

## **Personal Wellness Establishment FAQ**

### **What is a Personal Wellness Establishment (PWE)?**

A PWE is any premises or part thereof where an Alternative Massage is performed, offered or solicited in exchange for payment. An Alternative Massage is any massage performed by a person who is not a Registered Massage Therapist.

### **Since when does my PWE business require a business licence?**

In 2021, the Town of Newmarket's Licensing Division completed a thorough review of existing Body-Rub Parlour regulations. As a result of that review, Town Council adopted new regulations designed to address the need for regulation of those offering massage services who are not regulated by the College of Registered Massage Therapists.

For more information on the adoption of these regulations, please visit [www.heynewmarket.ca/pwe](http://www.heynewmarket.ca/pwe)

### **Where can I find the PWE Licence Application?**

You can locate the PWE licence application forms and relevant information by visiting [www.newmarket.ca/licensing](http://www.newmarket.ca/licensing)

### **How do I obtain a PWE Licence?**

In order to obtain a PWE Business Licence, a business owner must submit an application along with supporting documentation to the Town of Newmarket's Licensing Division for approval.

Application packages must include:

- Proof that the applicant is eligible to work in Canada
- Proof that the applicant is at least 18 years of age
- A police criminal records check for the applicant
- A certificate of general liability insurance for the business
- A signed declaration from the property owner
- A copy of the floor plan for the business
- A list of all personal wellness attendants offering services at the business including;
  - Contact information
  - List of services offered
  - Proof of training

**I have submitted a PWE Licence Application, now what?**

A Licensing Officer will review the documents submitted to ensure the application is completed and the appropriate supporting documents have been received. Once the application package is reviewed, next steps may include:

- 1) An interview with the Business Owner to verify the application
- 2) An on-site inspection of the business premises
- 3) The application being circulated to YRP

**Who is required to be interviewed?**

The business owner may require an interview with the Town to verify the details of the application. The Town may choose to interview a Personal Wellness Attendant employed by the business owner to verify their credentials.

**Why is my application circulated to YRP?**

Applications are circulated to YRP in order to obtain an overall history of complaints related to the property or business.

**What is the cost of a Personal Wellness Establishment Licence?**

\$152.25

**For further questions or concerns please contact the Town of Newmarket's Licensing Department at 905-953-5300 ext. 2221.**