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## **DFWC Academy launches Industry-wide Consultation on Draft Professional Standards**

A key objective of the Duty Free World Council (DFWC) since its inception is to raise service and quality standards across the industry through educational activities. The establishment of the DFWC Academy is essential to achieving this aim and with the support of major industry retailers and brand owners the academy project is progressing. Phase one of the Academy's strategy is the development of **Professional Standards for Frontline Retail & Promotional staff** as they represent the 'face' of our industry.

One of the most important stages in the creation of agreed Professional Standards is consulting on an industry wide basis to allow as many people as possible to comment and give their feedback on the draft standards. The draft Professional Standards and accompanying **survey** are now being distributed widely across the industry with a return date of March 14. Once consultation is completed the Professional Standards will be finalised and published, giving our industry an agreed set of standards with which to assess staff and training programmes.

Commenting Frank O'Connell said 'This is a unique opportunity for everyone to play their part in developing agreed standards for our industry. The initial draft standards have been developed by a working group representing all strands of the business with the assistance of People 1<sup>st</sup>, specialists in the standards area. Once these standards are finalised and published the DFWC Academy intends to make a Quality Mark Assessment programme available and move ahead with the development of standards for supervisory and management levels and additional product category specialisms.'

If you would like to give your comments and feedback on the draft Professional Standards visit <http://dfworldcouncil.com/current-issues/> on the DFWC website where you will find a more detailed explanation of the DFWC Academy Professional Standards and a short survey on their content.

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*The Duty Free World Council, the DFWC, is the industry association representing the interests of the global duty free and travel retail channel and has the overall objective of creating the optimal operating environment for the industry that will allow it to achieve its full potential.*