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FOR IMMEDIATE RELEASE

## Australian College of Massage leading the way with revitalised online presence

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The launch of a fresh new website for the Australian College of Massage affirms the school's position as the national leader in massage education. With over 30 world-class massage training centres spread across the country and a booming massage industry showing no signs of slowing, the Australian College of Massage has overhauled its web presence to more effectively handle the growth in service offerings and student numbers.

The Australian College of Massage offers an unparalleled learning experience cultivated over many years, operating with the teaching philosophy that 'anyone can be excellent with the right training'. The goals of the website redevelopment are twofold – firstly to reflect the school's experience, professionalism and commitment to providing exceptional massage training; and secondly to draw together various elements of the business into a single unified system to streamline processes for students and staff.

Following a major rebranding exercise, ACM's key messages have been woven into the new design with value statements and accompanying illustration adding warmth and personality to the site. The design embodies the core values of passion, respect and commitment to excellence, giving way to a rich user experience that supports ACM's vision of shaping the future of massage education globally. A fine balance between form and function is maintained, achieving an elegant simplicity that masks deeper layers of complexity.

Beyond the public facing site is a sophisticated extranet application that manages many aspects of the day-to-day business of running the school across 30 locations – no mean feat. It streamlines back office operations by interacting with student information, payment records, curriculum and class timetables, and caters for online enrolments via an intuitive wizard-style interface. The student portal allows for the completion of assessments online – essential for students studying by correspondence.

The Australian College of Massage is setting a new benchmark in the online space for specialist education providers. The site has been built to support the growth of the business well into the future with a powerful content management system and ecommerce engine. The result of this major development project is a holistic system that unifies the public site, back office applications and the student portal under the new brand.

### **About the Australian College of Massage**

Established in 1994, the Australian College of Massage is the leader in massage education, attracting students from around the country and abroad to study at its network of 30 specialist training centres. ACM's aim is to develop well-rounded massage professionals with exemplary skills, unsurpassed knowledge and a commitment to excellence in all that they do.

### **About Evolution 7**

Evolution 7 is a Melbourne-based digital agency bringing together talented creatives and developers to produce stunning, innovative, and inspiring work. We design and implement creative and unique websites, customised applications, and digital strategy. Our clients range from boutique firms to well-known Australian companies and international brands. With a proven track record and over 10 years of experience, we consistently deliver work at the highest standard with diligence, passion, and skill.

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