpool.nsw.gov.au](http://www.liverpool.nsw.gov.au).  
**For information on where to meet phone Bruni on 9755 5512**

### **Next Victoria Social Function**

The next Victorian Social function will be a get together over lunch (at 12.30 pm) after the General Meeting and Workshop on August 12<sup>th</sup> **For more information please phone Julie Madden on 0408 355 592.**

Follow your heart, your dreams, your desires. Do what your soul calls you to do, whatever it is, and allow it to be finished, then you will go on to another adventure. You will never be judged – unless you accept the judgment of those around you. And if you accept their judgment, it is only your will to do so – for the experience." Ramtha

## **Letters to the Editor**

I just want to say how much I enjoyed the NSW June workshop. The thing I enjoyed most was the diversity of subjects. Rather than just hearing about a few different Hypnosis techniques, I actually learnt a lot, and it was information that I have since used in my own practice.

I had heard about personality types before, but I had forgotten about identifying clients, (into a particular type), to see what different motivations they have. The talk on HIV by Robert was very interesting, maybe the committee could get him to do a whole talk at another workshop. I had an incorrect assumption about how HIV is identified before his talk.

Carolyn's talk was very helpful. Having never worked in marketing I learnt some good tricks that I have started working on already. I really enjoyed Harry's talk, not only for the techniques for breast enlargement, but the other little gems of information that he shared about other subjects was fascinating.

Whereas Geoff's talk was very useful and informative, as it was about Parkinson's disease, a subject I have never studied. Finally, getting together in a relaxed setting over lunch was a wonderful opportunity to reconnect with some people I hadn't spoken to for some time.  
Megan Davenport.



I recently attended an AHA workshop in Brisbane. The workshop was well attended and offered an interesting variety of subjects from breast enlargement to childbirth and genograms. Three of the four presenters gave up their weekend to fly from Sydney to share their knowledge, I think that is a wonderful effort on their part and would like to take this opportunity to thank them on behalf of all those who attended.

To experience is to gain wisdom and it is always interesting to hear different perspectives from those who have experience in working in specific areas. We should never underestimate the value of learning from other perspectives to broaden our own experience into wisdom. Sometimes the most valuable snippets are those personal stories of the ones that didn't go so well. Now there's an opening for an interesting workshop topic; "Hypnotherapy Bloopers," not only good for learning but also good for some of Bruni's laughing therapy at the same time.

But seriously, these workshops are a perfect opportunity, not only to learn new techniques but also to meet with fellow hypnotherapists, to share ideas, experiences and above all to be reminded that we are not alone in what we do.  
from Jenny McCormack



**Contributions (Articles, Book reviews, Jokes) welcome, wanted, desired and hoped for. All contributions by email, please send them to: Ann Sheridan [clinicalhypnotherapy@exemail.com.au](mailto:clinicalhypnotherapy@exemail.com.au)**



## Introducing W.A. Members



### **Linda Bright – WA Representative & Executive Officer**

Linda started her working career as a high school teacher before moving to the TAFE (Technical and Further Education) sector as a lecturer. Over a 25 year period she moved from the student classroom and into staff training, training management and then seconded to "head office" as the TAFE consultant for competency based assessment in WA high schools.

From there she moved into numerous education and training fields such as TAFE student selection criteria design, TAFE College academic and staff management, online TAFE training design and union training. Before leaving the education and training sector she managed and trained teachers and lecturers undertaking their VET (Vocational Education and Training) teaching qualifications. In between "gigs" she managed to squeeze in much travel to Asia and the UK and worked in London for some time.

She has also experienced life as a dishwasher, waitress, cleaner, roadhouse manager and temp office worker. Study has also played a prominent roll and she upgraded her teaching qualifications from Diploma to Degree, completed several Diploma level qualifications in her areas of teaching as well as the highly regarded Graduate Diploma of Applied Finance and Investment through the Securities Institute of Australia.

Linda stumbled into the world of hypnosis when she saw an episode of the TV program Burkes' Back Yard in which Helen Reddy (Helen was a very famous singer in the 1970's) was the guest gardener. It was mentioned, in passing, that Helen was a Clinical Hypnotherapist. That tiny trigger caught Linda's attention and she has pursued a career in hypnotherapy since.

Originally a graduate of the Australian Academy of Hypnosis, Linda has both an undergraduate Bachelor of Clinical Hypnosis and Diploma of Advanced Clinical Hypnosis. She is currently studying towards a PhD in Clinical

Hypnotherapy with the American Pacific University. She is also currently undertaking training in advanced EFT. Linda now specialises in treating medical symptoms and emotional health issues.



## **Mailin Colman – New WA Clinical Member**

My name is Mailin Colman and I am one of the new group of AHA members emerging from the West. Firstly, thanks for having us and thanks to Linda Bright for all of her efforts to get us here – I really look forward to being a part of AHA!

I came into hypnotherapy two and a half years ago – in a very unexpected way. Certainly, if someone had said, even the week before, that I would be studying to become a Hypnotherapist, I would have laughed myself silly at the very thought! I was working as a natural therapist and at the time, felt very much at a crossroads in my life – feeling that I had to do something else...but what? On an extremely cold and cyclonic night, a woman I respect very much *insisted* that she felt very strongly that I should attend a lecture at her premises, so, believing in her intuition, I made my way out there (grumbling at being out in that disgusting weather all the way) and in ten minutes flat, I found myself mesmerised (literally)!! I was still a little unsure, (having grown up watching Spano’s shows and thinking hypnosis was all about fun and games!) so I gave *myself* a test. I said to myself; “if I can tell if that volunteer is actually hypnotised, I’ll know if I can do this”. At that moment, I shocked myself because it was clear that I was seriously considering a new career path without having consciously realised that was what I was doing. So, as silly as that feels these days, there I was acknowledging that I could clearly tell if the subject was hypnotised and that was me, gripped by the next path in my life! At the end of the lecture, I had signed up to begin studying hypnosis the following week.

