

Members Code of Conduct

The BAA Objective

The objective of the BAA is to encourage positive social interaction amongst the various facets of the Brisbane Advertising Industry and to raise funds for worthwhile charitable causes, institutions and members in need.

The BAA Principles

The BAA operates with three Principle Pillars that guide the positive conduct expected of members. BAA Principles are to **Socialise, Participate** and **Give**.

The BAA Code of Conduct

BAA members are expected to conduct themselves **Positively, Collaboratively** and **Professionally**. BAA members are considered advocates for the BAA and are expected to uphold the BAA Principles and this Code of Conduct at all times. BAA members are also expected to lead by example and set a professional tone for the Brisbane Advertising and associated industries.

BAA Life, Committee and **General financial members** are expected to:

1. Support BAA's Objective, be guided by the BAA Principles and adhere to the BAA Code of Conduct
2. Be respectful to other members, clients and colleagues; in person, via electronic media and social media
3. Represent the best interests of the Brisbane Advertising and associated industries
4. Demonstrate a high standard of participation in BAA events, activities and communications
5. Be committed to personally engaging in:
 - i. Promoting the BAA Code of Conduct to your invited guests at BAA functions so they are aware of expected code of conduct
 - ii. Positive interaction with other BAA members, associates, colleagues and clients
 - iii. Professional conduct at BAA industry events and associated events
 - iv. Respect for the diversity and individuality of all people in the industry and community
 - v. Excellence in professional service to the industry, clients and community
6. Support and promote the BAA to colleagues and other professionals in the industry including:
 - i. Articulating the Objective, Principles and Code of Conduct of the Association
 - ii. Using opportunities to talk to people outside the industry about the BAA
 - iii. Encouraging non-members to engage with the BAA through attendance, participation and support.