


A GUIDE TO



# ETHI-CALL

A FREE, INDEPENDENT HELPLINE AVAILABLE TO ALL

MAKE  
YOUR WAY  
THROUGH  
LIFE'S  
TOUGHEST  
CHALLENGES

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

# A GUIDE

## WHAT IS ETHI-CALL?

Ethi-call is a free, independent, national helpline available to all. It provides expert and impartial guidance to help people make their way through life's toughest challenges, when there's nowhere else to turn. Operating for over 25 years, it's the only service of its kind in the world.

## WHO IS IT FOR?

Ethi-call is for everyone. Whether the ethical issue is personal or professional, large or small, Ethi-call helps people make their way through and find clarity and a path forward, when they're stuck and struggling to know what to do.

## HOW DOES IT WORK?

Callers can book a one hour appointment with an Ethi-call counsellor at [www.ethi-call.com](http://www.ethi-call.com). Ethi-call is available day and night, seven days a week.

## WHAT IS THIS GUIDE FOR?

This guide can help your organisation connect those around you with a free service to help them through ethical issues that are troubling them.

Many organisations recommend Ethi-call to their members, staff, and networks because they see the real benefit and relief it provides. It can help resolve difficult ethical problems before they lead to distress or affect a much wider circle of people – colleagues, friends, family and beyond.

The following pages offer easy-to-use information and resources to share across a range of channels including websites, intranets, social media platforms and communications materials. They can be modified to meet your organisation's particular circumstances.

Please join The Ethics Centre in raising awareness about Ethi-call and ensure more people have access to an objective, experienced voice to guide them through difficult problems.

BOOK ONLINE

# WWW.ETHI-CALL.COM

**ETHI-CALL**  
A FREE, INDEPENDENT HELPLINE AVAILABLE TO ALL.

A SERVICE OF

 **THE  
ETHICS  
CENTRE**

## WHAT'S INSIDE?

02 WE ALL KNOW THAT FEELING

08 THE HUMAN EXPERIENCE CAN BE COMPLEX

10 TOUGH DECISIONS ARE PART OF BEING HUMAN

12 WHAT IS ETHI-CALL?

14 TYPES OF CALLS

18 HOW DOES IT WORK?

20 WHO'S IT FOR?

22 HOW DO I GET PEOPLE ENGAGED?

24 WHAT'S IN THE TOOLKIT?

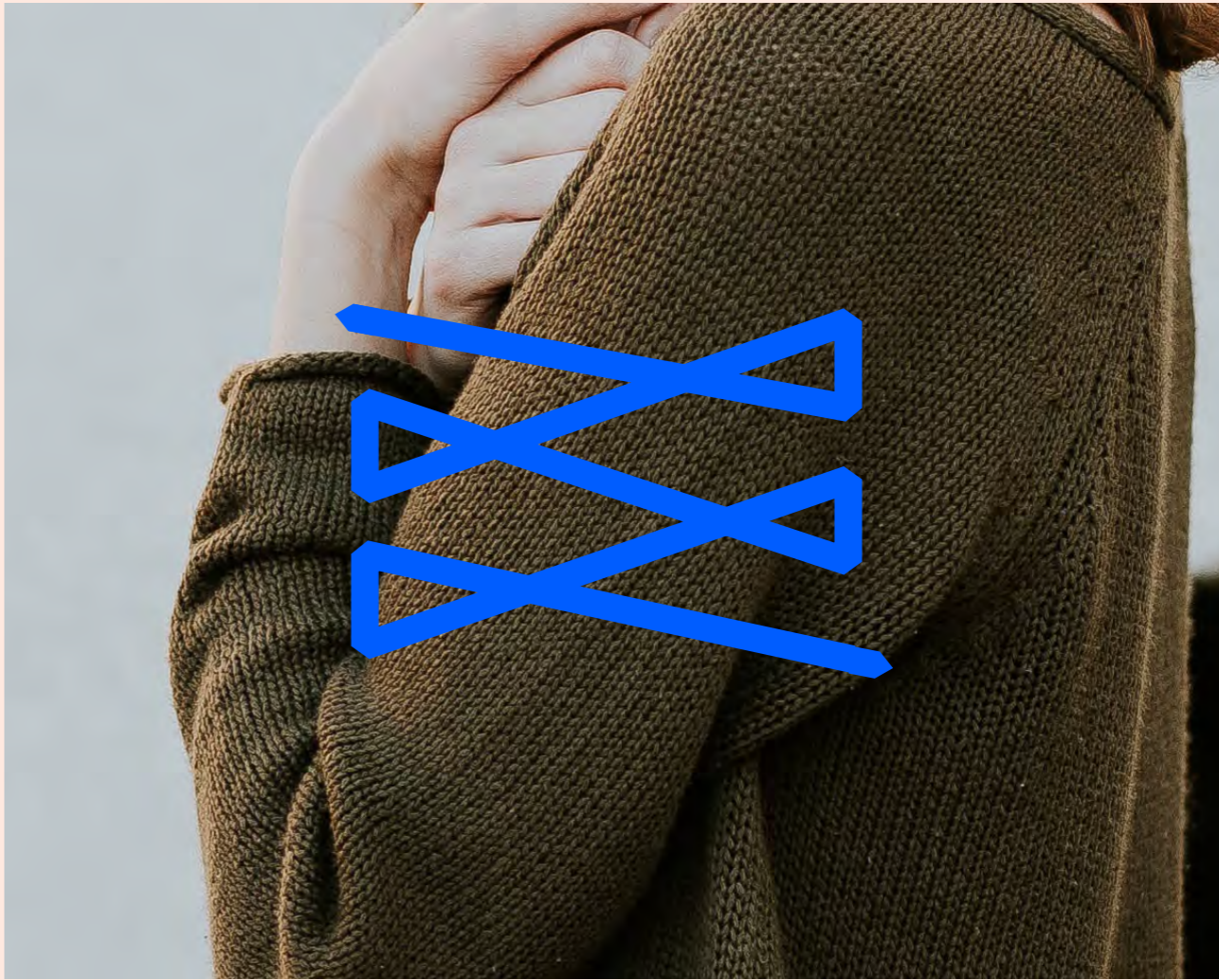
28 WHAT WORDS DO I USE?