That then, was the beginnings to a great new passion in my life. I have been working almost full time at hypnosis since I graduated and these days, find my other modalities very much being squeezed to the sidelines because of my passion for hypnosis. I absolutely love being part of other people’s journeys, facilitating and participating in

obtaining their freedom from a great variety of issues holding them back in life. How many people can say this about their work? I feel very lucky indeed. My areas of particular interest are deep rooted emotional blockages, phobias and the like. Perhaps that can be encapsulated by saying; anything preventing a person from living wholly in mind, body and soul and from reaching their true potential. I also have a special interest in working with cancer patients with the intent of alleviating their reactions to conventional treatments and producing better quality of life. Later this year, I hope to participate in a clinical trial combining hypnosis and traditional medical procedures.

I’m fairly sure I can speak for all of us here in Western Australia when I say that we are excited by this new development and are really looking forward to forging a strong connection with the AHA, participating in the Association, getting to know you and vice versa.

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## **RESEARCH OF INTEREST.**

### **Hypnosis doubles IVF success**

*By Caroline Ryan, BBC News Online health staff in Berlin*

*Hypnosis can double the success of IVF treatment, researchers have claimed.*

A team from Soroka University, Israel, found 28% of women in the group who were hypnotized became pregnant, compared with 14% of those who were not.

The study of 185 women was presented to the European Society of Human Reproduction and Embryology conference in Berlin. But other experts said the research failed to account for key differences between the two groups.

The Israeli researchers were looking to see if hypnosis could make the embryo transfer stage of IVF more successful. During this stage, the embryo is transferred into the womb. However, if the womb is contracting, it can affect the chances of the transplant being a success. It was hoped hypnotherapy could help women relax and therefore improve the chances of success.

Women undergoing IVF were assessed to see if they were suitable to be hypnotised. Eighty-nine women were then given hypnosis while their embryos were implanted. Some underwent more than one cycle of IVF treatment. Ninety-six other women underwent embryo transfers without hypnosis. All received one cycle each. Dr Eliahu Levitas, who led the research, told the conference: "Embryo transfer is known to be a stressful time for patients, and it may be that the procedure is the peak of their stress in IVF."

"Hypnosis may be related to a tranquilising effect. "Performing embryo transfer under hypnosis may significantly contribute to an increased clinical pregnancy rate." On average, women in the non-hypnosis group had been trying to conceive for 7.4 years, compared with 4.7 years for those who did receive hypnosis.

Dr Francois Shenfield, of University College London Hospital, UK, said: "One of the very important confounding factors in this field is the duration of infertility. "The longer a couple have been trying to conceive, the less likely they are to conceive spontaneously, and without technical help."

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## **Mind & Memory** Article by Bruni Brewin, NSW

Remembering information you use daily, such as your address, relies on the formation of lasting long-term memories. Initially when we learn something, selected brain chemicals provide for temporary storage, however such information is quickly forgotten unless certain molecules and genes related to 'long-term' memory are activated.

Your DNA genes hold tiny "coding molecules" that instruct your brain to produce certain proteins. The end result is the production of special proteins that change the structure and activity of your nerve cells. The resulting reactions then fasten information in your brain for days, weeks or years -- a durable long-term memory.

"Explicit memories" are known as memories of facts and events, whilst "Implicit memories" remind you how to do something, and each involve and are stored in different parts of your brain. So for example, the answers to the questions on a history test rely on explicit memories -- while your implicit memories remind you how to physically write the answers.

Scientists at UCL (University College London) advise that a study at the UCL Institute of Cognitive Neuroscience showed that in over a fifth of cases, people wrongly remembered whether they actually witnessed an event or just imagined it.

In over 20% of cases Dr Jon Simons and Dr Paul Burgess who led the study found that in their tests volunteers either thought they had imagined words which they had actually been shown or said they had seen words which in fact they had just imagined.

The study showed implications for the validity of witness statements and agrees with other studies that show that our mind sometimes fills in memory gaps for us, and we confuse what we imagined occurred in a situation - which is related to what we expect to happen or what usually happens - with what actually happened.

Dr Burgess said: "We believe that hallucinations are caused by a difficulty in discriminating information present in the outside world from information that is imagined. So for example, in schizophrenia the difficulty a person has in separating reality from imagined events that becomes exaggerated so some people have hallucinations and hear voices that simply aren't there."

Most of us, though, have a critical reality monitoring function so that we are able to distinguish well enough between what is real and what is imagined and our imagination does not have too great an impact on our lives - unless the reality check system breaks down such as after a stroke or in cases of schizophrenia.

In the tests, healthy subjects were shown 96 well-known word pairs from pop culture such as 'Laurel and Hardy', 'bacon and eggs', and 'rock and roll'. The participants were then asked to count the number of letters in the second word of the pair. Often the second word wasn't actually shown and the subject had to imagine the word -- such as 'Laurel and ?'.

Participants were then asked which of the second words they had actually seen on screen and which ones they had only imagined. The subjects' brain activity was observed using MRI scans while they remembered whether words had been imagined or seen on screen.

The study found that the areas that were activated while remembering whether an event really happened or was imagined in healthy subjects are the very same areas that are dysfunctional in people who experience hallucinations.

It was found that when people did accurately remember whether they had actually seen a word or just imagined it, brain activity in the key areas involved in imagination and reality checking increased, whilst those who did not remember correctly exhibited less activation in those parts of the brain.

Further findings reported by Jeffrey Ellenbogen, of Harvard Medical School, and his colleagues, uncovered evidence that sleep improves the brain's ability to remember information. Their findings demonstrated that memories of recently learned word pairs are improved if sleep intervenes between learning and testing and that this benefit is most pronounced when memory is challenged by competing information. This work clarifies and extends previous study of how sleep plays an active role in memory consolidation.

The researchers studied the influence of sleep in healthy college-aged adults. Compared to participants who did not sleep during the trials, those who slept between learning and testing were able to recall more of the original words they had learned earlier. The beneficial influence of sleep was particularly marked when participants were presented with the challenge of "interference" – competing word-pair information – just prior to testing.

James L. McGaugh, Ph.D, Research Professor of Psychobiology at the University of California-Irvine and founder and Director of the Center for the Neurobiology of Learning and Memory says that they know from human experiments that the strength of a memory is regulated by the significance of the experience." In one experiment, two groups of subjects were read a story and shown a series of slides. They all saw the same slides, but they heard two different stories. One story was flat and neutral; the other story matched it except for an emotionally arousing description in the middle.

