



## Coaches' Code of Ethics

- 1. Respect the rights, dignity and worth of every individual athlete as a human being by:**
  - Treating everyone equally regardless of sex, disability, ethnic origin or religion.
  - Respecting the talent, developmental stage and goals of each athlete in order to help each athlete reach their full potential by fair, considerate and honest guidance.
- 2. Maintain high standards of integrity by:**
  - Operating within the rules of bowls and in the spirit of fair play, while encouraging your athletes to do the same.
  - Advocating a sporting environment free of drugs and other performance-enhancing substances within the guidelines of the South Africa Sports Drug Agency and the World Anti-Doping Code.
  - By not disclosing any confidential information relating to athletes without their written prior consent.
- 3. Be a positive role model for bowls and bowlers and act in a way that projects a positive image of coaching by:**
  - Recognising that all athletes are deserving of equal attention and opportunities.
  - Ensuring that the athlete's time spent with you is a positive experience.
  - Being fair, considerate and honest with athletes.
  - Encouraging and promoting a healthy lifestyle and refraining from smoking and drinking alcohol during games.
- 4. Demonstrate professional responsibility by:**
  - Displaying high standards in your language, manner, punctuality, preparation and presentation.
  - Displaying control, courtesy, respect, honesty, dignity and professionalism to all involved within the sphere of bowls – this includes opponents, coaches, officials, administrators, the media, parents and spectators.
  - Encouraging your athletes to demonstrate the same qualities.
  - Being professional and accepting responsibility for your actions.
  - Refraining from inappropriate relationships / behaviour with your pupils and fellow bowlers.
  - Accurately representing personal coaching qualifications, experience, competence and affiliations.
  - Refraining from criticism of other coaches and athletes.
- 5. Make a commitment to providing a quality service to your athletes by:**
  - Seeking continual improvement through ongoing coach education, and other personal and professional development opportunities.
  - Providing athletes with planned and structured training programmes appropriate to their needs and goals.

- Seeking advice and assistance from professionals when additional expertise is required.
- Maintaining appropriate records.

#### **6. Provide a safe environment for training and competition by:**

- Adopting appropriate risk management strategies to ensure that the training and/or competition environment is safe.
- Ensuring equipment and facilities meet safety standards appropriate for the age and ability of the athletes.
- Showing concern and caution toward sick and injured athletes.
- Allowing further participation in training and competition only when appropriate.
- Encouraging athletes to seek medical advice when required.
- Providing a modified training programme if required.
- Maintaining the same interest and support toward sick and injured athletes as you would to healthy athletes.

#### **7. Protect your athletes from any form of personal abuse by:**

- Refraining from any form of verbal, physical or emotional abuse towards your athletes.
- Refraining from any form of sexual or racial harassment, whether verbal or physical.
- Not harassing, abusing or discriminating against athletes on the basis of their sex, marital status, sexual orientation, religious or ethical beliefs, race, colour, ethnic origins, employment status, disability or distinguishing characteristics.
- Ensuring that any physical contact with athletes is appropriate to the situation and necessary for the athlete's skill development.
- Being alert to any forms of abuse directed towards athletes from other sources while in your care.

#### **8. Operate within the Laws of Bowls at all times by:**

- Being fully conversant with The Laws of the Game at International, National and Local levels and the Etiquette required in bowls.
- Possessing and understanding the relevant constitutions, Bye-Laws and other documents.
- Understanding relevant policies (E.g. Drugs) and procedures (E.g. Selection).

#### **In turn, coaches expect to**

- Be treated with **respect and openness**,
- Have access to **self-improvement opportunities** and
- Be matched with a level of **coaching appropriate to their ability**.

#### **References:**

Brainmac. (2010) *Code of ethics & conduct for sports coaches*, Brainmac Sports Coach, <http://www.brianmac.co.uk/ethics.htm> Accessed January 2010.

SPARC. (2010) *Coaches' code of ethics*, Sport and Recreation New Zealand, <http://www.sparc.org.nz/en-nz/communities-and-clubs/Coaching/Becoming-a-Coach/Coaches-Code-of-Ethics/> Accessed January 2010.

TKDWA. (2010) *Coach's code of ethics*, Taikwando Association, <http://tkdwa.org.au/Resources/NCASCodeofEthics%202007.pdf> Accessed January 2010.