38 HELP OTHERS FIND HELP

40 ABOUT THE ETHICS CENTRE



**YOU KNOW  
THAT FEELING...**



**WHEN  
YOU HAVE  
THAT KNOT  
IN YOUR  
STOMACH.**



**YOU WAKE UP  
THINKING  
ABOUT IT &  
TURN IT AROUND  
& AROUND  
IN YOUR HEAD.**



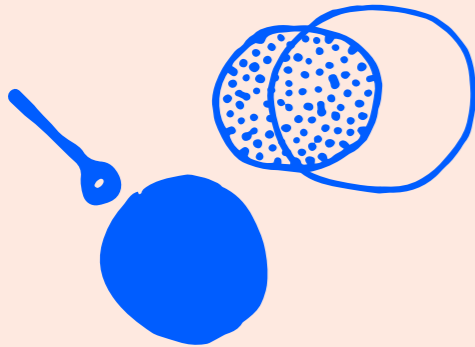
**YOU'RE  
ANXIOUS &  
FEELING  
SO ALONE.**



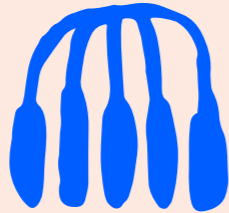
**SOMETIMES  
YOU WANT  
TO  
TALK IT  
THROUGH...**

**BUT  
THERE'S  
NO ONE  
YOU CAN  
TURN TO.**

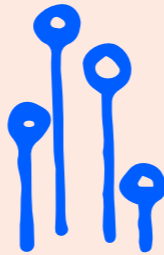
# THE HUMAN EXPERIENCE



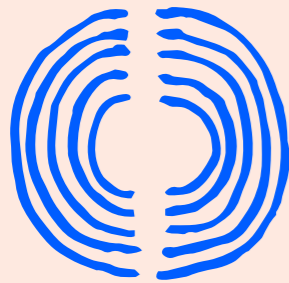
BIRTH



PARENTING



FAMILY



RELATIONSHIPS



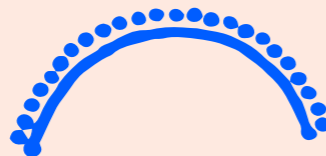
INTIMACY



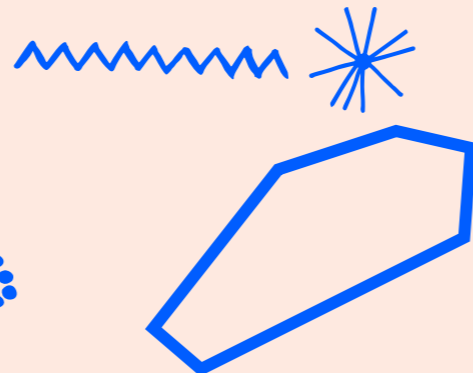
TRUST



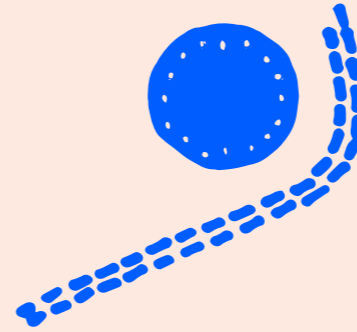
DUTY OF CARE



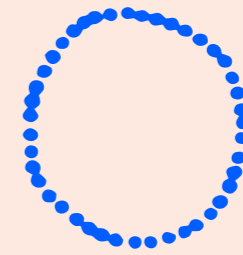
AGED CARE



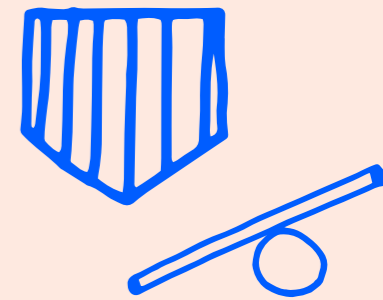
END OF LIFE



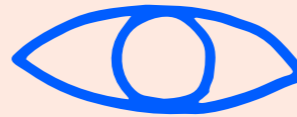
WORK



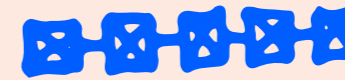
WORKPLACE RELATIONSHIPS



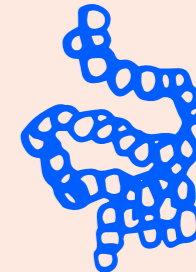
CONFLICT OF INTEREST



PRIVACY



NEGLIGENCE



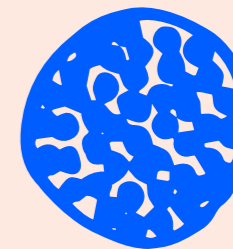
FRAUD



ADDICTION

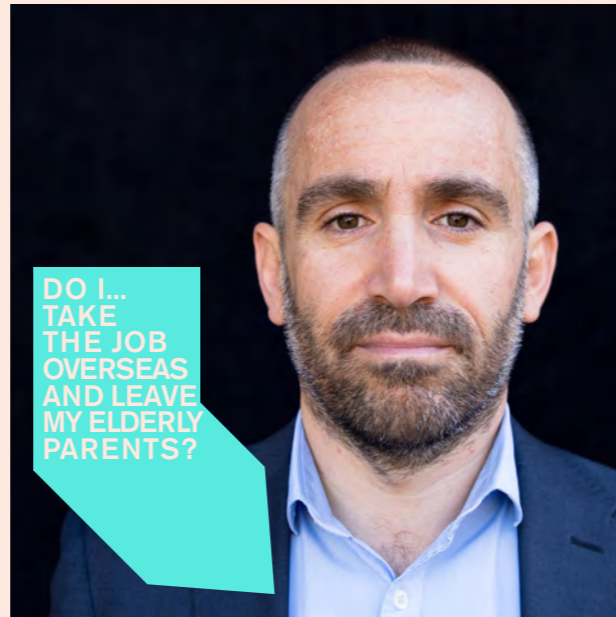


ABUSE



COMMUNITY DISPUTES

CAN BE  
COMPLEX.



