



# TCE Code of Ethics

## Preamble

The purpose of this Code of Ethics is to act as a guide for The Cause Effect to operate in a professional and ethical manner. It recognises the responsibility of a business to act intelligently, ethically, mindfully and sustainably towards not only those that we engage in business with, but to the greater world and the environment.

## The Purpose and Values of the Business

The Cause Effect. believes that business *can* and *should* be a force for good. We also believe that brands have a valuable role to play as facilitators, educators and collaborators. And lastly, we **know** that doing good is good for business, society, people and the planet.

And that's why we exist. We're on a mission to make meaningful Purpose a vital part of everyday business in Australia and beyond.

We do this by helping our clients, our partners and others in our network to define, articulate and embed meaningful purpose into their businesses and organisations, in a way that translates to sustainable social impact.

Our values underpin the work we do, the clients we seek, and the challenges we address.

We are **AMBITIOUS** in what we seek to achieve and we are **BRAVE** in the way we show up.

We are **VITAL** in the work we do and the way we support others.

And along the way we make sure we **ENJOY THE RIDE**.

Our membership and investment in organisations such as Pledge 1%, B1G1 and **Conscious Capitalism** demonstrates our commitment to directly and indirectly support business as a force for good.



## First Peoples Acknowledgement

In the spirit of reconciliation, The Cause Effect acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

## Employees

The people at The Cause Effect are what make up the very core of our business. As a professional services firm, our employees are the heart and head of the organisation. We seek to nurture the talent, health, happiness, education, and skills of our employees. In turn, we hope that employees will be respectful of each other and of clients, colleagues, and partners outside the firm.

We strive to honour the diversity of our staff and to promote their ideas, work, and aspirations. We seek to create an environment in which the skills and talents of each employee are best used to help us achieve our overarching goals. Discrimination, of any kind, is not consistent with our mission and values, and it will not be tolerated.

## Professional Conduct

In conducting its work with clients, The Cause Effect commits to:

- Develop realistic and practical solutions to client problems;
- Act in our clients' best interests at all times;
- Render impartial, factually based, independent advice;
- Accept only those client engagements we are qualified to perform;
- Behave with integrity and professionalism at all times;
- Agree with the client in advance on the basis for our professional fees; and
- Safeguard confidential information.



## Clients

Our clients exchange their financial and human resources for our services and products. In this way, they trust The Cause Effect to be honest and clear in our communications. Most importantly, they trust that the work that The Cause Effect delivers also matches or exceeds their requirements, and that we provide products and services on time and in a professional manner.

We expect that all employees and our partners will treat clients courteously and kindly. And, when issues do arise, we expect these to be addressed fairly and appropriately. We believe in fair pricing and in honouring agreements in good faith. We will do our best to send timely invoices and we expect to be paid by clients in a timely manner as well.

## Stakeholders

As a privately held company with no outside source of funding, we hope that employees, partners and colleagues will treat our collective time, office space, technology and financial resources with respect and with care. This protects the large investment that The Cause Effect, its partners, and clients have made in the organisation.

## Suppliers

We rely upon our vendors to provide the highest quality products and services available. These include, but are not limited to, website hosting, accounting, bookkeeping, printing, telephony, software, and connectivity. We believe in the prompt settlement of bills to The Cause Effect and a quick resolution to any disputes with suppliers. All things being equal, including quality of services provided and cost, we reserve the right to choose vendors, suppliers, and other partners that are owned by women, minorities, persons with disabilities, and underrepresented groups. We will always prefer working with **B Corporations** as well as those engaged with Buy One Give One and other conscientious companies, social enterprises, mission-driven companies, and not-only-for profit organisations.



## Community

Our company does not act in a vacuum. Our existence is made possible by the quality and delivery of local, provincial, and federal services, including, but not limited to, government services like social insurance, a court of law, parliamentary democracy, and national defence. Our obligations to the natural world are countless as well; we receive and enjoy an abundance of clean water, air, and energy. In light of this, our obligation to the spirit and letter of the applicable laws of the land is paramount. We will protect and preserve our natural world and be involved in our local community.

## Sustainability

Whenever possible, we will work with local organisations to provide educational opportunities, sponsorships, or giving. The Cause Effect will continue to assess and reduce its carbon footprint, recycle and reuse products, and source sustainably produced paper and other products. We aspire to keep sustainability a core feature of our practice, our work habits and workspaces, our designs, and our aspirations for ourselves, our clients, and our planet. While far from perfect, we aspire to do what's right for the place we call home.

## Review and Accessibility

We will review this code of ethics annually to ensure that it reflects our values, our communications and our actions. This code of ethics will be posted publicly online with the hope that it might act as a model for other agencies and consultancies.

## Reporting

The only way to know if The Cause Effect is upholding this code of ethics, is if employees, clients, colleagues, partners, and others let us know. As a values-driven organisation striving to continually improve, we invite this feedback and accountability.