



COACH CODE OF CONDUCT

As coaches of NESS Academy, we play a pivotal role in the development and well-being of our players both on and off the field. We are committed to upholding the highest standards of professionalism, integrity, and sportsmanship. By adhering to the following code of conduct, we aim to provide a positive and enriching experience for our participants:

- 1. Player Development:** We prioritise the holistic development of our players, focusing not only on their football skills but also on their physical, mental, and emotional wellbeing and growth. We will create a positive and nurturing environment where players can gain confidence, learn, improve, and reach their full potential.
- 2. Positive Role Modelling:** We will lead by example and serve as positive role models for our participants. We will demonstrate good sportsmanship, respect for others, and a strong work ethic both on and off the field. We understand that our actions and attitudes have a profound impact on our players' development and character.
- 3. Respect for Players:** We will treat all players with respect, fairness, and dignity, regardless of their skill level, background, or circumstances. We will communicate openly and honestly with players and their families providing constructive feedback and guidance to help them grow and succeed.
- 4. Safety and Well-being:** We will prioritise the safety and well-being of our participants at all times. We will ensure that training sessions and matches are conducted in an enjoyable, safe and appropriate manner, following all relevant safety guidelines and protocols. We will be vigilant for signs of injury or distress and respond promptly and appropriately.
- 5. Fair Play:** We will promote the principles of fair play and sportsmanship in all aspects of the sessions/games. We will install in our players a respect for the rules, officials, opponents, and teammates. We will not tolerate cheating, dishonesty, or unsportsmanlike behaviour in any form.
- 6. Communication:** We will maintain open and transparent communication with participants, their families, NESS Staff, and other coaches. We will listen to the concerns and feedback of all stakeholders and address them in a timely and professional manner. We will collaborate with fellow coaches to ensure consistency and cohesion in our coaching approach.
- 7. Professionalism:** We will conduct ourselves with professionalism and integrity at all times. We will adhere to the rules and regulations set forth by the Academy, any league, and or governing bodies. We will continuously seek to improve our coaching knowledge and skills through ongoing education and training.
- 8. Empowerment and Inclusion:** We will empower our players to take ownership of their development and decision-making processes. We will create an inclusive and supportive environment where all participants feel valued, respected, and included, regardless of their background or ability.
- 9. Balanced Approach:** We will strive to maintain a balanced approach to coaching, recognising the importance of both competition and enjoyment. We will celebrate our participants' progression, successes and milestones while also emphasising the importance of self-belief, effort, teamwork, and personal growth.
- 10. Commitment:** We will demonstrate unwavering commitment to our participants, their families, the overall Academy organisation, and the broader football community. We will invest our time, energy, and resources to ensure the continued success and sustainability of NESS Academy and its youth football and overall life-skills and wellbeing program.

By adhering to this code of conduct, we pledge to uphold the values of NESS Academy and to serve as positive ambassadors for the organisation and the sport of football.

NESS Coaching Staff

Date: [Date]