

Appendix G: Codes of Conduct

Detailed in this section:

Coaching: Codes of Ethics and Codes of Conduct (from Coaching level 1 documentation)

Code of Conduct: Junior members

Code of Conduct: Parents, carers and spectators

Code of Conduct: Coaches and helpers

COACHING: Code of Ethics and Code of Conduct

The Code of Ethics describes the framework of ethical standards that coaches should work within. The Code of Conduct provides more specific information and guidance as to the implementation of the principles described in the Code of Ethics.

1. Code of Ethics

The purpose of the BADMINTON England Code of Ethics is to establish standards for badminton coaches and to inform and protect members of the public using their services. This Code of Ethics is a framework within which to work. It provides a series of ethical guidelines for badminton coaches.

Ethical standards comprise values such as integrity, responsibility, competence and confidentiality. Members of the BADMINTON England Coaching Register in assenting to this Code, accept their responsibilities to performers, colleagues, BADMINTON England and to society.

Standards are described in the following areas:

- Issues of Responsibility
- Issues of Competence

1.1 Issues of Responsibility

Badminton coaching is a deliberately undertaken responsibility and badminton coaches are required to observe and upkeep the principles described in the BADMINTON England Code of Ethics.

1.1.1 Humanity

Coaches must respect the rights, dignity and worth of every human being and their ultimate right to self-determination. Coaches must treat everyone fairly and equally,

within the context of their activity, regardless of sex, ethnic origin, religion or political persuasion.

1.1.2 Relationships

The good badminton coach will be concerned primarily with the well-being, health and future of the individual player and only secondarily with the optimisation of performance.

A key element in a coaching relationship is the development of independence. Players must be encouraged to accept responsibility for their own behaviour and performance in training, in competition, and in their life in general.

Badminton coaches are responsible for setting and monitoring the boundaries between a working relationship and friendship with their players. This is particularly important when the coach and player are of opposite sex and/or when the player is a young person under the age of 18. The coach must realise that certain situations or friendly actions could be misinterpreted, not only by the player but by outsiders and could lead to allegations of sexual misconduct or impropriety.

The relationship between badminton coach and player relies heavily on mutual trust and respect. The player should be made aware of the coach's qualifications and experience and must be given the opportunity to consent to or decline coaching from that person.

1.1.3 Commitment

Badminton coaches should clarify in advance with players and/or employers the number of sessions, fees (if any) and method of payment. They should also explore with players and/or employers the expectation of the outcome of coaching.

Badminton coaches should find out if any prospective client is currently receiving guidance from another teacher/coach. If so, that teacher/coach should be contacted to discuss the situation if this is practically possible.

Badminton coaches who become aware of a conflict between their obligation to their players and their obligation to their Governing Body or other organisation employing them, must make explicitly clear the nature of the conflict, and the loyalties and responsibilities involved, to all parties concerned.

1.1.4 Co-operation

Badminton coaches should communicate and co-operate with other sports and allied professions in the best interests of their players. An example of such contact would be the seeking of educational and career advice/counselling for young players whose training impinges upon the performance of their studies.

Badminton coaches should communicate and co-operate with registered medical and ancillary practitioners in the diagnosis, treatment and management of their player's medical and psychological conditions.

1.1.5 Advertising

Advertising by badminton coaches in respect of qualifications and/or services must be accurate.

Badminton coaches must not display any affiliation with an organisation in a manner that falsely implies sponsorship or accreditation by that organisation.

1.1.6 Integrity

Badminton coaches must refrain from unfair criticism of fellow coaches.

Badminton coaches must not encourage players to violate the rules of the sport and should actively seek to discourage such action. Furthermore, coaches should encourage players to obey the spirit of the rules.

Badminton coaches must not compromise their players by advocating measures which could be deemed to constitute seeking to gain an unfair advantage. Coaches must never advocate the use of proscribed drugs or other banned performance enhancing substances.

Badminton coaches must treat opponents and officials with due respect, both in victory and defeat and should encourage their players to act in a similar manner.

Badminton coaches should undertake to discourage inappropriate behaviour from their players.

