



CODE OF ETHICAL CONDUCT

1. PURPOSE

The WWF-Australia Code of Ethical Conduct sets the standards of behaviour and describes the decision making processes expected of all WWF-Australia Board members, staff members, volunteers and interns. Implicit in accepting a position on the governing Board, employment, an internship or volunteering with WWF-Australia is accepting a commitment to these principles and a personal agreement to work in accordance with this framework.

The Code applies whenever Board members, staff members, interns and volunteers are identified as representatives of WWF and, in some circumstances, this will include out of hours work activities or personal time when individuals are identified as representing WWF.

The Code is supported by a number of more detailed policies and approaches each of which contributes to our overarching commitment to high ethical standards and the protection of WWF's reputation as a professional and responsible conservation organisation with a mission to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

No organisational protocol can foresee every conceivable circumstance and WWF-Australia Board members, staff, interns and volunteers are expected to apply WWF's values and principles when making decisions on behalf of the organisation or when making decision that may impact or reflect upon WWF and its public image.

2. OUR VALUES

2.1. WWF-Australia Board members, staff, interns and volunteers are expected to behave in accordance with WWF-Australia's agreed¹

2.2. I-KODE Values Table

Value	Tone of Voice	Behavioural Descriptors
Knowledgeable	Science & facts based, wise, smart, intelligent, expert	<ul style="list-style-type: none"> • Develops and shares knowledge • Applies facts, logic and professional knowledge in their work • Stays informed about current developments and trends in areas relevant to their work
Optimistic	Inspiring, positive, ambitious, successful	<ul style="list-style-type: none"> • Displays positivity and confidence at work • Is supportive and encouraging of the efforts of colleagues • Displays resilience in times of pressure • Embraces challenges and is enthusiastic in supporting WWF's work
Determined	Passionate, urgent, results-	<ul style="list-style-type: none"> • Demonstrates perseverance and commitment to WWF's work • Enthusiastically pursues agreed objectives within agreed

¹ WWF-Australia's Values were adopted in 2010 after following consultation with staff.



	oriented	timelines <ul style="list-style-type: none"> • Seeks solutions to problems, develops alternative approaches and overcomes challenges to achieve desired results
Engaging	Open, available, accessible	<ul style="list-style-type: none"> • Listens, asks and answers questions and shows understanding • Is approachable, responsive, and communicates availability • Builds rapport and cooperative relationships • Understands and respects individual, social and cultural differences
Acts with Integrity		<ul style="list-style-type: none"> • Acts consistently , constructively and ethically, in accordance with WWF protocols and standards • Reliable, consistently does what they say they will do • Treats others fairly • Takes responsibility for own actions • Demonstrates self-awareness, manages own emotional response, and is aware of the impact of own behaviour on others

3. ETHICAL STANDARDS

3.3. WWF-Australia Board members, staff, interns and volunteers, are expected to commit to and maintain a high standard of ethical conduct at all times. This is particularly important because of the nature of WWF’s work and the trust and support WWF enjoys with its stakeholders and the community at large.

3.4. Ethical decision making requires us to exercise judgement in canvassing both the potential positive or negative impacts of any decision on a range of stakeholders affected and to exercise *a duty of care* in making all decisions so that potential harm is minimised.

3.5. Decision making should be guided by:

- ✓ a recognition of the essential dignity of each and every person.
- ✓ an active concern for the wellbeing of the community and the environment
- ✓ WWF’s commitment to the provision of a challenging and safe workplace in which people can flourish

3.6. When faced with an ethical situation, an ethical decision making model, as outlined below, will be applied to guide individual decision-making and ensure that sufficient attention and consideration is given to WWF’s values and ethical standards.



WWF-Australia

ETHICAL DECISION MAKING MODEL

Step 1: Define the problem – why is this situation difficult?

Step 2: Identify and consider different stakeholders perspectives – how will my actions be interpreted by our critical stakeholders?

Step 3: Identify relevant WWF principles, values and policies – what actions will be in accordance with WWF's values?

