



# TRAVEL AGENT GUIDE TO CLIA ACCREDITATION 2019



**G'DAY.  
WELCOME.  
HELLO.  
AHOY.**



The following document outlines in detail the CLIA Accreditation Program from 1 January 2019.

Questions? Contact us at  
[info-aus@cruising.org](mailto:info-aus@cruising.org)

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# WHAT YOU NEED TO KNOW.

If you currently hold an Accredited, Ambassador, or Master certificate which has expired (or will expire at some stage in 2019), you must complete all the **Cruise Dynamics 2019** elective via the CLIA Learning Academy to have this certificate re-issued with a new expiry date granted to **January 31, 2020**.

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# CLIA ACCREDITATION PROGRAM.

The CLIA Australasia Cruise Accreditation Program was established in 1996 and is 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 levels 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 the accreditation sets CLIA specialised 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.



## QUICK CLIA STATS.

- ⚓ More than **20,000** travel agents around the world
- ⚓ < **7%** of certified agents are Masters – forming an exclusive group of specialists

### The online Learning Academy includes;

- ⚓ Over **1,000** pages of content
- ⚓ Exceeding **150+** downloadable resources
- ⚓ Relating to over **95%** of the Global cruise capacity

**Did you know you are part of the world's largest cruise community?**





# LEVELS OF ACCREDITATION.



**This is the entry level of the CLIA Australasia Accreditation Program.**

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.

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

# LEVELS OF ACCREDITATION.



This is the **second tier** of the CLIA Australasia Accreditation Program and indicates agents who have engaged in the cruise industry with on-going training and experience beyond the Accredited level.



This is the **highest tier** of the CLIA Australasia Accreditation program.

Agents who have achieved Masters level are fully engaged in all things cruising, stand out from the crowd, and statistically, are the highest sellers of cruise.

# CLIA ACCREDITATION POINTS.

CLIA requires a blended mix of cruise industry training, product training, destination training, and cruise onboard experience in order to be an accredited cruise agent. CLIA awards travel agents who undertake these elements of training and experiences with CLIA “Accreditation Points”. The number of CLIA Accreditation Points awarded for each activity is determined by the amount of time and effort involved in the activity.

## How to earn CLIA Accreditation Points.



### CLIA Learning Academy

- ⚓ Oceans of Opportunity (40 points)
- ⚓ Elective Modules (20 points)
- ⚓ CLIA Member Product Training (5 points)



### Product Training

- ⚓ Cruise Line Online Training (5-20 points)
- ⚓ Executive Partner Online Training (5-10 points)



### Cruise Experience

- ⚓ Cruise Taken (20 points)\*\*
- ⚓ Ship Inspections (10 points)
- ⚓ Worked on Cruise Ship (20 points)



### Industry Knowledge

- ⚓ Participation at CLIA endorsed events (5-50 points)

*\*\*Must be with a CLIA Cruise Line Member and of 3 nights or more, within the last 3 years at time of submission.*







# CLIA ACCREDITATION POINTS.



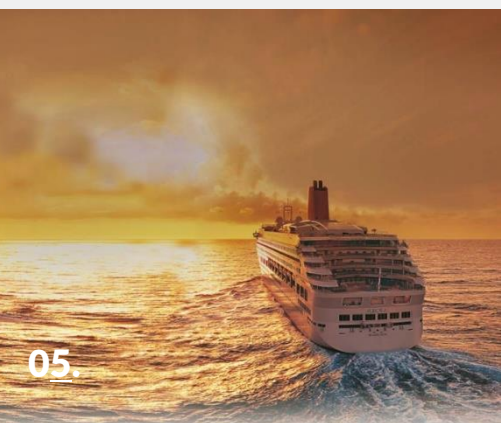
- ⚓ To gain **Accredited** Certificate, agents must reach **100 points** – of which a certain component is made up of mandatory criteria (see next page).
- ⚓ To gain **Ambassador** Certificate, agents must reach **200 points** – of which a certain component is made up of mandatory criteria (see next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