# TOUGH DECISIONS ARE PART OF BEING HUMAN.



# ETHI-CALL

## A TRUSTED GUIDE TO HELP YOU THROUGH LIFE'S TOUGHEST CHALLENGES...

### ETHI-CALL IS HERE TO HELP

Ethi-call is a free, independent, national helpline available to all. It provides expert and impartial guidance to help people make their way through life's toughest challenges, when there's nowhere else to turn.

For over a quarter of a century, we've counselled people through ethical dilemmas: decisions that often leave them feeling unsure and alone, where the best path is unclear, and none of the options seem good.

From the toughest choices around birth and death, to those arising within workplaces and communities, our lives are filled with unpredictable and life-changing challenges. And sometimes these complex human issues need a human conversation.

Ethi-call is here to help.

An Ethi-call counselling session could be one of the most important conversations in a person's life, offering vital support to those who are stuck and struggling to know what to do.





# TYPES OF CALLS WE RECEIVE

## BIRTH

### HOW DO YOU DECIDE?

Sara and her partner Karim had been planning a baby through IVF for some time, when Karim was killed in an accident. Sara desperately wants to have the child using Karim's frozen sperm and believes Karim would have wanted this. Karim's parents are strongly opposed. How can she decide what to do?

### WHAT IS YOUR RESPONSIBILITY?

Ted has become withdrawn lately and Nathan, his father, is worried. He starts Year 9 next year but seems to have lost interest in school and has fallen out with his friends. Nathan has tried to talk to him, but gets nowhere. Is it okay to check his emails and texts? When does it become an invasion of privacy?

## PARENTING

## FAIRNESS

### DO YOU SPEAK UP?

Kevin's manager often says things Kevin feels are racist. It makes him uncomfortable. In a recent interview process for a new role, a Bangladeshi male presented outstanding experience and the right working visas. Despite Kevin's recommendation, his manager recruited a substantially less-experienced Irishman, who did not have the correct visa or skills. Should Kevin speak out and how does he do that safely?

### WHAT WOULD YOU DO?

Elka, the eldest of three siblings, has been left a disproportionate amount of assets in her mother's will. Her brothers and sisters don't know, and are unlikely to find out. Elka cared for her mum more than the others, and even though she feels uncomfortable, she thinks the split reflects this. Should she tell them, or take what she feels she's owed?

## END OF LIFE

## CONFLICT OF INTEREST

### HOW WOULD YOU FEEL?

Sue's best friend, June, recently lost her partner in a car accident. Sue is a mortgage broker and June asked for her help in refinancing the family home. On the application Sue submitted, June committed to rent out part of the property for additional income. However, at her son's 5th birthday party on the weekend, June mentioned to Sue and other friends that she didn't intend to rent anything. What should Sue do?

### WHAT'S THE RIGHT THING TO DO?

Sam is the new operations manager in a nursing agency. The company sub-contracts external nurses and Sam discovers some are on student visas – capping their work to 20 hours per week. He knows many have been working double that for some time. Sam also learnt his client's contract stipulates the company can't sub-contract. Should Sam report the issue, knowing the company may lose its contract and the workers might lose their visas?

## TRUST

## HONESTY

### SHOULD YOU LISTEN TO THEM?

After being made redundant last month, Rachel attended a second interview for an exciting new job. It looks like she will get it. The recruitment process had been slow and in the intervening weeks, Rachel found out she was pregnant. Being a person who values honesty, she wants to tell her prospective employer. Friends have advised against it, saying she could lose the job. What should she do?

### SHOULD YOU TELL THEM?

Clara broke up with a violent partner last year. She recently found out he has a new partner who moves in the same circles as Clara and her friends. Does she have a duty to let her know he has the potential to be violent?

## DUTY OF CARE

## LOYALTY

### DO YOU PROTECT YOUR FRIEND?

Peter has been informed in confidence by his boss that a colleague and close friend, a recently single parent, is more than likely to lose her job in the next few months. He knows she has been offered another opportunity elsewhere which she plans to reject out of loyalty to her current employer. Should he break his boss's confidence for the sake of his friend?



**SOMETIMES  
WHEN YOU'RE  
FACING COMPLEX  
HUMAN ISSUES,  
YOU NEED A HUMAN  
CONVERSATION.**



**AN IMPARTIAL &  
INDEPENDENT VOICE  
TO HELP YOU MAKE  
YOUR WAY THROUGH.  
WE CAN HELP.**

# HOW DOES IT WORK?

## PRIVATE & OBJECTIVE GUIDANCE

Delivered by highly trained counsellors, the one-hour call offers private, independent and objective guidance to help people work through life's toughest challenges.