1.1.7 Confidentiality

Badminton coaches inevitably gather a great deal of personal information about players in the course of a working relationship. Coach and player must reach agreement as to what is to be regarded as confidential information i.e. not divulged to a third party without the express approval of the player.

1.1.8 Abuse of Privilege

The badminton coach is privileged, on occasion, to have contact with players and to travel and reside with players in the course of coaching and competitive practice. A coach must not attempt to exert undue influence over the player in order to obtain personal benefit or reward.

1.1.9 Personal Standards

The badminton coach must consistently display high personal standards and project a favourable image of their sport and of coaching.

Personal appearance is a matter of individual taste but the badminton coach should be dressed appropriately for the activity to be undertaken and should present him/herself in a way that reflects well upon the sport and BADMINTON England.

The badminton coach should never smoke when coaching.

Coaches should not drink alcohol so soon before coaching that the smell will still be on their breath when working with players or that they are under the influence of alcohol when they are playing.

1.1.10 Safety

Badminton coaches have a responsibility to ensure the safety of the players with whom they work as far as possible within the limits of their control.

All reasonable steps should be taken to establish a safe working environment.

The work done and the manner in which it is done should be in keeping with regular and approved practice within badminton.

The activity being undertaken should be suitable for the age, experience and ability of the players.

The players should have been systematically prepared for the activity being undertaken and made aware of their personal responsibilities in terms of safety.

The badminton coach should abide by the BADMINTON England safety guidelines.

1.2 Issues of Competence

1.2.1 Areas of Practice

Badminton coaches shall confine themselves to practice in those areas of the sport in which they have been trained/educated, and which are recognised by BADMINTON England to be valid. Valid areas of expertise are those directly concerned with badminton coaching. Training includes the accumulation of knowledge and skills through both formal coach education courses and by experience at a level of competence acceptable for independent coaching practice.

Badminton coaches should be able to recognise and accept when to refer players to other agencies or coaches.

1.2.2 Development and Self-Awareness

Badminton coaches are encouraged to regularly seek ways of increasing their professional development and self-awareness.

Badminton coaches have a responsibility to themselves and their players to maintain their own effectiveness, resilience and abilities, and to know when their personal resources are so depleted as to make it necessary for them to seek help and/or withdraw from coaching, whether temporarily or permanently.

2. CODE OF CONDUCT

2.1 Introduction

This Code of Conduct is intended to provide more specific information and guidance as to the implementation of the principles embodied in the Code of Ethics.

Badminton coaches should welcome evaluation of their work by colleagues and be able to account to players, employers, BADMINTON England and colleagues for their actions.

Badminton coaches shall adhere at all times to standards of personal and professional behaviour which reflect credit on BADMINTON England and the whole process and practice of badminton coaching.

It is impossible to specify in precise terms all those actions that could be deemed to be prejudicial to the practice of badminton coaching and the best interests of BADMINTON England. The following provide an indication of the types of incident that are likely to be considered as breaches of this section of the Code:

2.2 Public Criticism of Colleagues

Coaches should refrain from unfair criticism of fellow coaches of BADMINTON England or of BADMINTON England itself.

2.3 Misrepresentation

Coaches must ensure that they do not in any way misrepresent their qualifications, affiliations, or professional competence. Misrepresentation will be regarded as a serious breach of this Code.

2.4 Commitment

When coaches enter into a commitment with an employer, with a team, or with an individual player, the nature of that commitment should be specifically agreed.

2.5 Confidentiality

Coaches should not divulge confidential information relating to a player, as specified in 1.1.7 of the Code of Ethics, to any third party unless with the express approval of the player concerned.

2.6 Criminal Conviction

Any conviction of a badminton coach by a court of law is capable of reflecting adversely on the profession and BADMINTON England.

Members should report any conviction to BADMINTON England at the earliest opportunity.

2.7 Personal Misconduct

Personal misconduct may still give rise to disciplinary action by BADMINTON England if such conduct is deemed to be 'Misconduct' or 'Gross Misconduct', even if such

misconduct does not give rise to disciplinary proceedings by an employer or lead to conviction in a court of law.