Step 4: Specify and evaluate alternatives – what are the multiple ways this issue can be resolved?

Step 5: Get another opinion from a person who understands WWF's values such as your Manager, a member of the Executive Team or People & Organisation Development – is what I think is acceptable, acceptable to others?

Step 6: Make a decision and act – how can I defend the decision I have made if it appears in the media tomorrow?

4. GUIDING PRINCIPLES

4.7. WWF-Australia works in accordance with the WWF Global Network's guiding principles and will:

- Be global, independent, multicultural and non-party political.
- Use the best available scientific information to address issues and critically evaluate all its endeavours.
- Seek dialogue and avoid unnecessary confrontation.
- Build concrete conservation solutions through a combination of field-based projects, policy, capacity building and education work.
- Involve local communities and indigenous peoples in the planning and execution of its field programs, respecting their cultural as well as economic needs.
- Strive to build partnerships with other organisations, governments, business and local communities to enhance its effectiveness.
- Run its operations in a cost-effective manner and apply donors' funds according to the highest standards of accountability.



5. ETHICS IN FUNDRAISING

5.8. WWF-Australia conforms to the Fundraising Institute of Australia's Code of Professional Conduct and Ethics in undertaking its fundraising activities –

http://www.fia.org.au/AM/Template.cfm?Section=Principles_and_Standards_of_Fundraising_Practice&Template=/CM/HTMLDisplay.cfm&ContentID=9957

5.9. WWF-Australia is a signatory to the Australian Council For International Development (ACFID) Code of Conduct which is the coordinating body for Australian non government overseas aid and international development organisations <http://www.acfid.asn.au/code-of-conduct>.

6. CODE OF ETHICAL CONDUCT PRINCIPLES

6.10. WWF-Australia's Code of Ethical Conduct requires all Board members, staff, interns and volunteers to commit to working with WWF in a way that:

- ✓ safeguards society's ethical standards of honesty, integrity and personal accountability
- ✓ promotes personal accountability and responsibility at work
- ✓ ensures we work openly and collaboratively with each other and with our key stakeholders

6.11. WWF-Australia is committed to nurturing a workplace culture where our people know the right thing to do and are empowered to do this. To this end we accept ethical behaviour accountability at every level:

Leaders and Senior Managers

- ✓ Communicates WWF's Code of Ethical Conduct as the way decisions get made
- ✓ Role models ethical behaviour and sets the ethical tone for the organisation
- ✓ Takes immediate action against any violations of the Code of Ethical Conduct.
- ✓ Promotes transparency by providing information about organisational matters on a timely basis

Managers

- ✓ Communicates Code of Ethical Conduct as the standard for how all relationships should be managed
- ✓ Represents a good example of ethical conduct and provides opportunities to employees to discuss the Code and its obligations
- ✓ Ensures that staff members perceive that staff at all levels are held accountable for any Code violations

All volunteers and interns

- ✓ Familiarise themselves with the Code of Ethical Conduct and accept personal responsibility in this area
- ✓ Ensure personal behaviour is consistent with the Code's principles
- ✓ Raise concerns if they witness inappropriate behaviour that might call the Code into question



7. SCOPE AND RESPONSIBILITIES

7.12. This policy applies to all WWF Board members, staff members, volunteers and interns at all WWF-Australia workplaces.

7.13. Executive Management are responsible for:

7.13.1. Setting the ethical tone of the organisation and modeling behaviour consistent with WWF policies

7.13.2. Ensuring that all WWF people step up to the agreed ethical standards that underpin WWF's success.

7.14. People & Organisation Development are responsible for:

7.14.1. Ensuring that all WWF members understand the Code's standards and ethical principles

7.15. People Managers are responsible for:

7.15.1. Behaving in ways consistent with agreed ethical standards

7.15.2. Applying the organisation's values when making decisions on behalf of the organisation

7.16. All employees, volunteers and interns are responsible for:

7.16.1. Behaving in ways consistent with agreed ethical standards

7.16.2. Personal accountability to the agreed ethics principles and values

8. APPROVAL

Name:

Dermot O'Gorman

Title:

Chief Executive Officer

Date of Issue:

11 May 2011

Annex 1 attached



Annex 1

WWF International Code of Ethics

1. PURPOSE

This policy defines how WWF International behaves towards our Mission, Our World, and Ourselves.

