



Phoenix Football Academy

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Code of Conduct for Managers and Coaches

Coaches directly affect the behaviour of players under their supervision. It is natural that coaches want to win. This code is not intended to conflict with that. This code however, calls for coaches to disassociate themselves with a 'win at all costs' attitude.

The health, safety, welfare and moral education of young people are the first priority of the coach.

Coaches MUST always

- Respect the rights, dignity and worth of each and every person and treat equally within the context of the sport.
- Place the well being and safety of each and every player above all else.
- Adhere to ALL guidelines laid down by governing bodies, club codes of conduct and child protection procedures.
- Develop an appropriate working relationship with each player and parent based on mutual trust and respect.
- Not exert undue influence to obtain personal benefit or reward.
- Encourage and guide players to accept responsibility for their own actions, behaviour and performance.
- Ensure that the training and activities they direct or advocate are appropriate for the age, maturity, experience and ability of the players.
- At the outset, clarify with the players (and where appropriate parent or guardian), exactly what is expected of them and also what they are entitled to expect from their manager or coach.
- Co-operate fully with other specialists in the best interests of the player. e.g. doctor, parents, other coaches, officials, physiotherapist)

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Coaches MUST always (continued.....)

- 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.
- Not use or tolerate inappropriate language
- Refer all complaints or issues resulting from a game that may need further investigation, to the office.