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ANNUAL REPORT

Spa & Wellness Association of Africa



**SPA & WELLNESS
ASSOCIATION OF AFRICA**

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Message from the Founder & Executive Director

Elaine Okeke Martin



Your Excellency Ameenah Gurib-Fakim former President of the Republic of Mauritius and Patron to SWAA, and Chair of the Executive Board,
Distinguished members of the Executive Board,

First of all, I would like to wish the Executive Board, Chapters, and Volunteers a very happy Holiday and New Year when you get there, and thank you for taking time away from your family and friends to help this organization grow.

I would also like to thank all members of the Executive Board for your work in preparing for and executing a very successful 2020. Although we had planned differently this year, this was not possible. Thank you for your flexibility in getting up on virtual platforms.

Together we have shown that with the help of modern technologies, the work of the association coalition can continue even in the most extreme circumstances. SWAA managed to help so many of our members across the continent during this pandemic year. Our 10th year mark really was a reconfirmation of why this association was founded for the continent.

As you know I announced some new initiatives which the association coalition is supporting and working towards.

- ❑ One, is the 6 Pillars on Africa Wellness Initiative-Global Wellness Institute
- ❑ The second is the UN Sustainable Development Goals
- ❑ Third is supporting the AfCTFA Africa Free Trade Areas 2020
- ❑ Fourth is the Mental Health Wellness development on the continent
- ❑ Fifth is the Breast Cancer Awareness



A large blue graphic with a white geometric pattern of triangles and lines inside the zeros. Below the '10' is the text 'YEARS OF WELLNESS' in a large, white, sans-serif font.

We are now developing a better communication btw Chapters, Affiliates, Representatives and members, to ensure the chapter committee are engaging with members.

Although the pandemic has been a setback to our collective efforts to attain more the 100K + funding targets, we on the Executive Board remain committed to supporting Chapters to get back on track

The new framework laid out will be helpful to keep ourselves accountable in the next year.

The Member Chapter represented in this Executive Committee represent the full range of experiences with covid-19 issues,

Some Chapters had with education issues

Some Chapters had loss of revenue

Some Chapters had high levels of jobs loss.

SWAA is committed to supporting our Chapters, Affiliates, Representatives and Members

We have a long way to go to get our industry back, and you as our Executive Board have a role to play.

We look to you for guidance and advice on how we in the Executive Board can better support all Member Chapters to increase standards and protect our industry.

Thank you once again for your service. We look forward to next year's agenda, and to working with you in the weeks and months ahead

I thank you.

Mission Statement



OUR MISSION:

To make wellness accessible to all in Africa.

(est. 2010). SWAA brings together government agencies, spa and wellness operators, educators and professionals, to set and maintain industry standards, encourage education and the sharing of information, to provide invaluable networking opportunities and create a platform for members to channel their voice.

OUR VISION:

Supporting Africa's wellness industry in leading standards, education and productivity for future generations.



SWAA Historical Partners



Sustainable Development Goals for Spa & Wellness in Africa”

Launched 06-11-2020

SDG goals
for SWAA



NEW EXECUTIVE BOARD MEMBERS

Patrick Saussay

Board Director & Regional Chair (Francophone Countries) – Francophone countries & Business Development

partick@swafrica.org



Patrick is Founder and CEO of Global Project and Spa Advisory, a company dedicated to providing worldwide expertise in management of wellness projects and spa consulting. He supports project owners, investors, brand owners, hotel management in their moves and investments on the wellness market.

With GPSA company, he was instrumental in the definition of evian®SPA concept and he is currently in charge of evian®SPA international development on behalf of evian® since 2012.

Graduated from AUDENCIA, his expertise began with 15 years of experience in the major consulting companies. As an Executive for Arthur Andersen/BearingPoint, he was involved in the transition process of several private and public large organizations including the French Healthcare Ministry, Paris Head office, and hospitals. He was fully dedicated to health-care organizations for three years, supporting quality and efficiency in this very sensitive sector.

