

JULY 2025 NEWSLETTER

Tēnā Koutou, tēnā koutou, tēnā koutou katoa,

I do hope this missive finds you and your loved ones well, warm, and dry as the winter season unleashes upon us.

Personal energy reserves are often at their lowest in what is essentially the hibernation season, both for us and our patients.

Added to this natural seasonal low point, the New Zealand public is currently under a lot of stress economically and all this translates to increased stress and demands to produce tangible health results for your practice members on you the primary health care professional.

Thank you for the work you continue to do to care for the vulnerable and disadvantaged members of our communities across Aotearoa. Thank you for continuing to make your recommendations compassionately, in the best interests of the patient in front of you, for listening to them and for engaging with them at their level.

Your actions and adjustments continue to consolidate Chiropractic's position as a vital and true health-care service in our communities.

Nga mihi arohanui



Dr Tim Cooper BSc, BSc(Chiro)
Chair, New Zealand Chiropractic Board

ADVERTISING - USE OF REVIEWS & TESTIMONIALS

Recently, the Board has noticed an increase in the use of reviews and testimonials resulting in complaints being made. Please ensure you are familiar with the Board's updated [Advertising Policy](#) ratified February 2025.

Recent complaints received that were in breach of the [Advertising Policy](#) were in the following areas:

- **The use or encouragement of reviews and testimonials in any form to promote yourself or your practice is prohibited.** Reviews and testimonials create an unrealistic expectation of outcomes for patients, you must not use or quote them in your advertising, website, social media forum or any other platform that advertises your services.
- **Claiming personal prominence in the practice of chiropractic and the profession.** Please make sure your advertising does not include claims that you are a specialist or that you are in any way superior to your chiropractic colleagues. You cannot advertise yourself as "the best", "specialist chiropractor", "New Zealand's #1 Chiropractor".

- If an outside agent is employed to create your website or social media advertising, it is your responsibility to check it for accuracy before publication and ensure it complies with the [Advertising Policy](#).
- If you include promotional coupons or certificates, ensure you are following Board policy – see section 2(7) of the [Advertising Policy](#). In addition to this, offers for extended term management plans or pre-payment arrangements must comply with the Board's [Extended Term Management Plans \(ETMP\) and Prepayment Arrangements \(PPA\) Board Policy](#).

Questions About Advertising

If you are unsure whether an advertisement meets legal, industry and Board requirements, you should consider making use of the Therapeutic Advertising Pre-Vetting Services (TAPS).

TAPS is a commercial service provided under the auspices of the Association of New Zealand Advertisers and is intended to assist advertisers with compliance issues. Contact TAPS at anza@anza.co.nz or on 09 488 7455.

CONTINUING PROFESSIONAL DEVELOPMENT

A sincere thank you to everyone who participated in our recent CPD Experience Survey. We were very excited to receive responses from 230 practising chiropractors. The survey provided valuable insights into your thoughts on the Board's CPD program.

The key messages were that you want a simple, user-friendly program and clarity of requirements and Board expectations. The Board will review the responses and will consider what changes to make to the program.

Look out for more information later this year.

Reminder – Your 2025 CPD

Now that we are over the halfway mark of 2025, it is a good time to ensure you have completed your Annual Plan and Objectives and that you are adding your 2025 CPD activities, reflection, and evidence to your CPD profile.

CPD – Reflection and Review

Reflection and review are critical aspects of the CPD process. You must record and reflect on each activity, relating it to your chiropractic practice:

- What were your thoughts on the activity?
- What learning did you gain from this activity?
- How will your practice be improved, or not, from your learnings?

A question we are often asked:

Is _____ CPD?

You can answer this question yourself by asking:

- Will it make me a safer and better Chiropractor?
- Will my patients be safer from what I learn?

If the answer is yes to both, then it is great CPD.



What is not CPD

- Internet research on website designs.
- Interacting with an accountant to understand accounting practices.
- Activities that form the basics of your job (treating patients, patient education etc).
- Activities that are focused on building your practice.
- Just showing up for a conference or event.

If you have questions about CPD, please review the CPD policy and resource documents available on the Board's website: <https://chiropracticboard.org.nz/resources-and-publications/board-policies/> or contact leanne@chiropracticboard.org.nz .

WORLD FEDERATION OF CHIROPRACTIC

WFC Announces Leadership Transition: Brad Beira Assumes Office as Secretary-General



The World Federation of Chiropractic (WFC) announced the appointment of Professor Bradley Beira as its new Secretary-General, effective 1 July 2025. This follows the tenure of Professor Richard Brown, who led the organisation for the past decade. The transition was formally acknowledged at the WFC Assembly of Members held in Copenhagen this May.

Professor Beira brings nearly 30 years of leadership experience across clinical practice, corporate governance, and international sporting events. A graduate of Durban University of Technology, he has contributed significantly to patient safety and healthcare compliance initiatives around the world. In his new role, he will guide the WFC's strategic direction, foster partnerships with organisations including the World Health Organization, and promote chiropractic integration within universal health systems.

Professor Brown expressed his gratitude to colleagues and offered warm congratulations to his successor, highlighting Professor Beira's vision and commitment to collaborative, patient-centred care. He noted that the WFC has strengthened its international reach and evidence-based policies during his time as Secretary-General.

Professor Beira shared his enthusiasm about continuing this legacy and advancing the WFC's mission to make chiropractic care accessible to people of all ages worldwide. He can be contacted at bbeira@wfc.org.

The WFC extends its sincere thanks to Professor Brown for his transformative leadership and welcomes Professor Beira as he begins this new chapter.

[Read the WFC Q3 Issue of the Quarterly World Report for 2025.](#)

UK NEWS

Leading Abingdon healthcare educator appointed OBE



Christina Cunliffe, principal of the McTimoney College of Chiropractic (*Image: Submitted*)

A PROFESSOR whose work in health education has spanned more than four decades has been appointed an Officer of the Order of the British Empire (OBE).

Christina Cunliffe, principal of the McTimoney College of Chiropractic, is said to have taken the Abingdon-based college from a single site to a global entity.

The college now has campuses in Oxfordshire, Manchester, Madrid, Hing Kong and soon in Northern Ireland.

For 25 years, she focused on developing chiropractic education in the UK and abroad.

Serving on several General Chiropractic Council's committees and being a treasurer of the Royal College of Chiropractors, she has been at the forefront of the development of the profession during this time.