

Ord Tourist Bureau t/as



# Kununurra Visitor Centre

## CODE OF CONDUCT & ETHICS

### AIMS OF THE CODE

- Ensure that all visitors to the East Kimberley receive the best possible service from all service providers within the tourism industry.
- Maintain and enhance the reputation, standing and good name of Kununurra Visitor Centre and its collective members.
- Ensure that the public interest shall predominate in all considerations of the standards of competitive trading between member service providers in the collective Kununurra Visitor Centre membership.
- Encourage the growth and development of the Kimberley tourism industry consistently with the aims and objectives set out in the Kununurra Visitor Centre (Ord Tourist Bureau Constitution).
- To foster and develop an awareness of the environmental issues effecting our region and educate businesses and customers on sound environmental practices.

### CODE OF CONDUCT & ETHICS

A Business is considered any Service Provider or operation, be it individual or company based and must:

- At all times hold the appropriate insurances and licences for the given activity.
- All business operations must adhere to all the relevant Federal, State and Local Government legislation pertinent to their operations.
- Businesses must give an accurate representation of their products at all times.
- At all times act in a manner deemed professional in Business Management.
- Provide a responsible courteous service to customers and fellow operators alike.
- Be responsible for the actions of their staff.

The Employee relates to staff of the Kununurra Visitor Centre and must:

- At all times act in a professional, courteous manner.
- Dress to the approved uniform standard.
- Present a clean, neat and tidy personal appearance.
- Show no bias, preference or recommendation between Visitor Centre members.
- Adhere to all aspects as defined in their Employment Contract.

**1. Affiliates (Business, Service Providers and or Kununurra Committee and staff)**

- 1.1 Affiliates will where possible, inform their customers of all pertinent facts concerning tours, transportation, accommodation or other tourist services that they provide.
- 1.2 Affiliates will be factual and accurate when called upon to provide information to both wholesale and retail customers.
- 1.3 Affiliates will keep their employees / representatives informed in an accurate and timely manner of any alterations to their services.
- 1.4 Affiliates will endeavour to eliminate any practice that could be damaging to customers or to the dignity and integrity of the tourism industry in general, and the Kununurra Visitor Centre (Ord Tourist Bureau).
- 1.5 Affiliates will avoid misleading or doubtful superlatives in their advertising and are required to provide promotional material free of misleading information or of false advertising implications.
- 1.6 Affiliates must advise their intending customers in writing, prior to the time initial payment is made for any booking, about cancellation policies and any service changes that may be imposed.
- 1.7 Affiliates will ensure that employee dress standards are consistent with an acceptable level of professionalism within their particular section of the industry.
- 1.8 Affiliates providers must ensure all staff are appropriately qualified to legally conduct business on behalf of the operator. Further to this the operator must provide copies of all qualifications, insurance and licence details to the Kununurra Visitor Centre (Ord Tourist Bureau) upon making application or renewal of their Kununurra Visitor Centre membership.

**2. Affiliate Relations with Other Affiliates**

- 2.1 Affiliates 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 the region or the Kununurra Visitor Centre, or the Wyndham Information Centre.
- 2.2 Affiliates should conduct their business so as 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, where appropriate, initially to the Executive Committee of the Kununurra Visitor Centre.
- 2.3 If an opinion is sought about a competitor, affiliates shall render such opinion with professional integrity and courtesy.
- 2.4 Affiliates are to encourage and promote membership of the Visitor Centre 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 Affiliates**

- 3.1 Affiliates will minimise operational and client environmental impacts by sustainable practices, offering information, leading by example and taking corrective action when and where necessary.
- 3.2 Failure of a service provider to abide by this "Code of Conduct & Ethics" shall render an operator liable for disciplinary action or cancellation of membership by the Kununurra Visitor Centre.

#### **4. Dealing with Complaints**

- 4.1 If a complaint is lodged in writing against an affiliate by trade, consumer, and/or another affiliate, those concerned will take immediate steps to amicably deal with the complaint.
- 4.2 Affiliates are required to comply with agreements reached through mediation.
- 4.3 Written complaints will be dealt with in consultation with the Executive Committee of the Kununurra Visitor Centre.

#### **5. Environmental Issues**

- 5.1 Affiliates will endeavour to prevent both accidental and purposeful actions that cause damage to the environment such as crowding, harassment of wildlife, trampling, off-road driving, walking and riding (except as authorised) and the improper disposal of waste.
- 5.2 No Business, Service Provider or Employee of any Kununurra Visitor Centre membership shall act in any manner that is detrimental or damaging in any way to the environment as per the rules and regulations as laid down by the Western Australia Department of Environment.

#### **6. Enforcement of Code of Conduct & Ethics**

- 6.1 If the Affiliate fails in one or more nominated ethical standards, they may be suspended from membership of the Visitor Centre. The fact of member suspension will be advised to all tourism bodies associated with the Kununurra Visitor Centre.
- 6.2.1 Membership will only be restored when and if the operator shows due cause as to why their membership should be re-instated. This is to be determined by the Executive of the Kununurra Visitor Centre.

This Code of Ethics applies only to the financial members, committee and staff of the Kununurra Visitor Centre trading under the incorporated title of the Ord Tourist Bureau.