Being caught up with his passion for wellness, he has spent 3 years heading the international development of an upscale Swiss spa brand, while preserving the high quality and originality of the brand. He developed new spa projects and partnerships with 5*resorts, Palaces and day spas in Istanbul, Antalya, Dubai, Cotonou and especially Paris where he has directly led all steps of design, implementation and go live of a high-end hotel spa in the heart of Paris.

Since 2012 when he founded GPSA Wellness Lifestyle company, he supports strategic wellness projects in many countries in Europe, Middle East, Asia, for evian® and other exclusive brands and hotels. In France, his expertise also goes to thermal centers and destinations, or meaningful projects like the transformation of a ski destination into a wellness destination.

He strongly believes in global wellness and prevention to secure a real impact on anyone's wellbeing, and ultimately to live better, not only longer. Thanks to his passion for international travels, he is focused on the synergies between the richness of local cultures, heritage, know-how, products, and the importance of international standards of quality.

Through iconic projects, conferences, or in front of MBA students in Hospitality Management, he shares his vision regarding the guest's wellness experience beyond spa treatments, and the necessary consistency between a concept, an investment and guests' expectations.



Dr Theo Mothoa-Frendo

Board Director – Scientific Research and Marketing

theo@swafrica.org



Dr Theo Mothoa-Frendo is the Founder of Uso an advanced facial skincare range aimed at addressing the specific skincare needs of Africans. Uso targets the ethnic market segment and everyone living under the harsh African climate. Through her company Africans Dermal Science, of which she is Chief Executive Officer, she focuses on the research, development, manufacturing and marketing of science-driven skincare solutions for Africans. In a tough market dominated by foreign multinationals, the Uso brand has managed to amass quite a following and has been featured in publications such as CNBC Africa, The Financial Mail, Elle and Destiny, to name but a few. Within a year of being in market, Uso Skincare was listed with the biggest fashion and beauty retailer in Africa, Edgars and is available in over 40 stores in South Africa, Botswana and Namibia.

A Medical Doctor by training, GIBS MBA Graduate and Pharmaceutical Expert, Dr Theo spent 10 years with Roche Pharmaceuticals across Sub-Saharan Africa mostly as Medical Director. Dr Theo is also a Fellow of the prestigious Archbishop Tutu African Leadership Fellowship and was named as one of the 50 African Entrepreneurs to watch by Entrepreneur Magazine. Born and bred in the township of Soshanguve, her passion lies in researching, developing and introducing into market world-class solutions specifically for the unmet needs of us Africans





Valarie Obaze

Board Director – General

valerie@swaafrika.org

Meet the award-winning beauty Entrepreneur formally known as Valerie Obaze. The beautiful entrepreneur has been hailed as an 'African skincare trailblazer' by Forbes. Her beauty brand has been featured in a plethora of publications such as Elle magazine not only is she a savvy businesswoman. Valerie is also the founder of Mumpreneurs network founded in 2015. R&R luxury is the perfect combination of authentic products and the answer to many skincare issues. Expanding her brand from Africa, US to now the UK this is an exciting time for the brand.

My background is in PR (Public Relations) which has been such a great help in building my brand. In 2008, I set up my own PR agency with my friend and fellow PR expert, Rima Arnaout called RVPR.





Jasneel Dhanjal

Board Director & Regional Chair (Francophone Countries) – East Africa Region countries & Business Development

jazz@swafrica.org

Jasneel Dhanjal has a BA Psychology; MSc Health Promotion & Psychology) is a psychologist and health promotion specialist by training. She was presented with the opportunity to develop D'VINE, a skincare, body care and spa product brand. Since her involvement, she has taken on various roles within the business that range from product development to promotion. Through her involvement in the beauty industry she also consults on the planning, start up, operations and marketing for spas.

Jazz as we like to call her, works closely with the Board of Directors and Executive Director.



Leslie Okoye

Board Director – Finance

leslie@swafrica.org



Founder of CookieSkin. NigeriaSkincare Expert and Educator, IIN Health Coach

Leslie Okoye is the Founder of CookieSkin, the melanin skin care line for women of color to achieve healthy flawless skin without causing skin-damage.

