

30. SPECIFIC GUIDELINES FOR CLASSIFIED ADVERTISEMENTS (in addition to guidelines listed from Point 1 to Point 28)

Guidelines

Reference

(A) Business Opportunities

- a. Advertisements should indicate the nature of business or/and products for sale.

(B) Catering

- a. Food caterers must hold a catering licence as required under Section 32(1) of the Environmental Public Health Act, 2002. Unlicensed food caterer may be fined.
- b. Catering licence number and company's name should be included in the advertisement.

*National
Environment
Agency
Tel: 6732-7733*

(C) Domestic Help Available/ Domestic Help Wanted

- a. Companies supplying domestic maids (local/ foreign) must have employment agency licence from Ministry of Manpower (MOM).
- b. Text should include company's name and licence number.
- c. MOM has advised that advertisements by employment agencies should accord foreign workers basic respect and human dignity. Text that refer to foreign workers as if they were commodities may give rise to resentment and misunderstanding.
- d. The religion of the maid is not to be mentioned.
E.g. Christian Maid/ Muslim Maid
- e. Other unacceptable phrases:
 - Two for the price of one - suggest '50% disc. on agency/commission fee'
 - Obedient / Disciplined Filipino - suggest 'undergone training'
 - Best Quality - suggest 'undergone training'
 - Guaranteed Good - suggest 'undergone training'
 - Indonesian Chinese - suggest 'Chinese-speaking'
 - Personally screened - suggest 'personally interviewed by agency'
 - Fresh & transfer maids - suggest 'Undergone training with/without Singapore experience'

*Ministry Of
Manpower
Tel: 6534 1511*

(D) Electrical

- a. Advertiser must have valid electrical licence from Energy Market Authority (previously known as PUB).
- b. Advertisement copy should include licence number, its expiry date and business address.

*Energy
Market Authority
Tel: 6835-8041*

(E) Health Centres / SPAs

- a. Submit a copy of the massage establishment (ME) licence before the ad is published
- b. Text must include ME licence; registered name of the establishment and business address
- c. For TCM/ Tui Na; submit a copy of Practising Certificate for TCM
- d. For physiotherapist / Occupational therapists; submit a copy of Singapore Physiotherapy / Occupational therapists association cert