On 19 January 2015, the new ADS Code of Business Standards and Ethics will come into effect. Use this factsheet to understand the rules on conducting shopping activities during ADS tours.

Your responsibilities
You must:
› ensure that the amount of time spent at commission-linked shopping outlets is no more than 90 minutes each day.
› ensure that where commission-linked shopping is to occur, tourists must also visit a competitive retail area at the same destination for at least the same duration.
› not force tourists to shop somewhere they don’t want to.
› not stop tourists from shopping in their choice of stores.
› not arrange for tourists to be taken to shops that sell products that are fake or labelled to deceive tourists.
› not criticise the quality or availability of a shop’s products or services.

What is a competitive retail area?
› It is an area or mall containing a range of retail outlets with a variety of shopping options.
› A list of competitive retail areas for free shopping is listed at Attachment F in the code.

What is a commission-linked shopping outlet?
› It is a shop from which you have, or will receive commission, either before or after a visit by a tour group. This includes commission paid to your associates, tour guide or ADS outbound tour operator.

Example
› The tourists are scheduled to visit Sydney for two days.
› On the itinerary, you have scheduled a visit to a commission-linked shopping outlet for 1 hour on day one and 1 hour on day two.
› This means that the itinerary must also include a visit to a competitive retail area in Sydney for 2 hours.

More information
› For a complete list of your responsibilities, please read Section 4 of the ADS Code of Business Standards and Ethics available at www.austrade.gov.au/ads

For more information:
email ads@austrade.gov.au
phone 1800 048 155
or visit austrade.gov.au