## HOW ACCREDITATION POINTS ARE USED.



Upon 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. **Below reflects the mandatory criteria that must be completed for each level.**



## ACCREDITED



Oceans of Opportunity  
(all 25 modules)

+

One Elective Module  
Completed  
(3 to 4 modules make  
up each Elective)

+

One 3-night or more  
cruise on a CLIA  
Cruise Line



## AMBASSADOR



Must have achieved  
Accredited Level

+

Two additional  
Elective Modules

+

One additional 3-night  
cruise or more on a CLIA  
Cruise Line

+

Min 30pts from Cruise  
Line online Programs



## MASTER



Must have achieved  
Ambassador Level

+

Attended, completed  
and passed Masters  
Cruise Conference



# CERTIFICATE RENEWAL.

As the cruise industry continues to evolve with new vessels, increased product offerings, experiences, regulations, and expanded destination choices, it is our responsibility to ensure our accredited agents are up to date with the latest industry developments.

CLIA Australasia requires **all** certified agents to renew their certificate by completing the 'Cruise Dynamics' Elective for that year via the CLIA Learning Academy.



## LIFE-CYCLE OF CLIA ACCREDITATION POINTS.

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.

Accreditation Points earned for these experiences have a life-cycle property to ensure the experiences remain relevant to today's industry. Whilst these experiences will remain on your CLIA profile as a record of past achievements, points will be removed after 10 years.



# WHAT IS OCEANS OF OPPORTUNITY?



Oceans of Opportunity refers to a section within in the online CLIA Learning Academy that houses a pathway of 25 modules. Collectively they form the core competencies which have been deemed mandatory for cruise sales and service as deemed by of the official body of the cruise industry, CLIA.

Oceans of Opportunity creates a foundation of knowledge that agents can use at all times, and sets them up well to specialize in more advanced topics further down the track via Electives.

## WHAT ARE ELECTIVES?

Electives provide greater depth of content related to specific areas of cruising, including segments like river or expedition cruising, or cruise destination knowledge that covers logistics of ports and their immediate touring area. They may also include other areas of cruise sales, such as targeting groups or social media use.

These elective courses allow you the opportunity to select subjects that are most relevant to you and your business model, or just areas that you are interested in.

Note: Electives are often made up of 3 or 4 modules.



# FREQUENTLY ASKED QUESTIONS.



**Q** . I am an Accredited cruise agent and I want to reach Ambassador Level. This year I have already upgraded my certificate with Cruise Dynamics, therefore – since Ambassador requires 2 additional Electives, do I count Cruise Dynamics as one or do I have to do an alternate two?

**A** Actually Cruise Dynamics is an Elective, so in this case, you only have to do ONE additional Elective to reach that status (along with points accumulated to 200 and other criteria being met).

**Q** . I have been an Accredited agent for many years. In that time though, I have only experienced ONE cruise 10 years ago, but I just noticed that his has now gone from 20 points to 0 points, and my profile says I am not accredited anymore. Have I lost my accreditation and if so, how do I get it back?

**A** For CLIA 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. Therefore, in this scenario, yes another cruise must be completed to get your Accredited level reinstated.

**Q** . I haven't been a CLIA member for a few years due to being at another non-CLIA agency, but I have returned! Do I get my points back and my accreditation levels back?

**A** You have done the hard work in the past, so you will not lose any of the training accolades. We will re-instate all your points (with the exception of cruises taken or ship inspections greater than 10 years ago). The only thing you will need do is renew your certificate as outlined on page 10 by completing the Cruise Dynamics Elective to get you back up to scratch.







**Cruise Lines International Association (CLIA) Australasia**  
**Suite 1, Level 9, 132 Arthur Street, North Sydney NSW 2060 Australia**  
**Tel: +61 2 9964 9600 | Fax: +61 2 9964 9599 | Web: [cruising.org.au](http://cruising.org.au)**