Misconduct - Bad timekeeping; unreasonable or unexplained absence; lack of application; wilful damage to property or equipment.

Gross Misconduct - Theft; Falsification of reports or accounts; breach of confidentiality; violence; misuse of alcohol or drugs; dishonesty; indecency.

The above list is not definitive or exhaustive.

2.8 Complaints Procedure

Any individual or organisation wishing to make a complaint against a badminton coach within the context of these Codes of Ethics and Conduct should in the first instance put the complaint in writing identifying how the Code of Ethics and Code of Conduct has been broken to:

BADMINTONEngland
National Badminton Centre, Milton Keynes, MK8 9LA
Tel: 01908 268400
Fax: 01908 268412

Email: coaching@badmintonengland.co.uk

The Chief Executive will consider whether the complaint warrants further investigation and if so, the BADMINTON England's disciplinary procedure will be followed.

CODE OF CONDUCT: Junior members

The template below identifies the key issues to provide guidance on acceptable behaviour and fair play for young players. If required, it provides a written Code of Conduct for young players.

Code of Conduct for Junior Members

_____ Badminton Club

The [NAME OF CLUB] Badminton Club is fully committed to safeguarding and promoting the well being of all its young players. The club believes that it is important that members, coaches, administrators and parents associated with the club should, at all times, show respect and be encouraged to be open in sharing any concerns or complaints they may have about any aspect of the club with [NAME OF JUNIOR COORDINATOR].

As a young player of the club you are expected to abide by the following code of conduct.

- All young players must play within the laws of the game and respect all officials and their decisions.
- All young players must show respect for other young players in the club and opponents.
- All young players should keep to agreed times for sessions and competitions, and inform the appropriate person if they are going to be late.
- If having been selected for a competition or match, a young player is required to withdraw, they must inform the appropriate person immediately.
- All young players must wear appropriate badminton sports clothing for club sessions and competitions.
- All young players must pay any fees for training and events promptly or by the due date.
- Young players are not permitted to smoke, consume alcohol or drugs of any kind on the club premises or whilst representing the club. (Players who are required to take prescribed medicine must discuss this with the Club Child Welfare Officer.)

CODE OF CONDUCT: Parents, Carers and Spectators

Every junior club relies on the support of parents. It is important to make them feel welcome. Often with a little encouragement they may be able to get involved in club activities or in the running of the club.

If necessary, however, the following template code of conduct may prove useful to identify appropriate behaviour.

Code of Conduct for Parents/ Carers & Spectators

_____ Badminton Club

Please help the club provide an atmosphere and culture that encourages fair play and promotes our sport.

- Respect the rules of the club yourself
- Encourage your child to learn the rules of the club and the game, and play within them
- Encourage your child to value fair play and accept the judgement of officials
- Help your child to recognise good performance, not just results
- Support your child's involvement and help them to enjoy their sport
- Ensure your child arrives on time for club sessions and events and is picked up on time from them
- Ensure your child's fees are paid promptly by the due date
- Never blame a child for losing or making mistakes

CODE OF CONDUCT: Coaches and helpers

Developing, promoting and adopting codes of conduct for coaches and helpers makes sure people know what is expected of them, and helps to identify standards of acceptable behaviour.

The essence of good ethical conduct and practice is summarised in the template form below. By adopting these guidelines, the club accepts that all its members have a duty of care towards young and vulnerable members.

Codes of Conduct for Coaches and helpers

_____ Badminton Club

All Club Coaches and Helpers must:

- Consider the well-being and safety of participants before the development of performance
- Develop an appropriate working relationship with performers, based on mutual trust and respect
- Make sure all activities are appropriate to the age, ability and experience of those taking part
- Promote the positive aspects of the sport (e.g. fair play)
- Display consistently high standards of behaviour and appearance
- Follow all guidelines laid down by BADMINTON England and the club
- Hold appropriate, valid qualifications and insurance cover
- Never exert undue influence over players to obtain personal benefit or reward
- Never condone rule violations, rough play or the use of prohibited substances