

SportCOACH Code of Conduct

A SportCOACH is a person who specialises in developing, motivating and guiding athletes to perform at the peak of their abilities in a particular sport. They act as mentors and role models to young athletes and are responsible for creating, implementing and monitoring effective training plans. A SportCOACH also has to know how to recognise and identify potential injury risks and have the knowledge and expertise to prevent them. They possess strong interpersonal skills to be able to effectively communicate and build relationships with their athletes.

All our coaches are qualified and registered with the appropriate professional body of their chosen sport and must comply with our Code of Conduct at all times. The Code is in place to protect the reputation of the SportCOACH brand. Any coach found not to be operating in the spirit of the code will be removed from the site.

1. Coaches should respect the rules and regulations of the sport, and recognise that no athlete is above the law.
2. Coaches should create a positive environment for athletes, ensuring that safety is a priority, and that no athlete is discriminated against on the basis of race, gender, physical ability, cultural background, or any other factor.
3. Coaches should refrain from the use of physical and psychological punishment, and should instead provide constructive feedback and positive reinforcement.
4. Coaches should maintain a high standard of professionalism, treating athletes with dignity and respect, and never questioning their integrity or ethical standards.
5. Coaches should remain aware of their powers over the athletes, understanding that they can be influential role models, and should lead by example in this regard.
6. Coaches should be responsible and honest when dealing with athletes, neither encouraging inappropriate behaviour nor tolerating inappropriate language or gestures.
7. Coaches should adhere to all applicable laws and regulations concerning athlete safety, rights, and welfare.
8. Coaches should vigilantly observe the appropriate boundaries between themselves and athletes, avoiding any behaviour or interaction that could be wrongly perceived as inappropriate.
9. Coaches should demonstrate respect for all opponents, and should maintain a sportsmanlike attitude, both on and off the field.
10. Coaches should promote the physical, mental, and social benefits of the sport, encouraging athletes to always show respect and responsibility.
11. Coaches should only use methods and techniques that they are confident in teaching, where they possess the qualifications for. Coaches should avoid using methods that are a risk to health and safety of the athletes. Coaches should seek continuous personal improvement and keep up with the latest developments in coaching and teaching.
12. Coaches should inspire trustworthiness in athletes. Coaches should keep to the rules of confidentiality and discuss with others matters concerning the athlete only if he/she has discussed with the athlete beforehand which information he/she is allowed to share with a third party. Coaches should involve athletes in decisions that concern them and their future.