

## DEVELOPING A CODE OF CONDUCT

A Code of Conduct is really an agreement that outlines the responsibilities and expectations of the parties involved. At the very least, you should articulate the manner in which you will serve alcohol (or refuse service) and your policy regarding bookings. Professional tour operators will never ask for – or expect – kickbacks and incentives, so spend time getting the offer right in the first place to avoid any misconceptions. Your code can also expand to include protocols for site and vineyard tours too.

Following is an example of a simple Code of Conduct developed for the Barossa and distributed to wineries and tour operators servicing the region.

### The Barossa Wine Tourism Code of Conduct

#### **Every visitor is welcome in the Barossa.**

As South Australia's most visited wine region, wineries in the Barossa cater for almost 2.5 million cellar door visits by over half a million visitors each year.

With over 50 wineries with cellar doors open to the public, visitors enjoy a variety of experiences offered by small family-owned and large corporate wine companies. The majority of visitors travel with friends and relatives in their own car and enjoy the hospitality offered at cellar doors.

Like events, tour groups present challenges to wineries and wine regions. They need to be well planned and managed for the benefit of the winery and the tour operator, but most importantly, for our visitor.

This Code of Conduct is a joint commitment between the wineries who welcome visitors to their cellar door and the tour operators who bring them. Each acknowledges they have an important role to ensure that every visitor is welcome in the Barossa.

#### **As a winery:-**

- We will extend the same friendly hospitality and professional service to all of our visitors, irrespective of their mode of transport
- We will ensure adequate access and parking facilities for tour operators
- We understand the implications of rate changes for tour operators and therefore:
  - We will set rates (if applicable) to be effective in line with the standard tourism year of 1<sup>st</sup> April to 31<sup>st</sup> March each year
  - We will review rates (where applicable) on an annual basis giving at least six months notice for changes to rates to be effective from 1<sup>st</sup> April to 31<sup>st</sup> March each year
  - We will honour all written rate agreements entered into with individual tour operators
- We will comply with the mandatory code of practice of the Liquor Licensing Act 1997 including tactful refusal of service to minors and intoxicated people

#### **As a tour operator:-**

- We will maintain a current *South Australian Tourism Commission Operator Contract* providing evidence that our business is conducted to the highest possible standards, in accordance with all applicable legal requirements, including appropriate indemnity and insurance
- We understand that groups may require additional staffing to maintain service standards, and therefore:
  - We will make bookings at least 24 hours in advance
  - We will host and manage our visitors' behaviour at all times
  - We will give consideration to other non-group visitors to the winery
- We support and will contribute to the appreciation of wine and management of responsible intake of alcohol by our visitors
- We understand and will comply with the mandatory code of practice of the Liquor Licensing Act 1997 including tactful refusal of service to minors and intoxicated people