

## OVERVIEW

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The Asia-Pacific Spa & Wellness Coalition (APSWC) was formed in March '06 – the outcome of an informal roundtable meeting held in Singapore in February '06. The roundtable was initiated by the heads of spa associations with a view to bringing the region together; to identify common problems and opportunities, and find ways to improve the business for all.

**Asia-Pacific Spa & Wellness Coalition** (APSWC) is a regional body which links the national spa associations of the Asia-Pacific nations. The Coalition was formed to meet the challenges presented by the evolution and growth of the Asian Pacific spa industry. In addition to gathering and communicating market information and resources, APSWC's planned activities for the region include: identifying and recommending appropriate standards, training resources, and performance benchmarks and establishing a code and best practices format to be adopted throughout the region. It's important that local representation becomes a focus while looking at the region guides in it's entirety including a range of topics relevant to Asia-Pacific countries.

## MISSION

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**TO ACT AS A BRIDGING MECHANISM BETWEEN COUNTRIES TO PROMOTE, PROTECT, EDUCATE,  
AND DEVELOP THE SPA & WELLNESS INDUSTRY IN THE ASIA-PACIFIC REGION.**

## ABOUT APSWC

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## OBJECTIVES

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1. Growth and development of the industry through collaboration and sharing of knowledge and resources.
2. Support national associations to identify and resolve local market issues.
3. Improve professionalism by promoting international standards and practices.
4. To be a strong united voice that provides a consistent message to media, government and others throughout the region who may influence the industry. Also to use this voice to educate consumers, regulators and industry.



Recipient of  
the 2006 **Asia  
Spa Baccarat  
Award**

## FIVE PILLAR TASK FORCES

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Following the **Strategic Planning Forum** held in Bali in March 2007, the APSWC established **five industry task forces** to pursue areas of priority for the industry:

**Professionalisation** - 'Professionalisation' is the process of making the spa + wellness industry more professional. Priority for this Task Force is the creation of Voluntary Professional Guidelines; a self-regulating tool on the pathway to Accreditation.

Includes **Traditional Therapies** Task Force whose focus is to preserve, protect, document and disseminate authentic, on-the-ground standards, guidelines & protocols on indigenous treatments & traditional knowledge of the Asia Pacific region.

**People** - This Task Force aims to structure the industry, providing guidance to both employers and employees regarding skill sets and minimum working conditions. It also includes initiatives to help attract and retain good staff.

**Product** - This Task Force aims to demystify products & equipment, improving the quality of information to help operators to make the best choice for their businesses and customers.

**Profit** - This Task Force aims to improve industry information for owners, operators and investors; establishing benchmarks & KPIs.

**Planet** - Review different standards available (e.g.: ISO14000, Green Globe 21, and best practices in other industries - liaise with WWF, Green Peace, etc.) and develop a 'toolkit' of standards and guidelines to bring the spa industry into line with these international best practices, with a pathway to accreditation if desired.

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## APSWC LEADERSHIP BOARD

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- **CHAIRMAN: Samantha Foster** - Responsible for overall management, growth and development of APSWC; ensuring that the organisation operates in accordance with its mission, and delivers upon its objectives.
- **SECRETARY:** The Secretary is responsible for internal communications, including arranging APSWC Board meetings and the associated preparation of notices, agendas and minutes. Also responsible for maintaining membership records and ensuring that APSWC complies with its constitutional requirements.
- **TREASURER: Jon Tay** - Responsible for managing APSWC's financial transactions, preparing the annual budget, monitoring the bank account, preparing the accounts for presentation at the AGM, and arranging auditors as required.
- **MEDIA/PR LIAISON: Carina Chatlani** - Responsible for developing and maintaining a programme of communication between APSWC and the global media. This involves writing press releases, and may also involve writing or distributing articles that draw on (or promote) the activities of associations or the task forces.
- **ASSOCIATION LIAISON: Andrew Jacka** - Responsible for managing the relationship between APSWC and its members, i.e. the National Representatives and other regional and special interest associations that may join. This involves communicating APSWC activities, information and tools out through the associations, so that these benefits can be implemented at the grass roots level in all countries. It also involves encouraging the active participation of all associations, and obtaining information and input from the associations when required.
- **TASK FORCE LIAISON: Donald Cha** - Responsible for monitoring the activity and progress of each of the Task Forces, and providing coordination between them when there is overlap or the opportunity for synergy. The Liaison is also responsible for reporting Task Force activity to the Board – especially the Association Liaison and Media/PR.
- **EDUCATION MANAGEMENT: Jacqueline Le Sueur** - Each of the five task forces has at least one educational programme within its scope. The role of the Education Board member is to take an umbrella view: overseeing and coordinating the educational activities in all task forces so that they form an integrated programme. The Education Board member can also be called upon to help the task forces plan and implement their programmes in the most effective manner.
- **EVENTS MANAGEMENT: Melinda Yon** - Responsible for the planning and successful implementation of APSWC events, including the annual Strategic Planning Forum (held in Feb/Mar), and other initiatives as may be planned by the Task Forces or national associations, eg: Spa Career Day. This will involve working closely with the Task Force Liaison, Association Liaison and Media/PR Liaison.

## CONTACT

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### ASIA-PACIFIC SPA & WELLNESS COALITION

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**What is the Asia Pacific Spa Wellness Coalition (APSWC)**

The APSWC is a non-profit society registered in Singapore under the file#: ROS 2086/2007 TAP and is a regional body which links the national spa associations of the Asia-Pacific nations and was formed to meet the challenges presented by the evolution and growth of the Asian Pacific spa industry. APSWC has already been recognized with three industry awards; has attracted interest from many regional organisations, and has generated tremendous goodwill - testimony the time and effort contributed by the Coalition's many volunteers. For more information [www.spawellnesscouncil.com](http://www.spawellnesscouncil.com)

**When was the APSWC created?**

The Asia-Pacific Spa & Wellness COALITION (APSWC) was formed in March '06 – the outcome of an informal roundtable meeting held in Singapore in February '06 to identify common problems and opportunities, and find ways to improve the business for all.

**Why was the APSWC formed?**

The Asia-Pacific region is home to the world's richest and most diverse spa culture. The importance of this spa culture cannot be underestimated and proof is seen in spa menus the world over that offer Thai Massage, Chinese Tui-Na, Hawaiian Lomi-Lomi, Bali Kopi Scrub, Javanese Lulur and derivatives of bath and steam rituals such as the Japanese Onsen. Perhaps in tribute to the Asia-Pacific approach of using our abundant, natural supplies of water with our botanical resources to improve the way one feels physically, together with the respect shown to the importance of a healthy mind and spirit, "Spa" has become a lifestyle.

As the Asia Pacific spa industry has evolved, the personal networks of industry professionals have moved across borders. Each country in Asia Pacific has its own spa heritage to offer, but the issues faced by industry professionals are the same. Issues of gathering market intelligence, procurement, staffing, education, standards, benchmarking and political lobbying can all benefit from regional cooperation. The Asia-Pacific Spa & Wellness Council is a solution to this need and aims to provide proactive guidance to the industry.

**What is the Mission?**

- To foster growth and development of the industry nationally and regionally through collaboration and the collective sharing of information and resources.
- Support national associations – help them to identify and resolve local market issues and develop the spa and wellness industry from the grass roots level. (Especially small business, which forms the majority of the industry.)
- To improve the professionalism of the industry by identifying and recommending appropriate standards, codes of ethics and best practice to be adopted throughout the region.
- To be a strong united voice that provides a consistent message to media, government and others throughout the region who may influence the industry. Also to use this voice to educate consumers, regulators and industry, and thereby create positive force for change.