



2023

Partnership Opportunity





Our FIRST

Cue the music... 'Oh What A Night'...

27 November 2022 saw the return of our industry awards with a white-hot welcome. People came from around the country, across the ditch and the Pacific to celebrate the Inaugural Spa & Wellness Awards at the Calile Hotel in Brisbane. It was a spectacular night, with a room full of warmth and laughter as we celebrated and reconnected our spa family. The theme of Unity set the tone, amplified as we shared our meal, chinked our glasses and cheered the deserving winners.

The numbers:

- 121 nominations
- 89 people attended
- 36 awards won
- 6,651 consumers voted
- 100+ UGC posts on Instagram
- 30,000+ views on Social Media
- 260,000 impressions on Spa & Wellness website
- 11 feature articles in relevant magazines
- Goodie bags filled with \$575 worth of products

2023 is set to be bigger, better and part of a two day Industry Wellness Exchange.





AWARD CATEGORY

Here are our 2022 winners over 46 major categories with a total of 38 awards across three categories. The awards are judged by our well-respected advisory board who adhere to strict judging criteria.

Below are the winners! Congratulations!

Our WINNERS

Each winner received a crystal plaque individually engraved with their name and the award won. They also received a digital gold badge to place on their marketing collateral, social media channels and website. Both have been showcased with pride, emphasising the credibility and value of the recognition the Spa & Wellness Awards provide.