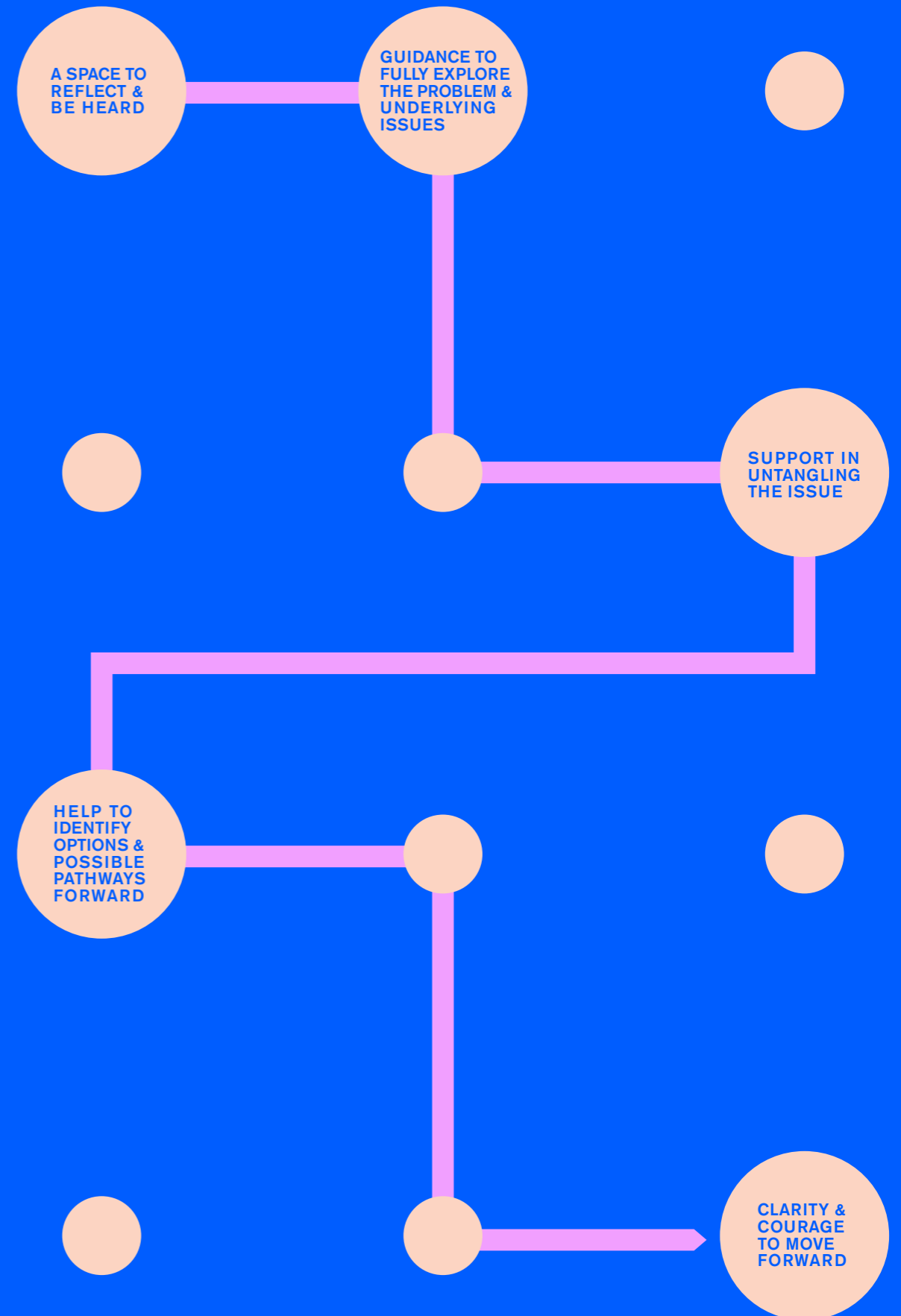
When callers speak with an Ethi-call counsellor, they'll be talking to someone who is trained to take them through a series of questions that help shine a light on the problem they're trying to solve. They won't give you the answers, but they will provide the tools to get to a decision that's right for the caller's unique circumstances.

The process helps to narrow down the problem, uncover things that may not have been considered, and work through multiple pathways for a resolution. It allows callers to see their options differently. This decision making process is unique to The Ethics Centre, making it the only service of its kind in the world.

Ethi-call is available day and night, seven days a week. Anyone can book an appointment for a private one-hour call.

Visit [WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

## ETHI-CALL PROVIDES:



# WHO'S IT FOR AND HOW CAN IT BENEFIT YOUR ORGANISATION?

## ETHI-CALL IS FOR EVERYONE

Whether the ethical issue is a personal or professional one, Ethical-call is here to help people make their way through, to find clarity and a path forward. No problem is considered too big or too small.

People from all walks of life use Ethical-call – from police, politicians, students and academics, to health and finance professionals, pensioners, teachers, farmers, sex workers, board members, new parents, social workers, journalists, and more.

Ethical-call offers real benefits to an organisation and the people within it. That's why many organisations recommend it to their members, staff and networks. It's not just the individual caller that gains from being supported through a difficult issue. The effect of a well-considered decision has a much wider sphere of influence and can have a positive impact that extends to colleagues, family and friends.

Ethical-call can be an ideal complement to other internal resources your organisation offers its employees and stakeholders, such as whistleblower hotlines, employee assistance programs, or other advice and counselling initiatives.

## ETHI-CALL CAN HELP TO:

### Reduce Risk

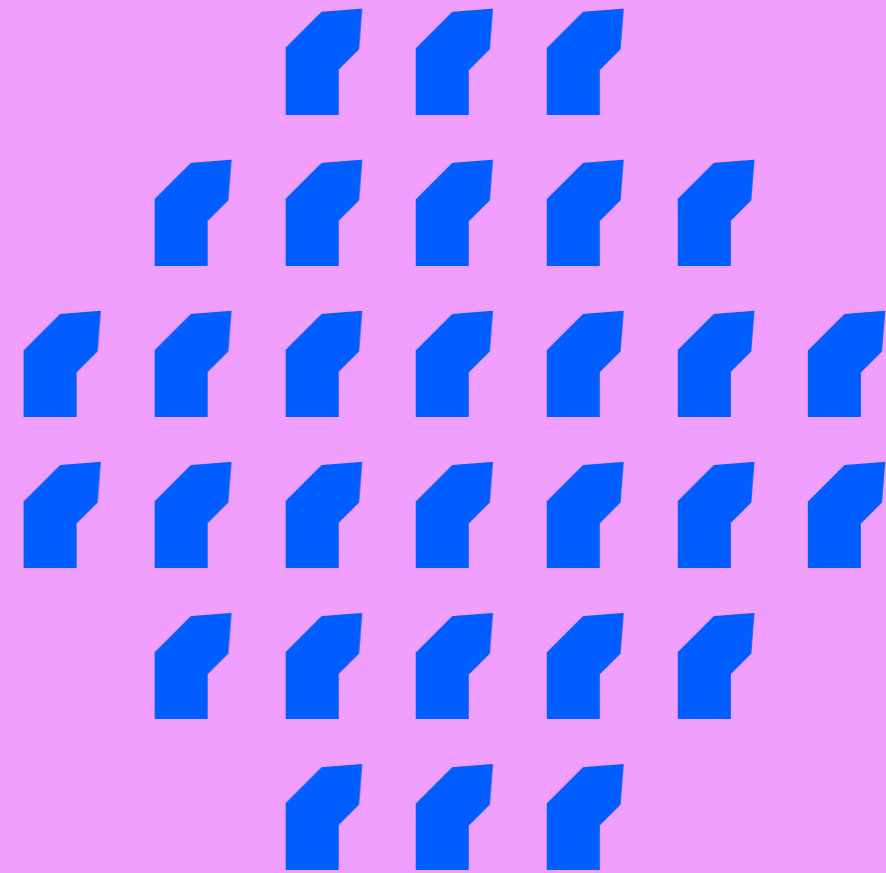
Reduce the risk and impacts of poor choices by bolstering existing support frameworks and services within your organisation.

