



# Fuse

## December 2010

### Message from The Chairman



Dear Members and Colleagues,

Firstly, on behalf of the entire APSWC Membership, I must express my thanks to all at the AsiaSpa Awards. This is the third time that the APSWC has won Spa Association of the Year something that is not to be taken lightly, and equally something that all associated with the APSWC can rightly be proud.

Since our inception, the APSWC has promised much, however I firmly believe that we are now on track with realistic deliverables. This list of deliverables is never as long as we would like it to be, so if anyone would like to assist with or lead on any of the projects that have been tabled, please just contact us to discuss details. In this current world of Time Poverty, there is only so much that we can ask, however your help and support is vital to enable continued growth and development.

My visit to ISPA 2010 in Washington was most eye opening, not only from the perspective of opportunities for the Asia Pacific Spa industry, but also to share with delegates some of what Asia Pacific has to offer. It was good to share with newly elected ISPA Chairman, Deborah Waldvogel, some of the trials and tribulations of cross border associations and I look forward to building on our discussions in a mutually beneficial way in the future.

As we learn of the launch of more Spa Associations around the world, it seems that networking opportunities only continue to grow, as does the family.

Wishing you all a happy and joyous festive season, and a bright and spaceful New Year.

Andrew Jacka

Chairman

## Regional News

### Australia ASpa

The 2010 Australasian Spas of Excellence Awards winners were announced in Melbourne on Friday 26<sup>th</sup> November at a sparkling presentation at the Westin hotel. Industry leaders from the region travelled from New Zealand, and all Australian states in anticipation of the Awards presentations.

"ASpa is proud of the success of the Awards and congratulates all of the well-deserving winners, along with all others nominated." ASpa president, Karen Goudge said. The awards commenced with the presentation of Best Day Spa Urban (5 rooms or less) to Jindii Eco Spa in Canberra with spa owner [Blanca Prichard] urging the industry as a whole to become more earth-friendly. All ASpa Awards of Excellence were received with much excitement and presented by Awards Sponsor, Tourism Victoria representative [Chris White].

The Awards were preceded by an informative and vibrant conference which focused on educating attendees on the essential elements required to navigate the change in the spa landscape – turning the tide from spa as a luxury, to spa as a lifestyle essential.

"The spa and wellness industry in Australasia is experiencing massive growth at present, and ASpa was proud to present a program of speakers from around the globe who could educate and add value to the industry as a whole." ASpa's Vice President, Nicole Wells stated.

"ASpa is the regions only representative association and a major role of supporting industry stakeholders is for us to be promoting the benefits of spa and wellness to the community as a lifestyle essential, hence the theme of our conference." Nicole continued.

The ASpa Conference and Awards presented everyone in the health and wellness industry with an exciting and enticing schedule of the industry's leading experts, imparting their varying knowledge, experience, and global trends to industry professionals and suppliers alike.

ASpa presented the world's leading experts within their field from the spa sector including Professor Marc Cohen from RMIT, Carolyn Wilcox from the USA, Susie Santiago, Mike Warren, Vanessa Main and even slotted in an Olympian cyclist Shane Kelly.

Following on from the successes of both events, ASpa will be announcing in the new year its strategic plan for the Association and the next conference and awards events.

For more information on the ASpa 7<sup>th</sup> Annual Conference & Awards, please visit [www.aspaassociation.com.au](http://www.aspaassociation.com.au) or email [info@aspa.com.au](mailto:info@aspa.com.au)

## Bali BSWA

### Nusa Dua Beach Masseuses Received Hygiene Training from Bali Spa & Wellness Association

**Nusa Dua, Bali, October 5, 2010** – Bali Spa & Wellness Association (BSWA) successfully held their first Hygiene Workshop for Beach Masseuse on September 30 at Bena, Nusa Dua. BSWA invited CIBTAC certified therapist to conduct the training on hygiene, sanitation, skin diseases, basic massage techniques, and professional ethics. More than 70 masseuses attended the event and happily took on the proper and healthy practice.



