

Athletic Sports Massage Canberra

Policy: New Male Clients

Policy Number: ASM-2025-NMC01

Effective Date: 25 October 2025

Approved By: Management, Athletic Sports Massage Canberra

Review Date: 25 October 2026

1. Purpose

At **Athletic Sports Massage Canberra**, our mission is to provide exceptional care and support with a focus on **women's health and wellness**. In alignment with this mission, we are **no longer accepting new male clients**.

We deeply value the trust and loyalty of our existing male clients, who are welcome to continue receiving **pain management and sports massage** services with us.

Thank you for your understanding as we continue to focus our expertise and resources on empowering women through health, wellness, and recovery.

Athletic Sports Massage Canberra is dedicated to maintaining a **safe, professional, and supportive environment** designed specifically around the needs of women, ensuring the highest standards of care and comfort.

This policy outlines our approach to new male client acceptance to uphold the **safety, wellbeing, and integrity** of our practice.

2. General Policy

- Due to repeated instances of **inappropriate or boundary-crossing behaviour** from a small number of male clients, we have implemented this policy to **cease accepting new male clients**, except under specific, limited conditions (see Section 3).
- New male clients will generally **not be accepted for standard massage services**.
- This decision is based on recurring issues that have impacted the **emotional safety, time, and overall wellbeing** of our therapists and clients.

Examples of behaviours contributing to this policy include:

1. Repeated disregard for professional boundaries.
2. Inappropriate comments or conduct.
3. Failure to attend appointments or repeated last-minute cancellations.
4. Attempts to turn professional interactions into personal or flirtatious engagements.

While these behaviours do **not reflect all male clients**, this policy is necessary to maintain a **safe, respectful, and professional environment** for all.

3. Exceptions

New male clients may be considered **on a case-by-case basis** under the following conditions:

1. The client presents with a **documented chronic pain condition or injury** (not involving the groin or any area below the waist). Treatment will be limited to **pain management for the shoulder, neck, and upper back areas only**.
2. The client provides **referral notes, medical reports, or treatment goals** from a qualified healthcare professional before coming for a remedial massage session for pain management.
3. Acceptance is determined based on:

- The nature and location of the injury.
- The type and purpose of the requested treatment.
- The availability and discretion of the practice.

Eligible clients may contact the clinic via the **[Contact Page or text]** to discuss their situation.

4. Existing Male Clients

- Existing male clients who maintain a **professional and respectful relationship** are welcome to continue booking as usual.
- The clinic reserves the right to **decline or discontinue services** if a client's behaviour becomes inconsistent with the safe, ethical, and professional standards of the practice.

5. Key Notes

- This policy applies **only to new male clients**.
- The primary goal is to maintain a **safe, respectful, and professional environment** for all clients and staff.
- Management reserve the right to **enforce this policy** consistently to protect the wellbeing of the practice and its members.

Approved by:

Name: Ray Flaherty

Title: Founder of Athletic Sports Massage Canberra

Date: 25 October 2025