

The Australian Federation of Travel Agents is the peak body in Australia representing the retail travel industry. AFTA has a long 50 year history of representation and has provided members a range of services over these years.

AFTA's role is to address major industry issues relating to the operation of all travel agencies in Australia. In broad terms these issues are ones that are not addressed by peak agent chain or corporate entities on behalf of their members, and are ones that involve the industry as a whole.

The issues in question include but are not limited to:

- Government regulation of the industry including licensing
- The Travel Compensation Fund
- The International Air Transport Association (IATA)
- Matters involving major industry entities such as the Council of Australian Tour Operators (and wholesalers), and inbound tourism operators through the Australian Tourism Export Council (ATEC)
- Matters involving the Australian Consumer and Competition Commission (ACCC) and their role in regulating the industry and granting of immunity to Australian Trade Practices law to major entities such as IATA and airlines
- The promotion of tourism with focus and emphasis on outbound and domestic tourism
- Maintenance and negotiation of the Industrial Award affecting industry employees
- Negotiation on behalf of the industry where necessary with major suppliers
- Involvement in global councils that make decisions that affect the operations of travel agents in Australia to ensure the Australian agent position is protected
- Involvement in the negotiation of all change affecting the industry such as major GDS changes; industry systems and procedures and regulation by industry entities such as IATA and the TCF
- Co-operative working with organizations such as the International Cruise Council of Australia in order to secure the position of travel agents
- Industry education and training
- Mounting of industry events such as the National Travel Industry Awards on an impartial and unbiased basis
- Industrial relations and human relations law
- Advice to members involving resolution of difficulties with clients and suppliers
- Providing a mediation service for members between the member and clients (where necessary) in order to avoid litigation of Fair Trading hearings
- Lobbying on behalf of the industry in all areas which can affect industry operations

The membership of AFTA represents over 90% of the industry and includes all the major franchise groups which are made up of; independently operated agencies, independent agencies that trade by way of their own brand and the major corporately owned agencies.