



COACH & STAFF CODE OF CONDUCT

UFootballSC is committed to providing a safe, positive, inclusive, and development-focused environment for all participants. Coaches, staff members, volunteers, and academy representatives are expected to maintain the highest standards of professionalism, integrity, and leadership while supporting the growth and well-being of every player.

Coaching Philosophy

The primary responsibility of every coach is to support the long-term development of players by promoting skill development, teamwork, confidence, sportsmanship, and enjoyment of the game.

Player welfare must always take priority over winning, rankings, or competitive results.

Professional Responsibilities

Coaches and staff are expected to act professionally and ethically at all times. They must represent UFootballSC in a manner that reflects the values and reputation of the academy both on and off the field.

All academy representatives are expected to be punctual, prepared, organized, and committed to providing a positive learning environment.

Athlete Welfare and Safety

The physical, emotional, and mental well-being of players must always be the highest priority.

Coaches and staff must take reasonable steps to provide a safe environment and immediately address concerns involving player health, safety, or welfare.

All academy representatives must follow:

- Child Protection Code of Conduct
- Rule of Two Policy
- Concussion Safety Policy
- Safe Sport Guidelines
- Travel and Overnight Stay Policies

Communication Standards

Communication with players and families must remain professional, respectful, and appropriate at all times.

Information should be communicated clearly, honestly, and in a timely manner.

Communication with players under the age of 18 should follow academy procedures and, whenever appropriate, include parents or guardians.

Professional Boundaries

Coaches and staff must maintain appropriate professional boundaries with all participants.

Relationships with players must remain respectful, transparent, and focused solely on player development and academy activities.

Inappropriate relationships, favoritism, private meetings in isolated environments, or conduct that may compromise player safety are strictly prohibited.

Leadership and Sportsmanship

Coaches and staff are expected to demonstrate leadership through positive behaviour, respect, fairness, patience, and accountability.

Officials, opponents, players, parents, and fellow coaches must be treated with dignity and respect at all times.

Unsportsmanlike conduct, abusive language, harassment, discrimination, bullying, intimidation, or retaliation will not be tolerated.

Conflict of Interest

Coaches and staff must avoid situations that may create conflicts of interest or compromise professional judgment.

Any potential conflict should be disclosed to academy management immediately.

Reporting Responsibilities

Any concerns involving player safety, misconduct, inappropriate behaviour, abuse, harassment, bullying, or violations of academy policies must be reported through appropriate academy reporting procedures.

Coaches and staff are expected to cooperate fully with any review, investigation, or disciplinary process.

Confidentiality

Personal information relating to players, families, staff members, and academy operations must be treated as confidential.

Information should only be shared when required for legitimate academy purposes, participant welfare, or legal obligations.

Social Media and Public Conduct

Coaches and staff should use social media responsibly and maintain professional standards in all public communications.

Content that may damage the reputation of players, families, staff members, or UFootballSC is prohibited.

Failure to Comply

Failure to comply with this Code of Conduct may result in disciplinary action, suspension, removal from academy activities, termination of coaching responsibilities, or other corrective measures deemed appropriate by UFootballSC.

Acknowledgement

By serving as a coach, staff member, volunteer, or representative of UFootballSC, individuals acknowledge that they have read, understood, and agree to comply with this Coach & Staff Code of Conduct.