2. POLICY

OUR MISSION

WWF has a clearly stated mission and purpose. All of our programmes support that mission, and its goals will be more easily reached if the following principles are embraced.

- 2.1. We will be global, independent, multicultural and non-party political.
- 2.2. We will use the best available scientific information to address issues and critically evaluate all our endeavours.
- 2.3. We will, wherever possible, seek dialogue and avoid confrontation.
- 2.4. We will build concrete conservation solutions through a combination of field-based projects, policy initiatives, capacity building and education.
- 2.5. We will involve local communities and indigenous peoples in the planning and execution of our field programmes, and we will respect their cultural and economic needs.
- 2.6. We will maximize our effectiveness by building partnerships with other organizations, governments, businesses and local communities.
- 2.7. We will run our operations in a responsible and cost-effective manner, and apply donors' funds according to the highest standards of accountability and transparency.

OUR WORLD

- 2.8. We will at all times seek to minimize the environmental impact (especially any adverse impact) of our activities, and make sure that they always comply with all environmental protection legislation. In our daily lives, both at work and in our private time, we will practice what we preach by doing all we can to reduce pollution and waste, and wherever possible use renewable and recyclable materials. And we will encourage all those with whom we interact to do the same.

OURSELVES

- 2.9. **Our behaviour towards each other.** We will at all times respect the rights of our colleagues, welcome the strengths of our differences, enjoy the richness of diversity,



treat each other with dignity and respect, encourage teamwork and collaboration, foster an atmosphere of candour and openness, whilst always condemning all forms of discrimination and political manoeuvring.

- 2.10. **Our behaviour towards the public at large.** Just as we respect the cultural and ethnic diversity of our colleagues, so we respect the diversity of the peoples of the world. In our dealings outside our organization we will always be honest and open, never discriminate or pre-judge others for cultural, ethnic, religious or political or any other reasons. We will record and respond to criticisms we receive, in order to learn from, and avoid repeating mistakes.
- 2.11. **Our behaviour towards governments and organizations.** As a global, multi-cultural organization, we embrace the concept of “better together”; we recognize and encourage cooperation and collaboration with like-minded organizations. While their missions may not be the same as ours, we recognize the validity and value of their goals. At the same time, we maintain our independence and vigorously defend our point of view. We will always share credit with our partner organizations, be they strategic, funding or implementing partners.
- 2.12. **Our behaviour towards the media and opinion influencers.** While we recognize and appreciate the value of the world’s media in disseminating our point of view and informing governments, industry and the public at large of our mission and goals, we will always be honest, unambiguous and politically neutral in all contacts with them. We will do all we can to prevent our statements being manipulated or misused in order to support any political, ethnic or religious viewpoints with which we disagree.
- 2.13. **Our behaviour towards our corporate partners.** In order to achieve our mission, we recognise the need to engage with the corporate sector and foster active cooperation with sector leaders. We will work with the corporate sector in a professional, open, honest and straightforward way. We will maintain our independence whilst respecting their views and we will challenge and inspire them to move towards a more sustainable future.
- 2.14. **Our behaviour towards our suppliers and consultants.** In selecting outside, independent resources, we will at all times be fair, objective and open-minded in our assessment of their abilities. We will not accept favours or bribes, and we will not allow any tokens of appreciation we are offered to affect our judgement. We will not allow family, religious, tribal, political or any other personal connections to influence the award of contracts.
- 2.15. **Our behaviour towards our institution.** We will at all times conduct ourselves in a manner which brings credit to WWF and which enhances the efficiency and effectiveness of our organization. We will be careful custodians of the funds placed in our care, managing them with stringent honesty and transparency and constantly seeking the most cost-effective solutions, even at the price of personal inconvenience.