Two weeks later, the subjects were asked to state what they remembered of the slides. The group that heard the neutral story remembered the slides from all parts of the story equally well (or poorly); there was no difference in recall of the slides from the beginning, middle, or end of the story. The other group, however, had significantly enhanced recall of the slides in the middle, the ones they were looking at when they heard the emotionally arousing description.

It seems that when the connection between emotion and memory works well, we remember the important and good things that we want and need to remember. When the system is overworked, we may remember too much, or too intensely, and the result may be debilitating.

**Conclusion:** We store our memory in different parts of our brain, and that sometimes our mind may fill in memory gaps for us, and we can confuse what we imagined occurred in a situation with what actually happened. It has been shown that sleep may play an active role in memory consolidation and improves memory if sleep intervenes between learning and testing and that this benefit is most pronounced when memory is challenged by competing information. When we are emotionally aroused we can remember things too much or too intensely and the result may be debilitating.

Sources: Rosset, J "LandOnYourFeet" ezine, Posted August 28, 2005 at [www.quantum-self.com](http://www.quantum-self.com) Simons J, Burgess P, University College London, Posted June 23, 2006 at [www.sciencedaily.com](http://www.sciencedaily.com) Ellenbogen J M, Stickgold R, Hulbert J C, Dinges D F, Thimpson-Schill S L, Cell Press, Posted July 11, 2006 at [www.sciencedaily.com](http://www.sciencedaily.com) McGaugh J L, "How emotions Strengthen Memories" Posted at [www.loc.gov](http://www.loc.gov)



## KNOW ANYONE WHO WOULD LIKE TO BECOME A MEMBER OF THE AHA?

If "Yes" ask them to contact the **Free Advisory Line on 1800 067 557** or – For an AHA booklet outlining the requirements and process of application, please ask them to contact –

### In ACT & NSW,

Rachel Ford, on 0416 347 574,

Email: [rachel.ford@optusnet.com.au](mailto:rachel.ford@optusnet.com.au)

### In NT, QLD, & SA,

Rachel Ford, on 0416 347 574,

Email: [rachel.ford@optusnet.com.au](mailto:rachel.ford@optusnet.com.au)

### In VIC –

Diane Oakley-Solla, on 0413 803 834,

Email: [dosolla@tpg.com.au](mailto:dosolla@tpg.com.au)

### In WA –

Linda Bright on (08) 9474 2077

Email: [linda@mindovermatter.com.au](mailto:linda@mindovermatter.com.au)

### In TAS -

Rachel Ford, on 0416 347 574,

Email: [rachel.ford@optusnet.com.au](mailto:rachel.ford@optusnet.com.au)

## Top Tips on Marketing Your Hypnosis Practice

Summary of an article by Calvin D. Banyan, MA, BCH, FNGH, CI

The vast majority of your clients hear about you from four different places: the Yellow Pages, client referrals, your Professional Association's website and from your own website. You may also get clients from other hypnotherapists, or from other forms of advertising. So lets look at what works and why.

**Yellow Pages Telephone Directory (Can be Expensive)** However since you need to have a Yellow Pages advertisement or at least a listing. Keep these things in mind as you write your ad.

- Don't take up a lot of the space with the name of your business.
- Look at the ad from your potential client's point of view.
- List the benefits of seeing you (i.e. location, experience, etc.)
- Size is more important than colour when designing an ad.

Too many people take up this valuable space on their ad by having the name of their business in big letters. Put your name at the bottom of the ad next to the telephone number. Your potential clients are not going to be interested in your

name until they are interested in your ad. Yellow Pages ads cost a lot of money, but remember, you can beat those with a large ad by having good content. Have a good heading that catches your potential client's eye. Make sure that you list the major services that you want to provide, and then say "and more."

### **Websites (Expensive)**

However websites can generate a lot of clients. Whether they be via your Professional Association or from your own website. Here are a few tips:

- If you can use Microsoft Word, you can build a web site.
- Start off thinking about it as a brochure that is online.
- Use the word "hypnosis" in the domain name.
- Swap links with other hypnotherapists to generate traffic.
- Write some short articles about hypnosis.
- Put your picture on the web site.

When you pick out your domain name, always use the word "hypnosis." The word "hypnosis" will be used in an attempt to find you 10 times more than the word "hypnotherapist."

### **Client Referrals (Free)**

Receiving referrals from clients is the least expensive marketing that you can do for your business. The catch is that you must first have some clients before you can receive these referrals. But if you do the first two things that I mentioned above that will get you your clients, and then you can do some of these things and get the referrals coming in too!

Here are some things to keep in mind:

- Under promise and over deliver - never the other way around!
- Have a clean and professional office in a good location.
- Present yourself professionally.
- Provide a great service that gets results.
- Give your clients things to hand out or show off!

Be honest in all of your advertising and never mislead your potential client. Don't pick a grandiose name for your business, if you are just one person sitting in an office somewhere. Your office needs to be clean and in a good location. Provide your clients with excellent service that really gets results. Most professionals agree that taking the time to do a good pre-talk to prepare the client for hypnosis is vitally important.

Getting great results naturally leads to getting more referrals! Give your clients something to show off or share. Always have your clients leave your office with a brochure with information about hypnosis and at least three business cards, so that the clients can hand them out to their friends.

There are lots more things you can do e.g. free public talks. But these top three are worth the time and money that you put into them if you really do it right. They will give you the best steady stream of clients, and that is what a growing and thriving business really needs. Remember, if you get serious about your hypnotherapy business then you will have a serious hypnotherapy business.

**Reference:** [www.hypnosiscenter.com](http://www.hypnosiscenter.com)

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## **Problems Experienced by Some Hypnotherapists in Rural Areas**

The pool of competent and available hypnotherapists in regional areas is very thin on the ground. Two of the pressing concerns for rural practitioners is either the long distances that clients may need to travel to access their services, or dealing with the strong familiarity among community members, resulting in dual relationships concerning the client and the hypnotherapist. The down side of which is that often the boundaries for confidentiality are at risk of becoming blurred.

