



CaseTrust Accreditation Scheme

Information and Application Kit – Spa and Wellness Businesses

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1.1 Why introduce a CaseTrust Accreditation for Spa and Wellness Businesses?

The Singapore Spa industry is a relatively new industry in Singapore. It has grown rapidly in the last decade to become a sizable industry (over 400 spas with revenue of S\$120 million in 2005) in Singapore. Growing organically to cater to the increasing need for wellness by Singaporeans, the industry now serves both locals and tourists.

As in other tourism destinations, the spa industry is a rapidly growing industry in response to the increasing need of the world population for wellness and relaxation.

In October 2008, the Ministry of Trade and Industry appointed CASE to develop a CaseTrust accreditation programme for the spa and wellness industry for the purpose of raising the professional standards of the industry.

1.2 What is CaseTrust Accreditation for Spa and Wellness Businesses?

The CaseTrust Accreditation for Spa and Wellness Businesses has been developed with specific criteria tailored for the spa and wellness industry. The primary objective is to instill consumer confidence for this sector through good business and fair trading practices.

Spa and Wellness businesses that are accredited wear their trustworthiness with a decal that is displayed in their premises.

1.3 What can consumers expect from a CaseTrusted Spa and Wellness Business?

A Spa Operator who achieves the CaseTrust for Spa and Wellness Businesses is certified as a business that possesses the foundation for good sales practices and standards. The business will have in place the following policies and practices:

Clear Fee Policies

Clearly articulated and documented policies on fees and fee refund. These must be fully disclosed to their customers and adhered to according to the terms and conditions of the contract between the business and customers.

Well-Defined Business Practices and Systems

Besides good business practices and systems, there should be a redress system with proper and clearly defined dispute resolution mechanisms for the business and customers.

Well-Trained Personnel

The business must ensure that it has trained sales staff who do not practice unethical sales tactics and are able to provide good customer service.

2.0 Accreditation Criteria - Summary

This is a summary of the CaseTrust Criteria for Spa and Wellness Businesses. The full Criteria Form, incorporating assessment elements and document checklists, will be made available to businesses upon submission of the **CaseTrust Application Form and Application Fee.**

A. POLICIES

Area	Criteria
Goods & Services	A1. My store policy states that my business offers goods and services of satisfactory quality as defined in the Sales of Goods Act S14 (2).
Terms & Conditions of Sales	A2. My business clearly declares the terms and conditions of any warranties or service guarantees to protect customers against product defects and non performance. As part of the service guarantees, my business accords a cooling-off period of at least 5 working days to allow customers to seek full refund of payment made if they do not wish to proceed with the services offered. The working days should be exclusive of Saturdays, Sundays, and Public Holidays.
	A3. My business has an exchange and refund policy clearly stipulating the time frame and conditions for any exchanges and refund.
	A4. My business clearly states the terms and conditions for any deposits paid should the transaction be cancelled.
	A5. My business clearly states the terms and conditions applicable to the redemption of sales vouchers.
	A6. My business has a policy of not engaging in selling activities or any form of selling tactics particularly during treatments.
	A7. My business has a policy to inform and cover customers with insurance upon signing of prepaid packages.
Pricing & Payment	A8. My business has a policy committed to clearly displaying discounted prices.
	A9. My business clearly states the payment methods and channels available to customers.
	A10. My business is committed to avoid over or under-charging.

Area	Criteria
	A11. My business should clearly state what is included in all prices quoted for treatments and spa packages, including taxes, and any other surcharges (if any).
Pricing & Payment	A12. <u>Transparency of Pricing</u> My business clearly states any additional charges for extra services such as product upgrade request not included in the original package E.g. Ampoule
	A13. <u>Honouring Price Quotes</u> My business honours the prices quoted at the time of booking for treatments and spa packages and other related services.
Security	A14. My business is committed to maintaining the confidentiality of customer data.

