

## **Frequently Asked Questions**

### **1. Why is SDN no longer accrediting local dating businesses?**

The SDNTrust Accreditation Framework and its Trustmark was set-up in 2007 to support local, brick-and-mortar dating businesses and professionalise the dating sector by ensuring availability of affordable and quality services for singles.

Over the years, the local dating landscape has undergone many changes and is now experiencing a digital disruption with an influx of social networking platforms and dating apps. Singles are also savvier, preferring to defer to customer reviews and word-of-mouth recommendations over a Trustmark.

Evolving to the local dating landscape, SDN made the decision to sunset its Accreditation Framework and redirect resources support local dating businesses to innovate and build their capabilities to better support singles' dating journey.

### **2. With the sunset of SDNTrust Accreditation Framework, how can singles identify credible dating businesses?**

Just like when considering services of other commercial businesses, it would be best for singles to carry out thorough research via online customer reviews, word-of-mouth recommendations from family and friends, as well as check for alternate Trustmark like CaseTrust. Singles may also enquire with the businesses directly on their track record, services and price points.

### **3. How will SDN continue to support singles in their dating journey?**

Singles now have many avenues to meet and interact with new people, like online social networking platforms, dating apps, social activities organised by friends and schools, as well as lifestyle-centric businesses. Aligning to singles' preferences for such platforms, SDN already collaborates with various commercial and community partners to facilitate events and programmes for singles to meet and interact. SDN will continue to work with partners to offer social activities at subsidised costs.

### **4. How will SDN continue to support the local dating businesses?**

Dating businesses will continue to remain valuable stakeholders of the local dating sector and partners of SDN as they serve a niche pool of singles who may prefer more personalised services. With sunset of the accreditation framework, SDN will redirect its resources to support local dating businesses to continue to innovate and build their capabilities to better meet singles' preferences and needs.

### **5. With the cessation of Partner Connection Fund alongside the SDNTrust Accreditation Framework, would SDN continue to provide funding support for dating businesses?**

SDN does plan to continue supporting local dating businesses. Interested businesses may contact us via [msf\\_sdn@msf.gov.sg](mailto:msf_sdn@msf.gov.sg).

**6. SDN had supported three courses related to setting up a dating business, organising dating events and providing personalised matching services. Are there alternative courses for individuals who seeking to learn skills related to the dating sector?**

There are comparable courses on entrepreneurship and business development, event management and customer services by local training organisations. Skillsets garnered from such courses can be applied to setting up a dating business.

Below are some examples of the courses:

- *Advanced Certificate in Entrepreneurship* by Singapore Management University (SMU)
- *Starting and Managing a Business* by Singapore University of Social Sciences (SUSS)
- *Executive Certificate in Business & Public Event Management* by Marketing Institute Singapore
- *Events Management* by Singapore Polytechnic
- *Customer Service Management* by Temasek Polytechnic

For aspiring matchmakers, they may consider also the courses administered by globally recognised organisation like Global Love Institute (US) and Matchmaker Academy (UK).