



## CODE OF ETHICS

*Members of the Australian Timeshare and Holiday Ownership Council Limited ('ATHOC') agree to be bound by this Code of Ethics.*

This Code of Ethics is adopted for the benefit of both the consumer and the member to ensure that all aspects of the time share industry ("Industry") will be conducted on a high ethical plane, trusted and respected by all. Unawareness of the Code shall be no excuse for its non-observance by any member or anyone acting for the benefit of any member.

### **MEMBERS SHALL:**

- Act at all times in a professional manner to build a reputation for fairness and respect and to enhance the public image of the Industry.
- Give active and not merely passive support to ATHOC, comply with its Memorandum Articles of Association, its rules and regulations and uphold its prestige and reputation within the community.
- Observe and abide by the Code of Ethics and all legislation, regulations and guidelines that govern their activities.
- Act honestly, fairly, courteously and with integrity in all dealings with the public and with other members.
- Adopt responsible and generally acceptable trade practices.
- Act with due skill, care and diligence in the performance of their duties.
- Be responsible for the actions of their employees and others acting under their authority or direction.
- Strive to maintain and improve their professional knowledge, skills and competence.

### **MEMBERS SHALL NOT:**

- Breach in the spirit, apart from the letter, the principles, objects and ethics of ATHOC and this Code.
- Convey false, untrue, deceptive, or misleading information nor make material omissions, through advertisements, statements, photographs, sales information, documents or other means which would be likely to affect consumer decision-making.
- Exert undue influence, pressure or persuasion on potential purchasers of time share products to the detriment of the public perception on the Industry.
- Use the fact of membership in a misleading manner.