

SOOKE REGION TOURISM ASSOCIATION

CODE OF CONDUCT

The Sooke Region Tourism Association ("Association") is an industry led corporation, incorporated pursuant to the *Societies Act* [SBC 2015]Ch.18 ("Act") committed to promoting the tourism industry within the District of Sooke. Adherence to this Code of Conduct ensures that the Association and its Members always act in the best interests of the Association while operating in a manner that encourages respect, connectivity, and collaboration.

Purpose

Membership is a privilege and a responsibility. The Association is committed to fostering a professional, respectful, and safe environment for all of its Members and employees. This Code of Conduct outlines the standards of behavior expected from all Association and committee members (corporate and individual), employees, and Directors to ensure ethical conduct, compliance with laws, and the well-being of all participants in Association activities. Members and representatives of the Association **must**:

1. Adhere to all municipal, provincial, and federal laws governing business operations and hold paramount the safety, health and welfare of the public, including the protection of the environment and the promotion of health and safety in the workplace.
2. Treat all individuals with dignity and respect, regardless of race, gender, sexual orientation, age, degree of ability, or any other characteristic. The Association has zero tolerance for harassment, discrimination, or bullying in any form, including but not limited to sexual harassment, verbal abuse, and discriminatory remarks whether verbally, physically, comments to others, or by publication in print or through social media.
3. Avoid situations and circumstances in which there is a real or perceived conflict of interest and ensure conflicts of interest, including perceived conflicts of interest, are properly disclosed and necessary measures, (as outlined in Section 56 of the Act), are taken so a conflict of interest does not bias decisions or recommendations.
4. Maintain the confidentiality of all information concerning the business and affairs of the Association acquired during the professional relationship and must not divulge any such information unless disclosure is expressly authorized by the Association or is required by law.
5. Not engage in dishonourable or questionable conduct, in professional practice, extra-professional activities or private life, that casts doubt on the professionalism or competence of the Association or a Member(s) or reflects adversely on the integrity of the Association.
6. Members shall report any concerns or violations of this Code of Conduct to Association staff. The Association will investigate all reported violations of this Code of Conduct in a manner that is fair, impartial, and confidential.
7. Members found in violation of this Code of Conduct may face disciplinary actions, including but not limited to warnings, suspension, or termination of membership.