B. COMMUNICATION

Area	Criteria
External Communication	B1. My business provides effective mode(s) of communication for external customers.
	B2. My business has a system in place to inform CASE in writing of any critical change including ownership of the business, Management Representative, addition and closure of branches, change of business contacts, employee turnover etc.
Advertising & Promotion	B3. <u>Accuracy of Information</u> My business' merchandise/ services are accurately described and portrayed by the company in all marketing communications.
	B4. <u>Adequacy of Information</u> Marketing communications include accurate details on prices, quality, availability and terms of sales or business, where appropriate.
	B5. My business clearly indicates the details of the insurance available to protect the customers who have signed up for prepaid packages.
	B6. My business sells what we advertise and promote.
	B7. My business maintains sufficient level of stocks for all promotional items.
	B8. My business clearly states the period for which promotions are valid.
	B9. My business clearly spells out details of the mechanism for any lucky draw or competition promotions.

C. PRACTICES & SYSTEMS

Area	Criteria
Retailing	<p>C1. <u>Deposit/ Reservations</u></p> <p>a. My business provides customers with receipts to acknowledge payment of deposits or reservation charges.</p> <p>b. Receipts for deposits and reservations have full detailed information.</p>
	<p>C2. <u>Proof of Purchase</u></p> <p>a. My business issues receipt/sale slips to customer with details of the purchases of the services provided.</p> <p>b. The receipt and sales slip reflect relevant detailed information.</p>
	<p>C3. <u>Exchange and Refund</u></p> <p>My business honours our exchange and refund policies promptly within the stipulated time frame and conditions.</p>
	<p>C4. <u>Records and Scheduling</u></p> <p>a. My business maintains accurate records of all applications, bookings and correspondences with the customer.</p> <p>b. My business stipulates expiry dates for treatments and spa packages.</p> <p>c. My business has a system to ensure that appointments are carried out as scheduled and that sufficient personnel are deployed to carry out scheduled appointments.</p>
Proof of protection for Pre-Payments	<p>C5. <u>Proof of Protection</u></p> <p>My business has undertaken insurance for customers with prepaid packages.</p>
Feedback Management	<p>C6. My business has a system to document complaint cases and has a complaints resolution procedure.</p>
	<p>C7. My business keeps complainant informed of the status of the complaint investigation.</p>
	<p>C8. My business resolves complaints within a maximum of 21 days upon receipt of complaint.</p>