Similarly ongoing professional supervision and/or professional development may be a problem for the rural practitioner. This is because it costs the rural hypnotherapist a lot more than that of their urban colleagues because it often involves the rural practitioner travelling long distances, paying for accommodation, and needing to take additional time away from their practice just to attend a one day workshop.

However with the coming of the internet and email some new opportunities are now available to rural hypnotherapists; for example: supervision is now available to AHA members living regional areas via email and/or Skype. (for more information about this service you can contact Bruni on [bruni\\_brewin@froggy.com.au](mailto:bruni_brewin@froggy.com.au)). Or for those that just like to keep in touch with other member hypnotherapists the new AHA Internet Chat facility may



well fit the bill. However, the Internet Chat Facility is available to all members not just our rural members. The internet chat site was set up to allow all the AHA members to discuss their current cases, ethical questions, upcoming workshops, and interesting news issues etc with their peers. (for more information about the chat room you can contact Jeremy on [jeremyb@exemail.com.au](mailto:jeremyb@exemail.com.au) ).



## **Look & Learn** Links to interesting articles

'Thoughts read' via brain scans - Scientists say they have been able to monitor people's thoughts via scans of their brains.

<http://news.bbc.co.uk/1/hi/health/4715327.stm>

The number of Australian Smokers in steep decline

<http://www.newscientist.com/channel/health/drugs-alcohol/mg18725113.300>

Blue Light Eye Damage - Ultraviolet light can damage our eyes and skin. But, there's more and more evidence that visible light -- the light we see by -- may also be harmful.

[http://www.sciencentral.com/articles/view.php3?article\\_id=218392616](http://www.sciencentral.com/articles/view.php3?article_id=218392616)

Hypnosis overrides reading ability - It does not seem possible to forget how to read, but U.S. researchers say they have achieved that effect in some people through hypnosis.

<http://www.sciencedaily.com/upi/index.php?feed=Science&article=UPI-1-20050808-12582300-bc-us-hypnosis.xml>

Booze Free Brain

There may be new reason for recovering alcoholics to stay on the wagon. A study in rats shows that new brain cells form and possibly repair damage early on in abstinence.

[http://www.sciencentral.com/articles/view.php3?article\\_id=218392625](http://www.sciencentral.com/articles/view.php3?article_id=218392625)

The Good Heart

<http://bulletin.ninemsn.com.au/bulletin/site/articleIDs/2CAC27DA5DC33164CA25708E00825209>

Stress alters immunity:

<http://www.news-medical.net/?id=3042>

Regaining consciousness: A life or death dilemma

<http://www.newscientist.com/article/mg19125593.900?DCMP=NLC-nletter&nsref=mg19125593.900>

Ultrasound May Help Regrow Teeth

<http://www.sciencedaily.com/releases/2006/06/060628234304.htm>

Societies that greatly stress hygiene have higher rates of allergy and autoimmune diseases

<http://www.sciencedaily.com/releases/2006/06/060616130418.htm>

Orange, Grapefruit Juice For Breakfast Builds Bones In Rats

<http://www.sciencedaily.com/releases/2006/06/060606224839.htm>

Withdrawal Drug Offers Relief For Crohn's Sufferers

<http://www.sciencedaily.com/releases/2006/05/060529102632.htm>

You make your own luck ...

<http://www.damninginteresting.com/?p=483#more-483>

Cancer smart bombs ready for trial 2-3 years...

[http://www.sciencentral.com/articles/view.php3?article\\_id=218392789](http://www.sciencentral.com/articles/view.php3?article_id=218392789)

Auto-Focus eyewear - so you can throw your bi-focals away...

[http://www.sciencentral.com/articles/view.php3?article\\_id=218392793](http://www.sciencentral.com/articles/view.php3?article_id=218392793)



## **BOOK REVIEWS**

By Lyn Macintosh – NSW Branch

### **The Sourcebook of Magic – A Comprehensive Guide to NLP Change Patterns**

By L. Michael Hall, PhD Crown House Publishing 2004 ISBN 1904424252

“If as Bandler and Grinder write, ‘magic is hidden in the language we speak’ and if we can use language and patterned processes for making transformative changes in the way we think, feel, speak, behave, and relate – then you will find all kind of patterns in this Sourcebook for performing magic that changes minds and lives.”

Michael Hall is a prolific and experienced writer and he has produced a book that covers “77 Patterns of NLP Magic”. Each Pattern is labelled eg Decision-Making Pattern, Chaining States Pattern, the Movie Rewind Pattern,

Resolving Co-dependence Pattern, etc. Each Pattern has an explanation regarding the concept and then the author takes you step by step through the situation/issue to the desired outcome.

“A co-created exchange. We start with identifying what the client already wants to accomplish, and then align with the client’s objectives.....As we let the client take responsibility for the outcomes, this completely eliminates any need for them to resist. In this the therapist will play more of a role of coach and facilitator, and not that of parent as in psychoanalysis.”

There is a wealth of information here for those who are familiar with NLP. The author knows the subject thoroughly and has a tendency to assume knowledge in the reader. Whilst this is flattering, it would be beneficial to have a more simplified explanation of the Basic Patterns that would model, for the reader, a way to continue with the rest of the Patterns in a more enlightened manner.

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### **Visual Thinking – Tools for Mapping your Ideas**

**Nancy Margulies and Christine Valenza** Crown House Publishing 2005 ISBN 1904424562

We live in an increasingly visual world and the authors claim that the “capacity to think through complex problems is enhanced” when one can see the process on paper.

This is a book about being better able to organise ones thoughts using drawings, words and symbols. Simple drawing techniques are provided that would help a client to express their thoughts and enable them to make visual representations of ideas. The authors call this “Mindscaping”.

I see opportunities for clients to spontaneously identify with some of the drawings shown in the book, helping them to put something into words, just like a gestalt, bringing something from the background into the foreground.

There is potential for great fun using this book and I particularly like the “Circle of Influence” where, instead of “being overwhelmed with the desire to make a difference in the world” Stephen Covey (2004) suggested that “we take a look at all that concerns us and then consider our sphere of influence within these concerns.” The injunction is not to give up because we can take small actions with a focus of energy that can have an impact.

