



Westcastle International Academy

COACH CODE OF CONDUCT

At Westcastle International Academy (WIA), we hold all our coaches highly accountable for excellence in coaching and expect all coaches to follow the WIA Coach's Code of Conduct:

1. Create and maintain a positive environment that promotes both individual and team development. They must respect the rights, dignity, and worth of each and every person, and treat each equally, providing them with mutual respect and trust. Always be consistent and honest when providing feedback.
2. Be concerned with the overall development of your players. Take a holistic approach to their development and consistently stress good health habits and clean living.
3. Adjust to personal needs and problems of players; be a good listener; never verbally or physically abuse a player; give all players the opportunity to improve their skills, gain confidence and develop self-esteem.
4. Never shame or yell at your players. Always be a positive role model and communicate positively and respectfully at all times with all players, game officials, parents, and opponents.
5. Respect all people affiliated with the game - players, referees, coaches, spectators, etc. Opponents and referees must be treated with respect at all times.
6. Be committed to improving the performance of the individual players and the team physically and mentally.
7. Provide a high-quality soccer program that positively reflects the values of WIA, ensuring that the training they provide is suitable for the age, maturity, experience, and ability of each player.
8. Ensure the safety of the players is paramount at all times.
9. Be thoroughly acquainted with FIFA Laws of the Game and keep attuned to excellent principles of coaching.
10. Act as a positive role model at all times as players look up to team officials and model their behaviour after them.
11. Encourage players to exhibit good sportsmanship, be gracious winners and losers, and always play fairly within the laws of the game.
12. Be enthusiastic and positive. Be generous with praise when deserved, and provide feedback in a positive format that promotes improvement and confidence building.
13. Coaches should, 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.
14. Coaches must cooperate fully with other specialists (e.g. other coaches, officials, sports scientists, doctors, physiotherapists) in the best interests of the player.
15. Coaches must always promote the appropriate Code of Conduct and positive aspects of the sport (e.g. fair play) to players, parents, and spectators alike. 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.

Discipline:

Discipline issues related to coaches at games are handled either by the league or, for more serious cases, by BC Soccer. Refer to BC Soccer's Conduct, Ethics and Discipline Standards and Policy.

For discipline issues that are not game-related, and are instead an internal issue, the process outlined in WIA's Dispute Resolution and Appeals policies will be followed for those wishing to issue a complaint against a player, team official, parent, staff member, volunteer, or anyone else aligned with WIA.

Coach's Full Name: _____

Coach's Signature: _____

Date: _____