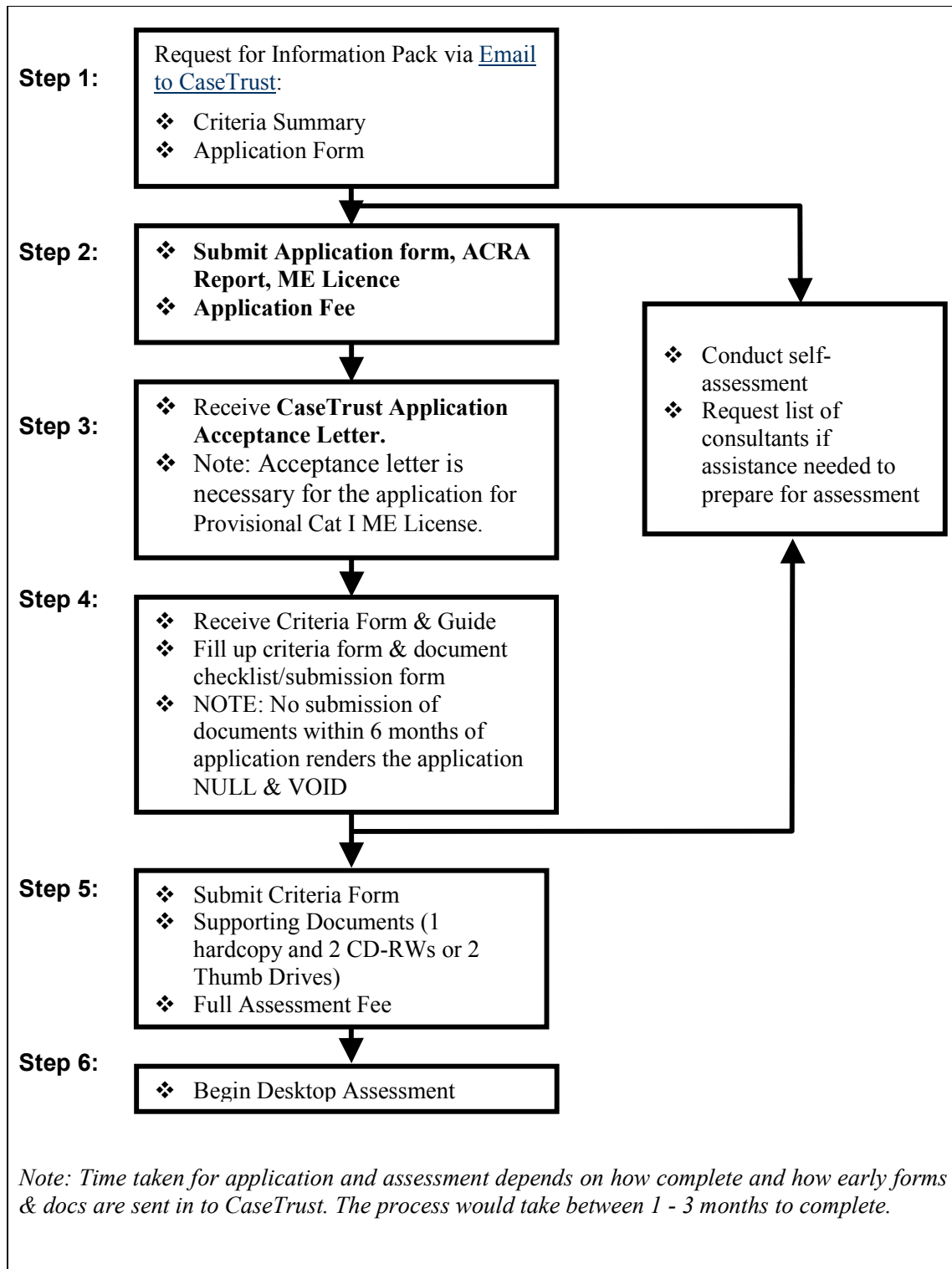
Area	Criteria
	C9. My business informs customers of alternative forms of redress should the company be unable to resolve the complaint within the time frame. E.g. CASE Mediation Centre
Security	C10. My business uses customer's particulars strictly for the purpose of completing sales transactions or for other legitimate purposes made known to the customer before obtaining such particulars.
	C11. When my business wishes to use customers' particulars for purposes other than internal marketing and billing, we make this known to the customer and seeks customer's consent before obtaining his/her particulars.
	C12. My business has a system to keep all customers' particulars confidential.
	C13. My business ensures that there is no video recording device and / or any other form of image capturing devices in the treatment room to safeguard the privacy of customers.
	C14. If my business offers services to both sexes, we will make this known to our prospective customers in advance.
Products & Services	C15. My business has a system for ensuring the quality of products and services offered for sale. Goods and services offered should be fit for consumption and not past expiry date.
Facility, Hygiene & Safety	C16. My business ensures that beverages are made available to customers to aid post therapy care.
	C17. My business maintains standards of customer care, cleanliness, and service appropriate to the type of spa.
	C18. My business provides health questionnaires that is in line with CaseTrust's basic questionnaire template to customers and assess customers' health condition before recommending any treatment and / product.
	C19. My business provides well-maintained facilities with all décor, furnishing, fittings and equipment in good condition.
	C20. My business provides locker and shower facilities for customers where appropriate.

Area	Criteria
Compliance with Regulatory Requirements	C21. My business complies with regulatory requirements as mandated by the Licensing Authority.

