

# ATAS

AFTA TRAVEL ACCREDITATION SCHEME

The Power of an Association run Accreditation Scheme

Presented by;  
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WTAAA Valencia– 2 November 2017

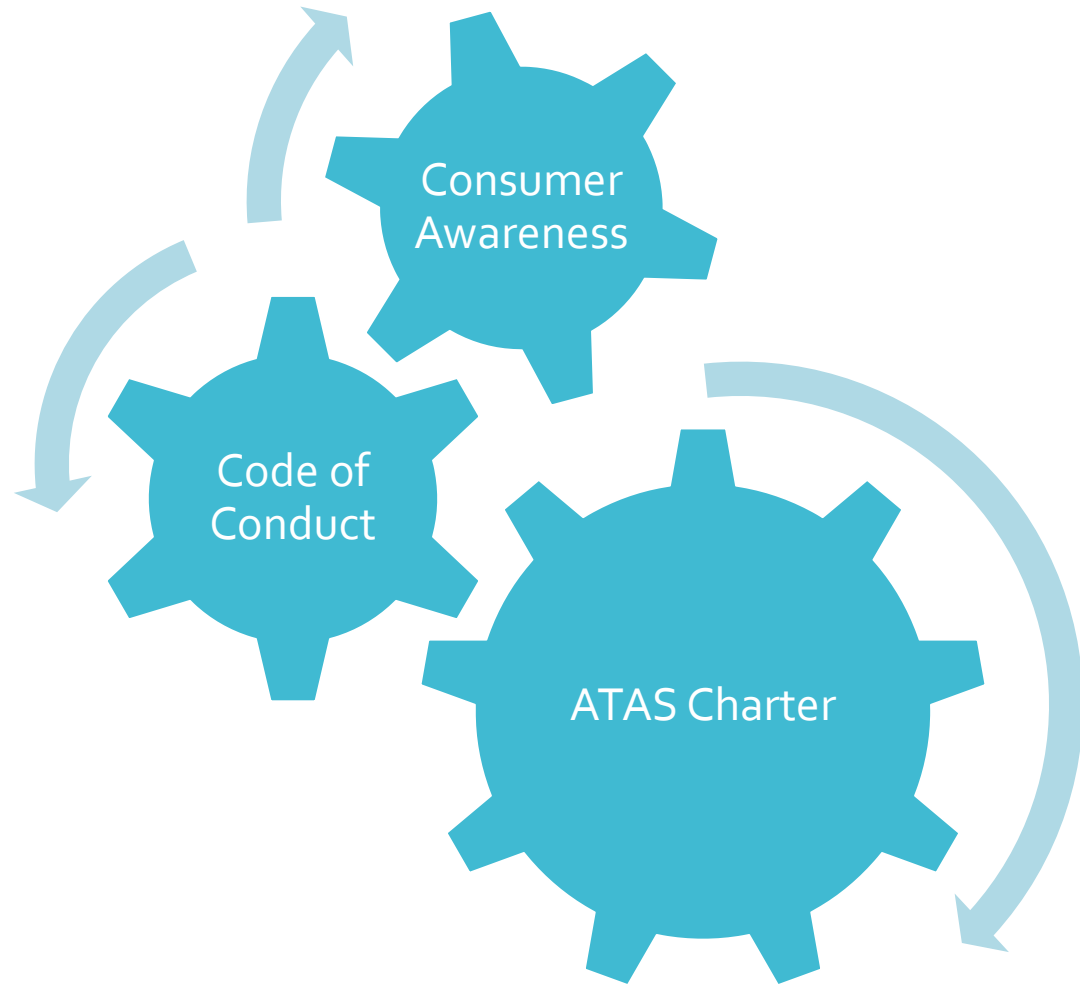




**IS YOUR TRAVEL AGENT ACCREDITED?**

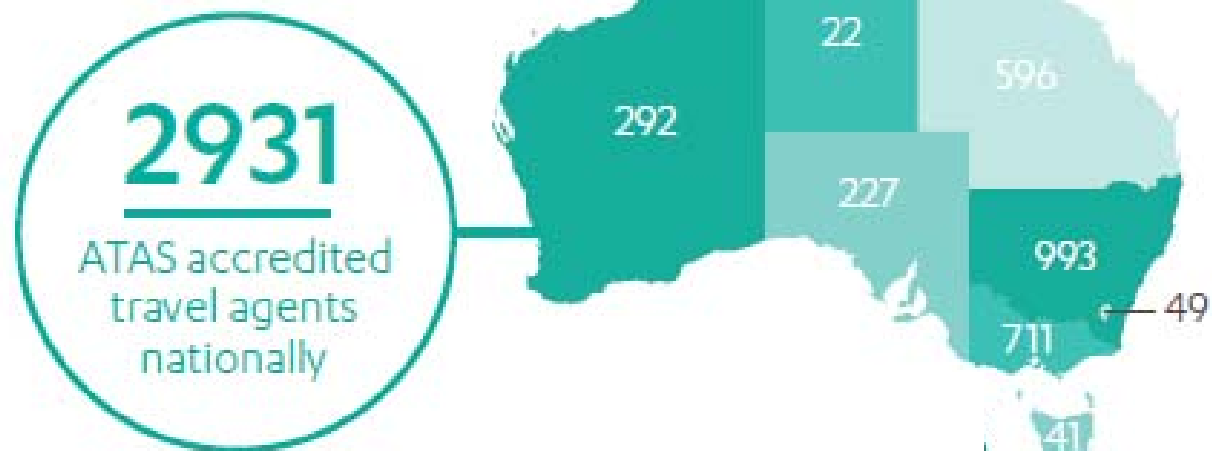


# OVERVIEW



# ATAS Members

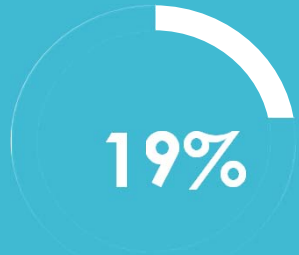
## ATAS ACCREDITED TRAVEL AGENTS BY STATE





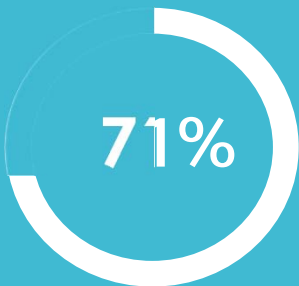
83%

use a **travel agent** for overseas trips



19%


look for the **ATAS Symbol**



71%

will choose an **ATAS accredited** travel agency over non-accredited

**6 MILLION** REACHED ON TELEVISION NATIONALLY PLUS 3.65 MILLION REACHED ACROSS REGIONAL AUSTRALIA

**3.85 MILLION**  REACHED NATIONALLY ON COMMERCIAL RADIO AT A FREQUENCY OF 8.5 TIMES

**4 MILLION** REACHED IN PRINT NEWSPAPERS TRAVEL PUBLICATIONS AND INFLIGHT MAGAZINES 

 **581,499** ATAS VIDEO VIEWS ONLINE

**15.6 million**  DIGITAL IMPRESSIONS TARGETING TRAVEL GO-ERS

 **2,500** ATAS DIRECTORY SEARCHES EVERY MONTH

# ATAS Charter

## Eligibility Criteria

- **To become accredited you must:**
- Be a Travel Intermediary
- Agree to abide by the Code of Conduct and Charter
- Sign a declaration (Deed Poll) agreeing to abide with the Australian Consumer Law (ACL)
- Be a 'Fit and Proper Entity'
- Public Liability Insurance and Professional Indemnity insurance
- Workforce qualifications and experience
- Evidence of client/trust account
- Complaint handling policy and procedures
- Terms and Conditions/Privacy Policy
- Financial Ratio assessment
- Pay the annual fee

# ATAS Charter

## Eligibility Criteria – Start ups

### **Additional Criteria for start up businesses**

- Business Plan
- Minimum 12 month budget forecast
- Evidence of capital reserves
- Monitoring Agreement – requiring quarterly trading update report to be submitted to AFTA.

