

ATIA Memorandum to Industry

Guidance on Recognised Industry Training for Workforce Development Requirements under the ATAS Charter

Purpose of this Memorandum

This memorandum provides guidance to ATIA members regarding the updated Workforce Development requirements within the ATIA Charter. Updated wording of the Charter:

Workforce Development

The applicant must ensure that 50 per cent of its consumer-facing staff hold Recognised Industry Training, which may include a Certificate III in Travel, or other relevant qualifications and certifications, as assessed and approved at the discretion of the Compliance Manager.

The Compliance Manager will recognise equivalent qualifications or recognition of prior learning of at least 2 years in a front-line travel selling position (TSP) at their discretion and may request that supporting material be provided on submission.

Background to the Charter Change

- ATIA has replaced the previous Certificate III in Travel charter requirement with a more flexible and inclusive category titled Recognised Industry Training. This change was made to:
- Ensure the requirements are contemporary and reflective of the diverse roles, business models and structures across our membership.
- Support accessible pathways for entrants into the industry while maintaining high professional standards.
- Improve accessibility for individuals seeking to enter or progress within the travel industry.
- Better reflect the range of contemporary training options that develop relevant skills and knowledge required for consumer facing travel roles.
- Maintain high professional and compliance standards by allowing the Compliance Manager to assess and approve relevant qualifications on a case by case basis.

To assist members, this memorandum outlines examples of qualifications, certifications and training programs that may be recognised under the Workforce Development requirements. This list is not exhaustive, and the Compliance Manager may consider other relevant training at his/her discretion. Members should note that completion of a single certificate or program may not be sufficient to meet the Recognised Industry Training requirement. In some instances, a combination of

competencies, modules or certifications may be necessary to demonstrate that the staff member holds the skills required for their consumer facing duties.

What Constitutes Recognised Industry Training

Recognised Industry Training includes formal qualifications, industry certifications and structured internal training programs that develop competencies relevant to delivering consumer facing travel services. ATIA will consider the following categories acceptable, subject to assessment:

1. Formal Vocational or Higher Education Qualifications

Examples include:

- Certificate III in Travel
- Certificate IV in Travel and Tourism
- Diploma of Travel and Tourism Management
- Bachelor & Post Graduate level degrees in tourism, hospitality, tourism management, destination management, business or related fields

Qualifications must be completed through a Registered Training Organisation or an equivalent accredited provider.

2. Industry Certifications

Certifications issued by recognised industry bodies may qualify if they demonstrate relevant competence. Examples include:

- IATA travel and tourism certifications
- Global Distribution System (GDS) certifications
- Industry specialist programs with assessed components – CLIA, GBTA, CATO

3. Structured and Assessed Employer Training Programs

Employer-led internal training programs may be considered where:

- The program is structured with defined outcomes
- Training covers core competencies, including but not limited to, booking systems, customer service, compliance obligations, and product knowledge
- Assessment is conducted, rigorous and documented
- Training records can be produced upon request, including records maintained digitally through learning management systems or equivalent electronic record-keeping platforms.
- For larger organisations, this may include formally governed internal training academies or programs that are structured, assessed and documented

Approval of such programs will depend on evidence provided by the applicant.

4. Recognised International Training or Qualifications

Where employers hire staff who have completed training overseas, ATIA may recognise equivalent travel or tourism qualifications or certifications. Employers may be asked to provide course outlines or evidence of equivalency.

General Assessment Principles

When assessing Recognised Industry Training, ATIA will consider:

- Relevance of the training to the consumer facing duties of the staff member
- Certification or accreditation status of the provider
- Evidence of assessment or competency-based outcomes
- Recency of training where skills may have changed due to technology or regulatory updates

Assessment of Recognised Industry Training will be applied consistently across members, having regard to the assessment principles outlined in this memorandum. ATIA may, from time to time, share guidance or examples to assist members in understanding how these principles are applied.

Member Responsibilities

Members and applicants must ensure:

- At least 50 per cent of consumer facing staff hold training recognised under this memorandum or have been assessed as meeting the requirement through recognised prior learning of at least 2 years in a front-line travel selling position.
- Training and RPL documentation are retained and made available for audit.
- Staff complete refresher or ongoing training where required by ATIA, suppliers or systems providers.

Requests for Pre Approval

Members may submit training or qualification documents for pre-approval if unsure whether a program meets the Recognised Industry Training standard. Submissions should include:

- Provider details
- Course or program outline
- Duration and structure
- Assessment method
- Certificate or statement of attainment

The Compliance Manager will provide written confirmation of approval or request further information if necessary.