### Foster Considered Decision Making

Foster more considered and consistent decisions in your employees and through your extended network.

### Support Staff

Support staff and others within your network with a service that relieves the distress caused by ethical issues.



### Enhance Reputation

Enhance internal and external reputation as an organisation that values strong ethics.

### Demonstrate Commitment

Demonstrate organisational commitment to employee wellbeing by providing access to a free, independent service that helps them through both personal and professional issues that may be affecting their health and productivity.

### Offer Independence

Provide access to a truly independent, private and impartial service when there's nowhere else to turn.

# HOW DO I GET PEOPLE ENGAGED?

## STARTING IMPORTANT CONVERSATIONS

**We all face complex issues that affect our work and personal lives. Acknowledging that fact can go a long way towards helping others find the support they need.**

There are a number of simple things you can do.

Having a dedicated space for Ethi-call on your website or intranet, or posting a new dilemma to your social media channels each month can help remind your staff, partners and broader network that there is always somewhere to turn.

Consider profiling ethical news stories or case studies relevant to your business or industry to help make ethics relatable to your staff so they recognise when they're facing ethical challenges.

Ethi-call could be the most important conversation of someone's life, and promoting the service will help ensure no one is left alone.

## SIMPLE THINGS YOU CAN DO:



### Somewhere to turn.

Feature Ethi-call in an upcoming newsletter, or print and hang posters in common spaces like reception areas, kitchens and meeting rooms, to ensure those that need the service know there's somewhere to turn.



### We're here when you need us.

Add a page – or even a small ad – to your website or intranet, reminding people that the service exists and is there if and when they need it. You can also mention the service at staff meetings, training sessions and inductions.



### We all know that feeling.

Post a new dilemma to your social media channels each month to remind people that these are common challenges we all face, and ones that we don't have to face alone.



### Ethics in the real world.

Profile ethical news stories or case studies from your own organisation on your website and through your newsletter to help make ethical issues real and relevant. Include a link to Ethi-call at the bottom of the article.



### Share your story.

Share your stories of how Ethi-call has supported your people or organisation, to encourage others to use the service. Post them on social media or internal communications channels and tag The Ethics Centre so we can share them too.

# WHAT'S IN THE TOOLKIT?

## ALL YOU NEED TO SPREAD THE WORD.

**This toolkit provides the information you need to spread the word on Ethi-call.**

It supports you to start these important conversations, with text and graphic variations that you can use to promote the service across your channels. It provides options so you can choose the content and ethical challenges that will resonate most with your audiences.

Whether you're distributing it through your newsletter, posting on your website, sharing the video on social media, or putting up posters in your workplace, this kit aims to ensure that everyone who needs the service knows that it exists.

## THE ELEMENTS YOU CAN USE:



### Video

A video explaining the service and the support it provides, to embed on your website or share on social media.



### Posters

A3 and A4 posters to print and hang up in your work or community space.



### Website Graphics & Content

Banner images, online ad images and associated written content, for use on your website or intranet.



### Social Media Graphics & Content

Graphics and suggested text for posting to your social media platforms.

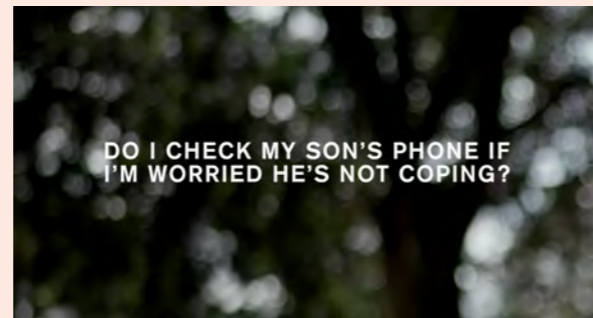
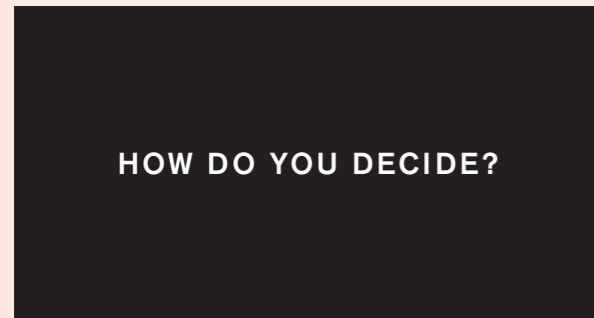


### Email, Newsletter or Blog Graphics & Content

Graphics and suggested text for emails, newsletters and blogs.