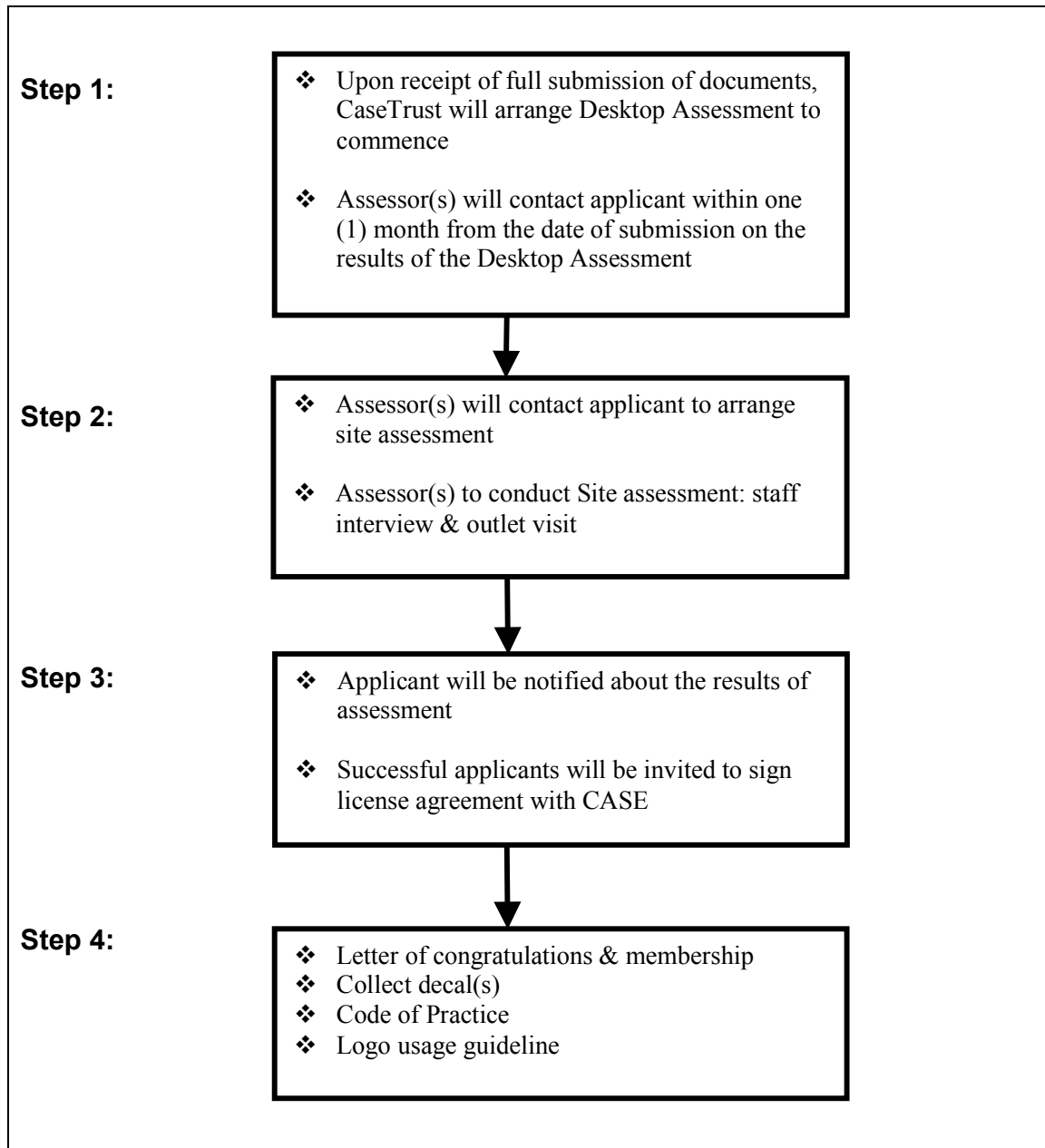
D. PERSONNEL

Area	Criteria
Performance	D1. Customer support and sales staff should not practice any unethical sales tactics.
	D2. My staff ensures that the privacy of the customer is protected The customer is assured of uninterrupted services during treatments.
Knowledge	D3. Staff working for the company should be able to provide accurate, timely and comprehensive product and service information to customers and to perform service to the expected levels
	D4. My staff is trained and meets training standards in accordance with prevailing CAT 1 requirements stipulated by the Licensing Authority.
Dressing & Grooming	D5. My staff is well-groomed and professional in appearance and etiquette.
	D6. My business issues uniform and name tags to our staff.

