

Independent Travel Consultant Program

Content Overview

Program Structure

4 phases across 12 weeks. Self-paced modules on an online LMS, with fortnightly live Q&A sessions on Zoom.

PHASE	WEEKS	FOCUS	MODULES	APPROX TIME	LIVE Q&As
Phase 1	Weeks 1–3	Industry Foundations	1.1–1.13	7 hrs 35 min	Q&A 1, 2, 3
Phase 2	Weeks 4–6	Products, Suppliers & Sales	2.1–2.8	3 hrs 55 min	Q&A 4, 5
Phase 3	Weeks 7–9	Client Skills & Technical	2.9–2.15	4 hrs 45 min	Q&A 6
Phase 4	Weeks 10–12	Business Setup & Operations	3.1–3.12	7 hrs 20 min	Q&A 7, 8
TOTAL	12 weeks	40 modules	1.1–3.12	23 hrs 35 min	8 sessions

PHASE	WEEKS	FOCUS AREA
Phase 1	Weeks 1–3	Industry Foundations
WHAT THIS PHASE ACHIEVES By the end of this phase, participants will have a solid understanding of how the travel industry is structured, where they fit in it as independent consultants, and the fundamental language, tools, and supplier knowledge they need to get started with confidence.		

Modules (Self-paced)

#	Module Title & Content
1.1	Welcome to Your New Career – Program orientation and what to expect – How your LMS works – Setting the tone, this is a new phase of life, setting yourself up for success
1.2	The Travel Industry Landscape – How the industry is structured: airlines, wholesalers, tour operators, cruise lines, OTAs – Where the independent consultant sits in all of it – The difference between working in an agency vs being independent
1.3	The Independent Consultant Model – What independent actually means, and what it doesn't – How host agencies work and why you need one – ATAS accreditation, IATA, and your licensing obligations – Your rights and protections as a consultant

#	Module Title & Content
1.4	Industry Terminology & Jargon – The essential language: PNR, GDS, ADM, FIT, nett rate, rack rate, commission, service fee, and more – Glossary resource to keep and reference
1.5	Airline Basics – Airline codes, city codes (IATA vs ICAO) – Cabin classes, fare classes, booking classes – Codeshares, alliances, and interline agreements
1.6	Understanding Fares – Published vs nett fares – Fare construction basics, taxes, surcharges – Ticketing deadlines and fare rules – How to read a fare quote
1.7	Your Host Agency Relationship – How commissions flow through the host – Your reporting and compliance responsibilities – What support you can expect and what you're on your own for – Co-branding rules and what you can and can't put your name on
1.8	Introduction to GDS – What a GDS is and why it matters – Overview of the main systems, Sabre, Galileo, Amadeus – Note: your host agency provides full GDS training; this module just orients you before you get there – Basic navigation exercise in a sandbox environment
1.9	Reading & Comparing Wholesale Product – How to read a wholesaler brochure or website – Comparing inclusions, pricing, and fine print – Preferred vs non-preferred suppliers, what it means for your income – Product comparison activity: same destination, two suppliers
1.10	Destinations: Your Knowledge as an Asset – How to build and present destination knowledge professionally – Leveraging the travel you've already done – Key destination resources, what to use and when
1.11	Fares & Ticketing Deep Dive – Published vs nett vs dynamic fares, and when each applies – Reading a fare quote: base fare, taxes, surcharges, and carrier fees – Ticketing time limits and what happens if you miss them – Conjunction tickets, open jaws, and circle trips – When to ticket vs hold, and the risk of each
1.12	GDS in Practice: Tramada & Sabre – Why Tramada is the mid-office of choice for Australian independent consultants, and how it connects to Sabre

#	Module Title & Content
	– Tramada basics: navigating the interface, creating bookings, attaching client profiles – Sabre basics: availability displays, pricing flights, queue management – How a booking flows from Sabre through Tramada to confirmation and invoice – Note: your host agency provides full GDS training, this module bridges that to independent practice
1.13	Introduction to NDC – What NDC is and why airlines pushed for it, in plain English – How it differs from traditional GDS content and why the same flight can show up differently – What it means for you: richer product access but a different workflow – Which Australian airlines are most active with NDC right now – The current gaps: changes and cancellations on NDC bookings are still more complex than traditional fares

PHASE	WEEKS	FOCUS AREA
Phase 2	Weeks 4–6	Products, Suppliers & Sales Foundations
WHAT THIS PHASE ACHIEVES Participants develop practical knowledge of travel products, start building supplier relationships, and are introduced to the consultative selling approach, including how to run a proper discovery conversation, present their value, and build a basic quote.		

