



## Preamble

The Shooting Industry Foundation of Australia (SIFA) is the peak body representing the Australian Shooting Industry.

Our mission is to protect and represent the commercial interests of the Australian Shooting Industry and ensure its success, growth, and prosperity. We do this through proactive leadership, engagement, and advocacy.

In looking at our responsibilities as an industry peak body, core to our role is to provide the tools and resources necessary to professionalise the industry and set the standards to pursue accountability. As such, SIFA has developed the first ever, Australian Shooting Industry Code of Practice.

Designed for all businesses and organisations with a commercial interest in the Australian Shooting Industry, the purpose of this Code is to promote a minimum industry expectation that firearms businesses should adhere.

This Code of Practice demonstrates SIFA's commitment to the ongoing development and growth of the Australian Shooting Industry. SIFA seeks to deliver a political and commercial landscape from which the entire Australian Shooting Industry can benefit. Adopting this Code of Practice in your business or organisation is just one of the ways that you can assist SIFA in achieving our goals.

**James Walsh**  
*Executive Officer*

## Objectives

This code of practice has been developed for the Australian Shooting Industry, to:

- ensure that Australian firearms businesses understand their responsibilities and obligations to uphold the reputation of the industry.
  - ensure the commercial success, growth & prosperity of the Australian Shooting Industry and enhance its vital contribution to the Australian economy.
  - assist businesses at the forefront of the Australian Shooting Industry ensure they operate in an ethical and professional manner with all required and necessary due diligence and care.
  - enhance public trust and positive perception of the entire Australian Shooting Industry.
  - maintain the professional and equitable reputation of the entire Australian Shooting Industry.
  - better protect the future and ongoing interests of the Australian Shooting Industry.
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## Key Principles

The Australian Shooting Industry is constantly in the spotlight due to many community and social concerns. As such, businesses involved in the Australian Shooting Industry must do everything they can to promote the highest levels of professionalism and integrity.

The following key principles are set to demonstrate the industry's commitment to best practice and excellence.

### 1. Comply with the law

Compliance with all the relevant legislation and regulation that governs the Australian Shooting Industry is crucial to ensure the good reputation and commercial success of the industry.

This Code expects that firearms businesses:

- a) take all reasonable steps necessary to ensure compliance with all relevant state, territory and federal legislation and regulation.
- b) implement business systems, processes and procedures that mitigate the risk of not meeting their regulatory obligations.
- c) must not do anything that contravenes an order of a regulatory body or institution that regulates or oversees any aspect of the Australian Shooting Industry.
- d) upon discovery of non-compliance with any regulatory requirement, take steps to immediately correct the issue or error and self-report the to the relevant authority if necessary.

### 2. Uphold public safety

The Australian Shooting Industry has a strong reputation for promoting and demonstrating the importance of public safety when it comes to firearms. It is this commitment to public safety principles, that will ensure the ongoing prosperity of our industry.

This Code expects that firearms businesses:

- a) ensure that all decisions, business or otherwise are done so giving full consideration to any negative impacts on public safety.
- b) implement relevant internal policy and procedure that guarantees all partners, staff and stakeholders ensure that public safety is not compromised through their actions.

## Scope

SIFA has a zero-tolerance policy towards firearms businesses that deliberately flout the law, risk public safety, cause reputational damage or act unethically. These businesses have no place in the Australian Shooting Industry.

When advocating and representing the Australian Shooting Industry to the public, media, regulators, or politicians, SIFA will reference this Industry Code of Practice and our opinions to demonstrate our ongoing commitment to the professionalism and maturity of the Australian Shooting Industry.

This Code of practise is compulsory for all SIFA members, affiliates, partners, stakeholders, and those who seek to utilise SIFA's industry resources, campaigns, communications, or marketing material. Other businesses and organisations within the Australian Shooting Industry are strongly encouraged to adopt this Code as a minimum.

- c) do all that is necessary to ensure the security of any restricted items that could pose a risk to public safety.
- d) that upon discovery of any potential risk to public safety, immediately report the issue to the relevant authority and offer full co-operation to address the issue.

### Protect the industry's reputation

The Australian Shooting Industry is the most heavily scrutinised in Australia, and as a result, damage to our reputation can have long lasting negative effects. It is up to the entire shooting industry to take responsibility for upholding the good reputation that our industry has.

This Code expects that firearms businesses:

- a) consider the reputational impact that all business decisions, communications, or out bound messaging will have of the industry.
- b) implement proper internal policy and procedure that guarantees all partners, staff and stakeholders have a responsibility to uphold the reputation of the Australian Shooting Industry.
- c) do all that is necessary within their organisation to ensure that all communications and outward messaging are positive and reputation building.
- d) take individual responsibility to build the reputation of the Australian Shooting Industry and call out negative behaviour and messaging.

### Conduct business ethically

Being an industry constantly in the spotlight and under the judgement of public opinion, it is important that firearms businesses operate in a way that does not risk bringing unwanted and negative attention to the industry.

This Code expects that firearms businesses:

- a) treat employees, customers, contractors, and suppliers respectfully and fairly.
- b) uphold all relevant corporations and employment law.
- c) implement company policies that promote a zero tolerance to corrupt, fraudulent or unethical business practices.
- d) do not disparage, defame, or denigrate other businesses, entities, organisations, or associations in the Australian Shooting Industry.

## Contact