Books reviewed are available through the post from Footprint Books 1/6a Prosperity Parade, Warriewood NSW 2102. Ph: (02) 9997 3973 Fax: (02) 9997 3185 Email: [info@footprint.com.au](mailto:info@footprint.com.au). Please note that Footprint Books offers 15% discount to members of the AHA on all books ordered. Ask for a catalogue. Their titles are impressive.

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## **A Book Review By Terry Shannon – Victoria Branch**

**‘Hypnosis-Unlocking the Power of Your Mind’** Author: Michael Streeter

Michael Streeter's new publication, comes across as a well-written work in a journalistic style and consequently is very easy to read, and to the writer, appears to be good value at \$24.95 from Dimmocks.

The book falls into the second of the two categories of books that are published these days; the first group is aimed at the continuing education of the expert; the second is a general interest with some education for the everyday reader; this volume is an excellent example of the latter.

It is printed on high-quality stock and with the well rendered illustrations and photographs, has an overall impression of quality. This leads to an air of authority in regard to its contents and the imprimatur of the Australian Broadcasting Commission enhances that stance.

The book is structured into six sectors these are:

- Pioneers of hypnosis
- The nature of hypnosis
- Uses and abuses
- Stage hypnosis
- Self hypnosis
- General matters

In the short introduction to his work, Streeter mentions the three reactions that one is likely to get from any mention of hypnosis, he suggests these are, intense curiosity, a distinct nervousness or a disdainful skepticism. With a start date of 2600 BC the first section of the book refers to the written work which survives from the father of Chinese medicine, Long Thai, and his work in regard to healing techniques that involve using words to cure people.

We are then taken on a journey through to today and Streeter helps us to understand how interest in hypnosis and its credibility have ebbed and flowed throughout history. How at times it was outlawed, at times restricted to certain classes or roles and at times regarded either as a science or an art; and for a considerable period of time, as either witchcraft or just plain hocus pocus.

An interesting appearance in the volume is Benjamin Franklin and his role in destroying the reputation of Anton Mesmer who, till then, had been the most prominent person in hypnosis. His works and experiments were questioned by King Louis XVI in Paris who called upon Franklin in 1784 to examine claims in regard to magnetism and other works: Franklin's commission gave a very negative report.

And so it goes on through the ages of both surgery and quackery until in the 1840s Eskdale, a prominent British surgeon in India performed hundreds of major surgeries, even amputations, using only hypnosis.

The appearance of George du Maurier's anti-hero character *Svengali*, did nothing to enhance hypnosis' reputation; And even the late 1800s further damage came as Freud (who was famously alleged to have had such badly fitting dentures that he was forced to abandon hypnosis) turned instead to his famed analytical models.

This book is easy to understand because on the bottom it has a coloured bar which runs across all the pages, this is divided into decades into which drop the characters of the time, and a short history of their influence, either pro or con on the development of hypnosis. This timeline ends in the year 2000.

Apparently 2000 was selected as it was the publication year of the Harvard University study which focused on brain activity changes during hypnosis. It backed the argument that there is a specific state of hypnosis.

The **second** section is not exhaustive but it adequately addresses the nature of hypnosis, the unconscious mind, and several theories of hypnosis. It also covers trance, and the events that impact during pre-trance. Post trance issues are also examined. It has graphs which show brainwave patterns during various depths of hypnosis. Overall it gives a clear picture of the nature of hypnosis to the reader.

**Section three** talks about abuses and uses. These are all well known to practitioners and indeed most of the general public would understand uses in medical and behavioral matters; attention is drawn to the significant bearing hypnosis may have when one is working in the creative industries or art.

It also deals with some controversial issues such as, regression and progression, but it takes a neutral stand, leaving the readers to make up their own mind. There are some warnings within the uses and abuses, drawing attention to false memory syndrome, abuse of the patients including some detail and examples of cults, brainwashing and inappropriate mind control.

It is interesting that the classic movie about mind control hypnosis 'The Manchurian Candidate,' has recently been showing in Melbourne Arthouse theatres.

**The fourth** area gives a general overview of stage hypnosis. It points out that the great skill of the stage hypnotists is their ability to quickly identify the susceptibility of the people who present themselves onstage.

It addresses some questions and concerns that the public may have about both the immediate and ongoing effects of stage hypnosis. It questions whether it is ethical that people are allowed to be seen in a ludicrous situation at a time when it would appear to be beyond their norm by deliberate manipulation of their mind state. The book credits stage hypnotists as being amongst the most skilful practitioners of the induction process.

**The fifth** session, covering self hypnosis is only about 14 pages long, but the reader would probably be able to put themselves into a state of light trance. It warns of the dangers and gives a number of scripts that can be used prior to inducing a trance and cautions about deepening and reawakening. The last part of this book has some sample scripts, and is followed by a glossary, and index and a comprehensive listing of resources and credits.

Finally, it's good value and makes good sense. It's worthy of a place on the shelf of the general public and is useful for educating practitioners in simple ways of describing the process in everyday language to a potential client.

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## **Glaxo Chief says - 'Our Drugs Do Not Work On Most Patients'**

In an article by Steve Connor, The Independent, UK 12-13-5 he says that Allen Roses, worldwide vice-president of genetics at GlaxoSmithKilne (GSK), with Britain's biggest drugs company has admitted that most prescription medicines do not work on most people who take them.

Dr Roses, an academic geneticist from Duke University in North Carolina, spoke at a scientific meeting in London where he cited figures on how well different classes of drugs work in real patients. He said that fewer than half of the patients prescribed some of the most expensive drugs actually derived any benefit from them.

Drugs for Alzheimer's disease work in fewer than one in three patients, whereas those for cancer are only effective in a quarter of patients. Drugs for migraines, for osteoporosis, and arthritis work in about half the patients, Dr Roses said. Most drugs work in fewer than one in two patients mainly because the recipients carry genes that interfere in some way with the medicine, he said.

"The vast majority of drugs - more than 90 per cent - only work in 30 or 50 per cent of the people," Dr Roses said. "I wouldn't say that most drugs don't work. I would say that most drugs work in 30 to 50 per cent of people. Drugs out there on the market work, but they don't work in everybody."

Dr Roses said doctors treating patients routinely applied the trial-and-error approach which says that if one drug does not work there is always another one. "I think everybody has it in their experience that multiple drugs have been used for their headache or multiple drugs have been used for their backache or whatever.

