
Business Ethics

These ethics are fundamental to the operation of any business* certified through Ecotourism Australia's programs.¹ Any business found to breach this code may face revocation of their certification at the discretion of the Ecotourism Australia Board of Directors.

This Business:

- Operates within a framework of high ethical standards in its provision of ecotourism services and products, and in its relationships with the community in practice and via all communications (including all digital platforms and social media channels);
- Respects the social, cultural and natural values, heritage and diversity of Australia, and specifically within its region of operation;
- Acknowledges and respects Traditional Owners, Aboriginal and Torres Strait Islander communities and organisations and recognises the primacy of their obligations, rights and responsibilities to Country, the diversity of their cultures and the deep connections they have with Australia's lands and waters;
- Is committed to best practice ecological sustainability, natural area management, low environmental footprint, and the provision of authentic, high quality ecotourism experiences;
- Complies with its legal and statutory obligations and requirements;
- Acknowledges its responsibility to treat all customers equally, to meet their reasonable expectations, and to ensure that its advertising and promotional activities accurately reflect the business operations and consumer experience on offer;
- Ensures that its customers are aware of all terms and conditions of the contract (including terms of payment and cancellation) and deals with complaints in a fair and timely manner;
- Is committed to non-discrimination, anti-bullying and equal opportunity employment;
- Ensures that the health and safety of its staff and customers is a key priority in all aspects of its operations;
- Supports its local community (people, businesses and services), and partners with other local/regional ECO certified operators to ensure that the customer has an authentic, high quality ecotourism experience during their stay in the region.

Name: _____

Position: _____
(Owner or Authorised Representative of the Business)

Signature: _____

Date: _____

* This code of ethics applies to the businesses, including parent and subsidiaries, involved in the membership and ECO, ROC and Climate Action certification programs including any owners, directors, management and employees-collectively referred to hereon as the business.

¹ This code of ethics complies with the standards expected by the Global Sustainable Tourism Council (GSTC) through the GSTC-Recognised criteria standard.