3.0 CaseTrust Application Procedure



4.0 CaseTrust Assessment Procedure



5.0 CaseTrust Fee Structure for Spa and Wellness Businesses

Application Fee	
\$500	
Assessment Fee	Comments
i) 1st outlet: \$800	* Assessments will be conducted at least once in every 2 years
ii) Subsequent Outlets: \$600 / outlet under same trade name and legal entity	* Mystery shopping will be conducted at least once every year per outlet under same trade name and legal entity
Annual Management Fee	
1st outlet: \$360	
Subsequent Outlets: \$180 / outlet under same trade name and legal entity	

IMPORTANT NOTE:

1. Fees are subject to change, depending on economic situation and discretion of the CaseTrust Department.
2. The Application and Assessment Fees are to be paid in advance.
3. The application will be considered **NULL & VOID**, with the applicant considered to have failed the assessment if:
 - a. Documents for assessment are not submitted within **6 months** from date of application.
 - b. The Applicant failed to obtain CaseTrust within the period of **1 year**.
- 4 If the Applicant does not pass the assessment, it must pay a re-assessment fee equivalent to the assessment fee.
5. The annual management fee is payable only after the Applicant clears the assessment process.
6. Below are the cancellation fees in the event the CaseTrust Applicant cancels application under the following circumstances:
 - a) Application Fee is strictly non-refundable.
 - b) Assessment Fees are refundable if withdrawal request is made within 14 days after the submission of your application.
 - c) If withdrawal request is made at least 3 days **before** commencement of Site Assessment, 50% of the Assessment Fees will be refundable.
 - d) Assessment Fees are strictly non-refundable if withdrawal request is made within the 3 days before Site Assessment.

6.0 CaseTrust Accreditation Scheme Application Terms and Conditions

Basic Requirements

1. The Applicant is bound by the Terms and Conditions herein and such variations, which may be from time to time, be made by the CaseTrust Department, and upon submission of their Application to the CaseTrust Department.
2. In order to qualify for the CaseTrust for Spa and Wellness Businesses Accreditation Scheme, the Applicant must not have five (5) or more complaints lodged against it with breaches of the Consumer Protection Fair Trading Act (CPFTA) with CASE and you must have a clean track record with the relevant Authorities in the last twelve (12) months from the date of application.
3. An Application to join CaseTrust must be accompanied by:
 - a. Completed Application Form as prescribed, together with any supporting documents required
 - b. Application Fees
 - c. Assessment Fees
4. The Application Fees herein will not be refunded if the Applicant fails to qualify for Assessment for any reasons whatever. The Assessment Fees would however be refunded in the event of an outright disqualification.
5. If an Applicant fails the prescribed Assessment conducted, the Applicant may be given a further opportunity to qualify to be accepted under the scheme and such would be decided by the Assessor or Assessors assigned and, for so long as the Applicant does not exceed 2 further Assessments. All subsequent Assessment Fees, if any, must be paid by the Applicant.
6. The Applicant may ask for a review of the Assessment with reasons. Upon receipt of the review fee, the Applicant's request will be considered by the Head of Assessment, and if appropriate, forwarded to the CaseTrust Department. Such review will be allowed at the discretion of the CaseTrust Department and will be final. This review fee will be refunded if the review is found in the Applicant's favour.
7. In the event that there is a need by the Applicant to consult with an existing panel of Consultants (whose names are available by request), then, the Applicant will liaise directly with such Consultants, who will be independent of the CaseTrust Department, and appropriate fees will be paid to them for the Consultancy. The CaseTrust Department will under no circumstance be liable for any advice rendered by such Consultants.
8. The Applicant must fulfil the following pre-requisites for this scheme:
 - a. Qualified therapists are to be courteous, caring and professional
 - b. Allow CT rep reasonable access to spa on request, to confirm Code of Conduct is being observed

- c. Meet or exceed CaseTrust criteria and to observe CaseTrust Code of Conduct
 - d. Allow CaseTrust officers/authorized representatives reasonable access to premises on request, to confirm Code of Conduct is being observed
 - e. Agree to be assessed annually (In the event of complaints, by CaseTrust officers/authorized representatives)
 - f. Agree to be accessed annually by Mystery Shoppers
9. The Applicant must comply with the rules and regulations under the Massage Establishments Act. For upgrading to a Category I ME license, the Applicant must satisfy the Police Licensing Division's revised Licensing Criteria for CAT 1 Massage Establishments (with effect from 1 June 2009). Refer to Appendix A for Criteria.

