



Code of Conduct

1. Purpose

All Board members and Partners are expected to affirm Vinequity's aim to uphold the highest standards of conduct within the wine industry. Vinequity (the "Institute") aims to ensure that people who identify as Black, Indigenous or People of Colour (including BIPOC people who identify as LGBTQ+ or are living with a disability) that work in all aspects of the wine industry are given equitable treatment and opportunities to access, grow and thrive as visible leaders in the Canadian Wine Industry.

Though the Institute programs focus specifically on the Canadian Wine Industry, the overarching mission is to promote a just, equitable, and sustainable society. The enclosed Code of Conduct items ensures that Institute Members and Partners embrace the Institute's mission through words and actions.

Members and Partners are required to abstain from any behaviour which may discredit the Institute and abide by our principles .

2. Principles

Principle 1: Personal Integrity

Members and partners shall behave with honour, respect, integrity and honesty at all times.

Principle 2: Professional Competence

Members and Partners shall act conscientiously, responsibly and proficiently in the course of their roles.

Principle 3: Proper Relationships

Members and partners shall respect the relevant rights and interests of each other, and of those with whom they come into contact in the course of their role as partners of Vinequity.



3. Rules of Partner Behaviour

3.1 Alcohol – We have a zero tolerance policy for abuse of alcohol or any other drug we adhere to Canada’s low-risk alcohol drinking guidelines. Partners are expected to be sensitive to the social and behavioural problems associated with the immoderate consumption of alcohol

3.2 Influence and behaviour – Vinequity works with partners of influence in the wine industry. This brings with it a level of power and influence and that power should not be abused in any way. Specifically, partners must not engage in any discrimination (including but not limited to gender, race, religious belief, sexual identity, and physical or mental disability), harassment or intimidation (including but not limited to verbal, physical, sexual, or bullying) or coercion (whether explicit or implied). This applies to dealings with other Members, students, members of the public, employees of the Institute and other members of the wine industry and includes statements or actions which could be construed to be based on any form of prejudice.

3.3 Partners are required to preserve the good name of Vinequity at all times and refrain from any public statements detrimental to the Institute or which tend to bring the Institute into disrepute.

3.4 Social media – The need for Members to preserve the good name of the Institute extends to their use of social media. Posts on social media cannot be easily controlled and what Partners say or further publicize, whether or not intended, may affect the reputation of the Institute and may damage it. This includes, but is not limited to: professional judgments; personal views; publicizing the views of others; commentary about wine and the wine industry.

3.5 Relationship boundaries - Vinequity Partners cannot engage in any fraternization with any Vinequity directory members. All communications must be kept in the boundaries outlined in any partnership programs.

4. Rules of Board Member Behaviour

The board of directors is committed to teamwork and effective decision-making. Towards this end board members will:



4.1 On important issues, be balanced in one's effort to understand other board members and to make oneself understood.

4.2 Once a board decision is made, support the decision even if one's own view is a minority one.

4.3 Not disclose or discuss differences of opinion on the board with those who are not on the board. The board should communicate externally with "one voice".

4.4 Respect the confidentiality of information on sensitive issues, especially in personnel matters.

4.5 Be an advocate for the Institution and its mission wherever and whenever the opportunity arises in their own personal and professional networks

5. The Complaints Process

Adhering to Ontario's Human Rights Code, all actions that discriminate against people based on a protected ground will be addressed with a formal complaints process which is designed to cover a range of circumstances and the type of complaint. Alleged breaches of this Code of Conduct, shall be acknowledged within ten working days and all allegations are taken very seriously. Any allegations against board members will be handled in third party arbitration.

6. Declaration

I confirm that I have read and understand the Code of Conduct of Vinequity (the "Institute") . As a condition of my role, I confirm to the Institute that I have disclosed any circumstance or fact whereby my role with the Institute may bring the Institute into disrepute. I acknowledge and confirm my obligation to conduct myself in accordance with the Code of Conduct (as amended from time to time) or any replacement adopted by the Institute.

I accept that should the board, after due investigation, determine my conduct at any time to be in breach of the Code of Conduct, the board may take steps to terminate my Partnership.