



travel accredited

# ATAS | The AFTA Travel Accreditation Scheme

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# Who is AFTA?

- AFTA – industry body representing Australian travel industry
- Founded in 1957
- Membership organisation with over 2,500 members.
- Membership base comprises of more than 96% of total travel intermediary turnover
- AFTA's primary objectives are to enhance the professionalism of travel agents through:
  - the effective representation in industry and government affairs
  - facilitating changes to education and training curriculum,
  - providing business support through professional advice and services, and
  - administration of the national travel accreditation scheme, ATAS



# AFTA's key industry focus



# Background: Travel Industry Reform

- Australian Government released a Travel Industry Transition Plan (TITP) Dec 2012
- The previous *national licensing scheme* was introduced 1986 & has gradually reduced in relevance and effectiveness
- Decision to reform the industry to reflect changes in the market place and the way consumers book travel now
- TITP 2012 objective were to:
  - Remove duplication between state-based licensing requirements and other laws (e.g. ACL).
  - Reduce compliance burden on travel intermediaries.
  - Reduce costs of doing business.
  - Capture all intermediaries – level the playing field.
  - Introduce a voluntary industry accreditation scheme
- AFTA received a grant to establish a voluntary industry accreditation scheme

# ATAS delivers on reform objectives

- Remove inconsistencies between state-based licensing requirements
  - ✓ **ATAS is national voluntary industry accreditation scheme**
- Create a level playing field
  - ✓ **ATAS is for ALL travel intermediaries (those that buy and sell travel)**
- Reduce compliance burden and cost on travel intermediaries
  - ✓ **Lower cost of entry, no license fee, no annual audit**
- Elevate travel industry standards
  - ✓ **Participants are vetted against strict criteria to help consumers identify reputable, professional and reliable travel professionals.**



# What is ATAS?

- ATAS – AFTA Travel Accreditation Scheme
- Launched 1 July 2014
- ATAS sets a new benchmark of quality for the travel industry
- ATAS is a brand new accreditation scheme for the Australian travel industry which delivers criteria-based identification of reputable travel professionals and the necessary flexibility to accommodate the industry's diversity and the ever changing and varied ways of purchasing travel.
- ATAS is the result of 5 years' comprehensive consultation between the travel industry and Government agencies including the Consumer Affairs Ministries.
- ATAS helps consumers identify reputable, professional and reliable travel professionals through whom they can book travel solutions with peace of mind.
- ATAS provides a valuable third party endorsement

# What is ATAS?



Helps consumers  
identify reputable &  
professional travel  
businesses.



# ATAS statement of purpose

Elevating travel industry standards in Australia by driving increased and continued **participation** by travel intermediaries in ATAS...  
and raising consumer **awareness** of the benefits of **booking** travel through an **ATAS accredited agent**.

# ATAS participants must meet set criteria

1. Meet definition of a 'Travel Intermediary'
2. Workforce development
3. Dispute resolution & complaint handling
4. Commercial safeguards
5. Business compliance and governance
6. Charter & Code of Conduct
7. Consumer protection & engagement (Deed Poll, ACL)
8. Payment of fees
9. Special criteria for start-up businesses

# Consumer Benefits of ATAS accreditation

- Shop with confidence knowing that ATAS participants meet stringent ethical, training and businesses requirements.
- Expanded and more equitable solution to cover all travel intermediaries, agency groups, large and small and sole practitioners.
- The benefits of booking with ATAS participants include;
  - High customer service standards
  - Destination and product expertise and knowledge
  - Complaints resolution
  - Choice and flexibility
  - Convenience, hassle free and time saving
  - Cost savings and value for money
  - Trusted, professional adviser

# Industry Benefits of ATAS Accreditation

- Reforms work for the largest as well as independent travel agency groups and sole operators
- A de-regulated market means incredible opportunities for existing agency owners to grow their business.
- Reforms accommodate travel today to include online operators based in Australia
- Promote importance to consumers of booking through Australian-based travel professionals and making sure they have appropriate personal travel insurance .
- Range of optional insolvency insurances available

# Things you should know...

## ATAS...

1. Sets new standards
2. Helps deliver the right travel solution, each time, every time
3. Levels the playing field
4. Provides consumer “peace of mind”



# 1. Sets new standards

- AFTA has more than 57 years of experience in delivering standards for the travel industry in Australia.
- ATAS is built upon high professional standards including - business disciplines, training, compliance with Australian law, compliance with a code of conduct – ensuring consumers' peace of mind when dealing with travel professionals.
- ATAS is an expanded and more equitable solution to cover travel suppliers, aggregators, as well as agency groups, large and small, listed and privately held, and sole practitioners.
- Accreditation provides consumers with a best in class choice when looking for a travel provider

## 2. Helps deliver the right travel solution

- Save time when booking via ATAS-accredited intermediaries by dealing with a professional delivering convenient, reliable service which saves you time and money.
- Travel professionals are structured to be extremely competitive, often guaranteeing to price-match or beat any offers found elsewhere.
- ATAS participants are trusted advocates who offer insider access to products, suppliers and first-to-market offers.
- Human touch to take the hassle out of creating complex and personalised itineraries, removing the need to spend hours researching and booking it all separately.

