



TRAVEL AGENT GUIDE TO CLIA ACCREDITATION

TRAVEL AGENT GUIDE TO CLIA ACCREDITATION

The following document outlines in detail your CLIA Accreditation Program from January 1, 2016 onwards.

CONTENTS

CLIA Accreditation	3
Levels of Accreditation	3
CLIA Accreditation Points	4
How Points are Used	4
Mandatory Criteria for Accreditation.....	5
Certificate Renewal – NEW FOR 2016	6
Life-Cycle of Points – NEW FOR 2016	7
What is Oceans of Opportunity?	8
What are Electives?	9
APPENDIX I – Point Allocation for Member Training.....	10

CLIA ACCREDITATION

The CLIA Australasia Cruise Accreditation Program was established in 1996 and has become the industry benchmark for travel consultants wishing to develop extensive cruise industry knowledge and superior selling skills. The syllabus is continually evolving to meet the industry demands and is recognised as a highly professional program suitable for consultants of all level of experience.

CLIA endorses accredited cruise agents to the public as being the most qualified to service their cruising needs, having passed all the necessary knowledge components as set out by the official body of the cruise industry. Therefore accreditation sets CLIA specialized cruise consultants apart from other travel agents.

The CLIA Accreditation Program is open to consultants currently employed by a CLIA member agency or who hold an individual CLIA Australasia membership.

LEVELS OF ACCREDITATION

CLIA Australasia has 3 certified levels of accreditation.

 <p>ACCREDITED</p>	 <p>AMBASSADOR</p>	 <p>MASTER</p>
<p>This is the entry level of Accreditation.</p> <p>Agents who display their accredited certificate and/or logo illustrate that they have passed all the necessary criteria as charted by the official representing body of the cruise industry, and thus are better equipped to provide cruise holiday advice and sales than general service providers.</p>	<p>The second tier of certification indicates agents have engaged in the cruise industry with training and experience beyond the entry level.</p>	<p>The top tier of the CLIA Australasia accreditation program is the Masters Certificate.</p> <p>Agents who have achieved this level are fully engaged in all things cruising, stand out from the crowd, and statistically, are the highest sellers of cruise.</p>

Note: Access to the CLIA Accreditation Certification program is only available to consultants currently employed by a CLIA member Agency or who hold an individual CLIA Australasia Membership.





Should membership not be renewed, or an agent moves to a non CLIA member agency, all CLIA Accreditation Points and Certification information is archived until such time as financial membership is re-instated.

CLIA ACCREDITATION POINTS

CLIA requires a mix of industry training, product training, cruise experience and current industry knowledge in order to be recognised as an accredited cruise agent. CLIA awards travel agents who undertake these elements of training and experiences with POINTS (often referred to here as “CLIA Accreditation Points”).

The number of CLIA Accreditation Points awarded for each activity is determined by the amount of time and effort involved and can be summarised as follows;

HOW CAN I EARN POINTS?

	CLIA online Learning Academy	<ul style="list-style-type: none"> Oceans of Opportunity (40 points) Elective Modules (20 points) CLIA Member Product Training (5 points)
	Product Training	<ul style="list-style-type: none"> Cruise Line's online Brand Training Programs (5-20 points) Executive Partner online Training Programs (5-10 points)
	Cruise Experience	<ul style="list-style-type: none"> Cruise taken (20 points) ** Ship Inspections (10 points) Worked on Cruise Ships (20 points)
	Current Industry Knowledge	<ul style="list-style-type: none"> Participation at CLIA endorsed events (5-50 points)

**** Must be with a CLIA cruise line member and of 3 nights or more duration.
 Cruise date must be within 3 years of the time of submission.**

- To gain an **Accredited** certificate, agents must reach 100 points – of which a certain component is made up of mandatory criteria (see next page)
- To gain an **Ambassador** certificate, agents must reach 200 points – of which a certain component is made up of mandatory criteria (see next page)
- To gain a **Masters** certificate, agents must reach 250 points – of which a certain component is made up of mandatory criteria (see next page)