# ATAS Code of Conduct

## 2.1 Aims of this Code

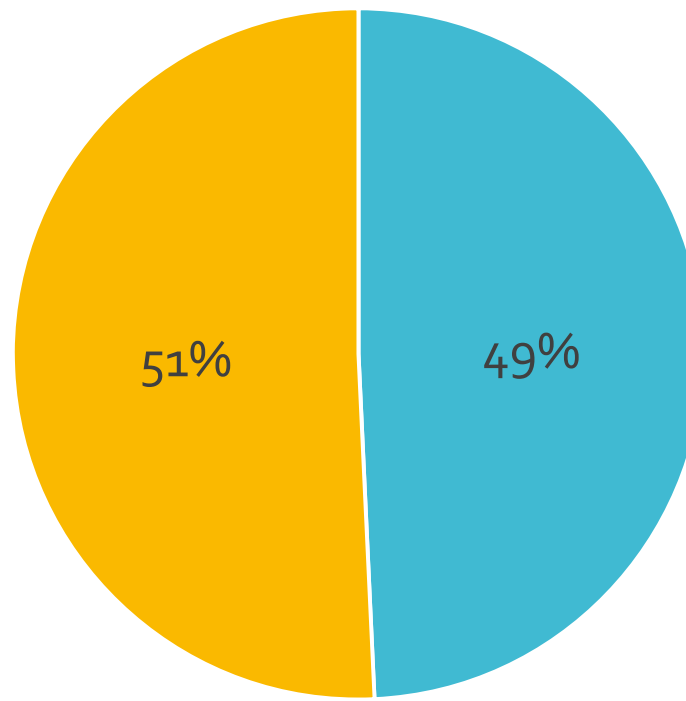
This Code supports the overall objectives of ATAS by:

- (a) Setting minimum standards of behaviour and service delivery for ATAS accredited travel agents and providing for suitable consequences when these standards are not met;
- (b) Holding all ATAS accredited travel agents to the same standard of behaviour, no matter where they are based;
- (c) Establishing an independent process for assisting consumers and their ATAS accredited travel agents to resolve any complaints or disputes that might arise;
- (d) Building the professionalism of the travel agent industry into the future.



# Complaints

NOT ATAS v ATAS



■ ATAS ■ NOT ATAS

## Complaints – UK

“Why are there no kangaroos hopping around Sydney? I’m most disappointed.”

“It took us nine hours to fly home from Jamaica to England – it only took the Americans three hours to get home. This seems unfair.”

Source: <http://www.telegraph.co.uk/travel/galleries/ridiculous-complaints-made-by-holidaymakers/>

