

## Code of Ethics for Members of the Australian Retail Council

Effective: February 2026

### Purpose

This code of ethics is established to promote and maintain the highest professional conduct among the membership of the Australian Retail Council (ARC). Members are expected to adhere to these fundamental principles through responsible self-regulation to ensure the reputation of the ARC as a leading industry body.

The ARC is committed to leading and supporting the Australian Retail community to grow and thrive.

This code aims to:

- encourage members to help raise social, ethical and business standards of our industry,
- strengthen the competitive edge of Members of the Association by assuring customers and suppliers that they have the right to always expect the highest standards from Association members,
- encourage our members in the pursuit of excellence and promote the Association's reputation.

### Applicability

Adherence to this code is required by all ARC members, whether individuals or corporate entities of the ARC. Members are expected to apply this code based on responsibility, character and professionalism.

### The Code

The ARC does hereby adopt and proclaim six fundamental ARC member principles of ethics:

**INTEGRITY – Exemplify industry leadership** by acting straightforward and honest in all professional and business relationships.

**PROFESSIONAL BEHAVIOUR – Comply with the relevant laws and regulation** by avoiding any conduct that may discredit the ARC.

**FAIRNESS – Act reasonably in public business** by striving to be fair and respect the legitimate commercial prosperity of other members.

**CARING – Demonstrate genuine care and respect for human dignity** by treating all people with equal respect and dignity regardless of sex, race or national origin.

**COMMITMENT TO EXCELLENCE – Protect industry, business standards** by supporting positive ethical models that favour consumer confidence.

**HONESTY – Always consider the consequences of actions** by accomplishing business objectives in a manner that causes the least harm and the greatest positive good.

#### Conditions of Membership

On joining the ARC, the Member accepts and agrees to be bound by the Code and must adhere to the ARC rule book ("the ARC Rules") and policies.