HOW POINTS ARE USED

Once reaching Accreditation level, CLIA encourages agents to continue their learning and accumulate as many points as they can. Some of these reasons are as follows;




- To achieve higher levels and/or maintain CLIA Australasia Accreditation
- To be listed in the Top 200 Travel Agent section on the CLIA Australia website

- To stand out from the crowd and differentiate yourself from your competitors
- To illustrate to Cruise Line Members that you are actively engaged in the cruise industry

MANDATORY CRITERIA FOR ACCREDITATION

To ensure agents gain a rounded variety of training and experiences within each level of accreditation, CLIA Australasia requires that agents complete certain mandatory criteria before gaining certification. I.e. if any one of the mandatory criteria are not met, then regardless of how many points an agent has, gaining the respective certificate level is not achieved.

The following table lists mandatory criteria for each level of accreditation;

	Oceans of Opportunity (25 subjects)	Elective Modules	3 nights or more on a CLIA cruise Line	*** Additional Points	Masters Cruise Conference
 (need 100 points)	COMPLETED	ONE COMPLETED	ONE COMPLETED	Optional	
 (need 200 points)	COMPLETED	THREE COMPLETED	TWO COMPLETED	Min 30pts from Cruise Lines Programs	
 (250+ points)	COMPLETED	THREE COMPLETED	TWO COMPLETED	Min 30pts from Cruise Lines Programs	✓ ATTENDED ✓ COMPLETED ✓ PASSED

*** Additional points may come from ship inspections, cruise line member product training, or any additional training such as Elective modules or additional cruises. Note: To reach Ambassador level, at least 30 of your minimum 200 points must come from cruise line product training available online.

CERTIFICATE RENEWAL – NEW FOR 2016

With the increased complexity and types of cruise holidays and expanded destination choices, it is our responsibility to ensure our accredited agents are up to date with the latest industry developments, brand offerings, etc.

For these reasons, CLIA Australasia is introducing a new mandate for renewal protocols in 2016.

RENEWAL OF CERTIFICATE

In the past we have request all certified agents to renew their certificate prior to the expiration date. This was done by an Accreditation Upgrade Exam completed online.

There are two changes to the 2016 program as follows;

The validity of ALL certificates (Accredited, Ambassador, and Masters) will automatically be extended to 31 December 2016.

- To ensure you receive an updated certificate valid for 2017, **ALL consultants MUST complete ONE additional Elective module in 2016** (via the online Learning Academy). This can be completed at any time during the calendar year.
 - Consultants who fulfil this requirement will receive a new certificate in early 2017, valid for the calendar year.
 - Consultants who fail to complete one elective module will have their accreditation status changed to "Certificate Expired" on 31 December 2016. This will appear on your personal profile and on the Agent Search area of our website.

Common Question – I am an accredited cruise agent and this year I want to reach Ambassador Level so will be completing another two electives as per the criteria. Do I then have to do ANOTHER elective to have my certificate valid in 2017?

Answer – No. When you complete ANY elective or electives in 2016 you will automatically receive a new certificate in 2017.

This new way to “stay certified” ensures that regardless of when your original accreditation was attained, you are still completing the latest and most relevant training on an annual basis.

Note: During October of each year, an automated email will be sent to you if you have not yet completed the required elective to renew your certificate.

LIFE-CYCLE OF POINTS – NEW FOR 2016

For the past 20 years our travel agent members have been accumulating CLIA Accreditation Points which have stayed on their individual profile, providing a record of all recognised cruise activities completed since their enrolment in the accreditation program.

The continued dynamic evolution of the cruise industry means that ship inspections and cruise experiences completed 10 or more years ago are less relevant to the current environment.

While your CLIA profile will always show a record of your past achievements – CLIA Australasia has introduced a “Life-Cycle” for certain points to ensure that your experiences remain relevant to today’s industry.

The table below illustrates the new life-cycle of points;

	LIFE-CYCLE OF POINTS		
ACTIVITY	POINTS	1-10 years	>10 years
Cruise Experience*	20	20 points	0 points
Ship Inspection	10	10 points	0 points

* Cruise Experience equates to a cruise taken of 3 + nights on board a CLIA Cruise Line Member.

