

AUSTRALIA'S NORTH WEST TOURISM CODE OF CONDUCT AND ETHICS

AIMS OF THE CODE

- To ensure that all visitors to the North West receive the best possible service from all service providers within the tourism industry, whether members of a Visitor Centre or not.
- To maintain and enhance the reputation, standing and good name of Australia's North West Tourism, the North West Visitor Centres and their collective membership.
- To encourage initiative and enterprise in the belief that properly regulated competitive trading by and between service providers within the North West tourism industry will best serve the public interest and well being of the tourism industry.
- To ensure that the public interest shall predominate in all considerations of the standards of competitive trading between member service providers in the Australia's North West Tourism membership.
- To encourage the growth and development of Australia's North West tourism industry consistent with the preceding aims.

Code of Conduct and Ethics

1. Service Provider Relations with Trade and Consumers

- 1.1 Service Providers will, unless circumstances render it impossible, inform their customers of all pertinent facts concerning tours, transportation, accommodation or other tourist services which they provide.
- 1.2 Service Providers will be factual and accurate when called upon to provide information to the trade and to customers.
- 1.3 Service Providers will keep their employees informed in an accurate and timely manner of any alterations to their services.
- 1.4 Service Providers will endeavour to eliminate any practise which could be damaging to the trade or customers or to the dignity and integrity of the tourist industry in general, Australia's North West Tourism or any of the North West Visitor Centres.
- 1.5 Service Providers shall ensure that their advertising contains no information, superlatives or photography that is either misleading or doubtful.
- 1.6 Service Providers must advise their intending customers in writing, prior to the time initial payment is made for any booking, about cancellation policies and any service charges that may be imposed.
- 1.7 Service Providers will ensure that employee dress standards are consistent with an acceptable level of professionalism within their particular section of the industry.
- 1.8 Service Providers will at all times act in accordance with any rules and regulations applying to their particular industry.
- 1.9 Service Providers will at all times act in accordance with current Trade Practices legislation, or in the spirit of such legislation where it does not formally apply to that Service Provider. I

2. Service Provider Relation with other Service Providers

- 2.1 Service Providers shall follow the best traditions of salesmanship and fair dealing by according fair, objective and impartial representation of other service providers they may from time to time represent on behalf of Australia's North West Tourism, or the North West Visitor Centres.
- 2.2 Service providers should conduct their business so to try and avoid controversies with fellow providers. In the event of a controversy between service providers, such controversy shall be referred for mediation or arbitration, whichever appropriate, initially to the Executive Committee of Australia's North West Tourism.
- 2.3 If an opinion is sought about a competitor, service providers shall render such opinion with professional integrity and courtesy.
- 2.4 Service Providers are to encourage and promote membership of the North West Visitor Centres so that the entire tourism industry and the public benefit from the training, experience and high standards of all member service providers.

3. Conduct of Service Providers

- 3.1 Service Providers will minimise operational and client environmental impacts by adopting sustainable practises, offering information, leading by example, and taking corrective action when and where necessary.
- 3.2 Service Providers will endeavour to prevent both accidental and purposeful actions that cause damage to the environment such as crowding, harassment of wildlife, trampling, off road track / trail / road driving, walking and riding (except as authorised) and the improper disposal of waste.

4. Dealing with Complaints

- 4.1 If a complaint is lodged in writing against a service provider by trade, consumer, and / or another service provider, the service provider concerned will take immediate steps to amicably deal with the complaint.
- 4.2 Service Providers are required to comply with agreements reached through mediation.
- 4.3 Written complaints will be dealt with in consultation with the North West Visitor Centres and referred to the Executive Committee of Australia's North West Tourism, if there is a need for further action.

5. Enforcement of Code of Conduct and Ethics

- 5.1 If the Service Provider fails in one or more nominated ethical standards, they may be censured or suspended from membership of the North West Visitor Centres. The fact of member suspension will be advised to all tourism bodies associated with Australia's North West Tourism.
- 5.2 Failure of a service provider to abide by the "Code of Conduct and Ethics" shall render an operator liable for disciplinary action by Australia's North West Tourism.