

INDUSTRY PARTNERSHIP CODE OF CONDUCT 2026-2027

Experience Gold Coast Pty Ltd (**the Company**) the Company's Industry Partnership (**Partner**) Code of Conduct (**Code**) outlines professional guidelines to support our commitment to raising the standards and service levels for the Gold Coast visitor economy.

Partners have an active role to play in driving the growth and success of the Gold Coast's visitor economy. This Code outlines the core principles ensuring the conduct of Partners will enhance the Gold Coast's visitor economy and contribute positively to a unique, memorable and enriching visitor experience. The Company expects all Partner's will reinforce these principles as set out below:

1. Act with due care and skill and in an ethical, fair and professional manner towards other Partners, customers and the Gold Coast community.
2. Understand regulatory and compliance obligations applicable to the product or service being supplied.
3. Comply with all relevant laws and regulations in relation to bribery, corruption and other prohibited practices.
4. Conduct business dealings whether verbal or written with honesty and transparency, ensuring all contractual agreements are fair and comply with all applicable laws and regulations.
5. Engage in all communications and interactions with professionalism, valuing diverse perspectives and addressing disagreements constructively. Ensuring all individuals are treated fairly and equitably, regardless of race, gender, age, disability, religious belief, sexual orientation or cultural background.
6. Ensure claims in advertising and marketing products or services are true, not misleading or exaggerated and are not negative about another Partner's product or service.
7. Operate an effective and efficiently, enhancing the reputation of the Gold Coast visitor economy, addressing and resolving customer complaints in a timely and courteous manner.
8. Commitment to promoting a culture of health and safety awareness and complying with all health and safety laws and regulations for staff, customers and the public.
9. Ensure compliance with all applicable laws and regulations in relation to equal employment opportunity practices in the workplace which values equal opportunity free of modern slavery, unlawful discrimination, bullying or harassment.
10. Consider environmental best practice guidelines for the efficient use of energy, water and natural resource consumption and reduce the risk of pollution, loss of biodiversity and damage to ecosystems.

11. Consider risk management frameworks and practices that proactively manage risks that might impact the Company and wider community (incl. Cyber security or other significant incidents that may cause major disruption).

12. Be ambassadors for the Gold Coast visitor economy and help promote community understanding of the importance of this as a vital contributor to the local economy.

PLEASE NOTE

The Company reserves the right to carry out assessments of Partner practices to ensure alignment with this Code.

Partners are expected to:

a) Respond in full and be open and honest in response to any request for information.

b) Complete an agreed corrective action plan to address any breach or shortcoming regarding this Code.

Where a Partner is in breach of this Code and does not agree to work with the Company to implement a corrective action plan, the Company will seek to take further action, which may include termination of the Partnership relationship where necessary and appropriate.

By paying your invoice, you agree to The Company's Industry Partnership Code of Conduct 2026-2027.