# TOOLKIT

## Video



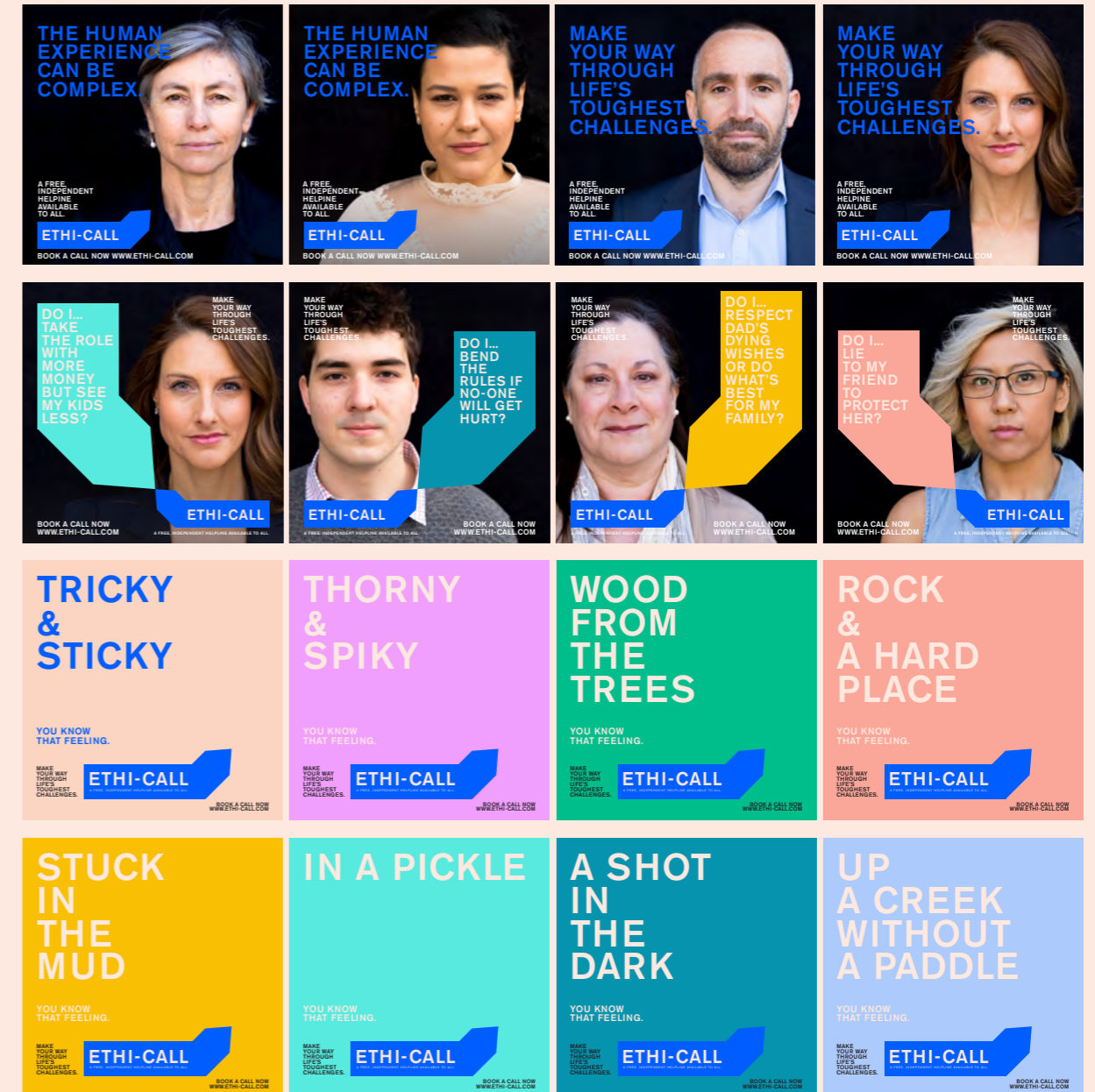
## Posters



## Website, Email, Newsletter & Blog Graphics



## Social Media Graphics



# WHAT WORDS DO I USE?

## 01. WHEN INTRODUCING THE SERVICE:

Website (Long) 

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### ETHI-CALL IS THERE TO HELP.

The human experience can be complex.

Tough decisions are part of being human. Sometimes we just want to talk it through but it can feel like there's nowhere to turn.

From choices around birth and death, to those arising within workplaces and communities, our lives are filled with these unpredictable and life-changing challenges that can leave us feeling uneasy, unsure and alone.

Friends and colleagues may offer conflicting advice. Other doors may be closed.

At these times, it helps to have access to an impartial, experienced voice that can help you make your way through.

### What is Ethical-call?

Ethical-call is a free, independent, national helpline available to all. It provides expert and impartial guidance to make your way through life's toughest challenges.

Operating for over 25 years, it's the only service of its kind in the world.

### Who is it for?

Ethical-call is for everyone. Whether your ethical issue is a personal or professional one, we're here to help you make your way through, to find clarity and a path forward, when you're stuck and struggling to know what to do.

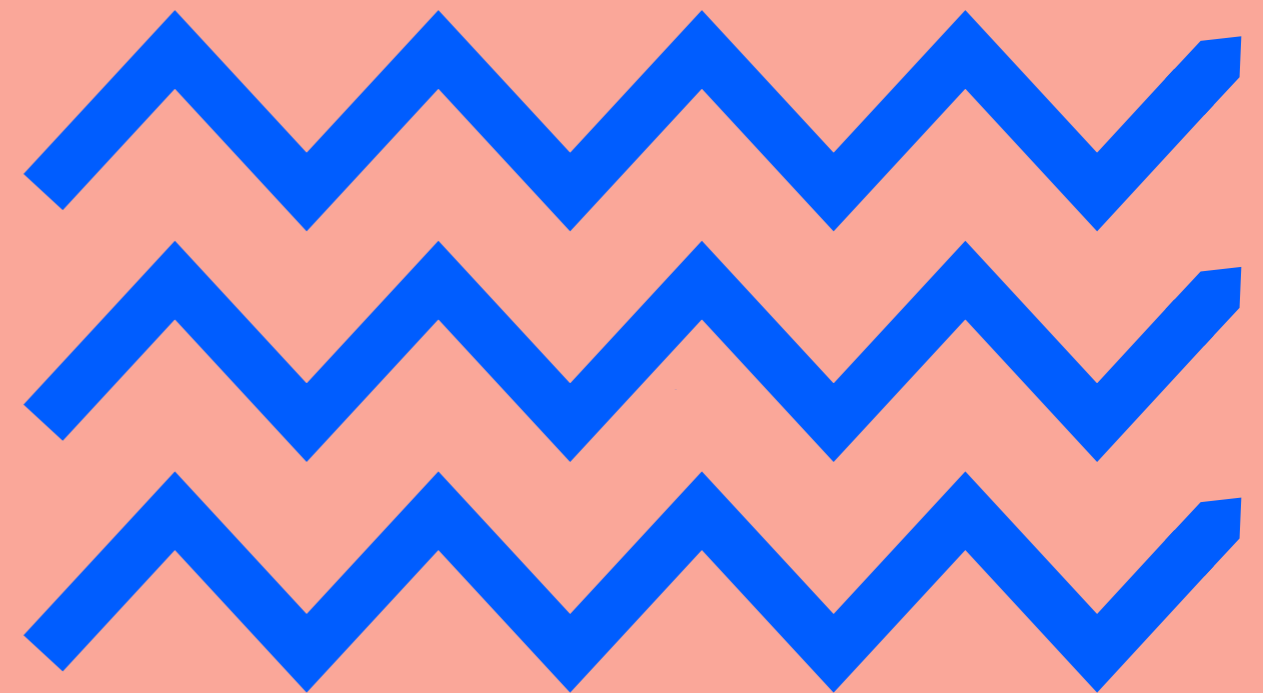
### How does it work?

