



## Code Of Conduct

The Dawn Alliance is committed to building and maintaining its good reputation among clients, business contacts, competitors and in the wider community. The Dawn Alliance reputation is a valuable asset and one that depends on the highest standards of responsibility, fairness and integrity. Maintaining these standards means that all members of the Dawn Alliance must set a good example at all times and conduct ourselves in a way that demonstrates the highest ethical standards in the performance of our business.

Dawn Alliance customers expect us to be honest and to act with integrity. This means knowing we have acted honestly and properly at all times. Ethics is about knowing the right thing to do. It governs what we say and don't say, and what we do and don't do.

The Dawn Alliance *Code of Conduct* is a framework for the kind of personal behaviour that is fundamental to our business success.

### 1 CLIENT COMMITMENT

The aim of each Dawn Alliance member is to achieve success by supporting client businesses to achieve their goals in an injury and accident free environment through the provision of professional consulting services and products to continuously improve operations, risk management, safety, health, environmental, security & training performance.

This means taking personal responsibility to deliver a standard of service that goes beyond customer expectations and exceeds the service provided by competitors. In providing this service each member has a responsibility to deal in a fair, open and honest manner with all of its clients to review, challenge and improve work practices and processes which may stand in the way of better standards of customer service, and to recognise that customer loyalty depends on the member's individual relationships with its clients.

### 2 RESPECT FOR PEOPLE

Dawn Alliance members respect a the ethos of a 'fair go for all'. This value is crucial to the personal and professional standards we expect in our workplaces. It also means that that members respect the principles of:

- Equal employment opportunity;
- Acknowledge and value diversity in culture and opinion;
- When and if available, offer opportunities for promotion on merit;
- Cultivate an environment of trust through open and honest communication;
- Promote self-improvement and skills development;
- Encourage effective empowerment, teamwork and participative decision making; and



- Continually review our safety standards to ensure a healthy and safe environment for our staff, customers, suppliers and the community.

### **3 ACCOUNTABILITY & RESPONSIBILITY**

Complementing the value of “Respect for People”, and the personal and professional workplace standards it demands, we take responsibility and accountability for our actions, and maintain the integrity of performance within our area of responsibility. In all our business dealings, we will promote trust, openness, teamwork, professionalism and pride in what we do.

### **4 STANDARDS OF PERSONAL & PROFESSIONAL CONDUCT**

To maintain client confidence in the integrity of all Dawn Alliance members and staff, it is essential that we be seen to exhibit the highest ethical standards in carrying out our duties as we deliver consultant or contract services and products to all clients.

We will take pride in our work and must act, and be seen to act, in line with the Dawn Alliance Values Statement as outlined elsewhere on the Dawn Alliance web site.

### **5 PERFORMING DUTIES**

Dawn Alliance members will perform their duties, in accordance with the following principles:

- Operate in a safe manner and observe the member’s safety guidelines and client safety management system when on a client worksite;
- Act professionally at all times and never make representations without first checking the underlying facts;
- Act impartially, with integrity, be fair and do not mislead people;
- Provide efficient and effective service to our clients;
- Be honest in all our dealings and never be a party to anti-competitive behaviour;
- Be prepared to demonstrate the reasons for our decisions;
- Be alert for any conflicts of interest and take appropriate steps to deal with them;
- Make the best use of our knowledge and experience when exercising our technical or professional judgement;
- Maintain and develop knowledge of our respective individual professional fields;
- Protect the confidentiality of all information made available to the member;
- Look after and do not misuse the member’s assets;
- Do not commit fraud or engage in corrupt conduct;
- Comply with the member’s policies and procedures; and



- Always protect the good name of the member and the Dawn Alliance.

## **6 BEHAVIOUR TOWARDS OTHERS**

In responding to our value of respect for people, ethics plays a major part in the way we behave towards others. Dawn Alliance members commit to:

- Treat clients, their staff and other Dawn Alliance members with respect and sensitivity to their rights, provide appropriate assistance and, if necessary, guidance;
- Lead by example and encourage our colleagues to exercise similar qualities of personal and professional behaviour to those outlined above;
- Ensure that staff and resources are managed in a way that will, to the greatest extent possible, avoid the opportunity for unethical behaviour by others; and
- Follow all member health and safety policies and procedures, ensuring that we work in a safe manner while not putting ourselves or others at risk.

## **7 ALCOHOL & OTHER DRUGS**

Dawn Alliance members have a zero tolerance alcohol and illicit drugs policy, and as such, we should not come to work or return to work if we are under the influence of alcohol or other drugs that could impair our ability to do our job or cause danger to ourselves or others. If we are taking prescribed medication that could affect our work performance, we should discuss this with our medical practitioner and Dawn Alliance member management where appropriate.

Please also refer to the Dawn Alliance member Drug and Alcohol Management Policy for further guidance.

## **8 CONFLICTS OF INTEREST**

A conflict of interest arises when our personal interests, or those of people close to us, conflict with the impartial performance of our professional duties. A conflict of interest could exist where we have a personal interest, or a family member, relative or anybody close to us has an interest, that could lead us to be influenced in the way we conduct our duties.

The perception of a conflict of interest could arise where circumstances exist which would lead a reasonable person to think that we could be influenced.

Where a conflict of interest or its perception arises, the Dawn Alliance member will take all steps necessary to resolve the conflict (or perception).

## **9 COMPANY INFORMATION**

Information relating to Dawn Alliance member commercial activities is an important factor in our business success and should be protected. We should not use information about a Dawn Alliance member, its staff, customers or business relationships to gain personal advantage for ourselves or other



people, or to damage the Dawn Alliance, its members, other people or organisations. We must also protect information from, or about, third parties.

Business information that is not confidential should be communicated in an honest and unbiased manner.

All Dawn Alliance members and their staff have a responsibility to maintain the privacy of personal information and are not to release such information held by any Dawn Alliance member to other parties. Any requests received from external parties for personal information should be referred to the Dawn Alliance member senior representative for guidance.

The treatment of confidential information and sharing of information between Dawn Alliance members is governed by the Members' Agreement dated 30/08/2013 and the Dawn Alliance rules as amended from time to time.

## **10 DOCUMENT REVIEW**

This Dawn Alliance Code of Conduct will be reviewed annually as a minimum document review standard or on a needs basis if required prior to the annual review.

*This Code Of Conduct document was reviewed and approved by the Dawn Alliance Board 14 November 2013.*