



## **ASSOCIATION OF SINGAPORE ATTRACTIONS (ASA) MEMBERS' PRIVILEGE CARD**

*[Effective 1 January 2012]*

### **Purpose**

The Association of Singapore Attractions (ASA) Members' Privilege Card is intended to provide employees of the members of ASA access to benefits and privileges developed by the Association. It also serves as an identification card to recognize the members' affiliation to the Association and its eligibility to enjoy special privileges that accompany the card.

The ASA Members' Privilege Card is extended exclusively as a membership benefit to organizations which are ASA members. Hence, at no time should this card be used for any other commercial purposes, be sold to any individuals or corporations or use in any other ways that are not authorized by the Association.

### **Card Issuance & Withdrawal**

The ASA Members' Privilege Cards are issued to our Ordinary members' approved nominated attractions and CEOs/ Heads of Organisations of both Ordinary and Associate members. Nominated attractions refer to those places of interest that were submitted for ASA Ordinary membership consideration and approved by the Association. Where a parent or holding company/ organization has multiple attractions, only the approved nominated attraction is eligible to receive the ASA Members' Privilege Card.

The issuance of the ASA Members' Privilege Card shall be as follows:

	<b>Corporate Card</b>	<b>Personalised Card for CEOs/ Head of Organisation</b>
Ordinary Member		
Nominated Gated Attraction	3	1
Nominated Non-Gated Attraction	2	1
Associate Member	Not Applicable	1

Gated attractions refer to attractions which charge admission fees to visitors for admission. Non-gated attractions refer to those free access sites where no admission fee is chargeable to visitors.

The approved nominated attractions names will be printed on the cards for members. All personalized cards shall bear the photographs of the cardholders.

Should a member withdraws or terminates its membership with ASA, the cards are to be returned to the Association.



## **Card Usage**

The use of ASA Members' Privilege Card is strictly for the staff of the approved nominated attraction only and the staff is to be personally present at the point of redemption. Redemption of privileges is only for the cardholder with the corresponding nominated attractions' staff pass. Attractions may request for proof of identity from cardholder for verification.

## **Complimentary Admission to Member Attractions**

Each card allows complimentary admission at gated attractions for up to 3 persons including the cardholder. The subsequent accompanying persons, up to a maximum of 2 persons, shall enjoy 50% discount on admission tickets.

## **Discounts at Attractions**

At non-gated attractions, the cardholder may enjoy at least 25% discount off F&B and merchandise purchase in outlets within the attraction as well as activities and programme organized by the attraction.

The privileges accompanying the card shall be listed and updated at [www.singapore-attractions.com](http://www.singapore-attractions.com) and shall be subject to changes at any time, without prior notice to members. Further queries could be addressed with the ASA Secretariat.

## **Report of Loss Card**

Due to the high value of the privileges accompanying the cards and to prevent unauthorised use of the card, any member whose card is lost is required to immediately report to ASA Secretariat Office via email: [secretariat@singapore-attractions.com](mailto:secretariat@singapore-attractions.com) or Tel: 63776615 / 62782538, indicating the card serial number, date and venue of loss.

## **Replacement Policy of Lost Card**

To ensure circulation limits, any member organization that loses the card shall only be entitled to a maximum replacement of one card in each year. A replacement fee of S\$1,000 applies for each card. Any member who wishes to replace their lost card can submit an application 2 weeks after the lost card has been reported. The Association reserves the right to reject any application/renewal if the loss of card is not reported in order or due diligence has not been exercised by your organization. The strict replacement guideline is to ensure that we safeguard participating members' interest.

## **Misuse/ Unauthorized Use of Card**

The Association assumes a serious standpoint on any misuse or unauthorized use of the Card. Any member organization that is found to have misused the card shall be liable to any consequences exercised by ASA. The following penalties will be imposed on the nominated attractions whose staff has been found to use the card in the unauthorized manner:

First Incident	Warning letter to be issued by ASA
Second Incident	Suspension of use for the particular card for 1 month
Third Incident	Suspension of use for the particular card for 3 months
Fourth Incident	Forfeit of all cards and suspension of privileges till expiry of term

**Notes for Ticketing Staff / Customer Service Staff:**

Please welcome the cardholder and accompanying guests to your attractions. You may ask the cardholder to present his/ her staff pass for verification of his employment status with the nominated attraction name printed on the card.

On the back of each card, a name, serial number and expiry date are printed. Should there be any card that does not bear this information, it is considered an invalid card. For personalized cards, a photograph will be included.

During redemption of the tickets, please remember to scan the ASA Members' Privilege Card to the card reader machine.





### **Presentation of Lost or Invalid Cards**

Should any lost or invalid card be presented, please do the following:

1. Record the Name and NRIC number of the Bearer, Contact Telephone Number, Date and Time of Visit.
  2. Inform the visitor that the card is no longer valid and the card needs to be retained. Please inform the bearer that the Association shall contact them if there are any further queries.
  3. Return the card and forward the information to Secretariat Office of Association of Singapore Attractions, 1003 Bukit Merah Central #02-10 Inno.Centre Singapore 159836 or email: [secretariat@singapore-attractions.com](mailto:secretariat@singapore-attractions.com) or Tel: 63776615 / 62782538.
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### **Notes for Human Resource / Admin Department:**

Each time your employees intend to visit the participating attractions, they should request the card from you and return it within 7 days or any stipulated timeline set by your organization. Please ensure that the terms and conditions on card use are clearly communicated to your staff during their requisition; as they would have to abide to the terms and conditions governing the use of the ASA Members' Privilege Card.

Please note that the staff would have their staff pass or identity card with them while presenting the ASA Members' Privilege Card to the admission counter staff of attractions they are visiting. Do inform/ remind your employees that the card should only be used by legitimate personnel of the nominated attraction and they should be present when using the card. ASA will impose a penalty on members whose staff has been found to breach the terms and conditions or use the card in unauthorized manner.

In the event that any card is lost, you must immediately report the card loss of regardless whether you are requesting for a replacement (fee applies). It is crucial to ensure this is observed, otherwise your organization remains responsible for any abuse of the card and you will not be eligible for renewal.

Should you have further queries, please contact the Secretariat Office of Association of Singapore Attractions at [secretariat@singapore-attractions.com](mailto:secretariat@singapore-attractions.com) or tel: 63776615 / 62782538.