Modules

#	Module Title & Content
2.1	Communication Styles – Understanding your own communication style – How to read a client's style and adapt to it – First impressions over the phone, by email, and in person
2.2	The Art of the Discovery Conversation – What consultative selling actually means in travel – Uncovering what clients really want (not just what they asked for) – Questioning techniques and active listening – How to structure a proper travel brief
2.3	Features, Benefits & the Value of You – Selling features vs benefits – Why 'agent vs Google' is the wrong conversation to have – How to articulate your value clearly: experience, curation, relationships, peace of mind
2.4	Building a Quote, the basics – Step-by-step: gathering the brief, checking availability, building the itinerary – Applying margins and service fees – Presenting a quote professionally

#	Module Title & Content
2.5	Preferred Suppliers & Commission – Who your preferred suppliers are through your host agency – Commission structures, overrides, nett vs gross pricing – How to protect your margin while serving your client well
2.6	Professional Service Fees – The case for charging service fees, why it matters for your business – What to charge and when – How to have the conversation without apologising for it
2.7	Telephone & Email Tactics – Professional phone manner for consultants – Email tone, structure, and response time standards – Managing enquiries across multiple channels
2.8	Effortless Add-Ons – Insurance, when and how to present it (not as an afterthought) – Transfers, travel money, visas, seat upgrades – Add-ons that genuinely serve the client vs ones that just pad the sale

PHASE	WEEKS	FOCUS AREA
Phase 3	Weeks 7–9	Advanced Client Skills & Technical Knowledge
WHAT THIS PHASE ACHIEVES Participants deepen their client relationship skills and build technical confidence, handling difficult situations, understanding complaint processes, and getting to grips with the evolving airline retailing landscape through NDC.		

Modules

#	Module Title & Content
3.1	Introduction to Cruising – Cruise product basics: lines, cabin categories, itinerary types – Pricing, port taxes, and what drives the value – Why cruising tends to be a high-value, loyal client product
3.2	Thinking in Reverse, Client Problem Solving – Working backwards from the experience a client wants – Handling 'I found it cheaper online' without getting defensive – Rethinking objections as questions, not roadblocks
3.3	Dealing with Difficult Situations – Complaints, delays, cancellations, disruptions – Managing client expectations before things go wrong (not just after) – Scripts for difficult calls – Your duty of care and where it begins and ends

#	Module Title & Content
3.4	Finance Basics for Your Business – How travel payments flow: client deposits, supplier payments, reconciliation – GST on travel, the basics – Simple record-keeping habits from day one – What your accountant will need from you at tax time
3.5	Advanced NDC & Modern Airline Retailing – Offers and Orders: where NDC is heading and what it means for how you book – Accessing and searching NDC content in Sabre and Tramadax – Selling ancillaries, seats, and bundles as part of a single transaction – Dynamic pricing: why the same fare can change based on traveller profile or channel – Servicing NDC bookings: what you can handle vs what needs direct airline involvement – How to brief clients on NDC bookings, especially around changes and cancellations
3.6	Complaint Handling: Obligations & Escalation Map – Your obligations under the ATAS Code of Conduct, what's required and the timeframes – Australian Consumer Law basics: consumer guarantees, refunds, and misleading conduct – The escalation map: your own process first, then ATIA/ATAS and ACAC for formal appeals, state consumer agencies, ACCC for systemic enforcement, and the Airline Customer Advocate for Qantas, Jetstar, and Virgin – How to document a complaint from the moment it arrives
3.7	Negotiating Compensation & Advocating for Your Client – What you can claim on a client's behalf: delays, cancellations, denied boarding, involuntary downgrades – Australian Consumer Law vs the Montreal Convention, domestic vs international routes – How to approach a supplier or airline: tone, documentation, and making a clear ask – When to escalate within an airline vs when to go external – How your ATAS accreditation gives you standing in supplier conversations

PHASE	WEEKS	FOCUS AREA
Phase 4	Weeks 10–12	Business Setup & Operations
WHAT THIS PHASE ACHIEVES Participants leave this phase with the foundations of a real, compliant, professional travel business in place, not just knowledge about it. The capstone is a completed 90-day launch plan.		