The C.E.O of CookieSkin and L'Okoye Academy - the world's leading education provider in Melanin Skincare Consulting, the mother of two puts the power back in the hands of women and men of African descent to chose the right products, prevent skin damage, save money, get results, look great and feel great.

With over fifteen years of hands-on experience with melanin skin issues, Leslie Okoye is the chosen skincare expert to many Nigerian and Ghanaian celebrities. Her CookieSkin brand is sold allover Nigeria in top chain pharmacies and supermarkets.

For more on Leslie Okoye and her practice follow @LokoyeAcademy @CookieSkin on social media.





Simone Lipari

Deputy Operating Officer

simone@swafrica.org

Simone, is an entrepreneurial style leader with top-notch business acumen, communication skills, and proven leadership in developing and implementing innovative business strategies that enable the achievement of business goals and increased profit margins. Experienced leader of business start-up and development resulting in sustainable, profitable growth. This will come into play in his new role at SWAA to help build the association coalition further as it steps into the next decade.

Simone's positions currently are as General Manager at Tilla Health Club & Tilla Airport Spa, and Co-Founder at www.say.solutions. Prior to that he was a Spa & Fitness Manager at Steiner Leisure Limited from May 2008 – Feb 2012.

The DOO will serve on the Executive Director's leadership team in operations and work closely with the Board of Directors.



Ameera Abraham

Board Director –Communications

ameera@swafrica.org

Ameera Abraham is the CEO & Spa Director of The Nail Bar, a luxury nail spa and wellness centre and the founder of Nigeria's premier professional nail care brand Amali Cosmetics.

She also serves as the Executive Chair (Nigeria) for the Spa and Wellness Association of Africa. She is a qualified beauty therapist, holds a BA in Politics and International Relations and a CIDESCO Diploma in Spa Management.

Outside of her professional life, Ameera enjoys reading, yoga and volunteering for charity work. She is an advocate for women and children's rights & has a keen interest in enlightening and empowering women in their various fields of life.

NEW EXECUTIVE ADVISORS BOARD MEMBER



Celeste Peters

Senior Board Advisor Communication

celeste@swaafrika.org

Celeste Peters has spent over 26 years in corporate as manager, auditor and trainer for quality management systems. Her passion is people. To empower people to empower themselves by means of education and engagement is what she enjoys most.

Originally a senior primary school teacher, her passion for education supported her personal goals to help others succeed. Fairness, equality, empowerment, quality and ethical business practice are her grounding principles. Interest in the wellness industry was firmly established in 2008 when she became a founding member of the South African Spa Association to support Spas with management standards in the industry. An avid spa goer and spa evaluator, she is currently Global Wellness Day Ambassador for South Africa, Sales Representative at The Tides|Wellness and board member for Energy Training Solutions (Pty) Ltd.



Dr. Hilda Ashio Titiloye

Board Advisor



Dr Hilda Ashio Titiloye is a Nigerian registered and licensed medical practitioner with post-graduate training in dermatology and aesthetic medicine from the prestigious Queen Mary University of London and University of Cordoba, Spain respectively. She is a member of the Nigerian Medical association, an associate member of the Nigerian Association of Dermatologists and a member of the International association for Physicians in Aesthetic Medicine.

Dr Hilda Ashio Titiloye has always had a great interest in skin care and beauty, these have been fused into this passion and pursuit of beauty using evidence based medicine which she presently offers her patients.

She has been fortunate to work with and under one of the best cosmetic dermatologists in Nigeria and West Africa, gathering many years of experience in the fields of mainstream dermatology and aesthetic medicine. She has vast experience in the management of cosmetic and non-cosmetic conditions in Skin of color. Her keen eye for perfection and finger dexterity along with the use of science give her an edge, allowing her to produce spectacular yet natural results for her patients that require aesthetic medical services. She has had vast training specifically in the use of Botox, dermal fillers including but not limited to Juvederm, Sculptra, body shaping and sculpting techniques, mesotherapy and many other areas of Aesthetic medicine.

