



23 July, 2020

Free “Return to Work” Training course launched today by the DFWC Academy

The Duty Free World Council Academy (DFWCA) has created a training course which will provide industry front line sales staff with guidelines on how they can ensure their safety and that of their customers as duty and tax-free stores re-open around the world.

The online course is offered free of charge to all industry stakeholders and contains valuable guidelines for all staff in retail shops. All companies with staff working in airport stores are encouraged to roll it out to all their frontline retail staff. Retailers and suppliers can obtain a company specific registration to allow them, if desired, to monitor the extent of participation by their staff.

The course, which takes around 15 minutes to complete, has been developed based on the Duty Free World Council Retail Operations Recovery Protocols. The Protocols set out best practice for retailers and their staff on the safe re-opening of duty and tax-free stores and the course will demonstrate how these can be implemented in the duty and tax-free retail environment. Clearly domestic legislation must be followed, but the basic principles expressed in the Protocols are sound good practice and widely accepted.



On behalf of the DFWC Academy, Ms Sarah Branquinho, DFWC President, stated, “Welcoming customers and colleagues back to our stores safely is of the utmost importance. Consistent application of fundamental protective measures across duty and tax-free retail locations will be essential to restore customers’ confidence that they can shop in safety. We are delighted to provide the course free of charge to the industry, and again thank all those companies who contributed to developing the Protocols.”

Commenting on the initiative, Derek Hughes, MD of the Institute of International Retail (IIR), the educational partners of the DFWC Academy, said he believes this short course will help reassure both employees & travellers that the industry has a consistent approach globally to best practice protocols at retail outlets.

All organisations with frontline staff in duty and travel retail stores are encouraged to avail of this course and ensure that all industry front line staff have the knowledge on how they can safely return to work and welcome customers in a safe store environment. Go to <https://www.dutyfreeacademy.com/dfwc-academy-return-to-work-best-practice-course/> for all details

About the DFWC Academy (DFWCA)

The DFWCA was created in 2019 as a partnership between the Duty Free World Council (DFWC) and the Institute for International Retail (IIR) with the objective of raising standards throughout the Duty Free and Travel Retail Industry through the provision of industry specific bespoke learning and development opportunities.

For more information on the DFWCA, and the courses it provides, please visit www.dutyfreeacademy.com