

### **AFTA shines spotlight on Travel in the training arena**

**14 May 2012:** Following several years of tireless campaigning, AFTA is pleased to announce that it has been successful in obtaining endorsement from the National Skills Standard Council, a committee of the Standing Council on Tertiary Education, Skills and Employment, of the Certificate III in Travel as a part of the National Training Package.

Travel Agents make up a significant part of the Tourism and Travel work force and despite some trends, young people still have an attraction to enter a career in travel as a travel agent. AFTA encourages this at every opportunity. Up until now, there has not been a specific qualification that both the travel industry and people wanting to enter the industry can identify as appropriate, due to the way previous qualifications had been labeled. This has long been seen as a barrier to students pursuing travel as a career of choice and has had a compound effect on the on-going shortage of skills and labour with the industry.

The new qualification “Certificate III in Travel” will assist in laying a strong foundation of knowledge for a new breed of learners entering the industry, as it will not only addresses a number specialist skill sets which are needed to proficiently function as a travel agent, but also covers the broader aspects of the tourism industry in which they operate.

“This new qualification will help to create a clear career pathway not only into travel education, but onwards and into jobs in the travel industry. This is a major milestone for the retail travel industry and a fantastic outcome after many years of effort from AFTA Education and Training and Rick Myatt.” said Jayson Westbury, Chief Executive of AFTA.

Rick Myatt, Director of AFTA Education and Training said “Now that we’ve got the qualification framework for travel firmly in place, we are moving ahead with further realignment of the competency units under this qualification to the industry skills needs, through a series of consultative processes with our industry practitioners, our industry skills council - Service Skills Australia, our AFTA ATEP network of travel educators across the country and all levels of the Government.”

“There is certainly a huge load of work ahead of us, but the end result will benefit our industry enormously in meeting its skill and labour needs, so we are very excited about this news” said Myatt.

This outcome clearly demonstrates the high level of importance AFTA places on education and appropriate qualifications that are appropriate and effective for the future of travel agents and the travel industry.

The details of this endorsement is available on the government website:  
<http://training.gov.au/Training/Details/SIT07>

Ends.



## **MEDIA RELEASE**

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### **Notes to Editors:**

The Australian Federation of Travel Agents (AFTA) is the peak body in Australia representing the retail travel industry. Founded in 1957, AFTA represents the majority of travel agents in Australia and includes all of the major travel agency groups.

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

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