



## **ACC CODE OF CONDUCT**

### **Code of Conduct for Coaches:**

Coaches are key to the establishment of ethics in football. Their concepts and their attitude directly affect the behaviour of players under their supervision. Coaches are, therefore expected to pay particular care to the moral aspect of their conduct. Coaches should:

- ◆ Coaches must respect the rights, dignity and worth of every person and treat each equally within the context of the sport.
- ◆ Coaches must place the well-being and safety of each player above all other considerations, including the development of performance.
- ◆ Coaches must adhere to all guidelines laid down by the club and governing bodies.
- ◆ Coaches must develop an appropriate working relationship with each player based on mutual trust and respect.
- ◆ Coaches must not exert undue influence to obtain personal benefit or reward.
- ◆ Coaches must encourage and guide players to accept responsibility for their own behaviour and performance.
- ◆ Coaches must ensure that the activities they direct, or advocate are appropriate for the age, maturity, experience and ability of players.
- ◆ Coaches should, at the outset, clarify with the players (and, where appropriate, parent) exactly what is expected of them and what they are entitled to expect from their coach.
- ◆ Coaches must co-operate fully with other specialists (e.g., other coaches, officials, sports scientists, doctors, physiotherapists) in the best interests of the player.
- ◆ Coaches must always promote the positive aspects of the sport (e.g., fair play) and never condone violations of the Laws of the Game, behaviour contrary to the spirit of the Laws of the Game or relevant rules and regulations.
- ◆ Coaches must consistently display high standards of behaviour and appearance.
- ◆ Coaches must not use or tolerate inappropriate language.
- ◆ Coaches must promote and encourage, particularly to young players, the importance of a healthy lifestyle.
- ◆ Operate without discrimination on grounds of gender, race, colour, language, or religion.
- ◆ Coaches should recognise and avoid situations which may leave them open to question.