Here is an example how an agent’s points will change during their life cycle.

- March 22, 2014 – an agent completes a cruise of 3+ nights with a CLIA member line. They receive 20 CLIA Accreditation Points
- On March 22, 2024 (10 years from the cruise date), this point value drops to 0 CLIA Accreditation Points, but is still listed in their CLIA Profile.

Common Question: I have been an accredited agent for many years. Unfortunately though I have only done cruises more than 10 years ago so the result of this new life-cycle is that these drop off my profile. Given they are part of the mandatory criteria for the accreditation I currently hold, does this mean that I lose my accreditation level?

Answer: Yes. For us to promote our accredited cruise agents as being the most up to date, trained consultants in the marketplace, it is important that they have taken at least one cruise in the past 10 years.

Note: If you find yourself in a situation in which you have dropped down to a lower tier of accreditation (or not accredited anymore) due to “live” points falling or a cruise experience coming off, you do not have to start from scratch to get that accreditation level back – you only need to replace what has dropped off.

Note: From the analysis we have run to simulate various scenarios, this will only realistically happen with “Cruise Experiences”, not necessarily “points”. If you do drop because of no cruises being registered on your profile for the past 10 years, we ask that as soon as you do complete one we will re-instate your relative accreditation level. For Ambassadors and Masters, this means you should always have 2 cruises on profile at any given 10 years period from the current date.

WHAT IS OCEANS OF OPPORTUNITY?

CLIA AUSTRALASIA

Welcome, **PETER!**

Home Oceans of Opportunity Electives Modules Accreditation Upgrade Virtual Presentations Member Training Resource Library

Learning Academy

WELCOME TO THE CLIA AUSTRALASIA ACADEMY

CLIA is dedicated to providing the best events, support, resources and training for cruise novices and cruise experts alike

Welcome to the CLIA Australasia Learning Academy. Please choose from one of our categories on the right or select a tab above to access our various tools that will assist you in selling cruise, no matter how experienced you are. We will be adding to the CLIA Australasia Academy all the time, whether it be additional modules and training materials, to helpful resources that make your job easier - so be sure to check back regularly so you get the most out of your time online! And don't forget that we are on [Facebook](#) and [Twitter](#) too (as well as other social media sites) - so come and be social with us.

- To read an in-depth summary of our 25 Oceans of Opportunity modules, please [click here](#)
- To read the Pathway to CLIA Accreditation summary, please [click here](#)
- For Frequently Asked Questions regarding our changes, please [click here](#)

What you need to do: You have earned **1135** CLIA ACCREDITATION POINTS

If you have earned accreditation points in the past 48 hours by completing modules or submitted achievements, please allow up to 5 business days for your total to be updated.

Accredited Cruise Consultant

To reach this level of ACCREDITED CRUISE CONSULTANT you would have had:

Accumulated **100 pts** of training, of which the following **MUST** be included:

- Oceans of Opportunity-25 online modules completed (40pts) (Online)
- OR
- Completed Classroom Training of:
 - Cruise Holiday Introduction (20 points)
 - Cruise Sales & Service (20 points)

Oceans of Opportunity
Modules now available

Electives Modules
Modules now available

Accreditation Upgrade
Has your certificate expired?

Virtual Presentations
Latest Product Information

CLIA Executive Partner Member Training
Modules now available

“Oceans of Opportunity” refers to a single section within the CLIA Online Learning Academy (shown above) which forms the core mandatory module of the CLIA Accreditation program. Passing all 25 chapters indicates that Oceans of Opportunity has been completed.

- Note: CLIA members that completed core classroom training (‘Introduction to Cruise Holidays’ and ‘Cruise Sales & Service’) prior to 2015 have already achieved the equivalent to this mandatory component of Accreditation.

WHAT ARE ELECTIVES?

Electives have a greater depth of content related to specific areas of cruising, normally the “type” of cruising or the cruising destination. They may also include other areas of cruise sales, such as targeting groups or social media use. Prior to 2016 these electives have been completed in a face to face classroom training format followed by an exam; at a per module cost.