When you speak to an Ethical-call counsellor, you'll be talking to someone who is trained to take you through a series of questions that help shine a light on the problem you're trying to solve. They won't tell you the answers, but they will provide you with the tools to get to a decision that's right for you.

### Where do I book?

You can book a private one-hour appointment with an Ethical-call counsellor at **WWW.ETHI-CALL.COM** Ethical-call is available day and night, seven days a week.

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Website (Short) 

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The human experience can be complex.

Tough decisions are part of being human. Sometimes these complex human issues need a human conversation.

From choices around birth and death, to those arising within workplaces and communities, our lives are filled with these unpredictable and life-changing challenges.

Ethical-call is a free, independent, national helpline available to all. It provides expert and impartial guidance to make your way through life's toughest challenges. Book your private one-hour session today.

**WWW.ETHI-CALL.COM**

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# WHAT WORDS DO I USE?

## 01. WHEN INTRODUCING THE SERVICE:

Email, Newsletter or Blog 

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### THE HUMAN EXPERIENCE CAN BE COMPLEX.

(Choose 3 or 4 issues relevant to your audiences)

- Do I... break trust if it means fixing the problems at work?
- Do I... lie to my friend to protect her?
- Do I... check my son's phone if I'm worried he's not coping?
- Do I... tell my friend I think their partner's cheating?
- Do I... put my parents in care if they don't want to go?
- Do I... take the role with more money but see my kids less?
- Do I... call out bad behaviour at work that doesn't feel right?
- Do I... share my estate with my son, even if we don't speak anymore?
- Do I... respect dad's dying wishes or do what's best for my family?

#### The human experience can be complex.

From choices around birth and death, to those arising within workplaces and communities, our lives are filled with these unpredictable and life-changing challenges. They can leave us feeling uneasy, unsure and alone.

Tough decisions are part of being human. Sometimes we just want to talk it through but it can feel like there's nowhere to turn. Friends and colleagues may offer conflicting advice. Other doors may be closed.

At these times, it helps to have access to an impartial, experienced voice that can help you make your way through.

#### Ethi-call is a free, independent, national helpline available to all.

For over a quarter of a century, Ethi-call has supported people through their ethical dilemmas, where the best path is often unclear, and where none of the options seem good.

When you speak to an Ethi-call counsellor, you'll be talking to someone who is trained to take you through a series of questions that help shine a light on the problem you're trying to solve. They won't tell you the answers, but they will provide you with the tools to get to a decision that's right for you.

Anyone can book an appointment for a private one-hour call. Ethi-call is available day and night, seven days a week. We all get stuck, and sometimes we struggle to know what to do. Ethi-call is there to help.

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

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#### Preview Text, Facebook & LinkedIn

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The human experience can be complex. Our lives are filled with these unpredictable and life-changing challenges that can leave us feeling uneasy, unsure and alone. Sometimes we need an impartial, experienced voice that can help us make our way through.

#### Ethi-call is there to help.

Twitter 

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V1

The human experience can be complex. Sometimes we need an independent and impartial expert to help guide us through life's toughest challenges.

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

V2

The human experience can be complex. Ethi-call is free, independent service that can help guide you through life's toughest challenges.

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

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# WHAT WORDS DO I USE?

## 02. TO CONTINUE THE CONVERSATION:

Email, Newsletter or Blog 

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### TOUGH DECISIONS ARE PART OF BEING HUMAN.

We're all faced with tough decisions – big and small – each and every day: at work, at home, and in our social life. They're situations that can be tough to navigate. We might upset and alienate someone, break the trust we have with them, or risk our own integrity in the process.

Sometimes these complex human issues just need a human conversation.

But the people we could talk to are often involved. Or they're coming into it with their own interests.

It's in these times we need an experienced and impartial voice to help us make our way through.

Ethi-call is a free, independent, national helpline available to all.

Think of it as your trusted guide for life's ethical challenges, allowing you to explore your options and sense check your decisions.

Ethi-call allows you to be comfortable with the path you choose by equipping you with the tools to assess the things that really matter to you.

Working through a decision in this way has benefits far beyond the call. When we take the time to reflect on a difficult situation and our own values and principles, we get to better know ourselves and the world around us – and can live a life that we're proud of.

Next time you face one of life's tricky challenges, give Ethi-call a call.

We're here to help.

Book your private one-hour session at:

**WWW.ETHI-CALL.COM**

"Thank you. For listening, for opening up my thinking and for helping me work out what I want. I came to you with something impossible. And you helped me to find a way out."

Ethi-call Caller

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## Preview Text, Facebook & LinkedIn

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We're all faced with tough decisions – big and small – each and every day: at work, at home, and in our social life. And sometimes these complex human issues just need a human conversation.

Think of Ethi-call as your trusted guide to help you through life's ethical challenges. A free, independent helpline available to all.

Twitter 

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Complex human issues need a human conversation. Ethi-call is a free, independent helpline. A trusted guide for life's toughest challenges.

**WWW.ETHI-CALL.COM**

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# WHAT WORDS DO I USE?

## 03. TO MAKE IT PERSONAL:

Email, Newsletter or Blog 

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### EVERYTHING ALRIGHT?

How are you doing? Everything alright?  
Feel like you're stuck in a tricky situation, with no good options and no easy way out?  
Worried that no matter what you do you'll upset or alienate someone...or risk your own integrity in the process?

Don't worry.  
We've all been there before.

