



Code of Conduct for Esports Coaches, Programme Leaders and Responsible Adults

This code applies to Coaches, Programme Leaders and other Responsible Adults, recognising the vital role they play in the development of esports and the individuals and teams they work with and support. Good, well-trained coaches are better equipped to ensure that individuals have positive experiences so therefore remain engaged and more likely to achieve their potential.

Coaches, Programme Leaders and other Responsible Adults must demonstrate a high degree of honesty, integrity, competence, knowledge, and skill. They must understand their responsibilities and promote participation for fun and enjoyment as well as achievement.

This Code of Conduct establishes the expectations of all Coaches, Programme Leaders and Responsible Adults who are involved in esports. It outlines the standards and behaviors these individuals are expected to uphold and maintain. Coaches, Programme Leaders and Responsible Adults must:

Rights & Responsibilities:

- Respect and champion the rights of every individual to participate, regardless of age, ability or experience.
- Recognise the rights and dignity of every individual, regardless of gender, marital status, race and ethnicity, disability, sexual identity, age, occupation, religious beliefs or political opinion.
- Promote the welfare and best interests of their participants and create a safe, inclusive environment in which every individual is protected and free from discrimination, harassment and abuse.
- Develop positive relationships with their participants; based on openness, honesty and mutual trust, whilst maintaining professional, respectful and appropriate boundaries at all times.
- Not engage in any behaviour that constitutes any form of abuse or harassment (physical, sexual, emotional, neglect, bullying).

Personal & Professional Standards:

- Be a positive role model for participants, displaying high standards of personal behaviour and conduct at all times.
- Operate within the rules and spirit of esports and report those who do not to the appropriate authorities.
- Display courtesy, respect, dignity, integrity, honesty, fair play and professionalism to everyone involved in esports (other competitors, teams, coaches, spectators, families, officials, administrators and others) and encourage others to do the same.
- Not engage in, or endorse, inappropriate conduct, including consuming excessive alcohol, smoking, use of recreational or performance enhancing drugs, use of offensive language or gambling, whilst in an official capacity.
- Provide a high-quality service to their participants and plan all sessions to ensure they meet the needs and abilities of their participants.
- Accurately represent all personal qualifications, experience, competence, and affiliations.
- Demonstrate a commitment to their own professional development by seeking regular opportunities to develop their skills and competencies and to update their knowledge.

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