### 3. Levels the playing field

- ATAS is a robust, nimble structure which reflects the changing face of the travel value distribution chain
- ATAS solution – it delivers choice and flexibility for the industry to best meet the needs of their clients and their businesses.
- ATAS brings the travel sector into line with the rest of the Australian economy through the application of Australian consumer law, corporations' law, industry-specific measures and oversight as the principle protection mechanisms.
- Compliance with the new Australian Consumer Law is a paramount platform of the accreditation scheme.
- Scheme is voluntary, we believe most reputable travel intermediaries will choose to join.

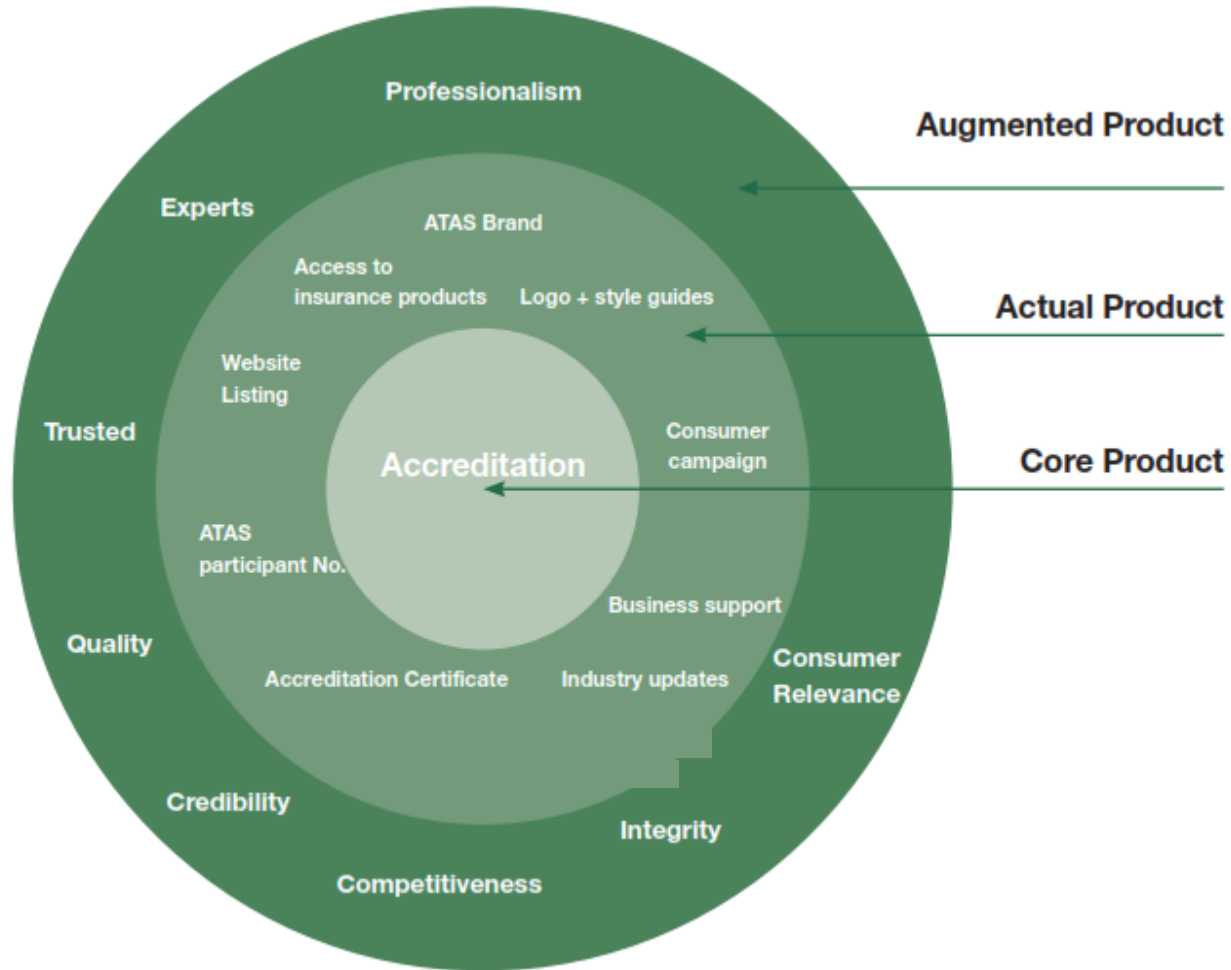


## 4. Provides consumers with “peace of mind”

- Consumers receive support, expertise, experience, credentials which come with booking travel through the safety of an ATAS-accredited travel professional. .

