



Guideline on Use of Professional Titles (For All Categories)

Second Edition - July 2025

PART ONE - INTRODUCTION

Purpose

This guideline aims to establish a clear and consistent standard for the use of professional titles by members of the Association. Its primary purpose is to ensure accurate and professional representation of our members and the sports therapy profession to the public.

Consistent application of professional titles enhances credibility, promotes public trust, and strengthens the collective identity of sports therapy professionals. This guideline applies to all forms of communication, including but not limited to:

- Presentations
- Promotional materials (both online and print)
- Business cards
- Websites and social media profiles
- Correspondence

Scope

This guideline is applicable to all members of the Association, regardless of their specific area of practice within sports therapy. It covers the appropriate use of designated professional titles, abbreviations, and any other relevant credentials.

Key Objectives

The objectives of this guideline are to:

- Promote a unified and professional image of the Association and its members.
- Ensure accurate representation of professional qualifications and expertise.
- Prevent misuse or misrepresentation of professional titles.
- Enhance public understanding and recognition of the sports therapy profession.

PART TWO - DESCRIPTIONS OF GUIDELINE

1. Category A - Registered Member

1.1 Presentation of the title as a registered member:

- Full title in English - **STAoHK-Registered Sports Therapist**
- Full title in Chinese - **香港運動治療師總會註冊運動治療師**
- Abbreviated title in English - **STAoHK-Reg**
- Abbreviated title in Chinese - **總會註冊運動治療師**

1.2 Format of presentation:

| | |
|--|--|
| <i>Name of therapist</i> | CHAN Tai Man |
| <i>Major Academic Qualification(s)</i> | BSocSc(Hons) SRM(Specialisation in Sports Therapy) |
| <i>Professional title in full description</i> | STAoHK-Registered Sports Therapist |
| <i>Professional title in short description</i> | STAoHK-Reg, MSST |

1.3 Addition of other professional titles in short form - maximum 4 titles:

| | |
|---|--|
| <i>Name of therapist</i> | CHAN Tai Man |
| <i>Major Academic Qualification(s)</i> | BSocSc(Hons) SRM(Specialisation in Sports Therapy) |
| <i>Professional title in full description</i> | STAoHK-Registered Sports Therapist |
| <i>Professional title in short description</i> | STAoHK-Reg, MSST |
| <i>Other related professional title (Max. 4 titles in short form)</i> | CSCS, CPT, ICIS, PHTLS |

1.4 Addition of other professional titles in full name - maximum 4 titles:

| | |
|--|--|
| <i>Name of therapist</i> | CHAN Tai Man |
| <i>Major Academic Qualification(s)</i> | Bachelor of Social Science in Sport and Recreation Management (Specialization in Sports Therapy) |
| <i>Professional title in full description</i> | STAoHK-Registered Sports Therapist |
| <i>Professional title in short description</i> | STAoHK-Reg, MSST |

*Other related professional title
(Max. 4 titles in short form)*

Certified Strength and Conditioning Specialist
Certified Personal Trainer
Immediate Care in Sports(Level 2)
Pre-hospital Trauma Life Support Provider

2. Category A - Student Member

2.1 Presentation of “Registered Sports Therapist” member:

- Full title - **STAoHK-Student Sports Therapist**
- Full title in Chinese - **香港運動治療師總會學生運動治療師**
- Abbreviated title in English - **STAoHK-Stu**
- Abbreviated title in Chinese - **總會學生運動治療師**

2.2 Format of presentation:

Name of therapist CHAN Tai Man

Professional title in full description **STAoHK-Student Sports Therapist**

Professional title in short description STAoHK-Stu

2.3 Addition of other professional titles in short form - maximum 4 titles: refer to section 1.3.

2.4 Addition of other professional titles in full name - maximum 4 titles: refer to section 1.4.

3. Category B - Medical and Allied Health Member

3.1 Presentation title in full name:

English -

“Medical and Allied Health Member of Sports Therapists Association of Hong Kong”;

Chinese -

“香港運動治療師總會醫療及輔助醫療會員”

3.2 Professional title in short form:

“STAoHK - Med/AH”

4. Category B - Professional Member

4.1 Presentation of the title in full name:

English -

“Professional Member of Sports Therapists Association of Hong Kong”;

Chinese -

“香港運動治療師總會專業會員”

4.2 Professional title in short form:

“STAoHK - PM”

4.3 Examples:

Example A

Full description:

Mr. Chan Tai Man

Bachelor of Science in Sports Science

Certified Strength and Conditioning Specialist

Professional Member of Sports Therapists Association of Hong Kong

Short description:

Mr. Chan Tai Man

BSc(Hons), CSCS, STAoHK-PM

Example B

Full description:

Mr. Chan Tai Man

Master of Science in Sports Medicine and Health Science

Accredited Sports Trainer(Advanced)

Professional Member of Sports Therapists Association of Hong Kong

Short description:

Mr. Chan Tai Man

MScSMHS

STAoHK-PM

Note to all Category B members:

Please refer to your primary professional body on the format of presentation. You should take the standard or guidelines to your primary professional body.