- Dr Hilda Ashio Titiloye is the Clinic director and lead Aesthetic Physician at the SKIN101 center, a full spectrum cosmetic medical facility with a Medical spa, Aesthetic clinic, Dermatology clinic and Plastic surgery unit all under one roof. She has spoken on the subject of skin health and medical aesthetics at multiple fora including seminars and conferences.



NEW CHAPTER

&

NEW

EXECUTIVE COMMITTEE CHAIR (ECC)

South Africa

Jacoline Wentzel

Executive Committee Chair – South Africa SWAA CHAPTER

jacoline@swafrica.org

Miss Jacoline Wentzel is without a doubt passionate about the spa and wellness industry and is a respected spa entrepreneur based in South Africa.

After graduating at the Isa Carstens Academy in South Africa, She joined Steiner international as a Spa Therapist onboard cruise liners and worked herself to management within the first year. She then joined the Steiner Recruitment team and established the Steiner Recruitment office in South Africa. After almost 5 years with Steiner, she joined Bioharmony Herbal Wellness company as Sales manager and there after Nimue Skin Technology as Sales and Marketing manager for South Africa.

In 2005, Jacoline started her own spa distribution and consulting company in Cape Town, South Africa called the Spa Warehouse, which has grown into one of the leading distribution companies in South Africa, with exclusive rights to various up market spa ranges like Lemi, REM, Esthetica, Gentlemen's Tonic, Faby and Cashmere & Co. And since then Jacoline and her company has helped numerous spa owners to setup their new spas throughout Africa and Mauritius.

She is extremely passionate about the spa and wellness industry and always strives to help the spa owners and staff to have the best facilities possible.

Jacoline takes on the role in South Africa with the aim to set up a committee chapter that will grow the spa and wellness community in South Africa through standards and educations and promotions.



FINANCE REPORT

EXPENSES

Expenses	Amount
Legal/Professional/Accounting	\$ 800.00
Salary Admin	\$ 4,200.00
SWAA Advertising	\$ 360.00
SWAA Web Hosting and Domains	\$ 1,200.00
SWAA Zoom Webinar	\$ 480.00
Website maintenance	\$ 2,500.00
Bank Charges/credit card commissions	\$ 600.00
Executive Services	\$ 1,000.00
Non-Recurring Expenses	
Website Design	\$ 2,500.00
Internet gadget	\$ 50.00
TOTAL	\$ 13,690.00



FINANCE REPORT (Conti.)

