

BAT's Badminton Club Code of Conduct for Coaches



The purpose of this Code of Conduct is to establish standards for badminton coaches and to inform and protect members of the public using their services.

Ethical standards comprise such values as integrity, responsibility, competence and confidentiality. Members of Badminton England's Coaching Register accept their responsibilities to performers, colleagues, Badminton England and to society.

A Coach:

- must respect the rights, dignity and worth of every player.
- must treat everyone fairly and equally, within the context of their activity.
- will be concerned primarily with the well-being, health and future of the individual performer and only secondarily with the optimisation of performance.
- will encourage the development of independence. Performers must be encouraged to accept responsibility for their own behaviour and performance in training, in competition, and in their life in general.
- 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. 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.
- Must make sure that the player is aware of the coach's qualifications and experience and must be given the opportunity to consent to or decline coaching from that person.
- should clarify in advance with players and/or employers the number of sessions, fees (if any) and method of payment.
- should explore with players the expectation of the outcome of coaching.
- should communicate and co-operate with other sports and allied professions in the best interests of their players.
- should communicate and co-operate with registered medical and ancillary practitioners in the diagnosis, treatment and management of their players medical and psychological conditions.
- must refrain from unfair criticism of fellow 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.
- 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.



- must treat opponents and officials with due respect, both in victory and defeat and should encourage their players to act in a similar manner.
- should undertake to discourage inappropriate behaviour from their players.
- must consistently display high personal standards and project a favourable image of their sport and of coaching.
- 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.
- should never smoke when coaching.
- should not drink alcohol so soon before coaching that the smell will still be on their breath when working with players.
- have a responsibility to ensure the safety of the players with whom they work as far as possible within the limits of their control.
- should take all reasonable steps should be taken to establish a safe working environment.
- should organise a session so that the work done and the manner in which it is done should be in keeping with regular and approved practice within badminton.
- should organise an activity such that it should be suitable for the age, experience and ability of the players.
- should have systematically prepared the players for the activity being undertaken and made aware of their personal responsibilities in terms of safety.
- should abide by BADMINTON England's safety guidelines.
- shall confine themselves to practice in those areas of 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.
- should be able to recognise and accept when to refer players to other agencies.
- is encouraged to regularly seek ways of increasing their professional development and self-awareness.
- 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.
- should welcome evaluation of their work by colleagues and be able to account to players, employers Badminton England and colleagues for their actions.