

Purpose

To establish clear ethical standards, behavioural expectations and accountability mechanisms for all KITA Members, supporting a professional, collaborative and reputable tourism industry on Kangaroo Island.

Principles

Members will:

- Conduct business with integrity, honesty and professionalism
- Support and enhance the reputation of Kangaroo Island as a destination
- Act responsibly toward customers, staff, the community and the environment
- Contribute positively to a collaborative and respectful industry culture
- Align with KITA's strategic direction and destination stewardship responsibilities

Scope

This Code applies to all KITA Members and their representatives, including owners, managers and employees when acting in connection with their business.

Business Conduct

Members shall:

- Comply with all applicable laws, regulations and industry standards
- Conduct business in a fair, ethical and transparent manner
- Honour all contractual agreements unless varied by mutual consent
- Maintain appropriate licences, insurances and approvals relevant to their operations
- Deliver products and services that meet reasonable quality and safety expectations

Customer Experience and Standards

Members shall:

- Provide a high standard of customer service at all times
- Ensure premises, equipment and services are safe, clean and fit for purpose
- Provide accurate, clear and timely information to customers
- Respond to customer feedback and complaints in a professional and constructive manner

Respectful Conduct

Members shall:

- Treat KITA Staff, Board Members, other Members and stakeholders with respect and professionalism
- Refrain from behaviour that is aggressive, abusive, threatening, discriminatory or defamatory
- Engage constructively in industry discussions, even where views differ
- Support a psychologically safe and inclusive environment across the industry

Members must not engage in behaviour that undermines individuals, damages working relationships or negatively impacts the broader industry culture.

Conduct Toward KITA Staff

Members shall:

- Communicate respectfully and professionally with all KITA Staff
- Respect staff roles, responsibilities and organisational processes
- Not engage in inappropriate, confrontational or unreasonable behaviour
- Comply with expectations outlined in the KITA Staff Code of Conduct when interacting with staff

Industry Collaboration and Conduct

Members are expected to:

- Act in good faith toward other Members and industry participants
- Avoid conduct that unfairly damages the reputation or business of others
- Support collaboration, information sharing and industry development initiatives where appropriate
- Contribute to a unified and positive representation of Kangaroo Island

Communication, Marketing and Representation

Members shall:

- Ensure all advertising and promotional material is truthful, accurate and not misleading
- Present Kangaroo Island and its experiences in a positive and responsible manner
- Use respectful and appropriate communication across all channels, including social media
- Avoid public commentary that may harm the reputation of KITA, other Members or the destination

Environmental and Community Responsibility

Members are encouraged to:

- Operate in a manner that supports environmental sustainability and conservation
- Respect the natural and cultural values of Kangaroo Island
- Consider the impacts of their operations on the local community

Confidentiality and Information Sharing

Members shall respect confidential information obtained through KITA involvement, and not misuse information for personal or commercial advantage where it would disadvantage others.

Bringing the Organisation into Disrepute

Members must not act in a manner that brings, or may bring, KITA, its Members, Staff or the broader industry into disrepute.

Breach of Ethics

1. Lodging a Complaint

Complaints must be submitted in writing to the Chair of KITA

If the Chair is the subject of the complaint, it must be submitted to the Deputy Chair

Complaints must be substantiated with sufficient detail

2. Initial Assessment

The Chair or Deputy Chair may determine if a complaint is frivolous or vexatious

If so, no further action will be taken

3. Investigation

Where a complaint warrants investigation, the Board may appoint a Review Panel or subcommittee

The process will be conducted fairly, impartially and confidentially

4. Natural Justice

The Member subject to the complaint will be given an opportunity to respond

They may provide a written response and/or present their case

5. Outcomes

Depending on the findings, outcomes may include:

- No action
- Informal resolution or mediation
- Formal warning
- Conditions placed on membership
- Suspension or termination of membership in accordance with the Constitution

6. Confidentiality

All complaints and proceedings will be handled in confidence

7. Conflict in Process

Any Board Member with a conflict of interest must not participate in the consideration of the complaint

Review

This Code will be reviewed annually by the Board and updated as required to reflect organisational needs, feedback, and best practice.

Released: April 2026

Next Review Due: April 2027