"It's in their experience, but they don't quite understand why. The reason why is because they have different susceptibilities to the effect of that drug and that's genetic," he said.

# AHA (NSW Branch) ONE DAY WORKSHOP

Venue:	The Ryde –Eastwood Leagues Club 117 Ryedale Rd. West Ryde NSW 2114
Cost:	\$ 110:00 Members (AHA & ASCH & PCHA) Includes lunch \$ 130:00 Non Members (Includes lunch)
Time:	9:00 am to 5:00 pm
Date:	Saturday, 26 August 2006
This workshop goes towards meeting the annual requirements for your mandatory workshop / ongoing education hours. ..... Please notify us that you are coming so we can inform the catering staff	

**9:00 am** Registration

**9:30 – 10:30 FINANCIAL ESSENTIALS FOR MANAGING A PROFITABLE PRIVATE PRACTICE**

**Sylvia Troccolli** B.Com; PNA; JP.

Meet the friendly face of accounting! Sylvia will be presenting on what you should be doing to best plan for ensuring you have a profitable Private Practice. Hear how to make the most of those tax breaks for small businesses! Sylvia will be presenting this information in a simple way that even the most financially hesitant will understand!

10:30 – 11:00 am MORNING TEA BREAK

**11:00 – 12:30 pm HYPNOTHERAPY, MUSIC & SONG THERAPY:**

**Fergus Anderson** Dip. Hyp. Dip. Couns.

Hypnotherapy using music and song as tools to induce a state of trance. These techniques can have a positive effect on a person emotionally, mentally and physically. The use of music and song is expressed in many different forms to induce a hypnotic trance. It helps with mental relaxation and inner peace. In this presentation Fergus will use case studies from group and individual sessions to demonstrate how you can use music and song successfully.

12:30 – 1:30 pm LUNCH BREAK

**1:30 – 3:00 pm AN INTRODUCTION TO BSFF**

**Jenny Skewes** B.N, Grad Dip CHN, Dip SO Hyp, Adv. Dip Couns. & Psych, Cert IV Workplace Assess & Train, MASOCHA; Coming from a Psychiatric Nursing background, Jenny has worked in the field of mental health for over 30 years. She is passionate in assisting people to create the lifestyle changes they desire. In Private Practice as a Solution Oriented Counsellor & Hypnotherapist, Jenny has sought many techniques including Neuro-feedback, EMDR & TFT to enhance her practice. Over the past two years Jenny has found BSFF to be a favoured technique with its versatility and proven success.

3:00 to 3:30 pm AFTERNOON TEA BREAK

**3:30 – 5:00 pm HYPNOSIS FOR THE TREATMENT OF TRAUMA**

**Bruni Brewin;** Dip. Hyp. Dip. Couns. CMAHA CMATMS(AUS) CMACHE MACEP(USA)

Bruni has worked in a Private Trauma & Pain Management Clinic under the guidance of a Trauma & Pain Rehabilitation Psychiatrist working with Workers Compensation patients, also as a Child Sexual Assault Counsellor, a position funded by the Community Services Grants Program under the DOCS system. Bruni will share with you three trauma release methods all of which she uses in the hypnotic trance state. Namely, EFT, EMDR and TIR. Bruni finds a combination of some or all of these methods, mostly releases the trauma in just one session. If you want to become an expert in releasing trauma, you shouldn't miss this workshop.

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AUSTRALIAN HYPNOTHERAPISTS' ASSOCIATION

A.H.A. WORKSHOP REGISTRATION FORM

SATURDAY 26<sup>th</sup> August 2006

AHA & ASCH Members \$110:00 or Non-members \$130:00 (includes a free lunch)

NAME: .....

ADDRESS: .....

PHONE:.....Email: .....

Please complete and return with your remittance to:

The Treasurer; 19 Macleay Ave; Wahroonga NSW 2076. Free Phone 1800 067 557

HURRY! Get your registration in before the 20<sup>th</sup> August 2006 and be in the running to win a workshop for free.

# STATE BRANCH REPORTS

## ACT Branch Report

### **Canberra Peer Support Group**

#### **Duffy Peer Supervision Group**

Held at Somerset St on the 1<sup>st</sup> Monday of the month  
Please phone Jim on 6288 4511 if you wish to attend.

Peer Support Groups are a great opportunity to share ideas, discuss issues and resources with fellow Hypnotherapists

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## NSW Branch Report

### **National Free Peer Support group-**

Held prior to each National General Meeting  
at Ryde-Eastwood Leagues Club  
117 Ryedale Rd. West Ryde.

This is a great opportunity to share ideas, issues and resources with fellow Hypnotherapists in a friendly, supportive group.

We would like to **Congratulate** Letitica Colautti, Zoe Cooper, Maureen Doherty, Cherie Richey Lowe; and Linda Taylor on upgrading from Associate to Clinical members

## Sydney Supervision Groups

### **Bankstown/Liverpool Monday Supervision Group**

Held second Monday in the month 7:00pm to 9:00pm  
at 22 Epsom Rd. Chipping Norton –  
Please phone Bruni on 9755 5512 if you wish to attend

### **Bondi Junction Peer Support Group**

held at Bronte Rd for Clinical members only  
Please phone Kerry on 9387 8777 if you wish to attend

### **Caringbah Peer Supervision Group**

held at 7 Chamberlain Ave. Caringbah  
Please phone Beverley on 9525 9911 if you wish to attend

### **Killara 3<sup>rd</sup> Monday Supervision Morning Group**

held at 1 Willow Close Killara –  
Third Monday in the month, 9.30 - 11.30am  
Please phone Lyn on 9498 6334 if you wish to attend

### **Killara 3<sup>rd</sup> Friday Supervision Morning Group**

held at 1 Willow Close Killara –  
Third Friday in the month, 9.30 - 11.30am  
Please phone Lyn on 9498 6334 if you wish to attend

### **Killara 4<sup>th</sup> Friday Supervision Morning Group**

held at 1 Willow Close Killara –  
Fourth Friday in the month, 9.30 - 11.30am  
Sorry, this group is now full.

