



## MFA CODE OF BEHAVIOUR

**Play fair.** Respect your competitors; compete on merit and encourage keen and vigorous competition. Be fair; don't poach staff with less than 18 months' experience. Don't discredit others.

**Value your people.** Place a high value on recruiting, developing and retaining talent. Invest in their continued learning. Leave room for family, friends and fun.

**Do the right thing.** Don't break or bend the law. Don't go looking for loopholes. Follow your good conscience and demonstrate self-regulation. Comply with all IP rights laws.

**Be transparent and trustworthy.** Always act professionally. Give clients honest, unbiased advice that serves their best interests. Act impartially and independently in the provision of services. Conduct business in a socially responsible manner.

**Be honest.** Stand up for what you believe is right, and encourage others to do the same. Create an open and trusting environment with colleagues, clients and suppliers. Keep your word. Respect confidentiality.

**Uphold and build our reputation.** Respect the values and standing of the MFA and its members. Do not disparage other MFA members.

*January, 2018*