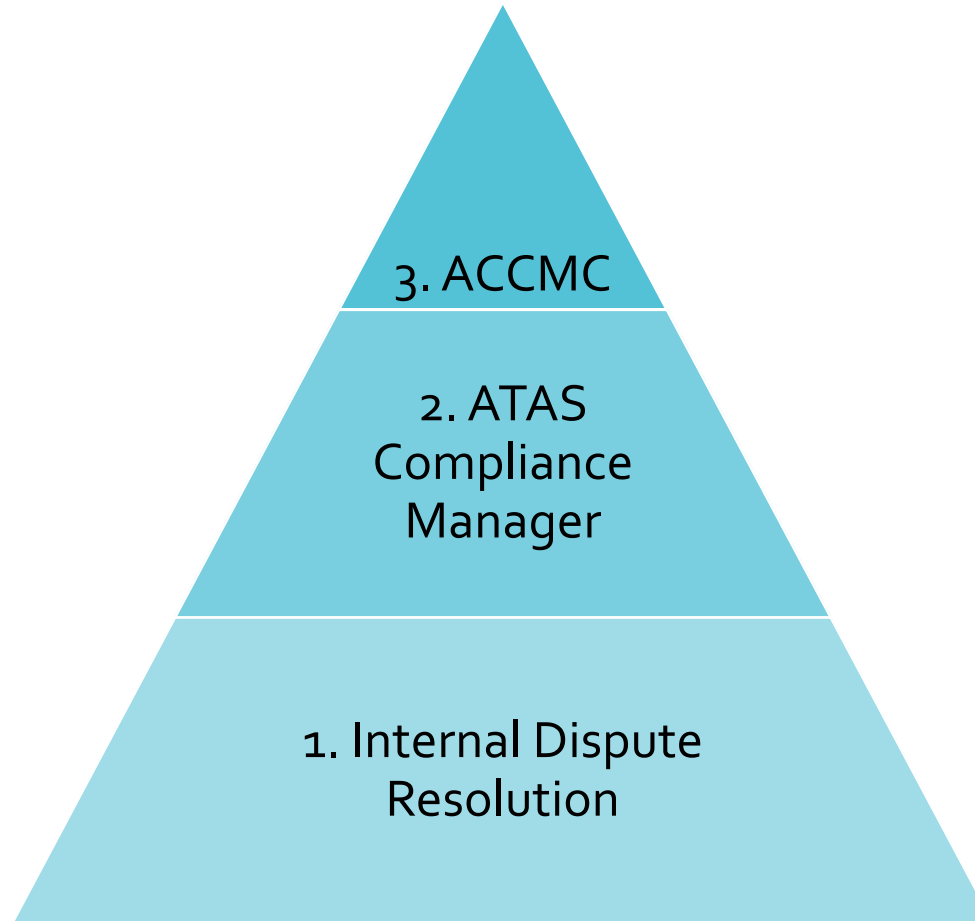
## Complaints – Australian

“The lines were too long at the Vatican.”

“The waiter was speaking to the other waiters in Italian which made my wife and I feel self conscious. We heard them say ‘Australian’.”

“The food was awful. I’ve eaten at all the best Chinese restaurants on the North Shore and the food was nothing like it”.

# ATAS Complaint Escalation Process



## Stage 2 Complaint Outcomes

1. Seek a Mutual Resolution
2. Find the member has already taken action that would sufficiently resolve the complaint
3. Require the member to take particular action
4. Decide no breach has occurred
5. Decide a breach has occurred and refer to the ACCMC

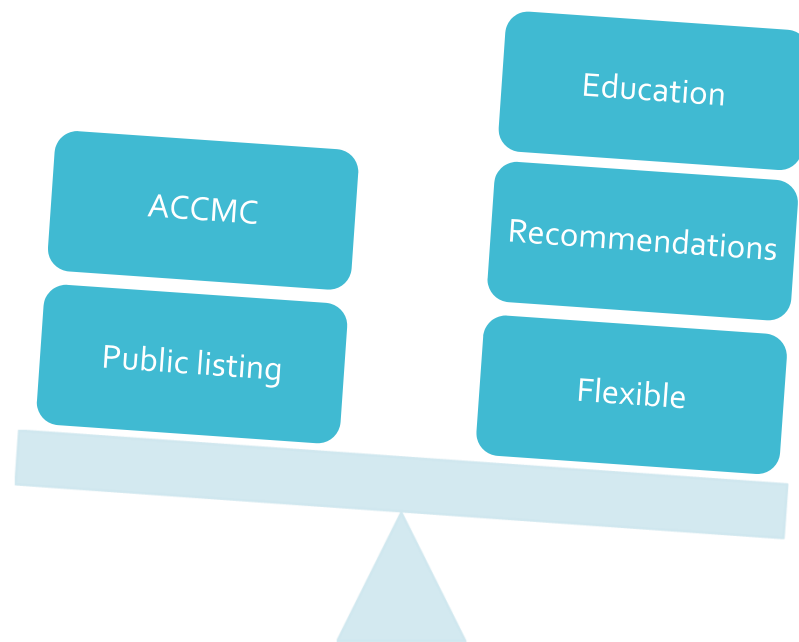
## Stage 3 Appeals to the ACCMC

- ATAS Code Compliance Monitoring Committee (ACCMC)
- Only 7 Appeals in total

2018

- ATAS Charter and Code review
- Code educational tools
  - Webinars
  - E-learning modules and quiz
  - Fact sheets
- New ACCMC Chairman – Mr Graham McDonald

# Power? Stick v Carrot





Questions

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