### **Lindfield Supervision Group**

held at 302 Pacific Highway Lindfield  
Please phone Leon on 9415 6500 if you wish to attend

### **Wahroonga 4<sup>th</sup> Monday afternoon Peer Supervision Group**

Held at Macleay Ave Wahroonga  
on the 4th Monday of each month from 2:00 pm – 4:00 pm



**Wahroonga 2<sup>nd</sup> Tuesday afternoon Supervision Group**  
held at Macleay Ave Wahroonga  
on the 2<sup>nd</sup> Tuesday of each month from 2:00 pm – 4:00 pm  
Please contact Maya on 9489 3285 if you wish to attend

**Wahroonga 3<sup>rd</sup> Tuesday afternoon Supervision Group**  
held at Macleay Ave on the 3rd Tuesday of each month  
Please contact Maya on 9489 3285 if you wish to attend

## **NSW Country Supervision/Peer Support Groups**

**Campbelltown Peer Supervision Group**  
held at Owen St for Clinical members only  
Please contact Alex on 4628 1197 if you wish to attend

**Cental Coast Peer Support Group**  
held at Bluewave Crescent for Clinical members only  
Please contact John on 4385 9401 if you wish to attend

**Lennox Head Peer Support Group**  
Held at Amber Dr on the 1st Saturday of the month  
Please ring Isolde on (02) 66875239 if you wish to attend.

**Port Macquarie Peer Support/Supervision Group**  
Held at Ashdown Dr on 2<sup>nd</sup> Monday of the month  
Please contact Elizabeth on (02) 6582 3041 if you wish to attend.

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## **Queensland Branch Report**

The Queensland Branch conducted its first Workshop in Brisbane earlier this month and was well attended. Feedback has been very positive particularly from some Psychologists who commented that our members were a very friendly and co-operative group and they found the presentations most informative.

We appreciated the support given to us by the Sydney Executive with President Bruni Brewin and Maya Lak flying up to give their excellent presentations and to meet with our members and prospective members.

It is our aim to have one more Workshop later in the year for ongoing education purposes and to gradually build up our membership.

Geoff Sly (Queensland Executive Officer)

## **Queensland Peer Support/Supervision Groups**

### **Brisbane Support/Supervision Groups**

**Everton Park Peer / Supervision Group**  
Held at 510 South Pine Rd on 1<sup>st</sup> Saturday of the Month  
Please ring Diane on (07) 3354 4555 if you wish to attend.

**New Farm Peer Support / Supervision Group**  
Held at James St on the 1st Friday of the month  
Please ring Antoine on (07) 3254 1373 if you wish to attend.

### **Queensland Country Supervision/Support Groups**

**Gladestone Peer Support / Supervision Group**  
Held at Martin St on the 1st Tuesday of the month  
Please ring Mervyn on (07) 4979 4037 if you wish to attend.

**Gold Coast Peer Support / Supervision Group**  
Held at Albert Ave. Broadbeach on the 1st Monday of the month  
Please ring Geoff on (07) 5526 2525 if you wish to attend.

## **Sunshine Coast Peer Support / Supervision Group**

Held at Bunya St on the 1st Friday of the month  
Please ring Jennifer on (07) 5494 2924 if you wish to attend.

Peer Support Groups are a great opportunity to share ideas, discuss issues and resources with fellow Hypnotherapists

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## **Victoria Branch Report**

The up coming General Meeting on August 12<sup>th</sup> will be followed by a workshop from 10.30am - 12.30pm with **Gordon Emmerson** Then the next seminar on October 28<sup>th</sup> 10.30am - 12.30pm. The speaker will be *Mary Hansen*, who will be talking about Grief, Loss and Self Help. We have plans for a seminar on Extreme Self Care for Therapists by Lana Cecil

### **VICTORIAN DIARY DATES 2006**

<b>WORKSHOP AND GENERAL MEETING</b>	<b>SATURDAY AUGUST 12TH</b>
<b>PROPOSED SEMINAR</b>	<b>SATURDAY OCTOBER 28TH</b>

Please put these dates into your diaries. Suggestions for topics for workshops would be gratefully received. Contact Julie Madden on (03) 0408 355 592 for more details.

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## **Victoria Peer Support / Supervision Groups for 2006**

Essenden Supervision meetings are currently held for people wanting to attend group supervision by Lea Kewish, a qualified supervisor:

### **Essenden Supervision Group**

Held at Buckley St.  
4<sup>th</sup> Monday of the Month  
Please phone or email Lea Kewish if you wish to attend  
Phone 9372 9442 email [leak@alphalink.com.au](mailto:leak@alphalink.com.au)

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### **Melbourne Peer Support Groups**

These groups are a great opportunity to share ideas, issues and resources with fellow Hypnotherapists in a friendly, supportive group. Please call or email if you plan to attend. Dates and locations are subject to change.

#### **Cheltenham Peer Support/Supervision Group**

Sandra Williams Phone 9585 7904  
5b Charles St., CHELTENHAM  
Monday 1:00 – 3:00PM meetings October 30<sup>th</sup>

#### **East Doncaster Peer Support/Supervision Group**

Alison Burton Phone 9842 7033 email: [simnat@bigpond.net.au](mailto:simnat@bigpond.net.au)  
Simply Natural Therapies, 41a Tunstall Square, EAST DONCASTER  
Monday 7.30 PM EVENING August 28<sup>th</sup>

#### **Wheelers Hills Peer Support/Supervision Group**

Harry Berger Phone 9560 7551 email [hrberger@bigpond.net.au](mailto:hrberger@bigpond.net.au)  
215 Jells Rd., WHEELERS HILL  
Evening Monday September 25<sup>th</sup> 7.30pm

## **Victoria Country Supervision/Support Groups**

### **Upper Beaconsfield Peer Support/Supervision Group**

Anne Wilson Phone 5944 4785 email: [venus\\_7@tpg.com.au](mailto:venus_7@tpg.com.au)  
163 Stoney Creek Rd. UPPER BEACONSFIELD

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# AHA (VICTORIA BRANCH) WORKSHOP

Founded 1949 ABN 20 004 388 872  
A member association of the Psychotherapy and Counselling Federation of Australia (PACFA)  
41a Tunstall Square, East Doncaster, Vic 3109  
Phone 9893 7790 Fax (03) 872 6060 email: [aha\\_vic@arbeco.com.au](mailto:aha_vic@arbeco.com.au)