Consumer

Best Spa/Wellness Price

IKOU

Best Skincare Body

IKOU

Best Hair Care

Muki Organics

Best Wellness Product

Happy Bim Co

Best Wellness Retreat

Kamalaya Koh Samui

Best Spa

Five Star Day Spa

People

Spa Star of the Year

Kristy Merrik & Kath Merlo

Spa Consultant of the Year

Sarah Dunn

Wellness Warrior of the Year

Naomi Whitford

Ambassador for Change

Alice Hansen

Travel

Best Eco Retreat

Ovingama

Best Travel Experience

The Nest House

Best Island Resort or Hotel

COMO Laucala Island

Most Unique Property

COMO The Treasury Perth

Wellness

Best Wellness Program

enJOYA Online Retreat

Best Wellness Product

Subtle Energies Sleep Program

Best Wellness Retreat or Resort

Kamalaya Koh Samui

Best Urban Wellness Centre

Kalio Medi Spa

Best Wellness Culture

Aro Ha

Best Mineral or Hot Springs

Peninsula Hot Springs

Spa

Best Urban Spa

Relinque Urban Retreat & Spa

Best Resort Spa

Spa Anava

Best Hotel Spa

Aurora Bathhouse

Best Rural Spa

Osborn House Spa

Best Wellness Spa

Amatara Wellbeing

Best Spa or Destination

Alba

Best Spa in Asia

The Dana, Langkawi

Best Spa Experience

Soul Skin Spa

Best Spa Supplier

Spa Vision

Best New Spa

Bochi Yallingup

Best Main Spa

Ascension Cosmetic Medicine

Beauty

Best Internal Beauty Product

GLYCEUS

Best Sustainable Beauty or Body Range

Retreatment Botanics & Better Brand

Best New Beauty Range

Vanessa Megan

Best Hair Care

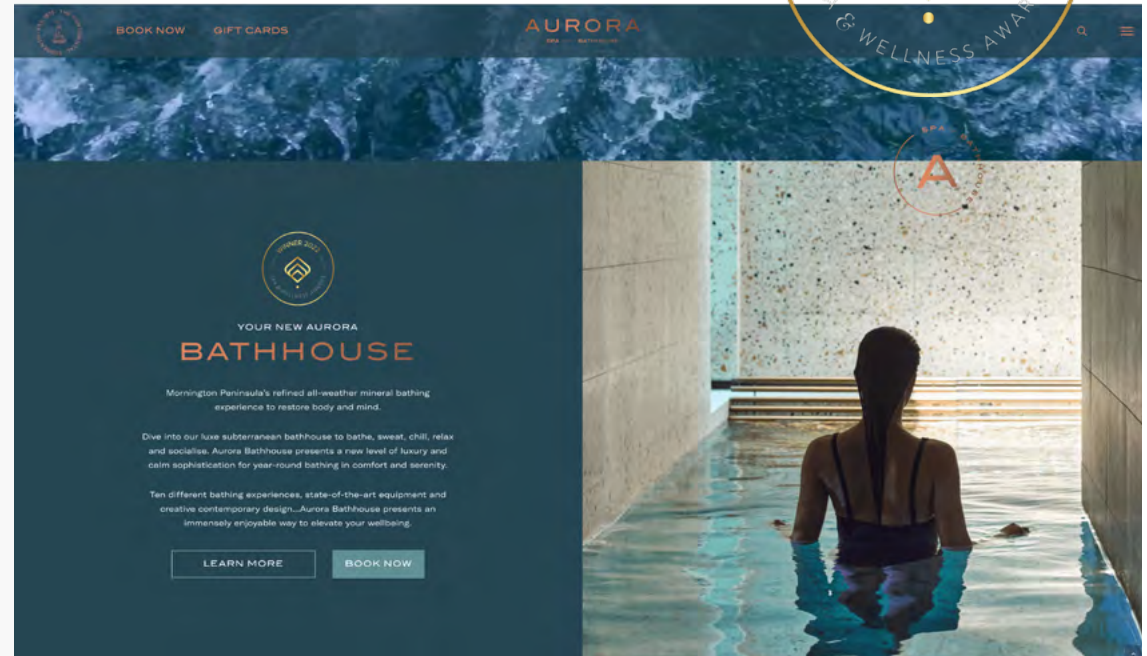
VEM Spa

Best Cosmeceutical Range

Dr. NC

Best Spa Skincare Range

Watersley



The DREAM Realised

We had been wanting to bring back Spa & Wellness Awards since the demise of the Australasia Spa & Wellness Association (ASpa) in 2015. The ASpa Awards of Excellence were highly prestigious, hotly anticipated and gave the industry a place to come together, celebrate and support our achievements as an industry.

We needed these accolades, and we needed the reconnection.

On a balmy 27 November 2022 evening, a healthy, happy event filled with positive energy at the Calile Hotel in Brisbane saw the dream come to life.

In less than six months we pulled everything together, and the overwhelming success highlighted the importance of these awards. Not just for the recognition and bringing the industry together, but also in setting the standard for the Asia Pacific Spa & Wellness industry.

The success of 2022 has paved the way for 2023. We have already begun planning and looking at improving the Awards to be bigger and brighter in 2023.

To learn more about the Spa & Wellness Awards, the Award categories, or to nominate your business visit [here](#).

The plan for these awards is to give a loud voice to the quiet achievers!



Utilising Australasia's #1 [Spa & Wellness](#) media platform to underpin, launch, and promote the event, as well as support our partners.



Become A PARTNER

Be a part of something good from the early days

	Diamond AU\$40,000	Platinum AU\$20,000	Gold AU\$15,000	Silver AU\$10,000	Bronze AU\$5,000
Prominent Branding on all Award marketing assets	Top of Logo Pyramid	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓
Tickets to the Awards Ceremony	10	6	4	2	2
Logo on Media Wall (Backdrop for Award Winner Photos)	Prominent	✓	✓	✓	✓
Full Page Colour ad in Spa & Wellness Digital magazine	8 issues	4 issues	2 issues	2 issues	1 issue
Dedicated Social posts on @spagirlkris	8	4	3	2	1
Dedicated Social posts on @spaandwellness.com.au	8	6	4	2	1
Shout out at Awards Event	Key Note	✓	✓	✓	✓
Logo, link and blurb on website	✓	✓	✓	✓	✓
Logo & company profile featured in Award email newsletters	✓ ✓	✓	✓	✓	✓
Huge amounts of love	✓	✓	✓	✓	✓
Place samples and/or brochures in Awards Event Goodie Bag	✓	✓	✓	✓	✓
Company feature in Spa & Wellness Annual Print magazine	✓	✓	✓		
Company feature in Spa & Wellness blog	✓	✓			
Company CEO (or other) profile in Spa & Wellness digital magazine	✓	✓			
10 minute presentation at Awards Event	✓	✓			
4 page feature in Print Issue of Spa & Wellness Magazine	✓				
Number of available partnerships	Limited	Limited	4	6	8

* 2022 partners will have first right of refusal for 2023 partnerships



à la carte PARTNER

There are plenty of ways you can support the Awards, especially at the Awards ceremony. We are open to ideas and the more interesting the better. If you would like to participate, whether with any of the below or your own ideas, please contact Kris Abbey via email: kris@krisabbey.com

SPECIALTY BREAKS

(3 Available)

Through out the ceremony we will break up proceedings with interesting breaks. It might be a Two minute meditation, a quick auction, an aromatherapy tester, or table trivia. Help bring some fun and 'quirkiness' to our Awards night. Open to ideas.

BARISTA BAR

(1 Available)

Everyone loves coffee, and you could be the hit of the night by supplying the caffeine hit people may need as the evening progresses. You can simply sponsor the Barista Bar or take it a step further and provide branded reusable keep-cups too!

BRANDED COCONUTS

(1 Available)

On arrival guests will be given a young coconut to hydrate ahead of a night of celebrations. Make the first impression by having your brand engraved on these coconuts.

HAPPY HOUR

(1 Available)

Take advantage of this extremely high-profile sponsorship. Our Happy Hour Sponsor will also have a 5 minute presentation at the start of Happy Hour, as well as have the opportunity to promote their brand with signage at the bar.



Other OPPORTUNITIES

PHOTO BOOTH

(1 Available)

The old-school selfie! Always good fun getting a few happy snaps to remember the event. Supply the booth and help create great memories.

GOODIE BAGS

(1 Available)

We'll be sending everyone home with a gift bag by way of thanks. We want the bags to be an item that will be used and reused, and a wonderful keepsake. We will be showcasing the Goodie Bags and what's inside.

GIFTS FOR GOODIE BAGS

(20 Available)

What's a good Goodie Bag without wonderful gifts inside? Help us fill the bags with products, vouchers and useful merchandise.