From 2016 onwards, consultants will have access to a wider range of electives through the CLIA online Learning Academy. This will offer agents the ability to select subjects that are most relevant to them and their business model.

The following Electives will be available in 2016 and beyond;

- Expanding your Target Market (Cruise Groups)
- Specialty Cruising (Niche Markets)
- Cruising Australasia (Australia & New Zealand cruising and ports)
- Cruising the Pacific Islands (Micronesia, Polynesia, Melanesia cruising and ports)
- Cruising Northern Asia
- European River Cruising
- Cruising the Eastern Mediterranean (cruising and ports)
- Cruising the Western Mediterranean (cruising and ports)
- Cruising Northern Europe (cruising and ports)
- Cruising South-East Asia (cruising and ports)
- 2015 Cruise Year in Review (current affairs – what changed in the industry)
- Cruising South America (cruising and ports)

Note: As of January 1, 2016 five (5) electives will be “live” while the remainder of the above list will be launched through Q1 & Q2. It is estimated that all final 12 electives will be available for agents by July 1, 2016.

Common Questions & Answers

Q. What is the cost of accessing the ONLINE Learning Academy modules/content?

A. **\$0. As a CLIA individual member or as a CLIA member agency* you have access to this training included as part of your Annual Membership.** *Each CLIA agency has tiered user licences as per their membership category.

Q. If I have completed similar CLIA classroom modules in the past, CAN I do them again with the new online version?

A. Yes you may, in fact we encourage you to always update yourself as content is, and will be, ammended and upgraded on a constant basis.

Q. If I have completed those modules in the past, AND I complete them again with the new online version, will I get additional accreditation points?

A. Yes. As content has been upgraded from previous versions of this training, we will award you an additional points upon completion (note: you must still pass the exam as per normal).

However, once an online course has been completed, there are no current provisions to allow you to do it twice. Only future “versions” that become available will have this option.

For further information about CLIA’s Accreditation Program, please contact info-aus@cruising.org or see our website www.cruising.org.au

APPENDIX I – POINT ALLOCATION FOR MEMBER TRAINING

Cruise Line Members

- **Azamara Club Cruises: Cruising for Excellence**
5 points awarded on achieving Captain certificate
- **Celebrity Cruises: Cruising for Excellence**
5 points awarded on achieving Captain certificate
- **Crystal Cruises: Online Travel Academy**
5 points awarded on completion
- **Holland America Line: Online Academy**
5 points awarded on completion of five core courses
5 points awarded on completion of further two advanced courses
- **Norwegian Cruise Line (NCL): NCL University**
15 points upon completion of course 101, 201 & 301 to achieve 'Freestyle Specialist'
Further 5 points upon completing the 'Advanced Graduate Program'
- **MSC Cruises - Available through the CLIA On-Line Learning Academy**
5 points awarded on completion
- **P&O Cruises: Online Academy**
5 points awarded on achieving Staff Captain status
Further 5 points awarded on achieving Commodore status
- **Princess Cruises: Online Training Academy**
5 points awarded on achieving Staff Captain status
Further 5 points awarded on achieving Commodore status
- **Royal Caribbean Cruise Line: Cruising for Excellence**
5 points awarded on achieving Captain certificate
5 bonus points issued on completion of RCI Admiral Certificate
- **Seabourn Academy**
5 points awarded on completion
- **Silversea Cruises: Online Academy**
5 points awarded on achieving Platinum level
- **Windstar Academy**
5 points awarded on completion

Executive Partner Members (5 points each)

- **Blue Lagoon Cruises: Agent Accreditation Program**
- **Rocky Mountaineer TRACKS**
- **Great Southern Rail – Available through the CLIA Learning Academy**
- **Stay and Play New Zealand - Available through the CLIA Learning Academy**
- **Travelvax - Available through the CLIA Learning Academy**

Please note: there are modules continually added to our online platform from our Cruise Line Members and Executive Partner members in which you can earn further points. Please refer to our Online Learning Academy for the latest offerings