

# THE GOAL ACADEMY

## CODE OF CONDUCT FOR COACHES

A coach's beliefs and attitude can have a huge influence on their players. It is vital, therefore, that they are aware of the impact that their everyday decisions and choices of actions have. The Goal Academy encourages our coaches to disassociate themselves from a win-at-all-costs attitude, ensuring that the health, safety, welfare and educational development of our young players remain paramount at all times.

Our coaches:

- respect the rights, dignity and worth of each and every person and treat each equally within the context of the sport;
- place the well-being and safety of each player above all other considerations, including the development of performance;
- adhere to all guidelines laid down by FACA and the Rules of The Football Association;
- develop an appropriate working relationship with each player based on mutual trust and respect;
- do not exert undue influence to obtain personal benefit or reward;
- encourage and guide players to accept responsibility for their own behaviour and performance;
- ensure that the activities they direct or advocate are appropriate for the age, maturity, experience and ability of players;
- at the outset, clarify with the player (and, where appropriate, their parents) exactly what is expected of them and also what they are entitled to expect from their coach;
- co-operate fully with other specialists (e.g. other coaches, officials, sports scientists, doctors, physiotherapists) in the best interests of the player;
- 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 or the use of prohibited substances or techniques;
- consistently display high standards of behaviour and appearance;
- do not use or tolerate inappropriate language.

*The Goal Academy wish to acknowledge the valuable contribution of The Football Association, The F.A. Coaches Association, The National Coaching Foundation and The National Association of Sports Coaches in creating this Code of Conduct.*