MEMBERSHIP REPORT 2020

&

MEMBERSHIP TARGET 2021

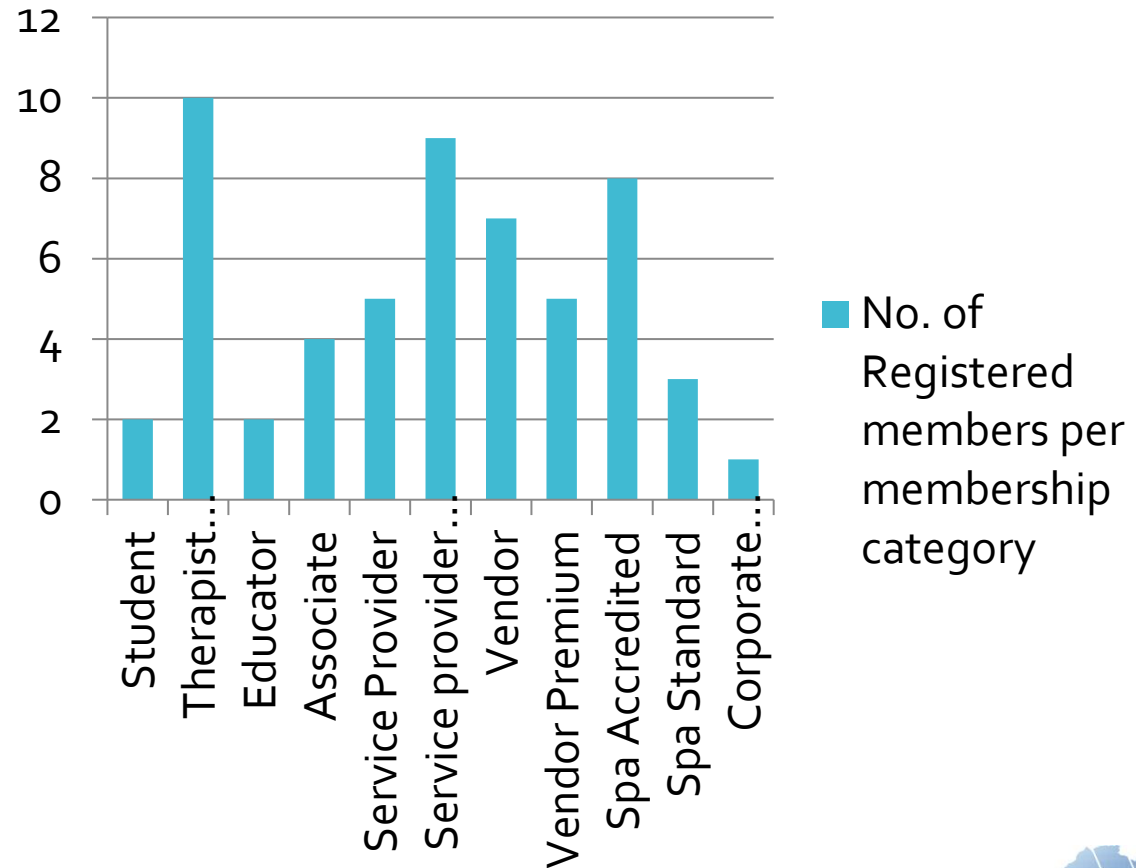
Number of
Registered
FREE
GIVEAWAYS
Members
between
January to
December
2020 for free

Memberships 2020



Types of memberships registered between January 2020 to December 2020

No. of Registered members per membership category



**Executive Committee for:
Other Ad Hoc/
Program committee E.G:**

- Education Department**
 - Conference**
 - Network events**
 - Initiatives**

SWAA COLLABORATIONS IN 2020

Collaborations in 2020

1. **GWI – Africa Wellness Initiatives Pillars**
2. **The Well Consultancy – Mental Wellness FREE Training x 2 sessions**
3. **Almarie Venter – RE-MIND – FREE training x 3 sessions**
4. **Sophrology Training – FREE training x 5 sessions**
5. **Breast Cancer Awareness & Innovative Approach to Breast Screening** – they gave our members in Mauritius 20% discount on treatments
4. **Global Wellness Weekend – Advocacy**
5. **Global Wellness Day - Advocacy**
6. **Intelligent Spa Survey Collaboration – Partnership Survey**

for the Spa and Wellness Industry in Africa we've had only 13 yes votes for committing to the research from our respective campaigns.

- The most popular topic is TOPIC B: ***Sales & Marketing Practices in the Spa*** eg. usage and success of social media options versus traditional sales and marketing channels
- Closely followed by TOPIC C: ***Traditional and Authentic Spa Therapies and Treatments offered across Africa***
- Then TOPIC A: ***Environmental and Sustainable Practices in the Spa*** eg. water, waste and energy management, recycling, one time use issues and solutions
- Preferred dates were February-March 2021 (more submitted in Oct) and April-May 2021 (submitted in Nov).



SWAA EDUCATION IN 2020

Webinars & No. of attendees - 2020

WEBINAR	No. of attendees
SOUTH AFRICA SWAA CHAPTER WEBINAR - SUSTAINABILITY IN SPAS	8
Spa and Wellness Industry in Africa after COVID-19 – WEBINAR	124
BREAST CANCER AWARENESS AND INNOVATIVE APPROACH TO SCREENING	2
WEBINAR- WORLD MENTAL HEALTH DAY 2020	14
Webinar -New Black beauty 2	26
Meet the South Africa SWAA Chapter Committee and have an honest Conversation Post Covid-19	26
Webinar - The Place of Advanced Aesthetic Treatment in Nigeria	30
Webinar - New Black Beauty	22
Introduction to Re-mind Spa & Wellness class experience by Almarie Venter	16