Membership Details

10. Membership for the Scheme will be for a period of 2 years, subject to the Assessment and Investigation results, feedback from the public i.e. complaints if any, and other relevant factors. The CaseTrust Department reserves the right to revoke or not renew membership should members fail to adhere to the standards set by the CaseTrust Department.
11. Members who make changes to its company ownership after obtaining accreditation will be subjected to Interim Assessment and have to furnish CASE with a Deed of Assignment. This assessment shall be independent of other assessments that the member is scheduled to undertake.

Standards

12. Members are required to maintain the CaseTrust standards as stated, among other things, in the Assessment Criteria provided. The criteria may be revised from time to time and the Members must be bound by such.
13. Upon acceptance of membership, store-based retailers are required to display their policies clearly in their stores or such policies must be easily accessible to Consumers. Web-based retailers are required to publish their web policies on their web sites.
14. Members must have a proper criterion to deal with complaints and a dispute resolution programme in place and, which is transparent and known to Consumers.
15. In order to uphold the standards, which may be updated from time to time, set by CaseTrust, all members shall adhere to the Code of Practice and abide by penalties imposed upon breach/infringement of the Code of Practice.

Condition Precedent

16. Members should allow CaseTrust representatives into their premises for auditing and/or investigation purposes, whether notified or not. If a fee is required or any expense incurred for such investigation, such fee or expense should be refunded upon the Member's notification of the investigation by the CaseTrust Department.

Audit/Investigation

17. The Applicant has been made aware of the CaseTrust Department's empowerment to deal with breach/infringement of the Code of Practice. Members who commit a breach/infringement shall be imposed a fine, be suspended, expelled or blacklisted, either singly or jointly, depending on the severity of the offence, or by any other appropriate means.
18. Members who are lifted from suspension orders will be required to undergo an Interim Assessment.

Termination

19. Upon termination of the CaseTrust Accreditation Scheme membership, all CaseTrust related Materials including the CaseTrust Decal must be returned to the CASE office within 7 days, and such Materials and such Decal should not be used in any manner whatsoever by the member before its return.
20. The CaseTrust Department reserves the right to revoke membership should members fail to adhere to the License Agreement or breach the Terms and Conditions herein, or for whatever reasons, as the CaseTrust Department deems fit.



CaseTrust Accreditation Scheme Application Form – Spa and Wellness

Instructions:

1. Accreditation for Main outlet and Branch are separate, even if the applications are under the same business with similar business practices.
2. Please type or write clearly using black or blue ink for all forms.
3. Where not applicable, fill in the blanks using **NA** or **NIL**. Please note that **blank answers are not acceptable**, and may result in delay in processing of your application.
4. Attach separate sheets if the space provided is insufficient.

Particulars of Your Business

Name of Business:

Address:

Tel:

Fax:

Website:

Email:

Registration of Company Business (**ACRA**) No. :

Date of Registration (**dd/mm/yyyy**):

License To Carry On a Massage Establishment (**ME**)

- ME License No. (Category I) : _____
(Please tick and specify)
- ME License No. (Category II) : _____
(Please tick and specify)
- ME License No. (Provisional Category I) : _____
(Please tick and specify)
- Exempted Massage Establishment Registration Number: _____
(Please tick and specify)

