



Fuse

September 2010

Message from The Chairman

Dear Friends

Firstly, my apologies but we have been a little remiss in the frequency of our communications of late. This however is now back on track and we are moving forward. Since the Forum back in March, we have undergone some board changes, and as per our constitution, are in the preliminary stages of preparations for more to occur in March 2011. The details of the board are listed below. If you would like to become more actively involved in the work of the APSWC, we are happy to discuss opportunities with you.

It has been an unfortunate reality that the Spa Study Tour in China was not able to get off the ground. Despite global exposure of this, we were unable to confirm the minimum numbers. We do however greatly appreciate the work of the China Spa Association in putting the agenda together. We will explore this again at a later date, but for now, we are focusing on the Spa Study Tour of 2011 with a number of countries currently under consideration. If you have interest in joining a Spa Study Tour, and or have any input for future destinations, please email Melinda Yon events@apswc.org.

Seems that there is so much going on in our industry at present, so I think it is safe to say that business is on the up and up, however with an obvious focus on local, indigenous, natural and organic. Equally there seems to be an increased focus on further professionalization of our industry (or more specifically on the staff within our industry), while the issue of exploitation or unfair treatment of therapists working abroad has also raised its ugly head. It is essential that all staff that wish to work abroad do so through professional organizations, and if in any doubt to contact their Spa Association representatives for a second opinion, but spa therapists SHOULD NOT be paying out fees for international placement. With some minor exceptions, it is the responsibility of the employer to pay all placement, visa and work permit fees as required for international employment.

Final details of the Spa Forum 2011 are under preparation and will be announced shortly, but please block 23rd – 25th March 2011, and book your flights for Phuket, Thailand.

Happy Spa-ing, Andrew Jacka

APSWC Board

Executive Directors		Based	Term
Andrew Jacka,	Chairman	Thailand	2009/2010
Joy Menzies,	Secretary	Thailand	2010/2011
Edward Wong,	Treasurer	Singapore	2009/2010
Directors			
Samantha Foster,	Association Liaison	Australia	2009/2010
Sharla Charnley,	Task Force Liaison	Singapore	2009/2011
Jacqueline Le Sueur	Education	Singapore	2010/2011
Melinda Yon	Events	Malaysia	2010/2011
Cathy Turvill	Government Liaison	Philippines	2010/2011
Sarah Watterson,	Media Liaison	Japan	2010/2011
Jomar Fleras,	Resource Acquisitions	Philippines	2009/2010
Donald Cha	Website Liaison	Malaysia	2009/2010

The APSWC is a supporter of the forthcoming events

2010

October

Wellness Summit 2010 – Singapore (www.wellnesssummit.com)

Indian Spa & Wellness Summit, Delhi, India October 25th, Grand Hyatt, Mumbai, India organized by the Indian Spa & Wellness Association (ISWA) (WEB LINK ????)

Philippine Wellness Congress October 25-27. (www.philippinewellnesscongress.com)

November

Cosmoprof Asia 2010 – Hong Kong (<http://www.cosmoprof-asia.com/SpecialEvents/FocusonSPA/tabid/981/language/en-US/Default.aspx>)

2011

March

APSWC Strategic Planning Forum 2011 - Phuket



Regional News

Bali

Bali Spa and Wellness Association recently (BSWA) officially announced the reelection of 15 members and chairperson to serve on as Their Executive Committee, active from 2010 to 2012. The official inauguration ceremony was held on 29 June 2010 at Alila Soori. Lulu Susiana Widjaja was again appointed to serve as President.

Philippines

The Wellness Organization Worldwide (WOW) Inc and the Philippine Health and Wellness Society Inc (PHWS) in cooperation with the Department of Tourism, The Department of Trade and Industry, The department of Health and Science and Technology will be presenting the first " Philippine Wellness Congress ". This is a major wellness event In line with Philippine government directive of promoting public and private sector partnerships.

Australia

The Australasian Spa Association (ASpa) is currently in full swing.

The 7th Annual ASpa Conference and ASpa Awards – spas of excellence are getting much attention at the moment. ASpa would like to congratulate all the entrants of the ASpa Awards; winners will be announced on the 26th November. For more information (www.aspaassociation.com.au .)

As an Association for members, run by members, ASpa has identified areas within the spa industry that need attention .Key areas are wages and the award rate; concerns regarding regulation of spas providing complimentary food and beverages with in a spa environment – will another license required? Then there are legal concerns of discrimination and policies. ASpa believes if we work together we can make a difference. Something of note, is Tourism Victoria's 'Spa and Wellbeing Tourism Action Plan' for 2010 – 2014. This is good for the spa industry all round, as it will be build awareness of spa and bring change where needed for both the spa operator and consumer.

Singapore

The Spa and Wellness Association Singapore (SWAS) has launched an insurance warranty plan to protect customers who have pre-paid service packages, following several reports of cases of the sudden closure of spas or operators who absconded with customer funds.

SWAS Vice-President Susan Teng says that this is the first policy of its kind to insure consumers against any closures. Under the insurance scheme, customers of spa operators registered with the association will be compensated for the unused portions of pre-paid packages if the company closes down. Customers will be compensated if the outlet closes due to reasons such as insolvency and bankruptcy, or death of a key partner.

However, the policy will not protect customers if the spa owner intentionally sets out to cheat them.

The warranty is valid for a year. The maximum sum covered per organisation is S\$250,000 (US\$182,000) per one loss. The maximum warranty sum per customer is S\$2,000, regardless of how many packages the customer has. Consumers will not be able to claim for the first S\$200 of the unused value of their package.

Spas, which apply for the scheme, have to undergo stringent financial checks, so chances of fraud by insured spas will be low. Spa companies have to pay an annual premium of 3% of the warranty sum. Swas spokesman Stella Yfanditis says that spa operators are likely to pass on the premium to consumers by raising spa package prices.

Malaysia

AMPSA reports that there is currently a freeze on visas for foreign therapists. Spas are not allowed to bring in new foreign spa therapists.

Thanks to an appeal by AMSPA, the government now allows replacement of existing foreign therapists when they leave.

Although this is very hard on the industry, which has always been short handed, the direction is towards training locals.

AMSPA is now embarking on a DVD project on the Malaysian Spa Industry as a tool to promote the industry and help attract new talent.

Education

Starting September 30th, BSWA will hold the first of a quarterly series of half-day massage workshops for the Beach Massage ladies in Bali.

Taskforces

IF you would like to learn more and become actively involved please contact Sharla Carnley

Email: taskforces@apswc.org