Modules

#	Module Title & Content
4.1	Setting Up Your Business — Legal & Compliance – ABN registration, business name, structure options (sole trader vs company)

#	Module Title & Content
	– ATAS requirements and how your host agency covers you – What you need to sort yourself vs what your host handles – Step-by-step business setup checklist
4.2	Insurance for Independent Consultants – Professional indemnity, public liability, errors & omissions – What your host agency covers and what falls on you – How to compare policies and what to look for
4.3	Your Client Agreement & Terms & Conditions – What belongs in your T&Cs and client agreement – Cancellation and amendment policies – How supplier T&Cs interact with yours, and where you can get caught
4.4	Building Your Digital Presence – Professional email, LinkedIn, Facebook/Instagram basics – Co-branding rules, what your host agency permits and requires – What NOT to do (common compliance missteps) – Social media profile audit and setup checklist
4.5	Client Management Systems (CRM) – Why you need a system from day one (even a simple one) – Overview of tools used in the independent market – How to track enquiries, bookings, and follow-ups without dropping the ball
4.6	Reading Fare Rules – Interpreting airline fare rules: advance purchase, minimum stay, refund conditions, change fees – How to protect your client (and yourself) when rules are complex
4.7	Amendments, Cancellations & Disruptions – Managing booking changes: name changes, cancellation fees, supplier amendments – Travel disruptions and how to handle rebooking – Documentation habits that protect you and your client
4.8	Clients for Life – Welcome home calls, departure calls, follow-up strategy – Building repeat business and a referral culture
4.9	Niche Markets & Specialisation – Why niche works especially well for independent consultants – Solo female travel, luxury, river cruising, adventure, family, what fits you? – How to identify, own, and communicate your niche
4.10	Your 90-Day Launch Plan – Pulling it all together: business foundations, niche, fees, first clients – Setting realistic and energising goals for your first 90 days
4.11	Motivation, Mindset & Resilience

#	Module Title & Content
	– The reality of building a business: the slow start, the comparison trap, managing self-doubt – Strategies for staying motivated when no one is watching
4.12	Program Wrap & Graduation Prep – Final recap and celebration of progress – Peer sharing: 3 things I've learned, 3 things I'll do, 1 thing I'll share – Introduction to Phase 2, Business Acumen Program – Graduation ceremony details

Fortnightly Live Q&A Sessions

Nine sessions across the 12 weeks. Self-paced content goes up on Canvas first; the Q&A is where participants ask questions, do activities, and connect with each other.

SESSION	WEEKS	MODULES	THEME	WHAT HAPPENS
Q&A 1	Week 1	1.1–1.4	Welcome + Industry Landscape	Introductions, terminology quiz, where have you been activity.
Q&A 2	Week 2	1.5–1.8	Airlines, Fares & GDS Intro	Open Q&A on fares and the host agency agreement.
Q&A 3	Week 3	1.9–1.13	Destinations, Ticketing & NDC Intro	Destination expert spotlight. Side by side NDC search activity.
Q&A 4	Week 5	2.1–2.5	Discovery Conversations + Quoting	Live role plays: discovery conversation and basic quote presentation.
Q&A 5	Week 6	2.6–2.8	Service Fees, Add-Ons & Email	Hot seat: share and workshop fee structure drafts together.
Q&A 6	Week 8	2.9–2.13	Cruising, Finance & Advanced NDC	Case study workshop on disruption scenarios. Advanced NDC Q&A.
Q&A 7	Week 9	2.14–2.15	Complaint Handling & Compensation	Escalation map activity. Work through a live compensation scenario.
Q&A 8	Week 11	3.1–3.6	Business Setup, Legal & CRM	Practical check in: ABN done? Business name registered? Peer support.
Q&A 9 (Final)	Week 12	3.7–3.12	Launch Ready + Graduation	90 day plan sharing. Peer appreciation. Phase 2 introduction.