<input type="checkbox"/> No, my establishment does not fall under the regulations of the Massage Establishments Act	
Trade/Corporate Memberships:	
Have you or your Directors/Partners/Owners ever been rejected, suspended or removed from any accreditation scheme, including but not limited to this Scheme? YES / NO Please provide details (attach additional sheets if necessary):	
Have you or your Directors/Partners/Owners ever been convicted of any criminal offence or infringe any regulatory requirements by any Licensing Authority? YES / NO Please provide details (attach additional sheets if necessary):	
<i>Contact Particulars</i>	
Name & Title of Organisation Head: *Dr/Mr/Mrs/Mdm/Ms	
Name & Title of Contact Person for CaseTrust: *Dr/Mr/Mrs/Mdm/Ms	
Tel:	Fax:
Email:	
Size of Business <ul style="list-style-type: none"> o Small –Sales Turnover less than S\$1M and Non-GST Registered o Medium – Sales Turnover between S\$1M & S\$15M o Large – Sales Turnover more than S\$15M 	
Nature of Business <ul style="list-style-type: none"> o Department Store o Department Store cum Supermarket o Supermarket o Mini-mart o Confectionery & Biscuits o General Provision Store o Food, Beverages & Tobacco o Pharmacy/Drug Store o Cosmetics/Toiletries o Textiles o Household Electrical Appliances o Hotelier o Banking o Renovation/Contractor 	<ul style="list-style-type: none"> o Jeweller o Sporting & Athletic Goods o Gifts/Handicrafts/Hobbies o Telecommunications Equipment o Books, Magazines & Stationery (including News Vendor) o Optical Store o Watches & Clocks • Spas & Wellness o Travel Agents o Employment Agencies for Foreign Domestic Workers o Service Providers - Type: _____ o Others, please specify _____

If Business has a chain of outlets

Number of outlets:

Total no. of staff:

No. of Retail staff:

If Business is a subsidiary of Holding Company

Name of Holding Company:

Address:

Tel:

Fax:

Email:

Declaration

I / We declare that:

1. All the information given is accurate and truthful.
2. The membership criteria have been fully read and understood.
3. The licensing criteria for Category I Massage Establishments have been complied with, if applicable.

Authorised Signature: _____

Name / Title: _____

Date: _____

Company Stamp: _____

Please remember to include the following together with your application:

- i. **All cheque(s) payable to Consumers Association of Singapore (CASE)**
- ii. Completed Application Form to be submitted to:

**Consumers Association of Singapore
170 Ghim Moh Road
#05-01 Ulu Pandan Community Building
Singapore 279621**

Attn: CaseTrust Department

Tel: 6461 1800 Fax: 6463 7048 Email: casetrust@case.org.sg

Particulars of My Outlet(s) Please make copies if you have more than 5 outlets

Please fill in details of outlets which are applying for CaseTrust. Information of other outlets not included in this application need not be provided.

1. Please indicate if Head Quarter is an operating Spa: ***YES / NO** (*Please circle accordingly)
2. If you have replied "YES" to Question 1, please fill in the Head Quarter's particulars in the first box below.

Head Quarter/ Outlet Name:

Address:

Tel:

Fax:

No. of Staff:

Size of Outlet (sq m):

Outlet Name:

Address:

Tel:

Fax:

No. of Staff:

Size of Outlet (sq m):

Outlet Name:

Address:

Tel:

Fax:

No. of Staff:

Size of Outlet (sq m):

Outlet Name:

Address:

Tel:

Fax:

No. of Staff:

Size of Outlet (sq m):

Outlet Name:

Address:

Tel:

Fax:

No. of Staff:

Size of Outlet (sq m):

CRITERIA FOR APPLICANT

- 1 To apply for a massage establishment (ME) licence to provide massage, manicure, chiropody, light, electric, vapour or other baths or other similar treatment, the applicant must fulfill the following criteria:
 - (a) be at least 21 years old at the time of application;
 - (b) be a fit and proper person e.g. free from criminal and vice-related records; and
 - (c) for a foreigner, he must hold a valid work permit or employment pass.

