



MISSION BEACH  
BUSINESS & TOURISM

## MEMBERS CODE OF BEST PRACTICE MISSION BEACH BUSINESS & TOURISM SPONSOR 2011/12

Mission Beach Business & Tourism's (MBBT) code of best practice outlines professional guidelines to ensure the conduct of MBBT members will enhance Mission Beach and Tropical North Queensland's tourism industry and contribute positively to Tropical North Queensland's community, environment and quality of life.

### **MBBT expects Members:**

1. To act professionally and with high levels of duty of care, safety and concern towards other MBBT members, MBBT staff & Volunteers, customers and the community.
2. To deliver with integrity, all advertised products and services, meeting all legal responsibilities.
3. To comply with the laws of Australia and to ensure all contracts and terms of business are clear, concise and honored in full, and ensure all dealings are ethical and fair.
4. To speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
5. To ensure claims in advertising and marketing a product or service are true, and never misleading or exaggerated and are not negative about another member's product or service.
6. To consider the interests of local communities and ensure that the impact of their businesses on community life and environment are positive and beneficial.
7. To manage their businesses effectively and efficiently, enhancing the reputation of tourism in Tropical North Queensland and to respond and resolve customer complaints in a timely and courteous manner and to change business processes and policies when necessary.
8. To operate a humane, safe, healthy and satisfying working environment for staff, customers and the public.
9. To manage their staff/employees fairly and equitably.
10. To operate their businesses guided by environmental best practice guidelines, conserving water, energy and the natural environment. Business operations must balance the rights of future generations with current economic needs, preserving and improving Tropical North Queensland's quality of life.
11. To be ambassadors for tourism in Tropical North Queensland and help promote community understanding of the importance of tourism as a vibrant contributor to Tropical North Queensland's economy and quality of life.
12. To always act with the highest ethical integrity and not misuse authority or office for personal gain when serving on the MBBT committee or associated committees.

**Please note that by signing the membership application form, you agree to abide by all conditions set out within the Member's Code of Best Practice.**