What are you going to do?  
What options have you considered?  
Who's involved? And what really matters to you?

Let's chat it through, figure out the best path forward, and a decision you'll be comfortable with.  
I'm always here to help.

### ETHI-CALL

Ethi-call is a free, independent, national helpline available to all.  
A trusted guide to help you make your way through life's toughest challenges.  
Go online to book your private one-hour session with one of our counsellors now.  
Or note the address in your phone, so it's there when you need it.

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

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Preview Text, Facebook & LinkedIn 

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Stuck in a bind, with no good options and no easy way out?  
Don't worry. We've all been there before.

Ethi-call can help you make your way through life's toughest challenges.  
A free, independent, national helpline available to all.

Twitter 

---

Stuck in a bind, with no good options and no easy way out? We've all been there before.  
Ethi-call is a free, independent, national helpline available to all.

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

### FEELING STUCK?

(To accompany social media graphics on Facebook and Twitter.)

Feeling stuck? Ethi-call is your trusted guide for life's ethical challenges.  
A free, independent, national helpline available to all.

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)

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I JUST FELT SO RELIEVED... TALKING IT THROUGH. I REALISED I HAD SOME OTHER OPTIONS.

**ETHI-CALL REALLY CAN HELP... & CHANGE PEOPLE'S LIVES FOR THE BETTER.**



IT WAS SO HELPFUL TO GET AN OUTSIDE VIEW, AND TO BE ABLE TO EXPLORE ALL ASPECTS OF MY PROBLEM...

**IT CAN BE THE MOST IMPORTANT CONVERSATION OF SOMEONE'S LIFE.**

**SOMEONE  
TRUSTED  
YOU CAN  
TURN TO**

**BOOK ONLINE  
ONE HOUR SESSIONS BY APPOINTMENT**

**WWW.ETHI-CALL.COM**

**HELP  
OTHERS  
FIND  
HELP**

**IF YOU WANT TO HELP MORE PEOPLE TO HAVE ACCESS TO THIS VITAL SERVICE,  
YOUR SUPPORT IS WELCOME**

**WWW.ETHICS.ORG.AU  
/DONATE**

**SUPPORT ETHI-CALL**

Ethi-call is a free service, staffed by volunteer counsellors. The Ethics Centre relies on the generous support of individuals and organisations like you to keep the service in operation. In addition to promoting the service through your networks, you can help ensure it remains free and widely available by making a donation to The Ethics Centre. Through your generous support, more people will find the help they need.

# THE ETHICS CENTRE

[WWW.ETHICS.ORG.AU](http://WWW.ETHICS.ORG.AU)

More than 25 years ago, our Executive Director, philosopher Dr Simon Longstaff AO, set up a circle of chairs in the centre of Sydney's CBD and invited people to join a conversation. Everyone was welcome. It was a safe place to talk about the things that trouble and divide us.

Today, The Ethics Centre is a not-for-profit organisation developing a range of innovative activities designed to spark discussion, push boundaries, and empower, inform and comfort in the face of modern-day challenges.

At our core, we remain committed to injecting a pause into the centre of public life and allowing people to stop, connect with others and collectively examine the ethical dimension of our daily lives. Because when we create the space to talk about what matters to us most, good will grow.

Whether that's through counselling someone through one of life's toughest challenges, hosting a debate on a pressing global issue or advising businesses and governments on the values and principles that govern their work, The Ethics Centre brings ethics to the centre of everyday life.



## ETHI-CALL



We all face tough choices where there seems to be no right option and no clear path forward. Ethical call is a free, independent, national helpline available to all. It is the only service of its kind in the world, providing objective guidance on life's toughest ethical challenges.

## ADVOCACY PROJECTS



From education systems to the way countries are governed, sometimes the only way to improve lives is to effect ethical change at a systemic level. We create and contribute to local and global initiatives that place ethics at the centre of public life and spark positive social change.

## CONTENT



We also explore the ethical dimension of daily life through content and commentary, engaging people in conversation around the issues we face as individuals and together as a society. We provide the perspectives and frameworks that let people come to their own position, to better know themselves and their world and make more conscious and considered decisions that can help shape a better world.

## ETHICS ALLIANCE



We're a community of organisations demonstrating our commitment to ethical practice. Building an organisation based on strong values and principles is good for shareholders, good for customers, and good for the future of business. We're creating a movement for positive change in the way we work – every day.

## EVENTS + FORUMS



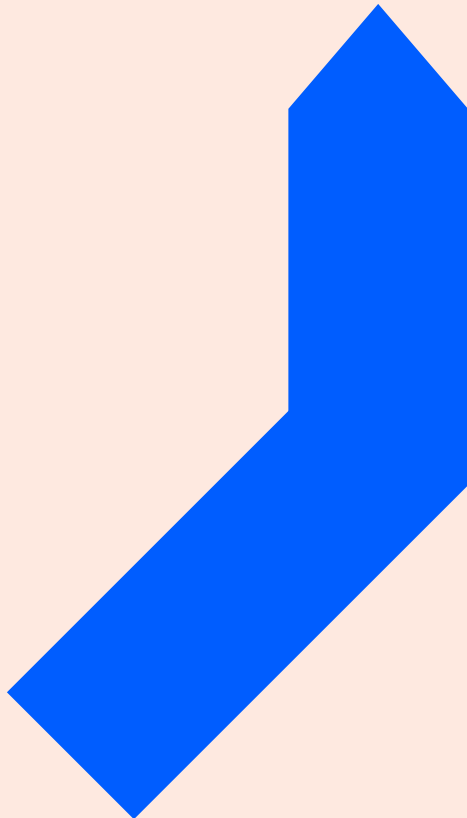
Talking about the things that matter can give us the insight and tools to work through ethical challenges in our own lives. We offer a program of innovative events that allow people to come together and explore the most important ethical issues we face today.

## ADVICE & EDUCATION



The workplace is where we encounter some of the most difficult ethical challenges of our lives. We provide ethics advice and education to help individuals and organisations navigate complexity and be consistent and ethical in their decisions and actions.

[WWW.ETHI-CALL.COM](http://WWW.ETHI-CALL.COM)



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