CRITERIA FOR COMPANY/ ESTABLISHMENT

- 2 The company/ establishment must fulfill the following veto criteria and at least 1 out of 2 of the non-veto criteria:

Veto Criteria (To fulfill requirements (a) to (d))

- (a) Capital investment of at least \$50,000 in renovation, asset or rental costs;
- (b) at least 80%¹ of its therapists and/ or masseuses have any of the following professional qualifications:
 - (i) Comite International D'esthetique Et de Cosmetologie (CIDESCO) International Beauty Diploma;
 - (ii) Confederation of International Beauty Therapy and Cosmetology (CIBTAC) Aesthetic Diploma for Face;
 - (iii) CIBTAC Body Massage Diploma and CIBTAC Anatomy & Physiology Diploma;
 - (iv) CIBTAC Spa Therapy Diploma;
 - (v) International Therapy Examination Council (ITEC) Beauty Specialist Diploma [previously known as Aestheticienne Diploma (Facial Therapy)];
 - (vi) ITEC Holistic Massage Diploma [previously known as Diploma in Anatomy and Physiology and Massage];
 - (vii) National Skills Recognition System (NSRS) Skills Standards Package 1
 - Provide full-body massage with oil;
 - Provide full-body massage without oil;
 - Perform manicure/pedicure; and

¹ A Category I massage establishment, whose Category I massage establishment licences were first issued before 1 June 2009, will have:

- (i) to maintain 50% certified masseuses/therapists in 2009;
- (ii) to obtain 60% certified masseuses/therapists in 2010;
- (iii) to obtain 70% certified masseuses/therapists in 2011; and
- (iv) to obtain 80% certified masseuses/therapists in 2012 and onwards, for successful licence renewal.

- Perform face treatment.
- (viii) NSRS Skills Standards Package 2
 - Perform manicure/pedicure;
 - Perform face treatment;
 - Provide full body-massage without oil; and
 - Perform Swedish massage.
- (ix) National Institute of Technical Education Certificate (NITEC) in Spa and Aesthetic Therapy; or
- (x) Singapore Workforce Skills Qualifications (WSQ) for the Spa Sector (which includes MEs) under the Tourism WSQ Framework.

(Note: All Massage Establishment (ME) licensees are to submit application for approval to Police Licensing Division for the employees to work in their licensed ME. An approval letter for employees to work in the ME is required to determine the percentage of certified masseuses/therapists)

- (c) Accreditation for Spa and Wellness Businesses by CaseTrust;
- (d) Company-issued uniforms for its staff.

Non-Veto Criteria (To fulfill at least 1)

- (a) At least 100m² of floor area
- (b) Minimum of 2-year lease

PREMISES

- 3 Permitted premises include shophouses, HDB neighbourhood centres, private shopping centres, commercial complexes and hotels.
- 4 Approval must be obtained from the relevant authorities such as URA, HDB and FSSD and submitted to the Police Licensing Division before the application for a ME licence can be approved.

(Please note that approvals from these authorities do not guarantee the approval of a ME licence and that the FSSD Building Plan Reference Number can be submitted after an in-principal approval has been granted to operate a massage establishment at the proposed location. In addition, sunk investments will not be regarded as grounds for a licence to be granted. Hence, applicants are advised to consider the financial commitment to their business carefully if a licence has yet been granted.)

LAYOUT

- 5 There must be no locking device for the doors of the massage or treatment room.
- 6 There must be no warning device that could be used to alert the staff of the arrival of enforcement officers.
- 7 All rooms shall be numbered and the numbering should be shown on the layout plan.
- 8 Rooms used by staff e.g. rest-room and office, should have proper signages with a 'No Entry' sign to prevent unauthorized entry by customers.
- 9 Rooms for massage must be clear of permanent or temporary objects or structures, such as paintings or screens, so that there is a clear view of the rooms when the doors are opened.

Useful Contact Information

- a. For queries on CaseTrust Accreditation for Spa and Wellness Businesses, please contact CaseTrust at Tel: 64611800 during office hours, email to casetrust@case.org.sg or visit www.casetrust.org.sg
- b. For queries on revised licensing framework, please contact Police Licensing Division at Tel No. 68350000 during office hours or email to spf_ops_licensing@spf.gov.sg;
- c. For queries on courses and training related matters under the Spa WSQ Competency Map, please contact WDA at Tel: 6883 5885 during office hours or email to wda_enquiry@wda.gov.sg.