



**Premier Coaching**  
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## **Code of Conduct**

At Premier Coaching we pride ourselves on our coaching staff. Each staff member follows a strict code of conduct. Premier Coaching expects a high standard of conduct and integrity from each coach and also expects that each coach will avoid occasion for suspicion or the appearance of improper conduct. If a member of Premier Coaching's staff fail to observe the code of conduct it will lead to disciplinary action and may render the coach liable for dismissal.

Each coach follows the below practices:

Coaches must respect the rights, dignity and worth of each and every person and treat each equally within the context of the sport.

Coaches must place the well-being and safety of each participant above all other considerations, including the development of performance.

Coaches must develop an appropriate working relationship with each participant based on mutual trust and respect.

Coaches must not exert undue influence to obtain personal benefit or reward.

Coaches must encourage and guide the participant 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 the participant.

Coaches should, at the outset, clarify with the participant exactly what is expected of them and then also what they are entitled to expect from their coach.

Coaches must always promote the positive aspects of football, notably 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 constantly display high standards of behaviour and appearance.

Coaches must not tolerate or use inappropriate language.