# ATAS' Total Product Model

- ATAS means something different to its different audiences;



Consumer



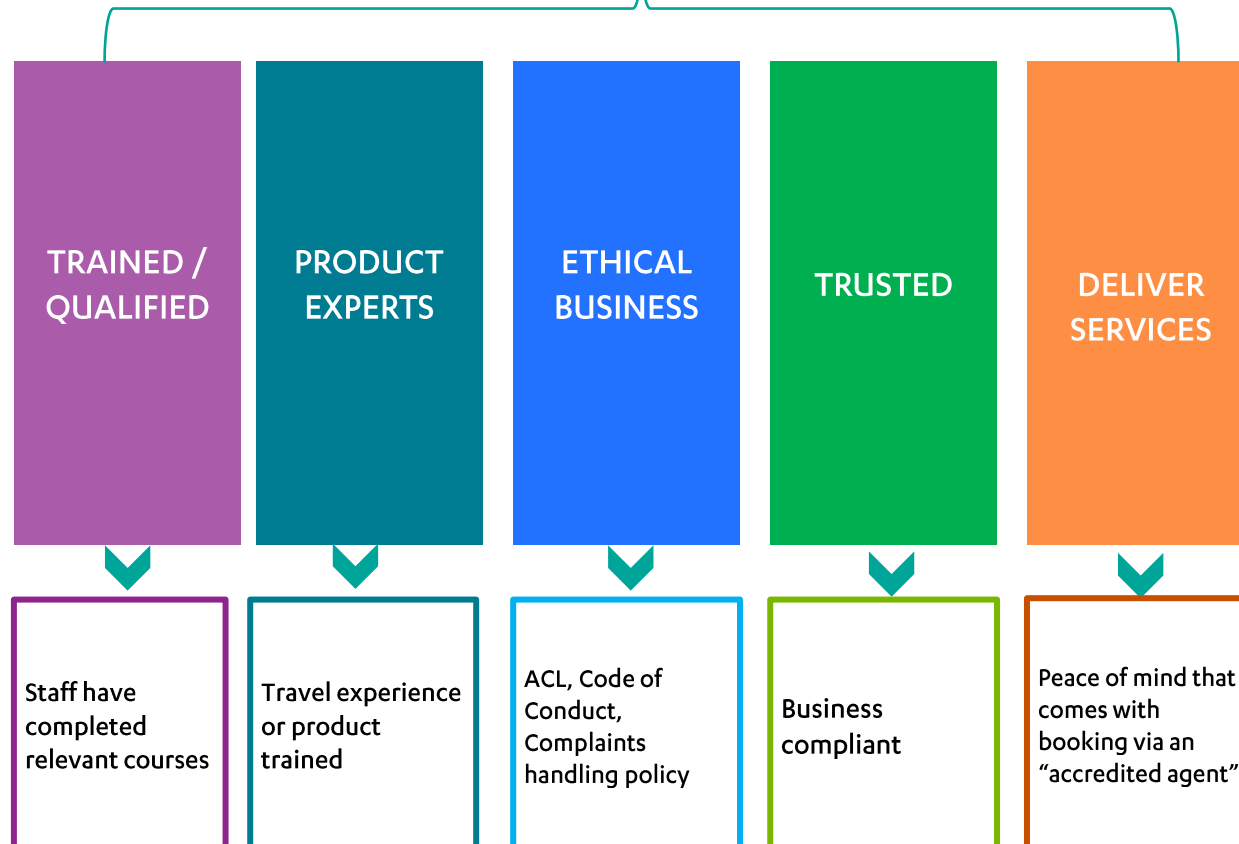
Travel Agent

# Travel Accredited - what consumers value

*"It demonstrates a level of professionalism, they know what they are taking about and can make the right recommendations"*  
Empty Nester

## ATAS "Travel Accredited" Brand Promise

*"Makes me feel confident when handing over my money"*  
Empty Nester



*"It gives you peace of mind that they have met some sort of standard"*  
Family

# Summary



National  
accreditation scheme

ATAS helps  
consumers identify  
reputable, credible  
businesses

Developed and  
administered by AFTA

Governed by the  
ATAS Charter and  
participants must  
abide by a Code of  
Conduct

Does not replace the  
TCF which ceased on  
30 June 2014

Voluntary, industry  
led scheme

Commenced  
1 July 2014

Greater reliance on  
existing Australian  
Consumer Law



travel accredited

## More information?

Trade website > [www.afta.com.au](http://www.afta.com.au)

Consumer website > [www.atas.com.au](http://www.atas.com.au)