

## New Zealand Cruise Association Member Code of Conduct

### **1. Commitment to New Zealand Tourism**

Actively work to enhance and promote the New Zealand cruise and tourism industry.  
Collaborate with fellow members to develop and implement sustainable tourism practices.

### **2. Ethical Conduct**

Act with integrity, honesty, and fairness in all business dealings.  
Avoid engaging in any activities that may compromise the association's reputation or ethical standards.

### **3. Support for Fellow Members**

Foster a spirit of cooperation and mutual support among association members.  
Share knowledge and resources to benefit the collective success of the association.

### **4. Timely Financial Responsibility**

Pay all membership dues, fees, and operator invoices promptly.  
Maintain financial transparency and integrity in all financial dealings.

### **5. Upholding Brand Integrity**

Uphold the highest standards of professionalism and ethics.  
Ensure that all actions and communications reflect positively on the association and New Zealand's tourism industry.

### **6. Compliance with Laws and Regulations**

Adhere to all relevant laws, regulations, and industry standards.  
Maintain a commitment to environmental responsibility and conservation efforts.

### **7. Responsible Marketing and Promotion**

Represent New Zealand's cruise industry honestly and accurately in all marketing and promotional activities.  
Avoid any misleading or deceptive practices that could harm the reputation of the association, the industry, or New Zealand.

### **8. Conflict Resolution**

Address conflicts or disputes with other members in a respectful and constructive manner.  
Seek mediation or assistance from the association if necessary to resolve issues.

### **9. Continuous Improvement**

Stay updated with industry trends, best practices, and evolving technologies.  
Strive for continuous improvement in service quality and customer satisfaction.

### **10. Commitment to Safety**

Prioritize the safety and well-being of passengers, employees, and the environment.  
Comply with all safety regulations and standards applicable to the tourism and visitor industry.

### **11. Diversity and Inclusion**

Embrace diversity and inclusion, respecting the rights and dignity of all individuals.  
Promote an inclusive environment within the association and the broader tourism industry.

**12. Regular Communication**

Stay informed of association news, events, and initiatives.  
Actively participate in association meetings and discussions.

**13. Responsible Tourism**

Promote responsible and sustainable tourism practices to minimize environmental impact.  
Educate passengers and stakeholders about the importance of Tiaki and preserving New Zealand's natural beauty and cultural heritage.

**14. Confidentiality**

Maintain the confidentiality of sensitive information shared by fellow members and the association.

**15. Compliance with the Code**

Members are expected to comply with this Code of Conduct as a condition of association membership.  
Violations may result in disciplinary actions, including membership suspension or termination.

By adhering to this Code of Conduct, members of the New Zealand Cruise Association demonstrate their commitment to the association's values, the betterment of New Zealand's tourism industry, and the highest standards of ethical conduct.

Members shall comply with the requirements of the Fair-Trading Act 1986, the Commerce Act 1986 and with all other statutes and Regulations which regulate trade, and which govern business practices in New Zealand, and Australia.

Members shall comply with all relevant safety standards such as Maritime NZ, CAA, WorkSafe, Food Safety, Passenger Service licences etc

Noncompliance to this code could result in a termination of membership.