

# APPROVED DESTINATION STATUS (ADS) SCHEME

## TOUR GUIDE RESPONSIBILITIES



On 19 January 2015, the new *ADS Code of Business Standards and Ethics* will come into effect.

Use this factsheet to understand your responsibilities as a tour guide under the new code.

### General obligations

You must:

- › comply with all relevant laws and regulations in Australia
- › maintain records of the services you provide in relation to ADS tour services, including all commissions and other benefits you receive
- › continue to meet the requirements for approved tour guides at Attachment B in the code
- › meet the requirements for approved tour guides at Attachment C in the code, effective from 1 July 2016
- › attend any training or workshops as directed by Austrade.

### ADS tour services

You must:

- › run your tours to a high standard
- › take steps to keep tourists safe and secure and free from physical or psychological threats or abuse
- › only sell or promote products and services that are good value for money
- › not provide misleading information to tourists.

### ADS itineraries

You must:

- › follow the itinerary for the group and not make any changes
- › deliver all items listed in the itinerary
- › tell the inbound tour operator (ITO) if the tourists do not have a copy of the itinerary.

### Tour inclusions

- › You cannot charge for services or entrance to venues which are free or have already been paid for by tourists.

### Shopping

You must not:

- › force tourists to shop somewhere they don't want to
- › stop tourists from shopping in their choice of stores
- › take tourist to shops that sell products that are fake or labelled to deceive tourists
- › criticise the quality or availability of a shop's products or services.

### Coach and bus transport

- › You must check that the ADS sign is displayed in the bus used for the tour. If the sign is not displayed, you must tell the ITO.

For more information:  
email [ads@austrade.gov.au](mailto:ads@austrade.gov.au)  
phone 1800 048 155  
or visit [austrade.gov.au](http://austrade.gov.au)



## Flexible tour arrangements

Where an itinerary has flexible tour options, you must:

- › make sure all tourists are supervised by yourself or the tour leader
- › give the tourists your mobile phone number and be contactable during this time.

## Free time tour arrangements

Where an itinerary has free time, you must:

- › meet the tourists at the end of the free time at the place listed in the itinerary
- › give the tourists your mobile phone number and be contactable during this time
- › tell the ITO immediately if any tourists do not return at the end of the free time.

## Immigration compliance

You must:

- › take steps to ensure that tourists do not intentionally leave the tour and are supervised to reduce the risk of such incidents
- › tell your ITO if any tourist does intentionally leave the tour
- › not help tourists to intentionally leave the tour
- › tell your ITO if you suspect that any tourists are working, studying or doing business
- › tell your ITO immediately if there are any other immigration issues with the tour
- › tell your ITO immediately if tourists are delayed in leaving Australia due to unforeseen circumstances.

## More information

- › For a complete list of your responsibilities, please read Section 5 of the *ADS Code of Business Standards and Ethics* available at [www.austrade.gov.au/ads](http://www.austrade.gov.au/ads)

**For more information:**  
email [ads@austrade.gov.au](mailto:ads@austrade.gov.au)  
phone 1800 048 155  
or visit [austrade.gov.au](http://austrade.gov.au)