GIFT FOR WINNERS

(35 Available)

Every winner will be given a trophy plus decals to proudly display their achievement. We'd also like to gift them with a special something that's just for them. This is really important in an industry filled with 'givers'.

CATEGORY SPONSOR \$950

(6 Available)

To cover the costs of awards, judging and prizes we are seeking sponsors for each Category. You have the option to sponsor one or more categories. At the start of each category the Sponsor will be given a big shout out of Thanks. You will also be branded next to the Award Category on all marketing collateral.

PARTNER IN KIND

If you have a good, service, or talent and you wish to donate this in lieu of cash, let's talk. We need PR, printers, tech skills, digital media and general 'happy to help' people. If any of that sounds like you please email kris@krisabbey.com.

All of our supporters will get the appropriate (probably more) recognition.



Media PLAN

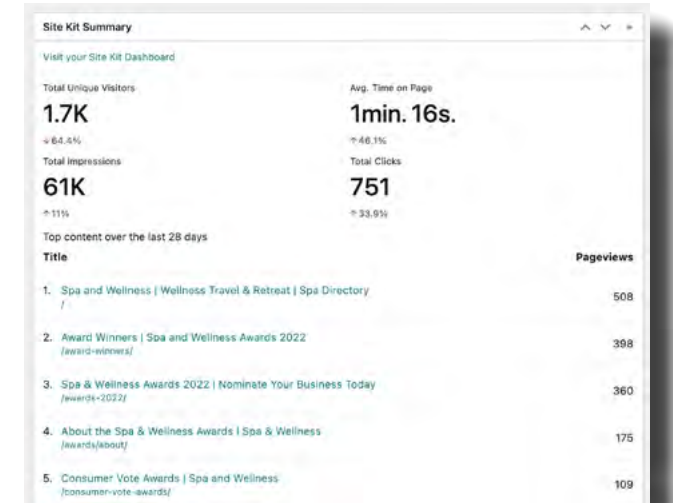
The Awards and our sponsors will be heavily promoted through all our Spa & Wellness channels. Print and online magazine, @spagirlkris and @spaandwellness.com.au social channels, website and direct email to both consumers and businesses.

	Feb	March	April	May	June	July	Aug	Sep	Oct
Banner Ad on site	✓	✓	✓	✓	✓	✓	✓	✓	✓
FPC ad in online magazine	✓		✓	✓		✓	✓		✓
Posts on @spagirlkris	✓	✓	✓	✓	✓	✓	✓	✓	✓
@spaandwellness.com.au	✓	✓	✓	✓	✓	✓	✓	✓	✓
Blog post on SAW.com.au		✓		✓		✓		✓	
Blog post on krisabbey.com	✓		✓		✓		✓		
Logo, link and blurb on site	✓	✓	✓	✓	✓	✓	✓	✓	✓
Email newsletters	✓	✓	✓	✓	✓	✓			
PR Initiatives				✓	✓	✓	✓	✓	✓
Ticket Giveaway Contest							✓	✓	
Promotion to consumers					✓	✓	✓	✓	✓
Editorial by media partners*		✓	✓	✓	✓	✓	✓✓	✓✓	✓✓

*Spa + Clinic Magazine

*Relauncher Alison

*Candice PR



Inaugural Spa & Wellness Award Winners Announced

See the full list of winners here.

29 November, 2022



Spa & Wellness Awards

When: November 27, 2022 @ 5:30 pm – 10:30 pm

There are a lot of people and businesses in the Asia Pacific region who are doing amazing things in the spa, health, beauty, and wellness travel space. They are improving the lives of others, providing inspiration, [...] 15 September, 2022



The Spa & Wellness Awards Are Coming To Brisbane This Year!

SPA+CLINIC caught up with Kris Abbey, Founder and CEO of Spa & Wellness.

14 September, 2022



Meet The Australian Finalists Of The World Spa & Wellness Awards 2022

Learn the art of wellness from the best in the business.

18 February, 2022



Waterlily partners with 2022 Spa & Wellness Awards

Leading Australian skin and spa brand Waterlily is proud to partner with the 2022 Spa & Wellness Awards to celebrate the committed providers in the Spa, Wellness and Travel industries.

20 September, 2021





Our ADVISORY Board

Our Advisory Board are a selection of amazing people who have influence as well as passion for the Spa, Health & Wellness Tourism industries. Not only do they bring credibility to the Awards, they will form our judging panel. Each board member is a well-respected in their chosen field and are a valuable contribution to the Australasian Spa & Wellness Awards.



Kris Abbey
Founder, Spa & Wellness International



Naomi Gregory
Director, Spa Sessions Consulting



Dr. Jerry Schwartz
Hotelier, Surgeon, Entrepreneur



Michelle Reeve
Founder, Waterlily Skincare



Nadine Dilong
Editor, Spa + Clinic Magazine



Kerry Grace
Director of Regional Development



Samantha Dunn
Wellness Futurist



THANK You

For more information
Kris Abbey
kris@krisabbey.com
+61 (0) 412 625 260