Webinars & No. of attendees - 2020

Webinar	No. of Attendees
SWAA's 10th Anniversary Zoom Celebration	86
Doing Spa and Wellness Differently - Post Covid -19 reopening strategies	35
Sensitizing our Nation on Covid-19 with special attention to the Spa and wellness industry – WEBINAR	78
Introduction to Re-mind Spa & Wellness class experience by Almarie Venter	16



SWAA CONFERENCE IN 2020

(SWAA CONFERENCE IN 2020 WAS POSTPONED TO
2021 – DUE TO COVID-19)

5TH ANNUAL SWAA CONFERENCE 2021

SMART WELLNESS REGIONS AFRICA – Building a Decade of Health & Wellness –

15th – 17th September
Cape Town, South Africa

Africa wants to highlight the 'smart' in wellness. And in 2021 we look at technology, businesses, institutions and government planning, for the next decade. How do we improve the scene?

Join us and connect with international thought leaders to discuss how smart wellness regions growth will influence policies, cities and communities, our industry and our planet. With the signed Continental Free Trade Area (AfCFTA) treaty to create the world's largest single market estimates, implementing AfCFTA will lead to around a 60% boost in intra-African trade by 2022.



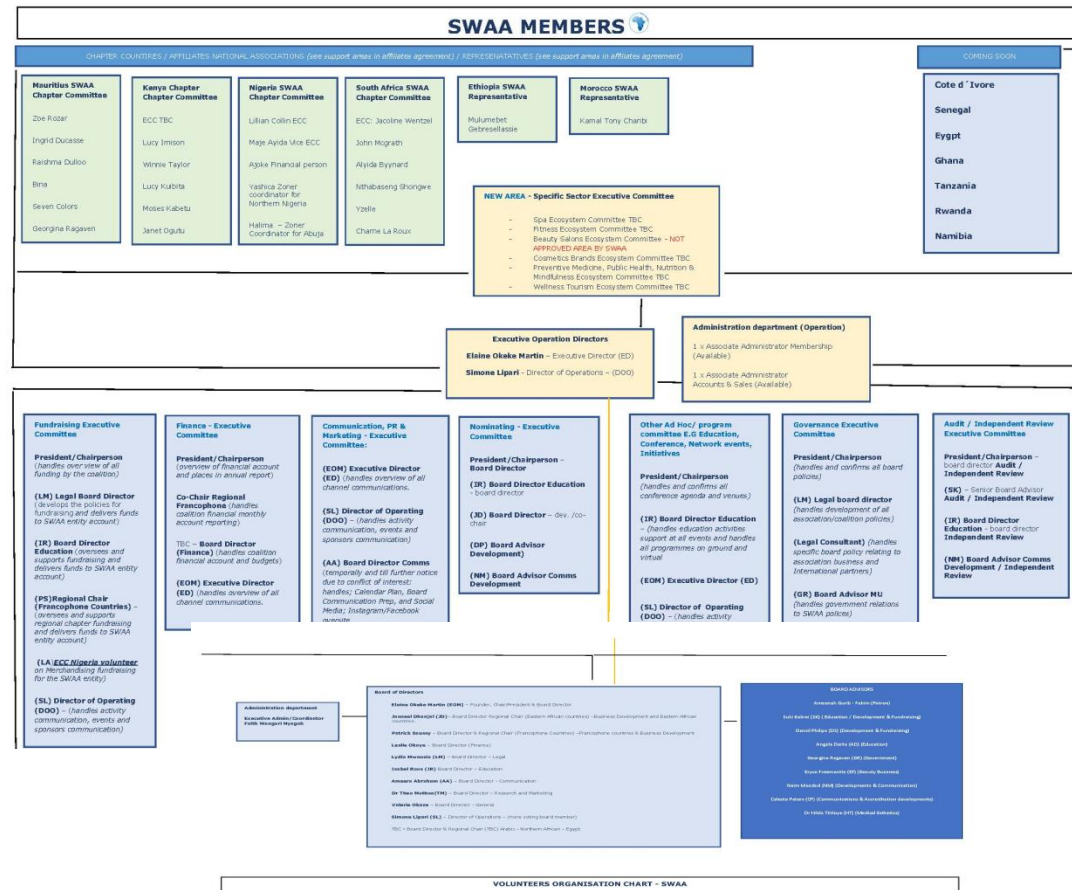
GOVERNANCE REPORT

Governance

- **Management Structure**
- The SWAA Management structure consists of two boards:
- **The Management Board** –Responsible for the management and governance of the association on behalf of the members. The Management Board are Directors of SWAA.
- **The Advisory Board** – Consisting of elected and co-opted members of the association and responsible for the conduct, future growth and strategic vision of the association.
- **Executive Director** – Responsible to the management board on daily operations of the association head office team, chapters, and volunteers, including SWAA events, partnerships, and collaborations worldwide.
- **The Chapters** –Responsible for the country committee management and responsible to member support, implement SWAA standards and education.