## The Power and Utility of Ego State Therapy

**Guest Speaker: Gordon Emmerson, PhD**

**Seminar: 10.30am to 12.30pm, Date: Saturday, 12<sup>th</sup> August, 2006**

Venue: The Vine Room at the Quest on Doncaster Road, 855 Doncaster Road, Doncaster, Vic 3109

Cost: AHA Members and affiliates \$25.00, Non-members \$30.00

Payment: Cash, cheque or credit card

RSVP: Tuesday 8<sup>th</sup> August, 2006, Julie Madden 0408 355592, Or [juliemadden@bigpond.com](mailto:juliemadden@bigpond.com)

Mastering Ego State Therapy can foster an improved psychological and physical experience of life. Working directly with the state that needs assistance provides the shortest distance between the goal and the solution. The practical techniques help you to locate ego states in pain, trauma, anger, or frustration and facilitate expression, release, comfort, and empowerment.

### Summary

The personality is not a homogenous whole, but is composed of separate mood states that we switch between, taking our ego identity with us. The distance from “I hate you,” to “I don’t know why I said that. You are my friend,” demonstrates two separate ego states, and while in each we ego identify as “I.” Clients speaking to a therapist from an intellectual ego state about a problem have little chance of timely change, because they are not talking from the state that is actually troubled. They are talking about that state.

Ego State Therapy facilitates the part of the client with the problem to come forward so the origin of the problem can be directly addressed. The goals of the therapy are:

- To locate ego states harbouring pain, trauma, anger, or frustration and facilitate expression, release, comfort, and empowerment,
- To facilitate functional communication among ego states (the statement “I hate myself when I am like that” indicates two states lacking in proper communication), and
- To help clients learn their ego states so that the states may be better used to the clients’ benefit (e.g., allowing the client to get work done, rest, be open to enjoy emotional experiences or be assertive when challenged).

This address will provide a theoretical understanding of ego states, will present ways to access ego states, will present and demonstrate ego state techniques, and will provide an opportunity to practice accessing and communicating with ego states. The relationship between ego states and multiple personalities (DID) will be addressed.

**Dr Gordon Emmerson** is a senior lecturer in psychology at Victoria University where he coordinates the Masters in Counselling Course. He is author of the books, ‘Ego State Therapy’ (2003), and ‘Advanced Techniques in Therapeutic Counselling (2006, Crown House). He has held the positions of assistant editor of the ‘Australian Journal of Clinical Hypnosis and Hypnotherapy’ and Victoria State President of the Australian Society of Clinical Hypnotherapy. As a registered psychologist and member of the Australian Psychological Society, he has published a number of articles on ego state therapy and has conducted and published clinical research on its efficacy. He offers a Diploma of Ego State Therapy in Melbourne, and he has conducted numerous ego state workshops in Australia, South Africa, Germany, and in the US, and has made numerous keynote conference and convention addresses on the therapy. [gordon.emmerson@vu.edu.au](mailto:gordon.emmerson@vu.edu.au)

We look forward to seeing you for an enjoyable and informative morning and join us for a casual lunch at the pub afterwards. AHA SEMINAR: The Power and Utility of Ego State Therapy– Saturday 12<sup>th</sup> August, 2006  
To register please complete the slip on the next page and mail, email: [aha\\_vic@arbeco.com.au](mailto:aha_vic@arbeco.com.au) or fax 9872 6060 by Tuesday 8<sup>th</sup> August 2006.

## AHA SEMINAR REGISTRATION SLIP

**AHA SEMINAR: The Power and Utility of Ego State Therapy– Saturday 12<sup>th</sup> August, 2006**

To register please complete the following slip and mail, email: [aha\\_vic@arbeco.com.au](mailto:aha_vic@arbeco.com.au) or fax 9872 6060 by Tuesday 8<sup>th</sup> August 2006.

I will be attending this seminar Yes  No

I am a member or affiliate of the AHA Yes  No

Name.....Conta  
ct Telephone No.....

Email address.....

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## Western Australia Branch Report

Thanks to everyone who came to the first WA Branch of the AHA General Meeting. **Our next general meeting will be held on Sunday 1 October at 2 pm.** WA members are reminded that they need to attend a minimum of 75% of meetings. The General Meetings will normally be held quarterly.

**Congratulations!** To Mailin and Beverley have been invited by the National AHA Executive to apply for clinical membership. Currently all new applicants will be initially accepted as Student members so they can attend the peer supervision groups while we finalise their Associate or Clinical membership applications with the national Executive. This will change as soon as we finalise the setting up the WA State Executive Committee.

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### Perth Peer Support Groups

#### **East Perth Peer Support / Supervision Group**

2nd Saturday of the Month 2:00 pm to 4:00 pm

Please contact Beverley on [beverleydelaharpe@hotmail.com](mailto:beverleydelaharpe@hotmail.com) if you wish to attend

#### **Forrestfield Peer Support / Supervision Group**

4th Monday of the Month 6:30 pm to 8:30 pm

Please contact Marnie [marnie1@primus.com.au](mailto:marnie1@primus.com.au) if you wish to attend

#### **North Perth Peer Support / Supervision Group**

1st Monday of the Month 6:30 pm to 8:30 pm

Please phone Peter on (08) 9201 9290 if you wish to attend

#### **South Perth Peer Support / Supervision Group**

3rd Sunday of each Month 2:00 pm to 4:00 pm

Please phone Linda on (08) 9474 2077 if you wish to attend

# COMMITTEE MEMBERS

## NATIONAL COMMITTEE

### National President

Bruni Brewin (NSW)  
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### National Vice President & QLD Representative

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## STATE COMMITTEES

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#### QLD State Secretary & Treasurer

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#### QLD Director & State National Representative & AHA Vice President & AHA Webmaster

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[antoine@trancesolutions.com](mailto:antoine@trancesolutions.com)  
\*\*\*\*\*

### Victorian Executive Committee

#### VIC State Executive Officer &

#### VIC State National Representative

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\*\*\*\*\*

### W.A. Executive Committee

#### WA Representative & Executive Officer & Membership Secretary & Treasurer

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