



Approved By: Management

Effective Date: Jul, 2011

Updated: May, 2012

Alberta Alpine Ski Association

Policy Title

2.2 Coaching Code of Ethics

Policy Objective

The Code of Ethics has been developed to help alpine coaches achieve a level of personal conduct and behaviour consistent with the position and profession of Alpine Ski Coach.

The coach/athlete and coach/parent relationship is a privileged one. Coaches play a pivotal role in the personal and athletic development of their athletes. An understanding of the inherent power that coaches can exert over athletes is an extremely important notion. Coaches must recognize they are role models through which the values and goals of the sport, and the sport organizations they represent, are channelled. Coaches must also recognize that they assume the full range of “duty of care” responsibilities while the athlete is under their control.

The following Coaching Code of Ethics is organized around four ethical principles:

1. **Respect for Participants** –challenges coaches to act in a manner respectful of the dignity of all participants in the sport.
2. **Responsible Coaching** – a basic ethical expectation that the activities of coaches will benefit society in general and participants in particular, and will do no harm.
3. **Integrity in Relationships** – coaches are expected to be honest, sincere and honourable in their relationships with others.
4. **Honouring Sport** –coaches will recognize, act on and promote the value of sport for individuals, teams, other partners in the sport and for society in general.

Procedure

1. Respect for Participants

Respect:

- treat all participants, officials and volunteers in sport with respect at all times
- Provide feedback to athletes and other participants in a caring manner that is sensitive to their needs, e.g., focus on performance rather than the athlete
- Not engages publicly in demeaning descriptions of others in sport (e.g., statements, conversations, jokes, presentations, media reports).

Rights:

- Recognize athletes’ right to consult with other coaches and advisors
- Respect athletes as autonomous individuals and refrain from intervening inappropriately in personal affairs which are outside the generally accepted jurisdiction of a coach.

Equity:

- Treat all participants equitably within the context of the sport regardless of gender, race, place of origin, athletic potential, colour, religion, political beliefs, socio-economic status, sexual orientation or any other conditions.
- Act to prevent or correct practices that are unjustly discriminatory



ALBERTA ALPINE

Approved By: Management

Effective Date: Jul, 2011

Updated: May, 2012

Empowerment:

- Encourage and facilitate participants' abilities to be responsible for their own behaviour, performance and decisions.

Informed Participation:

- Communicate and cooperate with family members or guardians, involving them in appropriate decisions which affect them.

Confidentiality:

- Keep confidential, unless detrimental to the athlete, any information about athletes or others which have been gained through coaching activities and which they believe is considered confidential by those persons.
- Exercise discretion in recording and communicating information so that information is not interpreted or used to the detriment of others.

2. Responsible Coaching

Professional Training:

- Be responsible for achieving and maintaining a high personal level of professional competence through appropriate training.
- Keep themselves up to date with relevant information through personal learning, discussions, workshops, courses, conferences etc., to ensure their services will benefit others.

Self-Knowledge:

- Evaluate how their own experiences, attitudes, beliefs, values and stresses influence their actions as coaches and integrate this awareness into all efforts to benefit others.

Athlete Focused:

- Coach in a way that benefits athletes, removing harm and acting consistently for the good of the athlete, keeping in mind that the same training, skills and powers that coaches use to produce benefits for athletes are also capable of producing harm.

Coaching Limits:

- Take the limits of their knowledge and capacity into account in their coaching practice. In particular, coaches must not assume responsibilities for which they are insufficiently prepared.
- Refrain from working in unsafe or inappropriate situations that significantly compromise the quality of their services and the health and safety of athletes.

Team Effort:

- Recognize and accept when it is appropriate to refer athletes to sport specialists
- Recognize that athlete development is a team effort and that passing an athlete on to another coach at a different level within the system, if beneficial to the athlete, should be encouraged.

Complete Effort:

- Ensure that every reasonable effort has been applied to help the athlete reach their potential.

Athlete's Interest:

- Be aware of significant pressures in athletes' lives, e.g. school, family and financial pressures, and coach in a manner that fosters positive life experiences.

Safety:

- Ensure that athletes train and perform in suitable and safe settings.
- Make athletes aware of their responsibilities for participating safely in the sport.

Sexual Relationships:



ALBERTA ALPINE

Approved By: Management

Effective Date: Jul, 2011

Updated: May, 2012

- Be acutely aware of power in coaching relationships and therefore, avoid sexual intimacy with athletes, either during coaching or for that period of time following completion of the athlete's career during which an imbalance of power could jeopardize effective decision making. The principle of zero tolerance should be exercised.
- Abstain from and refuse to tolerate in others all forms of harassment, including sexual harassment. Sexual harassment includes either or both of the following:
 - The use of power or authority in an attempt to coerce another person to engage in or tolerate sexual activity. Such uses include explicit or implicit threats of reprisals for non-compliance or promises of reward for compliance;
 - Engaging in deliberate or repeated unsolicited sexually oriented comments, anecdotes, gestures or touching:
 - Are offensive and unwelcome
 - Create an offensive, hostile or intimidating environment;
 - Can be expected to be harmful to the recipient and or team mates.

Extended Responsibility:

- Recognize and address harmful personal practices of others in the sport, e.g., drug and alcohol use addiction, physical and mental abuse, misuse of power.

3. Integrity of Relationships

Honesty:

- Accurately represent their qualifications, experience, competence and affiliations in spoken and written communications, being careful not to use descriptions or information which could be misinterpreted.

Honourable:

- Know the sport rules, regulations and standards, and support and abide by them.

Conflict of Interest:

- Not exploit any relationship established as a coach to further personal, political or business interests at the expense of the best interest of participants in the sport.
- Declare conflicts of interest when they arise and seek to manage them in a manner which respects the best interests of all those involved.

4. Honouring Sport

Drug Free Sport:

- Actively discourage the use of performance enhancing drugs and support athletes' efforts to be drug free.

Positive Role Model:

- Maintain the highest standards of personal conduct and project a favourable image of skiing and ski racing and of coaching to athletes, other coaches, officials, spectators, families, the media and the general public.

Responsibility to Industry Partners

- Promote cooperation with ski areas, ski schools, the skiing public and other groups that participate in and promote skiing and ski racing.

Respect for Other Coaches



ALBERTA ALPINE

Approved By: Management

Effective Date: Jul, 2011

Updated: May, 2012

- Respect the good efforts of other coaches in the field. Refrain from vilifying the actions of other coaches in public or private.

Scope

All employees and members of Alberta Alpine.

Related Policies

- 2.6. Drug Free Sport and World Anti-Doping Agency Guidelines
- 2.7. Harassment
- 2.10. Privacy