Organizational Structure



SWAA PARENT ASSOCIATION COALITION ORGANISATION CHART, USES AN UPSIDE-DOWN PYRAMID MODEL.

THIS MEANS TO SUPPORT AND SERVE.



Policies

- Communication Policy
- Board meeting Policy
- Board Loan to SWAA policy
- Admin Policy



COMMUNICATION DEPARTMENT

Communications Report 2020 Spa & Wellness Association of Africa

“There was a renewed level of commitment, an awakening of kindness and a sense of community and belonging across the continent even in the wake of a devastating pandemic that continues to affect jobs and businesses in the industry,” says Ameera Abraham, Communications Director.

2020 is definitely the year that made us embrace communication digitally.

SWAA has indeed secured more coverage this year and being active on all our channels has paid off. Ensuring positive messages, educational webinars and challenging the status quo on various topics have all supported driving traffic to our webpage. A concerted effort has been made to report on our events, engage with our members and showcase our sponsors. Touching our audience with emotional topics on Mental Wellness and creating a domain of authority with key educators are part of the goals of achievement for the team this year.

The highlight for the communications team is maybe the coming together of a new team, all placed in different time zones, different countries but all having their hearts in the right place with a passion for Africa and its Spa and Wellness Community. So many ideas and so little time but step by step we have seen changes. Developing communication strategies, putting social media etiquette in place, creating social media policies and learning more about what our audience want most has been challenging but rewarding. As with any organization, if the impact for members is positive, supportive and informative, things are moving in the right direction.

