



Wildlife Tourism Australia: Code of Conduct

Wildlife Tourism Australia Inc.

March 2007

The aim of this Code of Conduct is to promote high standards within the Australian wildlife tourism industry with regard to:

- animal welfare
- wildlife and habitat conservation
- the quality of the visitor's wildlife experience

By adopting these guidelines, members of Wildlife Tourism Australia will set an exemplary example to other operators and to tourists.

At this stage, the Code of Conduct is voluntary, but it is intended that after a trial period it will be included in WTA's Rules of Incorporation, and (subject to available resources) monitored through a formal process. As part of new membership applications or membership renewal, all members of Wildlife Tourism Australia will be asked to tick a box stating that they agree to comply with this Code.

All members of Wildlife Tourism Australia agree to adhere to the following principles and practices, where applicable to their activities:

- Adhere to all relevant laws and license conditions.
- Be committed to the conservation of Australian native wildlife.
- Have practices in place specifically designed to minimise any negative impacts of wildlife viewing and interaction on wildlife.
- Avoid marketing wildlife viewing opportunities that are unrealistic or that are likely to have a significant negative impact on the animals being viewed.
- Adhere to high standards of animal welfare.
- Provide interpretation that includes messages designed to enhance public awareness and/or involvement in conservation.
- Be committed to providing a wildlife experience for visitors that is enjoyable, memorable and promotes appreciation of wildlife.
- Have a risk management strategy, including practices specifically designed to ensure visitor safety if potentially dangerous animals are involved in viewing.
- Adhere to all policies of Wildlife Tourism Australia.
- Identify as a member of WTA where possible through appropriate marketing and promotional material.

Although not a condition of membership, WTA members are also strongly encouraged to become actively involved in conservation initiatives.