



## Coaches' Code of Conduct

1. Coaches will have a level of competence appropriate for their position.
2. Coaches will maintain the highest standards of personal conduct and support the principles of fair play.
3. Coaches understand that they are role models for their players and must conduct themselves accordingly.
4. Coaches will treat all players, coaches, officials, volunteers, parents and spectators with respect.
5. Coaches shall refrain from the use of profane, insulting, harassing or otherwise offensive language.
6. Coaches will not condone, permit, defend, or engage in actions, on or off the ice which are not consistent with good sportsmanship.
7. Coaches will communicate with players, coaches, officials, volunteers, parents and spectators honestly, fairly and with respect.
8. Coaches will treat everyone in a fair manner within the context of their activities, regardless of sex, gender, place of origin, color, sexual orientation, religion, political belief or economic status.
9. Coaches understand that SPMHA has a zero-tolerance policy with respect to hazing or any other initiation or unequal treatment of rookie athletes and that Coaches are ultimately responsible for the conduct of the athletes under their supervision.
10. Coaches will treat opponents and officials with due respect both in victory and defeat and encourage athletes to act accordingly. Coaches will actively encourage athletes to uphold the rules of their sport and the spirit of such rules.
11. Coaches will comply with all rules set forth by SPMHA, Hockey Alberta and Hockey Canada and principles of fair play and the spirit of the game.
12. Coaches will ensure that the activities being undertaken are suitable for the age, experience, ability and fitness level of the athletes.
13. Coaches will be reasonable in their demands on the player's time, energy and enthusiasm. Coaches will remember that players have interests and responsibilities other than hockey.
14. In the case of minors, coaches will communicate and cooperate with the athlete's parents or legal guardians, involving them in management discussions pertaining to their child's development.
15. Coaches will not ridicule or berate players for making mistakes or for performing poorly. Coaches will remember that children play to learn and have fun, and must be encouraged to have confidence in themselves.
16. Coaches will respect a player's dignity and will not use, or condone the use of, verbal or physical behaviors that constitute harassment, abuse or bullying.
17. Coaches will refrain from the use of profane, insulting, harassing or otherwise offensive language in the conduct of their duties.
18. Coaches will be generous with praise and set a good example and will direct comments or criticism at the performance rather than the athlete.
19. Coaches will communicate and cooperate with the registered medical practitioners in the diagnoses, treatment and management of the athlete's medical and psychological problems. Coaches will consider the athletes' future health and wellbeing as foremost when making decisions regarding an injured athletes' ability to continue playing or training.



20. Coaches shall abstain from the use of tobacco products while in the presence of athletes or while at official SPMHA events.
21. Coaches shall abstain from drinking alcoholic beverages when working with athletes or while at official SPMHA events.
22. Coaches will not encourage and will actively discourage the use of alcohol in conjunction with athletic events or victory celebrations.
23. Coaches must ensure the safety of the athletes with whom they work and educate the athletes as to their responsibilities in contributing to a safe environment.
24. At no time are coaches to become intimately and/or sexually involved with their athletes. This includes requests for sexual favors or threat of reprisal for the rejection of such requests.
25. Coaches shall never advocate or condone the use of drugs or other banned performance enhancing substances.
26. Coaches are bound by the terms of the Social Media Policy.

*The athlete/coach relationship is a privileged one. Coaches play a critical role in the personal as well as athletic development of the athletes. **He/she must understand and respect the inherent power imbalance that exists in this relationship and must be extremely careful not to abuse it.** Coaches must also recognize that the coach is a conduit through which the values and goals of a sport organization are channeled. Thus, how an athlete regards his/her sport is often dependent on the behavior of the coach. The SPKAC Code of Conduct has been developed to aid coaches in achieving a level of behaviors that will allow them to assist their athletes in becoming well-rounded, self-confident and productive human beings.*

***The SPKAC logo, name, identity, reputation and position within Hockey Alberta is the property of the Sherwood Park Kings Athletic Club. Coaches are not permitted to use the SPKAC logo, name, identity, reputation and position for personal promotion or for personal business promotion.***

#### **SPKAC COACHES HAVE A RESPONSIBILITY TO:**

- Read, understand and adhere to SPKAC Policies and Procedures.
- Treat everyone fairly within the context of their activity, regardless of gender, place of origin, sexual orientation, religion, political belief or economic status.
- Provide a team environment on the ice, at team functions, in the dressing room, and any where the team is publicly or privately representing SPKAC that is positive, demonstrates respect for oneself, others and SPKAC, and does not allow for any type of bullying or abuse.
- Direct comments or criticism at the **performance** rather than the athlete.
- Consistently display high personal standards and project a favorable image of hockey and of coaching. A coach should:
  - Refrain from public criticism of fellow coaches.
  - Abstain from the use of tobacco products while in the immediate presence of his/her athletes and discourage their use by athletes.
  - Abstain from drinking alcoholic beverages when working directly with athletes and encouraging the use of alcohol in conjunction with athletic events/ celebrations.
  - **Refrain from the use of profane, insulting, harassing or otherwise offensive language in the conduct of his/her duties.**



- Ensure that the activity being undertaken is suitable for the age, experience, ability and fitness level of the athletes and educate athletes as to their responsibilities in contributing to a safe environment.
- Consider the athletes' future health and wellbeing as foremost when making decisions regarding an injured athlete's ability to continue playing or training. Communicate and cooperate with those involved in the management of their athletes' medical and psychological problems.
- Allow athletes' goals to take precedence over their own as long as the team does not suffer.
- Regularly seek ways of increasing professional development and self-awareness.
- Treat opponents and officials with due respect, both in victory and defeat, and encourage athletes to act accordingly.
- Actively encourage athletes to uphold the rules of their sport and the spirit of such rules.
- In the case of minors, communicate and cooperate with the athlete's parents or legal guardians, involving them in management decisions pertaining to their child's development.
- Be aware of the importance of academic pursuits and the pressures placed on student-athletes and support athletes in a manner so as to allow academic success.

**COACHES MUST:**

- Ensure the safety of the athletes (mentally and physically) with whom they work.
- At no time become intimately and/or sexually involved with their athletes. This includes requests for sexual favours or threat of reprisal for the rejection of such requests.
- Respect athlete's dignity: verbal or physical behaviors that constitute harassment or abuse are unacceptable.
- Respect the volunteers who give their time to hockey. Never verbally or in written statements including electronic form, harass, slander, or degrade the Club or the efforts of those who provide or participate in the SPKAC hockey program.
- Never advocate or condone the use of drugs, alcohol or other banned performance enhancing substances.
- Never provide under-age athletes with alcohol.

**SPKAC advocates a strict "ZERO TOLERANCE" policy regarding substance use and abuse by athletes and coaches. Please be absolutely familiar with this policy.**

I have read and understand the above statements and agree to conduct myself in a manner that demonstrates the standards established in this SPKAC Coaching Code of Conduct. Further, I agree to abide by the rules, regulations and decisions as set forth by SPKAC.

**Failure to comply with any of the above clauses may result in immediate suspension, personal liability, and possible termination from my coaching position.**

Coach's Printed Name: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Witness Name: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_