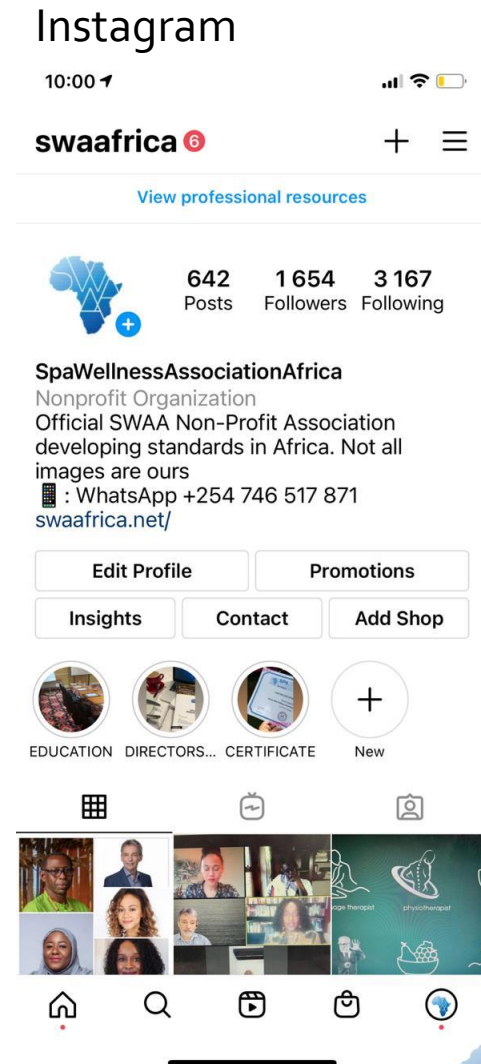
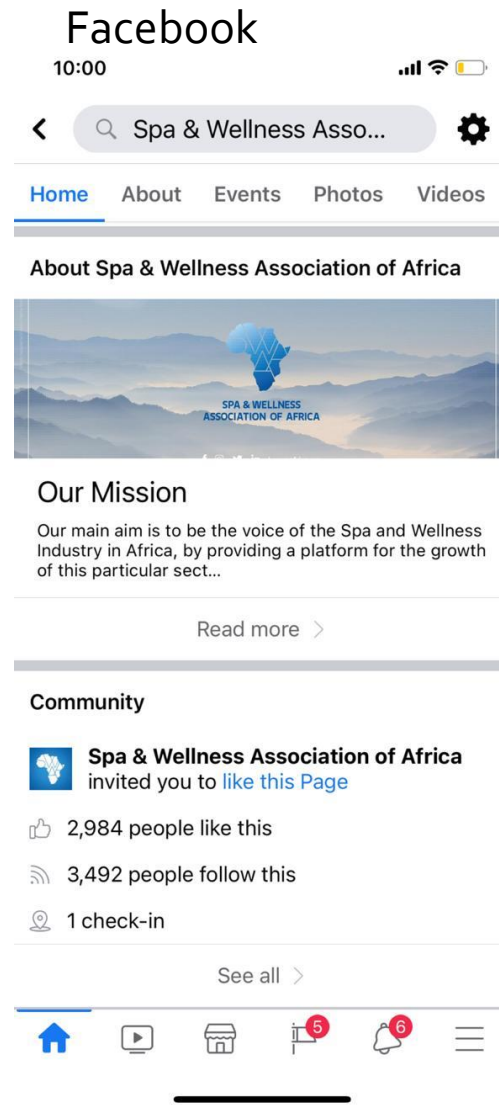


Communications Report 2020 Spa & Wellness Association of Africa

- Our social media numbers jumped to new heights this year but our best successes this year will not be the number of likes we achieved on social media but the ongoing commitment from every member and active volunteer involved at SWAA to enhance communication channels and see the incredible engagement of our members, new and old alike, with the encouragement of our supporters and our sponsors as more people interact and engage. Interaction and engagement on various platforms has been heart-warming for our team. New friends have been made and old friendships have been renewed. We might not have had our annual conference but our 10 year anniversary celebration was communicated and celebrated far and wide with a promise a great future ahead.
- As the year ends off, it is the communicated messages of encouragement received from so many about our events and in particular the Africa Wellness Initiative linked to Global Wellness Institute that encourages the need for more communication and more education. The Pillar on Africa Therapists is one communication channel that shows why our association is so important for Africa. Everyone is desperately seeking new ways of doing therapies and enhancing traditional methods and it is only by leveraging this new way of engagement that we can support Africa more to develop educational channels that have yet to be opened. Register today <https://swaafrika.org/pillar-africa-therapists/>
- As part of our impact to enhance our communication with our members, we engaged with various International Experts, African Experts and Various Spa Association Colleagues around the world and Africa and shared their experiences with our members.
- Instagram lives, Facebook lives, Zoom webinars and in depth discussions have brought our communication channels into a new level of engagement. Our webpage has seen positive changes with easier access for our members, our Insights Digital Magazine is growing in stature with interviews and member stories, while the new Continental Newsletter 'Africa Spa Wellness Bulletin' is a short bulletin brief for a quick catch up.
- An exciting new year awaits us and we look forward to sharing the successes of Africa with the world.



Social Media Following



Social Media accounts

Facebook: Spa & Wellness Association of Africa

Instagram : Swaafrika

LinkedIn: SpaAfrica

Twitter : Spa & Wellness Association of Africa

Website: www.swaafrika.org



Contact us

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**SPA & WELLNESS
ASSOCIATION OF AFRICA**