Aside from the therapists, Eko Putranto, district manager of Ecolab, Yena Feliana and Mia Darmi from BSWA also assisted with the training. BSWA presented a certificate to the beach masseuse as a symbol of their participation. The beach masseuses received useful gifts such as books, massage oils, sarong, and hand mitts from various BSWA members.

“As spa and wellness practitioners, we feel the need to embrace the existence of beach masseuses. They are honest and kind women who are trying to make a living. That is why as a group of experts in the spa field, we endorse them with skill and health guidelines. We are so excited because the attendance is 50% more than expected,” states Lulu Widjaja, President of BSWA. The association plans to implement a similar program for Kuta area in January 2011.

Bali Hotels Association (BHA) and Himpunan Humas Perhotelan give their full support for this program. Hotel members in the area donated training equipments and refreshments for the beach masseuses.

BSWA conveys their gratitude to supporting agencies, Bali Tourism Institute (STP Bali), Bena District Officials (Kelurahan Bena), Bali Hotel Public Relations Association (HHPB), and BHA in helping putting the workshop together.

“At the end of the day, they are part of the tourist’s experience during their visit to Bali, and through this training, we hope they receive the best we can offer. BHA will continuously support this program,” says Jean-Charles Le Coz, Chairman of BHA.



## Japan NSPA

According to Tsuguru Dobashi of Nippon Spa Association the Spa industry of Japan is still growing with an estimated annual turnover of 700 billion yen.

“Initially considered part of the beauty industry in Japan, Spa is now perceived as a wellness industry and despite the challenges of the recent recession has a great opportunity to work with related industries such as medical or tourism.”

NSPA is the leading spa association in Japan and one of the highlights of the year was supporting the first Spa Japan in October 2010 at Tokyo Big Site.

This trade show was organized by UBM Media and supported by the Ministry of Economy trade and Industry , METI , and private organizers from the wellness industry including NSPA . A three day seminar and symposium was hosted by UBM Media and NSPA.

This event was jointly hosted with the annual event Diet and Beauty Fair. In the Spa Japan space were 74 companies and 119 booth.

Visitors: Total 24,424 Exhibitor: 269 companies, 450 booths



## Thailand TSPA

Thailand hosted the 8<sup>th</sup> ASEAN Skills Competition during 18-24 November 2010. The competition is aimed at upgrading workers' skill in the region to an international standard and promoting the development of vocation skills and work values among youth and skilled worker.

It was the first time for Thailand to participate in Beauty Therapy Competition the categories being

- Facial Treatment with Modelling Mask
- Deluxe Manicure service with nail polish and paraffin bath
- Hot Stone Massage with Dry Brush
- Body Massage with Pre-Blended Aromatherapy Oil
- Waxing half legs, lower arms with strip wax & underarms with hard hot wax
- Nail art on Filed Tips
- Day make up progressing to Fantasy make up

Thailand got the Bronze in Beauty Therapy Competition 8<sup>th</sup> ASEAN Skills Competition and the highest Mark for Day make up progressing to Fantasy make up.



## Education

Urban Healing recently won a coveted UK National training award for their work with Center Parcs the largest provider of short break holidays in the UK. , and their spa division Aqua San .Center Parcs has implemented a unique customer service training programme for all its 6,000 , who have learned to make 'memorable moments' for holiday guests.Over a 12 month period Urban Healing designed and implemented a major customer service programme called Making Memorable Moments which had a major impact on the business with increases in guest satisfaction, occupancy and repeat bookings as well as employee engagement.



A good news story of a company truly investing in people to create a great experience for guests.

## The APSWC is a supporter of the forthcoming events

2011

### February

February 11th – 13th.

**Bali International Spa & Wellness Expo 2011** at Bali International Convention Center Bali Island, Indonesia. February 11th – 13th.

For more information please contact Felix Rusli at [Felix.rusli@mag9pro.com](mailto:Felix.rusli@mag9pro.com)

### March

March 23<sup>rd</sup> to 25<sup>th</sup>

**APSWC Strategic Planning Forum 2011** – Phuket

## Taskforces

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

Email: [taskforces@apswc.org](mailto:taskforces@apswc.org)