

Responsible Retail Training Program goes global

The screenshot shows the website's header with the DFWC (Duty Free World Council) and APTRA (Asia Pacific Travel Retail Association) logos. A language selection dropdown is set to English. Navigation links include Home, Partners, Support, Register, and Login. The main banner features a woman on a phone and the text: 'WELCOME TO OUR LEARNING HUB. To help protect our unique industry and ensure you meet your obligations, DFWC has developed this online training tool. It is designed to help keep you informed, empowered and supported as you carry out your role as a responsible retailer. We hope you enjoy the learning experience!'

TRAINING MODULE

Responsible Retailing: Playing your part in the safe, ethical sale of alcohol

This 30-minute module covers all the key policies in relation to alcoholic beverage service under the DFWC Code of Conduct, including store set up, sampling and customer interaction. Identify those customers that require extra care and attention, apply strategies to ensure a positive outcome and know how to respond when a difficult situation arises.

[Start now](#)

DFWC and APTRA's website landing page

Asia Pacific Travel Retail Association (APTRA) and the Duty Free World Council (DFWC) have announced that the Responsible Retail Training Program (RRTP) has been updated for application across the global duty free industry.

The online program, pioneered by APTRA in 2014 and rolled out to over 2,000 front-line staff in Asia Pacific, has been adopted by the DFWC to expand globally through other regional associations.

Updates include the online content being made mobile-responsive so that staff can either complete the training and questions via a desktop computer or via their phones.

The training, available in English, French and Spanish with other languages in the pipeline, relates to the parameters of the DFWC code of conduct for the sale of alcohol products in duty free. Those who complete the program and answer questions successfully will be awarded a certificate.

The RRTP is an interactive, module-based training program designed to reinforce regulations and best practice on the sale of alcoholic drinks in duty free.

It is offered free to all companies – brands, retailers, commercial teams, communications and promotional agencies – who want their associates to be trained and to demonstrate that they are marketing and selling alcoholic products responsibly.

The RRTP is accessible through the websites of DFWC and APTRA and will soon be available to members of other regional duty free and travel retail trade associations.

Grant Fleming, President, APTRA, said: “The RRTP was devised by APTRA to reinforce the procedures which were laid down in the code of conduct for the sale of alcohol products in duty free. Widespread adoption of the DFWC Code and the RRTP demonstrates to regulatory authorities, and also to consumers, that our industry trades responsibly, respecting inbound allowances, local Customs and regulations, and ensuring that we do not supply alcohol to minors.

“We are delighted that the DFWC has chosen to adopt the RRTP in its new format for application with industry stakeholders worldwide and we are pleased to offer this high-quality, accessible training program free through the APTRA and other associations’ websites.”

Explaining the global vision, Frank O’Connell, President, DFWC said: “The DFWC and the regional trade associations campaign vigorously to convince legislators and regulators of the unique nature of the duty free and travel retail channel and its immense value to transport infrastructure, local and national economies.

“Evidence of robust procedures regarding the supply of alcoholic products in duty free demonstrates that the industry conducts itself with integrity and, in so doing, adds considerable weight to our advocacy efforts.

“Given the success of APTRA’s training platform, we reached out to them and, with their help, have created an updated version that is relevant to all brands, retailers and airports that sell alcohol in duty free worldwide.”

For access to the training, follow <https://dfwc.enmasse.com.au/?cc=DFW001>